

Broadcasting Oct 24

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Bad week for networks
on fin-syn □
Jankowski "At Large"



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it comes from the Harts.*

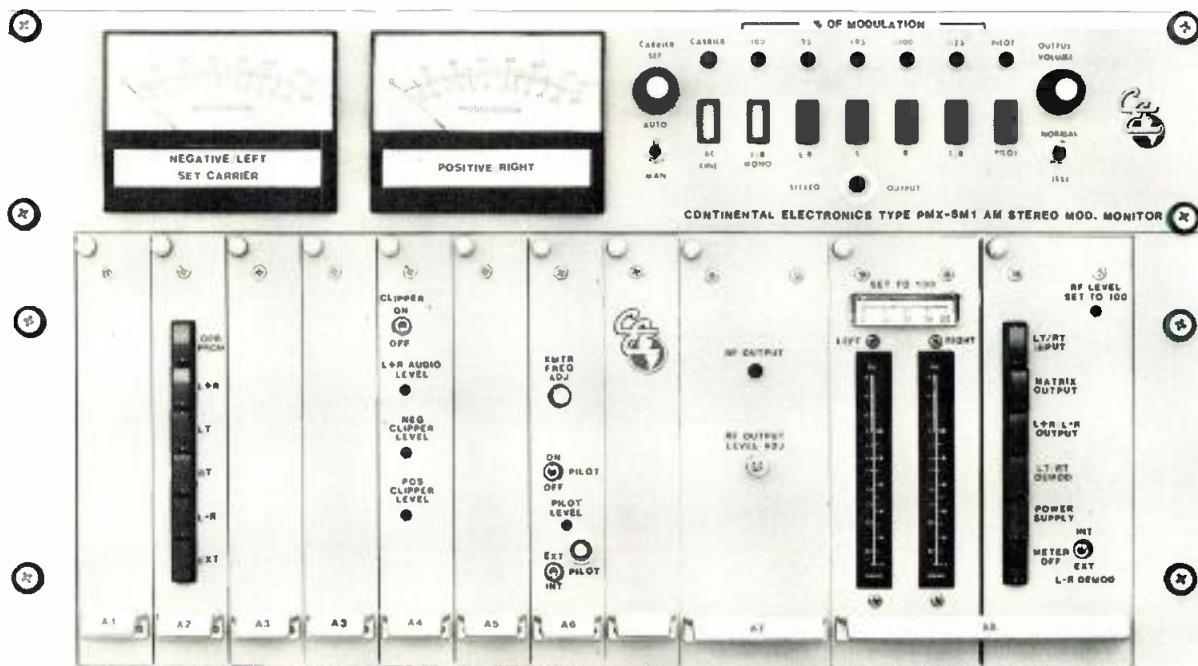
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Broadcasting **Oct 24**

Fin-syn surfaces in Oval Office again; amendment passed by Senate committee would block action on rules until May "At Large" with CBS's Gene Jankowski

MORATORIUM? Senate committee adds amendment to funding resolution prohibiting FCC from changing fin-syn rules until May 24, 1984. **PAGE 27.**

INNER SANCTUM Commerce, Justice and administration officials meet in Oval Office to give President another debriefing on financial-interest and syndicated rules case. **PAGE 27.**

MEGALOBBIYING Networks and Hollywood representatives are bringing out the big guns in the fin-syn dispute. **PAGE 29.**

FIRST CASUALTIES ABC and CBS announce first fall programing cuts. **PAGE 31.**

BIG GUNS Networks are putting finishing touches on the specials, movies and mini-series that will be shown during the November sweeps. **PAGE 32.**

HILL HEARING Senate committee hears testimony on allowing others to compete with Intelsat in international telecommunications field. **PAGE 33.**

UNWELCOME REACTION Some network affiliates are balking at split 30's coming their way. **PAGE 30.**

EYE ON CBS In "At Large," CBS/Broadcast Group President Gene Jankowski explains company's management moves, its re-ascendency to number one in prime time ratings and forays in future technologies. **PAGE 42-54.**

RATE CHECK House subcommittee hears testimony on legislation that would nullify Copyright Royalty Tribunal's most recent rate hikes. **PAGE 55.**

PICKING UP THE BALL Supreme Court decides to take up case of NCAA football contracts. **PAGE 56.**

MORE DEREG FCC proposes to increase nighttime power for Class IV's, ease restrictions on STV operations and change multicity ID rules. **PAGE 56.**

INTO THE ACT MPAA urges administration to stop the pirating of satellite feeds by other countries. **PAGE 57.**

CONCERTED EFFORT FCC's McKinney warns that federal deregulation may be in vain if not followed up at state and local levels. **PAGE 58.**

SEVEN DISSENER FCC Commissioner Rivera tells Texas broadcasters that proposal to lift multiple ownership rules goes too far. **PAGE 58.**

SOAPY ANSWER Telepictures and Metromedia announce co-production agreement for prime time access soap opera, *Rituals*. **PAGE 60.**

NPR TROUBLESHOOTER Ron Bornstein leaves NPR on a much more stable footing than when he found it last May. **PAGE 68.**

MEETING GOALS Council for Cable Information names board; announces \$750,000 fund-raising goal reached. **PAGE 69.**

FIRST FRIEND Attorney Floyd Abrams is among staunchest courtroom defenders of First Amendment freedoms.

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On track

Unless Congress actually cuts off FCC's funds targeted for revision of network syndication and financial interest rules (see "Top of the Week"), FCC will forge ahead, still hoping to take final action before end of year, commission official said last week. One commission official said FCC intended to take final action Nov. 23, but is having problem writing item since it's now unsure how order should come down. Source in FCC chairman's office said agenda for Nov. 23 meeting has not been set.

Accelerator

FCC Mass Media Bureau is working on proposal that would substantially alter processing of new low-power television applications and possibly of other broadcast services as well. Idea would be to handle new LPTV applications way commission is handling applications for cellular radio: accepting new applications for limited time and accepting no others until those already accepted have been processed. Proposal, according to FCC source, would prevent potential competitors from being able to pirate engineering or file on top of others.

One way to go

Proposal by Television Operators Caucus that it be given seat on television board of National Association of Broadcasters (BROADCASTING, Oct. 10) has not been ruled out. NAB committee on composition of television board is wondering how to fill three new seats. Under consideration, according to NAB President Edward Fritts, is allocation of seats to TOC, low-power television and Association of Independent Television Stations (INTV). If that takes place, NAB could be on way toward federation advocated by former board member, Peter Kenney.

Growth industry

Just how much turmoil in video game and home computer industries is affecting fourth quarter TV advertising sales (see story, p.30) can't be qualified until next year, but importance of home computer category alone can be glimpsed in spending reports for first six months of this year. According to BAR estimates from Television Bureau of Advertising, IBM spent \$14.9 million in first half of 1983, up 274% from its expenditures for

same period in 1982, while Commodore Inc. spent \$13.6 million, up 368%. Texas Instruments spent 11.6 million, compared with no spending in first half of 1982; Digital International spent \$8.5 million, up 845%, and Tandy spent \$5.6 million, compared with no spending in last year's first half.

Divestiture

Effort by NBC to sell O&O WRC(AM) Washington has gone from passive to active. Although talk of network's desire to drop the reportedly perennial money loser is nothing new, search for buyers has been on in recent weeks. Some of those contacted include Ver Standig Broadcasting, which owns two AM-FM combo's; Arundel Communications, Virginia-based newspaper publisher, which has definitely backed away from purchase, and Viacom, which would like to complement its WMZQ(FM) there. NBC's vice president, radio, Michael Eskridge, said he had possible sale talks with Richard Hinden, local businessman, but that Hinden and his associate "didn't have enough money that would interest me."

Estimated \$4-million price tag is attractive for Washington market, according to competitor, but may not be low enough to compensate for network union contracts buyer might get stuck with.

Acorn planted

Sports Time, proposed regional pay sports cable service to serve 15 states in Midwest beginning next April, signed its first system last week. Cablevision Corp., which owns five small systems in Missouri, signed Sports Time contract at Mid America cable show which convened in Kansas City, Mo. Systems pass total of only 5,000 homes, but Sports Time executive said: "It's like the first dollar you make in business and tack up on the wall." Service, joint venture of Anheuser-Busch, Multimedia Inc. and Tele-Communications Inc., made presentation to 50 MSO's few weeks ago and has been making rounds at various state cable association shows.

It has added Big Eight basketball to menu of events to be offered (beginning with 1984-85 season) in co-venture with Katz Sports, is expected to announce within couple of weeks deal with St. Louis Blues professional hockey team and is said to be pursuing rights to two professional basketball teams—Indiana Pacers and Kansas City Kings. Sports

Time also has deals with pro baseball teams Cincinnati Reds, Kansas City Royals and St. Louis Cardinals and minor league baseball.

NPR countdown

New president of National Public Radio is expected to be named this week. Among those reported to have been contacted by search committee (headed by Donald P. Mullally, general manager of WILL(AM) Urbana, Ill.) are: William Sheehan, former president, ABC News; Lester Bernstein, former editor, *Newsweek*; Douglas Bennet, former director, Agency for International Development; Thomas Quinn, president and chairman, City News Service of Los Angeles Inc., and Elizabeth Young, president, Public Service Satellite Consortium. Ward B. Chamberlin Jr., president and general manager, WETA-TV Washington, had been considered but withdrew name from running. Final screening of candidates will be this Thursday, with announcement expected Friday.

Back to the bench

Court's wheels may grind slowly, but they're grinding. After postponing two tentative dates, U.S. Court of Appeals in New York has set Nov. 1 for oral argument in case centering on legality of ASCAP and BMI blanket music licenses for TV stations. Music organizations are appealing district court ruling, in case brought by All-Industry TV Stations Music License Committee, that those licenses violate antitrust laws and must be struck down (BROADCASTING, Aug. 23, 1982, et seq.). Parties hope for appeals court decision this winter—or early spring. Whichever way it goes, there'll be another appeal—to Supreme Court.

Fumble?

NFL Football ratings, which have been lower this season for all three networks, may be even lower for CBS because of error in method that Nielsen has been using to calculate ratings for second games in network's doubleheader telecasts, which appear about every other week. In some cases, source said, average rating for games has been higher for any composite half-hour within them. In part, source said, Nielsen calculations have been thrown off by CBS practice of interconnecting all of its regional networks into longest-running second game of doubleheader telecasts. Nielsen officials in position to comment on situation were unavailable at press time.

Dereg update

The battle over cable deregulation legislation continues to be waged in the House. Attempts by AT&T to attach language to the common carrier legislation before the House Energy and Commerce Committee last week were successfully deflected by the cable industry and its congressional allies, primarily House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.).

Energy and Commerce Committee Chairman John Dingell (D-Mich.) was contemplating offering an amendment to the telephone bill that would make cable systems subject to state regulation for the carriage of data transmission services. The phone companies are currently subject to regulation for carrying the same services. Dingell, however, reportedly agreed to drop the amendment. The debate over data transmission services will likely surface again when members of the Telecommunications Subcommittee take up the cable deregulation legislation introduced by Wirth (H.R. 4103) and by Al Swift (D-Wash.) (BROADCASTING, Oct. 3, 17). While the Swift and Wirth measures are almost identical, the question of regulating cable systems providing data transmission services is handled differently. Wirth's bill clearly prevents cable from being regulated, while Swift would leave it up to the states to decide whether to regulate.

Conference details

"On With the Best" is the theme of the 1983 NCTA National Cable Programming Conference scheduled for Dec. 11-12 at the Biltmore hotel in Los Angeles, with seven general sessions on topics ranging from music video to the First Amendment, pay-per-view to sports. Panelists are expected to include Turner Broadcasting System Chairman Ted Turner, Home Box Office President Michael Fuchs, Westinghouse Broadcasting & Cable Chairman Daniel Ritchie, Viacom International Chairman Ralph Baruch and Mike Weinblatt, president and chief operating officer of the newly formed Showtime/The Movie Channel partnership. The two-

day gathering will culminate with the NCTA's annual ACE Awards presentation, produced by the Dick Clark Co. and a formal dinner dance. The early registration deadline is Nov. 11.

Showtime's *Faerie Tale Theater* and Home Box Office led the list of nominees for the ACE awards. The award winners will be announced during a ceremony Dec. 12 at the Ambassador hotel in Los Angeles, telecast live by Atlanta superstation WTBS(TV).

HBO programs received a total of 30 award nominations, followed by Showtime with 24, the discontinued Entertainment Channel with six, and two for Hearst/ABC's ARTS. *Faerie Tale Theater*, a humorous treatment of children's stories produced for Showtime by actress Shelley Duvall, received seven nominations, the largest number for a single show. Showtime's *The Paper Chase* and HBO's *Not Necessarily the News* received five ACE nominations each. In some categories, however, judging has either not been completed or no nominations have been made.

The awards have traditionally honored only national and local programming, but NCTA expanded into performance and crafts divisions this year. NCTA President Thomas Wheeler explained that, "in addition to performers who have become celebrities through cable careers, we are finding that established talent from other entertainment fields are now crossing over into cable."

