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RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 5




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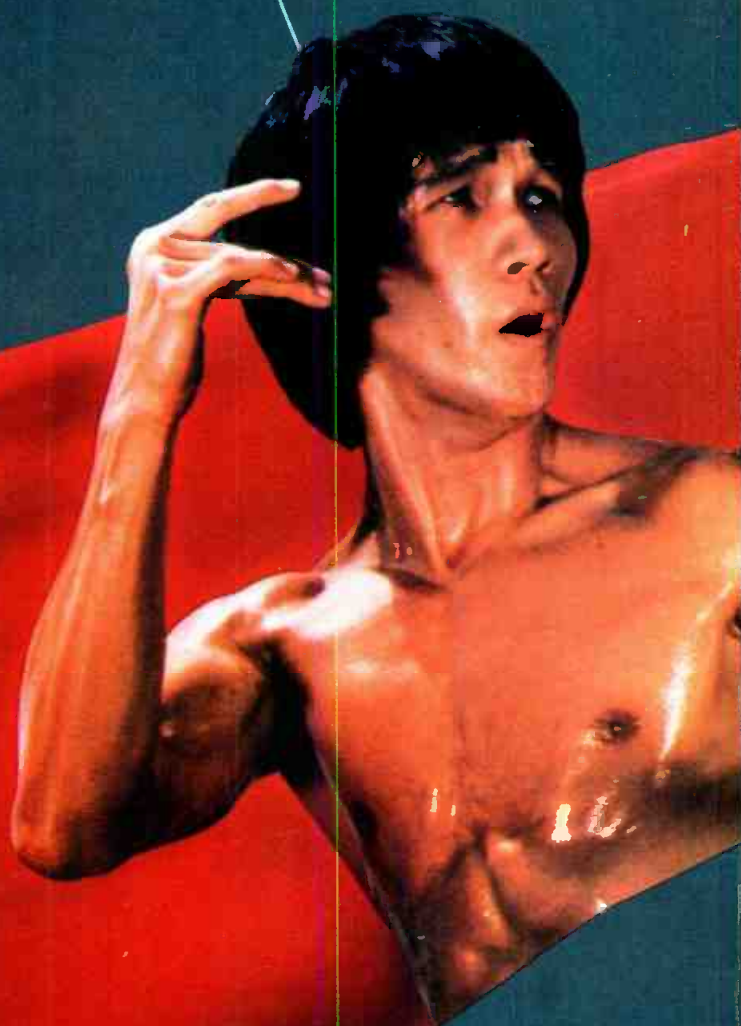
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54th Year 1984
NBC resurgent
 An interview with
 Grant Tinker

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It's face it! All kung fu packages are not created equal. Never was this more true than now. Enter "Masters of Fury," the ultimate kung fu ratings weapon! 15 hard-hitting kung fu theatricals, featuring Bruce Le, the newest worldwide box office superstar.

HIGHEST QUALITY
Most kung fu packages have poor production values and scratchy prints. Not the "Masters of Fury." Each title has been carefully selected, technically enhanced and

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KILLER KIT™
Promotion is what makes kung fu films smash the competition. But with most packages you even have to produce your own promos. Not so with "Masters of Fury" because you get the **Killer Kit™**, the ultimate promotional arsenal which includes fully produced TV promos for each and every movie and lots more.

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From N.Y. to L.A. and places in between, stations are counting on **BLACK SHEEP SQUADRON** to deliver the hard action and light-hearted humor that today's audience want.

Get it for your market, now.

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Dynamite action hours that never quit.

Available in a unique plan... You can strip it, run it weekly or both. Call (212) 605-2786 for details of this new marketing concept.



MCA TV

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Broadcasting Nov 5

NBC on the ratings rebound Final hours for campaign '84 Standards talk at SMPTE

TINKER TURNAROUND □ NBC has made dramatic rating improvements in its prime time schedule this fall, lifting itself into second place during nonspecial programming weeks. All that is making Grant Tinker, in the NBC catbird seat, a happy man. **PAGE 31.**

ELECTION SHOWDOWN □ Election campaigns head into final hours as both parties spending heavily in broadcast advertising. Broadcast journalists gear for mammoth election-night coverage. **PAGE 34.**

RADIO'S WORLD □ Jankowski warns that not all radio networks may survive. **PAGE 36.**

STANDARD TALK □ Society of Motion Picture and Television Engineers convention hears plea for standards for half-inch VTR's and HDTV. **PAGE 37.**

NBC WINNER □ Jury throws out libel suit presidential candidate Lyndon LaRouche brought against NBC and awards network \$3 million, saying it was damaged. **PAGE 38.**

REACHING 12 □ FCC Commissioner Dawson reiterates her desire to include an audience reach approach in modifying the multiple ownership rule. **PAGE 42.**

YES VOTE □ In comments at FCC, broadcasters support NAB-AMST plan for must carry of television stereo on cable systems. **PAGE 46.**

FORTUNE TELLER □ King World Prods. files SEC offering to sell 1.2 million shares for between \$8 and \$10 per share. **PAGE 48.**

NEW IN NEW YORK □ ABC opens radio production center for its radio networks. **PAGE 63.**

PROGRAM FAIR □ Fate of *NewsHour* highlights PBS program fair in Seattle. **PAGE 62.**

TIE IN FIVE □ CBS and NBC are in a dead heat for the ratings crown in week five of the prime time season. **PAGE 64.**

TAKING AIM □ Broadcast journalists rebut charges by Accuracy in Media that the media have underplayed questions about Ferraro. **PAGE 68.**

LIMITED APPEAL □ Survey of network sales heads and advertisers finds that split-30 second commercials have found a home, but may not expand much beyond their present use. **PAGE 72.**

CHICAGO GATHERING □ TVB annual convention to focus on "Managing the Future." **PAGE 74.**

ON THE TUBE □ Maker of contraceptive sponge testing television commercials in 15 markets. **PAGE 74.**

HIGH FIVE FOR HI NET □ Comsat General and Holiday Inn announce plans for venture to provide communications network for hotel chain. **PAGE 75.**

VIEWTRON CUTBACKS □ Knight-Ridder is paring down its videotex operation in south Florida. **PAGE 76.**

NRBA SHAKEUP □ McCoy out, Ferrara in at NRBA. **PAGE 79.**

STEADYING HAND □ New RKO Radio President Jerry Lyman brings a solid track record to job of running radio operation. **PAGE 103.**

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Seventh Avenue 6 hours
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What if

Race is shaping up for position of Senate majority leader left vacant by retirement of Howard Baker (R-Tenn.), and outcome could affect composition of Senate Commerce Committee. If Republicans retain control after election this week, Senators Ted Stevens (R-Alaska), Bob Dole (R-Kan.), James A. McClure (R-Idaho) and Richard Lugar (R-Ind.), will vie for seat. If Dole wins, Commerce Committee Chairman Bob Packwood (R-Ore.) is expected to take over chairmanship of Dole's Finance Committee. Packwood's departure would leave Senators Barry Goldwater (R-Ariz.) and John Danforth (R-Mo.) as next in line to succeed him at Commerce. Goldwater, Senate sources say, is interested in chairing Armed Services Committee, leaving Danforth to head Commerce.

Danforth has been inactive in communications legislation. Packwood, who would stay on Commerce, is pledged to continue fight for deregulation of broadcasting and drive for full First Amendment rights. There is possibility that if Goldwater gives up chairmanship of Communications Subcommittee, Packwood will take seat.

New year resolution

FCC is now planning to face reconsideration of 12-12-12 multiple-ownership rule at first or second meeting in January, source said last week. Under game plan, Mass Media Bureau will present item to commissioners before Christmas to give time for study. Moratorium on television aspects of ruling has been put into effect until April 1 at earliest. Commission wants to act on item in January to give Congress ample opportunity to review its action before that date.

Going to town

Multichannel MDS, or "wireless cable," will make its big-city debut in Milwaukee and New York within next two or three months. Single-channel MDS operators in cities—Movie Systems Inc. in Milwaukee and Pay TV of Greater New York in New York—in complicated co-ventures with Microband Corp. of America plan to broadcast five channels of programming, including operators' current service, Home Box Office. Co-ventures are getting jump on market by leasing MDS-like channels from ITFS

broadcasters, instead of waiting for FCC to award additional MDS channels.

Because scrambling system with low-cost descramblers suitable for home is not yet available, co-ventures plan at outset to offer multichannel service to multiunit dwellings only. When right scrambling system comes along, they will try to sell service to single-family homes—well ahead of cable in large parts of metropolitan areas.

Host of hearings

RKO General Inc.'s legal problems are expected to multiply this week. At open meeting Thursday (Nov. 8), FCC is scheduled to consider Mass Media Bureau's designations of 162 competing applications for 13 RKO stations for hearings. Proceeding aimed at determining RKO's overall qualifications to be licensee is already under way as part of contest for company's KHJ-TV Los Angeles. Most likely scenario: FCC administrative law judges will start hearing cases for 13 stations but only to consider evidence that applies to particular stations and competing applicants for each, leaving findings of overall qualifications of RKO to KHJ-TV proceeding.

Land's end

Herman W. Land, 60, president of Association of Independent Television Stations, and chief executive of that organization since its inception 12 years ago, has advised board that he will retire at end of 1985. Early notification is designed to permit unhurried search for successor and orderly transition to new leadership.

Oxygen

Rescue efforts for Nabu Network—service designed to download computer programming to homes via cable television systems—are said to be proceeding smartly, with over half of \$6 million financing secured. Committed for investments to date (either individually and/or in behalf of their companies) are John Saeman of Daniels & Associates, Douglas Dittrick of Tribune Cable, Robert Schmidt of Communications Technology Management, computer entrepreneur Arthur Esch and Nabu President Tom Wheeler. Network, now subsidiary of Canadian real estate venturer, \$2-billion Campeau Corp., will be spun off to American team for price that will include

hard assets and rights to Nabu computer-cable concept. Need for new financing arose when Campeau decided to drop high-tech investments, Nabu among them. Wheeler and fellow entrepreneurs remain bullish on project, anticipate \$10 million in positive cash flow per quarter by 1988, based on conservative 5% penetration of U.S. cable homes.

Place for Mutual

Pressure is on National Association of Broadcasters to let Mutual Broadcasting retain seat on radio board despite network's sale of last of its stations, thus rendering it ineligible for board, according to NAB bylaws. Executive committee of NAB is recommending that bylaws be altered to permit Mutual to stay. Bylaws would be modified to say that networks "must be licensee or had been licensee within five years." Mutual has told NAB it will be back in station business within couple of years.

Head-on collision

When National Association of Broadcasters and National Radio Broadcasters Association last week opted to change date of jointly sponsored Radio Convention and Programming Conference (RCPC) in 1985 from Oct. 6-9 to Sept. 11-14 (location remains at Anatole hotel in Dallas) because of conflicts with Arbitron's fall ratings sweep and state convention meetings (see page 68), they apparently overlooked one other aspect: new date coincides with Radio-Television News Directors Association's 1985 convention at Opryland hotel in Nashville. RTNDA executive vice president Ernie Schultz was concerned about logistical problems for those exhibitors who plan to attend both conventions.

Cases to be closed

Taking care of bit of housecleaning, FCC this week is expected to dispose of dusty 1980 petition by Marsh Media seeking rulemaking to eliminate prohibition of co-located broadcast-cable ownerships. FCC will note that Cable Communications Policy Act of 1984 (signed by President last week) makes ungrandfathered combinations illegal. Also addressed will be what to do about five "egregious" broadcast-cable combinations that have been in divestiture proceedings before FCC since 1970. At issue will be whether those combinations qualify for grandfathering under new law.

CHARACTERS OF FIRE





Simon & Simon
The Action Series With The Light Touch.
Now from MCA TV

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Cable castings

In with the new

When cable operators return from New Year's holiday in a couple of months, they will come back to a business operating under a whole new set of rules. The reason: Cable legislation setting a national regulatory policy for cable will have taken effect.

The legislation, passed by Congress on Oct. 11, was signed into law without ceremony by President Reagan last Tuesday (Oct. 30) along with around 60 other bills. All legislation takes effect 60 days after receiving the presidential signature.

"After years of congressional debate over provisions in the bill, the cable industry is now firmly on course toward economic stability," said National Cable Television Association President James Mooney in a prepared statement. "With basic rate deregulation in two years and a fair franchise renewal process, consumers and cable systems will benefit from a law that encourages performance and discourages costly and unnecessary regulation."

Ted's got the beat

"Take that, MTV," exclaimed Turner Broadcasting System Chairman Ted Turner shortly after 9 a.m. (Pacific Time) on Oct. 26 as he pushed an oversized red button to turn on Cable Music Channel, his fourth and newest cable TV program service. The event took place in the Hollywood studio where the 24-hour music video service is originating, marking the first time Turner has established a programming headquarters outside Atlanta. TBS has reportedly invested between \$10 million and \$20 million in the new venture, which Turner said will de-emphasize "gratuitous sex and violence" in an attempt to appeal to a broader audience than rival MTV. The first video shown on the new

service, fed in stereo over Galaxy I, was Randy Newman's "I Love L.A."

"We couldn't be more pleased with the reaction [to CMC]," Nory LeBrun, TBS vice president for cable sales and marketing, said last Thursday. LeBrun estimated CMC is being carried by systems serving more than 2.3 million subscribers, including systems owned by 10 MSO's: Acton, Booth Communications, Cable Holdings, Essex, Gill Cable, Group W Cable, Jones Intercable, Selkirk, Storer and Sutton Capital. LeBrun said CMC expects to reach carriage agreements soon with ATC, Continental and United Cable.

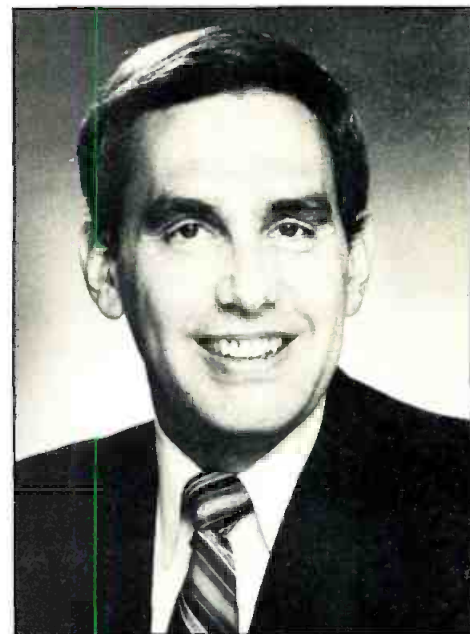
A Turner spokesman said the company expects five million CMC subscribers by Dec. 31 and 10 million by July 1, 1985. LeBrun claimed CMC represented "the fastest sign-on of any cable service in history," moving from conception to sign-on in two months. TBS said CMC has signed about 25 national advertisers.

Two other new cable music services—MTV's VH-1 and Los Angeles-based Discovery Music Network—are scheduled to launch Jan. 1, 1985.

Brandman unfolds Playboy plans

Newly named Playboy Programs President Michael Brandman, who formally takes over direction of The Playboy Channel on Dec. 1 ("Fates & Fortunes," Oct. 29), plans to integrate more "life-style oriented" programming into the pay cable service in months to come, while maintaining the channel's adult orientation. Humor, drama, consumer features, politics and investigative reporting are among the areas expected to receive more attention beginning next year.

Brandman, who was executive vice president in charge of pay cable production and development for Lorimar prior to his Playboy



Brandman

appointment last month, succeeds Paul Klein, who stepped down as Playboy Channel president last March. The service has been overseen on an interim basis by Gerald Adler, executive vice president of Playboy Enterprises. Brandman says his goal is to move The Playboy Channel toward a more accurate and complete reflection of *Playboy* magazine's philosophy and values. Brandman's new duties will also include overseeing Playboy's feature film and home video production, from which he expects to draw more original programming for The Playboy Channel.

According to a spokeswoman, the company is still seeking an executive to oversee marketing and business responsibilities previously handled by Klein. Brandman is expected to provide a more detailed outline of his development plans on Nov. 13, when Playboy Enterprises holds its annual shareholders meeting in Los Angeles. The two-year-old, 10-hour-per-day pay service claims about 750,000 subscribers on some 430 cable systems nationwide.

Stereo for USA

The advertiser-supported USA Network last Friday (Nov. 2) was scheduled to begin stereo transmission of its three music series: *Night Flight*, *Radio 1990* and *Heartlight City*. "We plan to transmit in stereo wherever it will make an improvement in audience enjoyment," said David Kenin, USA Network vice president of programming. He said future stereo transmissions are expected to include selected music specials and program series. The stereo cablecasts are provided by USA in conjunction with ATI Video, producers of the three music programs.

French Disney

The family-oriented pay cable television service, The Disney Channel, will be carried



Ted turns on CMC.

exclusively in France by FR3 national television network beginning in January 1985. According to James Jimirro, president of the two-year old channel, two hours of programing will be scheduled initially in weekend prime time, with programs "presented exactly as they are in the U.S." but with new introductions by a French television personality for at least one series, *Pool Corner*.

Renewed

Home Box Office has ordered 24 new episodes of *Fraggle Rock*, the weekly musical fantasy series produced by Jim Henson Associates and the Canadian Broadcasting Corp. The new episodes will begin airing next January, as the series enters its third year on the pay cable network. In addition, a special holiday show will be presented in December, titled *The Bells of Fraggle Rock*. Established *Fraggle Rock* characters will continue, with a new studio set and additional characters to be added in the 1985 season.

Liquor ads scotched

Turner Broadcasting System has decided not to carry liquor advertising on its superstation, WTBS(TV) Atlanta, and on CNN. Even though broadcasters voluntarily refrain from such advertising, TBS had considered such a move after the Supreme Court struck down an Oklahoma ban last summer on the cablecasting of wine commercials and upheld FCC prohibitions against local restrictions on most cable programing, includ-

ing commercials. Gerry Hogan, TBS vice president of sales, cited two reasons for the decision: the "still unclear" legal picture and the "considerable amount of negative public

reaction." After news got out that TBS was considering liquor ads, he said, "we received a significant volume of letters urging us not to do it."



The cable-broadcast connection. C-SPAN finished up its 14-city "Grassroots '84" tour last Wednesday in Cleveland. Scheduled to coincide with the presidential campaigns, the two-month tour endeavored to put C-SPAN viewers in touch with local issues and attitudes towards the national issues. Along the way, C-SPAN interviewers and reporters spoke with local officials, businessmen and representatives of the media. Among the 20 broadcasters who contributed their thoughts during broadcast-cable simulcasts, interviews, call-in shows and roundtable discussions were (top row, l-r): Jim Dunbar, the morning disk jockey at KGO(AM) San Francisco; William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and Denver news executives Ara Boley of KMGH-TV, Don Shafer of KWGN-TV, Dave Henderson of KUSA-TV and Marv Rockford, KCNC-TV. Bottom row, l-r: Les Biederman, owner of WTCM(AM) Traverse City, Mich.; Phil Adler, disk jockey, KRLD(AM) Dallas, and Bob Schellenberg, former president of WXT(TV) Jacksonville, Fla.

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

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Philadelphia	WTAF	Portland, OR	KPTV
San Francisco	KRON	San Diego	XETV
Boston	WCVB	Cincinnati	WXIX
Detroit	WKBD	Kansas City	KSHB
Washington D.C.	WTTG	Nashville	WZTV
Dallas	KTXA	Milwaukee	WVTV
Cleveland	WUAB	Orlando	WOFL
Houston	KTXH	New Orleans	WGNO
Pittsburgh	WPGH	Charlotte	WPCQ
Miami	WCIX	Buffalo	WUTV
Seattle	KCPQ	Greenville-Spartanburg	
Minneapolis	KMSP	Asheville	WHNS
Atlanta	WGTX	Oklahoma City	KGMC
Tampa	WXFL	Birmingham	WTTO
St. Louis	KPLR	Raleigh-Durham	WLFL
Denver	KWGN	Salt Lake City	KSTU
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Baltimore	WJZ	Battle Creek	WXMI

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Harrisburg	WPMT	Des Moines	KCBR	Fargo, ND	KTHI	Boise	KTRV
Norfolk	WTVZ	Rochester	WUHF	Lansing, MI	WILX	Lubbock	KJAA
Charleston-Huntington	WVAH	Omaha	KMTV	Madison, WI	WISC	Traverse City	WPBN
Scranton	WDAU	Champaign-Springfield-		El Paso	KVIA	Macon	WGXA
Dayton	WHIO	Decatur	WRSP	Monterey-Salinas	KSBW	Odessa-Midland	KTPX
Albany-Schenectady-Troy	WXXA	Spokane	KXLY	Lafayette, LA	KADN	Topeka	KLDH
Greensboro, NC	WNRW	Portland, ME	WMTW	Rockford, IL	WQRF	Ft. Smith	KHBS
Tulsa	KOKI	Davenport (Quad)	WQAD	Ft. Meyers, FL	WEVU	Albany, GA	WTSG
Shreveport	KTAL	Honolulu	KITV	Savannah	WTOC	Anchorage	KTBY
Syracuse	WIXT	Cedar Rapids	KGAN	Binghamton	WICZ	Meridian	WHTV
Richmond	WRLH	Paducah-Cape Girardeau	KBSI	Columbus, GA	WXTX	Missoula	KECI
Flint-Saginaw-Bay City	WEYI	Austin	KBVO	Amarillo	KJTV	Roswell	KAVE
Little Rock	KLRT	Springfield, MO	KOIR	Beaumont	KBMT	Casper	KCWY
Wichita	KWCH	Tucson	KZAZ	Terre Haute	WBAK	Ottumwa-Kirksville	KTVO
Mobile-Pensacola	WEAR	Lincoln-Hastings-Kearney	KBGT	Joplin	KOAM	Fairbanks	KTTU
Knoxville	WKCH	Evansville	WEHT	Yakima	KAPP	Alpena	WBKB
Albuquerque	KGSW	Huntsville-Decatur	WAFF	Duluth Superior	KDLH	Santa Rosa	KFTY
Fresno	KMPH	Burlington-Plattsburgh	WPTZ	Corpus Christi	KIII	Mt. Vernon	WCEE
West Palm Beach	WFLX						

ate stations across the country in November.

EMBASSY
TELECOMMUNICATIONS

1901 AVENUE OF THE STARS, LOS ANGELES, CA 90067 (213) 553-3600

RADIO ONLY

Farmland Foods □ Various products will be highlighted in flights of two to three weeks in 13 markets, with spots to begin this week and continue in two to three weeks. Commercials will be placed in dayparts from early morning to early evening. Target: women, 25-54. Agency: Fletcher/Mayo Associates, Kansas City, Mo.

Victori Wines □ One-week flight is to start this week in seven markets. Commercials will be placed in all dayparts on weekdays and weekends. Target: adults, 18-34. Agency: Shapiro, Budrow & Associates, New York.

Republic Airlines □ Flights of up to eight weeks will begin this week in 15 to 16 markets, including Minneapolis, Detroit, Chicago and Nashville. Commercials will run in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Steinfeld's Pickles □ One-week flight will start in mid-November in eight

markets in Idaho and Utah. Commercials will be placed in all dayparts on weekdays. Target: adults, 18-34. Agency: Gerber Advertising, Portland, Ore.

Norway Sardine Industry □ Three-week flight is set for later this week in about 10 markets, including Chicago and Miami. Commercials will run in all dayparts during weekdays. Target: adults, 25 and older. Agency: Ketchum Advertising, Portland, Ore.

TV ONLY

GTE Sylvania □ Campaign scheduled to begin this week and continue through end of December in about 50 markets throughout country. Spot effort will bolster network television thrust, which will be heavy on sports. Spot and network campaign expected to cost from \$4 million to \$5 million in support of Sylvania light bulbs. Commercials will be concentrated in daytime and prime time periods. Target: adults, 25-54. Agency: Doyle Dane Bernbach, New York.



Drama in blood. Thirty-second television spot scheduled to begin in December in support of American Red Cross's blood donation drive features simple prop—blood bag. Throughout 30 seconds, bag is on view as blood content falls from full to empty. Actor Martin Sheen does voice-over, asking viewers to look at "the greatest gift in the world... blood... the gift of life."

U.S. Telephone Co. □ Five-week flight is scheduled to begin this week in three markets with other markets to be added over next few weeks. Commercials will be placed in prime and fringe periods. Target: adults, 25-49. Agency: Rives Smith Baldwin Carlberg-Y&R Inc.,

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

WHEN JOHNNY CAME MARCHING HOME—Week of November 5—AP explores the plight of America's veterans, and how they've been affected by key issues raised during the post-Vietnam War era.

GIVING THANKS—Week of November 12—AP's Thanksgiving Day series looks at the things America has to be thankful for, and at how Americans across the country are giving thanks. Scripts run in advance on November 3.

STOCKING STUFFERS—Weeks of December 10 and December 17—AP celebrates Christmas and Hanukkah with twenty-five, sixty-second scripts, each with a special holiday theme. Scripts move in advance December 1.

FLASHBACK '84—Weeks of December 17 and December 24—Relive 1984's biggest news events in our fifty-part series. Flashback '84. Twenty-five scripts move in advance December 8. Twenty-five more run December 15.

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.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

KOTU-TV Tucson, Ariz.: To Independent Television Sales (no previous rep—station is scheduled to go on air Dec. 1).

□

KREQ(FM) Santa Rosa, Calif.; WKOP(AM)-WAAL(FM) Binghamton, N.Y.; WXOT(AM)-WGRD-FM Grand Rapids, Mich., and WPIC(AM)-WYFM(FM) Sharon, Pa.: To Weiss & Powell from Torbet.

□

KOXL-FM New Roads, La., and WZLD(FM) Cayce, S.C.: To Weiss & Powell from Selcom.

□

Moving on. Katz Communications' Republic Radio (formerly RKO Radio Sales) rep firm will move this week from its present headquarters, 1440 Broadway, in New York, to new expanded offices at 900 Third Avenue there.

Orion Pictures Corporation
presents

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UNDER FIRE • UP THE CREEK • YELLOWBEARD



Thank You...

WABC-TV
New York

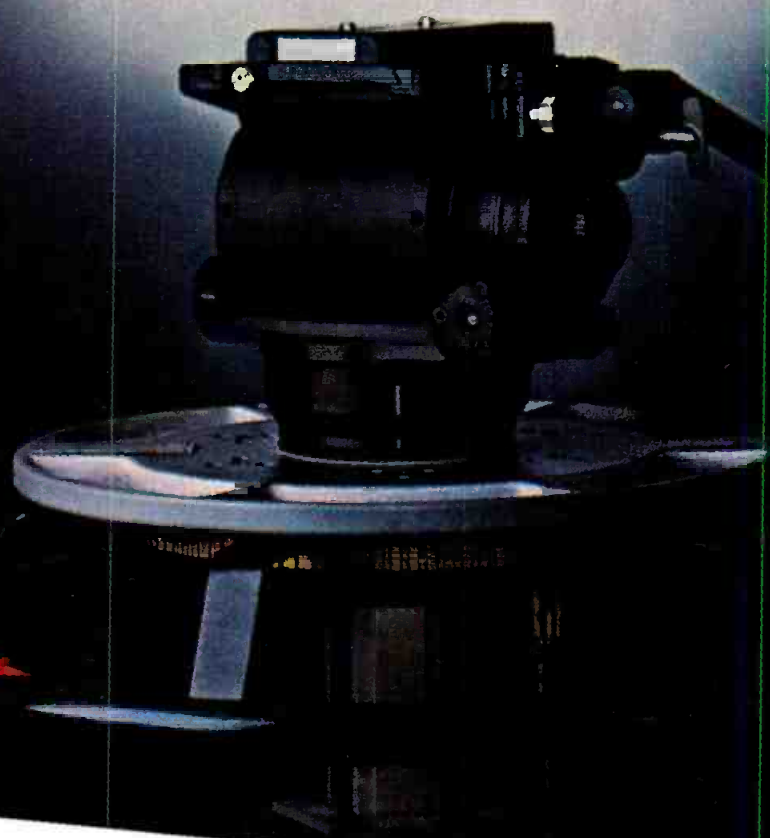
KCOP
Los Angeles

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Chicago

ORION

TELEVISION SYNDICATION

**SONY PRESENTS THE MOST ADVANCED
FIELD/STUDIO CAMERA UNAVAILABLE TODAY.**



**INTRODUCING THE
SONY BVP-360. ON MAY 1, 1985,
THE REMARKABLE
BECOMES AVAILABLE.**

When we previewed this camera at NAB, the response was tremendous. Which, considering Sony's considerable reputation for high performance broadcast portables, wouldn't normally seem so surprising. Except for one detail.

The BVP-360 isn't a broadcast portable. (Although at 50 pounds it's certainly the most portable camera in its class.)

What the BVP-360 represents, however, is the culmination of Sony's work in tube technology, in innovative mechanical design and in High Definition Video Systems. A highly sophisticated, automated camera that promises to usher in a new era in price/performance for cameras in the Field/Studio category.



Sony-developed 2/3-inch Mixed Field Saticon.[™] (Plumbicon[™] tubes also available.)

**THE 2/3-INCH IMAGE
FORMAT COMES OF AGE.**

For those of you unable to get through the crowds for a close look at the BVP-360, there are two explanations for the exceptional image quality you saw on the monitors overhead.

First, the BVP-360 employs the remarkable, Sony-developed 2/3" Mixed Field* tubes. The first real challenge to big tube performance. Because they deliver twice the registration and geometric accuracy of conventional 2/3" tubes. Plus greater depth of modulation. And thanks to the special Sony-developed FET that is built into the tube and yoke, an extraordinary signal-to-noise ratio. (MF Plumbicon[™] or MF Saticon[™] tubes are available.)

Secondly, the Sony BVP-360 is equipped with a breakthrough F1.2 prism design that single-handedly results in sensitivity and depth-of-field comparable with

25mm image formats. And vastly superior to any current 2/3" Field/Studio camera at any price.

And, naturally, when you combine these factors with the extensive signal processing technology Sony has engineered into the BVP-360, you get specs which could only be described as spectacular.

**A SUPERHUMAN FEAT
OF HUMAN ENGINEERING.**

Many of the experts who were able to get their hands on the camera at NAB were even more impressed by how it performs from a human standpoint.

Some were moved to comment by how easy the BVP-360 is to move around. Its smoothly integrated handles. Low weight. The highly maneuverable viewfinder. And the shortest lens-front-to-viewfinder distance in the industry.

Others cited the uniquely pragmatic approach to automation. An approach that concentrates the camera's considerable microprocessor-based intelligence on the most difficult setup operations; functions such as digital registration, B/W balance, flare and gamma.

And still others referred to the BVP-360's extensive camera head memory, which can store up to sixty-four scene files, eight setup files, sixteen lens files and three reference files.

Plus the advantages of being able to choose from three remote operational panels.

**NOT JUST A CAMERA.
A CAMERA SYSTEM.**

But perhaps the most striking aspect of the BVP-360 is its "building block" design concept. An arrangement that makes it particularly easy to customize the camera for various production situations.

It starts with a



BVP-360 Remote Control Panels: (left to right) a flexible Field unit, a highly sophisticated Creative Production panel and a simple Studio unit.

camera head able to transmit component signals via Triax or Multicore. Or function as a stand-alone camera.

Then, on the technical front, alignments are handled at the Camera Control Unit. With each camera able to be tweaked individually. Or addressed as part of up to an eight-camera chain linked to one Master Setup Unit.

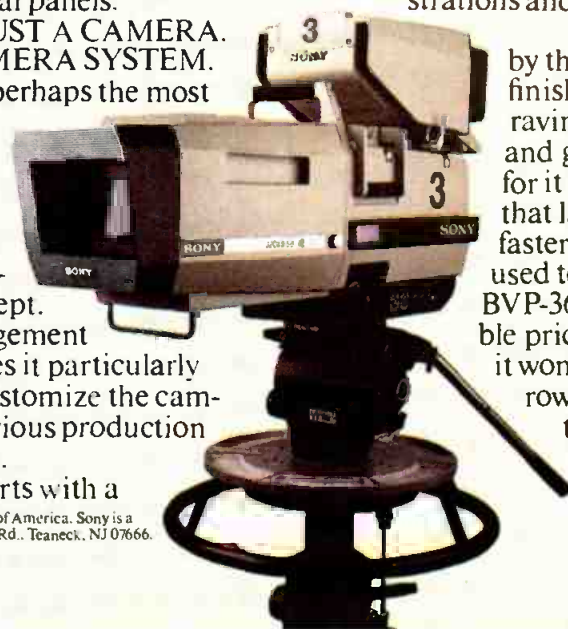
And finally, on the operational front, all control during production may be directed from one of three types of Remote Control Panels—a simple Studio model, a flexible Field unit, or a highly evolved Creative panel with extensive memory and scene-painting facilities.

**ADOPT A
WAIT-AND-SEE ATTITUDE.**

Of course, as we said at the outset, the BVP-360 isn't ready for delivery tomorrow. But that doesn't mean you have to wait until May to see it. There are units here right now for demonstrations and evaluations.

And of course, by the time you're finished testing it, raving about it and getting a budget for it (although that last part may go faster than you're used to thanks to the BVP-360's incredible price/performance), it won't be tomorrow. It'll be closer to May 1.

SONY[®]
Broadcast



*Sony Mixed Field tubes use electrostatic deflection and magnetic focus. ©1984 Sony Corp. of America. Sony is a registered trademark of Sony Corp. Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07666.

AdVantage

Plymouth rock. In break from traditional automobile advertising, Chrysler-Plymouth Dealers of New York, New Jersey and Fairfield (Conn.) county has turned to rock video commercial to advertise its Plymouth Turismo Duster. Dealer group intends to spend almost \$1 million on local television in next two months using rock video commercial and other TV spots. One-minute musical production features new wavers singing and dancing around Duster in city street setting. Musical video commercial aired earlier this fall on MTV cable network for Chrysler Corp. and impressed dealer association, which decided to add commercial to its local schedule. Campaign is aimed at youthful audience (21-34), with commercials scheduled for prime time and early and late-night news. Sample lyrics: "I'm following a brand new star. Gonna drive with my friends who want to escape. Gonna drive, gonna roll all over the whole landscape. In my Duster, my Duster, my Plymouth Turismo Duster..." Agency is Kenyon & Eckhardt, New York.

Spanish push. Adolph Coors Co. will budget nearly \$9 million for advertising directed toward Spanish-speaking community as part of agreement announced last Monday (Oct. 29) with coalition of Latino organizations. Nation's fifth-largest brewer will commit estimated \$350 million over all to Latino community over next five years. In addition to advertising, Coors will increase number of Spanish-surnamed employees in its work force, make investments in Latino-backed firms, establish Latino-owned distributorships and contribute about \$500,000 per year to nonprofit organizations serving Spanish-speaking community. Company, based in Golden, Colo., has been target of boycott by Latino leaders, many of whom have charged Coors with employment discrimination and antiunion activities. As result, Coors estimates its share of market among Spanish-speaking beer drinkers has shrunk from 40% to 17% since 1974. It believes they currently represent about 5% of Coors's sales. Coors did not specify what percentage of Latino-oriented advertising budget will be spent in television and radio.

Giving the message. Chevron USA is providing \$125,000 to underwrite cost of producing radio and television public service spots highlighting danger of drunk driving. Campaign, using material designed and developed at no cost by San Francisco-based agency Chiat/Day, is directed by California Broadcasters Association. Spots are being produced exclusively for CBA distribution to more than 420 radio and television stations in state and will run during holiday and school graduation periods.

Houston.

Smith-Corona □ Typewriters will be promoted in five-week flight starting next week in approximately 10 markets. Commercials will run in early and late fringe time periods. Target: adults, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

RADIO AND TV

White Hen Pantry Convenience

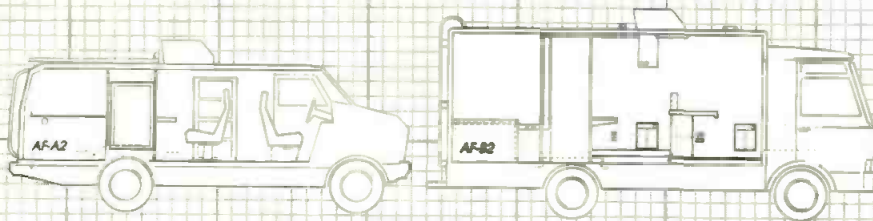
Stores □ Food products will be advertised in four-week flights on radio in Boston and Milwaukee, starting this week, and on television in Chicago for week of Nov. 26. Dates of flights may be altered. Commercials will run on radio from early morning through early evening and on television in all dayparts. Target: adults, 25-54. Agency: Jordan/Tamraz/Caruso Advertising, Chicago.

Yamaha Motor Corp. □ Motorcycles will be advertised in one-week flight planned to start in five Southeastern markets this week. Commercials will be placed in daytime, fringe, prime and sports periods on television and in all dayparts on radio. Target: men, 18-34. Agency: Morris, White & Associates, Charlotte, N.C.

Ashley's, The Outlet Store □ In pre-Christmas promotion, various items will be spotlighted in four-week flight beginning in later November in 20 markets on radio and 10 on television. Commercials on radio will be in all dayparts and on television in daytime and fringe slots. Target: women, 25-49. Agency: Campbell-Mithun, Chicago.

NEW FROM AFA

Two superbly-equipped mini mobile units that every station can afford!



Each of these standard mobile units brings with it the combination of the nation's leading mobile system designer, broadcast-quality equipment and a brilliantly-engineered Wolf Coach vehicle.

The AF-A2 is a 19' 2-camera ENG/EFP unit that is equipped with your choice of broadcast-quality color cameras, a Grass Valley 100-N video switcher, two Sony BVU-50 portable 3/4" VCRs and a Yamaha audio console.

The AF-B2 is a 23' 2- to 4-camera EFP unit that features your choice of broadcast-quality color cameras, a Grass Valley

1600-1L production switcher, a Yamaha 8 input audio console and two Sony BVU-800 series VCRs.

Both units can be expanded to include 1" VTRs, character generators, editing facilities and more.

The low cost of these standard mobile video systems will surprise you. The high quality is exactly what leading broadcasters and production and post-production companies have come to expect as a matter of course from AFA. Call us for details: in the East at (201) 767-1000; in the West (213) 466-5066.

New technology is king. New campaign breaking this week for Data General Corp., Westboro, Mass., uses historical battle analogies to stress disadvantage of using yesterday's technology in face of numerous technological advances. In one commercial, titled "Tank," cavalry charge is defeated when opposed by World War I vintage tank. Voice-over proclaims: "Data General asks: in tomorrow's business battle, will you be buying yesterday's technology? At Data General, our computer systems are so advanced we win more contracts than any other company..."

Spots will continue to run in 60- and 30-second versions throughout 1985. Primary network vehicle will continue to be CBS-TV's *60 Minutes*, and sports programming will be tapped. Cable advertising also will be used, including *Pinnacle*, business show on Cable News Network, and New York Knicks and New York Rangers games on Madison Square Garden Network. Agency for Data General is Foote, Cone & Belding, New York.

AFA

A.F. ASSOCIATES INC.

ADVANCED SYSTEMS AND PRODUCTS FOR THE VIDEO INDUSTRY
AFA SYSTEMS DIVISION 100 STONEHURST COURT NORTHVALE NJ 07647
1438 NORTH GOWER STREET HOLLYWOOD CA 90028

12 O'CLOCK HIGH



#1

Gomer Pyle
The Reporter
Slattery's
People
To Tell the
Truth
I've Got a
Secret
Movies

CBS

12
O'CLOCK
HIGH

ABC

Jack Benny
Jack Paar
Hullabaloo
John Forsythe
Show
Laredo

NBC

MEN 18-49



#1

Gomer Pyle
The Reporter
Slattery's
People
To Tell the
Truth
I've Got a
Secret
Movies

CBS

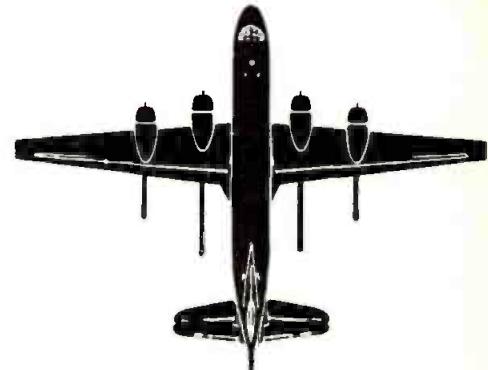
12
O'CLOCK
HIGH

ABC

Jack Benny
Jack Paar
Hullabaloo
John Forsythe
Show
Laredo

NBC

TEENS



#1

Gomer Pyle
The Reporter
Slattery's
People
To Tell the
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Movies

CBS

12
O'CLOCK
HIGH

ABC

Jack Benny
Jack Paar
Hullabaloo
John Forsythe
Show
Laredo

NBC

CHILDREN

Air Power. 12 O'Clock High is the network success that'll win today's air battles. During its three-year network run—while scheduled in three different time slots—12 O'Clock High led all competition in key ratings categories. In one season at 7:30 pm (today's prime access), opposite two popular game shows, a youth-oriented variety show and a top sitcom, 12 O'Clock High won handily with Women and Men 18-49.

Action, drama and a commanding cast.

Guided by the skilled hand of producer Quinn Martin, 12 O'Clock High tells the timeless story of the London-based 918th Bombardment Group,



who, under wartime stress, compressed a whole lifetime of living and loving into a few short years.

Robert Lansing and Paul Burke ("Naked City," "Dynasty") star in the series, which is rich with guests such as *Burt Reynolds, William Shatner, Sally Kellerman, Jack Lord, Robert Blake, Bruce Dern, Dina Merrill, Wayne Rogers, Dabney Coleman, Ted Knight, Peter Graves, Martin Milner, Beau Bridges* and *Peter Fonda*.

NOW AVAILABLE

78 hours in color & B/W

Pre-sold to the Gaylord Broadcasting Co.



TELEVISION

GALAXY III IS POSITION



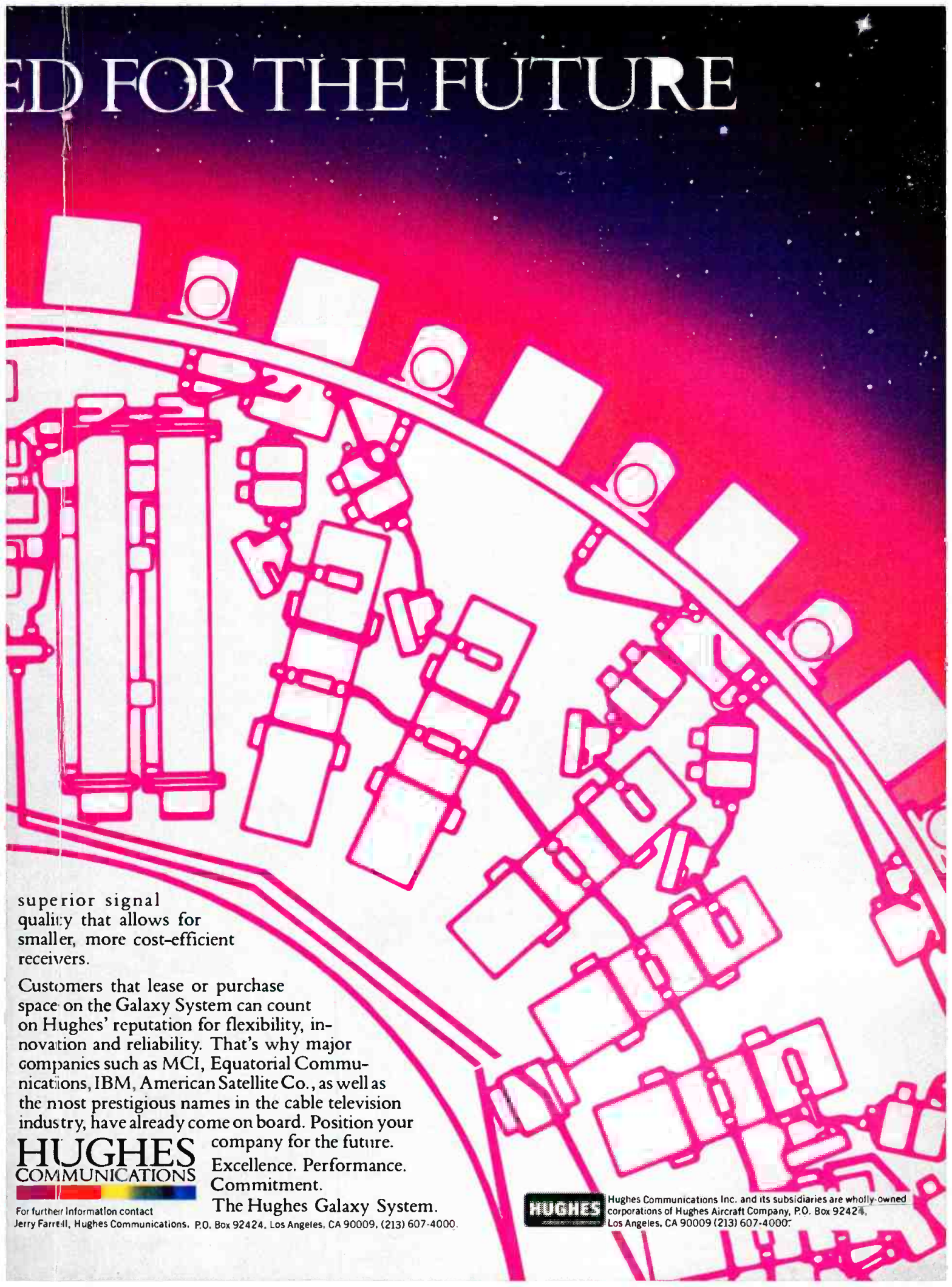
22,300 miles above the earth, Galaxy III joins the Hughes Galaxy System. Hughes Communications announces the launch of our third C-band satellite, providing state-of-the-art communications for a variety of users.

At 93.5°W. longitude, Galaxy III covers the continental United States, Hawaii, the Caribbean, and parts of Alaska. Galaxy III offers a dazzling array of services, like videoconferencing, voice communications, broadcast TV distribution, and high speed data transmission.

Like its sister satellites Galaxy I and II, Galaxy III features exceptionally high transponder power, providing the

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ED FOR THE FUTURE



superior signal
quality that allows for
smaller, more cost-efficient
receivers.

Customers that lease or purchase
space on the Galaxy System can count
on Hughes' reputation for flexibility, in-
novation and reliability. That's why major
companies such as MCI, Equatorial Commu-
nications, IBM, American Satellite Co., as well as
the most prestigious names in the cable television
industry, have already come on board. Position your
company for the future.

HUGHES
COMMUNICATIONS

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Commitment.

The Hughes Galaxy System.

For further information contact

Jerry Farrell, Hughes Communications, P.O. Box 92424, Los Angeles, CA 90009, (213) 607-4000.

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Los Angeles, CA 90009 (213) 607-4000.

Datebook

This week

Nov. 2-9—27th annual *International Film and TV Festival of New York*. Sheraton Center hotel, New York.

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

Nov. 6—*New York Television Academy, student affiliate chapter, Syracuse University*, "distinguished visiting professor lecture series." Speaker: David Poltrack, vice president-research, CBS Broadcast Group, S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Nov. 7—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: J. William Grimes, president and chief executive officer, ESPN, Copacabana, New York.

Nov. 7—*American Women in Radio and Television, New York City chapter*, fall business meeting. American Cancer Society, New York.

Nov. 7—*Society of Satellite Professionals, Southern California chapter*, meeting. Sheraton Universal hotel, Los Angeles.

Nov. 7-9—*Television Bureau of Advertising* annual meeting. Hyatt, Chicago.

Nov. 8-9—"Technological Underpinnings of Communications Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies, extension of Annenberg Schools of University of Pennsylvania and University of Southern California*. Part three: "The Technology of Communications Common Carriage." Washington Program office, Washington. Information: (202) 484-2663.

■ Indicates new or revised listing

Nov. 8-9—Fourth annual *Broadcast Association Executives* annual meeting. Royal Sonesta, New Orleans.

Nov. 8-11—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel and convention center, Kansas City, Mo.

Nov. 10—Dinner celebrating 40th anniversary of *Capital Press Club*, featuring awards for excellence in media and humanitarianism. National Press Club ballroom, Washington. Information: Deborah Ziska, (202) 466-3430.

Nov. 10—*New York Women in Film* seminar, "You're on Your Own: The Freelance Life in Film and TV." Loeb Student Center, New York University, New York.

■ **Nov. 10**—*Alpha Epsilon Rho, National Broadcasting Society*, Western regional conference. University of Southern California, Los Angeles. Information: (409) 294-1342.

Also in November

Nov. 11-13—*National Cable Television Association* board meeting. La Quinta hotel, La Quinta, Calif.

Nov. 11-14—*Association of National Advertisers* 75th annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 13—*New York Television Academy, student affiliate chapter, Syracuse University, media professionals series*. Speaker: Dick Stockton, sportscaster, CBS, S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Nov. 14—*Ohio Association of Broadcasters* financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 14—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: law/government. National Associ-

ation of Broadcasters, Washington.

Nov. 14—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Larry Grossman, president, NBC News, Copacabana, New York.

Nov. 14-16—*Oregon Association of Broadcasters* fall meeting. Hilton, Eugene, Ore.

Nov. 14-17—*Society of Professional Journalists, Sigma Delta Chi*, national convention, during association's diamond jubilee. Speakers include: Bob Schieffer, CBS News, and John Chancellor, NBC News. Panelists include Sam Donaldson, ABC News, and Larry Speakes, deputy press secretary to President Reagan. Hyatt Regency, Indianapolis. Information: (312) 649-0224.

Nov. 15—Deadline for papers for high definition television colloquium, sponsored by *Government of Canada*. Theme: "Progress in HDTV, EDTV and Other Improved Television Systems." Information: Dr. Elmer Hara, Canada Department of Communications, 300 Slater Street, Ottawa, Ontario, K1A 0C8; (613) 993-6460.

Nov. 15-16—"Selling Cable TV Services," course offered by *American Management Association*. AMA management center, Chicago.

■ **Nov. 16**—*Pacific Pioneer Broadcasters* luncheon with presentation of PPB's Distinguished Achievement Award to Elton Rule, vice chairman, ABC Inc. Sportsmen's Lodge, Los Angeles.

Nov. 16-17—*Alpha Epsilon Rho, National Broadcasting Society*, Southeast regional conference. University of Florida, Gainesville. Information: (409) 294-1342.

Nov. 16-17—*National Black Programming Consortium's* presentation of "Prized Pieces" awards of fourth annual video and film competition/festival. Columbus Museum of Art, Columbus, Ohio. Information: (614) 252-0921.

Nov. 16-18—*Foundation for American Communica-*

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 MIDEEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1985—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 26-29, 1985—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

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

Feb. 3-6, 1985—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

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

Major Meetings

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

March 14-17, 1985—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

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 15-18, 1985—*Public Broadcasting Service/National Association of Public Television Sta-*

tions annual meeting. St. Francis hotel, San Francisco.

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 6-9, 1985—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; and June 8-12, 1988, Bonaventure, Los Angeles.

June 6-12, 1985—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

Aug. 4-7, 1985—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

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.

■ **Sept. 11-14, 1985**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

AN OVERNIGHT SENSATION

After its first seven weeks, "Diff'rent Strokes" is the hit of the Fall syndication season.



DIFF'RENT STROKES

DISTRIBUTION  EMBASSY
EXCLUSIVELY THROUGH TELECOMMUNICATIONS

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tions environmental issues conference for journalists, "Toxics and the News," co-sponsored by *Capital Cities Communications*. The Houstonian, Houston.

Nov. 16-18—*National Radio Broadcasters Association* "Radio Sales University." John Carroll University, University Heights, Ohio.

Nov. 16-19—Radio executives conference, sponsored by *Associated Communications Attorneys Inc.* Speakers include FCC Commissioner James Quello, FCC Mass Media Bureau Chief James McKinney and engineers Jules Cohen and Tom Johnson. Rose Hall Beach hotel, Montego Bay, Jamaica. Information: Joyce Winston, (305) 576-7973.

Nov. 17-18—"Producing the Independent Motion Picture," seminar sponsored by *Producers Chicago*, group of independent producers. Facets Multimedia Center, Chicago. Information: (312) 337-5647.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEA and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 19—International Emmy Awards dinner, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York.

Nov. 19—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Bob Giraldi, Bob Giraldi Productions. Copacabana, New York.

Nov. 20—Seventh annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*, to be delivered by David Broder, associate editor, *Washington Post*. Capital Hilton, Washington.

Nov. 27—*International Radio and Television Society* newsmaker luncheon. Speakers: Peter Jennings, ABC; Bill Kurtis, CBS, and Tom Brokaw, NBC. Waldorf Astoria, New York.

Nov. 27—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

Nov. 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime. Copacabana, New York.

Nov. 28—*New York Women in Communications*

meeting. Speaker: Lesley Stahl, CBS News, on "The 1984 Presidential Campaign and its Aftermath." Summit hotel, New York.

Nov. 29—*Philadelphia Cable Club* meeting. Speaker: Kay Koplovitz, USA Network. Ovation Club, Spectrum, Philadelphia.

Nov. 30—*Columbia University, Research Program in Telecommunications and Information Policy*, conference, "Tracing New Orbits: Competition and Cooperation in Satellite Development." Columbia University, New York.

December

Dec. 1—Deadline for proposals for seminar workshops of *Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual convention, to be held June 6-9 in Chicago. Information: (717) 397-5727.

Dec. 3-6—*American Enterprise Institute* "Public Policy Week." Washington.

Dec. 4—Presentation of the national ACE cable programming awards, sponsored by *National Cable Television Association*. Los Angeles. Information: (202) 775-3550.

Dec. 4—*American Advertising Federation's* eighth annual Advertising Law and Public Affairs Conference. Speakers include Floyd Abrams, partner, Cahill, Gordon and Reindel; Robert Pitofsky, dean, Georgetown University Law Center, and attorney William Rogel. Capitol Hyatt Regency, Washington.

Dec. 4—*Academy of Television Arts and Sciences* forum luncheon with Ted Turner, chairman and president, Turner Broadcasting System. Century Plaza, Los Angeles. Information: (818) 506-7880.

Dec. 5—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: talent/writers/performers. National Association of Broadcasters, Washington.

Dec. 5-7—Western Cable Show, annual convention of *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Associ-*

ation 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

Dec. 6-7—"TV and Ethics: Who Is Responsible?" national conference, sponsored by *Boston/New England Chapter, National Academy of Television Arts & Sciences, and Emerson College*. Speakers include Norman Lear, TV producer, and Jack Valenti, president, Motion Picture Association of America. Participants include Ralph Baruch, Viacom International; Len Matthews, American Association of Advertising Agencies; David Henderson, Outlet Broadcasting; Herman Land, Association of Independent Television Stations, and Pluria Marshall, National Black Media Coalition. Sheraton Boston, Boston. Information: (301) 593-8650.