Finalists were chosen from 1,231 entries, a 50% increase over last year. Four panels of industry judges reviewed the entrants.

Eastman sold

Eastman CableRep, New York, which revealed several weeks ago it was up for sale, has been sold to Nationwide Cable Rep, Cleveland, for an undisclosed sum. Eastman Cable has been representing 47 cable systems for national advertising while Nationwide is active in Cleveland, Los Angeles and Florida for local sales. Bill Burton, president of Eastman Radio and Eastman CableRep, stressed that Eastman will continue

to operate in "radio only." Nationwide is owned by Ted Stepien, who sold Nationwide Advertising Services last May to become active in cable. He said that Steve Appel and Vin Morgan, who were with Eastman, will be co-managers in New York, while Rich Martan will direct operations in Los Angeles.

Revenue shift

The impact that pay television (primarily pay cable) has had on theatrical film distribution since 1977 was illustrated with figures cited by Benson Begun, vice president, legal and business affairs, Warner Amex Satellite Entertainment Co., at a forum on communications law sponsored by the American Bar Association in New York. In 1977, said Begun, an average of 80% of all film revenue came from the box office (50% domestic and 30% foreign), while about 14% came from network television sales, 4% from domestic and foreign syndication and 2% from pay television.

In 1982, he said, the box office share had been cut to 59% (42% domestic and 17% foreign), while revenue derived from pay television rose to 17.4% and the network television share fell to 8.7%. Film revenue acquired from foreign and domestic syndication rose to 6.9% while the home video market, newly created by the advent of the videocassette and videodisk players, accounted for 8% of film revenue. Begun also noted that the film distribution release cycle has also been reduced by about half (from 12 years to about six) in the same period, and that the reissue market (at the box office) has "virtually been killed," except for major films such as the "Star Wars" series. Before pay TV became a factor, he said, a film was released to the box office and perhaps a year later, reissued. Then, two to three years later, it would be licensed to network television for two runs and then enter the syndication market for seven years. Now, said Begun, four to 10 months after a film has been released, it may come out on videocassette or disk and within nine to 12 months enter the pay television market. A year later it may go to network, followed perhaps by a pay rerun and then the syndication market, which has an average license period now of only three years.

Scrambling situationer

Home Box Office is investing "about \$10 million" in its new satellite signal scrambling system, designed to protect the pay cable service's signal against theft by an estimated 200,000 to 300,000 private earth station owners. The commitment represents "a pretty heavy investment" for the Time Inc. subsidiary, said Edward Horowitz, senior vice president of operations and corporate development, in a speech to the Southern California Cable Association last



ACE judges. L-r: Robert Morse, actor; Merril Karpf, producer, Schaefer-Karpf Productions; Iris Merlis, producer, Lorimar Productions, and Joanna Miles, actress.

Tuesday (Oct. 18) at the Airport Hilton hotel in Los Angeles.

Horowitz told the luncheon audience that as recently as one year ago he believed that only about 60,000 earth stations were capable of intercepting HBO's signal, but he has revised that figure upward, estimating that as many as 20,000 dishes a month are now being shipped. The problem is especially severe in the Caribbean and Central America, he believes, where the pirated signals are sometimes rebroadcast on television stations.

"Protecting the HBO signal from unauthorized use is something we need to do now," Horowitz declared, for the benefit of HBO, cable operators, the creative community and consumers. "We owe it to our [program] suppliers to protect their rights," he added, referring to increasingly aggressive efforts by motion picture studios to curb theft and duplication of their product.

Horowitz said the state-of-the-art security system, based on a computer-based encryption process designed to outwit "even MIT graduates," will be introduced in December to 1,200 West Coast systems, for implementation by late January. Remaining systems, served by the East Coast feed, will begin receiving the scrambled signal about six months later. He said that a timetable is being developed for eventual encryption of the companion Cinemax pay service, though no date was announced.

The VideoCipher system, which will be distributed at no cost to the 6,200 cable systems carrying HBO, was developed over the past three years in conjunction with its manufacturer, M/A-COM Inc. Horowitz em-

phasized that the system does not degrade the signal in any way and in fact enhances the video through its use of digital technology. The process will also allow HBO to transmit digital stereo, including audio sub-carriers that could be used in the future for discrete "pay radio" services. The audio segment will be compatible with the consumer audio industry.

The cable operators will be able to lease or purchase a "back-up" descrambling unit from HBO, according to Horowitz, and 24-hour service will be available in the event of an equipment breakdown. The VideoCipher system is currently being field tested on one of HBO's unused transponders. The encryption will be centrally programed from HBO headquarters in New York, with scrambling patterns changed as necessary.

Although HBO is the first pay cable network to scramble its signal, Horowitz urged other networks to do the same, arguing that even basic cable services can lose substantial amounts of revenue through signal theft.

Bullish on TBS

A recent financial report on Turner Broadcasting System Inc., prepared by First Boston Corp.'s broadcasting analyst Richard J. MacDonald, was particularly bullish on TBS's future. He characterized its stock as "dramatically undervalued" but noted that Ted Turner's approximate 90% ownership of the 20 million shares outstanding makes wide trading difficult. MacDonald estimated that TBS would earn about \$1 per share this year versus a 16-cents-per-share loss for

1982 and "can look forward to dramatic gains in earnings per share over the next several years."

MacDonald based his estimates on TBS's dominance of the cable advertising market—and the report was written just before Turner's purchase of Satellite News Channel this month (BROADCASTING, Oct. 17). In 1983, MacDonald said that industrywide cable revenues are expected to top \$300 million, with Turner's superstation, WTBS(TV) Atlanta, CNN and CNN Headline News capturing about 80% of those dollars. The First Boston analyst projects that TBS will earn \$1.70 per share in 1984.

This year MacDonald sees WTBS(TV) contributing about \$53 million-\$55 million in operating income, up 71% over 1982 levels. WTBS's subscriber base should rise from 22.2 million at the end of 1982 to 29 million by the end of this year. CNN and CNN Headline News will continue to lose money at about \$6 million on \$65 million in revenue, and \$10 million on \$7 million in revenue, respectively.

MacDonald said that CNN's growth has been stymied by inroads from SNC and that closing the negative gap between profit and revenue was slowed by Turner's discounts and promotional and legal expenses to fend off the competition. If SNC disappeared, MacDonald wrote, a more "rational pricing in the news marketplace" would occur and Turner would "sharply increase" carriage fees and advertising rates for CNN and CNN Headline News. Absent its major competition, MacDonald noted, CNN would be better positioned to achieve profitability next year.

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Business Briefly

RADIO ONLY

On-Cor Frozen Foods □ Various entrees will be featured in three-week flight to start later this week in six markets. Commercials will be carried in all dayparts during weekdays. Target: women, 25-54. Agency: Grant/Jacoby Inc., Chicago.

Radio Shack □ Music appliances will be featured in one-week flight in 100 markets later this week, including Houston, Los Angeles, Washington, Providence, R.I., and Portland, Ore. Commercials will air in morning and afternoon dayparts. Target: men, 18-44. Agency: Central Advertising Agency, Fort Worth.

Associated Milk Producers □ Fluid milk will be highlighted in four-week campaign starting Oct. 31 in 35 markets. Commercials will appear in all dayparts during weekdays and weekends. Target: all persons, 12-34.

Schenley □ Stock vermouth will be

RepReport

To Weiss & Powell: WOKL(AM)-WJMI(FM) Jackson; WTAM(AM)-WOCM(FM) Biloxi-Gulfport, both Mississippi, both from Hillier Newmark Wechsler & Howard; WTKC(AM) Lexington, Ky., from Eastman Radio; WTXR-FM Peoria, Ill., from Lotus; WLA(AM) Lynchburg, Va., from P.W. Radio.

□

To Blair Radio: KXKW(AM) Lafayette, La, and KYNN-AM Omaha, Neb. both from Torbet Radio.

□

To Seltel: WSFL-TV Lansing, Mich., from Adam Young.; WPOS(TV) Indianapolis, (no previous rep); KIDY(TV) San Angelo, Tex., (no previous rep).

□

WJYY-FM Concord, N.H.: To Kadetsky Broadcast (no previous rep).

□

WKBX(AM)-WIXV(FM) Savannah, Ga.: To Katz Radio from McGavren Guild.

advertised in six-week flight to begin Oct. 31 in 10 markets including Baltimore, Boston and Philadelphia. Commercials will run in all dayparts. Target: adults, 35-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Florida Department of Citrus □ Two-week promotional campaign set to start in January in 20 markets. Spots will run in all dayparts. Target: women, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Sau-Sea Foods □ Six-week flight will begin in early November in New York and Chicago highlighting shrimp cocktail. Commercials are scheduled for all dayparts during weekdays. Target: women, 25-49. Agency: Levy, Flaxman & Associates, New York.

Walgreen Drugstores □ Five-week flight for various co-op and institutional product advertising will begin Nov. 21 and run until Dec. 25 in six markets: Madison, Wis.; Miami; New Orleans; San Antonio, Tex.; Tampa, Fla., and Tucson, Ariz. Campaign runs in addition to spots

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TV-STATION VALUES

Thursday, November 17, 1983, 9 a.m. to 5 p.m.
The Fairmont Hotel, San Francisco, California

Panelists

Dave Croll, *Venture Capitalist*; Barry Dickstein, *Investment Banker*; Harvey Grace, *Station Owner*; Ted Hepburn, *Station Broker*; Barry Lewis, *Katz Communications*; Jack Matranga, *Station Owner*; John Serrao, *Station Owner*; Jason Shrinsky, *Attorney*; Paul Kagan, *Moderator and publisher of Broadcast Investor*.

RADIO STATION VALUES

Friday, November 18, 1983, 9 a.m. to 5 p.m.
The Fairmont Hotel, San Francisco, California

Panelists

John Bayliss, *Station Owner/Broker*; Ed Christian, *Josephson Intl. Stations*; Bill Collatos, *Venture Capitalist*; Barry Dickstein, *Investment Banker*; Bill Exline, *Station Broker*; Harvey Grace, *Station Owner*; Roger Metzler, *Attorney*; Jason Shrinsky, *Attorney*; Paul Kagan, *Moderator and publisher of Broadcast Investor*.

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currently airing in 16 other markets. Commercials will air in drive times, midday and weekdays. Target: women. Agency: CPM Inc., Chicago.

TV ONLY

Krayco Enterprises □ Month-long campaign for cordless telephones and car stereos begins today (Oct. 24) in 20 markets including Washington, New York, Dallas, Los Angeles and Minneapolis. Spots will air in early and late fringe, early and late news and prime time. Target: adults, 18-49 (telephones), and men, 18-34 (stereos). Agency: Towne, Silverstein, Rotter, New York.

Cargill Poultry □ Honeysuckle white turkey will be advertised in pre-Thanksgiving campaign in 35 markets starting Oct. 31 and ending Nov. 19. Spots will air in all dayparts. Target: women, 25-49. Agency: Barickman Advertising, Kansas City, Mo.

Tomy Toys □ Campaign for 13 various toys will begin today (Oct. 24) and run until Dec. 4 in 45 to 50 markets. Spots for some products will air in children's programming and late afternoons, remaining in soap operas. Target: children, 2-11, and young mothers. Agency: Sachs, Finley & Co., Los Angeles.

MacRobertson Pty. Ltd. □ Introductory flight for Australian candy bar, Aussie Bear, begins today (Oct. 24) in California markets. Spot joins introductory campaign for another MacRobertson candy, Cherry Ripe, which began there

last week (target: young adults). Flight will air in prime time and children's programming. Target: children, 6-16. Agency: Marsteller Inc., New York.

Ideal Toys □ Knight Racer, motorized race car set, will be highlighted in six-week campaign to begin Nov. 6 in the top 30 markets. Spots will air adjacent to NBC series, *Knight Rider*, on which product is based. Target: fathers and sons. Agency: Towne, Silverstein, Rotter Inc., New York.

RADIO AND TV

Target Stores □ Various promotions will air in October, November and December in 49 markets, with flights running from one to three weeks, depending on market. Commercials on TV will be carried in daytime, fringe and prime. Radio spots will air in all weekday dayparts. Target: adults, 18-49. Agency: Haworth Group, Minnetonka, Minn.

Casa Gallardo Mexican Restaurants □ New "Spice It Up" promotional/identity campaign for 26-store chain began last week in 12 markets, replacing former "Nothing Better North of the Border" campaign which ran for two years. Spot buys will run indefinitely in prime time and fringe in TV and in various dayparts in radio. Target: adults, 25-34. Agency: D'Arcy, MacManus & Masius, St. Louis.

Vernors □ Soft drinks will be promoted in eight-week campaign beginning today (Oct. 24) in 10 Midwest and Western markets. Spots will air in day and prime time. Target: soda purchasers. Agency: Marsteller Inc., New York.

AdVantage

WRG Entertainment. Wells, Rich, Greene Inc. has been appointed advertising agency for motion picture division of MGM-UA Entertainment Co.—account budgeted at \$25 million-\$30 million. MGM account will be basis for new branch of company, WRG/Entertainment Division, Los Angeles, headed by Larry Olshan, president and former head of J. Walter Thompson entertainment division. Switch is effective January 1984. Diener/Hausler/Bates is former advertising agency.