Dec. 7—Deadline for entries in 25th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*, honoring "world's best radio and television advertising." Information: HRTS, 5315 Laurel Canyon Boulevard, suite 202, North Hollywood, Calif., 91607-2772; (818) 769-4313.

Dec. 8—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored by *Arizona Republic/Phoenix Gazette*. Phoenix Hilton, Phoenix.

Dec. 8—*National Federation of Local Cable Programmers* fall regional conference for far West. Santa Ana College, Santa Ana, Calif.

Dec. 9-10—*NBC* midseason promotion executives conference. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11—*Southern California Women in Cable* meeting. Speaker: Robert Alter, president, Cable Advertising Bureau. Marina Marriott hotel, Marina del Rey, Calif.

Dec. 11-12—*NBC* news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11-14—*Unda/USA* (National Catholic Association for Broadcasters and Allied Communicators) 13th general assembly (Awards banquet on Dec. 13.) Copley Plaza, Boston.

Dec. 14—*Broadcast Pioneers, Washington area chapter*, fifth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 18—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

Dec. 20—*International Radio and Television Society*

Stay Tuned

A professional's guide to the intermedia week (Nov. 5-11)

Network television □ **ABC:** *The Impostor* (comedy), Thursday 8-10 p.m.; *Life's Most Embarrassing Moments #5*, Sunday 10-11 p.m. **CBS:** *The Toughest Man in the World* (drama), Wednesday 9-11 p.m.; *Ellis Island* (three-part mini-series), Sunday 8-11 p.m., continuing Nov. 13 and 14. **NBC:** *I Married a Centerfold* (drama), Sunday 9-11 p.m.

Network radio □ **CBS Radio Network:** *National election coverage* (six-minute special reports), Tuesday at 14, 30 and 44 minutes past each hour, beginning 7:14 p.m. **CBS RadioRadio:** *National election coverage* (one-minute special reports), Tuesday at 23 minutes past each hour, beginning 7:23 p.m. **NBC Radio Network:** *Election Night coverage* (continuous), Tuesday 6 p.m.-1 a.m. **The Source:** *Election Night coverage* (updates), Tuesday, two per hour, 6:15 p.m.-12:45 a.m.

Cable □ **Arts & Entertainment:** *Beethoven Concerto #4* (symphony), Thursday 8-9 p.m.; *Cruel Garden* (dance drama), Thursday 9-10:25 p.m.; *Classically Cuban* (documentary), Thursday 10:25-11:20 p.m. **CNN:** *Election Night coverage* (continuous), Tuesday 8 p.m.-1 a.m. **HBO:** *Braingames** (animated series), Monday 7-7:30 p.m. **Showtime:** *Gallagher: Over Your Head* (comedy special), Thursday 10-11 p.m.

Play It Again □ **PBS** (check local times): *Media Probes: Language* (documentary), Thursday 10-10:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, now through Nov. 15. *A Tribute to Thames Television*, 60 hours of programming, Friday through Jan. 31, 1985. Also, seminar, "Children's Programming," Wednesday 12:30-2 p.m. For information and air times call (212) 752-7684.

* indicates premiere episode

Errata

In "Fat PAC's" "Closed Circuit," Oct. 29, figures for National Cable Television Association's CABLEPAC were transposed. As of Oct. 17, 1984, **CABLEPAC** had collected **\$105,684**, and distributed **\$191,100**. Last figure included money left over from previous year.

□
Chart listing current lineup of DBS permits and their systems in Oct. 15 issue incorrectly described United States Satellite Broadcasting's system in footnote. Each of **USSB's two six-transponder satellites is designed to beam six channels of service to half continental U.S.** (CONUS). However, to boost effective radiated power, USSB may switch each transponder to broadcast signal to single time zone.

□
Syndication section of Oct. 22 "Special Report" on television programming erred in reporting on Lorimar's **Dallas**. **Program airs at 7-8 p.m. in New York and Los Angeles and appears on KTTV in San Francisco.** The show achieved a **39 share** in its first week on **WFAA-TV Dallas**.

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Christmas benefit, featuring entertainer Peter Allen. Waldorf Astoria. New York.

(916) 444-2237.

Jan. 9—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: community relations. National Association of Broadcasters. Washington.

Jan. 10-14—*NATPE International* 22d annual conference. Moscone Center. San Francisco.

Jan. 11-13—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort. Key West, Fla.

Jan. 13-16—Seventh annual PTC '85. *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Infor-

January 1985

Jan. 5-8—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel. Los Angeles.

Jan. 6-8—*California Broadcasters Association* winter convention. Guests include former President Gerald Ford, fairness doctrine debate featuring former FCC Chairman Charles Ferris and Senator Bob Packwood (R-Ore.) and movie critics "Siskel & Ebert." Sheraton Plaza hotel. Palm Springs, Calif. Information:

Continued on page 82

Open Mike

More on marketplace

EDITOR: Since Peter Pitsch [in his Oct. 22 "Monday Memo"] wonders what I was driving at in my Oct. 8 "Monday Memo" on broadcasting policy, maybe I should be clearer. As a casual rereading will show, I did not endorse any policy position. Rather, I looked at broadcasting to see how well it fits the ideal marketplace model. This examination pointed out conditions that could (but not necessarily would) justify intervention in the broadcasting marketplace. My intent was to outline a reasoned approach that might get both sides past simplistic economics and the contest to see who can wrap themselves most tightly in the First Amendment flag.

Although Mr. Pitsch provides useful information and argument, by the end of his piece he unfortunately seems to find open-mindedness vaguely appalling. I hope that his presumptive outlook does not deter both proponents and opponents of broadcast regulation from moving beyond platitudes toward more thoughtful presentations.—*Timothy Brennan, Department of Justice, Washington.*

Not convinced

EDITOR: Regarding minority leaders Pluria Marshall and Eugene Jackson's disparaging remarks on low-power TV (BROADCASTING, Oct. 15), I feel certain the horse and buggy people had similar comments on Henry Ford's radical ideas.—*Lee Shoblom, treasurer, Community Broadcasters of America, Lake Havasu City, Ariz.*

Disagrees with Reagan

EDITOR: President Reagan's veto of S. 607, the Public Broadcasting Amendments Act, was poor judgment. Two facts, in particular, make the veto a curious dismissal.

First: Nationally, public broadcasting derives \$4 out of \$5 from sources other than the federal government. We are showcased as a near-perfect example of obtaining private support for the public good. The Reagan administration has clamored for precisely this sort of alliance between public agencies and the private sector.

Second: The Goldwater-sponsored bill

won the virtual total support of Congress, as evidenced by the Senate's unanimous consent, and a 308-86 vote in favor by the House.

Our senators and representatives obviously recognize a system that works, as well as one that is relied on by three-quarters of the American people. That President Reagan chose to ignore our legislators' confidence is short-sighted.—*Alberto R. Corrado Jr., acting general manager, WSBE-TV Providence, R.I.*

Still trying

EDITOR: In the Oct. 22 issue of BROADCASTING in the "Special Report" on syndication you made mention of Golden West Television's *Summer Gold*.

Specifically, you referred to the impressive numbers of *It's A Living*, and further mention that Golden West Television considered trying to bring the show back into first-run production. Please be aware that Golden West Television is still considering this innovative approach to first-run syndication and hopefully will make an announcement very soon.—*Richard S. Gold, vice president/general manager, Golden West Television, Los Angeles.*

Winner

EDITOR: BROADCASTING did an excellent job of reporting the National Association of Broadcasters/National Radio Broadcasters Association conference in Los Angeles (BROADCASTING, Sept. 24) but I would like to add an event that occurred the first night of the convention at the Bonaventure:

Ralph Guild, president of McGavren Guild Radio, hosted a cocktail party and dinner in honor of Eileen Manese, a recent graduate in broadcasting and marketing at Chabot College, Hayward, Calif. Eileen, my wife and I were invited to Los Angeles and Eileen received a \$1,000 college scholarship, a plaque and an internship next summer at McGavren Guild Radio in New York.

I am writing this because it is important to record that in the hustle and bustle of big-time broadcasting, the human element is still present.—*Stanley Lichtenstein, broadcast adviser, Chabot College, Hayward, Calif.*

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Monday Memo

A broadcast advertising commentary from Arnold Winer, president, Shaller Rubin & Winer, New York

Brewing campaigns and distilling marketing strategies

Increased emphasis on market segmentation within the wine and beer industries is changing the look of television commercials dramatically. As consumer life styles and taste patterns change, marketers in the liquor industry are becoming increasingly aware of the necessity to break out of old creative habits and look for new television concepts.

They are discovering that their audience has indeed changed. Young adults are exposed to far more information about the variety of wines, beers and other products available and are, therefore, considerably more sophisticated than they were a decade ago. Female consumers now outnumber males, although women continue to represent only about 20% of consumption of regular beer and 25% of light beer. Greater consciousness and concern about weight and fitness, along with tough, antiliquor campaigns, have likewise created a new and more discerning audience.

In addition, a proliferation of new products—many of them lower in calorie and alcoholic content, such as thirst-quenching wine coolers, light wines and beers, plus low-alcohol and nonalcohol beers—have recently made their debut on supermarket shelves and are testing the elasticity of consumers' beverage preferences.

These are just a few of the factors that will be influencing the direction and look of broadcast commercials as advertisers in this market hasten to re-evaluate strategies, giving greater emphasis to market segmentation. Broad appeal as a corporate strategy may well be a thing of the past. What we are continuing to see emerge are markets within markets within markets.

As market segmentation increases, the demand for more clearly targeted television advertising in the wine, spirits and beer industry becomes imperative. Rather than gearing for a higher share of the larger primary market, marketers will be looking for a larger share of specific subgroups. Subdivisions upon which targeting will be based include: sex, age, life style, socio-economic patterns, purchasing patterns and segmentation by taste appeal.

In targeting a broadcast campaign today it is important to keep in mind that it is the marketplace that may determine a product's position. No matter how strongly the marketer may wish to position his "not too dry" wine as very dry, today's sophisticated consumer will reject this attempt and position the product for what he or she really perceives it to be—this perception based upon taste, packaging and price.

Wine has become an important part of the



Arnold Winer is president of Shaller Rubin & Winer, a New York-based advertising agency that has a number of beer and wine clients. He joined the agency in 1969 and has produced industrial films and audio-visual productions for the wine and spirits industry. Winer is a graduate of the Wharton School of Finance and Commerce of the University of Pennsylvania.

American consumer's life style and as such has a place in the daily routine. Many marketers have continued to formalize wine usage while the consumer was positioning it as an informal beverage, not too unlike other beverages purchased at the supermarket. Too, advertising appeals utilizing expert or technical endorsements may have been effective in past wine campaigns, but many in the industry feel that this technique is fast running its course, as overapplication has made it difficult to discern one brand from another and has somewhat negated the authenticity of the category as a whole. While we don't mean to overlook other consumer motivations such as celebrations, romance, special occasions and gift giving, the growth of the category over the last decade has really emerged as a result of wine's acceptance as a beverage.

Far stronger in appeal is the life-style ad that relates the product to the needs and desires of a special target audience. Because today's consumer is not tied down to brand or category loyalty to the degree that he was in the past, tomorrow's wine and beer advertiser will have to work harder to capture attention through an informational approach. A trend that advertisers in the beer industry may wish to examine more closely involves a heavy reliance on slogans and catchy tunes, along with settings and situations that promote the brand almost solely through its masculine image-building appeal. Because of a strong emphasis on the product in con-

junction with male conviviality, today's young woman, who is often the protagonist in arranging for and directing social functions in the home, is virtually ignored in beer advertising, unless as an "extra" on the scene, along with her male companions.

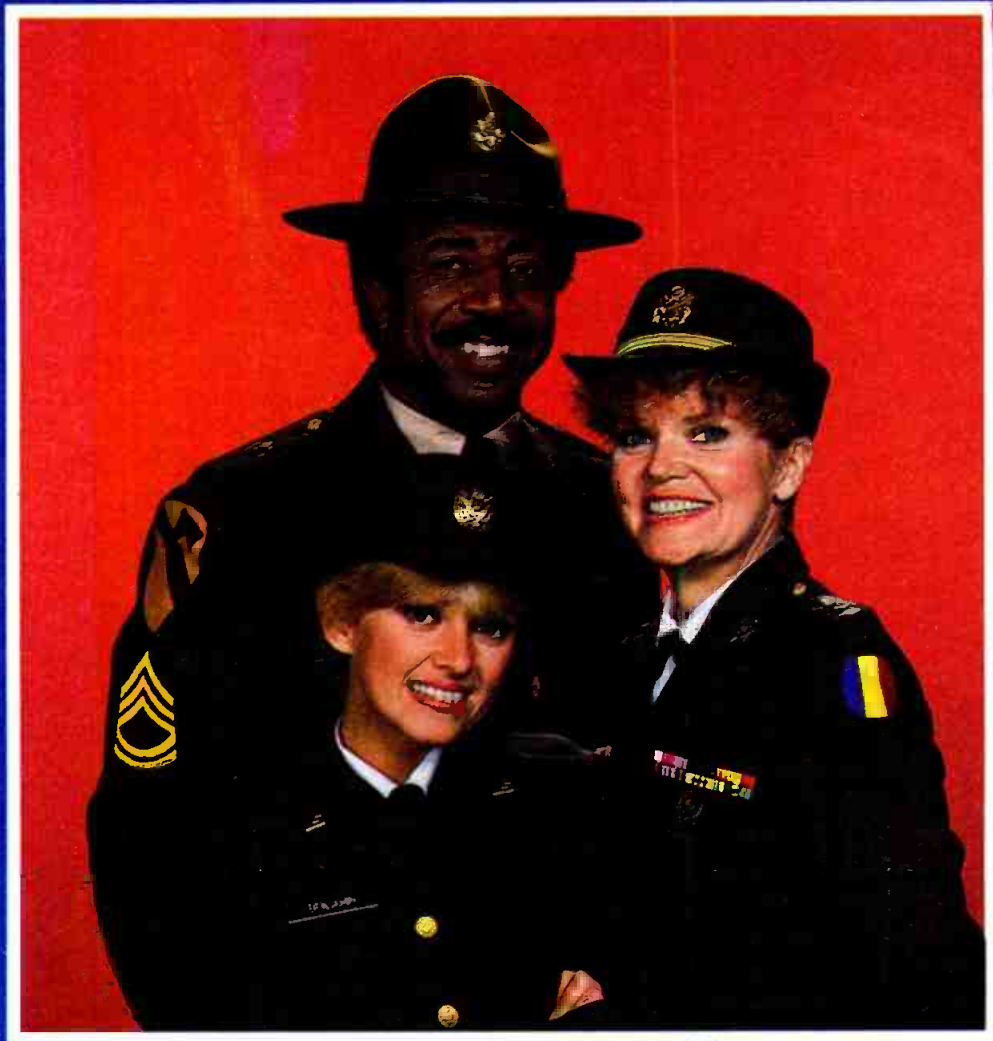
Likewise, because of traditional product viewpoints, few, if any, supermarket purchases are shown in television commercials, and very little beer advertising shows consumption in restaurants or along with dinner in the home. While the current crop of beer commercials featuring tavern vignettes and after-sporting-event celebrations (which, incidentally, entail steadily rising production budgets) may be delightful to watch, so many of them are in the same vein that brand images blur and run together.

In the upcoming season, several low-alcohol or no-alcohol labels will be making their debut. Advertisers will find themselves addressing an entirely new market—active, calorie-counting and moderation-conscious consumers, particularly women—who like the taste of beer but are not necessarily frequent drinkers. To reach this new segment of the beer-drinking market, advertisers must make use of new and varied concepts.

There are, however, two significant factors that many modest advertisers must take into consideration: limited advertising budgets and buying habits that differ from region to region. One solution that some marketers have found is greater concentration on spot rather than national advertising. While the majority of beer advertising dollars are spent in television, radio can be an excellent medium for reaching certain specialized segments such as ethnic groups or the younger consumer. A newly emerging but rapidly growing medium that can work for spot marketing is cable television, which, like radio, has a more specifically targeted audience appeal. Radio and cable television also enable the larger user of the broadcast medium to augment national television efforts by giving a strong base to the market segment perceived as being the highest potential consumer for his product.

Although this era of shifting consumer life styles and drinking patterns, along with the plethora of new beverage products entering the marketplace, presents a new set of challenges to the beer and wine marketer, one of the positive outcomes has been the need to search out new positionings by suggesting new uses and perhaps to seek out ways of giving a new segment of people a reason to try the product. There is a need in the conceptualizing of television commercials, to take into consideration previously unexplored settings, as the trends that we consistently see emerging indicate that broad appeal and traditional product viewpoints are fast becoming an advertising technique of the past.

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Vol. 107 No. 19

TOP OF THE WEEK

NBC's tortoise overtakes the hares

The first six weeks may not a season make, but the third-place network isn't last any more; Grant Tinker's policy of sticking with slow starters pays off in first-place standing as 1984-85 stanza begins; one more year could see ratings converted to dollars

NBC is aglow, the peacock is preening. For the first time in eight seasons the senior network is beginning to look as though it will be in something other than third place. True, skeptics will note, the season is but six weeks old, and only five weeks of national ratings are available. But based on early returns, as they're wont to say this election week, NBC is the leader of the pack.

Since he became chairman and chief executive officer slightly more than three years ago, Grant Tinker has worked quietly to pull the network up by its bootstraps. When he took over in the summer of 1981 the company was bracing to report \$48.1 million in profits for the year—a sum below the combined earnings of two or three major-market independents. Two years later, in 1983, it reported profits of \$156.2 million. And by the end of this year, Tinker is confident, there will be another “distinct improvement” in the bottom line.

But what it all gets down to—after the advertising revenues, the Nielsen ratings, the profits—is programing. And here, some industry executives believe, NBC is cutting a path that has not been blazed since the now legendary 1975-76 season when ABC vaulted from third to first place and pulled the young adult, urban and teen-age audiences along with it.

NBC's comeback does not neatly fall into the category of “overnight success.” As Tinker sees it, some of the things he instituted three years ago are just beginning to take hold. While last year's prime time schedule was acknowledged in all quarters to be an out-and-out disaster, the shows that survived have returned with stronger ratings. NBC is also the only network that has a clear hit this season: *The Cosby Show*, which has aver-

aged a 35 share over its six episodes—each of which ranked among the top 10 shows of that week.

For Tinker, there are three principal factors behind this year's success. First, as he observed last week in an interview with BROADCASTING, “the most obvious answer would be that the new program choices we made this year are considerably better than those we made last year. It would have been hard not to improve on our choices of last year—we did so abysmally with our shows.”

But more important, he continued, “a strategy of ours—I don't know if ‘strategy’ is the right word, but a *habit* of ours—is

tored out NBC still scores a strong second. For the first five weeks of the season (Sept. 24-Oct. 28), NBC has achieved an average 17.3 rating and 28 share—a 13% improvement over its performance in the comparable period a year ago. CBS, on the other hand, has pulled an average 16.9/27, down 6% below the comparable period, and ABC has averaged 15.2/25, down 14%.

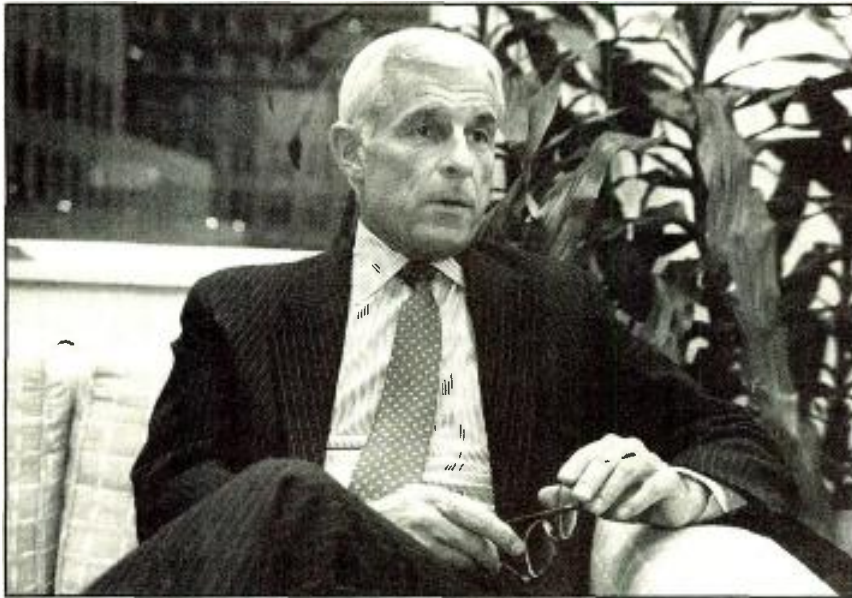
Moreover, during prime time NBC leads in key demographic categories. For the first three weeks of the season—the latest for which demographic ratings are available—NBC has averaged a 12.6 rating among women, 18-49, 37% ahead of ABC's average 9.2 rating and 6% ahead of CBS's average 11.9 rating. Among men, 18-49, NBC leads with an average 11.4 rating, 37% ahead of CBS's average 8.3 rating and 23% ahead of ABC's 9.3 rating. NBC also leads among women, 25-54; men, 25-54; women, 18-34; men, 18-34; teenagers, 12-17, and children, 2-11. It lags behind both ABC and CBS among men, 50-plus.

According to NBC researchers, NBC is up more than 20% in every major women's demographic over the comparable period a year ago, while CBS is down anywhere from 1% to 10% and ABC down between 11%

to 25%. Most of NBC's strength among women, 18-49, is coming from its *Monday Night Movie*, *Riptide*, *Remington Steele*, *It's Your Move* and *Facts of Life*, said NBC researchers.

“It's nice to read in the paper every week,” acknowledges Tinker about NBC's improved standing in the ratings, “and to have people mention it in the street. But the demographics that we live by are a more important measurement for us. Being first in that less visible or noticeable way—in the public sense—is much more important.”

But in one daypart NBC is far from first—a daypart that contributes a major share of network profits—daytime. During the first four weeks of the fourth quarter, NBC remained far behind in third place, although it showed improvement over the comparable period a year ago. In October, NBC averaged a 4.6/17, compared to a



NBC Chairman Tinker

beginning to bear fruit as opposed to just being another catch phrase. And that is that it is now becoming valuable to have stuck with some of our marginal programs, the ones that have not really succeeded or abjectly failed. It turns out to be true what we have been saying all this time: that it takes viewers a long, long time to find and grow to like a television show.”

There is one extra element Tinker does not forget: “We are having a little help from some of our friends at another network. We are the beneficiary of some unfortunate choices on their part.” Tinker emphasizes that he doesn't say that in a “mean spirited” fashion, but simply that “in order for us to be second somebody else has got to be third.”

Principally due to the World Series, NBC is first in the prime time ratings for the first five weeks of the 1984-85 season, although even when the World Series ratings are fac-

If ratings come, can fortune be far behind?

How much, and how soon, will NBC's new good fortune at the ratings table translate into money at the bank? Not overnight, the analysts say, at the same time they note that ABC—this season's apparent big loser—could still conceivably finish 1985 as the most profitable network, even if it finishes last in this season's ratings. (ABC's 1983-84 season performance, analysts estimate, will produce operating profits for the television network of \$275 million, against CBS's \$270 million and NBC's \$60 million.) ABC's profits, however, could begin reflecting lower ratings as early as this quarter.

Wall Street security analysts also say that with nearly three-quarters of the advertising time locked up in upfront commitments, NBC's payoff would come partly this year, but more so in 1985. Estimated profits for the CBS Television Network aren't being revised very much.

Networks don't get paid more for doing better but they do have to make up for doing worse. "There isn't too much of a lag on the downside," noted Mark Reilly of F. Eberstadt & Co., who said that ABC would likely be doing some makegoods to advertisers by the end of the fourth quarter. Reilly said that recent history provides an indication, other factors notwithstanding, of what impact a ratings drop can have on company revenue: "In 1977, NBC had an average rating of 16.4 and that year reported to the FCC that network pre-tax profit was \$102 million. In 1978, full-year average ratings dropped one point to 15.4 and profit fell to \$51 million."

Even if ABC is able to move out of last place and avoid a revenue decline, the increased costs incurred could still reduce operating profits. "For the very immediate short term there is

probably not a cost problem," said Ed Atorino of Smith Barney, "because they replaced the shows they canceled with old movies." But he noted that if there are further cancellations and "wholesale restructuring" of the schedule, ABC could get into an "NBC syndrome" where shows that were bought and weren't running (but were still being paid for) would sap network profits.

Atorino noted that there is at least one problem ABC can do very little about, *Monday Night Football*: "I'm sure they have substantial makegoods." He recently cut his earnings-per-share estimate for the parent company in 1985 from \$8.15 to \$7.50.

"NBC's upside in the short or immediate term will be less," noted Reilly, who again said that past experience gives an indication of how revenues lag behind an improvement in ratings. When ABC rose from the bottom to the top in 1975 it began with a 15.7 year average rating and pre-tax network profit of \$29 million. Profits rose \$54 million in 1976 to \$83 million, the year that ABC's ratings rose three full points to 18.7. But a year after that ratings gain, the network's profits rose \$82 million to \$165 million, even though its ratings in 1977 increased by only two-tenths of a point.

NBC will be able to take advantage of the better ratings in the scatter market. How much it benefits will depend on demand for network time and other factors, such as whether ABC has to pull some of its commercial availabilities off the market for use as makegoods.

Bill Suter of Merrill Lynch said he was leaving his 1985 estimate for CBS intact: "Even in the fourth quarter, except for the debates and a new football contract with less revenue, there is no revision of the very early estimates."

6.7/25 for CBS and a 6.0/21 for ABC.

Despite the good news in prime time, Tinker is cautious in predicting when NBC will begin to realize increased advertising revenues from the higher ratings. "Some of it will be realized this calendar year," he explained, "in that we don't have any makegoods facing us for the balance of the year—the sales guys will pick up some dollars in scatter as a result—as we might have given away in a prior year.

"But the full realization won't come until later. What we're doing now first has to stick to the wall. It has to become a habit as opposed to a passing fancy. And then I would think that maybe not until the fall of '85, assuming continued good performance and all of those things, will we really be rolling in a revenue sense."

The word "habit" crops up often in conversation with Tinker. He uses it in the sense of becoming accustomed and uses it usually in reference to programing. If good habits take time to develop, then the same might be said of trying to program a network. Perhaps for Tinker it gets back to the "slow build" philosophy, approaching each part of the schedule piecemeal, making an adjustment and waiting patiently to see what happens.

If Tinker has a method, that might be it. Frantically pulling shows off the schedule, he recalls, "was something we all used to do as a matter of course." Through the 1960's and mid-1970's, he related, the networks divided their season into two principal halves—the major fall premieres and the lesser January "second season" premieres when abject failures were replaced. Said

Tinker: "And then there came a time—the responsible party might be nameless—when someone began to potch with the schedule and say, 'Wait a minute, we can fix that faster.' And then it became a kind of frantic three-network thing."

Reinforcing a turnaround that must be a comfort among the production community, Tinker affirms that this is no longer the case. "Maybe now what we have found," said Tinker, leaving room not to sound too definite, "and I know Brandon [Tartikoff, president, NBC Entertainment] agrees with this, is that we do not like—having attracted the good, creative people—to just throw cold water on them by quickly jerking their shows off the schedule before they really had a chance. Sometimes you can do that when you look at a show and you're convinced that you're the only one who likes it and nobody else will ever watch it. *Bay City Blues* was such an example last year. But you're very seldom that sure. Most of the time you're rather this way or that way about it, and so I would rather not shoot from the hip or be so knee jerky and wait. And it turns out that waiting is sometimes all you need to do. It sounds indecisive. It sounds like you're not making a move or a positive decision. In truth, it is a decision."

And, despite these good intentions, Tinker expresses frustration that occasionally—perhaps regularly—audiences will reject the shows outright, like a recipient rejecting a heart transplant. Aware that he runs the risk of sounding "cavalier" or being accused of a "let-them-eat-cake attitude about television programing," Tinker said: "It is not enough

just to decide you're going to put on good shows—if you're not asking me to define the word—and know that eventually they're going to succeed, because they won't. And the reason they won't is that the audience won't watch them. I'm simply stating a fact. That's America's business. They don't have to watch good television if they don't want to. And the truth is that most don't want to."

Ironically, the case could be made that NBC is proof that good television can attract decent ratings. Such shows as *Cheers* and *Family Ties* have returned to higher ratings this season, and *The Cosby Show*, one of the most popular shows among the critics, is also one of the most popular with audiences. *Hill Street Blues*, *St. Elsewhere*, *Remington Steele*, *Highway To Heaven* and *Miami Vice* flush out the list. "Yeah," Tinker agrees, but "there's not enough of it. We would love to have a wall-to-wall schedule like that. But there's another side of it, and that's the arrogant side. Who are we to say if 40% of the people want to watch a given show that it's not a good show?"

It seems certain—at this time, at least—that the Tinker era is not about to close. Asked when he might leave the NBC chairmanship, he said: "I really haven't given much thought to it." Tinker says he thinks instead "in terms of achievement, which hasn't been realized yet." He adds: "Maybe we're just beginning to see it." Self-effacing to a fault, Tinker is quick to credit not only Tartikoff, but new NBC News President Larry Grossman, Arthur Watson, president, NBC Sports, and everybody else with the turn-around. "If we get to the point where

we are really flying along," Tinker continues, "and I don't mean just number one, but in really healthy money-making shape, then I could see giving way to someone younger, more energetic fellow. But I don't know how quickly that will come about. I'm not planning to go anywhere."

Not least, there is a different mood at 30 Rockefeller Plaza these days. Visitors can sense it in the dark, cavernous NBC hallways, and executives swear everybody is in a refreshingly upbeat mood. Phone calls are returned sooner. Everybody wants to talk. "I

do rub elbows or deal with a lot of people in a given day or week," observes Tinker, "and there's a difference. People are behaving in a different way, there's a different look about them. There's a different feeling whenever they get together now than there was a year ago when we were so disappointed in our own performance.

"It's fun to have a sense of accomplishment. It may not be curing a disease, but for us it's very satisfying. I mean I'm getting a little greedy about it; having tasted it I would like a little more." □

HBO study sees PPV as must-carry

Internal report says cable pay programmer must get pay per view before others corner the market

Home Box Office's pre-eminence as a pay cable service is in real danger of being "cannibalized" by pay per view—unless HBO itself gets into PPV before it's too late.

That's the blunt warning contained in a long, confidential "Pay-Per-View Briefing Book" prepared by the HBO New Services Department. A copy of the report—which includes details of a qualitative study of viewer attitudes conducted for HBO in three communities where PPV movies are regularly offered on cable—was obtained by BROADCASTING last week.

Although the study speaks of PPV in terms of the damage it may do to HBO, other pay-cable services specializing in movies presumably would be equally vulnerable.

The briefing book, dated May 23, 1984, sees PPV's danger in shadows already cast by the accelerating growth of videocassette recording. Its opening paragraph addresses "The Home Video Threat," as follows:

"HBO faces a very real danger from home video. It cannot be ignored. Pay per view, in the form of home videocassette renting, has emerged as the most recent movie studio product distribution channel. We must regard participation in this channel as a natural evolution of our participation in the pay cable business."

Seemingly emphasizing the immediacy of the danger, the report says at another point that by the end of 1984, VCR's will be in as many homes as HBO is.

HBO officials downplayed the "Briefing Book," emphasizing that subsequent research this summer—specifically Nielsen's VCR study—has taken some of the edge off the urgent tone of the report. That research suggests that the home video buff and the pay cable subscriber are a "commonality," and that those groups are not mutually exclusive.

David Meister, senior vice president, HBO Enterprises and New Services, said the report was not an "action document" and did not endorse any hard and fast plan. "We don't have a point of view on this," he said. "If you ask 12 senior people here you'll get 12 different points of view. At this stage [PPV] is not a top priority of the company . . . we really don't know where we are in that situation or what the reality of the indus-

try will be. Are we interested? Yeah, for a lot of different reasons—anything that concerns our cable operators is of interest."

Furthermore, Meister pointed out, entry into PPV is limited to the adoption of addressable equipment among cable operators. "The operational costs and mechanics are still significant," he said.

The report notes that major studios now tend to release their movies to home video six months after the theatrical release and to pay services six months later, "so HBO can no longer claim to bring theatrical motion pictures into the consumer home first." The report continues:

"More than 10 million consumers are now able to access theatrically released movies on a pay-per-view basis by renting cassettes for a small fee and watching them at home on the TV set. All indications are that this rental activity accounts for the bulk of prerecorded cassette expenditures.

"In the first quarter of 1984, 1.4 million VCR's were sold, twice the number sold in first quarter '83 and more than all of 1981. VCR's are now selling at a rate of more than 110,000 per week. By the end of this year VCR households will equal HBO households. Clearly, studios are acquiring a new way of getting their movies to consumers and HBO's cable TV distribution network is in danger of being cannibalized."

The analysis estimates that where the movie studios may average \$1.44 in income from each sale or rental of a movie on VCR, they may reap \$2 to \$2.50 from each PPV transaction. This, the report continues, "should entice studios to encourage the PPV business. Indeed, this may be a reason for Paramount's actively pushing 'Terms of Endearment' on PPV [only] a month after it is released in cassette at \$39.95."

The report notes that PPV "has not been economically viable to date on a nationwide basis" because most systems lacked the technical capability, but says this is changing: "Cable addressability continues to grow at a rapid rate. Projections indicate it will grow from the current four million households to more than 20 million in five years. Thus, it is to our advantage to identify business opportunities which take advantage of this technology now, rather than to wait for others to establish the ground rules."

The analysis continues:

"This scenario suggests that a substantial segment of the pay TV universe could mi-

grate from subscription services to opportunistic use of PPV. These subscribers may be lost to HBO unless we are a major factor in PPV programming. This scenario also suggests that PPV will be a more difficult business in which to gain a leadership position than pay TV, because on the distributor side the barriers to entry that have worked to the advantage of the HBO service will no longer exist.

"A competitive advantage can only be secured by (1) sewing up unique programming with high consumer demand; (2) securing channel capacity, and/or (3) creating, through heavy consumer advertising and promotion, a brand image and strong consumer pull (this will be extremely difficult, however, without proprietary programming as well)."

Although PPV in the past has concentrated primarily on major one-time events, the report continues, the number of cable systems offering movies on a PPV basis has been growing. Among them: Rogers Cable-systems of Portland, Ore.; Gill Cable in San Jose, Calif.; ATC's Oceanic system in Honolulu, and, more recently, Charles Dolan's Cablevision in Westport, Conn., and on a limited basis, Group W Cable.

"The bottom line on all this activity," the report asserts, "is that cable operators are quickly learning how to deal directly with Hollywood in order to get movies months before HBO. Operators seem to have found a new revenue stream."

HBO's "current approach" is described in these terms:

"The HBO pay-per-view strategy is both defensive and offensive. The most important reason for entering the pay-per-view business is defensive. Simply put, we must defend our current revenue stream by evolving with new distribution channels. A PPV service will maintain HBO's current pre-eminent position in the forefront of distributors offering post-theatrical product. We believe our participation in PPV is essential since the widespread availability of theatrical movies in pay TV households will devalue this product for HBO in the same manner that HBO has devalued it for network television.

"Offensively, PPV seeks to (A) develop a new revenue source for HBO Inc. and (B) use current HBO resources to capitalize on a clear consumer demand for theatrical movies released six months after debut. These unique resources include: (A) HBO's buying power; (B) cable operator relationships and goodwill; (C) satellite transponder availability and distribution expertise, and (D) marketing synergy with the company's other product lines."

A qualitative study of attitudes toward pay per view was conducted for HBO by Clark, Martire & Bartolomeo Inc., a New York-based market research firm. The study was conducted in three markets that currently offer PPV: Fort Lee, N.J.; San Jose, Calif.; Portland, Ore. The markets were chosen because they represent a sample ranging from the least successful PPV operation in Fort Lee to the most successful in Portland.

According to the market study, "there is a latent demand for properly positioned and packaged PPV but several factors are stand-

ing in the way of increased usage." They are: a need for improved and increased promotion, improved service to subscribers and a dissatisfaction with current pay-per-view movies.

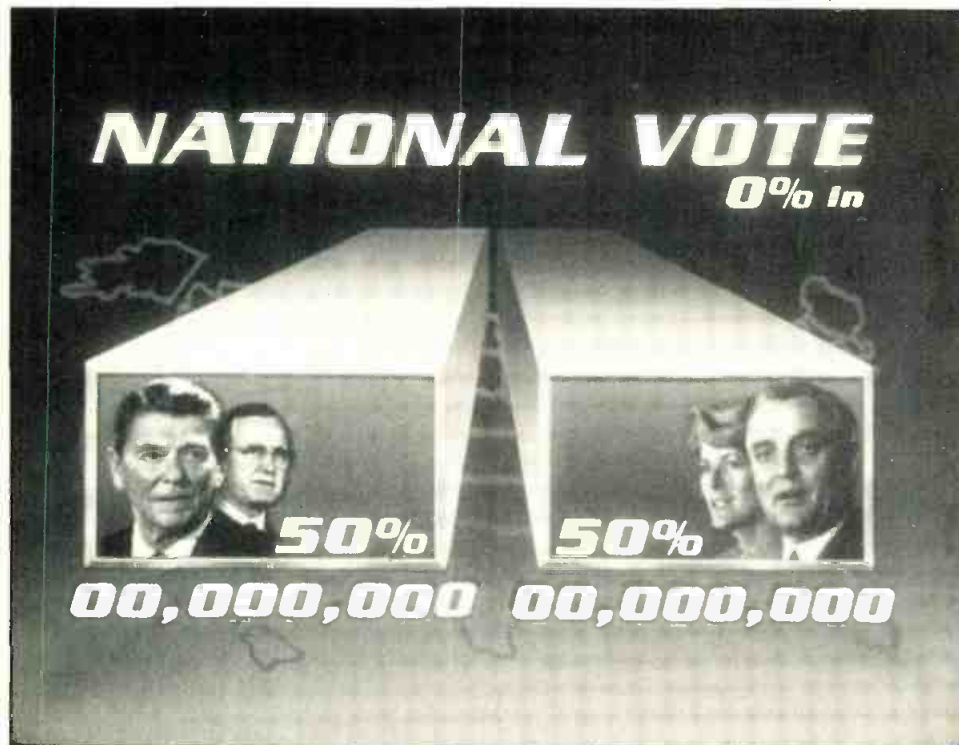
Among the other findings in the market study:

■ Consumers in all three markets expressed "considerable interest" in the HBO-PPV concept, especially if the movies were recent releases, concerts and sporting events were also offered and the service offered 10-

12 titles a month as opposed the current average of three to four.

■ It does not appear there would be a "significant impact" by PPV on HBO because of a marked difference in the services. The effect on Cinemax, however, is "difficult to judge given the small number of Cinemax subscribers encountered" in the market survey.

■ PPV can compete with home video if the cost is competitive, ordering is convenient and that convenience is promoted. □



NBC's tally board awaits the returns

Broadcasting readies itself for the big night

Networks geared to spend some \$20 million for election-night coverage; despite protestations by members of Congress, networks expected to project winners in states where polls have closed

For the nation's electronic as for the print media, tomorrow provides The Major Event of journalism. A President will be elected, as will one-third of the Senate and all 435 members of the House, plus thousands of state and local officials. Short of a major war, it is the biggest story the media cover. And they are gearing up for an appropriate effort—and it is an effort likely, once again, to place the networks, at least, in confrontation with those in Congress who have criticized them for "projecting results," as well as for "characterizing" trends before polls close.

The major networks are marshalling thousands of workers in locations around the country to poll voters as they leave polling places, collect actual vote results in sample precincts and transmit the material to New York for analysis and massaging into reports for broadcast. The emphasis will be on

speed and accuracy, as usual. Another ingredient in the reporting will be unusual caution. For while the networks appear determined to report what they know when they know it, they seem to want to avoid angering any more than necessary those members of Congress who oppose "characterizing" trends before polls close—and even projections of results after polls close.

ABC, CBS, NBC, as well as Cable News Network and Spanish International Network, with its special Hispanic audience in the U.S. and Latin America, will provide reporting, analysis and commentary. State races regarded as having national significance—the Senate contest in North Carolina between incumbent Jesse Helms and his Democratic challenger, Governor James Hunt, for instance—will be watched. Political experts will look for signs of whether President Reagan's prediction of a political realignment in the country is being borne out. Cameras will be stationed outside the homes of candidates and the headquarters of the national parties and the Reagan-Bush and Mondale-Ferraro campaigns, as well as other points around the country where regional voting trends will be reported. Results will

be examined in terms of demographics, and will be presented to the viewer with the aid of state-of-the-art computer graphics.

It won't come cheap. The total cost for election coverage for ABC, CBS and NBC is estimated at \$20 million. Figured into those costs are the 10,000 people CBS will have on duty. Most will be stationed at polls and key precincts around the country, but that figure includes, among others, 500 editorial and technical people in New York, and 200 computer operators. ABC sources say that network will have 6,000 in the field and 500 in New York, and NBC, 5,000 and several hundred in New York, Washington and regional hubs. The election, then, will be the final leg of a long—and expensive—march the network news operations began in January, when they covered the Democratic caucuses in Iowa, and continued in the coverage of the Democratic primaries and caucuses in the spring, the national conventions in the summer and the contest between President Reagan and Walter Mondale that is now ending. The net cost to NBC is said to have been \$40 million, and the experience of ABC and CBS is believed to have been similar.

The Characterization Question

But coverage of presidential campaigns and elections is always expensive. One new ingredient this year is the intense interest on the part of Congress in the practices the networks employ in reporting the election.

Congress in the last session adopted a concurrent resolution (H. Con. 321) calling on "broadcasters and other members of the media" voluntarily to "refrain from characterizing or projecting results of an election before all polls for the office have closed." And last week, Representative Al Swift (D-Wash.), author of the resolution and chairman of a House Task Force on Elections, and William Thomas (R-Calif.), ranking minority member of the task force, were preparing to wire the networks with, as Swift put it, "one last request" that they exercise "restraint" in the matter.

Swift, like other critics of the networks' election night practices, feels they "affect the process." Voters, he said, perceive those practices as "intruding on the right to cast a ballot without interference." He did not make the claim others have made regarding the effect of broadcasting the results of trends or projections of results—that they discourage voter turnout. But he is not optimistic that the networks will exercise the kind of restraint requested in the resolution: "They have a public be damned policy, and they'll pursue it."

Nor were expressions of concern coming only from Swift and Thomas. Senate Democratic leader Robert C. Byrd (W.Va.) and House Speaker Thomas P. O'Neill Jr. (D-Mass.) on Thursday wrote to the board chairmen of ABC, CBS and NBC with copies to all network news presidents, Washington bureau chiefs and news anchors. They asked them to agree "not to project the winner of any race until all the polls have closed," and, in particular, not to "project the winner of the presidential race until all of the polls in the western time zone have

closed."

They said there is "clear evidence that early projection of election results tends to discourage some people from voting and has an impact" on local as well as national races. To help make their point, they cite the networks' expressed interest in promoting voter turnout. They cite the networks' "very fine ads urging people to go to the polls, and convincing them that an individual vote does count." Then they add: "However, your use of early projections discourages people from going out to vote or from staying in line to vote."

Last week, representatives of ABC, CBS and NBC, as they did at hearings held by congressional committees for the purpose of making clear members' feelings on the matter, indicated they would not exercise the kind of "restraint" being requested. They said their respective networks will wait for the polls in a state to close before projecting results of the presidential winner. But they will base their "calls" on exit polling, plus actual vote totals from sample precincts, as well other available information. CBS says it and the *New York Times* will question 10,000 voters nationwide to determine their candidate preference and why, and NBC, 40,000 voters. ABC, which conducted tracking polls Saturday, Sunday and today (Monday), will do exit polling in 48 states. Still, Swift does not believe the networks will have a sufficient basis for projections. Without waiting for the actual vote count in a state, he said, the networks are "reporting what they think will happen."

It is in discussing the reporting or "characterizing" of voting trends—a term that crept into the lexicon of election-night reporting during the Democratic primaries, when the networks were being criticized for "calling" elections before the polls closed—that some network officials become particularly chary. Reports of trends are based on a variety of information—exit polling, actual vote results as they become available, analyses by politicians with information on developments in particular areas, the performance of the candidates compared to results in 1980 (a 20-point victory by Reagan in a state he won by 10 points in 1980, for instance, would be regarded as significant), and the like. But the networks want to avoid appearing to predict the outcome. As George Watson, ABC's vice president for news, put it, "There are sensitivities and controversy surrounding" such reports.

And speaking for ABC, Watson said, "If we characterize trends—and it's not a given that we will—the language will make it clear it's not a projection but a report on the state of a race. . . . The words will be cautious and qualified and will point out that voting is still going on." Warren Mitofsky, director of CBS's Election and Survey Unit and co-executive producer of *Campaign '84: Election Night*, said CBS News will discuss trends "in terms of the national vote but not individual states." He said the correspondents would talk only of "voting patterns—of how blacks are voting, of whether the gender gap is evident, for instance—in discussing races within a state."

Only NBC News Executive Vice President Tom Pettit seemed not to flinch from a discussion of reporting of trends. "We've been reporting them for years," he said. "Even before election night we report on information from local politicians. So that is not new, and we'll continue to do it," he said though he stressed NBC News would not rely solely on exit polls to determine trends. "We'll use every kind of data." He said NBC News would report trends within states as well as nationally. "We won't submit to pressure," he said. "There will be no basic change from past elections."

As for reporting the results of the presidential election, the networks are as one. As soon as their calculations—based on exit polling and actual results—indicate that a candidate has won in enough states to give him a majority of the electoral college votes needed for victory, 270, they will say he has won the election. If the margin is substantial, as it was in 1964, 1972 and 1980, the networks will be announcing the winner long before the polls close on the West Coast—although the "call" will be based to a substantial degree on actual returns, as well as results from sample precincts and exit polling. But while the networks—if present polling results are reflected in the voting tomorrow—may be reporting a winner before 9 p.m. NYT (NBC reported Ronald Reagan's victory in 1980 at 8:15 p.m. NYT), President Reagan and Walter Mondale have agreed not to claim victory or concede defeat before the polls close on the West Coast. The candidates made the commitment in response to a request from Representative Ron Wyden (D-Ore.). Like Representatives Swift and Thomas, Wyden recalls President Carter's concession while voters were still going to the polls in the far west in 1980, and is uneasy about the possible effect on voter turnout there of developments in the East that appear to make voting in the West superfluous.

One network that will not cause problems for those concerned about exit polling is Cable News Network, whose owner, Ted Turner, is critical of that practice. Its representatives will not poll voters as they leave the voting booths. But Ed Turner, executive vice president, said CNN will report the results of the other networks' projections of winners and losers. Like the other networks, it obtains its vote count nationally from the News Election Service, which comprises ABC, CBS and NBC, the Associated Press and United Press International. And if it does not do its own exit polling, it has a unique method of obtaining results of voting at key precincts, the kind of data regarded as important, if not critical, in discerning trends. Turner said columnists Roland Evans and Robert Novak, who provide analysis for the network, call sources "in every state" that they have developed over the years. It is, Turner said, an impressive performance.

Network Lineups

For most viewers, coverage of the election of 1984 will begin at 6:30 p.m. NYT, with the evening news programs of ABC, CBS and NBC, when reports of polling and results of voting in sample precincts in states where polls close at 6 p.m. will be aired. The network news operations will move into their special election night coverage at 7, and continue through the night, while providing time for local coverage.

CNN will break into its 24-hour news service with election night coverage beginning at 5 p.m. and continue it until 6 a.m. the next morning, when the new cycle will begin.

And, as always, the networks will be offering their top talent throughout the night. Peter Jennings and David Brinkley will anchor ABC News's coverage from New York. Sander Vanocur will report results of the Senate races and Charles Gibson, those in the House. Barry Serafin will report on poll-

TV on trial

Suspect Nelson Molina Jr., 21, is pleading "not guilty, by reason of insanity" to being an accessory to a murder in Miami, with one of the "contributing factors" to his defense plea being "television intoxication." Miami attorney Ellis Rubin, who was the defense lawyer in a similar case seven years ago (BROADCASTING, Aug. 22, 1977, et seq) said Molina is accused of holding down Karla Gottfried, 10, while another defendant in the case, the victim's step-brother, David Gottfried, 16, allegedly stabbed and shot her. According to Rubin, the movie "Love at First Bite," a comedy take-off of the story of Dracula, was on television at the time. It has "a lot of violence" in it, Rubin said, "even though it is a comedy" to most people.

In 1977 Rubin defended Ronald Zamora, 15, who claimed that "involuntary, subliminal television intoxication" caused him to kill his elderly neighbor. Zamora was sentenced to life in prison.

Rubin said that since the 1977 trial, there have been "thousands" of studies on TV violence. He said that he will present testimony from three "leading authorities" to show a scientific basis for the claim that violence on television leads to violence in real life. Included will be a federal report, completed in 1982 by David Pearl of the National Institute of Mental Health, which, according to Rubin, states that there is "a definite causal connection between television violence and aggressive conduct of viewers, especially teen-agers."

Said Rubin of the present case: Should Molina get "anywhere from a recommendation of mercy, down to second-degree—and it's because of the television influence," the television industry will have to be careful. "Someone may come along and sue them for putting on programs which induce violent crimes," he said.

ing results and summarize results of gubernatorial races, while James Wooten, George Will and Barbara Walters will provide commentary and analysis.

At CBS, Dan Rather will anchor the coverage at election headquarters in New York. He will be joined by Bruce Morton, who will report the results of the presidential race in the individual states; Bob Schieffer, who will report on Senate races, and Lesley Stahl, who will cover House races. Bill Moyers will provide analysis and commentary and Diane Sawyer will report on special interest groups—labor, religious, women and minorities.

And at NBC, Tom Brokaw will anchor from New York as well as report on the presidential contest, nationally and in individual states, and on the 13 gubernatorial contests. Chief political correspondent Roger Mudd will cover Senate and House contests, while correspondent John Chancellor will provide analysis based on data from the national polling that NBC will conduct during the day. In NBC's Washington headquarters, Connie Chung will anchor the coverage during the two periods each half hour the network cuts away for local coverage.

CNN will operate with two anchor teams—Mary Alice Williams and Bernard Shaw and Chris Curle and Don Farmer, in Atlanta. Senior correspondent Daniel Schorr and columnists Evans and Novak along with author Theodore H. White will provide commentary and analysis in Washington. And it will use teams of anchors and political experts, based in Atlanta, to cover the various races—Senate, House and gubernatorial—in each of five sections of the country where CNN will rely on its own correspondents as well as those of affiliates.

Those four television networks are not the only ones that will serve millions of viewers. SIN, with a potential U.S. audience of 28.4 million homes, 3.5 million of them Spanish-speaking, has received special temporary authority from the FCC to offer its election night coverage to nine Latin American countries—Mexico, Venezuela, Peru, Ecuador, Chile, Panama, Costa Rica, Guatemala and Honduras. SIN offers the coverage at no cost to Latin American broadcast entities that are members of the Organización de la Televisión Iberoamericana, an organization of television stations in Latin America, Spain and Portugal, and can receive SIN's Galaxy I satellite.

And while ABC, CBS, NBC and CNN will transmit reports from all parts of the U.S., SIN's live satellite pickups are scheduled to include pieces originating in El Salvador, in which President José Napoleón Duarte and U.S. ambassador Thomas Pickering will offer their comments on the U.S. presidential contest.

Radio Nets Ready For Nov. 6

Radio networks last week were putting the finishing touches on what look to be the most comprehensive plans for election day coverage in the medium's history. All programming will be satellite-delivered with some networks employing multichannel satellite feeds.

In addition to regularly scheduled newscasts which will update election results, affiliates will be offered a series of special reports throughout the night and into the following day. And virtually all of the major networks are planning to air live coverage of the presidential victory and concession speeches.

ABC Radio Networks will transmit coverage to its six "full-service" networks (Contemporary, Direction, Entertainment, FM, Information and Rock Radio) from its newly constructed broadcast center in New York (see page 62). The heart of ABC's coverage will include national and regional election reports beginning at 7 p.m. NYT and continuing until all major races have been decided. Regional broadcasts will consist of two 90-second reports an hour for each of eight "geopolitical" regions of the country. ABC also plans to air three 90-second special afternoon drive-time reports titled *Election Outlook—1984*, which will be fed to stations at 4:22, 5:20 and 6:20 p.m. NYT on Nov. 6. Serving as the principal anchors for ABC Radio are Robert Trout and Bob Walker.

The CBS Radio Network will provide affiliates with a series of three six-minute special reports beginning at 7:14 p.m. And, according to CBS, regional and national *NetAlert* reports will be aired "as developments warrant." CBS will also make use of its long-form program satellite channel to transmit continuous election results starting at 7:06 p.m. (ET). CBS's youth-oriented network, RadioRadio, will broadcast one-minute special reports at 23 minutes past the hour each hour throughout the evening, starting at 7:23 p.m.

CBS News correspondents Reid Collins and Charles Osgood will co-anchor the special election night coverage for the CBS Radio Network with correspondent George Herman analyzing the results. Regional election results will be reported by four other correspondents and reporters: Bill Lynch (East), Jackie Judd (South), Judy Muller (Midwest) and Christopher Glenn (West). Reporter Randy Riddle will provide election reports on RadioRadio.

At the NBC Radio Network, affiliates will be offered two 90-second updates each hour from 6 p.m. Tuesday through 11:40 a.m. Wednesday morning (Nov. 7) as well as continuous election coverage totaling 49 minutes per hour from 6 p.m. through at least 1 a.m. over the network's special events channel.

Co-anchoring coverage for the NBC Radio Network will be correspondent Cameron Swayze and political correspondent Mike Maus. Joining them will be NBC Radio Capitol Hill correspondent Russ Ward, who will follow the House and Senate races, and correspondent Alan Walden, who will man the "Decision Desk" reporting results of key races. Handling the special election reports on Wednesday morning will be correspondents Gary Nunn and Sid Davis.

The Source, NBC's young adult network, will provide its affiliates with two-minute updates, twice an hour from 6:15 p.m. to 12:45 a.m. Election night anchors will be correspondents Dara Welles and Andy Fish-

er.