HBO picks BBDO. Home Box Office has chosen BBDO Inc. as agency for pay cable program service, replacing Ted Bates & Co., New York, which has handled account for four years. Three agencies were in final contention: BBDO, Young & Rubicam and Bates. Account bills about \$16 million in all media, including broadcast TV. Bates will continue to handle HBO's Cinemax service.

TVB winners. KULR-TV Billings, Mont., received two awards in 1983 Commercial Competition of Television Bureau of Advertising: grand prize and first prize for 100+ market rank. KULR-TV was honored twice for spot for Speedy Wash Fabric Care Center. Other winners were KIRO-TV Seattle (1-50 market rank) for commercial on Metropolitan IRAs and KGMB-TV Honolulu, (in 50-100 market rank) for spot for Lee Color, custom film laboratory. Running concurrently with retail commercial contest was TVB On-Air Spot Promotion Contest for commercial which best uses television to sell television. Winner for second year in row was KGMB-TV Honolulu.

Agency changes. After nine years, Foot, Cone & Belding/Honig, San Francisco and Los Angeles, will return to name Foot, Cone & Belding, to simplify identity and standardize name with New York and Chicago offices. Western offices will also be moved by December. New addresses: 1255 Battery Street, San Francisco 94133, and 11601 Wilshire Boulevard, Brentwood (Los Angeles) 90017. Satellite of Los Angeles office will open Nov. 1 in Orange county to serve Mazda account exclusively.

Broadcasting Publications Inc.

Lawrence B. Taishoff, *president*.
Donald V. West, *vice president*.
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Jerome H. Heckman, *secretary*.
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Phone: 202-638-1022

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Broadcasting ■ Cablecasting Yearbook

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Doris Kelly, *sales service manager*.
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Corporate Relations

Patricia A. Vance, *director*.

Bureaus

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

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Dittingo, *senior editor*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gariner, *advertising assistants*.

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

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



Founded 1931. *Broadcasting-Teletexting* * introduced in 1946. *Teletexting* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

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A broadcast management commentary from William Fortunato, Princeton Research Institute for Motivation Evaluation

Personality testing as an aid to good sales management

Can successful sales management in broadcasting be "programed"? Any attempt to answer that question first requires a determination of how to measure "success." The ultimate basis of assessment is the effectiveness of the station's sales effort. An external evaluation of sales management effectiveness begins by examining the station's relative place in the market. Given the size and demographics of this market and taking the station's resources and programing as they are, is the station doing as well as it should? Anything less calls for an improvement of the sales effort.

There are also two "internal" standards for assessing the effectiveness of a station's sales performance: the level of avoidable sales personnel turnover and the size of the sales performance disparity between the strongest producer in a sales force and all the other producers. Except for the effects produced by different account lists, differences between individual sales performances are ultimately due to differences in actual individual sales ability.

It is generally true that interest and aptitude make for better work performance. Good carpenters *like* to work with their hands and good bookkeepers *like* to work with figures. However, less capable and interested individuals in these jobs can and do get by. This is not the case in most sales jobs, including broadcast sales. One reason is that the salesperson's output is monitored and measured. However, even if this were not the case, sales work requires sales ability, even just to go through the motions. The salesperson who does not derive ego gratification from closing, or who lacks resiliency in the face of refusals or disappointments, is not likely to achieve even mediocre performance. Even skills such as product knowledge, selling technique or verbal facility, important as they are, cannot fully compensate for inadequate sales motivation. The same can be said for the desire to make money, or the need to communicate.

Occupational motivation is an integral part of the personality which develops long before the individual reaches working age. It represents ingrained patterns for coping with life. The self-driven salesperson needs the conquest or acquiescence of others in order to feel good about himself. This is an ongoing appetite that serves as a motivational engine because it is never completely satiated. It can be accurately identified and measured either by observing the individual's daily behavior over an extended period of time, or by administering personality and



William F. Fortunato has been president of the Princeton Research Institute for Motivation Evaluation since its inception in August 1978 and has worked since April 1963 as a practicing industrial psychologist and business consultant. He has used psychological tests to evaluate more than 30,000 persons in various industries in connection with a variety of positions and occupations.

ability tests.

Personality tests, whether in the form of ink blots, pictures or word choice tests, provide an accurate picture of the individual.

The problem of how and where to look for lively salespersons is to some degree alleviated in the broadcasting industry, which is considered glamorous. People's eagerness to get into the industry may increase both the number of candidates and the number of those with sales ability. One of the cardinal rules of good recruiting is to avoid eliminating potentially successful salespersons by unwise or indiscriminate categorizations. Biographic categories such as age, sex, education, etc. have no significant positive or negative correlation with sales ability. This also applies to many people already in the industry, including those who are or have been employed in sales.

Assuming that recruiting efforts have generated a substantial crop of candidates, the initial step should be a five-to-10-minute preliminary interview to look over each candidate and determine which warrant further time and processing. This remainder can then be asked to fill out employment application forms, and those whose histories continue to be of interest to management can be given a "sales screener" test to rule out those

without reasonable sales aptitude. The screener can be an abbreviated form of a complete personality test. The few candidates who survive this screening can then be given the full personality test, which can make positive predictions about probable sales success.

The description of an effective sales manager is, not surprisingly, even more complicated than that of a good salesperson. We may begin by outlining a combination of appropriate personal qualities such as leadership, organization, empathy, etc. and necessary skills such as industry knowledge, coaching and counseling capacity, good supervisory technique, knowledge of the clientele and market, etc.

The problem of supervising effectively often boils down to choosing an appropriate management style. When the manager's natural style elicits a compatible response from the salesperson, a good relationship develops. If this is not the case, a problem is created and performance may be affected. To complicate matters further, each person reporting to a given manager may require a different management style in order to function at his or her best. Out of a handful of individuals being supervised, one may behave best when left alone, another may crave coaching but be ashamed to ask for it, a third may feel entitled to praise for being able to find the bathroom, and still another may run best if periodically propelled by a well-placed punt.

A manager's awareness of which strategy will work best may eventually develop from protracted exposure to and experience in dealing with a given set of subordinates. There are, however, quicker and surer ways to arrive at this result. Sometimes the contacts resulting from the training process may yield some usable information. However, the best and most comprehensive way of assessing how a new salesperson is apt to respond to supervision, is to look at the personality test evaluation.

Objective, fairminded and accurate evaluation of the performance and the full potential of subordinates is a cornerstone of effective sales management. Too often, sales managers tend to be scorekeepers who monitor results rather than coaches who assess performance. Results, for better or worse, do not always accurately reflect the salesperson's ability and effort.

The use of competent professional personality testing and evaluation can provide line managers with important insight into overall potential, and a unifying explanation of what has gone right or wrong in selection, training and supervision. Next to job performance, it may ultimately be management's most comprehensive source of information and explanation in the evaluation process. ■

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Oct. 23-25—*Televest U.S.A.*, second international telecommunications conference, sponsored in part by E.F. Hutton. Speakers include Richard Colino, Intelsat; William Ellinghaus, AT&T; Richard Butler, ITU; Mark Fowler, FCC; Senator Robert Packwood (R-Ore.); Eddie Fritts, National Association of Broadcasters; Tom Wheeler, National Cable Television Association, and Irving Goldstein, Comsat, Montreux, Switzerland. Information: Marianne Berrigan, Televest executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.

Oct. 23-26—*Canadian Association of Broadcasters/Central Canada Broadcasters Association* joint conference and trade show, "Communications Expo '83," Sheraton Center, Toronto.

Oct. 24—*Washington Journalism Center* conference for journalists, "Japan and America," Watergate hotel, Washington.

Oct. 24-29—*National Federation of Local Cable Programmers* "Access coordinator training program," NFLCP national office, 906 Pennsylvania Avenue, S.E., Washington. Information: Joan Gudel, (202) 544-7272.

Oct. 25—Marketing seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 25—*Radio Advertising Bureau* retail and co-op workshop. Red Lion Inn-Airport, Seattle.

Oct. 25—First general meeting of *Direct Broadcast Satellite Association*. Four Seasons hotel, Washington. Information: John Egan, (202) 822-4104.

Oct. 25—*Louisiana Association of Broadcasters* radio sales seminar. Travelodge North, Lafayette, La.

Oct. 25—*Washington Journalism Center* conference

for journalists, "Asian-American Relations." Watergate hotel, Washington.

Oct. 25-26—*New York Broadcasters Association* 29th annual meeting. Americana Inn, Albany, N.Y.

Oct. 25-27—Telecommunications symposium sponsored by *American Newspaper Publishers Association and Newspaper Advertising Bureau*. Amfac hotel, Dallas-Fort Worth Airport.

Oct. 25-27—International Broadcast Equipment Exhibition sponsored by *Electronic Industries Association of Japan*, co-sponsored by *National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)* Tokyo Ryutsu Center, Tokyo.

Oct. 25-29—Midwest Radio Theater Workshop, sponsored by *noncommercial KOPN(FM) Columbia, Mo.*, with funding provided by *National Endowment for the Arts and Missouri Arts Council*. Broadway Inn, Columbia, Mo.

Oct. 26—*New York TV Academy* luncheon. Speaker: Neal Pilson, president, CBS Sports. Copacabana, New York.

Oct. 26—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, "Distinguished Visiting Professor Lecture Series." Speaker: Bob Blackmore, VP, NBC-TV Network Sales. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 26—*Radio Advertising Bureau* retail and co-op workshop. Plaza Airport Inn, San Francisco.

Oct. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Drake Oakbrook hotel, Chicago. Information: Susan Levin, (212) 751-7770.

Oct. 26—*Louisiana Association of Broadcasters* radio sales seminar. Holiday Inn-Airport, Kenner, La.

Oct. 26—*Southern California Broadcasters Association* "agency" luncheon, with advertising agency Rogers, Weiss, Cole & Weber. Holiday Inn, Hollywood. Information: (213) 466-4481.

Information: (213) 466-4481.

Oct. 26—"California Symposia on Business Opportunities for Minority and Women Entrepreneurs," sponsored by *Foundation for Community Service Cable Television, California Cable Television Association, California State Senator Joseph Montoya and California Assemblywoman Gwen Moore*. Los Angeles Trade Technical College, Los Angeles. Information: (415) 387-0200.

■ **Oct. 26**—*Women in Film and Video* meeting, "Advocacy in Children's Television." WGBH-TV, Brighton, Mass.

Oct. 26-28—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the '80's," co-sponsored by *Minorities in Cable*. Ramada Renaissance hotel, Washington.

Oct. 26-Nov. 1—Telecom 83, communications exhibition and conference, sponsored by *International Telecommunication Union*. Exhibition and Conference Center, Geneva, Switzerland.

Oct. 26-Dec. 16—*UCLA Extension* course, "Understanding Cable: Past, Present, Future." UCLA Extension campus, Los Angeles. Information: (213) 825-9064.

Oct. 27—*Radio Advertising Bureau* retail and co-op workshop. Travelodge-Airport, Los Angeles.

Oct. 27—*Cabletelevision Advertising Bureau* local advertising sales workshop. Daytonian Hilton, Dayton, Ohio. Information: Susan Levin, (212) 751-7770.

Oct. 27—*Philadelphia Cable Club* luncheon meeting. Spectrum, Philadelphia.

■ **Oct. 27**—"Freedom of Information Act: How Is It Working?" conference, *Catholic University*. Speakers include Carl Stern, NBC News; Robert Novak, columnist; Randall Radar, Senate Subcommittee on Constitu-

■ Indicates new or revised listing

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 1-3—*Atlantic Cable Show*, Convention Hall, Atlantic City, N.J.

Nov. 3-5—*Society for Private and Commercial Earth Stations (SPACE)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7-10—*AMIP '83, American Market for International Programs*, organized by Perard Associates with MIDEAM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—*National Cable Television Association's* National Cable Programming Conference. Biltmore, Los Angeles.