Mutual Broadcasting will feed affiliates two four-minute reports on the election returns twice an hour beginning at 7 p.m. and lasting throughout the night. The network will also offer its stations continuous coverage of election results over its supplemental services channel from 7 p.m. to at least midnight.

Anchoring the special election reports for Mutual will be correspondents Jim Bohannon and Peter Maer. For the continuous coverage, Mutual correspondent Jim Slade will team with Public Broadcasting Service commentator and political analyst Paul Duke. Providing analysis will be commentator Mark Shields along with Ben Wattenberg, PBS commentator and syndicated columnist.

RKO Radio Networks' coverage includes special two-minute reports aired twice an hour from 6 p.m. to 1 a.m., or until the presidential race is decided, over both RKO One and RKO Two. Handling the anchoring duties on RKO One, fed at 10 and 55 minutes after the hour, will be political correspondent Ed Gullo. On RKO Two, reports will be fed at 25 and 40 minutes past the hour with political correspondent Gil Gross anchoring.

Associated Press Network News will feed four-minute *ElectionWatch* reports twice hourly beginning at 8:20 p.m. and lasting until AP has declared a winner in the presidential race and a party has won a majority in the House and Senate, or 1 a.m.

The UPI Radio Network will furnish affiliates with four election updates each hour from 7 p.m. to 3 a.m. The special reports will be fed for live use at the top of the hourly newscast and at 25, 40 and 55 minutes past the hour. According to UPI, the update at the top of the hour will run for the first two minutes of the regular newscast. The other three updates will be three minutes in length. Additionally, UPI said it will provide actualities.

CNN Radio will air two-and-a-half-minute *ElectionWatch* updates from 1 p.m. Tuesday afternoon to 4 a.m. the following day during the regular top-and-bottom-of-the-hour newscasts. The network will also draw coverage from correspondents of its cable network. □

Jankowski foresees shakeout in radio

CBS executive says there is not enough advertising to support radio networks now in operation; says fallen technologies have become way of life in the '80's

Because too many radio networks are chasing too few advertising dollars, CBS/Broadcast Group President Gene Jankowski predicted, some are destined to fail.

Network radio advertising revenue increased only 3% this year, Jankowski said in a speech before the CBS Radio affiliates board in New York last week. "From an in-



Jankowski

dustory perspective," he said, "we know that this level of growth cannot support the enormous increase in networks over the past four years... from nine to 25."

There are already "signs of trouble," he said, citing ABC Radio's decision to trim programming by 100 hours next year and ru-

mors that the Mutual Broadcasting System and the RKO Radio Networks are for sale. (As Jankowski noted, Mutual and RKO have denied the rumors.)

As the competing networks proliferated, Jankowski said, CBS Radio recognized that there would be a "shakeout period" and was determined to survive it. CBS Radio sought new audiences and invested heavily in programming, notably major league baseball, he said.

"Because we have planned carefully and never lost our confidence in the medium," Jankowski said, "CBS Radio is in an excellent position to weather the current economic storm and to emerge from it stronger than ever." He singled out RadioRadio, which, he said, "is performing far above expectations."

Despite the problems in network radio,

Jankowski said, "radio's future is secure" for reasons ranging from history to psychology.

"You can even argue it from esthetics," he said. "When television became the nation's theater, people felt radio had suffered a crippling blow. But what actually happened was that radio did something daring... It walked right off the stage and into the audience. Radio learned how to speak to the audience 'one on one,' one person at a time. So it achieved an intimacy which, to this day, no other medium possesses."

Although radio will survive "come what may," Jankowski said, other media may not be so fortunate. "The probable rise or fall of this or that technology, new or old, is now a guaranteed part of any meeting of two or more people in the communications industry and the failure to guess right has tarnished a lot of reputations." □

SMPTE urged to get off dime on standards

Speakers review successes, point to challenges unfulfilled—establishing standards for half-inch VTR's and HDTV

Although the official theme of the Society of Motion Picture and Television Engineers conference held in New York last week dealt with the continuing convergence of the film and video technologies (tied more closely together than ever before by computer applications), the big issue was standards and SMPTE's role in establishing standards, which many see as a crucial element in the developing global communications network.

"The Future of Image Technology" was how SMPTE described the theme of its 126th technical conference and exhibit, spread across two midtown hotels—the New York Hilton and Sheraton Center. The fall show, its promoters said, would be the last to be held in hotels, since the New York Convention Center should be completed by the time the SMPTE show returns to that city in 1986. But despite the cramped conditions, the hotels managed to provide 50,000 square feet of exhibit space for 169 exhibitors, up 20% from the last show held in New York in 1982.

Attendance at this year's show was lower than conference organizers anticipated. They were expecting between 11,000 and 12,000 compared to 13,000 last year in Los Angeles. But after the fourth day of last week's show, the attendance total stood at 9,800, including 1,800 full-pass registrations and 8,000 who registered for the exhibit only.

Searching For Standards

Maurice French, editorial director of this year's show, which featured 108 technical papers, noted at the start of conference last week that many film and video programs are distributed worldwide and that such distribution "mandates quality program content and places high priority on international standardization." French said that SMPTE has "assumed a leadership role from the outset"



On exhibit at SMPTE



in the effort to create standards, although he left it to other speakers at the conference to highlight some of the society's specific achievements and failures. The scope of the task to create standards, he said, is broadened by the perceived "immediacy of need" for such standards.

William F. Baker, president of Group W Television and chairman of Group W Satellite Communications, and keynote speaker at the conference's awards luncheon, stressed the need for SMPTE to assume a leadership role in the development of standards. "Your predecessors were the creators of the broadcasting industry. Today, however, engineers in television are rarely regarded as creators but, rather, as fix-it persons," said Baker. "To regain the kind of respect you rightly deserve, you must take a leadership position; develop a long-term view of where the industry is going; press for a master plan in your station, organization or group, and help build an operation to that end." Baker suggested to his audience that "nonengineering people may look dumb to you, but we are capable of recognizing the value of vision and leadership you can provide... and which we need from you."

Baker praised the society for some of its past efforts in developing standards, such as

those for the current one-inch videotape recorder format and the SMPTE time code. But he also noted the group's inability to develop a standard for the half-inch recording format. "It's dangerous to have too many standards that don't count," said Baker, adding that "early on we must identify the standards we need in order to avoid getting bogged down in the complications that inevitably ensue." But "perhaps most important, we must tie down the primary standards. This requires a vision of where developments are taking us."

Baker said a standard for digital recording should be developed "as soon as possible," and spoke of a "crying need" for standards for high-definition television. "An industry will certainly grow from HDTV," he said, because there is a need. "But unless we agree to standards soon, someone else will make the decisions for us."

William Connolly, president and chief executive officer of Sony Broadcast Products, criticized SMPTE's performance as a standards setter. He said the society had "fallen dangerously short of [its] potential" in developing standards, citing two examples in which his company has a substantial interest—the half-inch videotape recorder (Sony's Betacam electronic news gathering

camera recorder is currently pitted against Matsushita's M format in the marketplace) and HDTV, which he described as another area "where we are approaching gridlock." Connolly said the society's inability to deal successfully with "something as basic as the half-inch [videotape recorder] is an indictment of SMPTE's inability to bring together the manufacturers involved and arrive at a standard."

The industry, said Connolly, "needs a strong SMPTE, a traffic cop to provide the direction that will trigger the fusion of corporate interests." While some have laid the blame on Sony and Matsushita for refusing to compromise on the half-inch format, Connolly laid the blame squarely on SMPTE for not initiating the effort to standardize before the manufacturers had made irreversible commitments to their respective technologies. It is never too early to impose a standard, he argued. Standards do not create a "freeze frame on future development," but rather, he said, a take-off point. When the one-inch, type-C format for recording was designed more than a decade ago, he said, "no one saw it being used in the development of a slow-motion recorder or single-frame animation, or as the basis for high-definition television." And the digital VTR format, he added, "will allow unforeseen products and features to be developed for many years to come."

One standard on which SMPTE seems to making significant progress is the quarter-inch recorder. Hitachi and Bosch unveiled quarter-inch machines in late 1982 and earlier this year, after substantial testing, the SMPTE working group for a quarter-inch standard decided that a compromise format based primarily on the Hitachi unit was the best way to go. The Hitachi format utilizes real-time recording of the luminance signal on one track and multiplexed (compressed time division) recording of the color signals on another track. Hitachi was given more time to refine its quarter-inch machine and further testing occurred at the CBS Technology Center in Stamford, Conn., three weeks ago. Bob Thomas, a senior equipment engineer with ABC, and chairman of the SMPTE working group charged with developing a quarter-inch format, told the conference that the Stamford tests showed "great promise," for the compromise system. Hitachi will make some additional refinements this winter and the system will undergo further, and perhaps final, evaluation in February. Nevertheless, Bosch's Lineplex quarter-inch system is still under consideration in the event that the compromise system cannot be fine tuned to the working group's specifications. "We hope to clarify the entire situation by February," said Thomas.

New Products, New Models

With a few exceptions, refinements and new-and-improved versions of existing products were the focus of new offerings at the SMPTE show. Scientific-Atlanta displayed, in a suite, its new B-MAC (multiplexed analog component) scrambling and encryption system, and announced its first deal for B-MAC decoders—with Telecom Australia. B-

MAC will be the standard system for Australian television signals delivered to remote parts of the continent by satellite. The Telecom deal, which includes at least 200 B-MAC decoders, is valued at more than \$1 million.

Abekas displayed its new A-62 digital disk recorder, which the company described as a single-frame editing device best suited to meet the demanding requirements of animation and videodisk mastering. It has simultaneous record/playback capability making it possible to play back a signal, matte it externally and re-record in real time. The price starts at \$98,000.

Panasonic introduced a new cart machine for its half-inch M format system, the rival to Sony's Betacam. (Sony introduced a Beta-cart unit earlier this year at the NAB.) The Panasonic machine can program up to 24 cartridges at a time, each individually programmed so that if one jams another can be inserted for air play. In an eight transport configuration with two output channels, the machine is priced at \$160,000.

Sony also introduced a new three-hour one-inch Type C videotape recorder, called the BVH-2180. It will be available for delivery next April. Ampex displayed its new one-inch machine, the VPR-6, for the first time to the American market last week.

ECCO Inc., demonstrated its new Cinemagraphic Editing Workstation, designed to interface with its EMMÉ editing system. It's a plug-in device with a single button controller for manipulating all machine and edit functions.

New products in the digital effects field included the introduction of Microtine's Genesis I machine, priced at \$21,190. Company executives said it was designed with the smaller-market broadcaster and post-production facility in mind. It is available now.

MCI Quantel displayed a production model of its new Encore system, a scaled-down version of the sophisticated Mirage digital effects machine. The Encore is designed for three-dimensional manipulation of two-dimensional objects, while the Mirage can also manipulate 3-D objects, such as spheres. The Encore costs about \$180,000, compared to the Mirage at about \$400,000. Encore deliveries will begin "before the end of this year."

Ampex displayed its new ADO Broadcast machine, a scaled-down model of its ADO effects machine. Priced at about \$86,000, it is about \$10,000 more than NEC's E-Flex machine, which has been on the market for several years, and with which it is designed to compete.

Dubner introduced a new character generator, called Texta, which can also animate to a limited degree (one plane). Company officials at the show stressed, however, that its main function is character generation. At \$42,000, it's aimed at broadcasters requiring relatively simple sports and news graphics as well as post-production facilities.

As for graphics creation systems, Thomson-CSF introduced a new still-store unit to complement its Vidifont Graphics V computer graphics machine. □

Jury finds NBC damaged by LaRouche suit; awards it \$3 million

NBC won a big one last week.

A U.S. District Court jury in Alexandria, Va., rejected independent presidential candidate Lyndon H. LaRouche Jr.'s \$150-million libel suit against the network and awarded NBC \$3 million on an allegation that LaRouche followers had impersonated network personnel in attempting to sabotage a network interview (BROADCASTING, Oct. 29).

Larry Grossman, NBC News president, said the decision supported the right and obligation of journalists to gather news and report the facts to the American public. "The jury found that NBC News was doing its job, doing it right and that what NBC reported was truthful," Grossman said.

Floyd Abrams, a noted First Amendment attorney whose firm (Cahill, Gordon and Reindel) represented NBC at the trial, described the LaRouche suit as a "blatant" attempt to "chill" a broadcaster from informing the public. "What this case shows is when the press fights back vigorously and with all of the weapons at its disposal... it can not only prevail but punish people who file frivolous lawsuits," Abrams said.

A spokesman for Independent Democrats for LaRouche said the verdict would be appealed. "The judge was corrupt and the jury was massively contaminated as a result of [Anti-Defamation League] jury tampering," the spokesman said in a statement read over the telephone. "Clearly there were some decent people on the jury who held out as long as they could."

LaRouche's complaint—which named, among others, NBC, NBC producer Pat Lynch, reporters Brian Ross and Mark Nyknanen and the Anti-Defamation League of B'nai B'rith—was primarily aimed at an *NBC Nightly News* item that aired on Jan. 30, a *First Camera* episode that ran on March 4, and teasers for both.

LaRouche alleged that the broadcasts were false and defamatory for, among other things, asserting that LaRouche and his followers had been using a "kind of political nastiness that hasn't been seen in America in some time," had threatened and tried to intimidate reporters, and had threatened to kill former President Jimmy Carter.

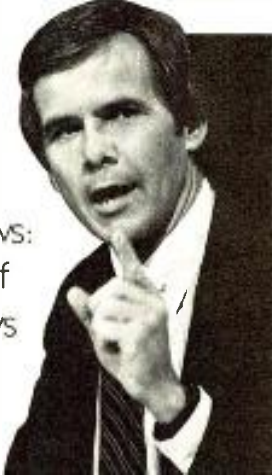
In its countersuit, NBC charged that LaRouche agents had impersonated NBC and Senate employees in telephone calls in an attempt to derail a network interview with Senator Daniel Patrick Moynihan (D-N.Y.). The jury found that to be an intentional interference with NBC's business relationships and awarded the network \$3 million in punitive, and \$2,000 in compensatory, damages.

Before the jury began its deliberations, Judge James Cacheris dismissed as groundless conspiracy charges LaRouche also had filed against the network, the Anti-Defamation League of B'nai B'rith and others. □

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TOM BROKAW



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3. Over the course of more than 20 years of election analysis, the peerless

NBC News Election Unit has an unbeatable record of 100% accuracy in projecting state-by-state Presidential winners. For the third Presidential election in a row, the Unit will be directed by Roy Wetzel. And for the twentieth

JOHN CHANCELLOR



consecutive year its special consultant will be Richard M. Scammon, renowned political scientist and former director of the US Bureau of the Census.

In addition to television's finest, fullest reporting of the vote, NBC News correspondents — connected by satellite throughout the world — will be on the alert to bring you local, national and international reaction. And NBC News will report exactly what the election will mean to you and your family for the next four years.

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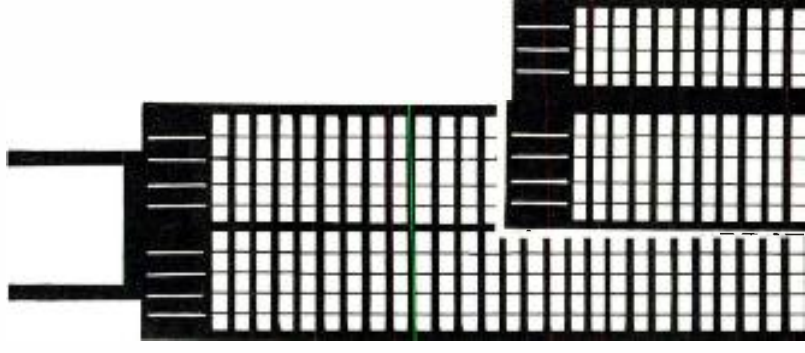
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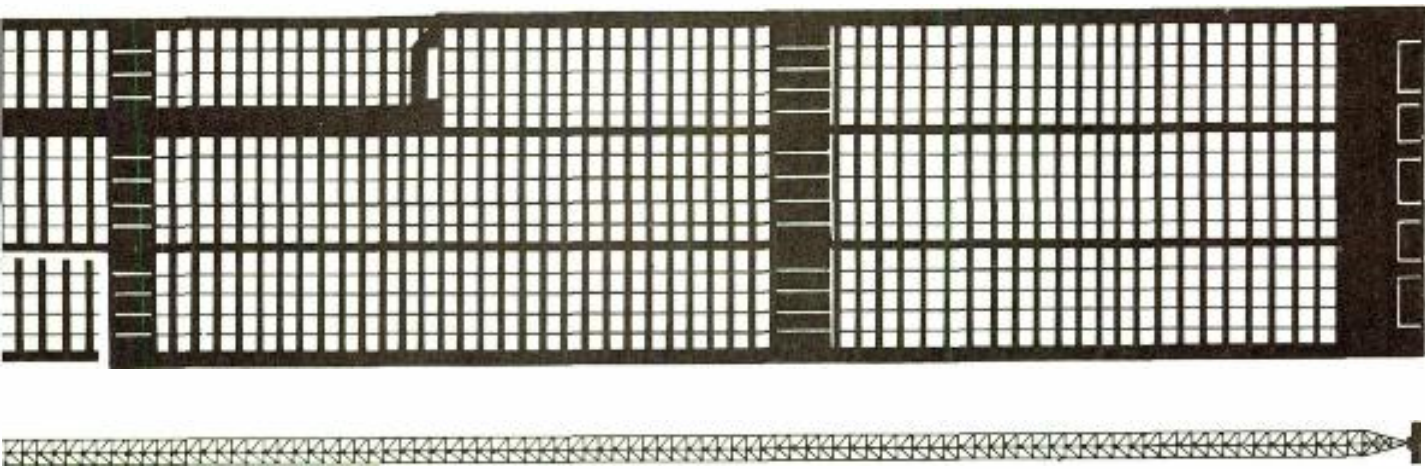
When it comes to reaching viewers with news and entertainment, it's another example of the lengths to which Scripps-Howard will go.

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Dawson argues for reach cap on TV portfolio

Commissioner tells FCBA that FCC's reconsideration of TV ownership limits is likely to abandon sunset provision

If FCC Commissioner Mimi Dawson has her way, the commission's reconsideration of its controversial 12-12-12 multiple ownership rule will incorporate the concept of audience reach that she proposed in her dissent to the rule's adoption. She made that clear in a speech before the New York chapter of the Federal Communications Bar Association last week.

She also made known her preference for inclusion of a sunset provision in the reconsideration. But don't count on seeing one. "Given the concerns of Congress and others, I think it unlikely that the commission will include a sunset provision of whatever rule we adopt on reconsideration," she said. "Perhaps, however, the commission could at least provide for periodic review."

She said that choosing the appropriate percentage cap would be critical, mentioning 20%, 22.5% and 25% of total TV homes. "Without that, the rule would be too limiting for some and too liberal for others."

Dawson said she dissented from the commission's 12-12-12 decision because she believed it continued the "arbitrary" and "irrelevant" restrictions of the rule of sevens that the new rule replaced. "The policy goal remains as it was in 1953: to promote competition and enhance diversity," she said. "It's clear to me that if a new rule is to realize this goal, it must be based on a relevant measure. To suggest that we continue to equate a TV



Dawson

station in New York City, the nation's largest market, with a station in Glendive, Mont., the nation's smallest, is hardly rational or relevant."

She also contended that the numerical limitation was basically "unfair" to non-network group owners. The television networks already had interests in TV stations in the biggest markets when the rule of sevens was adopted, she said. Together with the FCC's 1952 allocations decision (which allocated no more than three VHF outlets in most TV markets), the rule of sevens "virtually assured that no more than three networks could reach a sufficient audience over competitively superior VHF channels," she said.

"A dual handicap was thus imposed on

nonnetwork group owners with national programming ambitions," she said. "They were foreclosed from obtaining major-market VHF outlets (because of the commission's allocation policies and the fact that many of these channels were already occupied) and they were restrained by a numerical limitation imposed by the commission which prevented them from accumulating a comparable audience base by acquiring more than five VHF stations in smaller markets.

"This basic unfairness was not changed by the 12-station rule. Indeed, it would have been perpetuated. A reach approach, on the other hand, would be fair to all group owners, allowing them to own however many stations they could, thus giving them the opportunity to reach a comparable audience size. It is the audience which is the relevant measure.

"Perhaps most importantly, I believe a new rule based on the concept of reach would more nearly serve the commission's policy goal of promoting competition and enhancing diversity," she said.

Some interested parties believe that the reach approach should somehow take into account homes reached by nonbroadcast video delivery technologies, particularly those homes reached by cable, she noted. But she questioned whether that was necessary. "The simple fact is that we are talking about a rule that historically has dealt only with broadcast television station ownership and not other video delivery systems," she said. "It does not matter whether the commission expresses this national ownership concern in terms of the number of stations or in terms of potential audience; neither requires that cable ownership somehow be factored into this rule."

Another criticism of the reach approach, she said, was that most reach proposals being discussed are based on potential rather than actual audience. "Since this criticism generally comes from those who want the commission to pick a number of stations, I'm tempted to wonder why they would hold reach to such a high standard of precision yet hold a numerical approach to no particular standard of relevance," she said.

"Let's make sure that what we are measuring is relevant and then work toward making the method of measurement as precise as necessary. A reach approach balances the need for certainty and ease of application with the desirability of using an appropriate yardstick, which, as the Department of Justice suggested [in its comments in the FCC's proceeding], is audience. Perhaps most importantly, by using a relevant measurement, we are creating a record which will alleviate the concerns of the Congress, thus paving the way for the ultimate elimination of national ownership restrictions." □

Intensive training. Preparing law school students for the specialized practice of communications law is the purpose of the Columbus School of Law at The Catholic University of America in Washington which will graduate its first class of 17 next spring.

The Institute for Communications Law Studies was set up in 1980 by Harvey L. Zuckman, its director, to train students for "the practice of law with communications law firms, governmental and quasi-governmental agencies, media and public interest organizations and private communications companies." The program is intensive, offering seven courses in communications law (compared to two, one, or none at most other law schools). Students, who must first be accepted by the law school and then by the program, pay no special fees or tuition, but must demonstrate "a commitment to communications law as a career."

The institute provides first-year students with a basic legal education. Second- and third-year students are required to take on part-time internships in addition to a full class load. The interns work a minimum of 12 hours a week for 10-week periods at such organizations as the National Association of Broadcasters, the FCC, the National Cable Television Association, the Corporation for Public Broadcasting and area communications law firms. (Most interns work 15 or 16 hours a week and remain at the same organization for the entire year.) Graduates will receive a special certificate in addition to the basic JD degree.

The institute began offering courses on an experimental basis in the fall of 1982. The maximum number of students accepted per class is 28, and the program is gaining popularity. Zuckman said the program received 75 applications for the 25 spots in 1983, and he estimates there will be closer to 150 this year.

The institute will present its First Amendment Defender Award to a "distinguished American who over the course of his career has protected or fought for values inherent in the First Amendment." The first recipient will be Elie Abel, head of Stanford University's communications department.

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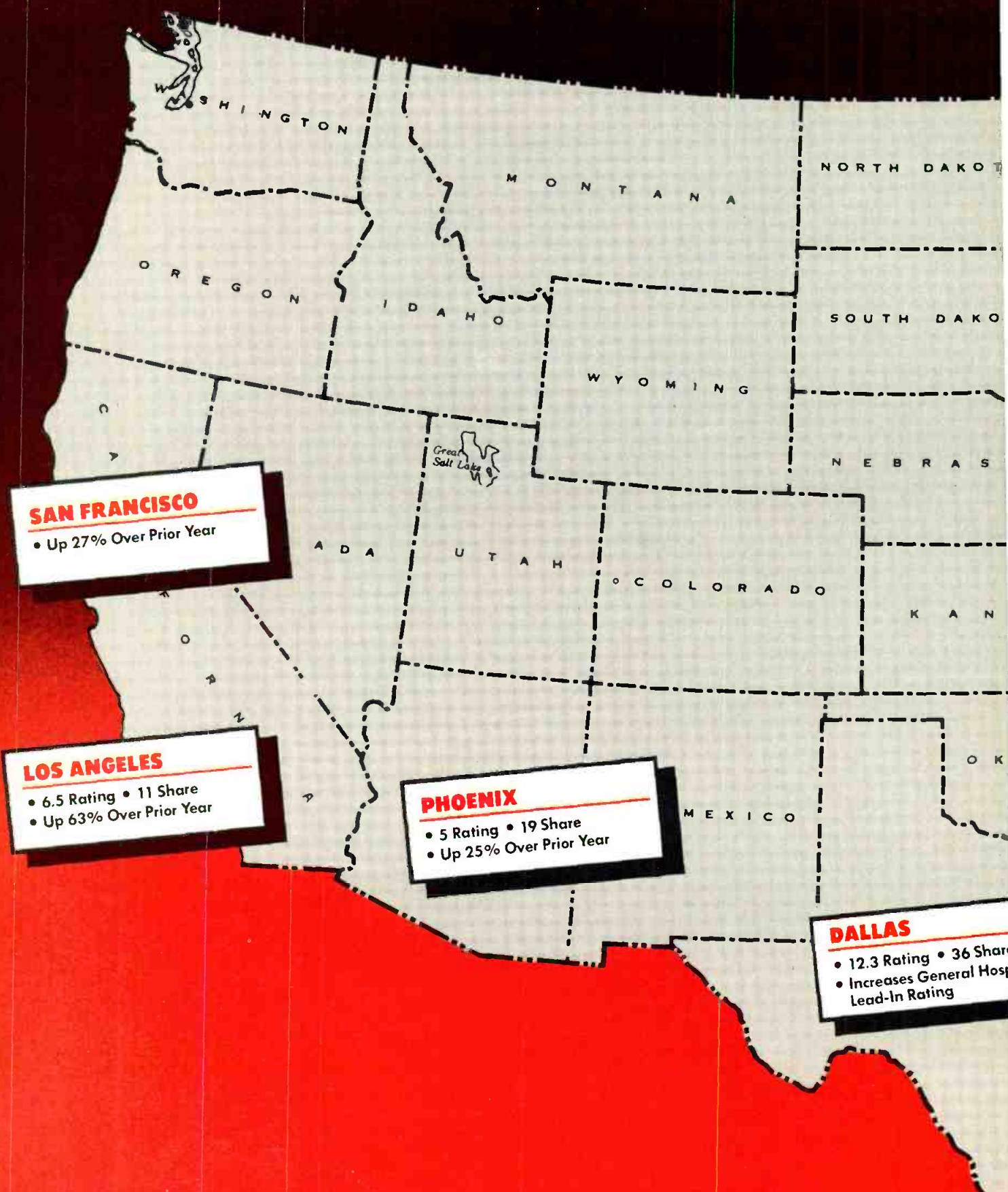
Discovering new territory isn't enough. You've got to develop it. That's what Blair's Market Development Team does. They go to the top. To advertisers and top agency managers who want to use TV more effectively. Blair's specialists do marketing studies. Develop test plans. Then prove that TV works. By getting results for advertisers. Two companies who bought no television two years ago are now spending \$5 million in spot TV. And their budgets are climbing. The Market Development Team gets results for stations, too. Last year, they helped develop over \$2.5 million in sales for just one station group. Marketing experts and sophisticated planning systems are a big investment for Blair. It pays off. By helping everyone in our industry grow. Call Blair's Market Development Team to put Blair's marketing resources to work for you. Leadership. It's a tradition

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Sources:
 Airport Overights 10/22-10/26/84 - L.A., Houston, Dallas, Chicago
 Nielsen Overights 10/22-10/26/84 - Detroit, San Francisco, Boston
 ARB Pgmview Book 10/23-10/9/84 - Cleveland
 ARB (Philadelphia) 10/15-10/19/84 - Green Bay
 ARB (Philadelphia) 9/12-9/21/84 - New York, Seattle
 ARB (Philadelphia) 10/17-10/19/84 - New York, Seattle
 NSIP Pgmview Book 9/27-10/10/84 - Dallas

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GREEN BAY

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- Up 60% Over Prior Year

DETROIT

- 4.8 Rating • 8 Share
- Up 45% Over Lead-In

BOSTON

- Number 1 Program On Station

CHICAGO

- Number 1 Program On Station

CLEVELAND

- Up 64% in W 18-49 Over Prior Year

NASHVILLE

- 6 Rating • 15 Share
- Up 50% Over Prior Year

WEST PALM BEACH

- 7 Rating • 16 Share
- Up 75% Over Prior Year

DUSTON

- 5.4 Rating • 10 Share Primetime
- Up 113% Over Prior Year

MIAMI

- Doubles Every Demo Over Prior Year

Broadcasters show support for NAB-AMST plan for TV stereo must-carry

So-called 'middle ground' proposal would allow stripping of TV stereo or other audio signals if they are not part of the show

The FCC last week got another load of advice on whether to require cable systems to carry TV stereo and other program-related aural subcarrier offerings on must-carry signals.

In reply comments at the commission, the so-called "middle ground" proposal by the National Association of Broadcasters and the Association of Maximum Service Telecasters received more support from broadcasters.

Cable operators opposed the must-carry proposals, but some chinks in that industry's armor were evident. One group of cable operators went so far as to suggest possible modifications of the NAB-AMST middle ground.

Under the middle ground proposal, a cable operator would be permitted to strip multichannel sound on nonmust-carry, and multichannel or second audio programming sound on must-carry signals when those signals are not "integrally related" to the regular programming. Cable operators also would be permitted to strip must-carry signals if they certified to the FCC that carriage would cause material interference or degradation that could be cured only by "significant" capital expenditures. In addition, cable systems could get an exemption by pleading equipment incompatibility if using equipment purchased before March 29, 1984.

In their original comments, NAB and AMST suggested defining "significant" capital expenditures as \$1,000 per must-carry channel (BROADCASTING, Oct. 15). Under the concept, if broadcasters were willing to pick up the costs exceeding that \$1,000, cable operators would not get the exemption. They also asked that cable operators that qualify for waivers but wish to provide stereo sound or second language transmission by some other mechanism be required to give "at least equal treatment" to local must-carry signals that they give their own.

In their reply comments, NAB and AMST, however, proposed to raise their definition of "significant capital expenditure" to \$2,000, based on estimates of costs for replacing headend processors they said were put forward by the National Cable Television Association. "If the commission prefers not to use a specific dollar figure, it could instead require cable operators to bear all costs of seeing that their headend processors accommodate the protected broadcast enhanced audio signals and exempt all certifiably incompatible baseband converters, scramblers or other subscriber-specific equipment which presents significant tech-

Washington Watch

Trade bill. "Mirror bill," designed to retaliate against Canada for its legislation U.S. feels discriminates against American broadcasters, was signed into law by President Reagan last week. Legislation, which had been tacked onto omnibus trade bill, denies tax credit to American advertisers who buy time on Canadian stations with American audiences. It was congressional reaction to Canada's refusal to repeal its C-58, passed in 1976, that denies tax break to Canadians advertising on American stations broadcasting into Canada. Affected American broadcasters say they have lost between \$50 million and \$100 million in Canadian revenues since C-58 went into effect.

Lights out. National Association of Broadcasters has opposed petitions by National Electrical Manufacturers Association seeking relaxation of certain restrictions and conditions FCC established in granting waiver of its rules to permit field testing, evaluation and limited marketing of RF lighting devices. According to NAB, those devices apply radio-frequencies to fluorescent tubes and have been shown to interfere with reception of AM broadcasts. In comments at FCC, NAB said NEMA had not supported its petitions "with data indicating that the risks of harmful interference have been reduced or eliminated."

Back to basics. FCC Chairman Mark Fowler thinks government should prove case for regulation before involving itself in business and lives of others. In speech before Texas Association of Broadcasters, Fowler said he was struck by how far country has drifted from Founding Fathers' concept of limited relation between individual citizen and government. "How far we've strayed," Fowler said. "There seems to be current in Washington, a strange presumption, strange at least from the perspectives of the founding of this republic. The presumption is, simply put: The government should regulate, unless a compelling interest exists not to regulate. . . . I think we have to go back to first principles in this country. And the first of these principles is that the government is presumed not to have a stake in our lives unless the need for that involvement is clearly and convincingly shown. Government is to serve the people and not the other way around."

Multiple ownership. National Association of Independent Television Program Producers and Distributors has urged FCC to vacate its 12-12-12 multiple ownership order and lower its caps back to 7-7-7. "The petitions for reconsideration and the related comments do not address the basic defect of the report and order, i.e., that it reflects the commission's impermissible abandonment of the traditional un rebuttable presumption that diversity of ownership produces the diversity of viewpoints which the commission is constitutionally and statutorily required to advance," NAITPD said in "reply to petitions for reconsideration and responses thereto" at FCC.

Open skies. Turner Broadcasting System has asked FCC to rule it's OK to rebroadcast excerpts of programming picked up from foreign satellites without prior commission approval (but with consent of signal's originator). In comments at FCC, TBS contended that clarification it's seeking would be consistent with commission rules and interests of copyright, privacy and Intelsat agreement. "Such 'deregulation' would foster the free flow of information, thereby furthering policies embodied in our First Amendment and in international law," Turner said.

Valenti's side. Motion Picture Association of America President Jack Valenti told luncheon audience of Academy of Television Arts and Sciences in Los Angeles that MPAA's recent FCC lobbying activities are "not antinetwork" but rather "pro-competition." In repeating familiar argument before members of Hollywood creative community, Valenti warned against making changes in current FCC regulations in favor of "an uninspected, untried formula which may torment the future of the marketplace." Programmers and syndicators, Valenti argued, are seeking "nothing more and nothing less" than retention of "marketplace balance," adding: "We believe the views of Congress match our own." Network share of 70%-75% of television audience is "fully achievable," he said, "so long as there remains in place a growing number of independent programmers, masters of their creative fate." Network share in cable homes, he estimated, "should be at least 67%" in future, with broadcast networks retaining equipment and capital needed for "high-quality" production.

nical difficulties," they said.

The two organizations further indicated that they were willing to back off from their March 29 grandfathering cut-off deadline. Now they're saying they would not oppose any "reasonable" cut-off date, "so long as a certain cut-off date is imposed."

They also endorsed a "refinement" proposed by ABC Television Affiliates Association: requiring installation of stereo-com-

patible converters only upon request of subscribers.

All in all, however, the two insisted that cable's previous arguments about costs missed the point. They contended that, under the middle ground proposal, no cable system would be required to spend more than \$2,000 per local, must-carry signal. "Cable industry-wide cost estimates of up to \$700 million are completely irrelevant to the

middle ground," they said.

NBC supported the middle ground, but again suggested that the grandfathering cut-off date be the effective date of the commission's order in this proceeding. It added a proposed modification: "If a must-carry station offers no TV multichannel sound transmissions, it and the cable system carrying the station may submit to the commission an agreement to the effect that the cable system need not modify its headend processor or other equipment to enable it to pass that station's multichannel sound transmissions until such time as that station begins transmitting stereo or foreign language translation."

Storer Communications Inc. suggested two refinements to the ABC Television Affiliates Association's proposal. It said the affiliates' proposal would require cable systems to modify their headend processing equipment (to make that capable of passing multichannel sound) 18 months after release of the commission's order in this proceeding, or whenever a must-carry station on the system commences broadcasting "program-related material" on its subcarrier, whichever date is later. Its first proposed refinement would be to clarify that the rule would only apply to TV stereo and second language audio. Its second proposed refinement: to require the provision of stereo-capable converters only to subscribers who own stereo-capable receivers.

The Corporation for Public Broadcasting suggested refinements to the ABC TV Affiliates proposal as well. Among other things, CPB said the cable system's notice to subscribers regarding the availability of converters should be required to explain that the converters will be provided and installed free; specify what services the subscriber will be able to receive with a converter; explain that the converter will make such reception possible only if the subscriber has a multichannel sound TV set, and state that converters will be "reoffered" periodically in the future.

Among the others supporting the middle ground were The Association of Independent Television Stations, Midwest Television Inc., Bonneville International Corp., Forward Communications Corp., Guaranty Broadcasting Corp., May Broadcasting Co., Ralph C. Wilson Industries Inc., Summit Radio Corp., Wilson Communications Inc. and WKRQ-TV Inc.

Said CBS: "The public interest in requiring cable operators to provide the signals pursuant to the commission's existing retransmission rules far outweigh any interest in allowing their deletion and urged the commission to act accordingly."

In a joint filing, American Cablesystems Corp., Century Communications Corp., Perry Cable Corp., Rogers Cablesystems Inc., United Artists Cablesystems Corp. and United Cable Television Corp. emphasized that they opposed the must-carry proposals. Nonetheless, they said that if the FCC were to determine that such rules were appropriate, they would support a "modification" of the NAB-AMST option.

At the same time, they made it clear that they thought the NAB-AMST's proposed certification program "cannot be justified." They also found the March 29 grandfather-



Legislative preview. Since the 98th Congress adjourned three weeks ago, the National Association of Broadcasters has been readying itself for new legislative challenges, and has assigned a new lobbying team to address them. Its chief is John Summers (r), the association's executive vice president, and its key members are (from left) Steve Jacobs, vice president-congressional liaison specializing in the House; Belva Brissett, vice president-regulatory affairs, and Susan Alvarado, vice president-congressional liaison specializing in the Senate. The new assignments followed the resignation of Andy Vitali as vice president for government liaison (BROADCASTING, Sept. 17).

NAB has not yet announced its legislative priorities. However, Summers said many of the key communications matters left unresolved in the last Congress will resurface, and he predicted the lawmakers will also tackle new issues. He thinks a major debate over alcohol advertising will ensue and he expects citizen groups to push for a ban on alcohol advertising or ask for legislation requiring counteradvertising. "Alcohol advertising is going to be the biggest challenge we've faced in a number of years," he said.

Much of next year's activity is also expected to involve cable copyright issues. Summers said NAB will continue pushing for codification of the FCC's must-carry rules. It's a drive the cable industry will likely resist. However, Summers added, "we'll approach cable and try our best to get a compromise."

Summers did not know if NAB would pursue passage of a broadcasting deregulation bill next year. That decision must be made by NAB's joint board, which meets in January.

Summers said this past year was a good one for the association in terms of grass-roots involvement. NAB's success in generating activity, he said, is exemplified by the 236 cosponsors of a House broadcasting deregulation bill. However, he noted, the industry's efforts to achieve favorable legislation this year provided a valuable lesson. (NAB was unsuccessful in obtaining deregulatory legislation and opposed another bill endorsed by the leadership of the House Telecommunications Subcommittee.)

"There's a reality broadcasters have to face. Any legislation favorable to the industry that has to go through the subcommittee is going to have a price. That was illustrated by cable's quest for a bill. The major question we face in the next session is whether the price is worth what we'll get."

ing cut-off date for converters that are technically incapable of passing multichannel TV sound to be wanting. Instead, they suggested setting that date for 18 months after the adoption of the rules. They further said they agreed with Gill Industries that the must-carry obligations should begin "no earlier than one year after a must-carry station broadcasts in stereo at least eight hours a day for 30 consecutive days." They added that they would support what they characterized as NAB-AMST's suggestion that any stereo carriage requirement could be satisfied through a comparable alternative such as an FM stereo hookup. "The cable operators vigorously oppose, however, any rules that would require the provision of stereo over FM channels for broadcast programs if any premium cable service was offered in stereo," they said.

NCTA, however, appeared to be taking a harder line. "While the accommodations contained in the [NAB-AMST] proposal are preferable to an unlimited must-carry rule, the resultant financial investment demanded

of the cable industry and cable subscriber remains substantial," it said. "NCTA urges the commission not to expand the must-carry rules to encompass the enhanced multichannel television sound signal."

Western Communications Inc. said, "Stereo carriage decisions are best left to the business judgment of cable operators who will respond to market demand for service."

Viacom International Inc. said no rules should be imposed. "Imposition of MTS [multichannel television sound] must-carry rules is unsupported by any need to protect local television service but would likely compel significant expenditures by the cable industry in order to achieve compliance."

American Television and Communications Corp. said the the middle ground proposal would "not work in actual practice and must not be perceived by the commission as a panacea for the MTS must-carry issues."

Said Telecable Corp.: "The best remedy is to leave the marketplace to phase in stereo sound as the demand, technology and investment develops." □

Fortunes of a syndicator

King World, bolstered by success of 'Wheel of Fortune,' files for public stock offering at SEC

King World Productions is riding a hot streak and looking to go public. The company has filed with the Securities and Exchange Commission for an initial public offering of 1,250,000 shares of common stock at an offering price expected to fall between \$8 and \$10 per share.

Three sons and two daughters of the late Charles King, who founded the syndication company in 1964, plan to offer 87,500 shares each, reducing their ownerships from 19.3% each to 14.4% each. The five are Roger King, King World chairman; Michael King, president and chief executive; Karen Rabe, vice president and corporate secretary; Diana King, vice president, and Richard King, who is not actively engaged in King World management. In addition, the company itself would offer 812,500 shares for sale.

King World's registration statement to the SEC put the company's net tangible book value at \$5,267,546, or \$1.26 per share, as of Aug. 31, 1984, the end of its latest fiscal year.

Revenues and net income have been going up steadily since 1982, fueled by the success of *Wheel of Fortune*. From \$3,558,000 in the fiscal year ended Aug. 31, 1980, revenues went to \$4,248,000 in fiscal 1981, slipped to \$4,176,000 in fiscal 1982, almost doubled to \$8,161,000 in 1983 and shot up to \$29,037,000 in fiscal 1984. Net income in the same years went from \$655,000 to \$834,000, dropped to \$323,000, bounced back to \$649,000 and then quintupled to \$3,365,000 in the year ended this past Aug. 31.

The importance of *Wheel of Fortune* to King World is made plain: It accounted for approximately 66% of the company's revenues in fiscal 1984, and the 30-second spot that King World retains for national sale in each program has been averaging \$50,000 to \$55,000 this season. Moreover, King World plans to retain 60 seconds for national sale beginning with the 1985-86 season—not only in *Wheel of Fortune* but also in *Jeopardy!*, another of its leading properties.

Besides *Wheel* and *Jeopardy!*, both produced by Merv Griffin Enterprises, and *The Merv Griffin Show* itself, properties distributed by King World include a library of 68 feature films and 210 TV programs, including episodes of *The Little Rascals*, *Topper*, *Branded* and *The Gums of Will Sonnett*. The company also has an agreement in principle to distribute *Headline Chasers*, a new Griffin Enterprises game show.

As part of its deal with Griffin Enterprises, King World may not distribute other producers' game shows for first-run syndi-

cation as long as it is distributing *Wheel of Fortune* or *Jeopardy!*

The registration statement also shows that in the fiscal year that ended Aug. 31, Roger King, serving as vice president and then as chairman of the board, his current post, was the highest-paid officer, receiving \$321,000 cash compensation. Michael King, serving as vice president and then in his current position as president and chief executive, was next at \$296,000. Stuart A. Hersch, who joined King World in November 1983 and who is executive vice president and chief operating officer, received \$221,154. Karen Rabe received \$101,140 as vice president and secretary.

Robert King, president before he resigned in March 1984, received \$102,134 in cash compensation and also sold his 807,716 shares of stock to the company for \$750,000 cash and \$666,667 in notes (at 9%) and signed a three-year consultancy agreement with the company at \$100,000 a year. The 1984 compensation for Diana King as a vice president and a director of King World was not shown but she will receive \$90,000 a year in fiscal 1985 and fiscal 1986—and so will her sister, Karen Rabe—under two-year employment agreements reported in the statement.

Michael and Roger King have five-year contracts starting at \$225,000 each for fiscal 1985 and escalating by \$25,000 a year, while Stuart Hersch has a five-year agreement paying him \$175,000 for fiscal 1985 and also rising by \$25,000 a year thereafter.

The statement also discloses that Hersch, the executive vice president, acquired 145,829 shares or about 3.5% of outstanding company stock at par value in March 1984 and at the same time agreed to pay the company \$175,000 if its gross receipts fail to exceed \$150 million during any fiscal year prior to Sept. 1, 1987; if the fair market value of the company drops below \$100 million at any time before Sept. 1, 1987, and if specified members of the board of directors agree, within 90 days after the end of the 1987 fiscal year, that Hersch's services have not been satisfactory.

The five principals offering stock for sale now own 807,716 shares each and will have 720,316 each, or 14.4% each, after the offering. The only other stockholder is Hersch, who is not offering shares but whose 3.5% interest will drop to 2.9%.

The company said it would use proceeds from the sale to expand its business, acquire companies or properties in related fields, develop products for merchandising and as general working capital. Paine Webber Inc. is the lead underwriter. □

Bottom Line

Selling off. Time Inc. has signed letter of intent to sell subsidiary, Pioneer Press, to Field Corp. for undisclosed sum. Pioneer, commercial printer, and publisher of 30 weekly newspapers and quarterly magazine has been part of Time since 1969. Weekly newspapers have circulation of about 163,000 in northern and western suburbs of Chicago. Field Corp. is owned by Marshall Field. □

Video sale. Video Corp. of America, New York, production facilities and tape duplicating company, has accepted offer of \$20 per share, equal to \$33.3 million, for sale of firm to Andrews & Forbes Holdings Inc. Group with 22% interest in Video Corp. has filed suit in chancery court in Delaware to block proposed sale, saying it is "grossly inadequate." □

Dividend adjustment. Adams-Russell Co., Waltham, Mass.-based high technology manufacturer and cable MSO, increased its regular semiannual dividend from five to seven cents. □

Post posts profits. Washington Post Co. reported 23% increase in net income for third quarter. Net income was \$15.1 million on revenue of \$225,046,000, up from \$12.3 million on revenue of \$178,825,000 for same period last year, bringing earnings per share up to \$1.08 over last year's 86 cents. Net income for nine-month period was up 29%, \$51.3 million on revenue of \$700.1 million, compared to last year's \$39.8 million on revenue of \$623.5 million. Detailed earnings figures for Post-Newsweek television stations are not broken out on quarterly basis, but company said station revenue was up 14% for third quarter and 16% for first three quarters. □

Sooner status. Tulsa, Okla.-based Satellite Syndicated Systems has reported net income of \$1.1 million for third quarter ending Sept. 30, up from \$895,000 in net income for same quarter in 1983, with earnings per share rising from 17 cents to 19 cents per share. Revenue was \$5.4 million for period, up 3% from last year. □

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Fifth Estate quarterly report

Company	Quarter	Revenue * (000)	%* change	Earnings (000)	%* change	EPS **
Ally & Gargano	First	\$41,686	20	\$430	172	\$0.19
Avnet	First	\$432,400	22	\$19,900	6	\$0.56
Arvin	Third	\$202,930	33	\$7,047	75	\$0.91
C-Cor	First	\$6,894	77	\$202	(33)	\$0.07
Centel	Third	\$345,300	4	\$34,600	13	\$1.24
Des Moines Register	Third	\$23,286	10	\$718	64	\$0.64
Harris	First	\$511,700	18	\$25,300	38	\$0.63
Interpublic	Third	\$144,962	6	\$3,182	27	\$0.29
Josephson	First	\$69,685	48	\$391	(79)	\$0.08
MTV Networks	Third	\$28,777	116	\$3,023	NM	\$0.20
Ogilvy & Mather	Third	\$102,498	27	\$4,606	64	\$0.49
Pico Products	Year	\$19,899	74	\$207	(77)	\$0.06
Reeves Comm.	First	\$46,189	(14)	(\$2,878)	NM	\$0.23
Signal	Third	\$1,405,000	(9)	\$84,000	4	\$0.74
Storer	Third	\$133,290	18	(\$7,449)	NM	(\$0.45)
Times Fiber	Third	\$32,014	3	(\$2,668)	NM	(0.28)
Varian	Fourth	\$269,700	26	\$18,400	30	\$0.83
Viacom	Third	\$78,482	(1)	\$6,808	58	\$0.49
Western TCI	Third	\$8,889	50	\$1,389	162	\$0.32

* Percentage change from same period year before. **Earnings per share. Parentheses indicate loss.

Quarterly report. C-Cor announced that for first time in company's history, new orders of data transmission products exceeded orders for cable products. ■ David Kruidenier, chairman of **Des Moines Register and Tribune Co.**, said that earnings increased primarily from "improved business and more efficient operations at *The Des Moines Register* and at KHON-TV in Honolulu. All company operations except the radio stations in Portland [Ore.] and one of the weekly newspapers are showing gains in earnings this year," he added. Broadcasting operating revenue increased 4% to \$5,444,000, while operating income of division increased 9% to \$819,000. ■ Contributing to net income increase for **Harris** was sharp rise in equity income from unincorporated subsidiaries. ■ **Josephson's** radio and television group performed "somewhat better than we expected and was up from last year," company said. ■ Net income results for **MTV Networks** are pro forma; company went public in August, before which company was partnership and not subject to corporate taxes. Nickelodeon had third-quarter revenue of \$6,948,000 and operating profit of \$915,000. MTV had revenue of \$19,346,000 and operating profit of \$5,905. ■ Net loss for **Reeves Communications** compares to last year's third-quarter net gain of \$2.9 million. ■ Michael D. Dingman, **Signal's** president, attributed improved company earnings to several areas: "Specifically during the quarter there was considerable strength evident in the commercial aviation and turboscharger markets and increased volume and performance in professional video equipment" (Ampex). ■ **Storer's** third-quarter net loss included \$3,753,000 gain from sale of certain Texas cable TV systems and from partial recovery of investment in now-defunct pay programming service, *Spotlight*. Figure compares to last year's net loss of \$15 million. Revenue in Cable Communications division increased 22%, while cash flow increased 50% and income from operations of \$7,548,000 was 13 times year-ago level. Revenue in television stations division was up 8% while income from operations increased 5% and cash flow rose 6%. Miami-based company attributed continuing losses principally to interest expense, which was up 26% to \$23,521,000 for quarter. Depreciation charges increased 18%. As of Sept. 30, **Storer** had 1,459,000 cable subscribers in 18 states, up from 1,315,000 year ago. Premium subscribers numbered 1,468,000. ■ **Times Fiber** loss, compared to net income of \$1.3 million in third quarter of 1983, was attributed by company to cost overruns in construction of turnkey fiber optic system in Alameda, Calif. "Future mini-hub systems will not require special installation techniques and Times does not intend to sell equipment on a turnkey basis," it said. Company also noted that sales of cable to cable TV industry "remain depressed. In addition, operating profits in this division continue to be adversely affected because the company has been running its plant at a low level in order to reduce inventories." ■ Lower revenue for **Viacom** is attributable to September 1983 sale of company's interest in Showtime to Showtime/The Movie Channel Inc., joint venture. Percentage of Showtime income is now reported on Viacom's statement, while revenue and costs are not. Third-quarter revenue for Showtime/TMC Inc. was \$86,901,000, earnings from operations, \$10,329,000, and net earnings, \$5,097,000. Viacom chairman, Ralph M. Baruch, said "Showtime/The Movie Channel's aggressive marketing and advertising campaigns and its unique programming have enabled it to continue to increase its market share. However, as previously reported, the rate of growth in earnings for the fourth quarter will be affected by the investment in these campaigns." Viacom also announced plans for a Eurodollar convertible subordinated debenture offering of \$50 million, proceeds from which will be used to repay bank debt.

WNEW	New York
KTTV	Los Angeles
WFLD	Chicago
WTAF	Philadelphia
KTVU	San Francisco
WCVB	Boston
WDIV	Detroit
WTTG	Washington, DC
KRLD	Dallas-Fort Worth
WEWS	Cleveland
KRIV	Houston
WTAE	Pittsburgh
WCIX	Miami-Ft. Lauderdale
KMSP	Minneapolis-St. Paul
WSB	Atlanta
KIRO	Seattle-Tacoma
WTVT	Tampa-St. Pete
KPLR	St. Louis
KWGN	Denver
KOVR	Sacramento-Stock
WMAR	Baltimore
WISH	Indianapolis
KTVK	Phoenix
KPTV	Portland, OR
KFMB	San Diego
WKRC	Cincinnati
WDAF	Kansas City
WVTU	Milwaukee
WFTV	Orlando-Daytona Beach
WGNO	New Orleans
WBTV	Charlotte
WGRZ	Buffalo
WLOS	Greenville-Spart
KTVY	Oklahoma City
WBRC	Birmingham-Annis
WRAL	Raleigh-Durham
KSTU	Salt Lake City
WUHQ	Grand Rapids-K'zoo
WJAR	Providence-New Bed
WVAH	Charleston-Hunting
WBRE	Wilkes Barre-Scranton
WTEN	Albany-Sc'nec-Troy
WIXT	Syracuse-Elmira
WWBT	Richmond-Petersb'g
WEYI	Flint-Sag-Bay City
WDHO	Toledo
WALA	Mobile-Pensacola
KJEO	Fresno-Visalia
WFLX	W Palm Beach-Ft. P
WLUK	Green Bay
WUHF	Rochester
KXLY	Spokane
KHON	Honolulu
KCRG	Cedar Rap-Waterloo
WKYT	Lexington
WRCB	Chattanooga
WBRZ	Baton Rouge
WOLO	Columbia, SC
WFMJ	Youngstown
WVNY	Burlington-Platts
WCTI	Greenville-N Bern
KVVU	Las Vegas
KKTV	Colorado Springs-P
WJBF	Augusta
WCBD	Charleston, SC
KNTV	Monterey-Salinas
KATC	Lafayette, LA
WREX	Rockford
WTOC	Savannah
KNOE	Monroe-Eldorado
KSBY	Santa Barb-San Mar
WTOV	Wheeling-Steuben
WRBL	Columbus, GA
KIMA	Yakima
KMTR	Eugene
KOLO	Reno
KBCI	Boise
WMAZ	Macon
KRCR	Chico-Redding
WTVA	Columbus-Tupelo
KBAK	Bakersfield
KHBS	Ft. Smith
WALB	Albany, GA
KTVL	Medford-Klamath Fs
WBTV	Florence, SC
WTVY	Dothan
KOTA	Rapid City
KID	Idaho Falls-Poca
KALB	Alexandria, LA
WMDT	Salisbury
WDTV	Clarksburg-Weston
KVHP	Lake Charles
KPAX	Missoula
KXLF	Butte
KAIT	Jonesboro
WVNY	Watertown
KVIQ	Eureka
KCWY	Casper-Riverton
KGNS	Laredo
KMVT	Twin Falls
KFTY	Santa Rosa
KTVG	Helena
KMIR	Palm Springs



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The logo for the National Education Association (NEA) features the lowercase letters 'nea' in a white, sans-serif font, with a small graphic of a person's head and shoulders above the 'a'.

Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Oct 31 Oct 24 (000,000)

BROADCASTING

N ABC	64	7/8	63	1/2	1	3/8	2.17	11	1,892
N Capital Cities	160	1/2	163	-	2	1/2	1.53	17	2,060
N CBS	78	3/4	79	3/4	-	1	1.25	10	2,340
O Clear Channel	14	1/4	14	1/2	-	1/4	1.72	17	41
N Cox	49	1/4	50	-	-	3/4	1.50	17	1,390
A Gross Telecast	28		27	1/2	-	1/2	1.82	7	22
O Gulf Broadcasting	9	1/2	9	7/8	-	3/8	3.80	40	416
O LIN	21	3/4	22	-	-	1/4	1.14	19	457
O Malrite Commun.	11	3/4	12	1/4	-	1/2	4.08	14	98
O Orlon Broadcast		1/32		1/32	-	-	-	-	2
O Price Commun.	10	5/8	10	1/4	-	3/8	3.66		34
O Scripps-Howard	26	1/2	27	1/4	-	3/4	2.75	16	274
N Storer	41	1/8	41	5/8	-	1/2	1.20		674
O Sungroup Inc.	7	1/4	7		-	1/4	3.57		5
N Taft	63		61	3/4	1	1/4	2.02	14	570
O United Television	15	7/8	15	7/8	-	-	-	26	175

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	24	3/8	23	7/8		1/2	2.09	20	149	
A Affiliated Pubs	46	1/2	46	1/4		1/4	0.54	15	378	
N American Family	21	3/4	21	7/8	-	1/8	0.57	11	389	
O Assoc. Commun.	14	1/8	14	1/2	-	3/8	2.59		67	
N A.H. Belo	42	1/2	44	1/8	-	1	5/8	3.68	13	491
N John Blair	26	1/8	28	5/8	-	2	1/2	8.73	14	209
N Chrts-Craft	33	7/8	33			7/8	2.65	24	216	
N Cowles	44	1/2	44	3/8		1/8	0.28	36	177	
N Gannett Co.	44		46	1/4	-	2	1/4	4.86	17	3,525
N GenCorp	31	3/4	32	3/4	-	1	3.05	9	682	
O GeneralCommun.	67		67	1/2	-	1/2	0.74	15	33	
N Insilco Corp.	17	7/8	18	1/4	-	3/8	2.05	10	303	
N Jefferson-Pilot	36	5/8	37	3/4	-	1	1/8	2.98	11	1,172
O Josephson Intl.	8	3/4	8	5/8		1/8	1.45	67	43	
N Knight-Ridder	28		27	1/4		3/4	2.75	14	1,812	
N Lee Enterprises	24	1/2	25		-	1/2	2.00	14	326	
N Liberty	23	1/2	23	1/4		1/4	1.08	11	236	
N McGraw-Hill	40	3/4	42	1/8	-	1	3/8	3.26	15	2,045
A Media General	60		60	1/4	-	1/4	0.41	11	419	
N Meredith	51	3/8	50	3/4		5/8	1.23	13	484	
O Multimedia	33	1/4	33	3/4	-	1/2	1.48	15	555	
A New York Times	35		35	7/8	-	7/8	2.44	16	1,383	
O Park Commun.	28	1/2	28	1/2				21	262	
N Rollins	14	5/8	14	5/8				22	214	
N Schering-Plough	37	3/4	37	7/8	-	1/8	0.33	11	1,909	
T Selkirk	19	1/8	18	1/4		7/8	4.79	42	155	
O Stauffer Commun.	52		52					13	52	
A Tech Operations	43	3/8	41	1/4	2	1/8	5.15	15	40	
N Times Mirror	38		39	1/4	-	1	1/4	3.18	11	2,610
N Tribune	31	1/2	31	3/4	-	1/4	0.79	14	1,272	
O Turner Bcstg.	18	1/2	19	1/4	-	3/4	3.90	308	377	
A Washington Post	84	1/2	83		1	1/2	1.81	16	1,182	

SERVICE

O BBDO Inc.	44	1/2	43	1/4	1	1/4	2.89	13	281	
O Compact Video	4	1/8	4	3/8	-	1/4	5.71		16	
N Comsat	23	7/8	23	7/8				10	431	
O Doyle Dane B.	17	1/2	17	3/4	-	1/4	1.41	16	93	
N Foote Cone & B.	49	3/4	51	3/4	-	2	3.86	10	166	
O Grey Advertising	134		136		-	2	1.47	9	80	
N Interpublic Group	34	1/4	35	1/2	-	1	1/4	3.52	12	370
N JWT Group	36	1/4	34	1/2	1	3/4	5.07	11	217	
A MovieLab	5		5	1/4	-	1/4	4.76		8	
O Ogilvy & Mather	34	3/4	35	3/4	-	1	2.80	15	318	
O Salty Syn. Syst.	8		8	3/4	-	3/4	8.57	12	46	
O Telemation	6		6					6	7	
O TPC Commun.		3/4		7/8	-	1/8	14.29		2	
A Unitel Video	7	3/4	7			3/4	10.71	14	17	
N Western Union	17	3/8	17	3/8					419	

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Oct 31 Oct 24 (000,000)

PROGRAMING

O American Nat. Ent	1	1/2	1	9/16	-	1/16	4.03	8	4	
O Barris Indus	6	1/2	6	1/4		1/4	4.00	130	37	
N Coca-Cola	65	3/4	64	3/4	1		1.54	15	8,707	
N Disney	57	1/2	58	1/4	-	3/4	1.29	19	1,933	
N Dow Jones & Co.	40	3/8	42	5/8	-	2	1/4	5.28	20	2,590
O Four Star	3		4		-	1	25.00	3	2	
O Fries Entertain.	5	1/2	5	1/4		1/4	4.76	5	19	
N Gulf + Western	29		29	1/4	-	1/4	0.85	8	2,029	
O Robert Halmi	1	1/8	1	3/16	-	1/16	5.30	23	19	
A Lorimar	33	5/8	34	5/8	-	1	2.89	17	238	
N MCA	42	1/2	42	1/4		1/4	0.59	18	2,060	
N MGM/UA	12		11	7/8		1/8	1.05	14	596	
O Mizlou	3	1/16	3	1/4	-	3/16	5.75		14	
N Orlon	11	1/2	11			1/2	4.55	26	108	
O Reeves Commun.	4	1/2	5		-	1/2	10.00	17	56	
O Sat. Music Net.	4		4						27	
O Telepictures	16		16	1/4	-	1/4	1.54	14	123	
O Video Corp.	18	1/2	18	1/2				12	31	
N Warner	20	5/8	21		-	3/8	1.79		1,250	
A Wrather	15	3/4	15	7/8	-	1/8	0.79		108	

CABLE

A Acton Corp.	5	1/8	5	1/8					30
O AM Cable TV	2	5/8	2	5/8					9
N American Express	36	3/8	37		-	5/8	1.69	19	7,802
N Anixter Brothers	16	7/8	17	3/4	-	7/8	4.93	23	307
O Burnup & Sims	6	7/8	7	3/4	-	7/8	11.29		62
O Cardiff Commun.		1/2		1/2				50	2
O Comcast	18	1/8	18	1/8				14	149
N Gen. Instrument	22	1/4	21	1/2		3/4	3.49	23	720
N Heritage Commun.	16	1/2	16	5/8	-	1/8	0.75	31	125
T Maclean Hunter X	21	1/2	21	3/4	-	1/4	1.15	30	792
A Pico Products	5	3/4	6	1/8	-	3/8	6.12	26	20
O Rogers Cable	4	3/4	4	7/8	-	1/8	2.56		106
O TCA Cable TV	13	1/2	13	3/4	-	1/4	1.82	26	90
O Tele-Commun.	21	1/8	20	1/8	1		4.97	68	883
N Time Inc.	43	1/8	43	1/2	-	3/8	0.86	15	2,617
N United Cable TV	26	1/2	26	1/8		3/8	1.44	120	292
N Viacom	32	3/8	31	3/4		5/8	1.97	13	438

ELECTRONICS/MANUFACTURING

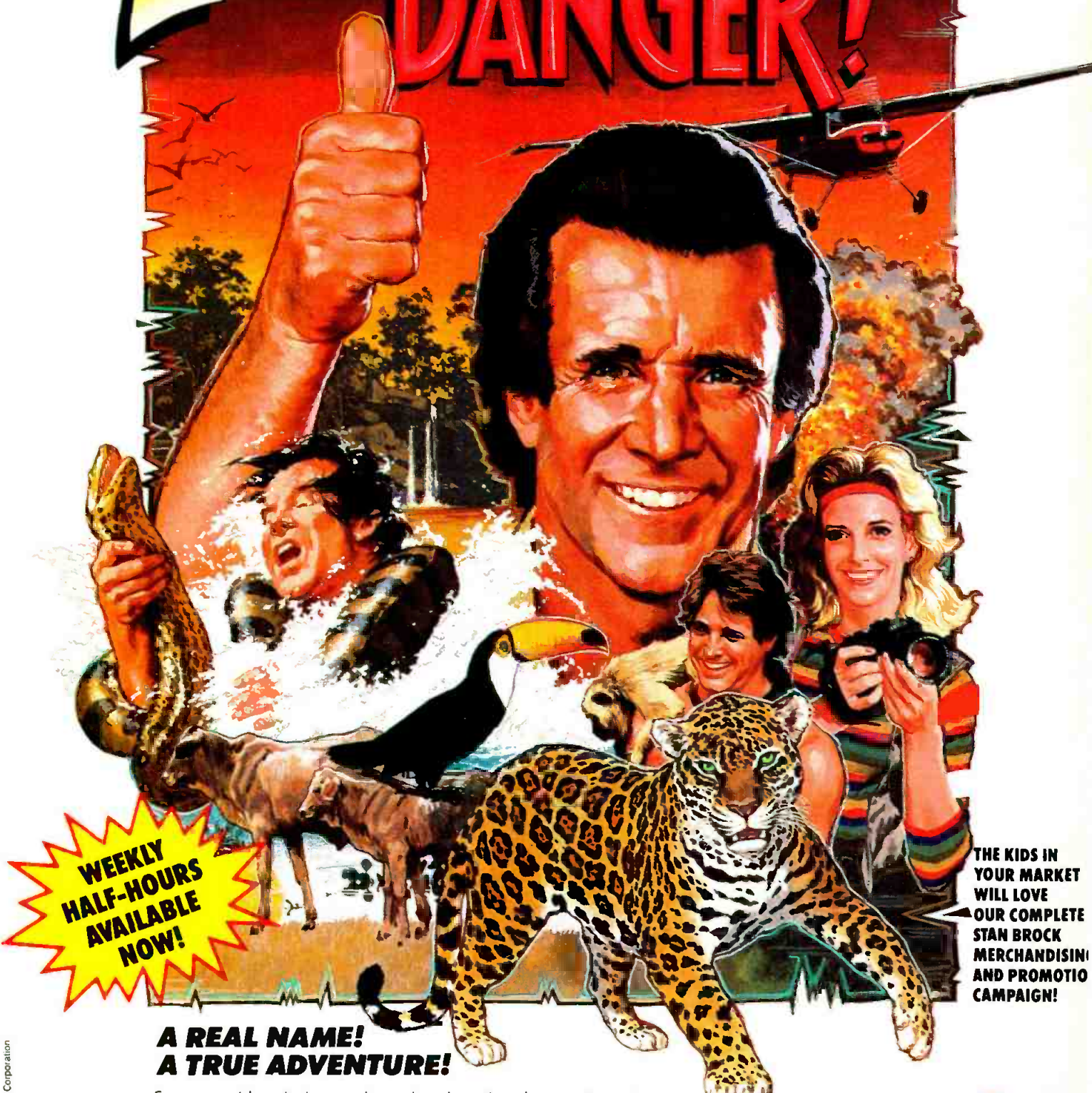
N Arvin Industries	25	1/4	24	3/4		1/2	2.02	7	192	
O C-Cor Electronics	7	1/2	7	1/2				83	24	
O Cable TV Indus.	3	1/4	3	1/4				22	10	
A Cetec	8	1/8	8	5/8	-	1/2	5.80	10	18	
O Chyron	10	5/8	10	3/8		1/4	2.41	20	98	
A Cohu	8	1/4	8	3/4	-	1/2	5.71	9	14	
N Conrac	13	3/4	13	5/8		1/8	0.92	14	85	
N Eastman Kodak	71	3/4	72	5/8	-	7/8	1.20	16	11,880	
O Elec Mis & Comm.	8	1/4	8	1/4					24	
N General Electric	58	1/4	57	1/4	1		1.75	12	26,369	
O Geotel-Telemet		7/8		1	3/8	-	1/2	36.36	10	3
N Harris Corp.	26	3/8	26	1/4		1/8	0.48	13	1,053	
N M/A Com. Inc.	17	7/8	19	3/8	-	1	7.74	22	773	
O Microdyne	6	1/4	6	1/2	-	1/4	3.85	18	28	
N 3M	82	1/8	82	1/4	-	1/8	0.15	14	9,613	
N Motorola	34	7/8	36	1/2	-	1	5/8	4.45	12	4,128
N N.A. Philips	38	5/8	38	1/8		1/2	1.31	10	1,109	
N Oak Industries	4		4	1/8	-	1/8	3.03		65	
A Orrox Corp.	3	1/2	3	5/8	-	1/8	3.45		8	
N RCA	38	3/4	39	3/8	-	5/8	1.59	12	3,175	
N Rockwell Intl.	29	1/2	27	1/2	2		7.27	10	4,387	
N Sci-Atlanta	8	7/8	8	5/8		1/4	2.90	18	206	
N Signal Co.s	31	7/8	31	1/2		3/8	1.19	13	3,476	
N Sony Corp.	16		16	1/2	-	1/2	3.03	16	3,694	
N Tektronix	57	1/2	58	5/8	-	1/8	1.92	9	1,106	
A Texscan	6	3/8	6	7/8	-	1/2	7.27	9	43	
N Varian Assoc.	40		40					16	863	
N Westinghouse	27	1/2	27	7/8	-	3/8	1.35	10	4,814	
N Zenith	23	1/4	23	3/4	-	1/2	2.11	9	514	
Standard & Poor's 400	186.72		188.11		-		1.39		0.74	

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.

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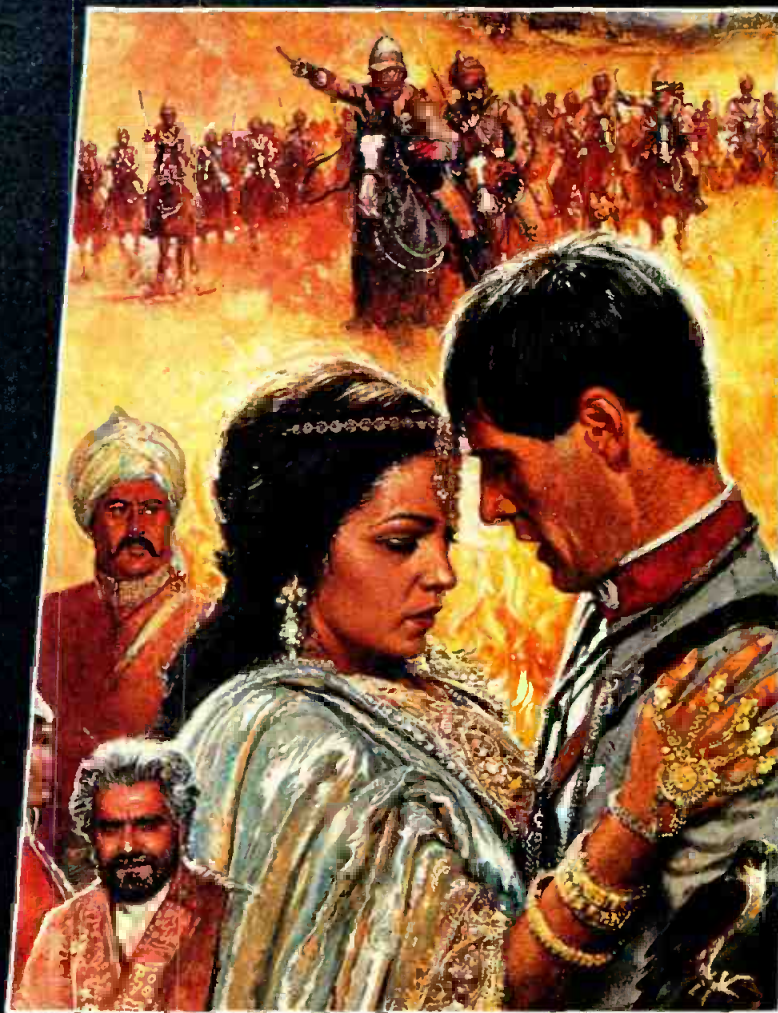


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TELECASTINGS



Triple coup

How many secondary affiliate agreements can a station in a major market have? A Boston UHF independent, WQTV(TV), has signed secondary affiliate agreements with all three television networks. Although the networks have agreements with stations other than their affiliates in virtually all markets to pick up shows their affiliates don't carry, WQTV is believed to be the only station in a top 10 market secondarily affiliated with all three networks, according to Clifford Curley, vice president and general manager.

"There's so much pre-empting here it makes it possible to do this," Curley explained, referring to Boston's reputation as a competitive local programming market. Boston, besides three network affiliates, has four independent stations plus two noncommercial outlets.

As with most independents, syndicated programming is the staple of WQTV. But the agreements with the networks call for it to carry on a regular basis NBC's daytime serials, *Search for Tomorrow* and *Another World*, which Group W's WBZ-TV pre-empts. It also carried recent NBC-TV movies, *City Killer* and *Shattered Vows*, on a one-time-only basis. And from Metromedia-owned ABC affiliate WCVB-TV comes *Family Feud* and *Trivia Trap*, which WQTV carries live in their regular 11 a.m.-noon (NYT) period. Other ABC programs WQTV carries include *Ripley's*

Bingo. The FCC, which has now been using lotteries to award low-power television licenses for a little more than a year, has learned a thing or two about the random-selection business. It feels the technology it selected to conduct lotteries—a hand-powered, Plexiglas, Selective Service drum—leaves plenty to be desired, especially for those concerned about wasting time.

To introduce more efficiency into its operation, the commission is hoping to put the drum into mothballs and start using three modified electric "bingo" machines to pick winners at its next low-power television lottery Nov. 16.

William J. Tricarico, FCC secretary, said that under the proposed new system, each of the air-blowing bingo machines would be loaded with 10 balls marked 0 through 9. With the bingo machines, the three-digit numbers the FCC uses to pick winners could all be generated at the same time. Moreover, the FCC could move right along, without having to reload capsules or re-spin drums.

Tricarico said the commission was planning to install safeguards to make sure the numbered balls can't be doctored and that each ball will have the same chance of being blown up into the bingo machine's selection tube. For starters, Tricarico said, the National Bureau of Standards will be asked to weigh the balls and certify that they are within a certain weight tolerance. The balls also will be kept locked in a safe when not in use.

Believe It Or Not, *Eye On Hollywood* and children's shows, *New Scooby Doo*, *The Littles* and *ABC Weekend Special*. WQTV also picks up *Body Language* from CBS affiliate WNEV-TV, but it delays broadcast until the following morning.

Each agreement is different. CBS, for instance, does not offer "secondary" affiliate agreements to stations per se, but instead works out a "per program" agreement for each of its pre-empted shows.

WQTV is compensated for carrying the

network shows at a rate that Curley said was "under" \$1,000 per program. Curley said he can price the 30-second availabilities left to the station at a premium. With NBC's recent TV movie, *Shattered Vows*, for example, Curley said the overnights on WQTV registered an average 4.7 rating in Nielsen at 9 to 11 p.m.—making it the top ranked independent in that time period.

New face

Production resumed Oct. 26 on the CBS-TV prime time series, *Cover-Up*, after a two-week hiatus caused by the Oct. 19 death of co-star Jon-Erik Hexum (BROADCASTING, Oct. 22). Antony Hamilton has been added to the cast and will portray a secret agent working for the U.S. government under cover of being a model, a character similar to that played by Hexum but with a different name and background. Hexum died after accidentally shooting himself with a prop pistol Oct. 12 on the *Cover-Up* set. The series is produced by Glen A. Larson Productions in association with 20th Century Fox Television. The Hexum shooting is being investigated by the Screen Actors Guild and the Hollywood-based Industrywide Labor-Management Safety Committee.

Local responsibility

Local television stations, doing what network TV cannot do, hold the key to making the nation's presidential primary system "saner" and "more effective," Daniel Ritchie, chairman and chief executive of Westinghouse Broadcasting & Cable, told the Advertising Women of New York. The networks, Ritchie said in his speech, "can't adequately cover 40 or 50 primaries" and so have provided coverage that "is superficial and even simple-minded" and puts "far too much emphasis on the early states," leading



Triple sale. CustomNews, a high-speed newswire service distributed via satellite by United Press International, passed the 500-subscriber mark when it signed three television stations serving Greensboro-Winston Salem-High Point, N.C. The three stations—WFMY-TV Greensboro, WGHP-TV High Point and wxii(TV) Winston-Salem—are all new UPI subscribers. Pictured are (l-r): John Purcell, president and general manager, WGHP-TV; Bruce Kanner, UPI national broadcast sales manager, and Reynard (Rennie) Corley, vice president and general manager, wxii. Not present was Mike Conly, vice president and general manager, WFMY-TV.

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Ritchie

ing." In contrast, Ritchie said, stations "do have the time and ability to cover in depth the issues and the character and record of the candidates" in their local primaries. Stations, he said, "must step forward and fill that responsibility," so that voters in all 50 states will be able to study issues and personalities on their own terms.

Ritchie said TV journalism "has become so crucial to our elections that we must do everything we can to insure that what it presents to the electorate is reality, not deception." Television must also, he said, work hard to avoid being used by candidates. "The Reagan administration," he said, "is obviously not the first to use the airwaves for its partisan purposes. It's merely, to date, the most artful. And as such it will certainly be the blueprint for all future administrations of both parties."

to "elections by bandwagon" which stress "not who the candidates are and what they stand for, but who's ahead and who is falter-

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BBC for sale

Lionheart Television has begun U.S. distribution of *Threads*, a two-hour co-production of Western-World Television, the British Broadcasting Corp., and Nine Network of Australia. The show traces the lives of two British families before and after a global nuclear war. The program, which had its television premiere last August, is currently being screened by "major commercial broadcast groups," according to Frank R. Miller, Lionheart president and chief executive officer.

Miller said the program's domestic distribution is part of a "repositioning" of Lionheart in the marketplace, after the company entered a managing partnership with Western-World on May 1. Miller said that, in addition to *Threads*, Lionheart will soon offer several BBC-produced series to commercial U.S. broadcasters for the first time, including 52 one-hour episodes of *The Great Detectives*, a mystery series; 52 half-hour segments of *The Wild Side*, a nature series; and 104 editions of *Blake Seven*, a science-fiction drama. Miller said some of the programs are being modified or edited for U.S. viewers.

Western-World and the BBC have co-produced a first-run feature, *The Saint*, which is seen as a possible original series vehicle. "Much BBC material has never been exposed in the U.S. and we will be going over all that for the commercial market," Miller said, adding that Lionheart's goal is to demonstrate that BBC programming "is not just for public broadcasting." He noted that Lionheart will be unveiling its new marketing effort at January's NATPE convention in San Francisco and will also be represented at the Association of Independent Television Stations annual gathering in Los Angeles in January.

New place

Paramount Pictures Corp. has invested \$16 million in a new video production complex on the studio's Hollywood lot, unveiled to the press last Tuesday (Oct. 30). The facility contains four converted sound stages "designed to offer clients complete production and post-production capabilities under one roof," according to a company announcement. Three first-run syndicated Paramount series—*Solid Gold*, *Entertainment Tonight* and *Taking Advantage*—are originating from two studios in the new complex, with an additional "support" stage and a 16,000-square-foot "dead-hung stage" available for other programs. The latter is designed to accommodate situation comedies, soap operas, game shows and other productions involving a live audience. Paramount Chairman and Chief Executive Officer Frank L. Mancuso termed the facility "tangible evidence of Paramount's commitment to state-of-the-art video technologies."

Sports time

The first continuing public television sports series, *The Sporting Life*, is expected to premiere on the Public Broadcasting Service next spring as the result of an unusual funding agreement reached between noncommercial WNET(TV) New York and eight consumer brands manufactured by General

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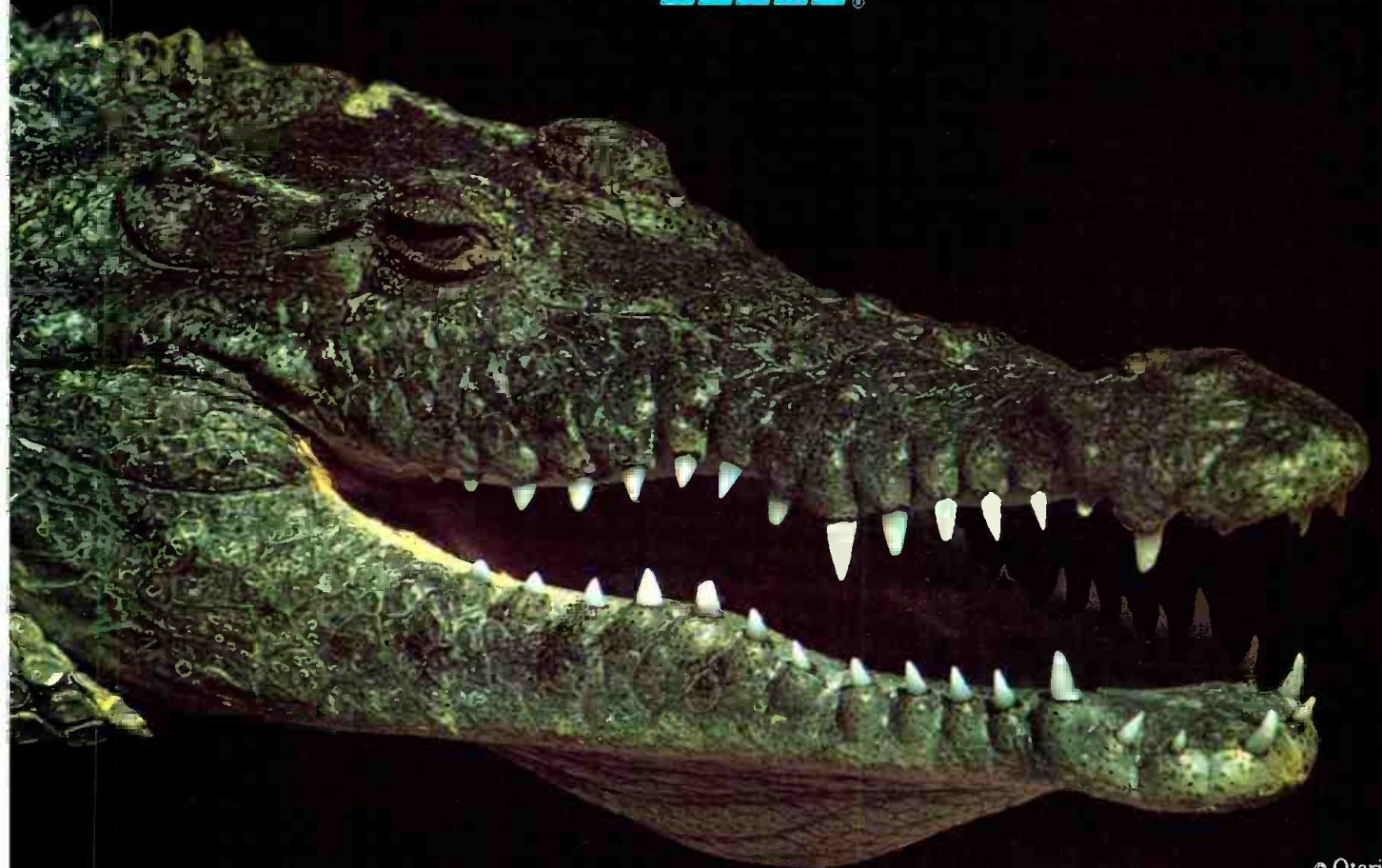
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Foods Corp. Up to \$1 million will be raised for the series by Grape Nuts cereal, Maxwell House master blend coffee, sugar-free Jell-O gelatin, Birds Eye frozen vegetables, Oscar Mayer bacon, Sanka brand decaffeinated coffee packets, Cool Whip whipped topping and Kingsford charcoal briquets through a proof-of-purchase campaign. For each proof-of-purchase received by the product manufacturers between April 28 and July 30, 1985, 25 cents will be contributed toward the production of *The Sporting Life*, up to \$1 million. The 10-part, half-hour, weekly series will be a co-production of WNET and Foxwood Productions, hosted by former Baltimore Orioles pitcher Jim Palmer.

Captioning news

ABC-TV's *World News This Morning* is being closed-captioned for the hearing impaired, and the network's *Good Morning America* will be closed-captioned beginning Dec. 3. Both closed-captioning efforts are being funded by the U.S. Department of Education through a three-year contract with the Falls Church, Va.-based National Captioning Institute.

Media guide

Christopher H. Sterling, professor of communications and director of the Center for Telecommunications Studies, George Washington University, Washington, and a former special assistant to former FCC Commissioner Anne Jones, has written "Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-83."

It updates and expands the volume he co-authored with Timothy Haight of Stanford University published in 1978, "The Mass Media: Aspen Institute Guide to Communication Industry Trends." The new book pro-

vides quantitative trend data on a variety of electronic media, from radio and television to STV and MDS. The paperback volume costs \$17.95, and is published by Praeger, New York, a division of CBS.



Celebrants. WSAZ-TV, the NBC affiliate in Huntington, W. Va., had a party to celebrate the station's 35th anniversary. Pictured (l-r): George R. Andrick, general manager of WSAZ-TV; Dick Belkin, vice president of Lee Enterprises, the station's owner, and Gordon Hastings, president of Katz Television, the station's rep. Standing in the rear is NBC TV Network President Pier Mapes.

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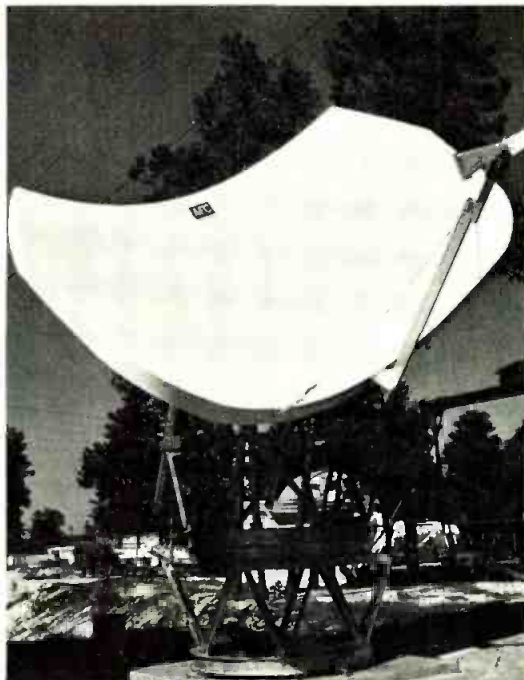
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ABC opens new network radio broadcast center

ABC last Monday (Oct. 29) unveiled a newly constructed broadcast center in New York that company officials are calling "the largest and most sophisticated commercial radio facility in the world." It will be used by the news and sports departments of ABC's Contemporary, Direction, Entertainment, FM, Information and Rock Radio networks, and will originate some Talkradio broadcasts. "This new broadcast center represents a commitment by the management of ABC to radio, its present and its future," said Anthony Thomopoulos, president of the ABC Broadcast Group.

The new complex, encompassing 40,000 square feet of space, was in the planning and construction stages for over three years, and cost ABC more than \$12 million. It contains 13 studios with two designed to "float"—floors, ceilings and walls supported by springs for a soundproof acoustical environment. The two "float" studios contain multi-track recording equipment. Three of the 13 studios are designated for regularly scheduled sportscasts while the remaining eight are slated for news feeds.

According to ABC, one unusual aspect of the center is the news conference room which can double as a live special events studio enabling newscasters to broadcast bulletins, news advisories and special reports without tying up regular broadcast studios.

The pulse of the new complex is the Technical Operations Center (TOC). Programming is fed from this center to ABC Radio networks' combined total of nearly 1,800 affiliates via a 20-channel digital audio satellite distribution system (19 channels are devoted to programming and one to telephone voice and data distribution) over Satcom I-R. "On election day [Nov. 6], ABC Radio will transmit several news feeds simultaneously using four of the 19 channels," said Ben Hoberman, president of ABC Radio. He noted that one channel will have regular newscasts; a second will provide special national and regional election coverage; a third will be a live feed of major events such as victory and concession speeches, and a fourth will feature exclusive voter projection advisories.

The TOC also handles all commercial material for the seven networks. The commercial carts are accessed through a computer switching system that integrates the proper cart into the programming of the different networks at a predetermined time.

The new broadcast center, located at 125 West End Avenue in New York, houses a management staff of 20 as well as 200 employees. It replaces a 15-year-old production facility at 1926 Broadway. □



On hand to open ABC Radio's new production facilities were (l-r) Edward McLaughlin, president ABC Radio Networks; Peter Flannery, vice president, ABC News, radio; Tony Thomopoulos, president, ABC Broadcast Group, and Ben Hoberman, president, ABC Radio.

'NewsHour's' fate highlights Program Fair

PBS president, Bruce Christensen, says "dumping" of show would leave void; format changes announced

Producers of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour* were in Seattle last week for PBS's annual Program Fair (Oct. 28-Nov. 1), to discuss with non-commercial broadcasters the gathering's major issue—the continuation of *NewsHour*.

(The Fair, which brought together about 400 noncommercial broadcasters, is part of PBS's annual Station Program Cooperative—the mechanism by which noncommercial stations collectively choose programming. It is, according to PBS spokeswoman, Peggy Hubble, a "forum" for discussion of next year's PBS programming. Actual voting for the new programs begins in December.)

PBS President Bruce Christensen echoed many of the feelings of both sides in his

keynote address to the attendees. "After a year on the air, my sense is that some of you would just as soon dump [*NewsHour*] because it has not lived up to the audience standards you have set for it, and because it pre-empts your local opportunity to broadcast various half-hour Britcoms and off-network reruns. . . . If this program is canceled, what access will the interested public have to the key contemporary issues of our time—in amounts greater than 30 seconds-worth on the commercial network news?" he asked. "What will be the effect upon our reputation if we dump this unique service? . . . [M]ark my words," he said, "if *MacNeil/Lehrer* goes away, there is nothing in the offing that will soon replace it."

Christensen said that neither he nor the producers were satisfied with the program as it is, but that changes were going to be made in the show in the coming year. The continu-

TV program awards. Nine noncommercial television stations received the 1984 Corporation for Public Broadcasting's public television local program awards last week at the annual Public Broadcasting Service Program Fair in Seattle. The awards, given since 1971, recognize "locally produced programs, designed for a local audience, that demonstrate overall excellence." Winning programs and stations:

- Cultural documentary: Winners were KTCA-TV Minneapolis-St. Paul for *Grant Wood's America* and WNIT-TV South Bend, Ind., for *Studebaker: Less Than They Promised*.
- Information programming: Wvz-TV Cleveland won for *My First Hundred Years*. Runners-up were WTTW-TV Chicago for *The Frugal Gourmet* and KUON-TV Lincoln, Neb., for *Secrets of the Greenland Ice*.
- News: Winners were KUHT-TV Houston for *In the Name of God*; KCET-TV Los Angeles for *KCET Journal: Generations of Violence*, and Wisconsin Educational Television Network, Madison, Wis., for *Wisconsin Magazine*.
- Public affairs programming: The winner was KCET-TV Los Angeles for *Transplanting Hope*. Runner-up was KTCA-TV Minneapolis-St. Paul for *Incest: No Longer a Secret*.
- Performance Programming: Winners were WPBT-TV Miami for *Diva in Concert* and New Jersey Network, Trenton, N.J., for *Keystone*.

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CBS, NBC tie in week five

It was a draw in the national prime time ratings for the fifth week of the season, as both CBS and NBC tied for first with averages of a 16.5 rating and 26 share for the week ended Oct. 28. ABC averaged a 15.3/25.

For ratings watchers it was a curious week. The first Nielsen measurements made public put CBS ahead of NBC by four tenths of a rating point, but those ratings did not include football overruns on Sunday. The ratings were later revised to include football overruns—both CBS and NBC carried games that ran past 7 p.m.—and those showed that NBC slipped past CBS by one tenth of a rating point. However, after CBS analysts examined the new ratings, they claimed that Nielsen double-counted some of NBC's households and asked for another revision. Late in the week, with NBC concurring, Nielsen adjusted its estimate and the new averages showed CBS and NBC tied.

NBC won but one night: Tuesday. Two of its shows that night—*A Team* and *Riptide*—were among the top-10 rated shows of the week, and its third—*Remington Steele*—ranked 17th. The remainder of the week fell into a familiar pattern with CBS winning Monday, Thursday, Friday and Sunday, and ABC taking Wednesday and Saturday.

Among the top 10 shows, CBS had five, NBC had three, and ABC had two. For the second consecutive week, ABC's *Dynasty* was the top-ranked show, averaging a 26.3/39 and improving its performance by two-tenths of a rating point over the previous episode.

For the week, the networks had a combined average of 48.4/77, up from the previous week's average (47.5/78), but down somewhat in both rating and share from the comparable week last season (49.5/78).

In season-to-date averages, reported NBC researchers, NBC is the only network to show an improved rating and share over the comparable period a year ago. ABC and CBS have posted declines. For the first five weeks (Sept. 24-Oct. 28), NBC has averaged a 17.3/28 (up 13%), while CBS has averaged a 16.9/27 (down 6%), and ABC has averaged a 15.2/25 (down 14%). And although when the ratings for the World Series are excluded, NBC falls two-tenths of a rating point behind CBS in season-to-date averages, NBC researchers noted it is still the only network to show an increase over the comparable period last year—up 8% compared to an 8% drop for CBS and an 11% decline for ABC.

Highlights of the week, night by night:

■ CBS won Monday by four-tenths of a rating point over runner-up NBC in large part from the boost provided by *Cagney & Lacey* in the 10-11 p.m. period. NBC reclaimed the 8-9 p.m. period with *TV Bloopers & Practical Jokes* over CBS's *Scarecrow & Mrs. King* but thereafter lost ground the rest of the evening as CBS steadily built momentum with its regular lineup of *Kate & Allie*, *Newhart* and *Cagney &*

Lacey. ABC's *Call To Glory* at 8 p.m. averaged a 13.3/20, its second lowest rating in the past five weeks, and *Monday Night Football*, which followed, averaged a 15.4/27, down from the previous week's 16.5/28 but on par with its five-week average (15.4/26).

■ NBC mowed the competition Tuesday with its regular lineup of *A Team*, *Riptide* and *Remington Steele*. Meanwhile CBS, weighted down by a paid political half-hour at 8:30 p.m. for presidential candidate Lyndon LaRouche, clocked in with an average 10.7 rating for the evening—the lowest nightly average of any network for the week. ABC saw its share steadily decline throughout the evening, although excluding baseball playoffs in week number two it was the highest rated Tuesday (14.6 average) for that network this season. The third episode of ABC's *Who's The Boss?* earned an 18.3/27 in its new time period at 8:30 behind *Three's A Crowd*, up markedly from its last broadcast on Sept. 27 which averaged a 10.7/17.

■ ABC won Wednesday, as it has four out of five times this season, powered by its regular schedule of *Fall Guy*, *Dynasty* and *Hotel*. CBS, which averaged an 11.6 rating for the night, was weighted down by *Dreams*, ranking 76th out of 80 programs. NBC's *Highway To Heaven* averaged a 17.2/27 and ranked 28th for the week. CBS's TV movie, "With Intent To Kill," averaged an 11.8/19 and ranked 65th.

■ CBS easily took Thursday with *Magnum, P.I.*, *Simon & Simon* and *Knots Landing*—all included in the top 10 shows of the week. Both *Magnum* and *Simon & Simon*, which averaged a 22.3/34 and 24.2/37, respectively, turned in their best performances of this season. And for the first time in five weeks, NBC's *The Cosby Show*, which averaged a 21.2/33, did not beat the half-hour of *Magnum* opposite it. But *Hill Street Blues*, carrying a 19.1/31 average, had its best rating yet this year.

■ CBS won Friday with dominance in the 9 to 11 p.m. block credited to *Dallas* and *Falcon Crest*. The 8 p.m. hour was a virtual three-way tie. The first episode of the series *V* on NBC averaged 15.4/26, while back-to-back special episodes of *Garfield* and *Peanuts* on CBS averaged a 15/26 and *Benson* and *Webster* on ABC had a combined average of 15.2/26.

■ ABC took Saturday, although it lost the 8 to 9 p.m. period to NBC's comedies, *Diff'rent Strokes* and *Gimme A Break*. ABC dominated the 9 to 11 p.m. period with *Love Boat* and *Finder of Lost Loves*.

■ CBS won Sunday, although its victory was principally due to *60 Minutes*, which averaged a 24/37. NBC's comedy block of *Punky Brewster* and *Silver Spoons*, opposite *60 Minutes*, was among the bottom three ranked shows of the week. But ABC clearly won the 9 to 11 p.m. period, as the TV movie, "Wet Gold," starring Brooke Shields, averaged an 18.3/30, and tied for 20th place with ABC's *Who's The Boss?* for the week.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	26.3/39	25.	Aurora	NBC	18.0/28	49.	Cover-Up	CBS	13.7/26
2.	Dallas	CBS	25.9/42	26.	Facts of Life	NBC	17.4/28	50.	Call to Glory	ABC	13.3/20
3.	A Team	NBC	24.5/37	27.	Jeffersons	CBS	17.3/26	51.	Diff'rent Strokes	NBC	13.0/24
4.	Simon & Simon	CBS	24.2/37	28.	Highway to Heaven	NBC	17.2/27	52.	Matt Houston	ABC	12.7/22
5.	60 Minutes	CBS	24.0/37	29.	Scarecrow & Mrs. King	CBS	17.0/25	53.	Charles in Charge	CBS	12.4/19
6.	Riptide	NBC	22.4/34	30.	Knight Rider	NBC	16.8/25	54.	T.J. Hooker	ABC	12.3/22
7.	Magnum, P.I.	CBS	22.2/34	31.	Webster	ABC	16.8/26	55.	Mike Hammer	CBS	12.2/21
8.	Bill Cosby Show	NBC	21.2/33	32.	It's Your Move	NBC	16.8/24	56.	Ripley's Believe It or Not	ABC	12.2/19
9.	Knot's Landing	CBS	20.5/33	33.	Love Boat	ABC	16.8/27	57.	Miami Vice	NBC	12.1/21
10.	Hotel	ABC	20.3/34	34.	Garfield Special	CBS	16.4/27	58.	Jessie	ABC	12.1/20
11.	Family Ties	NBC	20.2/31	35.	L.A. Rams vs. Atlanta	ABC	16.4/27	59.	Cowboy and Ballerina	CBS	12.1/19
12.	Fall Guy	ABC	20.2/31	36.	V	NBC	15.4/26	60.	With Intent to Kill	CBS	11.8/19
13.	Falcon Crest	CBS	19.9/34	37.	Three's a Crowd	ABC	16.4/24	61.	Airwolf	CBS	11.6/21
14.	Cheers	NBC	19.8/30	38.	Hardcastle & McCormick	ABC	16.3/23	62.	Hunter	NBC	11.1/18
15.	Cagney & Lacey	CBS	19.7/32	39.	City Killer	NBC	14.9/24	63.	Partners in Crime	NBC	10.8/19
16.	Murder She Wrote	CBS	19.7/29	40.	Alice	CBS	14.8/23	64.	Hawaiian Heat	ABC	10.6/17
17.	Remington Steele	NBC	19.5/33	41.	Paper Dolls	ABC	14.8/22	65.	E/R	CBS	10.4/16
18.	Hill Street Blues	NBC	19.1/31	42.	Benson	ABC	14.6/25	66.	The Jerk	ABC	10.3/16
19.	Newhart	CBS	18.8/28	43.	Charlie Brown Special	CBS	14.6/24	67.	Dreams	CBS	10.0/15
20.	Wet Gold	ABC	18.3/30	44.	Gimme a Break	NBC	14.4/26	68.	Hot Pursuit	NBC	9.1/17
21.	Who's the Boss?	CBS	18.3/27	45.	Trapper John, M.D.	CBS	14.4/25	69.	Punky Brewster	NBC	8.6/13
22.	Kate & Allie	CBS	18.1/27	46.	St. Elsewhere	NBC	14.1/24	70.	Silver Spoons	NBC	8.2/13
23.	Night Court	NBC	18.1/27	47.	Finder of Lost Loves	ABC	14.0/26				
24.	TV Bloopers & Prac. Jokes	NBC	18.1/27	48.	20/20	ABC	14.0/23				*indicates premiere episode

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ation of *NewsHour*, Christensen said, was "another microcosm" of the larger question of deciding PBS's purpose. According to the producers, more time is needed to further develop the hour-long news program.

Some of the expected format changes were announced at the Fair by *NewsHour* executives: The program will have a seven-to-12-minute news summary at the beginning and end of each program; the "video postcards" and book reviews will be dropped, and there will be an "overall strengthening" of the show's graphics. Also planned are mid-program, five-minute pledge breaks during the national public broadcasting fund-raising drives in December and March, and a local news window, pending the recommendations of a PBS programming advisory committee. The commit-

tee will poll the PBS member stations to determine how many would be able to provide local news, and what the "optimum length" of the window would be.

The concerns of the noncommercial stations at the Fair varied. Some, according to Hubble, said that *NewsHour*'s length was an obstacle to scheduling it, while others said that it was the content that was unsatisfactory. In the wake of President Reagan's budget cuts, however, everyone, Hubble said, seemed concerned with the cost of the program, which is the most expensive of this year's programming offerings.

Some of the stations suggested going back to the half-hour, but keeping the "flexibility and distinctiveness" of the hour. Another proposal was cutting *NewsHour* to 50 minutes, leaving the last 10 minutes for a busi-

ness segment done locally by the station, or by *NewsHour*, or by cutting the current half-hour PBS program, *Nightly Business Report*, to 10 minutes. Also discussed was the creation of a "modular hour," produced in two half-hour segments so that stations could schedule the segments separately, if necessary. But, according to Hubble, while *NewsHour* producer Les Crystal did not "flatly refuse" such an idea, he did not see how it could be done without difficulty. Another idea circulating was to renew the hour-long news program for six months instead of a year.

It remains to be seen how the stations will vote in December. As Christensen told the broadcasters: "It's *you* who will make the final decision with your votes—whatever [PBS] may advise." □

Journalism

AIM says media ignoring Ferraro allegations

Irvine alleges networks, others are avoiding stories unfavorable to Democratic vice presidential candidate and her husband

In the view of Reed Irvine, chairman of the conservatively oriented media watchdog, Accuracy in Media, most organs of journalism have "covered up," or at least downplayed, serious allegations of wrongdoing involving Democratic vice presidential nominee Geraldine Ferraro. To get that point across, he called a press conference at the National Press Club in Washington, but it did not receive much national attention. As he noted, "no TV cameras" were in the room. Network news people, informed of the charges, dismissed them as an effort to sling mud at the candidate in the final days of the campaign and as "hogwash."

Irvine said the allegations—involving Ferraro's husband, John A. Zaccaro, Ferraro herself, their families and their businesses—have not been completely ignored by the press. Some newspapers, such as the *Wall Street Journal*, the *Philadelphia Inquirer*,

Newsday, the *New York Post*, the *Washington Times* and the *New York City Tribune*, have covered them. So has the weekly *Washington Inquirer*, and the magazine, *Human Events*. But Irvine said the allegations were "ignored 100% by the networks," and virtually entirely by the *Washington Post* and *New York Times*.

Irvine was joined at the press conference by George Washington University law professor John Banzhaf, who, as he noted, has been a thorn in the side of the White House as well as Ferraro. He had been one of those who urged the appointment of a special prosecutor to investigate allegations of wrongdoing on the part of presidential counselor Edwin Meese, and he has asked both the Federal Election Commission and the Justice Department to investigate allegations against Ferraro. (Broadcasters may remember Banzhaf as the person who in 1966 filed the complaint that led the FCC to conclude that cigarette commercials were subject to the fairness doctrine—before such commercials were banned by law.)

Edward Fouhy, who heads the ABC News

bureau in Washington, noted that the press conference was held in the final week of the campaign, and said it suggests "partisan mudslinging."

He said reports that investigations were begun have been covered, as will the results, when they are made known. He also said ABC itself undertook "a major investigation of campaign contributions" to Ferraro and found "no smoking guns."

Richard Cohen, CBS News's senior producer in charge of political news, called Irvine's charges "hogwash." He said CBS News has been "all over the stories."

And Joan Carrigan, producer of political news for NBC's *Nightly News*, offered a similar rebuttal. "There is no story on which we haven't worked," she said, adding, "When there is a solid story, we'll go with it." But "to broadcast rumor just because it appeared somewhere," she said, "is not what we're supposed to do."

Besides Banzhaf, Irvine was accompanied at the press conference by Philip Nicolaidis, who in 1981, while an official of what was then called the International Communication Agency (now the U.S. Information Agency), was the center of controversy. As he was moving from the ICA public liaison staff to a job as deputy program director for commentary and news analysis for the Voice of America, a memorandum he had written for the then head of VOA was leaked to the *Washington Post*. In the memorandum, Nicolaidis referred to the VOA as "a propaganda agency"—a description he said later he did not intend as derogatory—and said the agency should attempt to "destabilize the Soviet Union and its satellites" (BROADCASTING, Nov. 23, 1981). On a piece distributed at the press conference, in which he said "the bloodhounds of the 'adversary media' have become her [Ferraro's] lap dogs," Nicolaidis is listed as AIM's executive director. □

Missing the mark. A recent study by The Media Institute found that economic predictions reported by the three major news organizations guessed the direction and magnitude of the change in only 22% of 335 instances. The Washington-based nonprofit media watchdog studied *NBC Nightly News*, *Los Angeles Times* and *Newsweek*, and their records during the month prior to elections in 1980 and 1982 on three indicators: GNP, unemployment and inflation. Richard T. Kaplar, the institute's vice president, said that *NBC Nightly News* came in second, after the *Los Angeles Times*: "NBC took a more targeted approach. Most of their predictions would fall within a fairly narrow range so that they would be either always right or always wrong." The report's conclusion states: "For sheer numbers of forecasts as well as government and private forecasting opinion unencumbered by an excess of reporters' predictions, a newspaper like the *Los Angeles Times* seems to be the best single source. In contrast, a person who relies exclusively on a network-style list of like minded forecasts would be hard pressed to develop a broad sense of various and conflicting economic possibilities. But ultimately the voter who wishes to be well-informed would do well to monitor a variety of media outlets and view a variety of conflicting economic forecasts, and give less credence to them all."



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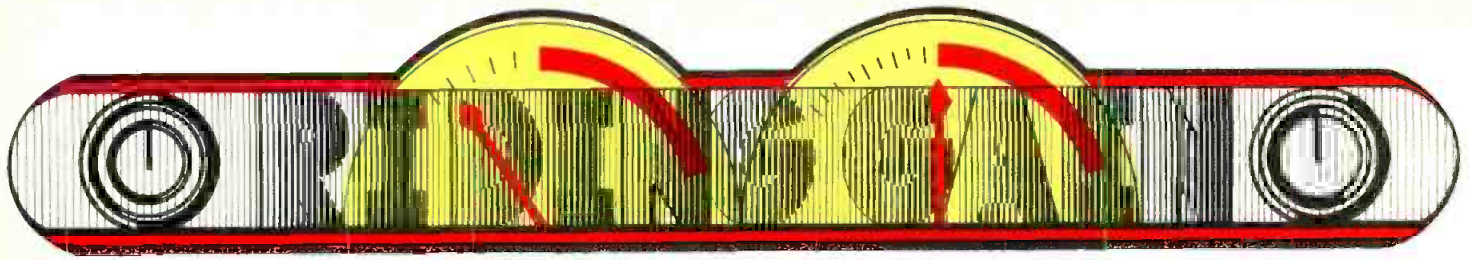
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The week's worth of news and comment about radio

Oilers radio

Group W Radio's KODA(FM) Houston, which programs Bonneville's easy-listening format, has reached a multiyear broadcast rights agreement with the Houston Oilers football franchise to become the Oilers flagship station in 1985. According to Group W, the four-year agreement marks the first time a major professional sports franchise has assigned principal radio rights to an FM station on an extended basis. David Pearlman, vice president and general manager of the 100 kw station, called the station's rights agreement "another step in the evolution of FM broadcasting."

As part of the deal, KODA will distribute Oiler games to a regional network which, in 1985, is expected to comprise about 60 stations. (Mutual Broadcasting is at the end of a three-year deal with the Oilers in which the network holds both local and regional rights.) "Our involvement with KODA will be much stronger than the traditional rights-fee arrangement. We look upon it as a partnership," said Ladd K. Herzog, executive vice president and general manager of the Houston Oilers.

The Oilers rights package is a natural addition to the station, noted Pearlman. He

said KODA has been conducting extensive sports promotional campaigns not only with the Oilers but with the market's professional basketball team, the Houston Rockets. In addition, the station, which ranked first among adults 18-plus in the spring 1984 Arbitron with a 9.4 share (Monday to Sunday, 6 a.m. to midnight), currently offers live sports reports each morning featuring both Houston Oilers' coach Hugh Campbell and coach Bill Fitch of the Rockets.

Another time

The National Association of Broadcasters and the National Radio Broadcasters Association last week announced a change in the date of next year's jointly sponsored Radio Convention and Programming Conference (RCPC) from Oct. 6-9 to Sept. 11-14. Loew's Anatole hotel in Dallas will remain as the convention headquarters.

According to an NAB spokesman, the reason for the change is two-fold: The original convention dates were during the fall 1985 Arbitron sweeps (Sept. 19-Dec. 11) which might have caused some program directors to remain at their stations (about 40% of the broadcasters who attended this year's meeting were station program direc-

tors, according to NAB), and the two groups wanted to avoid conflicts with several state association meetings which are slated to take place in October.

The date change also reflects a different dimension to next year's meeting. The convention will open with a cocktail reception on a Wednesday evening, followed by three full days of workshops instead of the Sunday through Wednesday time frame, that has been characteristic of NAB and NRBA radio conventions in the past.

Go for co-op

The Radio Advertising Bureau's board of directors approved plans for a new national computerized network of co-op information at the board's fall meeting in Carmel, Calif. ("Riding Gain," Oct. 22). The co-op plan was included in a presentation by Steve Berger, vice president, radio, Nationwide Communications Inc., Columbus, Ohio, who is also chairman of the RAB's retail and co-op committee. The board authorized a six-week test of the system in 100 selected markets, starting Nov. 15. According to an association spokesman, the RAB system, which will be updated daily, will be compatible with any personal computer. Plans call for the new co-op computer network to be made available to association members at no cost for computer access time.