Dec. 13-15—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

Jan. 15-20, 1984—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—*National Religious Broad-*

Major Meetings

casters 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

■ **March 1-3, 1984**—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 24-29, 1984—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9, 1984—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23, 1984—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2, 1984—*American Women in Ra-*

dio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

Aug. 26-29, 1984—*National Association of Broadcasters'* Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

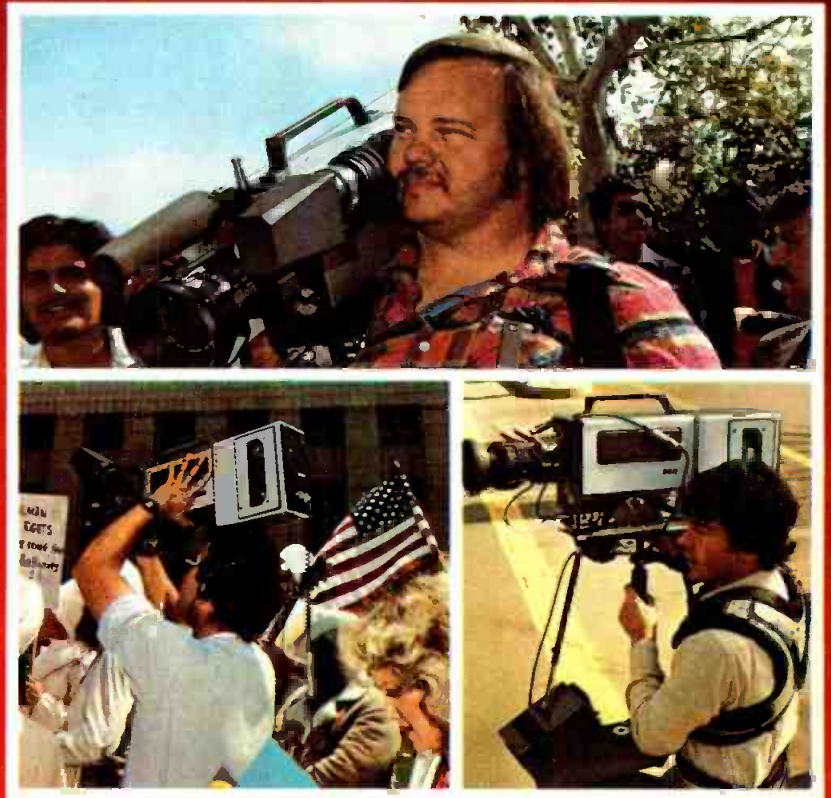
Sept. 6-8, 1984—*Southern Cable Television Association* Eastern show Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

Sept. 16-19, 1984—*National Radio Broadcasters Association* annual convention. Westin Bonaventure hotel, Los Angeles.

Nov. 11-14, 1984—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Dec. 3-5, 1984—*Radio-Television News Directors Association* international conference. San Antonio, Tex.

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tion; Jonathan Rose, assistant attorney general for legal policy, Department of Justice; Nick Thimmesch, American Enterprise Institute; Tonda Rush, American Newspaper Publishers Association, and Jack Landau, Reporters Committee for Freedom of the Press. Caldwell Hall Auditorium, CU campus, Washington.

Oct. 28—*Montana Broadcasters Association* sales clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30—"Latin American Affairs" conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Tinker Foundation* and *Dallas Morning News*. Anatole, Dallas. Information: (213) 851-7372.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

Also in October

Oct. 30-Nov. 1—Multimedia teleconferencing conference sponsored by *Institute for Graphic Communication*. Andover Inn, Andover, Mass.

Oct. 30-Nov. 2—National Over-the-Air Pay TV conference and exposition, hosted by *Subscription Television Association* and *National Association of MDS Service Companies*. Century Plaza, Los Angeles.

Oct. 31—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, San Francisco. Information: Susan Levin, (212) 751-7770.

Oct. 31—*New York TV Academy* luncheon. "TV Mini-Series...to be Continued." Among panelists: Ellie Seidel, director in charge of special projects, movies, mini-series, CBS. Copacabana.

November

Nov. 1—*Radio Advertising Bureau* retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

Nov. 1—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, Seattle.

Stay Tuned

A professional's guide to the intermedia week (Oct. 24-30)

Network television □ PBS (check local times) *Soundings** (five-part music series), Sunday, 10:30-11 p.m.; NBC *Bay City Blues**, Tuesday, 10-11 p.m.; *Motown 25: Yesterday, Today, Forever* (rebroadcast), Sunday, 9-11 p.m.; CBS: *Arthur the King* (special), Saturday, 8-11 p.m.

Radio □ NBC Source: *YES Profile*, Saturday-Sunday, 2 hours; CBS Radio: *Newsmark*, Friday, 9:25-9:40 p.m.

Cable □ WTBS: *Boomerang** (six-hour German miniseries), Monday and Tuesday, 8:05-11:05 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17; *Written by Levinson and Link*, TV writers retrospective, now-Saturday; *Sid Caesar—Master of Comedy*, return of earlier exhibit, now-Nov. 26; *Toscanini—The Television Concerts*, now-Nov. 12

*indicates a premiere episode

Nov. 1-3—*Atlantic Cable Show*. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

Nov. 2—*New York TV Academy* luncheon. Speaker: Michael Garin, president and chief operating officer, Telepictures Corp. Copacabana.

Nov. 2—*Radio Advertising Bureau* retail and co-op workshop. Fairmont hotel, New Orleans.

Nov. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3—*Radio Advertising Bureau* retail and co-op workshop. Amlac hotel-Airport, Dallas.

■ **Nov. 3-4**—"First Amendment and Libel," seminar sponsored by *Law & Business Inc.* and *Legal Times*.

Westin Bonaventure, Los Angeles. Information: (212) 888-2652.

Nov. 3-5—*SPACE (Society for Private and Commercial Earth Stations)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 3-5—Eastern regional convention of *National Religious Broadcasters*. Aspen hotel, Parsippany, N.J.

Nov. 3-5—*National Black Programing Consortium* "New Technologies" conference. Chase Park Plaza, St. Louis.

Nov. 4—*Southern California Broadcasters Association* "new business development" breakfast meeting. Holiday Inn, Hollywood.

■ **Nov. 5**—*New York University's School of Continu-*

HAPPY BIRTHDAY

 MULTIMEDIA
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ing Education seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 598-7064.

Nov. 7—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Bill Kurtis, anchor, *CBS Morning News*. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 6-8—"Institutional Cable TV Networks: Planning and Utilization for Business, Government and Education," sponsored by *University of Wisconsin-Extension*. UW campus, Madison, Wis. Information: Barry Orton, (608) 262-2394.

Nov. 7-9—*Scientific-Atlanta's* ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta.

Nov. 7-10—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five. (212) 687-3484.

Nov. 8—Business/media luncheon sponsored by *The Media Institute*. Speaker: Ted Turner, Turner Broadcasting. Mayflower hotel, Washington.

Nov. 8—"Cable Management: Politics, Press, Public and Personnel," seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

■ **Nov. 8**—*Washington Journalism Center* conference for journalists, "The Gender Gap." Watergate hotel, Washington.

Nov. 8-11—*Unda-USA, National Catholic Association for Broadcasters and Allied Communicators*, 12th annual general assembly. Theme: "Making Connections: Issues, Trends and People." Hollenden House, Cleveland. Information: Ann DeZell, Unda-USA, 3035 Fourth Street, N.E., Washington, 20017; (202) 526-0780.

Nov. 9—*New York TV Academy* luncheon. Speaker: William J. Bresnan, chairman and chief executive officer, Group W Cable. Copacabana.

Nov. 9-11—26th annual *International Film and TV Festival of New York*, honoring "creativity and effective communication in film, TV and audiovisual media." Sheraton Center, N.Y. Information: (212) 246-5133.

Nov. 9-11—*Oregon Association of Broadcasters* fall conference. Eugene Hilton, Eugene, Ore.

Nov. 9-12—*Society of Professional Journalists, Sigma Delta Chi* convention. Speakers include Van Gordon Sauter, executive vice president, CBS/Broadcast Group. Fairmont hotel, San Francisco.

Nov. 10—18th annual *Gabriel Awards* banquet and presentation, sponsored by *UNDA-USA*. Hollandan House and Arcade, Cleveland.

Nov. 10-12—*National Association of Farm Broadcasters* annual convention. Crown Center hotel, Kansas City, Mo.

Nov. 10-13—14th annual *Loyola Radio Conference*. Keynote speaker: Dick Biondi, WBBM-FM Chicago. Hotel Continental, Chicago. Information: Sandy Miller, (312) 670-3205.

Nov. 11-12—*Friends of Old-Time Radio* annual con-

vention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

Nov. 15—*Southern California Broadcasters Association* annual membership meeting and election of officers and directors. Holiday Inn, Hollywood. Information: (213) 466-4481.

Nov. 15—*Southern California Cable Association* third anniversary dinner. Speaker: Mike Weinblatt, president and chief operating officer, Showtime/The Movie Channel Inc. Beverly Wilshire hotel, Los Angeles. Information: (213) 653-6187.

Nov. 15—Deadline for applications for one-year legal fellowship program, sponsored by *National Association of Broadcasters*, and designed to "provide post-graduate work-study experience for a minority lawyer planning a career in communication law." Information: Erwin Krasnow, senior VP and general counsel, NAB, 1771 N Street, N.W., Washington, 20036.

Nov. 15-17—*Washington Journalism Center's* Conference for Journalists, on "Energy Issues: Oil, Gas, Nuclear." Watergate hotel, Washington.

Nov. 16—*Ohio Association of Broadcasters* financial management school. Marriott North, Columbus, Ohio.

■ **Nov. 16-20**—"Airlie IV," fourth seminar on art of radio, sponsored by *Radio Foundation*. Prince George hotel, New York. Information: (212) 595-1837.

■ **Nov. 17**—*New York Women in Film* meeting. American Management Association, New York.

Nov. 17-19—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concurrently with *Arizona Society of Broadcast Engineers* convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 18—*Ohio Association of Broadcasters* "small market potpourri." Westbrook Country Club, Mansfield, Ohio.

■ **Nov. 18**—*Advanced Television Systems Committee's* high definition technology group first meeting. Na-

Errata

A Case In Point, half-hour prime access strip described as combination of drama and game show, is being readied by **20th Century-Fox Television**, not MCA-TV, as reported in "Closed Circuit," Oct. 17. In separate story on 20th Century's syndication of *Fall Guy*, Robert Morin, VP-worldwide syndication, should have been quoted as saying group station operator had "approached" company about purchasing rights, not that deal had been made.

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tional Association of Broadcasters headquarters, Washington.

Nov. 18-20—"Toxic Wastes Conference" for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Chicago Sun-Times*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

Nov. 21—*Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Lester Tanzer, managing editor, *U.S. News & World Report* magazine. S.I. Newhouse School of Public

Communications, Syracuse, N.Y.

Nov. 22—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 23—Presentation of World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Mari-anna*. United Nations, New York.

Nov. 29—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

■ **Nov. 29**—*Washington Journalism Center* conference for journalists. "Understanding—and Forecast-

ing—the Weather." Watergate hotel, Washington.

Nov. 30—Deadline at school level for 37th annual Voice of Democracy competition in national broadcast scriptwriting program, sponsored by *Veterans of Foreign War of the U.S.* and its *Ladies Auxiliary* with cooperation of *National Association of Broadcasters and state associations*. Students in 10th, 11th and 12th grade, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship awards as well as expense-paid trips to Washington next March and other prizes at state and local level. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW post.

Open Mike

First Amendment activity

EDITOR: There's a law on the books in Butler, Mo.—written many, many years ago—that two wheel carts are not allowed on city sidewalks. A number of "little old ladies" got very upset recently when the law was pointed out, because they thought the law was going to be upheld today, and would ban their grocery carts from the sidewalks.

They were relieved of their fears, of course. The law is outdated, and those who wrote it couldn't have seen how people one day would buy so many groceries (rather than grow them) that they would need carts to haul them in. The intent was good, and we know what they meant, but they couldn't foresee today's variations.

This is a good parallel for broadcasters' plight today. When our forefathers wrote about freedom of the press, they meant all media that disseminated news, but of course couldn't dream of today's radio, TV, satellites and the other means now at hand as carriers of news. They simply couldn't anticipate "equal time" and other points that have been used against broadcasting, usually to the exclusion of all other media.

Senator Bob Packwood, chairman of the Senate Commerce Committee, has offered a bill (S. 1917) that would put us on par with print. It would at last have Congress admit that we people at the radio station are as knowledgeable and as fair-minded as the folks at the weekly paper. It has always rankled me that Congress feels newspaper people are fair and honorable, but that broad-

casters can't be trusted.

Come out of the closet, downtrodden broadcasters. See that S. 1917 is successful. And shake with Bob Packwood.—*Bill D. Thornton, president and general manager, KMAM(AM)-KMOE(FM) Butler, Mo.*

In appreciation

EDITOR: Your interview with Sis Kaplan [BROADCASTING, Oct. 3] was of special interest to all of us at the NRBA who have been privileged to witness the extraordinary contribution Sis has made to the organization and through it to the radio industry in general.

She has given unstintingly of her time, talent, energy and resources during the four years of her presidency when she led the organization to dramatic growth in size, stature and influence. Fortunately, Sis will remain a member of the executive committee and will be able to lend her support to her gifted successor, Bernie Mann. For now, however, we should all pause (as they say in radio) to say thanks to Sis.—*Bill Clark, president, radio division, Shamrock Broadcasting Co., San Francisco, and chairman, National Radio Broadcasters Association.*

No fan of NBMC

EDITOR: Pluria Marshall's new-found legitimacy (BROADCASTING, Oct. 3) is only in the eyes of some beholders. Whether the deals he strikes bring NBMC "basically small money: \$10,000 here, \$7,000 there, \$5,000,

2,000..." or larger sums, such as the \$55,000 NBMC exacted from Liberty Communications, is not particularly relevant. What is relevant is that NBMC has its price—a price that it measures in dollars—which a broadcaster or cable operator can pay to keep NBMC at bay.