New board for NPR

National Public Radio has three new board members: Elizabeth H. Gemmill, senior vice president of Mellon Bank, Philadelphia; Max Wycisk, general manager of noncommercial KCFR(FM) Denver, and Wayne Roth, general manager of noncommercial KUOW(FM) Seattle. The board re-elected Donald P. Mullally (general manager, noncommercial WILL-AM-FM Urbana, Ill.) as board chairman, and Douglas J. Bennet (who's been at the NPR helm one) as NPR president.

Getting into the ACT

Children's radio—its growing promise and promising potential—is the focus of a new publication released by Action for Children's Television: "Radio and Children: An ACT Handbook." The 24-page booklet finds new interest in radio as an entertainment and teaching center for children, samples children's radio fare across the U.S. and is optimistic about the prospects for a resurgence.

Aside from plentiful rock shows, the handbook asserts, radio programs geared to young audiences "can just about be counted on two hands" and even these are mostly "local efforts on public stations heard by rel-



Happy anniversary. National Public Radio's morning news program, *Morning Edition*, celebrated its fifth anniversary last Tuesday with a live, nationwide press conference via satellite interconnect from its studio and champagne and chocolate cake in its boardroom. Pictured l-r: NPR staffer, Jasmine Isobe hands a question to *Morning Edition* senior producer, Jay Kernis (on right), director of news and information programming, Robert Siegel; NPR President Douglas J. Bennet; public opinion analyst Lou Harris (a regular commentator on the program); *Morning Edition* host Bob Edwards, and Kernis. Since its first broadcast on Nov. 5, 1979, *Morning Edition's* listeners have grown to more than two million, NPR said.



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Major funding for The MacNeil/Lehrer NewsHour is provided by AT&T, the national corporate underwriter.

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actively small numbers." Yet the outlook may be changing, the booklet says.

"Disenchantment with television programming for young people is leading many families to switch off the TV and switch on another source of entertainment. With the surge of interest in alternative video technologies as a source of children's programs, radio seems to be on the edge of a revival. Radio's potential for 'narrowcasting' ... makes it an ideal vehicle for speaking to and for children and teen-agers. And technological advances (AM stereo, cable radio, satellite transmission, pay radio services via station sidebands or subcarriers) make the forecast for radio's future optimistic."

Despite the skimpy supply of programming developed specifically for children, the booklet continues, young people listen to radio in large numbers: "Recent surveys agree that some 99% of all 12- to 17-year-olds listen to the radio each week, averaging two-and-a-half to three hours a day. And a 1983 CBS-FM study showed radio to be the favorite medium of the nation's 25 million teen-agers." (Television ranked third, after magazines, with teen-agers commenting that very little is targeted to reach them on TV.) Louis Freedberg, founder of the Youth News Radio Workshop in Oakland, Calif., is cited as saying, "Teen-agers do not have to be convinced that they should listen to radio; they are already listening. What we are concerned about is what they are listening to."

"ACT believes that children's radio need not be a has-been," ACT says in the introduction. "No other medium can so stimulate the imagination, even as it teaches valuable language and listening skills. There is a market for children's radio; it simply hasn't been tapped in years."

"Radio and Children" was funded by the John and Mary R. Markle Foundation. Copies are available at \$3.50 each from ACT on Radio, 46 Austin Street, Newtonville, Mass. 02160.

Setting a date

With six new issues designated for RKO's license qualifications hearings at the FCC (BROADCASTING, Oct. 22), law firms involved in the case have submitted a proposed schedule to FCC Administrative Law Judge Edward Kuhlmann calling for the new expanded hearings to be held from May 6 to June 7, 1985. The firms involved are: Mullin, Rhyne, Emmons & Topel, legal counsel for Fidelity Television Inc., challenger of RKO's KHJ-TV Los Angeles; Cohen & Berfield, which represents some of the other challengers to RKO's remaining 13 broadcast licenses [excluding WOR-TV Secaucus, N.J.], and Wilmer, Cutler & Pickering, counsel for RKO General. The FCC Mass Media Bureau was also party to the proposal.

Nat Emmons, a partner with Mullin, Rhyne, Emmons & Topel, said a series of pre-hearing depositions is scheduled to take place in three stages: Dec. 10-21; Jan. 30-Feb. 1, and Feb. 11-March 8. Those who will be subpoenaed by Mullin, Rhyne, Emmons & Topel to give depositions include several former RKO Radio executives ("In Brief," Oct. 29). The other interested parties involved in the submission to Kuhlmann will also take part in the deposition process.

In regard to the future of RKO Radio Networks (RKO One and RKO Two) in view of its

Strong spot. National spot radio business in September posted considerable gains, according to the latest data furnished by Larchmont, N.Y.-based Radio Expenditure Reports, Inc (RER), which confidentially collects financial information from 16 rep companies. Billings for the month soared 21.1% to \$81,742,400. Year-to-date, national spot dollars totalled \$602,790,760, which is 12.8% ahead of last year's pace for the first nine months.

\$7.9-million billing errors to advertisers stemming back to January 1980 ("Riding Gain," Oct. 15), RKO General President Shane O'Neil, in a memo circulated to RKO staffers and advertisers, said: "The RKO Radio Networks is an integral part of RKO General Inc. and it is imperative that we move ahead to restore our credibility and financial stability. We believe the network philosophy is a good one for RKO and our support for that overall philosophy is solid."

Playback

Kris Stevens Enterprises is offering *The 12 Hours of Christmas* for holiday programming. The special, which debuted in 1977 and includes 120 minutes of commercial availabilities, contains comedy, seasonal stories, music, nostalgia, and items of interest to children. The Sherman Oak, Calif.-based syndicator is offering *The 12 Hours of Christmas* to stations of all formats.

Cinema Sound Ltd. is offering a five-hour year-end retrospective, titled *Playback '84*, to adult contemporary and CHR stations. The special spotlights the year's top A/C hits "interspersed with news and sports actualities, audio clips from TV and film sound tracks, and an almanac of the year's events and trivia." The New York-based company guarantees market exclusivity in return for \$50 cash plus 10 barter spots for the SFM Holiday Network, a national television feature distributor, and 40 minutes of local spot availabilities.

□

American Public Radio has begun distribution and marketing of a satellite-delivered overnight classical and jazz music service for noncommercial stations. The classical music programming, *Music Through the Night*, hosted by Minnesota Public Radio's Arthur Hoehn, is fed Sunday through Thursday, with Friday and Saturday nights devoted to *Jazz After Hours*, hosted by Seattle-based Jim Wilke. Classical selections range "from the renaissance and baroque through romantic and impressionist eras," plus some 20th century works, while the jazz repertoire will highlight "contemporary mainstream acoustic jazz with occasional excursions into earlier classic jazz performances and more contemporary experimental music." According to APR, the launch of the service last Monday (Oct. 29) makes the St. Paul-based group the largest distributor of public radio programming, surpassing National Public Radio in total program hours. NPR discontinued its own overnight music service, *NPR Plus*, last week after deciding the two-year-old venture was not cost-effective. APR was founded in 1982 and currently serves 277 affiliates nationwide.

American Public Radio is providing seven

hours of programming each night at a cost to stations of \$250 per month. Its classical service is produced by Minnesota Public Radio, while jazz programming is produced by KUOW-FM Seattle. *NPR Plus* was shut down last Wednesday (Oct. 31). A proposed collaboration between NPR and WGBH-FM Boston for a 63-hour-per-week music service to replace *NPR Plus* was abandoned for lack of station interest.

□

DesertWest News, an independent news agency based in Flagstaff, Ariz., is distributing a five-part series on illegal Central American immigration to noncommercial stations. *The New Underground Railroad* reports on the harboring of undocumented Salvadoran and Guatemalan refugees by more than 160 U.S. churches and was prepared by DesertWest News staff reporter Sandy Tolan. Satellite distribution is scheduled for Nov. 13 and Nov. 20 via the Extended Program Service of National Public Radio, with tape distribution by the National Federation of Community Broadcasters. Information: (602) 774-0611.

Mixed media

ABC-owned KABC(AM) Los Angeles has signed up more than 20,000 paid subscribers for its *Let's Talk* magazine, a monthly publication launched by the talk-format station last August with an initial free mailing to the over 275,000 southern Californians participating in KABC's discount card promotion. The card, introduced last spring, entitles listeners to discounts extended by local merchants.

"Our goal is to generate about 40,000 paid subscriptions by Dec. 30, and at the rate we're going I'm sure it will be accomplished," said George Green, vice president and general manager of KABC and publisher of *Let's Talk*. In addition to paid advertising, the \$15-a-year magazine contains articles by and about station personalities. Subscribers receive a discount coupon sampler and membership in a KABC-sponsored travel club along with 12 issues of the magazine.

Service pay

San Francisco's KFRC(AM) has secured a sponsor for a public affairs series that has been carried on a sustaining basis by the RKO-owned station for nearly four years. Computerland, a chain of computer stores, is sponsoring *KFRC Close-Ups* for six weeks under terms of an agreement reached with the station by the retailer's advertising agency, J. Walter Thompson. The 60-second public affairs features are devoted to specific themes and, according to public affairs director Joanne Greene, will focus on computers and high technology during Computerland's sponsorship.

"In the future," Greene explained, "we plan to do similar thematically related features which would be of interest to different sponsors..." One on "jobs and work issues, for example... could be sponsored by an employment agency, and one on health issues... might interest a medical center. I hope that this type of sponsorship is a sign of the direction public affairs programming will take in the wake of [FCC] deregulation." Editorial content of the programs will remain independent of sponsor influence, the station said.

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Split-30's: gaining a foothold but not much more

Network and advertising agency executives say new commercial length is effective in certain cases, but it may not show growth beyond present use

The split 30-second television commercial is one shoe that fits some advertisers but in the near future it will be a fashion of limited appeal, according to executives at some of the top-20 advertisers. They indicate the split-30 will be most effective for products meeting certain criteria: those with budgets too small to buy longer time and those with a well established brand or message that needs only a short "reminder."

Because of possible limited applicability, and also because of concern over commercial clutter, a number of the advertisers said they have not looked into using shorter ads, although the networks have been accepting split-30's on an experimental basis for over a year.

Among those yet to adopt the new form is Miller Lite, according to Barry Barrett, brand manager. "It's really difficult to say whether we will be changing our policy on that or not but it's something we have not really considered at great length," Barrett said.

Luan Conroy, manager of media services, Coca-Cola foods division, said there are no plans for split-30's in the immediate future but that it is "something that should be con-

sidered."

Nor are there any split-30's in Ford's immediate future, according to Bob Gillooly, national advertising manager: "I think on the face of it we would probably have less opportunity than would a Procter & Gamble or somebody who had distinctly different products or brands."

At CBS there have not been many additions to the advertisers submitting split-30's, according to Jerry Dominus, vice president, sales, CBS Television: "It's pretty much the same list of advertisers we have had for some time now: Warner Lambert, Gillette, Beecham, American Home, General Foods, Chesebrough-Ponds, Jeffrey Martin. Every network has the same group." Dominus added that the amount of split-30 copy submitted to CBS program practices has in fact "waned" since CBS began accepting the ads.

CBS accepts one split-30 per pod in all dayparts, except for children's programming. Advertisers are promised best efforts at product protection, Dominus said, which has so far not been a problem because of the number submitted: "In a typical week only about 10% of prime time pods and 15% of daytime pods are carrying split-30's."

What criteria will be used to decide success or failure when the experiment ends in September 1985? Said the CBS vice president of sales for television: "For starters, level of acceptance by the advertising community, ability to maintain product protec-

tion, viewer reaction and impact on other advertisers who aren't using them."

Although NBC's experiment has been going on for over a year, Robert Blackmore, vice president of sales, NBC Television Network, said not enough ads have been bought to draw conclusions: "There is just literally zero change... You have 2,000 brands out there. There are maybe two dozen that have tried it and maybe four that account for 75% of the spots. Having remained that small for a year, I don't think I can really say. At the moment there hasn't been any deluge of splits. In prime, in a year period there was less than one a day. In daytime, you are talking about four a day, but there are more hours and more commercial units. In sports at the moment there are only two a month."

One of those top-20 advertisers in the exploration stage is Pillsbury, which has yet to produce a split-30. According to Ronald J. Kos, director of advertising services, Pillsbury Foods, the "experimental mode" should be completed in six to nine months. "We are trying to understand it and do some testing," he said. "It is being considered selectively for products where it makes sense. I think it has to be a brand that has a well established communications message where you are trying to extend maybe reach or frequency and you can distill it. The message is more a reminder. I think that is what most manufacturers are thinking of. It's not going to replace 30 seconds I don't think, but will maybe be used more as a supplemental device."

Gillette, one of the first companies to use split-30's, has announced its intention to use even more. The 15-second ads will be made by editing down longer versions. According to Thomas Ryan, vice president of advertising services, North America, "We don't want to do it. We don't like it, but the economics of it are such that the smaller brands have to look hard to stay on the air. There is not a big drive here." Ryan said that 15-second advertisements would work best "where you have a simple story that has been established for some time."

Ralston Purina has no plans to dramatically increase its use of split-30's, according to William M. Claggett, vice president and director of advertising and marketing. Purina makes use of the shorter ads for pet foods and while Claggett said it could be considered for other product lines, such as breakfast cereals or other grocery products, the company has yet to ask any of its agencies to develop split-30's for those campaigns: "We don't see our budgets being reduced because of split-30's. That's not our intent. Nor do we see it reducing any spot. In fact our spot budgets are going up."

"We have found that 40% of our audience are light viewers, so we found that in order

Dimensia debut. RCA's Consumer Electronics Division was scheduled to launch a California-only broadcast advertising campaign today (Nov. 5) introducing a new interactive home entertainment system incorporating stereo television capabilities. The unit has purchased nearly 100 60-second television spots each in the Los Angeles and San Francisco markets over the next two months to promote Dimensia, an audio-video component system emphasizing high-fidelity television audio and using a single remote control device. A spokesman said about \$2 million is being spent on the division's California advertising campaign this quarter, but no specific breakdown was available for the Dimensia nationwide marketing effort, which includes newspaper and magazine advertising as well as spot television.

At a Los Angeles news conference last Wednesday (Oct. 31), the division's marketing vice president, Stephen S. Stepnes, said the initial marketing campaign will focus on California's largest cities because "consumer electronic product sales are still disproportionately higher" there than in the rest of the U.S.

"Los Angeles is also becoming a forerunner in the next major growth direction in consumer electronics—broadcast stereo," Stepnes said, noting that RCA has already introduced 18 color receivers with built-in stereo television capability. "Los Angeles already has four stations—more than any other city—either now testing or planning to start broadcasting in stereo by the spring of 1985." Although KABC-TV there broadcast several stereo programs last summer and independent KTLA-TV last Monday (Oct. 29) launched what it claimed was the first U.S. telecast of a program that carries both an English and Spanish soundtrack as it began regular bilingual transmission of its 10 p.m. newscast on an SAP (separate audio program), in addition to regular stereo movie transmissions.

RCA cited research suggesting that the 6% of U.S. households that can currently receive at least one stereo broadcast television signal will grow to 26% by the end of this fall and 43% by the end of next spring. And about 85% of U.S. households should be able to receive at least one stereo TV signal by the end of next year, a spokesman predicted.

The Dimensia system retails for approximately \$5,000 and is being sold by about one-third of RCA's dealers nationwide. A national marketing effort for the system will be launched in the first quarter of 1985.

Books for Broadcasters/Cablecasters

TUNE IN TO SUCCESS IN BROADCAST SALES. A twelve cassette-tape lesson seminar that shows you how to be more productive ... increase sales ... multiply your income. Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to organize yourself... prospect by telephone ... sell persuasively... research your clients ... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more. Equal—at least—to a \$500 per person sales clinic, this seminar-at-home (or in your car), is a tremendous aid for all those involved in broadcast sales.

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THE FUTURE OF VIDEOTEXT. Worldwide investment in videotext technology has passed the \$100 million mark and shows no sign of slackening, as broadcasters, telephone companies, publishers and computer companies rush to adopt this new way of using the TV set for information display. Videotext, involving text, graphics, and even still photos on an adapted video screen, is in full swing in the U.S., Britain, France, Germany, Japan and a score of other countries. Yet despite the investment, research and attention, no videotext service is a commercial success, and some skeptics doubt it can ever succeed. Analytical and well documented, *The Future of Videotext* explores the problems and explains: the evolution and present status of videotext, in major countries around the world; the technology of videotext including broadcast systems (teletext), telephone line systems (viewdata), and hybrid systems using phone lines and cable or broadcast; the advantages and disadvantages of videotext compared to print on the one hand and TV on the other; just what kinds of services are viable—and which are not—using this medium; how consumer and business applications differ; where the industry is going and more. 197 pages.

O-86729-025-0 \$34.95

THE EXECUTIVES GUIDE TO TV AND RADIO APPEARANCES. This book will tell you exactly how to prepare for being on TV or radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executives Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communications skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executives Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must articulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix.

O-914236-53-9 \$14.95

CREATING ORIGINAL PROGRAMMING FOR CABLE TV. Cable television now reaches over 30% of Americas' households—and the ever growing number of stations available on new cable TV systems has created a huge need as well as a viable market for original programming. This basic, "how-to" manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

O-86729-043-9 \$29.95

MAKING IT IN RADIO, by Dan Blume. A wealth of information for anyone who wants to know more about careers in radio broadcasting either as a professional or for personal knowledge. **MAKING IT IN RADIO** tells the inside story about the industry, explains the rewarding jobs and careers it offers, and shows how stations and networks operate. The rich traditions of radio, its unlimited future, the wonders of satellite transmission, and much more are covered. And 19 top professionals, including morning man Don Imus of WABC, ABC-TV sportscaster Don Chevrier, and CNN anchorman Bob Cain, provide firsthand advice about careers in radio announcing, programming, sales, engineering, and management. They also discuss how one determines if a career in radio is for him or her, and, if so, how to prepare for the field, break into the business, and advance in the industry. 178 pages, comprehensive glossary, bibliography, index.

CM100 \$9.95

VIDEO USER'S HANDBOOK, 2nd Edition. A thorough hands-on manual for all levels of TV production to help you get more effective use out of your video equipment. Peter Utz outlines many new and creative ideas for getting truly professional results with even the most basic video set-up. It not only teaches you how to solve the simple problems that can arise, but also enables you to avoid the large ones. You get complete descriptions, and instruction in the use of all kinds of studio machinery, not to mention information on audio, lighting, editing and graphics. This book is packed with diagrams, photographs, TV screen reproductions, even cartoons, all designed to sort out and simplify the huge variety of situations that can arise in a television studio. 500 pages, index, illus., appendices, bibliography.

O-86729-036 \$24.95

PRACTICAL HANDBOOK OF STAGE LIGHTING AND SOUND, by W. Edmund Hood. A comprehensive guide to the art and science of providing sound and lighting systems for the amateur stage. Amateur theatre people need a book like this easy-to-understand, thorough answer, guide to the unique questions asked by even professional lighting and sound technicians. Even if you're not, this manual is just the ticket! It's filled with solid info and packed with illustrations to enable anyone to meet the challenges of stage, acoustics, equipment and personnel. You'll get coverage of electrical lighting and electronic sound systems, plus amplifiers, volume and gain controls, circuits, impedance, speaker systems, electrical diagrams, optic lenses, projection, cables, color producing devices, optical effects, scenery! If you want to learn how stage sound and lighting works, how to use its basic principles and how to put together systems for A/V effects, this is one book you've got to have. 308 pps. 435 illus.

T51083 \$17.95

VIDEO EDITING AND POST-PRODUCTION: A PROFESSIONAL GUIDE, by Gary H. Anderson. A complete "real world" guide to both the technical and nontechnical factors of video tape post-production by well-known, four-time Emmy Award winner, Gary H. Anderson.

The book includes: basics; art and technique; overview of common videotape edit bay; preparation; online and offline editing; digital video effects; trends and future directions.

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to reach the audience we might have to increase our frequency." Claggett added that the split-30 is well suited to Raiston-Purina pet foods because the Purina name and checkerboard logo common to all the ads eliminates the need for an identification bridge that could reduce the length of each 15-second spot to 12-and-a-half.

An executive for another top-20 advertiser said he thinks that the networks, like advertisers, will give split-30's a home, despite their protestations: "The networks give you the impression that they are being dragged kicking and screaming, yet it increases revenue. . . In fact they appear to be encouraging it surreptitiously."

His company, he said, is also "tracking"

the situation: "I recently got a note from upstairs saying they are interested in split-30's. A \$3-million to \$4-million budget doesn't allow you to afford much outside of daytime. You will be amazed at how few women-targeted products there are in prime time.

"The guys with high visibility and market share, all they need is a space to get their name out there. They can just say 'Hey, buy it! Hey, just pick it up! Hey, it's on sale!'"

According to a Television Bureau of Advertising study, the number of nonnetwork 20-second and 15-second commercials grew by 188% in the first half of this year, but accounted for 0.1% of nonnetwork commercial time. □

TVB convention: Providing the means to meet future challenges

Advertising association expects record attendance for Chicago meeting

Over 1,000 executives from the television industry are expected to gather in Chicago this week for the 30th anniversary Television Bureau of Advertising annual meeting. It will be TVB's largest meeting, attracting at least 250 more executives than last year, including station general managers, general sales managers, station representatives and network executives.

"When people leave our annual meeting this year, they're going to learn more so they can earn more money," promised Roger D. Rice, president of TVB.

The three-day meeting Nov. 7-9 at Chicago's Hyatt Regency is to be filled with nuts-and-bolts workshops and sessions under the theme "Managing the Future." Topics scheduled will cover everything from negotiating with agencies and finding new revenue opportunities to stress management and the pros and cons of barter syndication.

TVB has also assembled a roster of speakers that includes Ted Bates executive vice president Larry Light, consulting psychologists J. Clayton Lafferty, Layne Longfellow and Herb True and satirist Art Buchwald. Also, for the second year, TVB will have an exhibit floor for companies engaged in various sales and management services.

And in a first time event, the Retail Sales Advisory Committee of the Television Bureau of Canada will hold its meeting in conjunction with TVB. The CRSAC will meet on the first day of TVB's annual meeting (Wednesday, Nov. 7) and then join forces with other TVB sessions over the following two days. A delegation from the Television Bureau of Advertising, Australia, will also be represented.

TVB will also set the stage at its 30th anniversary meeting to unveil "Television: The Results Medium," its newest presentation.

Among the exhibitors are Broadcast Management Plus Inc., a California-based computer design firm; Data Communications Corp., a Memphis-based sales-oriented software company; GMA Research Corp., a Pittsburgh-based consumer research com-

pany; Human Synergistics, a Plymouth, Mich.-based management development company; Hungerford & Co., Grand Rapids, Mich.-based accountants; Softpedal Inc., Atlanta, computer software firm; Szabo Associates Inc., Atlanta-based collection agency.

Day-by-day highlights include:

■ **Wednesday.** Registration, 2-8 p.m. Two concurrent workshops begin at 3:15. The first, for general managers, is titled "New Revenue Opportunities in 1985," and the second, aimed at general sales managers, "How to Negotiate with Agencies." A cocktail reception follows at 7-8.

■ **Thursday.** General sessions begin at 8:30 with an address by management consultant David L. Schmidt on "The Future of Management." That will be followed by the TVB chairman's report, delivered by William G. Moll, president of Broadcasting and Entertainment, Harte-Hanks Communications. Later, psychologist J. Clayton Lafferty will speak about "Modern Management Styles." Following the talk, new TVB board members will be elected.

The second half of the morning will be devoted to two concurrent workshops—"Lifestyles Inventory: Behavioral Awareness within the Company," delivered by Lafferty, and "Motivating and Training Sales People" by psychologist and training consultant Herb True.

Thursday afternoon includes two concurrent workshops. The first, for general managers, is titled "Evaluating, Motivating and Selecting Sales Management," to be presented by Bob Busch, a senior associate at the Sterling Institute. The second, directed to sales managers, "Stress Management: The Stress You Feel May Be Your Own," will be given by Lafferty.

■ **Friday** general sessions begin at 8:30 a.m. with a panel on barter syndication. That will be followed by the TVB president's report, delivered by Roger Rice, who will precede the unveiling of the association's new major media presentation, "Television: The Results Medium." Concurrent workshops in the afternoon will include "Three Methods for Forecasting Revenue," for general managers, and "Developing Su-

permarket Business," for sales managers. After a luncheon address by Art Buchwald, research psychologist Layne Longfellow will close out the meeting with a talk titled "From Adolescence to Middlescence." □

TAA study links viewer involvement with positive response to ads

Viewers who become involved with a television show are more likely to watch and respond positively to the commercials within the program, according to a study released last Monday (Oct. 29) by Television Audience Assessment Inc., Boston.

The TAA study shows that viewers generally find commercials more memorable, likable, believable and persuasive when placed in programs they find involving. According to TAA, the involved viewers are more likely to remember the main points of the commercial messages, are more inclined to like the commercials and to believe the product claims, and, perhaps more important to advertisers, are more likely to indicate a preference for purchasing the advertised product.

To conduct the commercial effectiveness study, TAA used a sample of 470 female heads-of-household, all between 18 and 49 years old, in Kansas City, Mo. The respondents were assigned to one of the two experimental laboratory settings and met in groups of 15 to 20 persons.

The study used four standard measurements to test commercial effectiveness: brand name recall and message recall; overall evaluation of the commercial; message credibility, and future intent to purchase the advertised product. □

VLI Corp. brings contraceptive ad to television

Creator of 'Today' sponge turns to spot TV lineup after ad is turned down by networks

Another move into contraceptive advertising on television is being attempted by the VLI Corp., Irvine, Calif., which has placed its Today contraceptive sponge commercials on 33 TV stations in 15 markets.

Marty Johnson, vice president of Keye/Donna/Pearlstein, Los Angeles, agency for Today, said last week that the initial advertising ran in Dallas and Los Angeles two weeks ago and additional markets have been added in the past fortnight, including Miami, Houston, Atlanta, Boston and Providence, R.I. She said there have been some complaints and some compliments but acknowledged that the criticism has outweighed the favorable responses.

The flights are running three to six weeks, depending on the markets, and the company

will take a hiatus for the Christmas holiday and return in January, according to Johnson. She said the TV commercial itself is "soft sell," starting with a montage of pictures showing the changes that have marked life styles in America since 1960. The spot shows an attractive woman leaving an art studio with a box of Today sponges as the voice-over says: "When you think about all the changes the world has gone through in the last 24 years, it's hard to believe your choices in birth control haven't changed at

all...until Today."

The spots were turned down by all three networks. Johnson noted that 15 network affiliated stations have accepted the commercials. She observed that many feminine protection products are on television and believes that contraceptives will be acceptable to the networks in a few years. Johnson stressed that the commercials are placed in time periods not usually accessible to children, including daytime and late evening.

Advertising of contraceptives on radio

and TV is not new. In 1975, for example, Trojan condoms were advertised on radio and TV for a short period, but were dropped by stations, reportedly because of criticism from the audience (BROADCASTING, Aug. 4, 1975 et seq.) Last spring the Thompson Medical Co. began advertising on five independent stations and various cable networks to promote the sale of its Encare vaginal suppository. A spokesman said last week that its TV commercial is tasteful and appears to be acceptable to the audience. □

The Media

Holiday Inn, Comsat venture would create communications network

Details remain to be crafted, but service would provide cable, pay-per-view, teleconferencing for hotel chain; each party to contribute \$35 million

Comsat General and Holiday Inns Inc. have agreed to form a 50-50 joint venture to construct a six-channel Ku-band satellite communications network and provide nonbroadcast television and videoconferencing services to guests at Holiday Inn's 1,500 hotels, according to informed sources ("Closed Circuit," Oct. 29).

The two companies reportedly reached a preliminary agreement last August, and their boards gave their approval—at least tentatively—late last month. William L. Mayo, executive vice president, Comsat General, confirmed the existence of a preliminary agreement, but said finalization of the deal and its formal announcement was awaiting "resolution of some details."

The joint venture, which will require an initial contribution of \$35 million from each of the venturers, the sources said, is poised to move quickly. It will procure the satellite transponders and begin, early next February, installation of a Ku-band earth station at each of Holiday Inn's hotels.

Although it will take two years to install all the dishes, Comsat and Holiday Inn expect to begin distributing a four-channel package of cable and pay-per-view programming and arranging satellite videoconferences as soon as they have between 150 and 200 hotels on line—perhaps as early as next March or April.

The joint venture will take the name of an existing Holiday Inn subsidiary established five years ago to provide similar services, HI-Net Communications Inc. Since 1979, HI-Net has installed C-band earth stations at some 330 hotels, which were used for downlinking cable programming and producing videoconferences. Expected to head the new venture is William Goforth, who has been president of HI-Net Communications for the past year.

Once its satellite network is in place, the

newly constituted HI-Net will deliver to the hotels and their guests three 24-hour-a-day cable services—CNN, ESPN and The Movie Channel. In addition, it will provide each evening pay-per-view movies and occasional special events on a fourth channel.

Showtime/The Movie Channel Inc., purveyor of Showtime and The Movie Channel, has agreed to package the programming for the PPV channel, which will feature movies that have yet to be released in home video or pay cable markets. (Some of the PPV events for the service may emanate from the show rooms of hotel-casinos in Atlantic City, N.J., and Reno, Lake Tahoe and Las Vegas, all Nevada, owned or operated by another HI subsidiary, Harrah's).

HI-Net reportedly will pay Turner Broadcasting System, ABC Video Enterprises and Showtime/The Movie Channel a flat monthly fee for CNN, ESPN and TMC, respectively. For supplying the PPV programming, Showtime/The Movie Channel will receive a percentage of the PPV revenues. Officials for Showtime/The Movie Channel declined comment last week on their involvement in the Comsat-HI venture.

The Holiday Inn hotels, 80% of which are owned by franchisees, will pay HI-Net for the three 24-hour-a-day services and offer them to guests free, the sources said. Like HI-Net and Showtime/The Movie Channel, however, the hotels will receive a share of the PPV revenue.

Because CNN, ESPN and The Movie Channel are distributed to cable affiliates via

C-band satellites, HI-Net will have to downlink the services and retransmit them on its own Ku-band transponders. The services could be uplinked from a dedicated HI-Net earth station or from existing Comsat General uplinks in Santa Paula, Calif., or Southbury, Conn.

HI-Net's remaining two channels will be used for videoconferencing and for HI's employe training program. Videoconferencing has already proved to be a lucrative source of revenue for HI-Net. According to HI spokeswoman Tina Blackshare, HI-Net, using its existing C-band network, will have produced around 40 satellite videoconferences by the end of the year. And next year, she said, it expects to average one a week.

The joint venturers are looking beyond in-room entertainment and videoconferencing. At some point, they would like to upgrade the earth stations so that they could handle two-way transmission of high-speed data, voice and video. Adding such capability would require the venturers to double their investment in the network, but it would create a private telecommunications network that Holiday Inn hotels could use for the bulk of their intracorporate communications.

Although HI-Net plans to offer six channels of service, it may not require six satellite transponders. According to industry sources, Comsat has been investigating various compression and modulation techniques that will allow HI-Net to transmit two video signals over a single transponder. HI-Net would save money by squeezing two signals through one transponder, but it would have to give up some picture quality. Every scheme causes some signal degradation of one kind or another.

Anticipating consummation of the deal,

LPTV's granted. Holding its 12th low-power television lottery, the FCC last week granted the applications of Black Media for ch. 68 at Hopkinsville, Ky.; Hometown Telecasting, ch. 66, Petersburg, Fla.; NEP Communications, ch. 2, Williamsport, Pa.; Spectrum Press, ch. 29, Richfield, and ch. 15, Roosevelt, both Utah; Independent Satellite, ch. 63, Searcy, Ark.; TPC Communications, ch. 26, Tyler, Tex.; Mountain TV, ch. 52, Sisseton, S.D.; Rene Rodriguez, ch. 27, Biloxi, Miss.; Valley TV, ch. 18, Naples, Fla.; Tier III Media, ch. 52, Camdenton, Mo.; Low Power Technology, ch. 28, Wichita Falls, Tex.; Berke & Rubin, ch. 58, Silver City, N.M.; Citizen TV, ch. 55, Mobile, Ala.; William Monroe, ch. 2, Tallahassee, Fla.; International Cultural Network, ch. 42, Rochester, N.Y.; Nilda De Anda, ch. 44, Salina, Kan.; Women's Low Power Stations, ch. 13, Hillsboro, N.M.; Mountain TV Network, ch. 43, Morgan City, La., and Scripps-Howard Broadcasting, ch. 64, Vero Beach, Fla.

Comsat has been active in the transponder marketplace. And since the venture has settled on Ku-band, its satellite options are relatively few. According to industry sources, Comsat has narrowed the field to Satellite Business Systems's SBS IV and GTE Spacenet's Spacenet I.

HI-Net plans to scramble its programming, and, according to one source, it may use the scrambling system that was developed by Comsat Labs and Scientific-Atlanta for Satellite Television Corp., Comsat's foundering direct broadcast satellite subsidiary. The scrambling system is incorporated in a non-standard analog component transmission system.

Having already done most of the spade-work, Comsat, on behalf of the venture, should be prepared to award contracts for the satellite and most of the hardware, including the earth stations and the scrambling system, as soon as the final papers are signed. □

Viewtron cuts back its staff

Spending also pared as videotex venture fails to meet projections

With subscribership to Viewtron, its year-old videotex service in south Florida, far below expectations, Videodata Corp. of America announced last week that it is cutting staff and spending but is still committed to the venture and the interactive medium.

According to Knight-Ridder Newspapers Inc., VCA's parent, VCA is laying off 41 employees from all departments, reducing its full-time staff to 169. It also said it would contribute less than the anticipated \$17 million to the venture this year, and spend even less on it next year.

When VCA introduced the service in four southern Florida counties (Dade, Broward, Palm Beach and Monroe) in October 1983, it said it expected to have 5,000 subscribers on line by the end of the first year of service. It now counts just 2,800 subscribers.

Frank Hawkins, vice president, Knight-Ridder, acknowledged that sales have been "disappointing," but said that Knight-Ridder "still feels a strong commitment to this project and feels that videotex will be a very important service in the U.S. at some point."

Hawkins said the 5,000-subscriber goal was arbitrary and, perhaps, unreasonably high. Setting a goal last year was not easy, he said. "After all, nobody has run a consumer videotex business before."

VCA's problem, Hawkins said, was that it was "geared up and staffed up for success"—that is, for a minimum of 5,000 subscribers by the end of first year of service. When the subscribership fell short, he said, the operation had to be pared down.

Some of Viewtron's problems may be due to marketing and pricing. At first, Hawkins said, consumers had to buy a dedicated Spectre videotex terminal for \$600. They then had to pay VCA \$12 a month for the service and the local phone company \$1 for each hour they used the service.

VCA found "some resistance to buying a dedicated \$600 terminal," said Hawkins. So last April, he said, it offered a "packaged service." For one monthly payment of \$39.95, he said, the consumer received the terminal, the service and 10 hours of phone time. "After we introduced that," he said, "sales really began to pick up."

According to Hawkins, Knight-Ridder began investigating videotex as early as 1976. Between then and the start of the commercial service last October, he said, Knight-Ridder had invested between \$15 million and \$20 million in it. That means the publisher has so far poured at least \$30 mil-

lion into the medium. And despite the cut-backs, it is prepared to increase its investment in the medium over the next year by another 50%.

Looking ahead, Hawkins said, Knight-Ridder and VCA are trying to make VCA's extensive data base—Hawkins calls VCA's a "miracle"—compatible with popular personal computers, so that owners of the such computers can subscribe to Viewtron without having to purchase the Spectre terminal.

Gary Arlen, a consultant in the videotex and teletext field, said he believes Knight-Ridder when it says its commitment to videotex remains strong. Considering the company's annual revenue (\$1.5 billion in 1983), he said, Knight-Ridder "has made a small investment in videotex and it will continue to make a small investment in what may become an important business for it in the future."

Knight-Ridder also announced changes in the management at VCA, precipitated by the retirement of VCA President Albert J. Gillen. On Jan. 1, Reid Ashe, former publisher of the *Jackson (Tenn.) Sun*, will step in as chairman and chief executive officer, and Paul Orme, VCA's vice president of marketing, will become president. □

Controversy over foreign competitors for Intelsat

U.S. firm that wants into international satellite business claims France does too; Comsat says that's not so

One of the major arguments of those in the U.S. seeking authority to establish international satellite systems that would be alternatives to the International Telecommunications Satellite Organization is that foreign governments are already moving in the direction of authorizing such systems. U.S. entrepreneurs, the argument goes, will be left behind. And France is always cited as Exhibit A, because of reports its French Telecom I—scheduled to become operational on Dec. 1—will link North America and Europe by satellite. But both the Communications Satellite Corp., which is the U.S. representative on Intelsat, and the French Post Telephone & Telegraph have said there is no basis for those reports.

Thomas McKnight, president of Orion Satellite Corp., which was the first U.S. company to seek FCC authority to provide satellite communications between the U.S. and Europe, said in a speech that the French Telecom had just "opened for business between North America and Europe." He was making the argument that, while the U.S. fails to act on proposals for such service, other countries are getting ready to provide it.

The French PTT, which operates the country's telecommunications system, will work with AT&T in providing trans-Atlantic teleconferencing service. But Joel R. Alper, president of Comsat World Systems Division, wrote to Representative John D. Din-

Strike settlement. The 10-week-old strike by the National Association of Broadcast Employees and Technicians (NABET) against RKO General's WOR(AM)-WRKS-FM New York, WOR-TV Secaucus, N.J., and RKO Radio Networks, New York (BROADCASTING, Aug. 27), ended last Monday (Oct. 29) when striking members of NABET local 209 ratified a new agreement. (Of approximately 160 employees on strike, the union voted 77 to 37 to accept the new pact.) Employees began returning to work the following day.

NABET assumed representation of RKO General's engineers, electricians and maintenance employees at the radio network and New York area stations from the International Alliance of Theatrical Stage Employees (IATSE) in May 1983 and has been in negotiations with RKO for a new contract since July 1983. The IATSE contract expired on March 15, 1983.

The new NABET agreement runs four years, from Nov. 1, 1983, to Oct. 31, 1987. Its provisions, according to RKO, include a "flat payment" in lieu of retroactive pay. The agreement also provides for a wage increase in excess of 23% over the life of the contract and nearly a 30% increase in retirement benefits. "The company achieved its operational and jurisdictional objectives, particularly with... the new Secaucus television facility," said RKO in a prepared statement.

RKO had set Oct. 29 as the cut-off date for ratification of its latest package for NABET members, noting that it was prepared to hire permanent replacements. According to John Grant, president of NABET local 209, a proposal from RKO was rejected by striking employees on Oct. 24. However, with some minor modifications, it was resubmitted to the NABET membership on Oct. 29. The ratified agreement includes a longer contract term than first proposed along with an additional 4% wage increase (the figure is part of overall 23% increase) during its last 18 months.

Jeff Ruthizer, vice president of employee relations and administration for RKO, said his company was "extremely pleased" with the content of the new contract. But Grant said NABET local 209 was not happy with the final agreement. Faced with the threat of permanent replacements and the failure of other unions involved with the RKO properties to "advocate" support, the NABET members "reluctantly agreed" to the new terms, said Grant. Joel Rosnow of the Federal Mediation and Conciliation Service mediated the talks.

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gell (D-Mich.), chairman of the House Energy and Commerce Committee, to rebut assertions that the French plan to establish North America-Europe service by satellite. Alper, in a letter dated Oct. 18, said, "The French have indicated no intention of using Telecom for the trans-Atlantic link." He said the French are promoting Telecom "for a second hop service within Europe," and will use existing facilities—undersea cable or Intelsat—for the trans-Atlantic portion." He said the description of Telecom I as a "French Orion" is being used as an argument to undercut your efforts and those of many others in Congress to insure careful deliberation in the development" of international telecommunications satellite policy.

And Jean Grenier, chief of international affairs of the French ministry, seemed to go a step further toward supporting the concept of a single global satellite system, in a telex sent on the same day to FCC Chairman Mark Fowler. He said he had heard that "some officials and media" in the U.S. had said France favors the introduction of private satellites over the Atlantic. But, he said, "I wish now to confirm to you formally that the French administration sees only disadvantages from such a policy which will break the equilibrium of Intelsat, which has been and is providing satisfactorily intercontinental satellite transmission capacity. It would also, on the economic side, destroy the balance achieved within Intelsat between developed and developing countries." France is a major force in Intelsat. It is the third largest investor in the system, behind the U.S. and

the United Kingdom.

McKnight was not persuaded by those communications. He said the satellite's footprint would extend to North America and that "for them to convince us they will not carry trans-Atlantic traffic they would have to convince us they are wasting the millions of dollars needed to provide such a footprint." He also noted that marketing materials have been produced to attract American business. The material does not refer to trans-Atlantic service, but McKnight said it would be a simple matter to make the adjustments necessary to provide trans-Atlantic service.

An official of France Telecom Inc., which represents French telecommunication services and facilities in the U.S., made it clear the French want to serve U.S. firms with subsidiaries in Europe. And he said there is "a lot of interest" on the part of international users in the service. But he said the link between the U.S. and Europe will be undersea cable or Intelsat. Marc de Villepin, the assistant vice president, said the design of Telecom I is "not consistent" with the provision of trans-Atlantic service. He said the satellite would be used to provide television and business service (in the Ku band) within Western Europe and telephone service (in the C band) between France and its overseas territories, including islands off the coast of Canada and in the Caribbean. He acknowledged the satellite's C-band footprint covers the eastern seaboard of the U.S., but said service to the U.S. "is not our intention." The aim, he said, is to sell "the European

footprint."

Telecom I has been coordinated with Intelsat both through Eutelsat, which has leased a transponder on Telecom I for providing service throughout Europe, and directly as well. □

Telecommunications training program for developing countries enters third year

Michael R. Gardner, who is chairman and the moving spirit behind the U.S. Telecommunications Training Institute, a joint effort by the government and the private sector, took the occasion of the start of its third year to hail its accomplishments—and to publicize a need for \$800,000 from nongovernment sources. In a sense, the appeal is a sign

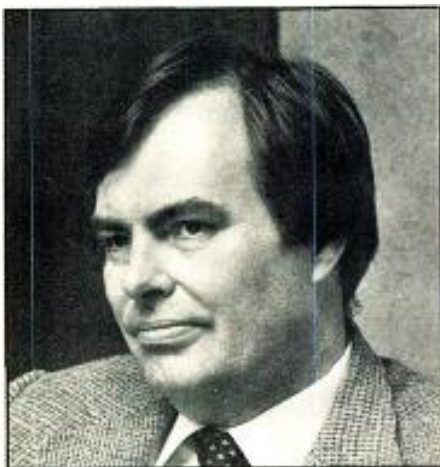


Gardner

of the institute's success, for the funds are sought to help the increasing number of applicants from developing countries who qualify for the training but who need travel and subsistence support. The funds would be added to the \$200,000 the U.S. Information Agency has promised to provide each year for the next three.

The USTTI was conceived—principally by Gardner, a Washington communications attorney—in 1982, when he was serving as head of the U.S. delegation to the International Telecommunication Union Conference in Nairobi, Kenya. The project was the U.S.'s answer to the expressed need of developing countries for technical and managerial training for those working in telecommunications. The key to its establishment was the willingness of several U.S. telecommunications firms to provide the training at no cost, either to the students or the U.S. The present five corporate board members contribute \$25,000 a year.

At a press conference, Gardner said that in the first two years, 30 courses have been offered by 21 companies and four government agencies—the FCC, National Telecommunications and Information Administration, the State Department (including the Agency for International Development) and the U.S. Information Agency. The value of the cash and in-kind support from the corporations and the government was put at \$3,065,410, with a two-to-one split between the private sector and the government. In 1985, Gardner said, 27 courses will be of-



Green

From ATSC to PBS. Richard Green, who has been executive director of the Advanced Television Systems Committee since its formation early last year, is moving to the Public Broadcasting Service as its head engineer. Although Green's appointment as senior vice president, operations and engineering, came just last week, and is not officially effective until Dec. 1, he took charge of the operations and engineering department immediately following the Oct. 15 fire at PBS headquarters in Washington that devastated PBS's engineering facilities. In New York last week for the Society of Motion Picture and Television Engineers convention, Green said he will be handling both jobs until Dec. 1 or until a new head of ATSC is named. At PBS, Green's first order of business is to rebuild the engineering facilities, a job in which he is

already deeply involved. The fire was "tragic," he said, but the restoration of the facilities is "an opportunity to make PBS a dynamic leader" in television engineering.

Under Green's direction, the ATSC quickly established itself as the organization in the U.S. for the discussion and recommendation of standards for improved television systems, including high-definition television.

PBS will not be the first network job for Green. Prior to joining ATSC, Green was director of CBS's Advanced Television Technology Laboratory (1980 to March 1983) and manager of ABC's videotape post-production facility in Hollywood (1977-79).

"Dick Green's leadership in the field of broadcast engineering research and development, operations and management will help PBS set new directions for its technological future," said PBS President Bruce L. Christensen in a prepared statement. "We are extremely fortunate to have Dick with us now that we must rebuild our technical facilities following the fire at our headquarters."

ATSC Chairman E. William Henry praised Green as an unusual talent. Green is a "solid engineer and a fellow who is familiar with the organizations [involved in international standards setting] and the people who make them go," he said. Henry said he has the names of two or three possible successors to Green, but declined to say who they were. He said he hopes to find a replacement by Dec. 1.

ferred, and at least 403 training slots will be available. The length of the courses varies from one to four weeks.

"The institute has worked," Gardner said. "It represents an unusual mixture of talent and commitment." And, he said, "it is providing aggressive training for those who will be telecommunications leaders in the third world." He also noted the institute brings together companies that normally see each other as competitors—AT&T, MCI and GTE, for instance. Thus far, no broadcasting or cable groups have contributed—but Gardner said he is hopeful that some will.

Gardner said one failure of the planning process was to account for the financial assistance that would be needed by trainees whose governments could not provide it. Over the past two years, USTTI and a number of international agencies subsidized the travel and other expenses of 177 trainees. And in March, AID announced that its humanitarian goals could be assisted by the training provided by the institute and that, as a result, it would provide \$200,000 per year for the next three years to underwrite the travel and subsistence costs of trainees. But, Gardner said, "we'll still need \$800,000." All told, the institute expects to provide some 200 trainees with an average of \$4,500. □

McCoy out, Ferrara in as NRBA executive VP

In a sudden announcement last week, the National Radio Broadcasters Association announced that Peter Ferrara, formerly a partner in the financial consulting firm of Ferrara, Fulton & Lauroesch, had been named executive vice president of the radio organization, replacing Tom McCoy, who "has resigned."

NRBA spokesmen provided no information on McCoy's departure beyond a press release issued last Wednesday. McCoy, a lawyer, who has spent 25 years in commercial broadcasting, had been with NRBA since January 1983. As the executive vice president of the radio organization, he was responsible for "overseeing" NRBA in Washington and planning the Radio Convention and Programming Conference jointly sponsored with the National Association of

Learned the hard way. In the aftermath of the multimillion-dollar fire at the Public Broadcasting Service's Washington headquarters (BROADCASTING, Oct. 1), PBS President Bruce Christensen offered advice to 400 noncommercial broadcasters attending the PBS Program Fair in Seattle last week (see story, page 62).

"First," he said, "if you have a choice, do *not* locate your technical facilities where water will accumulate—whether from a fire or even a burst pipe." (PBS's facilities, in the basement of the burned building, were completely destroyed by water, Christensen said.) "Second," he said, "if you rely on computers at your station . . . be sure that the data files are duplicated and stored off premises on a weekly basis, and preferably, more often." He urged broadcasters to develop a "standby plan" for disasters. It should include "special tasks" such as:

- Locating alternate space and equipment for technical as well as administrative personnel.
- Appointing an executive to work with insurance companies.
- Appointing someone to look after communications with staff "who will be far flung."

Broadcasters in September. The RCPC was judged by most to be a success and is expected to be held again next year.

The reasons for McCoy's departure are unclear—industry sources said that McCoy was dismissed because of what appeared to be his basic "management policy differences" and "general attitudinal conflicts" with NRBA President Bernie Mann. According to a source, Ferrara was interviewed for the vice presidential position at the NRBA's Atlanta executive meeting Oct. 10.

McCoy said that he left because he decided "to make a break" with the organization after two years, and that it was a "good time to leave," while he was "riding the crest" of the successful convention. He said that he would have preferred a "longer transitional time," before leaving, but that Mann's feeling was that if McCoy "wanted to go in a different direction, the time to do it was now, and not to go into any type of a lame duck transitional time." Mann said that there was no major conflict leading to McCoy's departure, adding that while there were areas in which McCoy "could have done things better," he "did do a good job." As for McCoy's replacement, Mann said that Ferrara's "a guy who's sold radio time, who's managed sales people, who's been in a competitive market. He really knows the radio business."

Ferrara has been active in radio for the past 12 years, including positions in sales and management for Greater Media Inc., at WGAY-AM-FM Washington and for Metromedia Inc., at WASH(FM), also Washington. He has served as a director for the Washington Ad Club and as president of the Media Research Council. □

Soviet TV monitored by New York school

Russian broadcasts intended for domestic reception are picked off bird by Columbia University

Columbia University has announced that it is receiving up to 15 hours a day of live television programs broadcast internally in Russia.

Columbia said an 11-foot dish antenna on the roof of the university's 15-story International Affairs building in New York is tracking the signal from four Molniya satellites that beam Moscow's Programma 1 across the Soviet Union. The gear was designed by Kenneth Schaffer, a young electronics expert whose company, Orbita Technologies Corp., was credited with having given Columbia "its technical breakthrough to the Russians."

"Remarkably sharp color pictures and clear sound are being received," the university's announcement said.

Professors and students use the broadcasts for a variety of research and teaching purposes. Among them: to learn and perfect their Russian, evaluate Russian cultural life, learn how work and family life are depicted and, in general, study the way the Soviet government uses television to influence its people.

Reception of the Russian broadcasts begins at 5 p.m. daily NYT and continues to 8 a.m. Columbia said that on one recent day, when the time was 5 p.m. in New York but 8 a.m. in Vladivostok (to which programing was being beamed from Moscow, for transmission back across the Soviet Union's central and eastern territories), the opening program featured an anchorwoman at a desk and started "a bit like the *Today* show or *Good Morning America* or the *CBS Morning News*."

The program's first story, according to the Columbia announcement, was a set of interviews with steel workers who extolled hard work and productivity against a background of yellow-hot steel rods rolling from an oven. The second story was an interview with a wheat farmer who talked about the same ideals. Then came jitterbuggers and bicycle riders in a gymnasium, and "any similarity to American television had vanished," Columbia said.

The school said that Schaffer and his Orbita Technologies Corp. spent three years researching and developing the data and



McCoy



Ferrara

equipment necessary to bring in the pictures, and that in the process they overcame several obstacles. Since the Russian satellites are not stationary, the antenna must be precisely motorized to follow them and has been computerized for unattended, 24-hour tracking. The Russian signal is circularly polarized, not linear or orthogonal like the signals of American birds, and the Russian bandwidth is 50 mhz compared to the American 36. Sound is transmitted as part of the Russian TV picture. The two systems produce color differently, and the Russian picture is 625

lines as opposed to the American 525.

Columbia said that Schaffer will continue as a technical consultant to the Working Group on Soviet Television, an interdisciplinary group of faculty members, fellows and graduate students at the Harriman Institute at Columbia. The working group plans to systematically investigate the content, styles, patterns and purposes of Russian television, develop new ideas on scholarly and other uses of Soviet TV, conduct its own research projects and publish the results of its studies. □

Changing Hands

PROPOSED

KZAP(FM) Sacramento and KWSS(FM) Gilroy, both California; KZZP-AM-FM Mesa and KNST(AM)-KRQQ(FM) Tucson, both Arizona, and KMJJ(AM)-KLNC(FM) Las Vegas. □ Sold by Western Cities Broadcasting to Nationwide Communications Inc. for \$43.5 million. **Seller**, based in Montecito, Calif., is principally owned by Peer Pedersen, Howard Warren and Richard Phalen, who own no other broadcast properties. **Buyer** is station-group subsidiary of Nationwide Mutual Insurance Co. which is based in Columbus, Ohio. NCI is headed by Clark Pollock, president. It owns two AM's, five FM's, three TV's and cable system serving Lancaster, Ohio. This purchase will make NCI largest FM station group with 10 FM stations. KZAP is on 98.5 mhz with 50 kw and antenna

495 feet above average terrain. KWSS is on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain. KZZP is on 1310 khz with 5 kw day and 500 w night. KZZP-FM is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain. KNST is on 940 khz with 1 kw day and 250 w night. KRQQ is on 93.7 mhz with 25.5 kw and antenna 150 feet above average terrain. KMJJ is 1140 khz with 10 kw day and 2.5 kw night. KLNC is on 98.5 mhz with 25 kw and antenna 320 feet above average terrain. *Broker: Kalil & Co.*

WMAR-FM Baltimore, WJTZ(AM) Newport News and WNVZ(FM) Norfolk, both Virginia and WCRJ-AM-FM Jacksonville, and WCFI(FM) Daytona Beach, both Florida □ Sold by Abell Communications Corp. to S&F Communications Corp. for \$17 mil-

lion, comprising \$15 million cash and remainder note (BROADCASTING, Sept. 24). Purchase price for WMAR was \$4.5 million; WCFI-FM: \$5 million; WCRJ-AM-FM: \$4 million, and WJTZ(AM)-WNVZ(FM): \$3.5 million. **Seller** is station group subsidiary of The A.S. Abell Co., Baltimore-based publisher of *The Baltimore Sun* and *Country Magazine*. It will retain WMAR-TV Baltimore. **Buyer** is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%). Seymour is former president and CEO of Abell Communications, and Frankel is former president, Abell's Radio Division. They have also purchased WFL-TV Raleigh, N.C. (see below). WMAR-FM is on 106.5 mhz with 29 kw and antenna 620 feet above average terrain. WJTZ is on 1270 khz full time with 1 kw. WNVZ is on 104.5 mhz with 50 kw and antenna 500 feet above average terrain. WCRJ is daytimer on 1530 khz with 50 kw. WCRJ-FM is on 107.3 mhz with 100 kw and antenna 350 feet above average terrain. WCFI is on 101.9 mhz with 100 kw and antenna 581 feet above average terrain.