While the public interest benefits of having NBMC file fewer petitions to deny at the FCC are obvious, the American Legal Foundation (a legal, nonprofit public interest law center devoted exclusively to media-related issues) believes that broadcasters and cable companies are doing themselves a disservice by allowing NBMC to use FCC processes as a fund-raising mechanism. We urge those industries to stop feeding the dog that bites them.—*William A. Kehoe III, executive director, American Legal Foundation, Washington.*

Counterpoint

EDITOR: Your Oct. 10 editorial on the PBS loan to Larry Grossman was lock-step, right on-cue in your now-getting-tiresome editorial missiles in criticism of public broadcasting.

In addition to our continuing obligation to provide quality television to the American public, public broadcasting has always felt an ongoing responsibility to stay in business, if only to provide a regularly scheduled inviting target for your editorial writers.

It's nice to know you're always watching. If you'll send us a small contribution, we'd be glad to send you a tote bag.—*Sheldon Siegel, president, WLVT-TV Allentown/Bethlehem, Pa.*

Test of time

EDITOR: During 1932-42 I worked as PR and continuity director, first for WFAA(AM) Dallas and then for WBAP(AM) Fort Worth, both being 50,000 watters sharing clear channel 820 at the time. After that I went into government public relations, from which I have retired.

In researching the other day, I discovered a copy of your magazine, the first time I had seen it since 1942. It is even more enlightening than it was then. If I were associated with the Fifth Estate, I wouldn't be able to survive without reading it cover to cover.—*E.J. (Bert) Haling, Dallas.*

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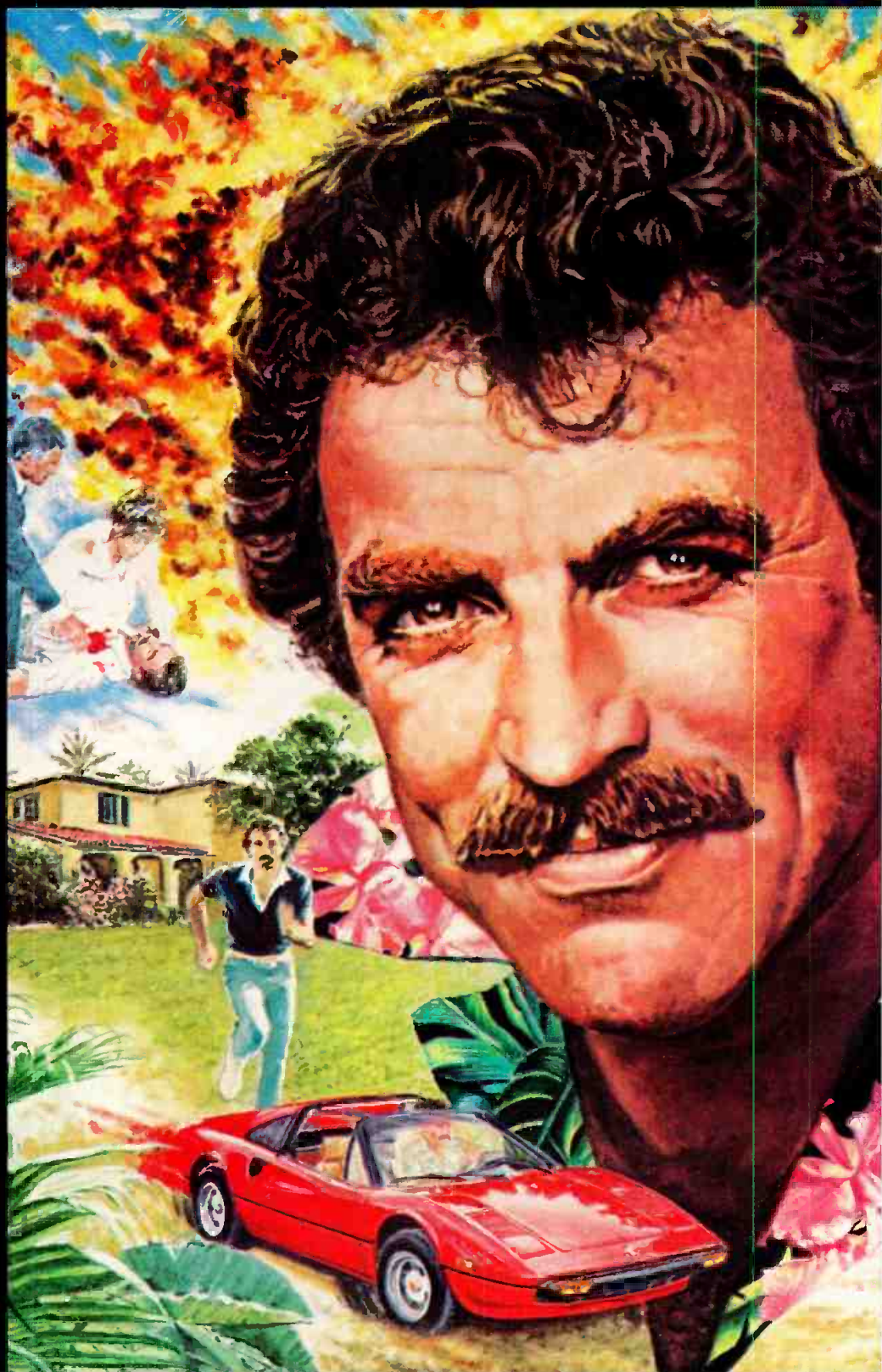
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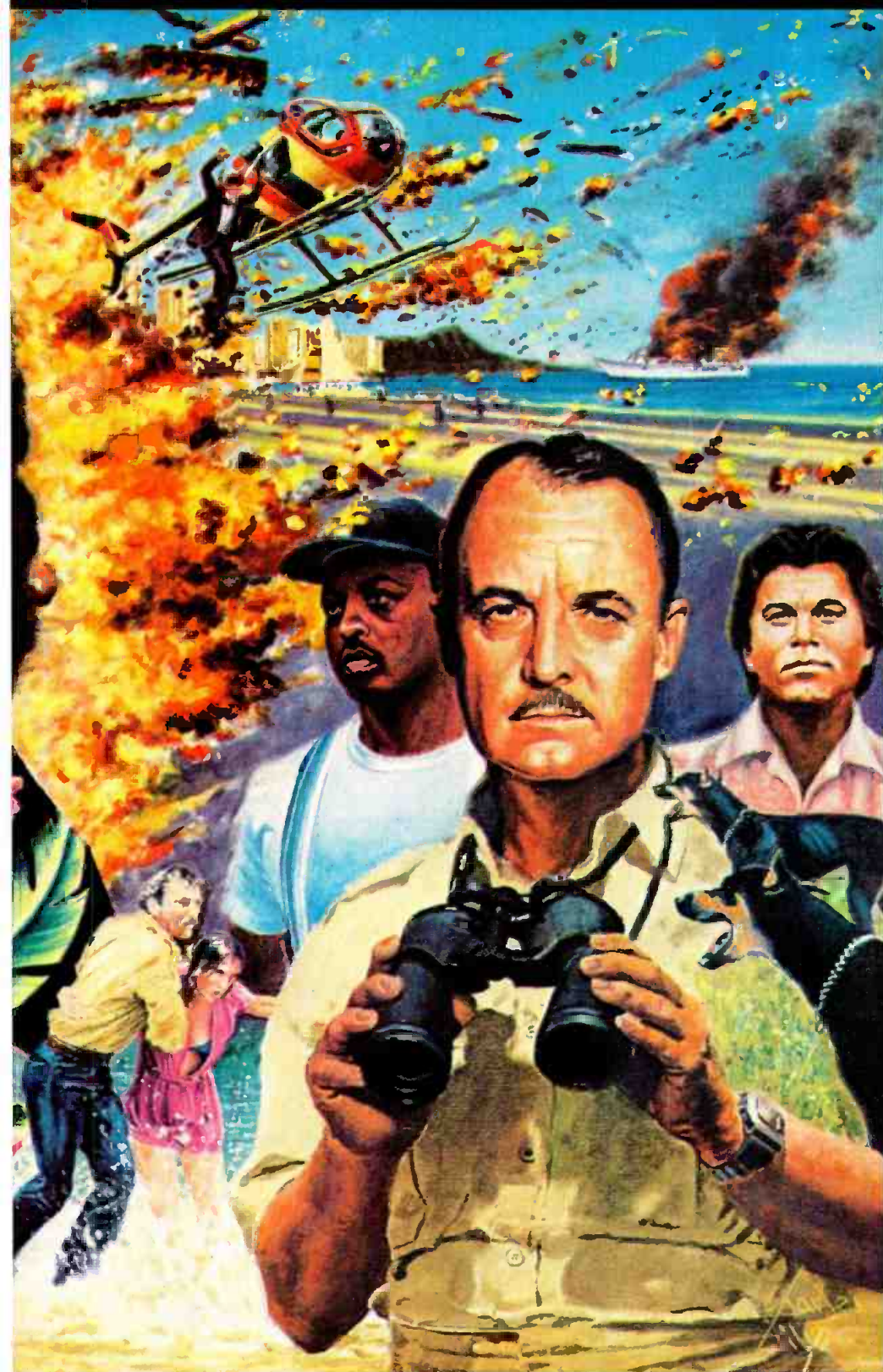
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Vol. 105 No. 17

TOP OF THE WEEK

Down to the wire on fin-syn

It's turning into a horse race between the FCC, which hopes it can come to a decision on the financial interest-domestic syndication controversy by Nov. 23, and the Congress, which is threatening to conclude that the FCC should hold off on any action before next May

- White House role grows larger
- Dingell warns President Reagan of impropriety
- Lobbyists for both sides in full cry
- Networks broadcast story nationally.

The Senate Appropriations Committee last week attached an amendment to a fiscal 1984 supplemental appropriations bill to prohibit the FCC from spending any funds until May 31, 1984, to repeal its financial interest and syndication rules. The committee passed the amendment by a 16-to-13 vote, reflecting the sharp division among members over the issue. The bill is scheduled for a Senate vote early this week.

Senator Ted Stevens (R-Alaska) offered the amendment on behalf of Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, who is not a member of the Appropriations Committee. Goldwater has scheduled hearings Nov. 2 and 4 on the financial interest and syndication rules. Stevens, a member of the Communications Subcommittee's parent Commerce Committee, argued for the amendment as a device to give Commerce Committee members time to examine the issue. Goldwater is also a co-sponsor of S. 1707, a bill introduced by Pete Wilson (R-Calif.) to place a five-year moratorium on changes in the rules.

Despite Stevens's and Goldwater's support, the amendment faces stiff opposition from Commerce Committee Chairman Bob Packwood (R-Ore.). Packwood has said he wants to let the FCC complete its rulemak-

ing. Last month when the motion picture industry attempted to fasten a delaying amendment to a stopgap funding measure in the Senate, Packwood, joined then by Goldwater, sent a message to Senate leadership objecting to the Appropriations Committee's intervention in an issue that Packwood said was under his committee's control. The amendment was not included in last month's appropriation action.

Why Goldwater changed course last week could not be learned. This time the senior members of Appropriations were among supporters of the amendment to forestall FCC action: the chairman, Mark Hatfield (R-Ore.), and Stevens, Lowell Weicker (R-Conn.), Paul Laxalt (R-Nev.), Bob Byrd (D-W.Va.) and Daniel Inouye (D-Hawaii).

Senators Robert Kasten (R-Wis.) and Alfonso D'Amato (R-N.Y.) led the opposition in the Appropriations Committee and are expected to join Packwood in his efforts to strike the amendment on the floor. "We are still not sure about our strategy," said a Packwood aide. Packwood, Goldwater and Stevens were reportedly making attempts to settle the matter before it goes to the floor.

But the Senate is only one side of the Congress. If the amendment remains intact, it is subject to debate during a forthcoming Senate-House conference on the supplemental funding. A supplemental funding bill

passed by the House excluded the amendment that the motion picture industry wanted to head off the FCC.

During the House-Senate conference on the supplemental, key House Appropriations Committee members could squelch the measure. Many congressmen oppose in principle the attachment of special-interest amendments to appropriations measures. Appropriations Chairman Jamie Whitten (D-Miss.) and Neal Smith (D-Iowa), chairman of the appropriations subcommittee with jurisdiction over the FCC, objected to the House amendment.