WFL-TV Raleigh, N.C. □ Sold by Family Television Corp. to S&F Communications Corp. for \$15 million cash (BROADCASTING, Sept. 24). **Seller** is principally owned by Grant Cotton, president and general manager. It has no other broadcast interests. **Buyer** is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%) (see preceding item). WFL-TV is independent on channel 22 with 1416 kw visual, 232 kw aural and antenna 1,150 feet above average terrain.

WRBD(AM)-WCKO(FM) Pompano Beach, Fla. □ Sold by Rose Broadcasting Co. to Sconnix Broadcasting Co. for \$2,050,000, comprising \$1,550,000 cash and remainder note. **Seller** is owned by Glenn A. Killoren and his wife, Grace; John H. O'Neill Jr., and his son, John H. O'Neill III, and Robert F. Bell. They have no other broadcast interests. **Buyer** is equally owned by Scott R. McQueen, Randall T. Odeneal and Theodore E. Nixon. It also owns WKZU(AM)-WLNH-FM Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C.; WLLR-FM East Moline, Ill.; WMRZ(AM) Moline, Ill.; WBOS-FM Brookline, Mass., and KFKF-AM-FM Kansas City, Kan. WRBD is on 1470 khz with 5 kw day and 2.5 kw night. WCKO is on 102.7 mhz with 100 kw and antenna 350 feet above average terrain.

KUUT(FM) Orem, Utah □ Sold by Christenson Broadcasting Co. to TransCOM Limited Partnership II for \$1.5 million, comprising \$400,000 cash, assumption of \$1 million note and \$100,000 in note. **Seller** is principally owned by D. Garry Munson, Scott V. Christianson and Dominica A. DiMaria. It also owns KKPL(AM)-KGGR(FM) Opportunity, Wash.; KIEE(AM) Harrisonville, Mo., and is applicant for new FM in Albuquerque, N.M. **Buyer** is equally owned by Robert G. Herpe and Eric Hauenstein. It also owns KLZI(FM) Phoenix. KUUT is on 107.5 mhz with 45 kw and antenna 920 feet below average terrain. *Broker: Blackburn & Co.*

KJTV(TV) Amarillo, Tex. □ Sold by Ray Moran to Ralph C. Wilson Industries Inc. for \$1 million. **Seller** also owns KJAA-TV Lubbock, Tex. **Buyer** is owned by Ralph C. Wilson. It

WBRE-TV

Wilkes-Barre-Scranton, Pennsylvania

has been acquired by

Northeastern Television Investors Limited Partnership

Managing General Partner: PBTB, Inc.; I. Martin Pompadur,
Chairman & Chief Executive Officer; Ralph E. Becker,
President & Chief Operating Officer.

Associate General Partner: IRI Television Corp., a wholly-owned
subsidiary of Integrated Resources, Inc.

We are pleased to have served as broker
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also owns KICU-TV San Jose, Calif., and WWTU-TV Cadillac and WWUP-TV Sault Ste. Marie, both Michigan. KJTV is independent on channel 14 with 126 kw visual, 20.4 kw aural and antenna 832 feet above average terrain. *Broker: Kalil & Co.*

KXYL-FM Brownwood, Tex. □ Sold by Pecan Valley Broadcasting Inc. to Lewellyn Communications Inc. for \$930,000. **Seller** is principally owned by Mary Nabers. It also owns co-located KXYL(AM). **Buyer** is owned by Jess W. Lewellyn (36%), his son, Jess (24%), and five others. It is also applicant for new FM in Amarillo, Tex. Older Lewellyn is glass contractor in Euless, Tex. Younger Lewellyn was formerly broadcast operator at KEAN-AM-FM Abilene, Tex. KXYL-FM is on 104.1 mhz with 74 kw and antenna 205 feet above average terrain. *Broker: Chapman Associates.*

KKIK(AM)-KWKI(FM) Big Spring, Tex. □ Sold by Big Spring Broadcasting Co. to Bel-Ray Broadcasting Inc. for \$900,000, comprising \$105,000 cash and remainder note. **Seller** is owned by Richard E. Oppenheimer, D. Kent Anderson, Robert L. Clarke and four others. It also owns WLCS(AM)-WQXY(FM) Baton Rouge; WZEW(AM) Fairhope, Ala., and KDVE(AM) Nederland, KQXY(FM) Beaumont, KXIL(AM)-KHFI(FM) Austin, and KBFM(AM) Edinburg, all Texas. **Buyer** is owned by Paul E. Lowery (51%) and David Ziebell (49%). Lowery owns WWSM-AM-FM Hayward, Wis., and has interest in WCFL-AM-FM Clintonville, Wis. Ziebell is general manager of KKIK(AM)-KWKI(FM). KKIK is daytimer on 1270 khz with 1 kw. KWKI is on 95.3 mhz with 1.8 kw and antenna 300 feet above average terrain.

WIGS-AM-FM Gouvernor and WTPL(FM) Tupper Lake, both New York □ Sold by DeHart Broadcasting Corp. to RGR Broadcasting of Gouvernor Inc. for \$400,000, of which \$240,000 is for WIGS-AM-FM and \$160,000 for WTPL, comprising \$50,000 cash and remainder note. **Seller** is owned by Robert W. Hartshorn and his wife, Romayne. They have no other broadcast interests. **Buyer** is owned by Herbert J. Springer, and his wife, Penny (20%); Richard Lee Thompson (20%); Burton Schapiro (20%); Kevin J. Dodge (20%), and 12 others. Herbert Springer was formerly engineer with WMAL(AM) Washington. Penny Springer is director of station relations with Washington Broadcast News Inc. Thompson was engineer with WRQX(FM) Washington. Schapiro is satellite technician with National Public Radio in Washington. Dodge was former sales manager with WEZG(AM) Syracuse, N. Y. WIGS is daytimer on 1230 khz with 1 kw. WIGS-FM is on 95.3 mhz with 3 kw and antenna 120 feet above average terrain. WTPL is on 102.3 mhz with 75 w and antenna 1,450 feet above average terrain. *Broker: Bob Kimel's New England Media Inc.*

WXCE(AM) Amery, Wis. □ Sold by Polk County Broadcasting Co. to Amercom Corp. for \$400,000, comprising \$150,000 cash and remainder note. **Seller** is principally owned by Reynold Lark, president. It has no other broadcast interests. **Buyer** is principally

owned by Richard L. Hencley, E.P. Erickson, Willis K. Drake and three others. It owns WHTL-FM Whitehall, Wis., and KXLV-FM Cambridge, Minn. WXCE is on 1260 khz full time with 5 kw.

KHOS(AM) San Angelo, Tex. □ Sold by KHAG Inc. to Triangle Texas Media for \$375,000. **Seller** is owned by Loyd Senn and Robert Clark. They have no other broadcast interests. **Buyer** is owned by Charley Strickland, Dale Palmer and Al Burke. It also owns co-located KBIL-FM and KMHT-AM-FM Marshall, Tex. KHOS is daytimer on 1420 khz with 1 kw. *Broker: Norman Fischer & Associates.*

WJXR(FM) Macclenny, Fla. □ Sold by North Florida Broadcasters to Gregory G. Perich for \$335,000, comprising \$40,000 cash and remainder note. **Seller** is principally owned by John Locke. It has no other broadcast interests. **Buyer** is account executive with WEEP(AM) Pittsburgh. He has no other broadcast interests. WJXR is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WPNX(AM) Phenix City, Ala.-Columbus, Ga. □ Sold by Bi-State Broadcasting Co. to JRM Broadcasting Inc. for \$300,000 cash. **Seller** is principally owned by Sidney F. Kaminsky, and his wife, Judith. They have no other broadcast interests. **Buyer** is equally owned by James R. Martin and J.T. Milligan. Martin is former general manager of WDAK(AM)-WEIZ(FM) Columbus, Ga.-Phenix City, Ala. Milligan is Phenix City businessman. They

have no other broadcast interests. WPNX is on 1460 khz with 5 kw day and 1 kw night.

WXGI(AM) Richmond, Va. □ Sold by Radio Virginia Inc. to American Home Broadcasting Inc. for \$250,000. **Seller** is owned by Douglas H. Robertson, who has no other broadcast interests. **Buyer** is principally owned by Lloyd Gochenour, president. It also owns WRIS(AM)-WJLM(FM) Roanoke, Va. WXGI is daytimer on 950 khz with 5 kw. *Broker: Blackburn & Co.*

WLXX(FM) Sault Ste. Marie, Mich. □ Sold by Chippewa Broadcasting Corp. to Delbyco Broadcasting for \$250,000, comprising \$50,000 cash, and remainder note. **Seller** is owned by D. Wayne Zimmerman and his wife, Marion. It has no other broadcast interests. **Buyer** is owned by Del M. Reynolds and Byron F. Bordt. Reynolds is general manager at WQLZ(AM)-WCBY(FM) Cheboygan, Mich. Bordt is Dearborn, Mich., computer programmer. They have no other broadcast interests. WLXX is on 99.5 mhz with 26.5 kw and antenna 295 feet above average terrain.

Broker for the sale of WTHB(AM)-WZZW(FM) Augusta, Ga. ("Changing Hands," Oct. 29) was Stan Raymond & Associates.

Broker for the sale of WPDS-TV Indianapolis ("Changing Hands," Oct. 22) was H.B. LaRue.

For other proposed and approved sales see "For the Record," page 83.

October 16, 1984

Sconnix Group Broadcasting, Inc.

has completed the acquisition of the assets of radio station

WMRZ

Moline, Illinois

from

Mid America Media

The undersigned initiated this transaction
and represented the seller in the negotiations

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

Continued from page 26

mation: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

Jan. 14-16—Community Broadcasters of America first LPTV convention. Moscone Center, San Francisco.

Jan. 14-18—National Association of Broadcasters winter board meeting. Sheraton Plaza, Palm Springs, Calif.

Jan. 15—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRIT, 1321 Connecticut Avenue, N.W., Washington, 20036.

Jan. 16—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.

Jan. 16—Caucus for Producers, Writers and Directors general membership meeting. Speaker: Al Masini, president. TeleRep. Chasen's, Los Angeles.

Jan. 22-24—40th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia's Center for Continuing Education, Athens.

Jan. 22-26—First Pacific International Media Market, showcase of Asian/Pacific film and television product, as opportunity for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

Jan. 23—Academy of Television Arts and Sciences forum luncheon with Thornton Bradshaw, chairman and chief executive officer, RCA Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

Jan. 25—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festivals Association*. Marriott hotel, Chicago. Information: (312) 834-7773.

Jan. 26-29—Radio Advertising Bureau's Managing Sales Conference. Amfac hotel, Dallas.

Jan. 28-Feb. 1—MIDEM, international marketplace for music industry. Palais des Festivals, Cannes, France. Information: (33)(1) 505-1403.

Jan. 30-Feb. 1—Texas Cable Television Association 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

February 1985

Feb. 1-2—Alpha Epsilon Rho, National Broadcasting Society, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

Feb. 3-5—Louisiana Association of Broadcasters annual convention. Holiday Inn Central (Holidome), Lafayette, La.

Feb. 3-6—National Religious Broadcasters Association 42nd annual convention. Sheraton Washington, Washington.

Feb. 6-11—International Radio and Television Society annual faculty/industry seminar and college conference, "Programming: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

Feb. 7—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.

Feb. 11-12—Western Educational Society for Telecommunications 14th annual conference, focusing on public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

Feb. 12—Illinois Broadcasters Association sales caravan. Southern Illinois University, Carbondale, Ill.

Feb. 13—Illinois Broadcasters Association sales caravan. Sangamon State University, Springfield, Ill.

Feb. 13—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: lobbying. National Association of Broadcasters, Washington.

Feb. 14—Illinois Broadcasters Association sales caravan. Bradley University, Peoria, Ill.

Feb. 15—Illinois Broadcasters Association sales caravan. Brandywine Inn, Dixon, Ill.

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

Feb. 18—Deadline for entries in Athens International Film Festival, sponsored by *Athens Center for Film and Video*. Athena Cinemas, Athens, Ohio.

Feb. 21-22—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Century Plaza, Los Angeles.

Feb. 22-24—Oklahoma Association of Broadcasters annual winter meeting. Sheraton Kensington, Tulsa, Okla.

March 1985

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

March 8—International Radio and Television Society 45th anniversary/Gold Medal banquet. Waldorf Astoria, New York.

March 13—American Women in Radio and Television 10th annual Commendation Awards luncheon. Waldorf-Astoria, New York.

March 14-17—First NATPE International Production Conference. New Orleans Hilton. Information: (212) 949-9890.

March 15-17—Intercollegiate Broadcasting System national convention. Washington Hilton, Washington.

March 20—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

March 21—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

March 22—Academy of Television Arts and Sciences forum luncheon with Merrill Paniit, editorial director, *TV Guide*. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

March 27-28—Illinois Broadcasters Association spring meeting and awards banquet. Convention Center, Springfield, Ill.

March 27-31—Alpha Epsilon Rho, National Broadcasting Society, 43d annual convention. Opryland hotel, Nashville.

April 1985

April 3—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

April 14-17—National Association of Broadcasters annual convention 63rd annual convention. Las Vegas Convention Center, Las Vegas.

April 14-20—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

April 16—Academy of Television Arts and Sciences forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

April 20-25—20th annual MIP-TV, international TV program marketplace. Palais des Festivals, Cannes, France.

April 21-23—West Virginia Broadcasters Association spring meeting. Marriott hotel, Charleston, W. Va.

April 24—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

May 1985

May 5-8—ABC-TV annual affiliates meeting. New York Hilton, New York.

GAMMON & NINOWSKI MEDIA BROKERS, INC.

The firm of Gammon & Ninowski offers to the industry experienced, professional management in all phases of station sales, transfers and financing.

Gammon & Ninowski is equipped to offer specialized attention to each listed property. Professional market studies, appraisals, identification of special tax opportunities, financial structuring, and the careful preparation of a compelling presentation are the firm's hallmarks.

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(714) 837-9800

For the Record

As compiled by BROADCASTING, Oct. 24 through Oct. 31, 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. TI—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WPNX(AM) Phenix City, Ala.-Columbus, Ga. (1460 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Bi-State Broadcasting Co. to JRM Broadcasting Inc. for \$300,000 cash. Seller is principally owned by Sidney F. Kaminsky, and his wife, Judith. They have no other broadcast interests. Buyer is equally owned by James R. Martin and J.T. Milligan. Martin is former general manager of WDAK(AM)-WEIZ(FM) Columbus, Ga.-Phenix City, Ala. Milligan is Phenix City businessman. They have no other broadcast interests. Filed Oct. 25.

■ KAIR(AM)-KJYK(FM) Tucson, Ariz. (AM: 1490 khz; 1 kw-D; FM: 94.9 mhz; 80 kw; HAAT: 500 ft.)—Seeks assignment of license from KAIR/KJOY Inc. to Citadel Communications Corp. for \$5.5 million cash, including \$1.5 million noncompete agreement. Seller is subsidiary of Surrey Broadcasting Co., Denver-based station group principally owned by J.W. Nichols and his son, J. Kent Nichols. It also owns KATF-AM-FM Oklahoma City and KYKY-FM St. Louis, which has also been sold ("Changing Hands," Oct. 1) pending FCC approval. Buyer is equally owned by Lawrence R. Wilson and Fritz T. Beesemeyer. It is newly formed corporation with no other broadcast interests. Wilson is Phoenix attorney, Beesemeyer was formerly general manager of KIOI(FM) San Francisco. Filed Oct. 24.

■ KWSR(AM) Rifle, Colo. (810 khz; 1 kw-D)—Seeks assignment of license from Oil Shale Broadcasting Co. to Susan K. Hughes and her husband, Stephen, for \$200,000, comprising \$25,000 cash, assumption of note of approx. \$75,000, and remainder note. Seller is owned by Charles W. Price. It has no other broadcast interests. Buyer, Susan, owns collocated KIDBL(FM) Rifle. Stephen owns KOLL(FM) Gillette, Wyo. Filed Oct. 23.

■ WJXR(FM) Macclenny, Fla. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from North Florida Broadcasters to Gregory G. Perich for \$335,000, comprising \$40,000 cash and remainder note. Seller is principally owned by John Locke. It has no other broadcast interests. Buyer is account executive with WEEP(AM) Pittsburgh. He has no other broadcast interests. Filed Oct. 26.

■ WRBD(AM)-WCKO(FM) Pompano Beach, Fla. (AM: 1470 khz; 5 kw-D; 2.5 kw-N; FM: 102.7 mhz; 100 kw; HAAT: 350 ft.)—Seeks transfer of control of Rose Broadcasting Co. from Glenn A. Killoren and his wife, Grace (33.3% before; none after), John H. O'Neill Jr. (25% before; none after) and John H. O'Neill III (8.3% before; none after) to Scornix Broadcasting Co. for \$2,050,000, comprising \$1,550,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is equally owned by Scott R. McQueen, Randall T. Odencal and Theodore E. Nixon. It also owns WKZU(AM)-WLNH-FM Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C.; WLLR-FM East Moline, Ill.; WMRZ(AM) Moline, Ill.; WBOS-FM Brookline, Mass., and KFKF-AM-FM Kansas City, Kan. Filed Oct. 22.

■ WMAR-FM Baltimore; WJTZ(AM) Newport News, WNVZ(FM) Norfolk, both Virginia, and WCRJ-AM-FM Jacksonville, Fla., and WCFI(FM) Daytona Beach, both Florida. (WMAR: 106.5 mhz; 29 kw; HAAT: 620 ft.; WJTZ:

1270 khz; 1 kw-U; WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WCRJ 1530 khz; 50 kw-D; WCRJ-FM: 107.3 mhz; 100 kw; HAAT: 350 ft.; WCFI: 101.9 mhz; 100 kw; HAAT: 581 ft.)—Seeks assignment of license from Abell Communications Corp. to S&F Communications Corp. for \$17 million, comprising \$15 million cash and remainder note. Purchase price for WMAR was \$4.5 million; WCFI-FM: \$5 million; WCRJ-AM-FM: \$4 million, and WJTZ(AM)-WNVZ(FM): \$3.5 million. Seller is station group subsidiary of The A.S. Abell Co., Baltimore-based publisher of *The Baltimore Sun* and *Country Magazine*. It will retain WMAR-TV Baltimore. Buyer is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%). Seymour is former president and CEO and Frankel is former president, radio division, of Abell Communications Corp. It has also purchased WFLF-TV Raleigh, N.C. (see below and BROADCASTING, Sept. 24). Filed Oct. 29.

■ WLXX(FM) Sault Ste. Marie, Mich. (99.5 mhz; 26.5 kw; HAAT: 295 ft.)—Seeks assignment of license from Chippewa Broadcasting Corp. to Delhyco Broadcasting for \$250,000, comprising \$50,000 cash, and remainder note. Seller is owned by D. Wayne Zimmerman, and his wife, Marion. It has no other broadcast interests. Buyer is owned by Del M. Reynolds and Byron F. Bordt. Reynolds is general manager at WQLZ(AM)-WCBY(FM) Cheboygan, Mich. Bordt is former Dearborn, Mich., computer programmer. It has no other broadcast interests. Filed Oct. 25.

■ WIGS-AM-FM Gouverneur, N.Y. and WTPL(FM) Tupper Lake, N.Y. (WIGS: 1230 khz; 1 kw-D; WIGS-FM: 95.3 mhz; 3 kw; HAAT: 120 ft. WTPL: 102.3 mhz; 75 w; HAAT: 1,450 ft.)—Seeks assignment of license from DeHart Broadcasting Corp. to RGR Broadcasting of Gouverneur Inc. for \$400,000, with \$240,000 for WIGS and \$160,000 for WTPL, comprising \$50,000 cash remainder note for WIGS. Seller is owned by Robert W. Hartshorn and his wife, Romayne. They have no other broadcast interests. Buyer is

owned by Herbert J. Springer, and his wife, Penny (20%), Richard Lee Thompson (20%), Burton Schapiro (20%), Kevin J. Dodge (20%), and 12 others. Herbert Springer was formerly engineer with WMAL(AM) Washington. Penny Springer is director of station relations with Washington Broadcast News Inc. Thompson was engineer with WRQX(FM) Washington. Schapiro is satellite technician with National Public Radio in Washington. Dodge was former sales manager with WEZG(AM) Syracuse, N.Y. Filed Oct. 26.

■ WFLF-TV Raleigh, N.C. (ch. 22; ERP vis. 1416 kw; aur. 232 kw; HAAT: 1,150 ft.; ant. height above ground: 1,150 ft.)—Seeks assignment of license from Family Television Corp. to S&F Communications Corp. for \$15 million cash. Seller is owned by Grant Cotton, president and general manager. Buyer is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%). Seymour is president and Frankel is president, radio division of Abell Communications Corp. Station is being purchased as first sale in management buyout of Abell (see above and BROADCASTING, Sept. 24). Filed Oct. 24.

■ KDAF-FM Woodward, Okla. (92.1 mhz; 3 kw; HAAT: 268 ft.)—Seeks assignment of license from Big Chief Broadcasting of Woodward Inc. to Glen L. Grunwald for \$135,000, comprising \$70,000 cash and remainder note. Seller is principally owned by Clifford Smith, Jack Beasley and Don Nelson. Smith and Beasley own KREK(FM) Bristow, Okla. It is also app. for new FM in Cordell, Okla. Buyer is Wichita, Kan., investor with no other broadcast interests. Filed Oct. 25.

■ KGBU(AM) Florence, Ore. (1250 khz; 1 kw-D)—Seeks assignment of CP from Beacon Communications Inc. to Michael D. Yonce for \$1,738.57. Seller is owned by Stephen E. Minshall, and his wife Ann. They have no other broadcast interests. Buyer is general manager of KAGO-AM-FM Klamath Falls, Ore. Filed Oct. 25.

Group Six Communications, Inc.

has acquired the assets of

WWOC-FM

Avalon, New Jersey

from

Avalon Broadcasting Co., Inc.

for

\$1,400,000

Chapman Associate Warren Gregory

assisted in negotiations

Warren G. Gregory
P.O. Box 501/Lakeville, CT 06039
(203) 364-5659



CHAPMAN ASSOCIATES
nationwide services

Executive Offices 1835 Savoy Drive, Atlanta, Georgia 30341 (404) 458-9226

math Falls, Ore. Filed Oct. 29.

■ WJKM(AM) Hartsville, Tenn. (1090 khz; 1 kw-D)—Seeks assignment of license from Hartsville Broadcasting Corp. to B&E Broadcasting Inc. for \$76,000, comprising \$30,000 cash, and remainder note. Seller is owned by Wayne B. Davis, who has no other broadcast interests. Buyer is owned by Ernie Ashworth, and his wife, Elizabeth. They have no other broadcast interests. Filed Oct. 23.

■ KKIK(AM)-KWKI(FM) Big Spring, Tex. (1270 khz; 1 kw-D; FM: 95.3 mhz; 1.8 kw; HAAT: 300 ft.)—Seeks assignment of license from Big Spring Broadcasting Co. to Bel-Ray Broadcasting Inc. for \$900,000, comprising \$105,000 cash and remainder note. Seller is owned by Richard E. Oppenheimer, D. Kent Anderson, Robert L. Clarke, and four others. It also owns WLCS(AM)-WQXY(FM) Baton Rouge; WZEW(AM) Fairhope, Ala.; KDVE(AM) Nederland, KQXY(FM) Beaumont, KXIL(AM)-KHFI(FM) Austin, and KBFM(AM) Edinburg, all Texas. Buyer is owned by Paul E. Lowery (51%) and David Ziebell (49%). Lowery owns of WHSM-AM-FM Hayward, Wis., and has interest in WCFL-AM-FM Clintonville, Wis. Ziebell is station's general manager. Filed Oct. 22.

■ KXYL-FM Brownwood, Tex. (104.1 mhz; 74 kw; HAAT: 205 ft.)—Seeks assignment of license from Pecan Valley Broadcasting Inc. to Lewellyn Communications Inc. for \$935,000. Seller is principally owned by Mary Nabers. It also owns colocated KXYL(AM). Buyer is owned by Jess W. Lewellyn (36%); his son, Jess (24%), and five others. It is also app. for new FM in Amarillo, Tex. Elder Lewellyn is glass contractor in Euless, Tex. Younger Lewellyn was formerly broadcast operator at KEAN-AM-FM Abilene, Tex. Filed Oct. 26.

■ KUUT(FM) Orem, Utah (107.5 mhz; 45 kw; HAAT: minus 920 ft.)—Seeks assignment of license from Christenson Broadcasting Co. to TransCOM Limited Partnership II for \$1.5 million, comprising \$400,000 cash, assumption of \$1 million note and \$100,000 note. Seller is principally owned by D. Garry Munson, Scott V. Christianson and Dominica A. DiMaria. It also owns KKPL(AM)-KGGG(FM) Opportunity, Wash.; KIEE(AM) Harrisonville, Mo., and is app. for new FM in Albuquerque, N.M. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. It also owns KLZI(FM) Phoenix. Filed Oct. 26.

■ KLLH(FM) Quincy, Wash. (96.7 mhz; 250 w; HAAT: 1,040 ft.)—Seeks assignment of license from Central Wash-

ington Minority Broadcasting Inc. to Sans Inc. for \$7,500 cash. Station is not on air. Seller is principally owned by Sherrill E. Bushman, president. It has no other broadcast interests. Buyer is owned by James W. Corcoran. It also owns KWWW(AM) Wenatchee, Wash. Filed Oct. 15.

■ WXCE(AM) Amery, Wis. (1260 khz; 5 kw-U)—Seeks assignment of license from Polk County Broadcasting Co. to Amercom Corp. for \$400,000, comprising \$150,000 cash and remainder note. Seller is principally owned by Reynold Lark, president. It has no other broadcast interests. Buyer is owned by Richard L. Hencley, E.P. Erickson, Willis K. Drake and three others. It owns WHTL-FM Whitehall, Wis., and KXLV-FM Cambridge, Minn. Filed Oct. 24.

New Stations

AM's

■ Pea Ridge, Ark.—Benton County Broadcasting Co. seeks 1440 khz; 2.5 kw-D. Address: 206 N. Bergan, Peoria, Ill. 61604. Principal is equally owned by Phyllis O. Markley and Steven Crowley. It is also app. for new AM in Lamar, Mo. Markley and her husband, Donald, own WKZY(AM) North Fort Meyers, Fla., which has recently been sold pending FCC approval, and have interest in WMIN(AM) Maplewood, Minn. Markley's also have app.'s for five new AM's. Filed Oct. 24.

■ Windsor, Calif.—Owens Communications seeks 1580 khz; 250 w-D. Address: 15408 SE 179th Ave., Renton, Wash. 98058. Principal is owned by Dale A. Owen, who is app. for new AM's in Tigard, Ore., and Windsor, Calif. Filed Oct. 29.

■ Buena Vista, Colo.—Buena Vista Radio seeks 1450 khz; 500 w-D; 250 w-N. Address: 16220 Colorado Hwy., 306, 81211. Principal is owned by William J. Murphy, and his wife, Mary Ellen (80%), and Lester M. Messamer (20%). Murphy owns and Messamer is station manager of KVRH-AM-FM Salida, Colo. Filed Oct. 26.

■ Smithville, Mo.—Joanna Ginter seeks 760 khz; 500 w-D. Address: 117 Straightaway Lane, Fort Mill, S.C. 29715. Principal's husband, Michael, owns WQCC(AM) Charlotte,

N.C. Filed Oct. 24.

■ South Toms River, N.J.—Jersey Shore Broadcasting Corp. seeks 1550 khz; 1 kw-D; 250 w-N. Address: 1001 Beach Ave., P.O. Box 100, Manahawkin, N.J. 08050. Principal is owned by Joseph J. Knox, and his wife, Elizabeth (40%); their son, Joseph J. Knox Jr. (25%), and daughter, Joan B. Hansen (15%), and Brent G. McNally (20%). It also owns WJRZ(FM) Manahawkin, N.J. Filed Oct. 26.

■ Laneville, Tenn.—Joan Maddox seeks 800 khz; 500 w. Address: 1000 Kilgore Dr., Henderson, Tex. 75652. Principal has no other broadcast interests. Filed Oct. 22.

■ Kerrville, Tex.—Radio Kerrville seeks 1290 khz; 1 kw-D. Address: Casis Mobile Home 124, Kingsville, Tex. 78363. Principal is equally owned by Ramon P. Lopez and Marcus D. Jones. Jones also owns KODK(FM) Kingsville, Tex., and has interest in WZBR(AM) Amory, Miss. Filed Oct. 29.

■ Tomball, Tex.—Emily L. Duncan seeks 700 khz; 1 kw-D; 250 w-N. Address: 425 Holderieth, Suite 214, 77375. Principal has no other broadcast interests. Filed Oct. 18.

■ Plover, Wis.—Quantum Broadcasting seeks 750 khz; 500 w-D. Address: c/o Marylyn Kotas, 2031 Green Tree Rd., Junction City, Wis. 54443. Principal is owned by Kotas (60%) and her husband, Ronald. It has no other broadcast interests. Filed Oct. 18.

FM's

■ Greenacres, Calif.—T. Bette Addington seeks 106.3 mhz; 3 kw; HAAT: 100 m. Address: Route 9, Box 111B, Bakersfield, Calif. 93309. Principal has no other broadcast interests. Filed Oct. 25.

■ *South Kent, Conn.—South Kent School seeks 90.1 mhz; .282 kw; HAAT: minus 197 ft. Address: Bulls Bridge Road, 06785. Principal is private secondary school headed by Laurent Michel, president. It has no other broadcast interests. Filed Oct. 29.

■ *Hiawatha, Kans.—Hiawatha Educational Broadcasting Foundation seeks 91.1 mhz; .372 kw; HAAT: 135 ft. Address: 800 S. First, 66434. Principal is nonprofit corporation headed by William Kropp. It has no other broadcast interests. Filed Oct. 29.

■ Marion, Miss.—Marion Broadcasting Co. seeks 103.1 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 5353, Merid-

\$1,200,000 Acquisition Financing
provided to

GETZ COMMUNICATIONS, INC.

\$13,300,000 Revolving Credit Term Loan Facility
extended to

MARCUS COMMUNICATIONS, INC.

an MSO serving the states of Wisconsin and Minnesota

\$21,200,000 Revolving Credit Term Loan Facility
extended to

METROPLEX COMMUNICATIONS

The above financings were provided in June, 1984 by

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If you have communications-oriented financing needs contact
Paul F. Carrazzone Chesley Y. Maddox
216/687-8434 216/687-8432

AMERITRUST COMPANY NATIONAL ASSOCIATION
900 Euclid Ave., Cleveland, Ohio 44101

ian, Miss. 39302. Principal is owned by Larry Torgeson (51%), Marvin Henry (24.5%) and Sarah King (24.5%). Torgeson and Henry are sales manager and program director, respectively of WQIC(AM) Meridian, Miss., which is owned by Torgeson's parents, Stanleigh and Dorothy Torgeson. Filed Oct. 25.

■ *Lawton, Okla.—Lawton Educational Broadcasting Foundation seeks 90.3 mhz; 378 kw; HAAT: 147 ft. Address: Route 4, Box 148 A, 73505. Principal is charitable trust headed by Harold W. Wilson. It has no other broadcast interests. Filed Oct. 29.

■ Folly Beach, S.C.—Charleston Communications seeks 97.7 mhz; 3 kw; HAAT: 100 m. Address: Suite 201, 100 Broad Street, Charleston, S.C. 29401. Principal is equally owned by Jay Douglas Mullen, William B. Hallman and James O. Pratt. They have no other broadcast interests. Filed Oct. 29.

TV's

■ Big Bear Lake, Calif.—Felice-Tec seeks ch. 59; ERP 5000 kw vis.; 500 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 467 ft. Address: P.O. Box 1554, 22315. Principals are Joseph J. Felice (75%), Allan Stirling (10%) and three others. They have no other broadcast interests. Filed Oct. 10.

■ Palatka, Fla.—Pentecostal Revival Association Inc. seeks ch. 63; ERP 12.42 kw vis.; 1.24 kw aur.; HAAT: 312 ft.; ant. height above ground: 281 ft. Address: Rte. 4, Box 1506, 32077. Principal is equally owned by James L. Harrell Sr.; his wife, Dolly, and their son, James. It also is app. for LPTV in Palatka. Filed Oct. 15.

■ *Fort Wayne, Ind.—Fort Wayne Public Television Inc. seeks ch. 39; ERP 23 kw vis.; 2.3 kw aur.; HAAT: 747 ft.; ant. height above ground: 1,563 ft. Address: 227 E. Washington Blvd., 46802. Principal is nonprofit corporation headed by Thomas F. Scully, president. It has no other broadcast interests. Filed Oct. 17.

■ Hopkinsville, Ky.—Christian County Television Ltd. seeks ch. 51; ERP 1000 kw vis.; 100 kw aur.; HAAT: 432 ft.; ant. height above ground: 285 ft. Address: 2119 S. Virginia St., 42240. Principal is owned by D.J. Everett (100% control, 20% of capital) and Kentucky New Era Inc. (80% of capital). Kentucky New Era Inc. is publisher of *Kentucky New Era*, daily newspaper in Hopkinsville. It is owned by Robert C. Carter, chairman (5%); Nita R. Wood (47.5%), and trust controlled by her sister, Helen, and Helen's daughter, Rebecca (47.5%). New Era owns LPTV station W43AG, and is app. for new LPTV in Hopkinsville. Everett is app. for LPTV's in Hopkinsville and Clarksville, Tenn.

Filed Oct. 24.

■ Vineland, N.J.—Petrum Broadcasting seeks ch. 59; ERP 4118 kw vis.; 362 kw aur.; HAAT: 931 ft.; ant. height above ground: 1,049 ft. Address: 4326 Valley View Rd., Norco, Calif. 91760. Principal is owned by Marshall G. Peters (30%); his wife, Linda (30%), and Linda Trumbly (40%). It has no other broadcast interests. Filed Oct. 22.

■ Memphis—Jack Townes seeks ch. 50; ERP 5000 kw vis.; 500 kw aur.; HAAT: 1,116 ft.; ant. height above ground: 1,088 ft. Address: 157 Poplar Ave., 38104. Principal has no other broadcast interests. Filed Oct. 22.

■ Conroe, Tex.—TRG Broadcasting Systems Inc. seeks ch. 55; ERP 3760 kw vis.; 376 kw aur.; HAAT: 1,575.25 ft.; ant. height above ground: 1,616.75 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Thomas R. Gilchrist, who owns CP for new TV in Jacksonville, and is app. for new TV in Lubbock, and new FM in Victoria, all Texas. He also owns cable TV systems in Centerville, Oakwood, Leona, Midway, Normangee, New London, Turner-town, Laneville, New Summerfield, Mount Enterprise and Leakey, all Texas. Filed Oct. 18.

■ Decatur, Tex.—Wise County Messenger Inc. seeks ch. 29; ERP vis. 5000 kw; aur. 500 kw; HAAT: 479 ft.; ant. height above ground: 467 ft. Address: P.O. Box 149, 76234. Principal is owned by Roy Eaton. It has no other broadcast interests. Filed Oct. 26.

■ Fort Worth—Dave Resse seeks ch. 52; ERP 5000 kw vis.; 500 kw aur.; HAAT: 1,209.6 ft.; ant. height above ground: 1,173.6 ft. Address: 1080 Pinchurst, Las Vegas 89109. Principal is owned by Reese (51%) with other limited partners to be named. It has no other broadcast interests. Filed Oct. 19.

Facilities Changes

Applications

AM's

Tendered

■ WPIK (990 khz) Flomaton, Alaska—Seeks CP to change power to 2.5 kw. App. Oct. 23.

■ WINU (1510 khz) Highland, Ill.—Seeks CP to change freq. 880 khz; add night power with 250 w; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. App. Oct. 26.

Accepted

■ KLNI (1380 khz) Pearl City, Hawaii—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 24.

■ WERA (1590 khz) Plainfield, N.J.—Seeks MP to make changes in ant. sys. App. Oct. 26.

■ WACK (1420 khz) Newark, N.Y.—Seeks CP to make changes in ant. sys. App. Oct. 26.

■ KSKY (660 khz) Balch Springs, Tex.—Seeks MP make changes in ant. sys. App. Oct. 23.

Canceled

■ WUST (1120 khz) Washington—CP to increase power to 5 kw. Canceled Oct. 26.

■ WMAF (1230 khz) Madison, Fla.—CP to make changes in ant. sys. Canceled Oct. 26.

■ WTMC (1290 khz) Ocala, Fla.—CP to make changes in ant. sys. Canceled Oct. 26.

■ WFCV (1090 khz) Fort Wayne, Ind.—CP to change city of lic. to New Haven, Ind.; add nighttime service with 500 w; install DA-2, and change TL. Canceled Oct. 26.

■ WMLP (1380 khz) Milton, Pa.—CP to make changes in ant. sys. and change SL. Canceled Oct. 26.

■ WNBT (1490 khz) Wellsboro, Pa.—CP to make changes in ant. sys. Canceled Oct. 26.

FM's

Tendered

■ *WASJ-FM (89.5 mhz) Grove City, Pa.—Seeks CP to change freq. 90.9 mhz and change ERP to 0.156 kw. App. Oct. 26.

Accepted

■ KJAX (99.3 mhz) Stockton, Calif.—Seeks CP to change ERP to 2.95 kw. App. Oct. 26.

■ KBCO (97.3 mhz) Boulder, Colo.—Seeks CP to change

TL; change HAAT to 1,541 ft.; install DA, and make changes in ant. sys. App. Oct. 24.

■ WCVU (94.5 mhz) Naples, Fla.—Seeks CP to change TL; change HAAT to 1,187.688 ft., and make changes in ant. sys. App. Oct. 24.

■ WTAY-FM (101.7 mhz) Robinson, Ill.—Seeks CP to make changes in ant. sys. App. Oct. 26.

■ WNSN (101.5 mhz) South Bend, Ind.—Seeks CP to change ERP to 13 kw. App. Oct. 24.

■ KITR (101.7 mhz) Creston, Iowa—Seeks CP to change TL; change ERP to 1.85 kw; change HAAT to 400 ft. App. Oct. 26.

■ WFMK (99.1 mhz) East Lansing, Mich.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 24.

■ WHWL (95.7 mhz) Marquette, Mich.—Seeks CP to change SL. App. Oct. 26.

■ KELE (100.1 mhz) Aurora, Mo.—Seeks CP to change TL; change ERP to 1.65 kw, and change HAAT to 400 ft. App. Oct. 26.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Seeks CP to make changes in ant. sys.; change ERP to 1 kw, and change HAAT to 564.816 kw. App. Oct. 24.

■ WMGQ (98.3 mhz) New Brunswick, N.J.—Seeks CP to change ERP to 1.25 kw and change HAAT to 531.36 ft. App. Oct. 26.

■ WGTZ (92.9 mhz) Eaton, Ohio—Seeks CP to install aux. ant. sys. App. Oct. 26.

■ WSKS (96.5 mhz) Hamilton, Ohio—Seeks CP to change SL. App. Oct. 26.

■ *KWGS (89.5 mhz) Tulsa, Okla.—Seeks CP to change ERP to 50 kw and change HAAT to 1,066.656 ft. App. Oct. 24.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks CP to change HAAT to 1,012 ft. App. Oct. 24.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks CP to install aux. sys. App. Oct. 26.

■ KYKX (105.7 mhz) Longview, Tex.—Seeks CP to 1,005 ft. App. Oct. 26.

■ KZRQ (92.1 mhz) Seabrook, Tex.—Seeks CP to change ERP to 1.4 kw. App. Oct. 24.

■ KSWW (97.7 mhz) Raymond, Wash.—Seeks CP to make

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
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.


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TV's

Accepted

- KRZB-TV (ch. 26) Hot Springs, Ark.—Seeks MP to change ERP to vis. 244.9 kw, aur. 24.5 kw; change HAAT to 936 ft., and change TL. App. Oct. 24.
- WJTC (ch. 44) Pensacola, Fla.—Seeks MP to change ERP to vis. 3,289 kw, aur. 328.9 kw and change HAAT to 1,493.2 ft. App. Oct. 25.
- KFOM-TV (ch. 10) Thief River Falls, Minn.—Seeks MP to change ERP to vis. 240 kw, aur. 24 kw; change HAAT to 600 ft., and change TL. App. Oct. 26.
- WIXT-TV (ch. 9) Syracuse, N.Y.—Seeks CP to change SL. App. Oct. 26.
- WJFB (ch. 66) Lebanon, Tenn.—Seeks MP to change HAAT to 831 ft. and change TL. App. Oct. 26.

Actions

AM's

- KLAC (570 khz) Los Angeles—Granted app. to change SL. Action Oct. 18.
- KESP (1290 khz) Santa Barbara, Calif.—Granted app. to change TL. Action Oct. 16.
- WPOK (1080 khz) Pontiac, Ill.—Granted app. to operate by remote control. Action Oct. 16.
- WFKB (1180 khz) Florence, Ky.—Granted app. to operate transmitter by remote control. Action Oct. 10.
- WLBI (1210 khz) Denham Springs, La.—Granted app. to add night service with 1 kw; increase day power to 10 kw; install DA-N; change freq. to 1210 khz, and change TL. Action Oct. 18.
- WRDC (1410 khz) Boyle, Miss.—Granted app. to operate by remote control. Action Oct. 17.
- KDFN (1500 khz) Doniphan, Mo.—Granted app. to change power to 2.5 kw; change to DA-D; change TL, and make changes in ant. sys. Action Oct. 16.
- WFMJ (1390 khz) Youngstown, Ohio—Granted app. to operate by remote control. Action Oct. 15.

- WKCN (910 khz) Dorchester, S.C.—Granted app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Oct. 18.
- WTNE (1500 khz) Trenton, Tenn.—Granted app. to change freq. to 890 khz; increase power to 2.5 kw; change to DA-D, and make changes in ant. sys. Action Oct. 23.
- KAPE (1480 khz) San Antonio, Tex.—Granted app. to make changes in ant. sys. Action Oct. 16.
- WIVE (1430 khz) Ashland, Va.—Granted app. to make changes in ant. sys. Action Oct. 18.
- WRIS (1410 khz) Roanoke, Va.—Granted app. to make changes in ant. sys. Action Oct. 16.
- WTIP (1240 khz) Charleston, W. Va.—Granted app. to make changes in ant. sys. Action Oct. 16.
- WEMP (1250 khz) Milwaukee—Granted app. to operate by remote control. Action Oct. 17.
- WRIG (1390 khz) Schofield, Wis.—Denied app. to change SL. Action Oct. 11.

FM's

- *KYDS (91.5 mhz) Sacramento, Calif.—Granted app. to make changes in ant. sys. Action Oct. 22.
- *KXPR-FM (90.9 mhz) Sacramento, Calif.—Granted app. to change freq. to 90.9 mhz; change ERP to 50 kw, and change HAAT to 500 ft. Action Oct. 22.
- *KMSU-FM (89.7 mhz) Mankato, Minn.—Granted app. to change freq. to 89.7 mhz; change ERP to 20 kw; change HAAT to 400 ft., and make changes in ant. sys. Action Oct. 18.
- *WKCR-FM (89.9 mhz) New York—Granted app. to change TL; change HAAT to 1,418.5 ft., and change ERP to .63 kw. Action Oct. 16.
- WGSS (95.7 mhz) Lumberton, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 754 ft., and make changes in ant. sys. Action Oct. 15.
- WQEQ (103.1 mhz) Freeland, Pa.—Granted app. to change ERP to .725 kw. Action Oct. 17.
- WMGK (102.9 mhz) Philadelphia—Granted app. to change ERP to 8.5 kw and change HAAT to 1,010.24 ft. Action Oct. 17.

- WEAZ (101.1 mhz) Philadelphia—Granted app. to change TL; change ERP to 14 kw; change HAAT to 941.36 ft., and make changes in ant. sys. Action Oct. 17.
- New (106.3 mhz) Wichita Falls, Tex.—Dismissed app. to change ERP to 2 kw and change HAAT to 404 ft. Action Oct. 16.
- KMPS-FM (94.1 mhz) Seattle—Granted app. to change HAAT to 1,194 ft. Action Oct. 12.
- WHLX (105.5 mhz) Bethlehem, W. Va.—Granted app. to change TL. Action Oct. 12.
- WKMY (100.9 mhz) Princeton, W. Va.—Granted app. to 685 ft. Action Oct. 17.
- WIXK-FM (107.1 mhz) New Richmond, Wis.—Granted app. to install new transmission sys. Action Oct. 17.

TV

- *WSBE-TV (ch. 36) Providence—Granted app. to change ERP to vis. 550 kw, aur. 55 kw; change HAAT to 624.8 ft., and make changes in ant. sys. Action Oct. 16.

In Contest

The review board made the following decisions:

- Tucson, Ariz. (Cima Broadcasting Limited Partnership, et al.) AM Proceeding. Rescheduled oral agreement for Nov. 2. By letter, Oct. 4.
- Taft, Calif. (Valley FM Radio and Mann Broadcasting Co.) FM Proceeding. Scheduled oral agreement for Oct. 30 at 10 a.m., on exceptions to the supplemental initial decision of ALJ Byron E. Harrison denying the app. of Valley. Each party has 20 minutes for argument. Valley FM may reserve part of its time for rebuttal. By letter, Oct. 10.
- Rosenburg, Tex. (Pueblo Broadcasting Corp. and Texas 45 Broadcasting Inc.) TV Proceeding. Rescheduled oral argument for Nov. 7 instead of Oct. 30. By letter, Oct. 10.

ALJ Joseph Chachkin made the following decisions:

- Glendale, Ariz. (Arizona Number One Radio Inc., et al.) FM Proceeding. Granted motions by Lee Optical and Associated Cos. Retirement and Pension Fund Trust and dismissed apps. of Glendale Broadcasting Co. and Dove enterprises of Glendale with prejudice. By order, Oct. 10.
- Lubbock, Tex. (Jerico Broadcasting Inc., et al.) FM Proceeding. Granted motion by Lubbock Radio and dismissed its app. with prejudice. By order, Oct. 16.

ALJ Frederick J. Coufal made the following decision:

- Las Vegas (Way of the Cross of Nevada, et al.) TV Proceeding. Granted motion by People of the Fire Ltd. and added a staffing proposal issue against Way of the Cross. By order, Oct. 11.

ALJ John M. Frysiak made the following decision:

- Temple, Tex. (Temple Broadcasting Co., et al.) TV Proceeding. Granted motion by Temple for partial summary decision and resolved financial issue in its favor. By MO&O, Oct. 12.

ALJ Joseph P. Gonzales made the following decision:

- Redding, Calif. (McCarthy Enterprises Limited Partnership, et al.) FM Proceeding. Granted joint request for settlement; dismissed apps. of Radiodifusion de Redding and Kin Shaw Wong and Fay Wong with prejudice; granted McCarthy's app. for a new FM station on Channel 247C at Redding, and terminated proceeding. By MO&O, Oct. 11.

ALJ Byron E. Harrison made the following decision:

- Lawrence, Kan. (Miller Broadcasting Inc., et al.) TV Proceeding. Confirmed ruling made at hearing conference and dismissed Kansas Family's app. with prejudice. By order, Oct. 15.

ALJ Edward J. Kuhlmann made the following decisions:

- El Centro and Westmoreland, Calif. (Hi Band Broadcasting Co. and Hydra Communications Inc.) MDS Proceeding. Granted joint request for settlement; dismissed Hi Band's (El Centro) app. with prejudice; granted Hydra's app. for a new multipoint distribution service station at Westmoreland, and terminated proceeding. By MO&O, Oct. 15.

- La Crescent, Minn. (Coursolle Broadcasting of Minnesota Inc. and Highlands Broadcast Associates) AM Proceeding. Granted joint request for settlement and dismissed Coursolle's app. with prejudice. By MO&O, Oct. 12.

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RADIO

HELP WANTED MANAGEMENT

Community club awards (CCA). 30-year-old media-merchandising plan, has two immediate openings Midwest (multi-state) territory. Fulltime, Monday/Friday travel. Media management sales required. Substantial draw against commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

General manager. Broadcasting group seeks full charge GM. Large Midwest station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity. Include experience, salary requirements, references in complete confidence. EOE. Write Box Z-82.

Major group looking for general manager of major market FM station. Must have prior management/strong sales management background. Outstanding corporate benefits. Excellent opportunity for future advancement within this large group. Equal opportunity employer. Write Box Z-90.

New England GM/SM. Single station market of 100,000. Excellent reimbursement if you can improve sales level. Pros with track record only please. Resumes to Mike Hassan, VP, WBIS, Box 297, Bristol, CT 06010, and Sam Hassan, 3001 Matador, NE, Albuquerque, NM 87111, or call 203-583-9265.

Retail closer. Manage California small market FM. We're young, lean, growing, and very particular, but equity possible for motivated performer. Letter/resume to Box Z-142.

Hi-powered, aggressive sales manager for #2 station in 13-station market. Top compensation, benefits, great community. Resume to Mike DeMarco, KIDN, Box 293, Pueblo, CO 81002.

General manager, Dayton, OH, WYJM-FM, Majic 104. Call Arnold Malkan, President, or Darris Forgy, General Sales Manager, 513-429-9080, or Jim Sumpter, 512-882-7411.

Sales manager. Can you sell, recruit, train, motivate winning sales team for Arbitron-proven 100,000 watt FM and fulltime AM in nation's highest income market of 250,000? Equity participation available to proven winner. EOE. Box Z-155.

Dominant regional station, Northern Rockies, looking for take charge sales manager to make both of us lots of money! Imagination/drive are musts. Rapid upward movement in company very possible. Send history/references to Box Z-49.

Major inspirational station, Southwest, seeking aggressive manager. Background in spot sales a must. Previous management experience not required, but preferred. Major Sunbelt opportunity. Send full resume and written particulars to Box A-9. All replies held in strictest confidence.

Growing broadcast group offers excellent opportunity for sales-oriented manager and strong local sales manager, medium-sized Southwest markets. Resume to Box A-10.

General Managers needed. Non-media company acquiring radio stations, small and midsize markets, Midwest and South. Excellent opportunity; grow as we grow. Respond with complete resume, experience, salary requirements, references to Box A-15.

Sales manager. Top rated Poughkeepsie-Kingston, New York, FM station. Applicants must have strong sales and promotional background. Must be able to motivate people, run entire operation. Previous management experience desired, not necessary. Salary plus generous bonus/benefit package. Immediate opening. Resume to Richard C. Bell, Executive Vice-President, Sillerman Morrow Broadcasting Group, One Broadcast Plaza, Middletown, NY 10940.

HELP WANTED SALES

General sales manager. Top AM/FM combo, growth market. Must have management experience. Outstanding opportunity and working conditions. Resume to Joe Tourtelot, KKAM/KDES, P.O. Box 2000, Palm Springs, CA 92263. Equal opportunity employer.

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

WIZR/WSRD seeks selling sales manager, salary and override. Equity possible. Box 333, Albany, NY 12201.

Single station market, southern New England, 100,000 people. We want workers. In return, we provide unusually liberal commission. Call/write Mike Hassan, 203-583-9265; WBIS, Box 297, Bristol, CT 06010.

Central California FM seeks person with strong sales skills/self-starter. Air/sales combo considered. Contact Garry Brill, KIQO, Box Q, Atascadero, CA 93423. EOE.

Florida coast. 350,000 metro. 3 yrs. fulltime radio sales. Class C FM. Consistently top ratings. Begin at no drop in current income. Personal interview at station expense. EOE. Resume (in strict confidence) to Box Z-137.

Sales manager. Top FM in Corpus Christi by the sea. Seeking selling shark w/ people skills. Jim Sumpter, 512-883-3516; home 855-5507.

Sales director. WPGU-FM, Champaign-Urbana, IL. WPGU is an AOR student-operated commercial station at University of Illinois. SD will recruit, train, supervise, motivate, guide student sales staff of 10. Responsible for all sales activity, including developing new accounts, expanding present accounts, devising/implementing sales promotions, working with agencies and national rep. Must be energetic, responsible, mature, enjoy working with students. Salary with bonus incentives, top company-paid benefits. WPGU is owned by Illini Media Co., which operates all student media at UI, but is not part of the University. Job open now. Respond with resume, references, salary history, letter explaining why you are the person for the job, to General Manager, Illini Media Co., 620 E. John, Champaign, IL 61820. EOE.

Eastern Long Island's celebrity-owned WWHB-FM seeks experienced salesperson. Salary commensurate with experience, plus commissions. Send resume or call: 252 Montauk Hwy., Hampton Bays, NY 11946; 516-728-9229. EOE.

Sales-announcer + nostalgia. Non-smoker - drive shift plus 25%. Great living. Resume: KAYK, 4211 Elizabeth, Pueblo, CO 81008. 303-542-1480.

Established top AM-FM combo, WV, looking for self-motivator. Minimum of a year's sales experience. Join AM MOYL and FM lite rock. Generous draw/commission. Call Sales Manager, 304-485-7354.

Sales manager: new, growing San Francisco Bay area FM serving California's most affluent county, Contra Costa. Need strong/proven sales skills, leadership ability, profitable ideas. Your opportunity to build sales department. Salary, commission, plus override. Call Jim Bryan, 415-944-5275.

Account executive. Experienced (min. 2 years). Aggressive sales. Dominant Midwest AM/FM. Group station. Excellent earnings potential. Full benefits. Resume to Box A-20. EOE/MF.

Name your price. We're working with radio & TV operations all over the Southeast. They want polished AE's, PD's, jocks; at least 3 years experience absolutely required. For information/registration, write Dan Odom, Harvest Personnel, Box 50505, Columbia, SC 29250. No charge to applicants; fees paid by employers.

Florida. Looking for winners. We're an expanding broadcast group with facilities in booming metros on both coasts, great market positions, opportunity for self-motivated professionals. Resume to Box A-19. EOE.

50,000 watt WOWO seeks aggressive, highly motivated sales manager. Lead eight-person sales staff to even greater heights. Stable, community-oriented individual with emphasis on sales promotion and teaching skills. Excellent compensation package. Previous sales management experience necessary. Write General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE.

Local sales manager-Raleigh, NC, WRDU-FM. New 100,000 watt. Rapidly growing market, excellent climate, short distance to beaches/mountains. Seeking experienced sales manager or proven sales record. Excellent opportunity with growth company. Resume, salary history, references to Don Meineke, General Sales Manager, 4700 Six Forks Center II, Raleigh, NC 27609. EOE.

Top-rated Midwest country station wants pro. 3 yrs.' experience reqd. Sell best station in Wisc. Box A-25.

HELP WANTED ANNOUNCERS

Spend winters in Southern California. Small market FM needs morning drive/production. Come and grow with us. Tape/resume to P.O. Box 19628, San Diego, CA 92119.