From Hollywood to New York and back again, scores of producers and syndicators, network executives and station officials on Thursday afternoon focused their attention—some nervously, some in hopeful anticipation—on a meeting under way in the White House. The cabinet council on commerce and trade, with President Reagan in attendance, discussed for about 30 minutes both sides of the FCC's financial interest and syndication rules. Speculation was rife that the President would heed the plea of his friends in the motion picture industry and direct the Commerce and Justice Departments to reverse the positions they had taken in favor of repealing the rules. But when the



CBS



ABC

Financial interest on prime time. The controversy surrounding the FCC's proceeding on the network syndication and financial interest rules went national last Thursday evening (Oct. 20) when both ABC and CBS carried stories on the subject on their evening newscasts. Both networks ran similar background stories aimed at introducing the general public to the rudiments of the complex issue. The ABC story, by general correspondent Jack Smith, said a "major battle" was under way, one in which former actor and now President Ronald Reagan finds himself caught in the middle. Speaking for the networks was Robert Mulholland, president of NBC. Representing Hollywood was Jack Valenti, president of the Motion Picture Association of America. Smith also reported that Larry Speakes, White House spokesman, said Reagan had an "open mind" in the wake of his meeting with top advisers on the issue on Thursday afternoon. The CBS story, by White House correspondent Bill Plante, included interviews with Mulholland and Valenti, but also carried comment from ABC President Frederick Pierce. The CBS point of view was recited from a statement. NBC opted for silence. "I don't think anything's going on. I guess it was felt that there wasn't a story," an NBC News spokesman, who requested anonymity, said.

meeting had ended, no decisions had been taken. The President "took the matter under advisement," a White House spokesman said.

Advance word of the meeting, which leaked in the *Washington Post* on Wednesday, caught representatives of both sides by surprise, cheering the producers, syndicators and independent station operators who are lobbying furiously to preserve the rules and causing consternation among the ranks of the network officials who are working at least as hard to bury them. The FCC has tentatively decided to modify the rules sufficiently to allow the networks to acquire the financial interest and syndication rights in programming from which they have been barred for 13 years—and thus to confront syndicators and producers with a powerful new competitor.

And although the President has yet to indicate what position, if any, he will take on the issue, the pro-rules side saw significance in the word out of the White House, a few hours before the cabinet council meeting that the President would donate the residual payments for 52 films to charity. A White House spokesman said the President made that decision after being informed reporters had raised the question of a possible conflict of interest. "We'd like to read into that action that he's ready to participate on our side of the issue," said Fritz Attaway, vice president of administrative affairs for the Motion Picture Association of America.

Word of the meeting served to heighten interest in an issue that was already commanding attention on Capitol Hill. On the Senate side, the Appropriations Committee handed defenders of the rules a victory in approving, 16-13, an amendment to an appropriations bill that would prevent the FCC for six months from implementing the proposed rule change (see page 27). On the House side, Representative John Dingell (D-

Mich.), chairman of Energy and Commerce Committee, wrote the President, warning him against exerting "improper influence" in an effort to cause the FCC to change its decision (see below).

White House aides said the purpose of the meeting of the cabinet council was to bring the council members up to date on the issue in light of the fact the Commerce and Justice Departments have been asked to testify before the Senate Commerce Committee on Nov. 2 on legislation (S. 1707) that would prevent the commission from modifying the rules for five years. But the President's interest in the matter was also cited as a factor. Although both departments—as well as the independent Federal Trade Commission—have filed a series of comments with the FCC supporting repeal, the administration itself has not taken a position on the issue. And the question before the council was whether the administration should—and, if so, what it should be.

Secretary of Commerce Malcolm Baldrige, who is chairman of the cabinet council on commerce and trade, presided at the meeting. And he, David Markey, assistant secretary of commerce for communications and information, and William Baxter, head of the Justice Department's antitrust division, carried the burden of the President's briefing.

Essentially, they made the arguments they have made repeatedly—that the increasing competition the networks face from new technologies, including cable television and satellites, warrants deregulation. The argument in favor of retaining the rules was made by Craig Fuller, secretary of the cabinet and a member of the staff of Edward Meese III, counselor to the President. He offered the argument—also made repeatedly in the FCC proceeding—that the networks still retain considerable market power and that the rules should remain in force until the new compet-

ing technologies have been developed further.

The leave-no-stone-unturned effort being made by both sides was exemplified earlier this month, when the MPA president, who had been in Paris on association business, boarded a plane for his return to the U.S.—and found, in the first class cabin, Baldrige. For at least part of the seven-and-one-half-hour flight, Valenti immersed Baldrige in the arguments for retaining the rules. On his return, Baldrige checked with aides on the arguments Valenti had made. And his arguments at the cabinet council meeting indicate that Valenti had not persuaded him.

The cabinet council meeting was the third in which the President has had a formal briefing on the issue. Markey and Baxter provided the first, in April. FCC Chairman Mark Fowler provided the second, last month (BROADCASTING, Oct. 10), a briefing that led those opposing repeal to claim the President was attempting to pressure the commission into changing its position on the issue. Commission and White House officials denied pressure was the purpose of the meeting; they insisted the President was simply interested in developments in an industry in which he worked for many years.

But the cabinet council meeting on the issue coming so soon after the session with Fowler serves to underscore speculation that the President will heed the expressions of concern he has heard from his friends in the movie industry—even if it would mean turning his back on the deregulatory policy he has vigorously pushed and that the Commerce and Justice Departments, as well as the FCC and FTC, have indicated is correct with regard to the financial interest and syndication rules.

Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, entered the debate over the FCC's financial interest and syndication rules last week. In a letter to President Reagan, Dingell cautioned the chief executive not to exert "improper pressure" on the FCC's pending rulemaking on those subjects.

Dingell expressed concern about the cabinet-level meeting the President called to review the rules. The chairman said he instructed Commerce's Subcommittee on Oversight and Investigations (of which he is the chairman) to conduct an investigation of an earlier meeting Reagan and White House aides had with FCC Chairman Mark Fowler (BROADCASTING, Oct. 10). "In endowing the regulatory agencies with significant power, Congress intended them to be independent, not only of those subject to regulation, but also of the executive. They have the duty to make independent determinations of public interest and regulate in accordance with that standard. When there is tampering with the process by which those determinations are made, the integrity of decision-making is destroyed," Dingell said.

The chairman maintained that the administration's views have already been properly expressed by both the Departments of Jus-

tics and Commerce. "My purpose in writing to you is to caution that by your current activity you may create the impression you intend that other factors control the final decision," he said.

After a speech at the National Press Club later in the week (see "In Brief," page 97) Dingell was asked why he objected to the President's letting the FCC know how he feels, when members of Congress do the same thing. "I haven't seen a member of Congress yet, that appoints an FCC commissioner," the chairman replied. On that same occasion, he told FCC Commissioner James Quello to tell Chairman Fowler that "if he bows to the President he is going to have some explaining to do to my committee."

Reaction to the week's events from the industry was mixed. The networks' corporate representatives were crying foul. Proponents of the rules appeared to be more optimistic than they have been for some time. And the FCC commissioners, exhibiting a collective bunker mentality, weren't saying much.

The Committee for Prudent Deregulation appeared especially upbeat. Michael Gardner, counsel to CPD, described the Senate Appropriations Committee vote as a "terrific victory." But he also said the prospects for his group's cause are looking particularly good at the FCC. "I think it would be difficult for [Chairman Mark Fowler] to get more

than one vote for his alternative today," Gardner said.

According to Gardner, since that alternative—the decision the FCC tentatively adopted that would eliminate many of the syndication, and all of the financial interest, restraints on the networks—interested parties have been hammering home to the commission that the proposal would destroy the intellectual underpinnings of the prime time access rule. "The fluidness at the commission is a result of the realization of non-Hollywood interests that they are not adequately protected by the Fowler alternative," Gardner said.

Jack Valenti, president of the Motion Picture Association of America, said the week's events demonstrated that rule proponents were making progress. "This rule is pro-competitive, and the Fowler alternative is anticompetitive," he said. "The more people we tell our story to, the more supporters we gain."

Said Herman Land, president of the Association of Independent Television Stations: "I'm encouraged specifically by the Senate vote. I hope it's a portent of the future."

ABC said it couldn't understand how the Department of Justice or the Department of Commerce could renege on their stances against the rules. "It is inconceivable at this stage that there could be any alteration," a spokesman said.

Mary Boies, CBS vice president, corpo-

rate information, criticized the Senate Appropriations Committee's action, noting that the committee did not have substantive jurisdiction over the FCC and had voted without holding hearings or receiving any testimony.

The committee vote, moreover, disregarded the recommendations "of every Reagan administration agency that has looked at this on its merits," she said.

Bob Hynes, NBC vice president, Washington, said the Appropriations Committee's vote only protected "the major studios" from competition.

"We're obviously disappointed at the precipitous action of the Senate Appropriations Committee that has decided, without one word of testimony... to step in and forbid the FCC to complete action on its long on-going proceeding."

FCC Commissioner James Quello, still believed to be trying to work out a compromise solution to what he describes as the "hottest" issue he has faced in his nine-and-a-half years on the commission, noted that there had been intensive lobbying on both sides, with both sides expressing "righteous" indignation. "I have to do something I'm comfortable with. A blessing on both of their houses," he said.

FCC Chairman Mark Fowler refused to say more than: "My sense of the commission is that all of us would like to resolve this issue promptly and move on to other things in our lifetimes." □

And a cast of thousands... of lobbyists

As Hollywood and the networks hammer away at Congress over the FCC's financial interest and syndication rules, they continue to call in reinforcements. Some of Washington's leading law firms have joined forces with the two groups to help them present their case.

Leading the list for the motion picture industry and independent producers is Bob Strauss, former Democratic national chairman, now with the law firm of Akin, Gump, Hauer & Feld (heading the effort for that firm are attorneys Michael Gardner and Joel Jankowsky). Others include two former FCC chairmen, Charles Ferris of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, and Dean Burch of Pierson, Ball & Dowd, and members of the law firm of O'Connor & Hannan, including Chris Coursen, former communications counsel for the Senate Commerce Committee. Patrick O'Connor is well-connected in the Democratic party.

The consulting firm of Wexler, Reynolds, Harrison & Schule, which includes Anne Wexler, from the Carter White House, and Nancy Reynolds, formerly of the Reagan administration, and the Burson & Marsteller public relations firm, are in the lists for the Committee for Prudent Deregulation, which represents the producers. Michelle Laxalt, daughter of Senator Paul Laxalt (R-Nev.), and a consultant with Bond & Laxalt, is working on behalf of the Motion Picture Association of America. Laxalt is a senior member of the Senate Appropriations Committee and GOP national chairman.

The networks are primarily represented by their own Washington government relations staffs: CBS's Don Wear and David Fiske, NBC's Bob Hynes, and ABC's Eugene Cowen and Paul Myer. However, they have enlisted others. NBC reportedly has retained the public relations firm of Gray & Co., headed by Bob Gray, a long-time friend of President Reagan. Gray & Co.'s Gary Hymel, a former assistant to House Speaker Thomas P. (Tip) O'Neill, has been working closely with NBC. John J. Rhodes,

former Republican congressman from Arizona and House minority leader, now with the law firm of Cummings & Lockwood, also is reported to be representing NBC. ABC's list includes: Thomas Hale Boggs Jr., son of the late House majority leader; James O'Hara, a former Michigan congressman; Howard Paster of Timmons & Co., a well-known Washington lobbying firm; consultant Ron Crawford, and Steven Stockmeyer, former senior vice president for the National Association of Broadcasters. Former FCC Chairman Dick Wiley of Wiley, Johnson & Rein and counsel for CBS, has been active in the issue as well. Former chief counsel for the Senate Commerce Committee Bill Diefenderfer, now with McNair, Glenn, Konduros, Corley, Singletary, Porter & Dibble, is working with CBS. Jim Free, with the consulting firm of Charles E. Walker & Associates, also has been retained by CBS. (Walker is a former deputy secretary of treasury in the Nixon administration.)

Washington lobbyists are not the only ones working both sides of Congress. Television stars and producers have made frequent visits to Capitol Hill to make their case. Members of the Democratic Senatorial Campaign Committee attended a luncheon and dinner fundraiser earlier this month (Oct. 10) in Los Angeles hosted by Lew Wasserman, chairman of MCA Corp., owners of Universal Studios. A spokesman for the committee said the senators came away from the event with their campaign coffers approximately \$260,000 richer. Senators attending included: Lloyd Bentsen (D-Tex.), Jim Sasser (D-Tenn.), George Mitchell (D-Maine), Frank Lautenberg (D-N.J.), Paul Sarbanes (D-Md.), Carl Levin (D-Mich.), Walter Huddleston (D-Ky.), Donald Riegle (D-Mich.), Sam Nunn (D-Ga.), Jeff Bingaman (D-N.M.) and Patrick Leahy (D-Vt.). Both Leahy and Huddleston sit on the Senate Appropriations Committee and voted last week in favor of an amendment that prevents the FCC from temporarily touching the rules.

Fourth quarter an underachiever

Network and spot sales fall short of expectations; slower-than-forecast gains in general economy are cited

Fourth-quarter spot TV and network scatter advertising sales have gone soft in the last few weeks, causing a wave of rate cutting and revised projections on how the quarter as a whole will perform. Two of the three major networks are believed to have more prime time availabilities than they would like to have at this point in the quarter, with CBS-TV, according to most reports, in the worst shape.

Reasons cited for the slump are a national economy that failed to rebound significantly, turmoil in some major advertising categories and the continued effects of a much-larger up-front barter syndication marketplace. Despite lowered expectations for the quarter as a whole, however, time buyers and sellers appeared to believe the problem may lie primarily in a slower-than-usual start, and that sales in November and December may make up for some of the slack being felt in October.

H. Weller (Jake) Keever, vice president for TV network sales at ABC-TV, confirmed the network scatter market for prime time has been "soft" and that "there is some cutting of rates" under way. ABC, however, is about 95% sold out and "not in bad shape," he said, with most of its availabilities now in November and December.

"There have been a lot of sell-off requests," in the fourth quarter, said Keever. Sell-off requests come from advertisers that have already purchased time, but, finding they would like to revise or cancel a schedule, ask the networks to sell if possible the time to other advertisers.

Jerome Dominus, vice president, sales at CBS-TV, declined to comment on reports that CBS has considerably more time to sell than ABC has.

Competitors in the spot and barter syndication marketplace as well as network insiders, all of whom preferred not to be identified, gave varying reports last week about how much inventory each of the three major networks has on hand. Most agreed that CBS has the most availabilities and that it is cutting its cost-per-thousand more than ABC. NBC, which is said to have sold more of its inventory up front than the other two, is said by most sources to be "in good shape."

One estimate last week put NBC at about 95% sold out, ABC at about 90% sold out and CBS at about 80% to 85% sold out. Another put CBS at only 75% sold out, ABC at about 95% sold out and NBC, at "just about sold out." According to most sources, rate cutting at CBS and ABC began about two weeks ago. Sell-out estimates from one rep firm for two weeks ago had ABC in the worst shape, with only 75% of its inventory sold out, followed by CBS with 85% and NBC with 90%.

At this point in the quarter, even a 90% sellout level spells trouble for CBS or ABC,

according to rep firm executives, who appeared most concerned about CBS, fearing the network may begin making regional deals, as it did early last summer if the sluggish market continues. During the third quarter, CBS had excess availabilities due to an up-front sales strategy that backfired (BROADCASTING, May 23). The network's problems in the fourth quarter are also said to come in part from the fact that it sold less upfront than the other two networks, either because it overestimated the strength in the fourth-quarter market or was left behind on some sales because of confusion over whether it would continue its policy of not providing demographic guarantees to advertisers.

CBS Television Network President Tony Malara and Tom Leahy, executive vice president, CBS/Broadcast Group, were out of town late last week and could not be reached for comment. A spokesman for the broadcast group said, however, that executives at both the network and broadcast group preferred not to comment on conditions in the marketplace.

Advertising agency executives confirmed there appears to be more inventory available at CBS than at the other two networks, but not all believe the network is drastically behind the other two in sales, and some confirm the rep firms' reading of the marketplace that advertisers are holding back on making their buys until later in the quarter.

John M. Otter, senior vice president and director of network programming, SSC&B New York, said CBS appears to have more time to sell than the other two networks, but that it does not appear to be a "considerable amount" more. CBS has been selling prime time "in dribs and drabs" for the past few weeks at prices above up-front but lower than the agency had anticipated. In recent weeks, pricing at CBS has varied from one day to the next, he said, "but CBS has not reached a point at which it is dumping."

Advertisers "are being careful about buying and studying sales results from week to week to see if they should release more from their budgets," he said. "There is still buying to be completed. I have right now \$1.5 million to spend."

Bill Croasdale, senior vice president and director of network TV and programming, BBDO, New York, said the scatter market is soft, compared with previous fourth quarters, particularly at CBS. Agencies can usually expect to pay 10% more for scatter than they paid for upfront, he said, but in the current marketplace, they are finding they can negotiate prices no higher than those for up-front.

Joan Perrella, vice president and group supervisor, nighttime network TV, Young & Rubicam, New York, reported that there are buying opportunities on all three networks, but that CBS currently has the most inventory. Y&R has been able to complete purchases at CBS at close to up-front prices, she said. Business has been coming in slowly for the networks this fall, said Perrella, who believes the failure of the general economy to rebound significantly this year is at the bot-

tom of the fourth-quarter prime time problems at the networks.

In addition to a slow economy that has retailers holding back on orders and advertisers scrutinizing bottom lines, there is another factor that is thought to have affected network sales this fall: a bigger-than-ever marketplace for barter syndication, much of which was locked up in the up-front season. Barter networks that still have significant time to sell are cutting rates in some cases to compete with the depressed network market, according to insiders at those firms.

The advertiser category said to be the biggest disappointment to TV time sellers this fall is that of video games and home computers, industries that have typically spent heavily in the pre-Christmas fourth quarter. Packaged goods and analgesics are also said to be softer than usual.

What appears to be most frustrating to sellers of both network time and spot TV, is that they can discern no pattern to the present slump. Many agencies have asked for availabilities but have not yet made their buys, according to executives at several rep firms. About all that can be agreed upon is that many advertisers appear to be waiting to make their buys until after they have determined they will reach certain profitability goals this quarter.

Walter A. Schwartz, president of Blair Television, said the pacing of sales has been slowest for the month of October, but that it picks up significantly for November and rises again for December. Blair had predicted fourth-quarter sales would be 11% to 14% ahead of those for fourth quarter a year ago, said Schwartz. It has since revised its expectations to an increase of just under 13% ahead of last year.

Katz Television has also revised its sales goals since activity for the quarter began, according to Vic Ferrante, senior vice president. Overall industry estimates made early in September at Katz predicted gains of 14% to 15%, he said, but the company now believes the increase will be closer to 10%.

Katz, like Blair, is finding a quicker pace in November and December than in October. October sales are up only 6% over the same month last year, said Ferrante, but November and December are expected to be up by about 12%. □

Affiliates raise questions over split 30's

Some aren't clearing spots, using PSA's and promos instead

The commercial TV networks' experiments with the so-called split-30 commercials—those 30-second messages divided into two segments promoting different products of a single advertiser—were reported last week to be drawing some lively flak from network affiliates.

CBS-TV stations representing an estimated 30% of that network's U.S. coverage were said to be refusing to clear split 30's

offered on CBS. Instead, they were "covering" the offending commercials with public service or promotional announcements. The 30% figure came from agency sources but was confirmed by a CBS official as approximately the latest count he had available.

Agency sources, keeping track of clearances because one or more of their clients were offering split 30's, put the refusal rate among NBC affiliates at "probably about 15%" of NBC's U.S. coverage, a figure an NBC official confirmed.

For ABC, which got into this controversial area later than CBS and NBC, there was no clear agency estimate. However, an ABC official said that "a few stations, not many," were refusing to clear a split 30 for one advertiser. The advertiser was not identified but was believed to be Ralston Purina.

Most of the opposition appeared to be directed at 30-second commercials promoting unrelated products of a company—the commercial form that is the subject of the current "experiments" by NBC, CBS and, as of last week, ABC. All three networks have long accepted 30's promoting different products of the same company, provided that in each case the products were related and the production integrated so that it appeared to be a single commercial. Lately, however, station sources complain that sometimes related products are paired in ways that lack "integration." Some stations, moreover, say they refuse multiproduct 30's of any kind, integrated or not.

NBC and CBS announced their experimental guidelines for acceptance of split 30's for unrelated products last spring (BROADCASTING, April 11, May 16). ABC officials disclosed a week ago that they were undertaking an experiment, which actually started last week, in which unrelated products of Alberto-Culver—the company that had led NBC and CBS to launch their own experiments—would be promoted in one or more split 30's through the fourth quarter ("Closed Circuit," Oct. 17).

A half-dozen advertisers have been identified as currently using split 30's on one or more networks: Alberto-Culver, Beecham, Gillette, Mennen, Ralston Purina and Warner Communications. In addition, Broadcast Advertisers Reports sources say that in a recent review of their network monitoring records they found a 15-15 combination by American Home Products. (In another odd-length category, split 60-second announcements, BAR said it spotted 15-45 or 45-15 combinations for Procter & Gamble, Bristol-Myers and Richardson-Vicks.)

Whatever the extent of affiliate opposition, indications last week were that the networks' affiliate advisory boards would not be drawn into the controversy.

Guy F. Main of WCIA(TV) Champaign, Ill., chairman of the CBS-TV affiliates, said that "this whole thing is loaded with antitrust problems." On the advice of legal counsel, Main said, the affiliates board will not discuss the issue, leaving each affiliate to decide for itself whether to clear the commercials. For the same reason, he said, he would not disclose whether his own station was clearing.

Thomas B. Cookerly of WJLA-TV Washington, chairman of the ABC-TV affiliates, similarly said that the board "legally could not get into that." He said, however, that split 30's, integrated or not, do not meet the standards of WJLA-TV and other stations of the Allbritton group, which he heads, and therefore are not carried by them.

Fred Paxton of WPSD-TV Paducah, Ky., chairman of the NBC-TV affiliates, could

not be reached, but Basil O'Hagan of WNDU-TV South Bend, Ind., a vice chairman of the affiliates board, said the board had taken no action. He said he personally was "opposed to splitting the [30-second] unit," whether for related or unrelated products, because in his view "30 seconds is a good unit" and splitting it adds to the viewer's perception of clutter and perhaps seriously curtails its effectiveness in selling. □

The schedule juggling begins

ABC cans '9 to 5' and 'It's Not Easy' and CBS cuts 'Cutter to Houston' as replacement series are readied

One returning and two new network programs were axed last week by ABC (*9 to 5* and the new *It's Not Easy*) and CBS (the new *Cutter to Houston*).

The two ABC programs, which have been running back to back on Thursdays from 9 to 10 p.m., will have their last plays on Oct. 27. The following week (Nov. 3), a two-hour special, *Battle of the Network Stars*, will be telecast starting at 9 p.m. After that, more specials will be used to fill the slot until a decision is made on a regular replacement.

Currently, ABC has three replacement programs from which it can choose to fill the gap. Two of them have been ordered from 20th Century-Fox, with Glen Larson as executive producer—*Automan*, an hour-long adventure with Desi Amez Jr., Chuck Wagner and Heather McNair, and *Masquerade*, an hour spy adventure with Rod Taylor. The third, from Columbia Pictures Television, is *Blue Thunder*, based on the theatrical film of the same name.

Officially, the two ABC series going off the air on Oct. 27 have been classified as "on production hiatus," leaving open the slight, but doubtful, possibility that they might be put back into production.

A pilot and nine episodes of *It's Not Easy* had been taped when the decision was made to stop production. Only the pilot and two episodes will have run by the time the show is taken off the air after this Thursday's (Oct. 27) telecast. Only six or seven of this season's *9 to 5* episodes had been taped when the decision was made to scrap it, four of which will have been seen before it goes off. *It's Not Easy* averaged an 11.6 rating and an 18

share for its first two runs, while *9 to 5* managed a 12.4/19.5.

Nine *Cutter to Houston* episodes had been filmed when the decision came to end production, and three had been aired when it was canceled last week. It averaged a 13.2/19 for those runs and apparently showed no signs of improvement.

CBS has ordered four new series from which it can choose to fill the gap at 9 p.m. on Saturday left by *Cutter to Houston*. They are *Air Wolf*, *Empire*, *Domestic Life*, and one half-hour comedy as yet untitled (BROADCASTING, Sept. 19). Series that have been in development at CBS include *Mama Malone*, a half-hour comedy from Columbia Pictures, and *Four Seasons*, based on the feature film with Alan Alda and Mike Hammer, with Stacey Keach.

Harvey Shephard, senior vice president, programs CBS Entertainment, said that given the competition *Cutter to Houston* was up against, the program should have been doing a "23 or 24 share. There comes a time when you just can't fool yourself. It's been rejected by the audience."

An NBC spokesman said that no decisions had been made to cancel any of the programs currently on the network's prime time schedule. "We recognize that we are up against some very tough competition with four of our new series," he said, noting that *Love and Honor* faces *Falcon Crest* on Friday, *Yellow Rose* is up against *Fantasy Island* on Saturday, *Rousters* faces *Love Boat* on Saturday and *Manimal* goes head-to-head with *Dallas* on Friday. "But we'll make no hasty moves."

Buffalo Bill, NBC's successful short-run summer series has been in production and is could now be brought in as a replacement. Two other replacement programs could also

First casualties



Cutter to Houston

It's Not Easy

9 to 5

fill in immediately if need be: *Duck Factory*, with Jack Guilford, and *Double Trouble*, about adolescent twin sisters. Both are half-hour comedies. Another comedy, with Harry Anderson, is not yet in production, as is a planned variety series that is being created by Lorne Michaels, former producer of *Saturday Night Live*. □

Networks gearing up for sweeps

Movies, mini-series and specials lining up to compete for audience during critical November ratings

The networks are wheeling out their big guns to prepare for the battle of the November sweeps. Among the four sweep periods each year, November is watched carefully because it's the first solid measurement, at the station level, of how the new season's programs are performing. It is also the first measurement since the previous May sweeps that stations can use to adjust their advertising rates—HUT (homes using television) levels during the July sweeps are abnormally deflated due to the traditional drop-off in television viewing.

And like other sweeps periods, it is also a traditional time to stunt, or load the schedule with strong specials, mini-series and blockbuster theatricals in hope of catching viewers' attention.