Senior producer/announcer. Full-service NPR public radio stations KUNI (100kw FM)/KHKE (10kw FM), University of Northern Iowa. Need senior level producer/announcer. Serve as host of popular daily information/discussion/call-in/magazine program. Must have excellent speaking manner, voice quality, on-air personality. Highly-developed professional production/inter-view skills are musts. Broad liberal arts background and solid knowledge of current issues required. Some knowledge of music programming necessary. Must be able to project bright, informed image in ad-lib situations. Position requires Bachelor's degree in broadcasting, communications, speech, theatre, or reasonably related field. Minimum 3 to 6 years' professional experience as producer/on-air host required. Previous experience in public broadcasting desirable. \$17,690 to \$19,848. Send letter of application, resume, recent audition tape by November 10, 1984, to Personnel Services, 225 Latham Hall, University of Northern Iowa, Cedar Falls, IA 50614. UNI is an AA/EOE.

Easy listening central California FM seeks experienced announcer. Good voice/production. Annncr/engineer considered. Contact Garry Brill, KIQO, Box Q, Atascadero, CA 93434. EOE.

1,000 watt clear channel Midwest AM and 100,000 watt FM has immediate opening for good announcer with skills in production and news. Tape, resume, salary history to Jack Sadler, KREI/KTJJ, Box 461, Farmington, MO 63640. EOE.

Intelligent communicator. Adult contemporary full service AM/FM. Small vacation market. Production skills rewarded. New equipment. Well established station. Tape/references to C.B. Tocallian, Box 239, Ogdensburg, NY 13669. EOE.

Fulltime, experienced all phases of on-air work and commercial production. Established Midwest AM/FM. Weekend work involved. Resume to Box A-16.

Morning personality. Missouri's most powerful FM. Must be capable of entertaining/informing 28-county area. 5 to 9 a.m. weekdays, 5 to 11 a.m. Saturday. Production and remote broadcast ability a must. Salary commensurate with ability. Air check/resume to Manager, KMZU, Box 279, Carrollton, MO 64633.

Wisconsin. Top country station, WAXX, needs morning person/communicator. Tim Wilson, WAXX, Box 6000, Eau Claire, WI 54702, 715-832-1530.

HELP WANTED TECHNICAL

Chief engineer. WBGR, Baltimore, MD, looking for full-time engineer with experience in directional antennas, studio construction, good maintenance skills. First class or general class license required. SBC certified desired. Resume/salary requirements to David Johnson, Mortenson Broadcasting Co., 120 Cleveland Ave., NW, Canton, OH 44702. EOE.

Experienced engineer. Competent with modern studio equipment, transmitters. Needed by AM/FM. Ability to do part time air work a real plus. Resume to Rod Krol, GM, WKWK, PO Box 6624, Wheeling, WV 26003. EOE, M/F.

HELP WANTED NEWS

News director for capital city and affiliates. Experience a must. Tape, resume, references: D. Egan, 3161 Channel Dr., Juneau, AK 99801.

Reporter/urban contemporary FM, north central Texas. 3 years minimum experience. Tape/resume to KKDA-FM, POB 530860, Grand Prairie, TX 75053.

News reporter/anchor - experienced newperson for WALK AM/FM, Long Island's most powerful radio station. Strong news-gathering skills a must. Join our award-winning news team. Tapes/resumes to News Director, WALK AM/FM, P.O. Box 230, Patchogue, NY 11772. EOE, M/F.

News director. Excellent opportunity, must be experienced. Dave Solmonson, KYFM, Bartlesville, OK. 918-336-1001. EOE.

Experienced news director/anchor for KCUB, Tucson's top country station. Authoritative delivery a must. Requires writing and re-write ability, flexibility, ability to work closely with management. Tape, resume, writing samples, salary requirements to Jay Price, KCUB Radio, P.O. Box 50006, Tucson, AZ 85703. No calls please. EOE.

Sports/news - upstate NY station seeking person for PBP, local sportscasts, some news, some DJ work. Must have some experience. Resume/tape to Larry Peck, WENT, P.O. Box 831, Gloversville, NY 12078, 518-725-7175.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Radio program producer/writer. Nationally syndicated country music series seeking experienced producer/writer. Experienced in location music recording, scheduling, budget mgmt., script dialogue, all phases production. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

Radio program associate producer. Nationally syndicated country music series seeking experienced associate producer. Assist in all phases production. remote recording, talent coordination. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

SE Alaska group seeking promotion specialist with radio sales/announcing background. Resume, tape, references: D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Philadelphia production co. seeks local announcers/writers for freelance. Spots, syndicated spots, features. T/R to WCP, 6341 Diltman St. Phila., PA 19135.

SITUATIONS WANTED MANAGEMENT

General manager or sales manager. 18-yr. vet. Successful track record in mgmt. Well-versed all phases of business. Have been w/2 stations. Excellent references. Randy, 308-532-9019, after 5:30 PM CST.

Results-oriented General Manager, highly organized and disciplined to achieve profits. 21 years' management AM/FM, all markets. Strong management skills with creative strategies for developing maximum sales. Want an achiever with excellent credentials? Write Box Z-158.

Manage now, buy later. I have the experience and knowledge, just lack capital. Small markets in Ohio, Indiana, Kentucky, Pennsylvania, West Virginia. Box A-3.

Small market manager looking for new challenges. Skilled in sales, programming, promotion, community involvement. Available January 1. Confidential replies to Box A-11.

Sales and profits. Experienced, proven professional. Available now. Fulltime or consultant. Jerry Clegg, 404-451-6594.

Radio owners. I can help you get turned around. Expertise extraordinaire. Call Old Pioneer Broadcasting Corp. 303-468-6255..ask for president.

SITUATIONS WANTED ANNOUNCERS

Extremely motivated, dedicated broadcast school grad. 4 yrs. experience at powerhouse college station (R&B format), open to others. Seeking commercial entry. Desire creative situation. Christopher, 414-265-8842.

Good morning man. Adult MOR, easy-listening, MOYL, classical, religious, talk formats considered. Eight years on-air, ten years broadcasting related production/public speaking experience. Excellent delivery, expressive Midwestern voice. Dependable, versatile talent. Any location. Box Z-145.

Young, ambitious, broadcasting school trained beginner seeks rock station in midwest for D.J./production position. 513-879-1306 for tape or resume.

Extremely ambitious/versatile beginner. Will work any shift. Will relocate. Bob, 414-282-8862.

2 yrs. experience announcing. Some sales/color comm. experience (HS football). Will relocate. David DePaauw, 35537 Tami Ln., Ingleside, IL 60041, 312-587-5635.

Enthusiastic, versatile beginner. Professional attitude. Will relocate. Any shift. Mike, 414-483-6345.

Successful personality. MOR, community service, talk formats. Professional attitude and more. Excellent credentials. Box Y-37.

Gimme a listen. Experienced broadcaster seeks change. Good pipes, enthusiastic PBP, native Midwesterner. John, 319-326-1158, evenings CST.

Announcer, 4 years experience, looking to grow in medium market. Prefer Eastern US. Mark, 309-342-2090, before 2 pm CST.

SITUATIONS WANTED TECHNICAL

Professional broadcast technician. Looking to join winning team. Long technical background in radio-major market experience. Familiar all aspects, proofs, applications, etc. Long-term position sought in dry and mostly warm climate. Texas preferred. Box A-2.

SITUATIONS WANTED NEWS

Dynamic female news/sportscaster. Looking for position, medium to large market. West Coast. Tracy, 415-692-5446.

Crackerjack weather forecaster. Smooth, upbeat presentation. Profit through sponsorship. 301-723-4575.

Mature pro, hard working, enthusiastic, personable, community oriented, offers 15 years experience, 7 years major market credits, a ton of talent (jock/talk/news/sports/cable TV/management) in return for real opportunity to contribute to a solid broadcast organization. 513-921-7999.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Winning major market PD available immediately. Great track record in A/C, country. KRMG, WTMJ, WDG, WBCS. Bill Conway, 918-250-8740.

Take charge operations manager interested in moving up to your team. Responsibilities have included all departments. Positive staff motivator. College, first phone, currently employed. Reply Box Z-165.

Commercials by mail. Major mkt. sound. Inexpensive. Dean, 10045 Riverside, Palm Beach Gardens, FL 33410.

Telephone-talk specialist. Controversial, but my listeners formed a fan club anyway! Bud Andrews, 904-744-5750.

RAB-awarded broadcaster. Market size not important. Expd. operations mgr., program director, news director, production, CRM sales. Extremely versatile both radio & TV BA broadcast communications mgmt., minor journalism. Peter Schmidt, 16 Prospect Ave., Dunellen, NJ.

2 energetic, young radio pros in top 50 mkt., 21 yrs. combined experience in programming, sports, sales. Looking to manage or operate station, small or medium mkt. Box A-17.

I PD'd the largest audience growth in the country last year, but I still make less money than most jocks in this market. I want a boss who will pay me what I'm worth! Top 100 only. Box A-33.

TELEVISION

HELP WANTED MANAGEMENT

Business manager. Top 50 Southeast market. Accounting, budgeting, computer-skills necessary. Responsible for daily operations of accounting department. Please respond with experience, salary requirements, references in complete confidence to Box Z-119. EOE.

General manager. Full power, full coverage ch. 67, Houston, ready to become 4th independent in dynamic, 10th-ranked market. Immediate opportunity for experienced manager capable of startup, staffing, budget preparation, selling, competitive positioning of a key, well-financed independent TV station. Salary, incentive, and most important, equity opportunity. Resume to Babcock Communications, 600 Cayuga Hgts. Rd., Ithaca, NY 14850. Replies confidential.

Chief engineer. Immediate opening for hands on chief engineer. Must know UHF-TV and satellite technology. Excellent benefits. Southern California independent. Salary requirements/complete resume first letter. Equal opportunity employer. Write Box Z-143.

Senior internal auditor. Position available on corporate internal audit staff, upstate New York-based communications firm in the heart of Finger Lakes region. Publicly-held company has television, radio, newspaper operations in 18 states. Four year accounting degree and 2-4 years' auditing experience required. Please send resume/salary history in confidence to Internal Audit Manager, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14851.

Position available for dynamic individual with strong sales and management experience to be CEO of multistation TV company. Send resume to Box A-30.

GM for new UHF station, large market. Experience required. Write Box A-1.

HELP WANTED SALES

Gulf Broadcasting's ABC affiliate, 51st market (Greensboro-High Point-Winston-Salem), is preparing for the future. If you have current TV sales experience with track record in market development, send resume today to John Cottingham, Box HP-8, High Point, NC 27261. EOE, M/F.

Aggressive, disciplined account executive. Leading small market. Established clientele. Good economy. EOE. Resume to Sales Manager, Meyer Television, KMOT-TV, PO Box 1120, Minot, ND 58702.

Local sales manager. Southeast VHF affiliate wants to hear from experienced sales manager or mature local sales pro that can document and sell his/her belief that he/she can sell creatively, motivate, train, lead our sales team. Mid 30s/benefits. Send resume/cover letter to Box Z-144. EOE.

Account executive: WTKK-TV, Manassas, VA/Washington, DC. Seeking experienced salesperson. Radio experience accepted, television preferred. Good Base, commission, benefits, advancement opportunities. Family format. Group owner. Contact Mr. Foltz immediately, 703-631-2310, or Christian Television WTKK, P.O. Box 3150, Manassas, VA 22110. EOE.

TV account executive. KWLL-TV looking for experienced account executive. Begin work immediately. Broadcast sales experience helpful. Not an entry-level position. Resume/references to Mike McCollum, KWLL-TV, 500 East Fourth Street, Waterloo, IA 50703. No phone calls please. All replies kept strictly confidential.

Account executive - WRTV, ABC affiliate, Indianapolis, IN seeks professional account executive with two or more years proven television sales experience. A McGraw-Hill station, WRTV is the leading station in Indianapolis. Qualified applicants send resume/references to Joe Mazza, Local Sales Manager, WRTV, 1330 N. Meridian St., Indianapolis, IN 46206. EOE.

Account executive. Strong ABC affiliate, major Southeast market, seeks experienced professional. Previous broadcast sales experience required, with strong track record in agency, in development of new direct business, and in television vendor support programs. Must have management potential, be well-versed in research/rating information. Minimum 3 years' television sales experience required. Send resume to Box A-12. EOE.

HELP WANTED TECHNICAL

Chief engineer, minimum five years maintenance & three years management experience. Top 50 UHF Sunbelt station. AA/EOE. Box Z-91.

Maintenance engineer: Telemation Productions, major full service production facility, looking for top notch maintenance engineer. Should be knowledgeable with Sony one-inch VTRs, CMX 340 editor, GV1600 switcher, Digital Video Effects systems, ADO, TR600s, audio, video and digital transmission systems/circuits. Applicant must be highly motivated. Salary based on knowledge/experience. Send resume to Chief Engineer/Telemation Productions/834 N. 7th Ave./Phoenix, AZ 85007.

Chief engineer: Northern California UHF independent. Must have transmitter/studio experience. Resume to Box Z-117. EOE.

Engineer/technician. Midwest CBS affiliate seeking experienced engineer/technician to maintain studio, transmitter, ENG equipment. If interested, send resume, salary requirements to Chief Engineer, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M-F.

Engineer: New ITFS station, Houston, Texas. Need strong background in video maintenance. FCC first class license. Salary/benefits to match experience. Call Terry May, 713-462-7708.

Operations technician. Progressive ABC affiliate, heavy emphasis in production, has immediate opening for operations technician. 1-2 years' experience required. General class license preferred. Contact Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

We're adding maintenance position to our TV engineering staff. Strong experience of 5 years or more in studio maintenance required. FCC general license or SBE certification preferred. Come experience beautiful North Carolina. Apply to Chief Engineer, WPTF-TV, Box 1511, Raleigh, NC 27602. 919-832-8311.

Producer/director for fast-paced, highly technical, top-rated newscast. Involves live remotes nightly. Four years experience directing news and supervisory skills required. Send resume/salary requirements to Box Z-171. EOE/MF.

Technician. Well-versed all aspects of electronic communications. Will work CARS microwave, satellite downlink, satellite uplink, cable TV headend, microwave radio, character generator, related equipment. Resume/salary history to United Cable of Colorado, 6850 S. Tucson Way, Englewood, CO 80112. Attn: Engineering Department. EOE.

Chief engineer. Experienced engineer. Design, install, maintain equipment in large industrial production and post production facility near Washington, D.C. Position requires strong technical background, at least two years experience troubleshooting/repairing 1" equipment. Resume to NUS Training Corporation, Box PT, 910 Clopper Road, Gaithersburg, MD 20878.

Engineering operations supervisor. Requires 3 years experience all phases master control operations. Submit resumes to Richard Lynn, Ass't. Chief Engineer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. Equal opportunity employer.

Hands-on chief engineer. Year-round resort area, Michigan. Resume to Chief Engineer, P.O. Box 30380, Lansing, MI 48909.

New full power UHF independent TV station, with studio in North Miami, FL, has openings for two studio maintenance engineers. One senior engineer must have experience in Sony 2000 tape, A/R 3, Sony 5000 editor, GV 300 with DVE, computer control cameras. One junior maintenance engineer must have solid maintenance background in television related equipment. Both engineers should have complete knowledge of digital, analog, electronic theory. Contact Ed Reid, Director of Engineering, 305-523-3333. WBFS-TV 33, 16550 NW 52nd Ave., Miami, FL 33014. EOE.

Need immediately—transmitter supervisor. Three-station Wyoming Network. Must be strong in RF and microwave systems. Experience with Townsend, RCA, Macom a plus. Salary negotiable. Reply in confidence to Chief Engineer, KCWY-TV, Box 170, Casper, WY 82602.

Director engineering/technical administration. VHF television station, highly competitive top 20 market. Ideal candidate will possess at least ten years experience in broadcasting, strong administrative/interpersonal skills, extensive knowledge of all technical aspects of television station operations, exceptional ability in long range facilities/capital planning. Equal opportunity employer. Resume to Box A-14.

HELP WANTED NEWS

One person band for Rolling News Bureau in outlying counties. Reporting, shooting, editing. No calls. Tape to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Meteorologist. Number one station seeking dynamic meteorologist. Candidate must know weather and people. We have latest state-of-the-art equipment. If you are currently looking for new challenge and chance to learn/grow with our meteorology staff, send resume to Box Z-105. On-air experience a must. EOE/M-F.

News producer. We're already the best in town. If you're a producer who's dynamic and creative enough to keep us well ahead of the competition, we should get together. Daily news producing experience required. If you are what we're looking for, send resume/salary information to Box Z-106. EOE/M-F.

News reporters. Two years' experience field reporting with emphasis on hard news; excellent writing skills. Salary requirements, resume, tape to News Director, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581.

Meteorologist or weather personality. Number one station in market seeking dynamic meteorologist or weather personality. Candidate must know weather and people. We have the latest state-of-the-art equipment. Requires degree in meteorology or equivalent science, one year TV experience. Knowledge of computerized graphics helpful. If you are looking for a new challenge and chance to learn and grow with our meteorology staff, send resume and tape immediately to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

News director/instructor. Unique fully commercial, network-affiliate TV newsroom/laboratory in innovative broadcast journalism education program. Must be newperson who can compete while also a good internal communicator with the interest and ability to teach young people how to do TV news. Requires hard work, leadership skills, detailed organizational ability. Exciting opportunity for person with good experience who wants to advance even more rapidly. Need at least five years in TV news. Master's preferred. Send thoughtful letter of application and resume to Mackie Morris, Chairman, Broadcast News Department, University of Missouri, School of Journalism, Box 838, Columbia, MO 65205. AA/EOE.

Anchor - ABC affiliate, central California, seeking qualified individual to anchor weekday newscasts. At least 2-years TV experience required, including 1-year anchoring. Tape/resume to Richard C. Drilling, News Director, KJEO-TV, P.O. Box 5455, Fresno, CA 93755. EOE.

Weathercaster - net affiliate, Sunbelt, looking for experienced professionals for prime and weekend weathercasts. Meteorologists preferred. Resume/salary requirements to Box Z-168. Equal opportunity employer, M/F.

NYC's largest independent television news service needs videographers. 1-2 years hard news experience. Send resume/tape: Personnel Department, Broadcast News Service, Pier 62, 3rd Fl., NY, NY 10011.

KLAS-TV looking for experienced weekend anchor-producer/reporter. Strong production/writing skills required. Please send tape/resume to Jan Stanley, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Executive producer—who's aggressive and hungry. Take charge of news staff composed of same. Resumes to Bob King, News Director, WFLX-TV, Box 888, Tampa, FL 33601. EOE, M/F.

Anchor. Odessa-Midland, Texas, NBC affiliate, looking for news anchor. 5/10pm. Some TV experience. Must do street reporting. Tapes, resumes, salary requirements to News Director, Box 6699, Midland, TX 79711.

Producer: 3-5 years' experience. Ability to produce fast-paced yet coherent program. 30's market. Strong on people skills. Positive attitude for a positive, upward moving organization. Resume/references/salary history to Box A-23. EOE.

Mature news director/anchor - If you have many years' experience in a larger market, but younger blood has pushed you out of the mainstream at your present station, you may be the person we're seeking. Chance to lead dynamic, young aggressive staff. Network affiliate, beautiful mountainous area, Southeast. Established and profitable station and parent company. Good benefits packages. Resume to Box A-32.

Weathercaster. Midwest affiliate station. Fully equipped with electronic weather graphics. Resume to Box A-34. EOE.

KVOS Television Corp. seeks fulltime news anchor/reporter, at least two years on-air experience in a Pacific Northwest market. Strong writing/interviewing skills required. Journalism degree/3/4" editing desirable. If you are a self-motivated creative professional who meets deadlines, contact Chris Wood, Executive Producer, KVOS-TV, 1151 Ellis Street, Bellingham, WA 98225, 206-671-1212. EOE.

Weekend anchor/producer. Immediate opening for experienced anchor, reporter, producer. No beginners. Tape/resume to Jim Hampton, News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

Anchor/reporter: need aggressive, authoritative person. Fill primary position, medium market station, Southeast. Want established individual with proven community involvement. 4 to 6 years' experience required. Strong writing skills a must. Excellent salary/fringe benefit package. Principals only. Send resume, tape, salary history to Dept. WL Suite, 3421 M Street, NW, Washington, DC 20007. EOE.

Assignment editor. Aggressive, responsible person. Three years' journalism experience. Ability to direct news staff in coverage of daily news; work closely with producers to develop newscasts. M/F, EOE. Resume to Jim DePury, 9117 Hogan Road, Jacksonville, FL 32216.

TV news reporters. Two positions open. Both require strong news-gathering, writing, tape editing, on-air skills, plus experience as reporter for commercial TV station. One position requires at least two years' experience, including some investigative work. Anchor ability desirable for both. Letter/resume to Dick Nelson, News Director, KCRG-TV, PO Box 816, Cedar Rapids, IA 52406. No phone calls, please. EOE.

Executive producers/producers needed. Send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Chief meteorologist. Degree and AMS seal preferred. At least one year experience. Resume/tape/salary requirements to George Stephenson, News Director, WSEE-TV, 1220 Peach St., Erie, PA 16501. EOE.

Kiplinger fellowships. Broadcast journalists with two or more years' experience are invited to apply to the Kiplinger Graduate Program in public affairs reporting, The Ohio State University. Yearlong program, beginning Sept. 25, 1985, leads to Master's degree in journalism. Ten fellows appointed receive free tuition and fees, + monthly stipends. Selection competitive. Write to John Wicklein, Kiplinger Professor, School of Journalism, OSU, 242 West 18th Ave, Columbus, OH 43210.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Senior maintenance engineer. CMX - edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Salary negotiable. Southern Productions, Nashville, Tennessee, 615-248-1978.

Commercial director - 2 years experience required. Capable of hands-on, creative, quality commercial directing. Resume/salary requirements to Box Z-121. Equal opportunity employer.

Producer/writer/reporter: Salary \$18,000-\$19,000. Requires 2 years fulltime experience at TV station or major production center. B.A. required; journalism background, TV directing, editing skills desirable. Letter of application, official college transcripts, resume, three letters of recommendation, cassette copy of your work to Paul Lopez, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline 11/23/84.

Director of television information. Responsible for using all available media to achieve public awareness of WBGU-TV programs, campaigns, fund-raising events, and services. Requires two years fulltime experience as writer/creator of promotional materials for print and other media. Knowledge of public television desirable. B.A. required, journalism background preferred. Clear/effective writing ability essential. Salary \$23,000-\$24,000. Send letter of application, official college transcripts, resume, three letters of recommendation, portfolio of work to Ronald J. Gargas, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline 11/23/84.

Senior crew member: Experienced person for ENG, remote, studio operation needed for PBS station. Three-quarter and one-inch editing knowledge required. Minimum three years' hands-on experience in broadcast television production; B.A. or B.S. in radio/television preferred. Salary: \$19,593.60 per year, some overtime available. Resume/tape to Jeffrey Weiss, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls please.

Promotion specialist. South Florida affiliate seeks strong, #2 person. Must be creative, organized, motivated. Excellent opportunity for advancement. Resume only to Box Z-130. EOE.

Promotion producer-writer. College degree or two or more years related experience preferred. Creative writing skills important. Ability to work well under deadlines crucial. Send resume/reel to Joel Canfield, Promotion Manager, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. EOE.

Videographer/editor - Top 20 market public television station seeks experienced videographer/editor for documentary and "magazine" EFP production and editing. Must have good camera/lighting skills and off-line and on-line editing experience. Excellent compensation package. Resume/tape by November 12th to Personnel, P.O. Box 6, Sacramento, CA 95801. AA/EOE.

Pacific Northwest CBS affiliate has opening for operations manager. This department head position is responsible for all technical aspects of commercial and program production. Minimum 2-3 years' experience in technical and production areas of a television station. Strong leadership skills with ability to motivate others in a positive manner. Qualified applicants send resume to Dennis Williamson, VP/GM, KREM-TV, 4103 South Regal, Spokane, WA 99203. EEO/M-F.

Assistant network program manager - responsible for recommending program acquisitions and scheduling of programs for broadcast on the Nebraska ETV Network and EduCable. Requires MA in telecommunications plus four years broadcast television experience or BA in mass communications, journalism, or broadcasting plus six years experience. Salary \$26,146, minimum. Deadline: December 1. Apply to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Promotion mgr. Odessa-Midland, Texas. NBC affiliate, looking for creative, energetic self-starter. Handle one-person department. Must be experienced all facets of television promotion. Tapes, resumes, salary requirements to General Mgr., Box 6699, Midland, TX 79711.

Senior television producer/director. Direct responsibility for production of televised instruction and other television presentations for Wright State University. MA in television, broadcasting, related field desired. BA required. Specialized training, beyond a degree, in television, film and/or audio visual techniques desired. Minimum five years' current experience, with major responsibility for specific projects in television production with quality educational, instructional or commercial production facility. EFP experience necessary. Must interact well with talent, studio crew, clients. The TV Center serves outside clients as well as the University. Salary competitive, excellent benefits. Resume by November 30 to William Lewis, Wright State University, 102 TV Center, Dayton, OH 45435. EOE.

Creative services manager: #1 network affiliate, top 100 Southeast market, seeking experienced, creative, motivated person to manage its five-person creative service department. Education/experience equivalent to four years' college work, including at least two years' hands-on experience as producer/director in a creative service department. Send resume/salary history/requirements to Box A-31. EOE.

Public information officer: Fast-moving Sunbelt PBS affiliate 5-station network needs experienced public information officer/promotion writer. Write program information material for media, handle corporate public relations, write advertising/promo copy and organize promotional events. Three years experience in advertising, journalism or broadcast promotion required, with B.A. degree in communications or related field. Send application letter, resume, writing samples, three references by 11/16 to Personnel Director, Arkansas ETV Network, Box 1250, Conway, AR 72032. AETN is an AA/EOE.

Producer. Aggressive, live-remote magazine show. Top-10 market. Successful candidate will be creative, will demonstrate understanding for late afternoon audience, have 3 to 5 years' experience in talk and/or magazine formats at producer level in major markets. Send resumes to Box A-29.

Promotion writer/producer—WFLD, Metromedia, Chicago, seeks creative on-air promotion writer/producer. Must have 2-3 years' experience writing/producing on-air promos for news and entertainment programming. Tape/resume to Jackie Woods, Personnel Coordinator, WFLD, 300 North State Street, Chicago, IL 60610. Metromedia, Inc., is an equal opportunity employer.

Assistant network program manager—responsible for recommending program acquisitions and scheduling of programs for broadcast on Nebraska ETV Network and EduCable. Requires: MA in telecommunications plus four years broadcast television experience or BA in mass communications, journalism, or broadcasting plus six years experience. Salary \$26,146, minimum. Deadline: December 1. Apply to Personnel Coordinator, University Television, Box 83111-A, Lincoln, NE 68501. AA/EOE.

Development supervisor. Fulltime position, instructional/PBS television broadcasting facility. Position responsible for income-producing development activities including, but not limited to, program underwriting, planned giving, capital campaigns, grants, other development-related activities. College graduation with degree in marketing, advertising or television or related field or equivalent. Three years of recent, full-time, paid experience in public broadcasting development. Estimated salary \$23,150 to \$25,480 per year, depending on experience. Submit resume no later than Friday, November 16, 1984, 5:00 p.m. to the Classified Personnel Department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121. Affirmative action/equal opportunity employer.

Producer/unit manager. Responsible for supervising production unit of 2 reporter/associate producers and one videographer. Production unit produces 4 half-hours per week of "For the Record" under direction of Alabama Public Television Network's news and public affairs director. Required: B.A. in closely related field, two years' news reporting experience including 6 months' television experience, some supervisory experience in area of news. Salary: \$17,354-18,000. Resume tapes may be requested later. Two reporter/associate producers. Reports directly to producer of "For the Record" as member of four-person production unit which produces the series. Researches an assignment, schedules, performs on-camera interviews, scripts, electronically edits. Plans visuals and graphics to be used with each news report. Appears on live or taped broadcasts of "For the Record." Required: B.A. in closely related field and reporting experience. Preferred is experience as television news or public affairs reporter. Resume tape/writing samples may be requested later. Salary \$15,572. Videographer: responsible for ENG recording for series "For the Record." Additional responsibilities include 3/4" videotape editing, studio camera operation. Shooting assignments made by producer/unit manager, who directs 4 person production unit responsible for producing "For the Record," four nights per week. Required: technical or academic training beyond high school in closely related area or two years related experience or one year videographer experience. Salary: \$10,579-11,103. Resume tapes may be requested later. All positions are grant supported. Begin 1/2/85 through 9/30/85. Grant renewal anticipated for 12-month period of 10/1/85 through 9/30/86. All 4 employees will live/work in Montgomery, AL. Application deadline: 11/19/84. For further information, contact Judy Stone, 205-348-6210. Send resume to Employment Office, Box 6163, University, AL 35486. The University of Alabama is an AA/EOE.

Director/editor. Top 30 market. Must be experienced in directing/editing of commercials, promotions, news. Must be familiar with 2", 1", 3/4" editing. Resume to Box A-4.

Restructuring commercial mobile production staff. Southern affiliate station. Require supervisor with Ikegami and editing experience/two years supervisory experience. Require mobile production cameraperson. Both positions involve heavy commercial production load. Resume/salary requirements to Box A-13.

SITUATIONS WANTED MANAGEMENT

General manager. 30 years TV. Indy start-up successes and net experience. Major to small markets. Hands-on manager. Totally knowledgeable all phases. Sales, programming, promotion, news, et. al. Bottom line oriented. Currently employed. Looking for new challenge with solid organization. Box Z-140.

Public affairs director for Boston area science center. Also experienced as producer-director for East Coast NBC affiliate. Desires position as station public affairs manager. Video tape available. 617-651-4300.

SITUATIONS WANTED NEWS

Eager to start work in news, promotions. Experience in TV, radio, print, PR. Organized. Attractive. Fluent Spanish. Elizabeth, 215-644-6079.

Weathercaster, medium market experience. I'm Asian male seeking weekday position. Believes in giving before receiving. For tape, contact Bob, 501-851-1921.

Television meteorologist, 15 years. Extensive weather computer/radar experience. Excellent references. 206-671-2501.

TV weatherman. Prefer Southeast. 20 years of radio experience, 2 years TV weather. Bill Vale, 404-231-1250.

Sports anchor-reporter. Now sports director in medium-small market. Ready to move up. Two years experience. Write Box Z-141.

Challenge me—1984 college graduate with radio and TV writing & producing, radio management skills, seeks position in TV news/production. Chronic overachiever. Contact Adam Weintraub, 6648 Washington, A1, University City, MO 63130, 314-725-8985.

Experienced, ambitious, capable high school student seeks anchor status of youth news/entertainment broadcast. For more information and tapes, write/call 1010 Fairmont St., Greensboro, NC 27401; 919-273-5805.

High energy top 50 market reporter/anchor. 5 years experience. 717-291-4539. Joe.

Reporter—Seven years' TV writing experience (including network). Segment producing and live remote skills. Worth a call. 212-535-3341.

Broadcast newswriter/editor, international wire service, seeks TV reporter's position, Michigan or Ohio. Dave, 312-293-1241.

Meteorologist—credible, dedicated meteorologist needs start in broadcasting. Have college radio/television experience. Call Tim, 312-894-6349, evenings, CST.

Out of the blue comes your ratings war cure! Reporter position sought. Young, creative, appealing BA from Boston has what you're looking for. Strong major market writing/producing experience. Put me on camera; I'll put you on top! No story or market too small. Paul, 201-985-6137.

Meteorologist. Young, experienced weathercaster. Master's degree in meteorology. Good communicator, personable, knowledgeable. Small or medium market. Steve, 914-783-4685.

Meteorologist, with awards, AMS seal of approval, science reporting, computer experience, available now. Stuart, 314-962-8419.

Female meteorologist seeks entry-level position. Texas A&M December graduate. On-camera/Colorgraphics experience. Internship under two AMS certified meteorologists at #125 market. Contact Cheryl Bennett, 409-845-7671 days; 409-846-0661 evenings.

SITUATIONS WANTED TECHNICAL

19 years broadcast engineering, 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, and departmental budgeting from scratch. Please reply Box Z-157.

Former first phone, radio, audio, recording engineer. Desires job in television. 7 years exp. + TV service. Non-smoker. T. Quinn, 4927 Broadview, Cleve., OH 44109

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Art director/broadcast designer. Multiple international award winner, 10 years experience, 7 in top 5 market. Active member B.D.A. Excellent print and animation. Experienced in video paint, identity development, image maintenance. Prefer Pacific Northwest. Box Z-129.

Star search '85. Seeking star performer for your team? Recent college grad seeks entry level position, NYC. Hard worker. Steven Droge, 19 Hiview Rd., Wappingers Falls, NY 12590, 914-297-9295, 6-11 PM EST

Experienced editor/TD (employed) seeks position as CMX style &/or ENG editor. Solid background, cooperative attitude, great announcing skills. Desires opportunity that offers challenge. Box A-24.

Producer/director—6 yrs. medium market. Remotes, top-rated newscast, commercials. Solid track record. Emphasis on quality. Administrative experience. Tim, 712-239-2714.

Director/production manager. Currently employed, production house with major corporate clients. Seeking return to broadcast station. Prefer Sunbelt or Florida. Let's talk. 609-698-1675.

Currently employed producer/director seeks opportunity to relocate to larger mkt. Extensive newscast/EFP experience. Box A-6.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director, School of Communication, Northern Arizona University. Recently formed School of Communication in the College of Creative & Communication Arts seeks its first director. The director will have unique opportunity of organizing and managing an academic unit that will house the disciplines of journalism, speech and telecommunication, as well as service activities of student newspaper, carrier current radio station, television production center, and nationally competitive forensics program. There are currently 18 faculty serving the combined departments. Responsibilities will include working with the chairpersons to develop curricula, programs, budgets, and personnel. University also supports a 100,000 watt national public radio station. Preference will be given to candidates that possess a terminal degree in one of the disciplines offered in the school, as well as those that have had administrative experience directing or managing a communication discipline in a college or university. However, consideration will be given for comparable professional & administrative experience in appropriate professional discipline. In-depth understanding of administrative operations of speech communication and/or the mass media (i.e. newspaper, television, magazines, and radio) is desired. Applicants should demonstrate commitment to research and scholarly writing and possess qualifications necessary for appointment to rank of associate professor or professor. Start 7/1/85. Northern Arizona University is in Flagstaff, a city of approximately 40,000 residents, situated 140 miles north of Phoenix at 7,000 feet elevation. Nearby scenic/recreational opportunities include the 12,000 feet San Francisco Peaks, Museum of Northern Arizona, Coconino Center for the Arts, Grand Canyon, Petrified Forest, Sunset Crater, Painted Desert, Oak Creek Canyon, and mild year-round climate. Send letter of application, vitae, three letters of recommendation to Dr. Charles H. Aurd, Dean, College of Creative & Communication Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86001. Deadline November 21, 1984. Northern Arizona University is a committed equal opportunity employer.

HELP WANTED SALES

Experienced sales person wanted. Sell production libraries, station IDs, commercial concepts to radio and TV retailers. Extensive travel required. Excellent benefits and base - Fortune 500 company. Send introductory letter/resume to Dick Denham, General Manager, I/D Library Division, Media General Broadcast Services, Inc., 2714 Union Extended, Memphis, TN 38112. EOE.

HELP WANTED TECHNICAL

Chief engineer. Mass communication area of communication department of Miami University, Oxford, Ohio. Will be in charge of all engineering matters related to video and audio facilities of this academic program. Responsibilities include operational supervision of engineering staff and students; future planning of facilities and budget; scheduling/monitoring video facilities; maintenance of video equipment; recommendation of video purchases; consultation with faculty and students on video/audio production; support for CATV programming. Must hold FCC general class commercial radiotelephone license. Preference given to applicants with at least baccalaureate degree. Interpersonal/supervisory skills a plus. Contact Gerald Sanders, Department of Communication, Miami University, Oxford, OH 45056. Application deadline November 12, 1984. Miami University, an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

CCA 25000DS FM (1972), CSI FM 3000E (1982), ITA 5KW FM, Harris MS15, two Bird 25KW dummy loads. Call M. Cooper/Transcom Corp., 215-379-6585.

5KW AM Bauer 5000J (1968), RCA BTA-1R 1KWAM. Both on-air. Call M. Cooper/Transcom Corp., 215-379-6585.

Electronically evaluated videotape. 3/4" U-matic videocassettes. All sizes, low prices. Also, C-type 1-inch 30 minute videotape, \$24.99. Satisfaction guaranteed. Fast, free delivery. Call collect, Carpel Video, Inc., 301-845-8888.

2000 feet used 6-1/8", 75 ohm, EIA flanged transmission line, 19 1/2 ft. sections with elbows, gas barriers, hangers. Excellent condition. Call toll free, 800-874-5449; 800-282-6214.

Mobile studio full 3 camera 3/4" production vehicle. Two 6.5 KW Onan generators. 22' 1979 International, 18,000 mi. with hydraulic liftgate, camera platform with ladder, power cable reels, rear and external storage, computer flooring, HT/AC, 100 fuel capacity. With or without video equipment. Tony, 201-894-5555.

RCA TT10AL Ch5 transmitter with RCA TT25BL 25KW final. Complete with Moseley PBR-30 remote control, ADP-220 automatic printer, TAU tolerance alarms, relay interface. RCA TF6BM Ch5 6 bay antenna. 1800 feet 3-1/8" transmission line. All in service, available December. Ken Renfrow, KOAA-TV, 303-544-5781.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Walter Price, Bill Martin, Bob Martins, or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

2-IGM instacarts and 3-IGM go-carts—each instacart has 48 trays with mono heads—each go-cart has 78 trays with stereo playback—excellent condition. Call Kim Hurst, WIRE, 317-927-4200.

Harris automation system 90—features 3,600 program events with look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 1-IGM 48-tray instacart (mono), 2-IGM 78-tray go-carts (stereo), 2 control consoles, TI printer. Call Kim Hurst, 317-927-4200, for a very versatile live-assist or complete automation system.

40' mobile unit - Grass 1600 - YAM PM-2000, with or without. Cameras-VTR-Quantel-Chyron-Tractor. Base price \$495,000. 213-467-6272.

RCA TK-780's (4), RCA TK-760's (2) complete with all triax, lenses, accessories. Audio Arts console with 24 inputs, 8 Buss. 813-576-7676.

Sparta 701B, presently on 780, good condition. Being replaced because of power increase. Available now. \$6500, plus shipping. Call WABS, 703-534-2000.

360 foot AM utility tower #380. Standing. KXEX, Fresno, CA. 209-233-8803.

Complete automation system: DP-2, 6 carousels, 5 tape decks, time announce, 2 stationary carts, logging, remote control. Currently in use. \$18,000. Derek, 406-628-7916.

4 Norelco PC-70 three tube cameras. System includes remote control operator panel (CCU), camera cables, service manual, various spare parts, 10:1 broadcast quality lenses. 718-499-9705.

6 Ampex VPR-7800 one inch type "B" VTR's with edit capability, most modules, service literature. 718-499-9705.

You pay too much if you are not getting your new, double shielded, sweep tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol, Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

10 RCA TK-630 color cameras. Complete with tubes, lens, control cables. Many spares available. E. J. Stewart, Inc. 215-626-6500.

TV-81 camera cable. 20,000 feet. Various lengths. All good. E. J. Stewart, Inc. 215-626-6500.

TK27 camera Eastman projector, TP 55 multiplexer CBS image enhancer. Asking \$3500. Crosspoint latch 6139 switcher with pattern expansion, asking \$20,000. Like new, original cost over \$30,000. Contact Charles Chatelain, 318-237-1500.

Two Barco CTM-66 color monitors w/remote. Pre-owned, 9 mo. old. Excellent condition. Asking \$3,000 for both. Mike Thees, 201-592-0009.

53 AM-FM trans., in stock. All spares, all books, all powers, all prices, all working, all our inventory. Crystals for your freq. R. E. Witkovski, owner. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600.

2" videotape in shipping cases. Approximately sixty 2" reels of tape. Good condition. For sale. 60 minute reels. Best reasonable offer accepted. Box A-5.

RADIO PROGRAMING

Have you ever considered nostalgia-big band-traditional MOR format or program? Discover Fred Hall Productions' Great Times and Swing Thing. Box 806, Windsor, CA 95492. 707-838-7890. Norm Hankoff.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams, #901, Denver, CO 80218, 303-320-6816.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

Call letters for sale. Perfect for existing or startup jazz station. 303-444-7838.

Broadcast radio and television technical handbook. SASE brings complete outline. Ed Noll, Box 75, Chalfont, PA 18914.

CABLE

HELP WANTED NEWS

News producer-anchor. New venture. Central NJ. Must produce & anchor newsbreaks, direct crews, + budget/administrative duties. Prefer applicants from metro NJ & NY. Resume, references, video of air work to CJN, Box 557, New Brunswick, NJ 08903. EOE.

RADIO

Help Wanted Management

ASSISTANT CONTROLLER

**Katz Broadcasting Company
Bridgeport, Connecticut**

Katz Broadcasting need an experienced people-oriented person to assume major responsibilities in key areas of the company's financial operations, including preparation of monthly financial statements and direction of a staff of 5 accountants.

Position requires B.S. in accounting and extensive practical experience.

Resume in confidence to: Vice President Finance, Katz Broadcasting Co., Park City Plaza, Bridgeport, CT 06604. Katz Broadcasting is an equal opportunity employer.

KATZ BROADCASTING COMPANY

America's Employee Owned Broadcast Group

A SUBSIDIARY OF KATZ COMMUNICATIONS INC.



Katz. The best.

Help Wanted Management Continued

CHIEF ENGINEER

Exciting opportunity. Build state-of-the-art class C. Growing San Antonio market. Young, expanding group needs strong, experienced chief engineer. Excellent benefits. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772. EOE, M/F.

MAJOR GROUP OPERATOR

recruiting promotion and sales-oriented GSM's who can train and motivate personnel. Financial opportunity unlimited. Career growth limited only by performance. Excellent corporate possibilities for professionals. Reply Box Z-135. EOE.

Help Wanted Sales

5 MARKET-FM/AM

Top group, Springfield, MA, Providence, RI, White Plains, NY, Allentown, PA, Syracuse, NY. If you sell radio, move up! Idea, aggressive, street salesperson only need apply. Don Wilks, Wilks/Schwartz Broadcasting, WAQY, 45 Fisher Avenue, East Longmeadow, MA 01028, 413-525-4141.

Situations Wanted Management

STATION OWNERS!

Falling behind on your payments? I can make you a bundle of money in a hurry. Southeast markets preferred. Compensation includes equity in relation to revenue generated. Let's talk. 813-996-2181.

CURRENTLY EMPLOYED GENERAL MANAGER

Major & large market experience. Former owner seeks large or major market GM or corporate position. Strong on leadership, sales, programming & promotion. Box Z-150.

TELEVISION

Help Wanted Sales

LOCAL SALES MANAGER

This TV station is committed to the developmental sales approach. Seven (7) person sales staff is supported by a retail marketing specialist (co-op/vendor), a marketing research specialist, and a five (5) person commercial production unit, plus station has GMA Research, Katz Probe, TVB, and numerous other sales support services.

Candidates for the position must have a distinguished local sales background and be familiar with the utilization of our sales resources. Previous management experience is preferred, but not mandatory.

Please contact:

*Dept. of Human Resources
Capitol Broadcasting Co., Inc.
P.O. Box 12000, Raleigh, N.C. 27605
Equal Opportunity Employer, M/F*



SALES REPRESENTATIVE

Producer of finest syndicated television commercials in several retail categories needs intelligently aggressive representative in two major areas prior to major expansions: (1) eastern Canada to Virginia; (2) western Canada plus northern United States (Washington/Oregon to Minnesota). Expense account, commissions, bonuses. Low mileage automobile necessary. Full resume, references required. Will consider part time regional, state or city representative, straight commission basis. Respond to PO Box 528, Jackson Heights, NY 11372.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

GENERAL MANAGER

Exciting opportunity for successful manager. State-of-the-art class C. Growing San Antonio market. Young, expanding group needs strong, experienced leader. Excellent benefits, incentives. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772. EOE, M/F.

AmericanMediaInc

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, November 12, 1984, the deadline for classified advertising for the Nov. 19 issue will be:

FRIDAY, NOVEMBER 9, 1984

Help Wanted Programing,
Production, Others



MANAGER OF PRESENTATION WRITING ABC TV NETWORK

Candidate must have exceptional promotional and presentation writing skills, along with a solid understanding of the TV broadcast market place. Strong managerial skills are also essential including supervision of other writers, editing, creative input and coordination of various projects from inception to completion. At least 7 years background in broadcasting, advertising or related areas.

Qualified individuals should forward their resume including salary history to: **JML, Personnel Department, American Broadcasting Companies, Inc., 1345 Avenue of the Americas, New York, New York 10019.** Equal Opportunity Employer M/F/H/V.

American Broadcasting Companies, Inc.



Pittsburgh 2 Day

PITTSBURGH'S NO. 1 LOCAL HOUR/LIVE MAGAZINE/TALK SHOW CASTING FOR AN EXPERIENCED HOST TO CO-STAR WITH PRESENT HOSTESS.

Send resume/tape to Paul Kelym, Producer, KDKA-TV, Westinghouse Broadcasting and Cable, Inc., One Gateway Center, Pittsburgh, PA. 15222.

An equal opportunity/affirmative action employer, M/F/handicapped.

Help Wanted Technical

VIDEO MAINTENANCE TECHNICIAN

New York City broadcast/production center seeks qualified maintenance technicians to maintain and repair 3/4" VCR's, computer-based editing equipment, broadcast cameras and related equipment. Ample opportunity for diversification into other areas of production and broadcast operation. General electronics background and thorough knowledge of digital circuitry a must. Three years paid experience in video maintenance or related areas required. Salary \$19,625, excellent benefits, advancement opportunity. Position available immediately.

Send resume to Ms. Nola Whiteman, WNYE-TV/FM, 131 Livingston Street, Room 330, Brooklyn, NY 11201

WNYE is an equal opportunity employer M/F/H

MASTER CONTROL OPERATOR

New York City radio and television stations seek qualified master control operators to sustain broadcast schedule. Must be familiar with operations broadcast schedule. Must be familiar with operation of U-Matic recorders, waveform monitors, time base correctors, audio consoles and related equipment. Three years paid experience in video or radio operations or related areas required. Salary \$19,625, excellent benefits, advancement opportunity. Positions available immediately.

Send resume to Ms. Nola Whiteman, WNYE-TV/FM, 131 Livingston Street, Room 330, Brooklyn, NY 11201.

WNYE is an equal opportunity employer M/F/H

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Help Wanted Management

NEWS & PUBLIC AFFAIRS MANAGER/PRODUCER

Major West Coast independent looking for top news and public affairs manager-producer. In addition to managing the department, this person will form a documentary unit and serve as executive producer. Strong management/production experience necessary. Salary commensurate with experience. Please send resume in confidence to Box Z-134. EOE.

Situations Wanted News

NETWORK NEWS CORRESPONDENT

I've done it all. Now I want to be your news anchor. Major markets only, please. Box A-27.

Situations Wanted Programing, Production, Others

TOP FILM/TAPE EDITOR

seeks staff position in production company or broadcasting station. USC cinema/TV grad. Major market experience in L.A. editing award-winning commercials, industrial, educational shorts and news/video magazines. Polished photography/lighting skills also. See the reel!

Paul A. Sergios, 415-563-0859

**For Fast Action
Use
BROADCASTING'S
Classified Advertising**

ALLIED FIELDS Help Wanted Management

TEXAS ASSOCIATION OF BROADCASTERS DEPUTY EXECUTIVE DIRECTOR

Challenging opportunity. Work with the nation's largest broadcasters' group. Responsibilities include all areas of administration, covering membership development, governmental relations, convention planning, sponsorship sales, member services. Prior broadcast administration or trade/governmental relations experience preferred. EOE. M-F. Texas Association of Broadcasters, c/o Denson Walker, Belo Broadcasting, Dallas, TX 75202. Telephone inquiries welcome—214-748-9631.

FCC ATTORNEY WANTED

Major market FM. Strong minority applicant seeks experienced comparative hearing representation in exchange for stock. Replies in confidence to Box A-35.

SENIOR MARKETING REPRESENTATIVE BROADCAST SERVICES

The World Systems Division of the Communications Satellite Corporation (COMSAT), a world leader in the transmission of international television, has an immediate opportunity for a Senior Broadcast Services Marketing Representative. We seek an assertive professional to develop and implement an aggressive marketing program for World Systems' broadcast services.

You will ensure that the requirements of our broadcast services customers are being met; develop sales to new customers; recommend new broadcast services requirements to management, and develop sales of these new services.

You must have a BS in Business or Engineering, complemented by 5-7 years recent experience in the U.S. broadcasting industry, including substantial business management experience. A knowledge of international television is also required. An MBA, knowledge of international communications, and experience marketing television transmission services is desirable.

COMSAT offers a full benefits package, including stock ownership, medical/dental/life insurance coverage, and much more. To apply, send your resume, including salary history and specific broadcasting experience, in complete confidence to: COMSAT Staffing, Dept. 179-84, 950 L'Enfant Plaza, S.W., Washington, D.C. 20024. An equal opportunity employer.



COMSAT

Wanted To Buy Stations

MAJOR GROUP BROADCASTER

desires to purchase network affiliated television station or group. Also, seeking large market FM stations in Sunbelt for radio division. All replies confidential. Reply Box A-44.

LOOKING TO BUY

Established company wants to expand its broadcast position by acquiring existing AM, FM, or TV stations or construction permits. Stations need not be in cash flow or major markets. All correspondence treated with total confidence. Brokers protected. Please send pertinent information to David Elton, Vice President, The Flatley Company, 150 Wood Road, Braintree, MA 02184, 617-848-2000.

FM STATIONS TOP 100 MARKETS

Wanted by non-broadcast group. Sunbelt - snow belt. Send full details in absolute confidence. All replies acknowledged.

Box A-37.

TOP 25 MARKET - AM

Fulltimer or daytimer for cash. Strict confidence. Brokers, principals. Write Box A-28.

TV CP's WANTED

UHF or VHF. Prefer Western markets. Send info to Box A-38.

Miscellaneous

PROMOTE YOUR NEWS TEAM DURING THE HOLIDAYS!

**"TIS THE SEASON
TO BE WATCHING"**

Customized holiday jingles for \$600

Holiday animation & greeting cards also available.

Another affordable service from
Sun World Satellite News & Media Services
call Rick Snyder in Phoenix 602-275-4747.

Employment Service

10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, 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!**

For Sale Stations



**Wilkins
and Associates
Media Brokers**

IL	AM	\$500,000	20%
KY	AM/FM	\$900,000	CASH
IN	AM/FM	\$450,000	25%
MO	FM	\$325,000	15%
VA	AM	\$150,000	35%
AR	AM/FM	\$335,000	20%
AL	AM/FM	\$250,000	30%
MI	AM/FM	\$275,000	45%
TN	\$25,000	downpayment	
NC	\$30,000	downpayment	
MI	\$35,000	downpayment	

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

FM			
SE	MJR	C	\$4.5 MIL
SE	SUB	A	\$850,000
SE	SMALL	A	\$190,000
AM-FM			
SE	MED		LESS THAN 7X CASH FLOW
WV	MED		GREAT TERMS
AM			
SE	SM		POWERFUL DAY \$185K
SE	MED		DAY \$500K
TN	SM		DAY \$170K
TV			
WI	MED	UHF	CP
WA	MED	UHF	CP
OR	SM	VHF	CP
KS	SM	UHF	CP
LPTV			
CO	SM	UHF	CP

**Bill Kitchen / Dan Dunnigan
(404)324-1271**



**Quality Media
Corporation**

OKLAHOMA GROWTH MARKET

Class C FM/fulltime AM. State-of-the-art equipment. Priced less than 2X gross sales. Excellent cash flow. \$2,250,000, including real estate. Terms available. Box A-7.

WEST TEXAS GROWTH MARKET

AM/FM combination. \$1.5 million, terms available. Box A-8.

SUPER COMBO FOR SALE

Top rated 5 kw AM with recently acquired class C FM. Loaded with potential. Rocky Mountain metro. Asking \$2.1 million. Discount for cash. Box A-18.

WWKQ DAYTIMER

Battle Creek, MI. Terms. Big discount for cash. Private - no brokers. 616-965-0527

For Sale Stations Continued

VP/GM OWNER OPPORTUNITY WITH MEDIUM MARKET FM GROUP

Newly formed, financially strong, group-oriented corporation ready to acquire Sunbelt class C facilities, markets 40 thru 100. We believe in heavily promoted, research-backed, top notch product balanced by the best sales team. Successful corporate program consultant already in place. We're ready to make things happen & can move as fast as the right opportunities present themselves. We need GM/partners with strong planning, problem solving, cost control, people, communication skills. If you've done it all (except ownership), and are up to doing it again, then we should talk. Initial equity participation according to your ability with financial backing to purchase 25% earned through performance. You may even know of the right "turn around" or "coming-of-age" property we should consider. We have a place for strong GSMS, too. This is rare opportunity that's just as good as it sounds, and will fit the right person like a glove. Don't miss it! EOE. Resume/track record in confidence to Box A-22.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

YOU DON'T NEED A MILLION DOLLARS

in available cash for New England Media to be interested in helping you as a buyer. Sure, we like the big commission checks that come from big sales, but we also enjoy helping first time buyers get started. So far this year, 70% of the stations we've sold have been to those buying their first radio station. Do you think we might be able to help you?

**8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY 207 947-6083**

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

ADD A BIG ONE TO YOUR GROUP NOW!

1 of Southwest Sunbelt's most powerful, clear channel, non-directional AM stations now available-well-established. Nice real estate. In nation's top 10 fastest growing markets with primary coverage to 27 counties with income of \$8.7 billion. It's oil/agriculture industry-rich market. Absentee owner has other pressing interests, will sacrifice at \$185,000 down, plus \$400 M @ 10 years at 12%. Don't miss it! Box 52, Greenville, SC 29602.

MINNESOTA 5 kw AM

Small town-agricultural area. 1.3 X 1983 reported gross. Asking \$400,000 - liberal terms. Call Peter Stromquist, 319-359-4768.



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

- Daytimer, Chattanooga area. \$12,000 down.
 - 4 UHF TV's + 6 UHF TV CP's.
 - 100,000 watts covers 488,000 people with prime signal. MS \$2.1 million, terms.
 - AM/FM near Knoxville. \$390,000, terms.
- BUSINESS BROKER ASSOCIATES
615-756-7635-24 HRS.**

NORTHERN CALIFORNIA AM/FM

Only station in two-county area with approximately 40,000 total population. AM established 1960, FM on-air September 1, 1983. Excellent growth potential. Reply Box A-36.

TOP 50 MARKET

1000 watt AM station. Center dial position, excellent signal. Available for \$250,000; \$90,000 down. Write Box A-21.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road, Dept. RR., Ann Arbor, MI 48106



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

S & F Broadcasting Company, Inc.

has acquired

WSIC/WFMX, Statesville, North Carolina
and

WFSC/WRFR, Franklin, North Carolina
for

\$2,850,000
from

Statesville Broadcasting Company, Inc.

We are pleased to have served as broker
in these transactions.

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809 Corey Creek - El Paso, Texas 79912 915-581-1038

FLORIDA SALES

List with a licensed Florida broker. Florida law requires a Florida broker for media sales. Walker Media, Inc., specializes in Florida sales. Call 813/778-3617; or 778-7071 today. Jim Mixon, VP-Broker. John Hurlbut, ASOC.

WALKER MEDIA, Inc.
Lic. FL. Real Estate Brokers
5012 Marina Dr.
Holmes Beach, FL 33509

VERY PROFITABLE

AM/class B FM. Only stations in high income metro of 125,000. (Not suburban). Death of principal makes properties available first time ever. Consistent and continuing growth compounded at 20% annually since 1975. Beautiful new studio/office building at transmitter site. Excellent equipment. Gross \$1.5 million. Actual cash flow most recent year \$662,000. Priced at 6.5 times cash flow \$4,300,000. Inquiry should include financial qualification.

Box A-26.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
E Coast	Maj	AM/FM	\$4,000K	Terms	Charles Giddens	(202) 822-8913
TX	Met	AM/FM	\$1,900K	Cash	Bill Whitley	(214) 680-2807
MT	Met	AM/FM	\$1,250K	\$250K	Brian Cobb	(202) 822-8913
SE	Met	FM	\$1,055K	Terms	Randy Jeffery	(305) 295-2572
NE	Met	AM	\$1,000K	Cash	Ron Hickman	(401) 423-1271
MS	Sm	AM	\$735K	\$225K	Ernie Pearce	(615) 373-8315
CO	Med	AM/FM	\$695K	\$150K	David LaFrance	(303) 534-3040
ID	Met	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
NC	Sm	AM	\$350K	\$88K	Mitt Younts	(202) 822-8913
MO	Sm	AM/FM	\$325K	\$75K	Bill Lochman	(816) 254-6899

For information on these and other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341, 404-458-9226.

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

Dan Hayslett
& associates, inc.
Media Brokers
RADID, TV, and CATV
(214) 691-2076
10509 Berry Knoll Dr., Dallas 75230

MAJOR MARKET TOP RATED FM

Must be sold for internal reasons ASAP. 7-8X cash flow. Sizable cash required with balance on excellent terms to qualified purchaser. Box Z-136.

CLOSE TO TOP 50 MARKET

5 KW days. 2500 watts DA night only. Station now constructed. Antenna proofs required. Old station going fulltime. FCC has mandated immediate action. Price \$250,000, with \$45,000 down, balance at 10%. \$119,000 tax-loss available. No tire kickers or dreamers. Buyers call 801-363-2002; PO Box 2129, Salt Lake City, UT 84110.

FOR SALE

Radio stations KRAZ-FM/KRZE-AM, Farmington, NM including all equipment and real property used in operation. \$750,000 minimum bid, accompanied by \$20,000 certified funds earnest money deposit. Submit sealed bids to Clerk, U.S. Bankruptcy Court, P.O. Box 546, Albuquerque, NM 87103, by November 19, 1984, 12:00 noon. For more information, contact Robert Finch, bankruptcy trustee, 505-325-2029.

MINNESOTA—NON-METRO

Billings good. Future potential excellent. 100,000 watt FM station. Box A-39.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar - Suite 1135 - Memphis, TN 38157

**SUNBELT
CLASS C FM/AM**

230,000 + mkt. Some financing, w/ 29% down to qualified buyer. \$1,850,000. Send qualifications in 1st letter to Box Z-152.

JAMAR-RICE CO.

Class A combo. Growing 20,000+ S. Texas mkt. Only stations in town priced at 7X cash flow. Good real estate included.

512-327-9570
950 W. LAKE HIGH DR.
STE. 103
AUSTIN, TX 78746

IDAHO COMBO

Asking \$700,000. Growth market. Jerry Dennon. 206-622-7050.

THE
MONTCALM
CORPORATION

**TO
SETTLE
ESTATE**

Fulltime AM station. Operating profitably. Top 100 Midwest mkt. From owner.

WRITE BOX Z-85

BPWEST

Radio/TV Brokers specializing in Western Properties.

Seattle: (206) 283-2656
William L. Simpson

San Francisco: (415) 441-3377
Chester Coleman

San Diego: (619) 728-8018
Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.
221 First Avenue West/Seattle, WA 98119

ATTENTION:

EARLY DEADLINE NOTICE

Due to holiday Monday, November 12, 1984, the deadline for classified advertising for the Nov. 19 issue will be:

FRIDAY, NOVEMBER 9, 1984

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

James Hilliard, president, owned radio stations division, John Blair & Co., New York, named corporate senior VP.

Ross Reagan, VP and general manager, Shamrock Broadcasting's KUDL(FM) Kansas City, Kan., named general manager of co-owned KMGC(FM) Dallas, succeeding **David Small**, resigned. Reagan retains his duties as national program director for Shamrock's radio division. **Bob Zuroweste**, general sales manager, KUDL, succeeds Reagan.

Laurence Adams, president and chief executive officer, Schulke Radio Productions, Plainfield, N.J., joins KSEA(FM) Seattle as VP and general manager.

Gerry Kagle, program director, KFRC(AM) San Francisco, joins WAPP(FM) New York as operations manager.

John Duvall, assistant manager, WLEX-TV Lexington, Ky., named VP, broadcast operations.

Scott Shannon, air personality, WHTZ(FM) Newark, N.J., named operations manager.

Robert Shaw, production manager, WCMH-TV Columbus, Ohio, named operations manager.

Bill Fouch, executive VP and general manager, WTWC(TV) Tallahassee, Fla., joins NBC-TV, New York, as regional director, affiliate relations.

Thomas Watson, author, joins CBS/Broadcast Group, West Coast, as manager, national television research, based in Los Angeles.

Robert Barnes, director of data resources and library services, Turner Broadcasting System and its Cable News Network, Atlanta, named director, newly created corporate information systems division.

Michael McCrudden, member of corporate development staff, Time Inc., New York, named VP, corporate development.

Roberta MacCarthy, director of annual giving and membership development, Appalachian Mountain Club, Boston, joins noncommercial WGBH-TV there as director of annual giving.

Paul Wilson, business manager, WDIV(TV) Detroit, joins WFTS(TV) Tampa-St. Petersburg, Fla., in same capacity.

Marketing

Steve Miller, VP, management supervisor, Ogilvy & Mather, Chicago, joins A. Eicoff & Co. there as VP, account services.

Appointments, Young & Rubicam, New York: **Diane Meskill**, planning group supervisor; **Nancy Smith**, group supervisor; **Ira Tumpowsky**, group supervisor, and **Frank Zingale**, VP, production executive, to senior VP's.

Senior VP's and creative group heads, Benton

& Bowles, New York, named creative directors: **Alan Barcus**, **Harold Nankin** and **Peter Tannen**. **Ross Cooper**, account supervisor, B&B, New York, named VP.



Ansado

John Ansado, from Grey Advertising, New York, joins Foote, Cone & Belding there as senior VP, creative director. **Sylvia Laniado**, creative manager, and **Warren Dobbs**, account director, FC&B, New York, named VP's

Walter Carlson, from Folio magazine, New Canaan, Conn., joins Doyle Dane Bernbach, New York, as senior VP, director of communications. **Joe Dell Aquila**, VP, management supervisor, DDB, New York, named senior VP.

Appointments, Ogilvy & Mather, Chicago: **Mary Ann Lindberg**, broadcast buyer, to media supervisor; **Susan Dunn**, media planner, succeeds Lindberg, and **Molly McGill**, assistant planner, succeeds Dunn.

Linda Fortwengler, art director, McCann-Erickson, joins Sheehy & Knopf, Louisville, Ky., as senior art director.

Thomas O'Neal, VP, marketing, grocery group, Pet Inc., joins D'Arcy MacManus Masius, St. Louis, as senior VP, senior management representative.

Tom Henton, art director, Cranford/Johnson & Associates, Little Rock, Ark., named production manager.

Richard Stone, account executive, CNN and CNN Headline News, Turner Broadcasting, Atlanta, joins MTV: Music Television, as account manager, New York advertising sales.

Lawrence Fried, director, news sales, ABC-TV, New York, named VP.

Chet Tart, director of programming, marketing services-research division, Blair Radio, New York, named VP, programming-marketing. **Lisa Morrison**, from WJAR-TV Providence, R.I., joins Blair Radio as head of newly created retail development department.

Mark Grant, sales manager, WABC-TV New York, named manager, Chicago office, ABC-TV Spot Sales.

Mel Stevens, VP, associate media director, Cunningham & Walsh, Chicago, joins Needham Harper Worldwide there as associate media director.

Bettianne Toolen, from MMT Sales, New York, joins Katz Independent Television there as research analyst.

Michael Growcock, account executive D'Arcy MacManus Masius, St. Louis, named account supervisor.

Susan Gottlieb, director of spot buying,

Doyle Dane Bernbach, New York, named VP, director of local broadcast operations.

Tom Bell, media supervisor, Ogilvy & Mather, Chicago, named associate media director.

Margot Hand, national sales manager, *National Journal*, Washington, joins Business Times, New York, as advertising account manager.

Susan Danaher, from Benton & Bowles, New York, and **Sid Ginsberg**, from Paul Schulman Co., New York, join USA Network, Glen Rock, N.J., as account executives, advertising sales.

Dottie Holic, from Foote, Cone & Belding, Chicago, joins Tatham-Laird & Kudner there as account executive.

Guy Lay, from *New York Times*, Chicago, joins Republic Radio there as account executive.

Peter McCampbell, from WLVI-TV Boston, joins Katz American Television, Chicago, as account executive.

David Tucci, from KDKA(AM) Pittsburgh, joins CBS Radio Spot Sales, Chicago, as account executive.

Frania Polakowski, from WHTZ(FM) Newark, N.J., joins CBS Spot Radio Sales, New York, as account executive.

Mike Van Dorn, manager, multimedia department, Bonneville Media Communications, Salt Lake City, named director of marketing at Bonneville's KSL-TV there.

Fran Sharp, national sales manager, KTRH(AM)-KLOL(FM) Houston, named general sales manager.

Michael Sobol, manager, Weiss & Powell, San Francisco, joins KTIM-AM-FM San Rafael, Calif., as general sales manager.

Jim Blashill, general sales manager, WXYZ(AM) Detroit, joins WWWW(FM) there in same capacity.

Helen Bridges, assistant sales manager, Sacramento, Calif., sales office, KHYL(FM) Sacramento, named Sacramento sales manager.

Tim Frame, from Blair Television, New York, joins WATE-TV Knoxville, Tenn., as national sales manager.

Gary Shipley, account executive, Knight-Ridder's WKRN-TV Nashville, named national sales manager. **Bill Lamb**, from co-owned WJRT-TV Flint, Mich., joins WKRN-TV as local sales manager.

Roger Moody, account executive, WOWT(TV) Omaha, named local-regional sales manager.

Dave Gneiser, VP, office manager, Eastman Radio, Detroit, joins WHND(AM) Monroe, Mich.-WMJC(FM) Birmingham, Mich., as local sales manager.

Bradford Siegel, retail sales manager, WMCA(AM) New York, named local sales manager.

Sarah Klein, from WAOR(FM) Niles, Mich., joins WSBT-TV South Bend, Ind., as account executive.

Jeff Casali, from KCRA-TV Sacramento, Calif., joins KRBK-TV there as account executive.

Wayne Brown, from CBS-owned WCBS(AM) New York, joins CBS Radio Spot Sales there as account executive.

Stuart Pruzansky, from WSHE(FM) Fort Lauderdale, Fla., joins WCIX-TV Miami as account executive.

Glenn Lucas, from WHUE-AM-FM Boston, joins WCGY(FM) Lawrence, Mass., as account executive.

Dave Tibbetts, director of advertising, Des Moines, Iowa, *Register*, joins WHO-AM-FM there as account executive.

Sampson Bowers, regional sales director, WAVY-TV Portsmouth, Va., joins TeleRep, Chicago, as account executive.

Programming

Lloyd Weintraub, VP, movies and mini-series, MGM/UA Television, Los Angeles, joins Viacom Productions there as VP, development.



Barry

Ben Barry, president, Gold Key Entertainment, Los Angeles, resigns to reactivate his own film distribution firm, Ben Barry & Associates there.

Peter Greenberg, independent producer and writer, joins Paramount Network Television Production, Los Angeles, as VP,

dramatic development.

Leola R. Gorius, director, talent and guild negotiations, business affairs, CBS Entertainment, Los Angeles, named VP, talent negotiations, remaining based in Studio City, Calif.

Michael Ogiens, VP, programs, CBS Entertainment, New York, named VP, comedy program development.

J.A. Ted Baer, VP, business affairs, television production, MGM/UA Entertainment, Los Angeles, resigns to form independent production company, Ted Baer Productions there.

Glenn Britt, senior VP, finance, video group, Time Inc., New York, named senior VP and chief financial officer for Home Box Office there.

John Haynes, VP, programming and advertising sales, Warner Amex Cable, Dallas, joins The Weather Channel, Atlanta, as director of programming.

L. Clark Morehouse III, account executive, Group W Productions, New York, joins Tribune Entertainment Co., Chicago, as VP, media sales.

Appointments, Walt Disney Productions, Burbank, Calif.: **Bill Mechanic**, VP, pay television, Paramount Pictures Corp., to VP, pay television sales; **Helene Hahn**, senior VP,

business affairs, Paramount, Los Angeles, to senior VP, business and legal affairs, motion picture division, and **Ricardo Mestres**, VP, production, Paramount, to same capacity.

Appointments, Columbia Pictures Television, Los Angeles: **Susan Simons**, VP, daytime, assumes additional duties for acquiring and developing first-run syndicated dramas, game shows and talk shows; **Carole Coates-West**, VP, current programs, to VP, special projects, and **Kelly Goode**, member of current programs department, to manager, current programs.

Joyce Brotman, director of original programming, Home Box Office, Los Angeles, joins Paramount Television Network Production there as VP, comedy development.

Appointments, *Entertainment Tonight*, Paramount Television Domestic Distribution, Los Angeles: **Wayne Warga**, staff writer, to supervising writer; **Gary Grossman**, special projects producer, to coordinating producer; **Bob Heath**, field director, to director for special projects; **Luke Sader**, member of research department, to associate segment producer, special projects, and **Larry Fleece**, producer-director, investigative unit, to director, "Enterprise News."

Norman Flicker, VP, business affairs, Producers Sales Organization, Los Angeles, joins the Samuel Goldwyn Co. there in same capacity.

Marcia Skolnick, director of research, WW Entertainment, New York, named VP, research.

Ellen Wittman, writer/producer, Brindle Productions, joins The Larry Larry Co. as VP, development, remaining based in Los Angeles.

Paul Brown, manager, office services, MTV Networks Inc. and parent Warner Amex Cable Communications, New York, named director, corporate administration, Warner Amex Cable Communications.

Lisa Cowles, marketing assistant, affiliate sales and marketing, Arts & Entertainment Network, New York, named coordinator of marketing programs.

Tamara Haddad, producer, *The Larry King Show*, Mutual Broadcasting, Washington, joins Oliver Productions there as VP, programming. Oliver produces *The McLaughlin Group* and *John McLaughlin's: One on One*, syndicated television programs.

Gerard Mulligan, writer and segment producer, *Late Night with David Letterman*, NBC-TV, New York, named head writer.

Ted Barajas, personnel manager, Warner Bros., Los Angeles, joins Group W Productions there as human resources manager.

Leonard Friedlander, producer, *TV Bloopers and Practical Jokes*, Carson Productions, Los Angeles, joins *Santa Barbara*, NBC-TV there, as producer.

Ala Grogul, administrative assistant, USA Network, Glen Rock, N.J., named personnel administrator.

Glen Burnside, manager, syndication division, Group W Television Sales, New York, named media sales account executive for Group W Productions there.

Gail Resnik, intern, legal department, Para-

mount Television Domestic Distribution, Los Angeles, named attorney.

Merle Gordon, consultant, business affairs, RKO Videogroup, New York, named director, financial operations, business affairs.

Jim McLaughlin, VP and news director, WBen(AM) Buffalo, N.Y., named VP, programming and news.

Betty Shenkenberg, from Midland Video Productions, Milwaukee, joins WCGV-TV there as program director.

Appointments, KRTH(FM) Los Angeles: **Brian Beirne**, air personality, to additional responsibilities as assistant program director; **Irma Molina**, programming assistant, to music research coordinator, and **Pam Tovar**, programming assistant, to music director.

Steve Ober, senior producer, *AM San Francisco* on ABC-owned KGO-TV San Francisco, joins co-owned WABC-TV New York as senior producer, *The Morning Show*.

Paula Jacobsen, from Nebraska Educational Television Network, Omaha, joins KTIV(TV) Sioux City, Iowa, as production manager.

Carol Wonsavage, director of productions, noncommercial KRMA-TV Denver, joins Arkansas Educational Television Network, Conway, Ark., as program director.

J.J. Davis Jr., sports director, WECT(TV) Wilmington, N.C., joins Montana Television Network, Billings, Mont., as sports director. MTN comprises KTVQ(TV) Billings, KXFL(TV) Butte, KRTV(TV) Great Falls and KPAX-TV Missoula, all Montana.

Paul Ernst, creative services director, WCMH-TV Columbus, Ohio, named production manager, succeeding Robert Shaw, named operations manager (see "Media," above).

Randy Barone, from ABC-owned WXYZ-TV Detroit, joins co-owned KGO-TV San Francisco as executive producer. **Renee Hambley**, producer, *The Sally Jessy Raphael Show*, Multimedia Entertainment, joins KGO-TV as associate producer, *AM San Francisco*.

Craig Hall, sports videographer, WTVQ-TV Lexington, Ky., named assistant sports director.

Jan Jones, from WEWS(TV) Cleveland, joins WBZ-TV Boston as host, *People Are Talking*.

News and Public Affairs

Erik Sorenson, executive producer, broadcasts, news department, KCBS-TV Los Angeles, named news director.

Morton Dean, correspondent and anchor, *CBS Sunday Evening News*, resigns effective Dec. 31 to join Independent Network News as anchor, remaining based in New York.

Appointments, WCMH-TV Columbus, Ohio: **George Tyll**, assistant news director, to news director; **Paul Dughi**, senior producer, to executive producer; **Mike Brown**, reporter, to member of *Target 4* investigative team; **Leon Ransom**, from WBBY-FM Westerville, Ohio, and **Collen Marshall**, from WTRF-TV Wheeling, W. Va., to reporters, and **Gary Marshall**, from WTOV-TV Steubenville, Ohio, to news photographer.

Bernard Kalb, state department correspon-

dent, NBC News, named culture and arts correspondent, remaining based in Washington, D.C.

Jim West, interim news director, WTVT(TV) Tampa-St. Petersburg, Fla., named news director.

Charles Caudill, overnight supervising producer, CNN Headline News, Cable News Network, Atlanta, named evening supervising producer, CNN. **Patrick Greenlaw**, from KUTV(TV) Salt Lake City, joins CNN, Atlanta, as anchor.

Carol Leavitt, operations assistant, KTVX(TV) Salt Lake City, named director, public affairs and special projects.

Jennifer Mahon, assistant bookkeeper, WZGC(FM) Atlanta, named production and public affairs director.

Richard Griffiths, from WFAA-TV Dallas, joins CBS News, Los Angeles, as field producer.

Bill Huddy, co-anchor and producer, KVIA-TV El Paso, joins KKTU(TV) Colorado Springs as weekend anchor.

Penny Griego, general assignment reporter, KCNC-TV Denver, named weekend news anchor.

Midge Hill, from WPXI(TV) Pittsburgh, joins WFAA-TV Dallas as weekend anchor-reporter.

Guy Gordon, from WZZM-TV Grand Rapids, Mich., and **Chris Hansen**, from WXFL(TV) Tampa-St. Petersburg, Fla., join WXYZ-TV Detroit as reporters.

Jeff Salkin, from WJZ-TV Baltimore, joins WBAL-TV there as nighttime reporter.

Angela Owens, reporter, WRC-TV Washington, named editorial director. **Steve Doocy**, from KMBC-TV Kansas City, Mo., joins WRC-TV as reporter.

Daniel Hausle, from KOCO-TV Oklahoma City, and **Karl Brown**, from KFDX-TV Wichita Falls, Tex., join WKBW-TV Buffalo, N.Y., as reporters.

Kristy Steeves, from WTTV(TV) Indianapolis, joins WSAF-TV Montgomery, Ala., as reporter.

Kathy Walsh, news producer, WSOC-TV Charlotte, N.C., joins WRCB-TV Chattanooga as reporter.

Alexis Fernandez, reporter, KUTV(TV) Salt Lake City, joins KSL-TV there in same capacity.

Dorothy Tucker, from KDKA-TV Pittsburgh, joins WBBM-TV Chicago as reporter.

Jim Dolan, from WSAZ-TV Charleston, W. Va., joins WTVN-TV Columbus, Ohio, as reporter.

Nick Roman, news director, noncommercial KSBR(FM) Mission Viejo, Calif., joins non-commercial KLON(FM) Long Beach, Calif., as Orange County, Calif., reporter.

Johnnie Putnam, from WIND(AM) Chicago, joins WCLR(FM) Skokie, Ill., as traffic reporter.

David Eiser, from WLS-TV Chicago, joins KRLD-TV Dallas as weather anchor and chief meteorologist. **Robert Demers**, from KJRH(TV) Tulsa, Okla., joins KRLD-TV as meteorologist associate.

Maureen Tighe, from WISH-TV Indianapolis, joins WANE-TV Fort Wayne, Ind., as weekday

weathercaster.

Marc DeLeon, from WMAR-TV Baltimore, joins WBAL-TV there as news photographer.

Steve Horstmeyer, meteorologist, WLWT(TV) Cincinnati, named chief meteorologist and manager of weather operations.

David Eiser, from WLS-TV Chicago, joins KRLD-TV Dallas as weather anchor and chief meteorologist. **Robert Demers**, from KJRH-TV Tulsa, Okla., joins KRLD-TV as weather anchor.

Technology



Meyer

Appointments, Varian Associates, Palo Alto, Calif.: **Jerome Meyer**, group VP, systems group, Honeywell Information Systems, Minneapolis, to president and chief operating officer. He succeeds **Thomas Sege**, who remains chairman and chief executive officer: **George Caryotakis**, president, electron device group, Palo Alto, to assistant to president and eventually managing director, Varian European Operations, Zug, Switzerland; **Norman Pond**, from Teledyne Corp., Palo Alto, succeeds Caryotakis, and **William Steuben**, senior personnel representative, to personnel manager, image tube division.

Anita Klever, Washington bureau chief, *Newscope*, Gannett/Telepictures satellite news program, joins Conus Communications, Minneapolis-St. Paul, as VP, director of news services, responsible for development and management of Ku-band satellite news service division.

Randy Young, marketing manager, M-A/COM, Boston, joins S.A.L. Communications, Melville, N.Y., as VP, sales and marketing.

C.W. (Willie) Scullion, director of marketing, audio-video systems division, Ampex, Redwood City, Calif., named managing director, Europe, Africa and Middle East, based in Reading, England.

Appointments, North American Philips Corp., New York: **Bruce Bengtson**, staff VP, internal audit, and **Paul Friedlander**, director, tax administration, named VP's, and **Jacob Kanter**, deputy director, tax administration, succeeds Friedlander.

Masaaki Tezuka, manager of finance, domestic finance group, Sony, Tokyo, named treasurer, Sony Corp. of America, Park Ridge, N.J.

Eric Perbohner, member of national account sales staff, Western region, Anixter Communications, Walnut Creek, Calif., named district manager, CATV Western district.


Wayne Smith, director of engineering, WFBN(TV) Joliet, Ill., named corporate director of engineering for parent, Focus Broadcasting.

Matt Endsley, accounts manager, MSO

Broadcasting

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The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Group, Anixter Communications, Skokie, Ill., named CATV district manager, Atlanta.

Philip Cathcart, broadcast sales engineer, Sony Communications Products Co., Duluth, Ga., named Northwest regional sales manager, Sony Video Communications division, Palo Alto, Calif.

Anthony Frank, plant manager, Phelps Dodge Communications, Marlboro, N.J., joins General Cable Co., Edison, N.J., as plant manager of fiber optic cable manufacturing facility in North Adams, Mass.

Dale Parker, assistant treasurer, Centel Corp., Chicago, named treasurer.

Promotion and PR

Kay Daangard, VP, publicity and promotion, Columbia Pictures Television, Los Angeles, assumes additional responsibilities as VP, advertising.

Casey Maxwell Clair, creative director, motion pictures for television, mini-series, and dramatic specials, CBS Entertainment, Los Angeles, named VP, print advertising, West Coast.

Tim Miller, director of creative services, WABC-TV New York, joins Home Box Office there as director, Cinemax on-air promotion.

Douglas Friedman, print promotion supervisor, KTLA(TV) Los Angeles, named assistant director of advertising and promotion.

Joseph Logsdon, director of promotion and marketing, WTTV(TV) Indianapolis, joins WFTS(TV) Tampa-St. Petersburg, Fla., as creative services director.

Dave Scott, from WJMC(FM) Birmingham, Mich., joins WRIF(FM) Detroit as director of advertising and promotion.

Robert Maxfield, promotion assistant, WSAV-TV Savannah, Ga., joins WTLV(TV) Jacksonville, Fla., as producer-writer, on-air promotion.

Jessie Wise, assistant promotion manager, WXIX-TV Cincinnati, named promotion manager.

Florence Howard, coordinator of production services, WREG-TV Memphis, named assistant promotion manager.

Vince McNey, art director, KTVX(TV) Salt Lake City, joins KSL-TV there in same capacity.

Monica Frank, promotion manager, KLDH(TV) Topeka, Kan., joins WIFR-TV Rockford, Ill., as promotion director.

Allied Fields

Edmund Szoka, archbishop of Detroit, named chairman of board of Catholic Telecommunications Network of America, New York.

Frederick S. Pierce, president and chief operating officer, ABC Inc., named recipient, Sherrill C. Corwin Human Relations Award from American Jewish Committee for professional achievements and contributions "to the betterment of his fellow man."

Anthony Garcia, sales and marketing commu-



New officers. Newly elected Radio Advertising Bureau officers are: (l-r) Carl Wagner, executive VP, radio and cable, Talt Broadcasting, chairman of finance committee; Richard Harris, president, Group W Radio, chairman of board; Richard Chapin, president, Stuart Broadcasting Co., immediate past chairman, and James Arcara, executive VP, Capital Cities Communications, vice chairman of board. Other newly elected board members are: Ken Hatch, senior vice president, Bonneville International Corp.; Barbara Crooks, president, Selcom Radio; Glenn Mahone, president, Sheridan Broadcasting Network; Tony Brooks, president, radio division, Sandusky Newspapers Inc.; Bill Clark, president, radio division, Shamrock Broadcasting; John Boden, president, Blair Radio; Frank Boyle, president, Eastman Radio, and Jerry Lyman, newly named RKO Radio president, who will take seat held by former RKO chief Bob Williamson.

nications consultant, joins Executive Television Workshop, New York, as VP, creative systems group.

Elected officers, Philadelphia chapter, Broadcast Pioneers: **Art Moore**, WPVI-TV, president; **Robert Smith**, Temple University, **Dick Paisley**, Thelma Gray Public Relations and **Susan Drake**, WPVI-TV, vice presidents; **Josephine Oristaglio**, Reimel-Carter Advertising, secretary, and **William Garry**, WBCB(AM) Levittown, Pa., treasurer.

Scott Herman, senior account executive, radio station sales, Arbitron, New York, named divisional manager, Midwest radio station sales, Chicago. **David Lebow**, client service representative, Arbitron, Los Angeles, named account executive, radio station sales, Chicago.

Mildred Baptista, from General Federation of Women's Clubs, Washington, joins American Women in Radio and Television there as director of special projects and resource development.

Elected officials, Alaska Public Radio Network, Anchorage: **Les Robinson**, noncommercial KDLG(AM) Dillingham, president; **Kathryn Jensen**, noncommercial KUAC-FM Fairbanks, vice president, and **Bruce Smith**, noncommercial KSKA(FM) Anchorage, secretary-treasurer.

Bruce Fohr, assistant director, Communication Research Center, Florida State University, Tallahassee, Fla., joins FMR Associates, Tucson, Ariz.-based radio research firm, as research associate.

Deaths

A. H. (Chris) Christensen, 56, station manager, KGUY(AM) Palm Desert, Calif., for past

two months, and before that senior VP and general manager, KPSI(AM) Palm Springs, died of cancer Oct. 22 at Desert hospital, Palm Springs. He is survived by his wife, Sandra, two sons and daughter, and two daughters and son from previous marriage.



Engstrom

Elmer W. Engstrom, 83, former president of RCA and head of its Princeton, N.J., laboratories, died of Parkinson's disease Oct. 30 at Meadow Lakes Retirement Community, Hightstown, N.J. He joined General Electric's radio engineering department in 1923. When GE's radio engineering and manufacturing activities moved to RCA in 1930, Engstrom moved with them. He supervised RCA's television research and development program in 1930's and '40's, culminating in RCA's pioneering of compatible color TV. Engstrom retired in 1969 after 39-year career with company, serving as president from 1961 to 1965. Following his retirement, he remained consultant to RCA and member of its board until 1971. He is survived by his wife, Phoebe, and son.

L.L. (Les) Hilliard, 84, owner of KOLT(AM) (formerly KGKY(AM)) Scottsbluff, Neb., from 1930 until he sold it to group of station employees in 1983, died following surgery for brain aneurism at Scottsbluff hospital. Hilliard was co-founder and former president, Nebraska Broadcasters Association. He is survived by his wife, Ruth, and three sons.

Alice E. Samuels, 57, vice president, A.C. Nielsen, New York, died of cancer October 23 at her home in New York. She is survived by her husband, Stanley, and three children.

Jerry Lyman: white hat for RKO Radio

When embattled RKO General needed a new president of its radio division, it turned to one of its own. Jerry Lyman, a 15-year RKO veteran who has risen through the ranks and, perhaps most important, whose reputation is "squeaky clean," was the choice of a network with all of its station licenses under attack and in grave need of shoring up its corporate image.

Lyman was named president of RKO Radio three weeks ago, succeeding Robert J. Williamson. He will oversee the 12 RKO-owned radio stations (station broker estimates of their value range between \$125 million and \$150 million) as well as RKO Radio Networks, which comprises RKO One and RKO Two and its program distribution arm, Radioshows.

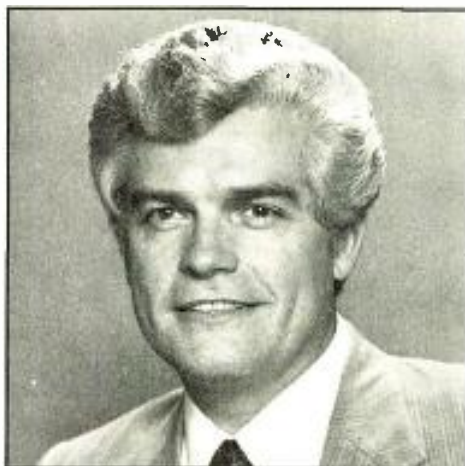
His appointment is being viewed by some insiders as a morale booster for the radio division, which suffered a blow last month when FCC Administrative Law Judge Edward Kuhlmann agreed to expand the scope of RKO's license renewal hearings to consider RKO Radio Networks' \$7.9 million of errors in advertising charges since January 1980 (BROADCASTING, Oct. 15 and Oct. 22). Also at issue is whether RKO had sought to destroy a 1974 internal audit report on the barter transactions of its stations.

Since 1972, Lyman had been vice president and general manager of RKO's WGMS-AM-FM Washington. And, since 1982, he had also served as RKO's vice president for government relations.

The appointment has been well received. "It's a very natural and comfortable move for Jerry. He's worked in just about every aspect of the business. He knows our problems and our needs," said Lee Simonson, vice president and general manager of RKO's WOR(AM) New York.

It was Lyman's performance in government relations over the past two years that placed him securely in the corporate limelight. He is credited with increasing RKO's visibility on Capitol Hill. Furthermore, says one Washington lobbyist, "he saved WOR-TV." Lyman was instrumental in persuading Congress to make it possible for the FCC to renew the license of RKO's WOR-TV New York on the condition it relocate to Secaucus, N.J. "The real spade work was done by Jerry," the lobbyist says. A native Washingtonian, Lyman will remain there, and will continue his duties in government relations.

For the 43-year-old Lyman, his appointment culminates 19 years in the business. His interest in broadcasting dates back to his youth. His first contact with the industry was through a close family friend, the late Carleton Smith, then vice president-general manager of NBC-owned WRC-TV Washington. After working as a page at the station one summer, Lyman "got the bug."



JERRY ROSS LYMAN—president, RKO Radio, New York (based in Washington); b. Richmond, Va., Jan. 12, 1941; BS, radio and television production, University of Wisconsin, Madison, 1963; with CBS News Election Unit and NBC News, Los Angeles, California primary and general election, 1964; sales representative, Adam Young, Los Angeles, 1965-67; radio manager, Adam Young, Chicago, 1967-68; account executive, Major Market Radio, Chicago, 1968-70; sales manager, RKO Radio Representatives, Los Angeles, 1970-71; general sales manager, WGMS-AM-FM Washington, 1971-72; general manager, WGMS, 1972-84; vice president-general manager, WGMS, December 1972; senior vice president, RKO Radio, 1975; president, RKO Radio FM division, 1977-1982; vice president, government relations, RKO General, 1982 to present; present position since Oct. 16, 1984; member of NAB Radio Board since 1983; m. Judith Dennard, March 6, 1965; children: Erin Samantha, 17; Derek Ross, 16.

"I had always had 'showbiz' interests, and I became fascinated with broadcasting," said Lyman, a talented musician, who at one time thought of pursuing a professional musical career. In college he formed a band, the Jerry Lyman Quartet. A piano, guitar and saxophone player, Lyman was also the lead vocalist. While busy with music he was beginning to uncover other abilities. "I discovered one of them was leadership and working with people."

In time the music business began to pall. "It was the caliber of people, the sleazy side of it that really turned me off," said Lyman.

Upon graduation in 1963 from the University of Wisconsin with a BS in radio and television production, he served six months in the Army Reserve and then headed for Los Angeles. "I wanted to leave Washington to find my career. I didn't want to presume upon my father's success and career in Washington. (His father, Carson Lyman, was managing editor of *U.S. News and World Report* for 29 years.)

Lyman found a job with the CBS News Election Unit in Los Angeles during the 1964 California primary. Next, he worked at NBC News during the general election.

His entry into the radio sales business occurred in 1965, when he joined the Adam Young rep firm in Los Angeles. Two years later, Lyman was in Chicago managing Adam Young's sales office there.

During his years at Adam Young, Lyman developed a bond with Jim O'Grady, an executive at Adam Young whom Lyman now describes as his "guru." O'Grady moved to RKO to head its radio representative firm. In the meantime, Lyman went to Major Market Radio, Chicago, representing Golden West Broadcasting and Storer Radio. In 1970, O'Grady hired Lyman to run RKO Radio Representatives' Los Angeles office.

He was drawn to RKO for a number of reasons. "It was exciting. There was a double magnetism, a guy that you trusted and really believed in going with a company that was exploding in the radio arena." Within a year he was general sales manager at WGMS, and in 1972 became general manager. He rose from general manager to vice president, to senior vice president of RKO Radio and, in 1977, to president of RKO's FM Division, while retaining his duties as manager at WGMS. He ran the FM division for five years.

Under Lyman's leadership, says one broadcaster, WGMS "flourished and prospered." He took a classical music station which had lost money for five years and made it profitable.

Lyman calls himself a company man: "I believe very much in maintaining whatever the company line is. There is enough autonomy in RKO so that I feel like an independent person, but you always have that corporate structure to refer to." He'll report to Shane O'Neil, RKO General's president and chief operating officer.

His first order of business has been to dispel rumors that he would shut down the radio networks. "We're not getting out of the network business," Lyman says.

And what about RKO's image problem? "Obviously the difficulties we've had are detrimental in the sense of publicity, but I do think RKO as a radio and television company, by and large, has always been considered among the most exciting historically. To me the name still holds the magic in spite of this case. We just have to do some rebuilding and make sure we're staying ahead of the competition in the areas where we are successful."

As president Lyman expects to be on the road crisscrossing the nation to visit RKO stations. That means less time to spend with his wife, Judith, and children, Erin and Derek. However, says Lyman "they're just as excited as I am." And, he adds, "what better group to run than RKO. That's where my life has been for so long." ■

Democratic Congressional Campaign Committee on Friday (Nov. 2) asked U.S. District Court in Washington to order television campaign spots promoting Republican congressional candidates off air. Commercials, which Democrats say are targeted for specific House races, were paid for by Republican National Committee and National Republican Congressional Committee. And Democrats say Republican party has already made maximum allowable contribution—\$4,000—to their candidates in targeted districts. Accordingly, DCCC chairman, Representative Tony Coelho (D-Calif.), said, ads amount to “deliberate, illegal multi-million dollar effort to buy the House elections.” DCCC filed its suit after Federal Election Commission failed to rule on complaint filed with it on Oct. 22. DCCC on Friday asked Judge Oliver Gasch to order FEC to rule before election on Tuesday. Gasch took issue under advisement and was expected to rule late Friday night. In related development, AP reported that Republican party—apart from Reagan-Bush campaign—spent \$7 million on television and radio advertising in October, “heavily outspending Democratic party in the battle of the spots.”

Cablevision Systems was awarded slightly more than \$1 million in damages last week by Eastern District Court of New York against one of nation's largest distributors of illegal cable decoding and descrambling equipment, company said. Award is said to be one of largest issued in such case. Damages (\$424,000 compensatory and \$650,000 punitive) were assessed against Beeler S. Shoupe and Klara M. Shoupe and their associated companies, for running “bootleg” operation in which company alleged they sold illegal decoders to households passed by Cablevision's Long Island, N. Y., system. Cablevision spokesperson said Shoupes had illegally transferred most of their assets to Bahamas and couple disappeared in August. But company will get about half damages awarded through recoverable property assets held by couple.

Late Friday afternoon (Nov. 2) **Second Circuit Appeals Court** in New York **denied CNN appeal to provide live coverage of Westmoreland-CBS libel trial.** Details of decision were unavailable at press time and CNN had no statement. However, decision denying CNN appeal was not unexpected given court's earlier denial of emergency request to cover trial and U.S. Judicial Conference's recent reaffirmation of rules barring cameras from federal courts generally.

City of Washington and District Cablevision Inc. announced last

week that they have **reached agreement on terms of franchise** to wire city's more than 250,000 homes. According to DCI President Bob Johnson, agreement obligates DCI to make good on most promises contained in original proposal. However, under terms of agreement, he said, DCI will be able to defer provision of certain services and facilities until operating revenues can help pay for them. Agreement requires DCI to establish \$2-million “security fund”—irrevocable line of credit—that city can draw upon if DCI reneges on any of its promises or payments to city.

Court of appeals for second circuit in New York turned down All Industry Music License Committee's petition for rehearing regarding court's decision to overturn lower court finding that music licensing practices of ASCAP and BMI violated antitrust laws. Attorneys for committee said they would proceed to seek Supreme Court review and also seek to leave district court's judgement concerning interim license fees in place pending such review.

ABC said it will put Jessie on hiatus effective Tuesday, Nov. 20, and move *Paper Dolls* to 10-11 period. This is second schedule change for Tuesday since start of season six weeks ago. ABC did not announce permanent plans for 9-10 period occupied by *Paper Dolls* but said *World's Funniest Commercial Goofs #2* would take its place on Nov. 20 followed by special to be announced for Nov. 27. ABC said permanent plans for Tuesday 9-10 period will be announced later.

Judge Juan Burciaga, federal district judge in Oklahoma City who ruled initially that **NCAA network television contracts** violated antitrust laws, **ruled last week that organization could negotiate contracts in future**—in open marketplace competing with other organizations, conferences or schools. However, NCAA spokesman said group had no interest in doing so and would not unless member schools provided clear mandate for it to do so. Membership voted down alternative NCAA plan last summer in wake of Supreme Court decision upholding Burciaga and appeals court rulings.

FCC Mass Media Bureau reports it is **issuing far fewer formal opinions during this election year** than it did in 1980. Bureau source said that on Oct. 30 and Oct. 31, 1980, bureau issued 12 formal decisions. During past two weeks, it has only issued about half that, source said. **Inquiries on political broadcasting rules are running about same,** with most on equal opportunities and lowest-charge obligations. Reduction in formal rulings is said to be result

Westmoreland v. CBS: week four. *Key military figures cited in the CBS documentary, The Uncounted Enemy: A Vietnam Deception, took the stand last week, the fourth week of the libel trial involving retired General William Westmoreland and CBS (BROADCASTING, Sept. 20, 1982, et seq.), to deny allegations made in the broadcast. One of the officers, retired General Daniel O. Graham, revealed he had contemplated joining Westmoreland as a co-plaintiff in the suit against CBS. In 1982, when Westmoreland attorneys were preparing to file suit, concern arose that CBS might possibly delay a trial of the suit for years, and that Westmoreland, who is now 70, might die in the midst of pre-trial proceedings, making the libel suit moot. Westmoreland and his attorneys approached Graham, now 58, about possibly joining as a co-plaintiff. Graham testified last week, because of the statistical likelihood that he will outlive Westmoreland and could then carry on with the suit in the event of delays. But when it became clear the case would come to trial more promptly, the thought of adding Graham as a plaintiff was dropped, although he testified last week that he believed the broadcast had unfairly harmed his reputation. The documentary, based on interviews with intelligence officers serving under Graham during the Vietnam war, charged that he was a key figure in what the broadcast said was a “conspiracy” to suppress higher and more accurate estimates of enemy troop strength counts. The broadcast also said Graham ordered the altering of computer data banks with intelligence information to “cover up” the alleged con-*

spiracy. Last week, as he did in the broadcast, Graham denied both charges. In fact, he testified that if troop strength estimates were at all inaccurate, they were “overstated,” at least in the months leading up to the enemy's Tet offensive in February of 1968. As for the dispute between the Military Assistance Command: Vietnam (MACV), headed by Westmoreland, and the CIA over troop strength estimates, Graham testified that only Sam Adams, then a CIA analyst, and now a defendant who consulted CBS on the broadcast, pushed for double the estimated 290,000 figure supported by MACV. On cross examination, however, CBS attorney David Boies produced a 1968 State Department document purporting to show that the CIA was indeed pushing for a total enemy estimate of up to 620,000.

Another witness, Lieutenant Colonel Everette Parkins, an MACV intelligence officer until his reassignment in 1967, denied he was removed from that post because he supported higher troop strength estimates. Parkins testified he was removed after a series of disputes with a superior officer that touched upon that subject, but were due primarily to a “personality clash.”

This week, Westmoreland attorneys are expected to put George Carver on the stand—a crucial witness for the plaintiff in that he was defendant Adams's boss as head of all CIA intelligence gathering efforts concerning Vietnam during the war. Westmoreland himself may also testify this week or next, said a spokesman for the plaintiff's attorneys.

of differing styles of chairmen at those times. Policy during former Chairman Charles Ferris's tenure was that bureau refrain from dispensing advice to licensees on whether particular complaint might be cause for alarm. Under Chairman Mark Fowler, however, bureau will advise licensees over phone on whether complaint appears to have merit. **National Association of Broadcasters political hotline** which answers calls from industry on FCC's political broadcasting rules is reporting **fewer calls this political season** than in 1982. Hotline operator Bill Ray says association received about 475 calls in 1982 and expects about 400 this year.

□

Motion Picture Association of America has again pled case for restricting networks to television ownership limits they currently face when FCC reconsiders 12-12-12 multiple ownership rules. In **filing at FCC** last week, MPAA said "clear and compelling conclusion" from record in commission's proceeding is that there is no affirmative benefit from increased network ownership and that risks are far more substantial than networks concede.

□

Land Mobile Communications Council (LMCC) has petitioned FCC for rulemaking to **increase land-mobile sharing of UHF television spectrum** in 470-512 mhz band (UHF TV channels 14-20) and to establish sharing in 512-806 mhz band (UHF TV channels 20-69) in 21 largest metropolitan areas. In addition, petition requests that immediate freeze be imposed on low-power television authorizations on UHF channels in top 21 metropolitan areas. "LMCC submits that this sharing approach is technically feasible, will not adversely affect broadcast operations, will serve the public interest by making available additional radio spectrum for land-mobile service and will be an effective step in adopting a long-range program for meeting existing and future land-mobile requirements," it said.

□

Search for National Association of Public Television Stations president will continue—reportedly for six more months. According to NAPTS Chairman David Ives, no time limit has been set for decision and acting NAPTS President Peter Fannon has agreed to continue as acting president in interim. Ives said Fannon remains candidate. Forrest Lee Morris, executive director of Mississippi Authority for Educational Television, and David Fiske, CBS director of government and media relations were interviewed for job in Sante Fe, N.M. at end of October, during NAPTS board retreat. Search began in late April.

□

Action for Children's Television and CBS affiliate **WNEV-TV Boston** have launched five Christmas-Hannukkah 30-second PSA's designed to "counter the television huckstering messages targeted at children" during holiday season, ACT President Peggy Charren said. PSA's show how to build five different toys from various household items.

□

Burnup & Sims was charged last Wednesday by federal grand jury with **attempting to rig awarding of telecommunications contracts** by San Diego county and Fresno county, both California, and by various private companies. Company issued statement on Thursday (Nov. 1) denying allegations. Also named in indictments were Telink, wholly owned subsidiary of Burnup & Sims, two former officials of San Diego county and 13 other individuals. Events covered in indictment reportedly occurred between 1980 and 1983, and included alleged \$1-million payment by Telink to Telecommunications Design, consulting firm, in return for favorable recommendations. Indictment reportedly said Burnup & Sims allowed Telink to use funds, "without adopting sufficient safeguards required by law to prevent the making of illegal payments." Burnup & Sims spokesman noted that Telink was discontinued as operation six months ago and that no Burnup & Sims officials were indicted. He added that corporate counsel was still reviewing indictment. Government is seeking \$10 million from Fort Lauderdale-based cable TV system and telecommunications construction company.

Directors of **Broadcast Music Inc. unanimously re-elected all of company's officers** at annual stockholder's meeting in New York on Oct. 30, including BMI President Edward Cramer and BMI Chairman Robert Pratt. Meeting was described as "friendly and harmonious." Also elected were **four new directors: Thomas Bolger**, president, Forward Communications; **David Henderson**, president, Outlet Communications; **Fred E. Walker**, president, Broad Street Communications; **K. James Yeager**, executive vice president, Spartan Radiocasting Co. In addition, new category of nonvoting "honorary directors" with three-year terms was created. Board members who volunteered for new honorary directorships were Dwight Martin, retired executive vice president, Royal Street Corp.; Merrill Lindsay, president, Illinois Broadcast Co.; Jack DeWitt, retired president, WSM Inc., and E.R. Vadeboncoeur, president, Newhouse Broadcasting Corp.

□

Board of **Direct Broadcast Satellite Association**, meeting in Washington last week, elected **new officers: Dennis Brownlee**, vice president, United States Satellite Broadcasting (chairman); **Robert Morrell**, Alcoa-NEC Communications (vice chairman); **Warren Zeger**, Satellite Television Corp. (treasurer), and **David Bondon**, president, Brooks Satellite Inc. (secretary). It also elected chairmen for three of four committees: Harley Radin, vice president, Direct Broadcast Satellite Corp. (standards committee); Frank Weaver, manager, communications satellites, RCA Astro-Electronics (public affairs committee), and Bondon (membership committee). Chairman of government affairs committee will be elected at board's next meeting, Dec. 13, in Washington.

□

Stanley M. Gorinson, who has dealt with number of communications matters as chief of Special Regulated Industries Section of **Justice Department's antitrust division, will leave government** on Nov. 16 to enter private practice. He will join Washington office **Pillsbury, Madison and Sutro**, San Francisco-based law firm. Gorinson's section deals with telecommunications and financial services.

□

National Association of Broadcasters executive committee last week approved **grant of \$10,000 to Freedom of Expression Foundation** to sponsor series of lectures at university campuses by FEF President Craig Smith. Foundation was established by Senator Bob Packwood (R-Ore.) to promote efforts by broadcasters to achieve full First Amendment rights.

□



Dotted line for Pittsburgh cable. Drew Lewis, chairman and chief executive officer of Warner Amex Cable Communications (r), and John Sie, executive vice president for Tele-Communications Inc. (l), exchange closing documents on the sale of the Pittsburgh cable system, following unanimous approval of the transaction by the city council last week. TCI paid Warner Amex \$93.4 million for system.

Editorials

Test case

Whatever the results of the elections of Nov. 6, it can be assumed that afterward disputes will arise over network reporting of returns and projections. The disputes will intensify if exit polling turns up meaningful trends before everyone has had a chance to vote.

So far there has been no conclusive evidence that early reporting of returns or projections has affected results in the 22 years since networks learned how to make projections. Among more and more politicians, however, it is now an article of political conviction that voters lose interest in going to the polls if they are told that a presidential contest has already been settled. Losing candidates in particular will attribute their fate to the television networks if the networks carry early reports that the candidate of the opposing party has won the big job.

This year's elections may provide an unusual opportunity to study the influences that affect voter turnout. By all preliminary measurements, voter registrations are higher now than they have been in years, stimulated by both Democratic and Republican parties and by intensive promotional campaigns conducted by broadcasters, advertisers and other media. But it remains to be seen whether the bigger voter rolls will translate into bigger crowds at the precincts, reversing a downward trend that has been going on since 1960. In the elections of 1980, only 52.6% of eligible voters bothered to vote.

The major political parties last week were seeing threats to voter turnout in public opinion polls that were giving Reagan a strong lead over Mondale. Republicans were worrying about complacency and exhorting Reagan supporters to vote. Democrats were worried about defeatism and exhorting Mondale supporters to prove the polls wrong. Those worries must be factored into any post-election analysis of voter turnout.

Nor will life be simplified for the networks if a landslide materializes tomorrow, as the polls were suggesting a few days before the election. In Lyndon Johnson's lopsided victory over Barry Goldwater in 1964, the outcome was projected on television before the polls closed in any state. If the outcome is detectable that early tomorrow night, how can the networks withhold word of it?

In the aftermath of this election, there will be a chance to identify the reasons that eligible voters go to the polls or stay at home. No one has a bigger stake in such a study than the television networks.

Lost in fairness land

The FCC has proved once again that it is the prisoner of its fairness doctrine. With evident reluctance, a commission majority has decided that the doctrine was violated when WTVH(TV) Syracuse, N. Y., broadcast commercials for a nuclear power plant without providing enough time, by the FCC majority's reckoning, for presentations of antinuclear views.

The nuances of this fairness case, and for that matter any other, hide inscrutably beyond the comprehension of this page. Attempts at rational analysis of fairness rulings were abandoned here in 1967 when Henry Geller, then general counsel of the FCC, guessed off-hand during a news conference that one anti-smoking message for every three cigarette commercials would be about right to comply with the commission's decision that cigarette advertising was covered by the fairness doctrine. It was marvelous to see high policy made on the spot.

In the case of WTVH, forces other than the main antagonists may have been at work. The complaining Syracuse Peace Council, represented by the incurably litigious Media Access Project, could be expected to appeal if the FCC's decision went against it. A reversal by the appellate court could have imperiled the FCC's existing rulemaking aimed at liberalizing if not eliminating its fairness rules. There must have been bad dreams around 1919 M Street featuring J. Skelly Wright ordering the commission to enforce a doctrine that he judged to be imbedded in the law.

There is no guarantee, of course, that a trip to the appellate court has been avoided. Meredith, the licensee of WTVH, is postponing a decision on that question until the FCC's order—with the official reasons for its ruling—becomes available at some time hence. If Meredith appeals, there could be more bad dreams featuring regulatory-minded members of the court.

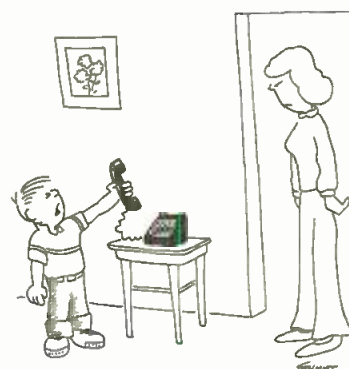
Meanwhile, broadcasters are reminded of the perils of accepting advertising that may trigger fairness complaints. The bottom-line question is: How many spots must be sold to offset the possible legal fees? At the Wharton school they'd say that's no way to run a business.

How Grant took Richmond, et al

The good news for NBC is good news for the television system in general, signalling as it does the return of one of the three major networks to a position of contention. All elements of the business—from major Hollywood production companies to the most modest affiliate—benefit from the new level of competition that exists because Grant Tinker and company have fulfilled the hopes so many held for them, and for the cause of quality television, when they assumed the mantle three years ago.

Not the least of the beneficiaries is the American public, not just because NBC has given it such creative mainstays as *Hill Street Blues* and *Cheers* but because it has abandoned the policy of instant turnover that ran new series before the eyes faster almost than they could be seen, and in the process squandered some of the country's best creative energies before they could turn their promise into hits. "It turns out that waiting is sometimes all you need to do," says Tinker in the interview with BROADCASTING that leads this issue. "It sounds like you're not making a move or a positive decision. In truth, it is a decision."

We do wish Tinker would hurry up on one project. It's time for Diane to get back with Sam.



Drawn for BROADCASTING by Jack Schmidt
"It's Mrs. Jones with the 6 o'clock news."



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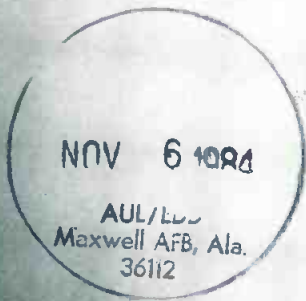
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