Among the announced specials at the three networks, made-for-TV movies appear to be especially popular, along with one-hour musical and entertainment specials.

Since it is an enhanced competitive period in a highly competitive business, the networks try to keep their schedules to themselves so as not to tip their hand.

CBS is inaugurating the sweeps period with a two-hour made-for-TV movie titled *Rita Hayworth: Love Goddess*, at 9-11 p.m. on Wednesday, Nov. 2. The following day, Nov. 3, ABC is featuring one of its perennial *Battle of the Network Stars* specials, at 8-10 p.m.

On Saturday, Nov. 5, ABC will show a two-hour *Love Boat* special, at 9-11 p.m. This time the cruiser steams to Japan. The following day ABC will present the network television premiere of "Stir Crazy," a theatrical release starring Richard Pryor and Gene Wilder.

The sweeps second week begins with NBC's *Princess Daisy* on Monday, Nov. 7, at 9-11 p.m. The made-for-TV movie, cut from four to two hours, has a cast that includes Lindsay Wagner and former Beatle Ringo Starr.

On Wednesday, Nov. 9, CBS is featuring a sequel to its popular movie *Bill*, a story about a retarded man learning to live in the everyday world and again starring Mickey Rooney. The sequel, called *Bill On His Own*, will run at 9-11 p.m.

Another Lindsay Wagner made-for-TV movie, *Two Kinds of Love*, will appear on CBS on Tuesday, Nov. 8, at 9-11 p.m.

ABC News is presenting a two-hour documentary titled *JFK*, one of several specials commemorating the 20th anniversary of the death of John F. Kennedy, on Friday, Nov. 11, at 9-11 p.m. It will be moderated by Peter Jennings. The following day, Nov. 12, CBS is repeating the theatrical "Nine to Five," at 9-11:15 p.m.

ABC and NBC are going head-to-head on Sunday, Nov. 13, with action-adventure

theatricals. ABC will feature the James Bond film, "For Your Eyes Only," while NBC will feature "Fort Apache: The Bronx," starring Paul Newman.

CBS, starting Nov. 13, will premiere the first of three two-hour mini-series titled *Chiefs*, at 8-10 p.m. The other episodes will run Tuesday, Nov. 15, and Wednesday, Nov. 16, both 9-11 p.m.

In the interim, on Monday, Nov. 14, NBC will feature the 1981 Academy Award winner for best picture, "Ordinary People," at 9-11:30 p.m.

ABC will hand over the full hour of *20/20* on Thursday, Nov. 17, for an interview with Barbra Streisand.

From Sunday, Nov. 20, through Tuesday, Nov. 22, NBC is featuring its three-part mini-series titled *Kennedy*, at 9-11 p.m. each night. The first night of *Kennedy* will be up against ABC's controversial *The Day After*, which will air at 8-10:15 p.m., and be followed by a special segment of ABC News's *Viewpoint*, moderated by *Nightline* anchor Ted Koppel. Guests have not yet been announced.

On Wednesday, Nov. 23, CBS is scheduled to run a one-hour special titled *Classic Creatures: Return of the Jedi*, at 8-9 p.m. On the following Saturday, Nov. 26, CBS will run a half-hour animated special, *Here Comes Garfield*, based on the comic strip character, at 8-8:30. That will be followed by a Clint Eastwood movie, "Any Which Way You Can," at 8:30-11 p.m.

The Holmes vs. Frazier heavyweight fight is scheduled on NBC for Friday, Nov. 25, at 9-11 p.m. And Sunday, Nov. 27, NBC is featuring "Airplane," the commercially successful parody of disaster movies. □

'The Day After' evokes outpouring of publicity

Advertising time is halfway to sellout; film's treatment becoming issue in itself

"We know about bombs; we know about fallout. We've known about this [the destructive capability of nuclear weapons] for 40 years and nobody was interested."

That line, delivered by a relatively minor player in ABC's upcoming film *The Day After*, about a nuclear attack that obliterates Kansas City, Mo., and which traces the survival attempts by the nearby residents of Lawrence, Kan., aptly sums up the point that its director, Nicholas Meyer, says the movie is all about. "Nuclear warfare is terribly fatal," he said, "and if it happens, it's goodbye." The purpose of the film, he said, is "to draw the broad middle spectrum [of Americans] into thinking about this."

Although ABC had hoped to avoid becoming associated with a politically charged program on nuclear war, it could hardly help it with *The Day After*, which is scheduled to air Sunday, Nov. 20, at 8-10:15 p.m. It will be followed by a one-hour, commercial-



'Kennedy' unveiling. NBC began promotion of its major November sweeps program entry, *Kennedy*, by trotting out the stars of that mini-series last week in Washington. The seven-hour mini-series airs Nov. 20, 21 and 22 and dramatizes the late President's 1,000 days in the White House. It stars Martin Sheen as John Kennedy, Blair Brown as Jacqueline Kennedy, and veteran actor E.G. Marshall as Joseph Kennedy. The last two were present at last Monday's press conference in Washington announcing the program. Pictured (l-r): Reg Gadney, writer; Brown; actor John Shea, who plays Bobby Kennedy; Joan Barnett, supervising producer, Alan Landsburg Productions; Andrew Brown, producer; Bob Phyllis, managing director, Central Independent Television; Marshall, and actor Charles Brown, who plays Martin Luther King Jr.

Produced by England's Central Independent Television in association with Alan Landsburg Productions, the series cost about \$9 million to \$10 million to produce, with NBC putting up "about half of that," according to Barnett.

free *Viewpoint* program, hosted by Ted Koppel, which will discuss the issues raised in the film.

Although the film does not take a stand on the freeze vs. peace-through-deterrence issue, it has become the darling of freeze proponents and been roundly criticized by those on the political right.

Advertising for the film has begun to trickle in. Jake Keever, head of network sales for ABC Television, said "more than half" of the 25, 30-second spots had been sold as of last Wednesday. The asking price has been \$135,000, the usual price for that time slot, although some spots have received a \$10,000 discount. ABC will recoup less than half the money it took to make the film—almost \$7 million—on its first domestic run, which will produce perhaps \$3 million. Sources indicate that the network can expect to make "at least a little money" on the movie by the time overseas sales to theatrical and television outlets are completed. The film is being sold actively abroad now.

Keever declined to say which advertisers had purchased time during *The Day After*. The 25 spots will run in a series of five pods, four of which will run during the first hour of the film before the bomb sequence. The remaining pod will be shown near the end of the film.

Most of those who have pre-screened *The Day After* note the emotional impact of the film. "It's a terrific movie," said one advertising agency executive. "It's very well done and it's very powerful. When you see it you get very shaken up by it." But from the standpoint of his clients, he noted, "It's an impossible movie. It's inappropriate for most product advertising. If there's a client who wants to send out an antinuclear message, it's perfect."

Joel Segal, senior vice president-director network television/radio division at Ted Bates, said that while "it's a marvelous program, we believe that there would be too jarring a clash between the advertising we'd put on the air and the program content."

Politically, the movie is becoming a catalyst for freeze proponents. Josh Baran a Berkeley, Calif., activist who is helping pro-freeze groups to coordinate media efforts, said the film will be used as a centerpiece to gain support for their causes. Candlelight vigils will be held the night the film airs in both Kansas City and Lawrence, he said. Both cities will hold town meetings the day following the network showing, where nuclear armament issues will be discussed.

Those on the right have universally condemned ABC for its plans to air the film. William Rushner, publisher of the *National Review*, has written several commentaries on *The Day After*, the latest of which will be released tomorrow, entitled "ABC's Contemptible Film." The first sentence sets the tone: "In a business renowned for its cynicism, ABC Television's forthcoming two-hour spectacular, *The Day After*, has achieved, even before its airing, a sort of sleazy pre-eminence as the biggest package of ratings hype, raw shock value, and blatant leftist propaganda ever thrown at the American people."

Conservative columnist William F. Buck-

ley Jr., who had not pre-screened the film, characterized *The Day After* as a "massive deception," which is "of course, being paid for by American business... Or is it possible that, this time, American business will say no?" Buckley admits to not having seen the film before writing his commentary.

Tom Shales, television critic for the *Washington Post*, said in his review of the film: "The emotional impact just wiped me out. The special effects seemed to be more realis-

tic than anything undertaken like this before." He offered that the film may become a "classic," because of the impact it delivers.

That impact on younger viewers has not gone unnoticed by ABC. Brandon Stoddard, president ABC Motion Pictures, said several taglines will appear throughout the program, cautioning that parental discretion is advised for young children. The network is disseminating family viewing guides with the help of libraries, schools and other organizations.

Intelsat's arguments aired in Senate

Administration witnesses say U.S. good will and world communications will be damaged if proposals for new international satellite systems are approved; other side to testify next week

The debate over whether the U.S. should open the door to communications satellite firms that would compete with the International Telecommunications Satellite Organization is moving out of paper pleadings and press releases and onto the public stage Congress can provide. A subcommittee of the Senate Foreign Relations Committee last week began a series of hearings on international communications and information policy, and the Intelsat issue dominated the session.

In the process, some of the feelings and attitudes of the two key administration agencies involved—the State and Commerce Departments—began to emerge. And a strong argument in favor of rejecting bids of new entities to provide trans-Atlantic communications service by satellite was made by Richard Colino, director general-elect of Intelsat, and former FCC Commissioner Abbott Washburn, who in 1969-71 participated in the conferences that drafted the Intelsat Definitive Agreements. Representatives of applicants seeking to provide the additional service will testify at a hearing on Oct. 31.

The hearings are being conducted by the subcommittee on Arms Control, Oceans, International Operations and Environment, and its chairman, Larry Pressler (R-S.D.),



Colino

drew from William Schneider, Under Secretary of State for Security Assistance, Science and Technology, the first on-the-record estimate as to when the administration's position will come into focus: By the end of the year. Schneider said that is when the executive branch review of the policy issues involved—began in April (BROADCASTING, April 11)—should be completed.

All of the administration witnesses—Schneider; Ambassador Diana Lady Dugan, coordinator for international communications and information policy, and David Markey, head of the Commerce Department's National Telecommunications and In-

They're in the mail. AM daytimers should be receiving notices soon, letting them know how long they'll be able to operate after sunset and telling them what their power limitations will be, the FCC said last week.

In a public notice, the FCC said notices to Class III AM stations were mailed Oct. 19, and notices to Class II-D stations mailed Oct. 21.

Licensees will not have to apply to operate during the extra hours authorized; they only have to inform the FCC of their post-sunset plans, stating how they will accomplish any necessary power reductions.

Although the notices set forth the maximum power than can be used for post-sunset operation, stations can operate with lower power, or choose to keep their currently authorized hours, if they so desire, the FCC said.

The FCC's order authorizing expanded operations for daytimers (BROADCASTING, Sept. 12) is designed to permit operation with as much as 500 watts of power for as long as two hours after sunset. Before the operations can be implemented fully, agreements with Canada and Mexico must be reached. According to the FCC, post-sunset operation until 6 p.m. will be permitted once the Canadian agreement is signed, which is expected soon. Also, according to the FCC, the agreement with Canada will permit operation until two hours after local sunset once a similar agreement with Mexico is signed.

The FCC also said another public notice will be issued as soon as the agreement with Canada is signed, announcing when the post-sunset authorizations can begin.

formation Administration—spoke of the importance of competition as a driving force in telecommunications policy, and of the need to persuade other countries of the soundness of that position. That is administration policy. And the value of competition is stressed by those favoring FCC approval of the applications filed by Orion Satellite Corp. and International Satellite Inc. to provide trans-Atlantic communications service by satellite.

However, the State Department officials, at least, indicated they were concerned about other matters, as well. As Dougan put it, "The issues are complex; they are not just two specific applications." "The effect [of grants] on existing international" agreements to which the U.S. is a party must be considered, Schneider said. "So foreign policy matters are involved." Dougan, too, said the issue must be examined in the context "of keeping commitments to international agreements. . . . It's not a simply dealt with issue." Both were referring to the Intelsat Agreement which speaks of a single global satellite system.

Markey, however, came at the question differently. "The Communications Satellite Act of 1962"—which established the Communications Satellite Corp. and called for the creation of an international satellite organization—"didn't forbid other satellite organizations," he said. "It did say alternative systems would have to be in the national interest." Economic, trade and telecommunications policy matters must all be considered, Markey said.

For Colino, a U.S. citizen and one-time Comsat executive, the timing of the hearing was fortuitous. It came after his election as director general by Intelsat's board of governors had been confirmed by acclamation by the Assembly of Parties (the governments of the member countries), but before he is to take office, on Dec. 31. Thus, he had the prestige conferred by his election without the inhibition from testifying before Congress. He says it would not be appropriate for him, as head of an international organization, to appear before any country's legislative body.

And he made the most of his appearance. He submitted 48 pages of testimony—which he summarized in his oral presentation—backed by appendices and other attachments that twice drew praise from Pressler. The material contains "some of the best summaries we have seen," he said, when Colino completed his testimony. It was the most complete and detailed case yet made publicly on the issue in Intelsat's behalf.

Colino said the U.S. leadership in establishing Intelsat had been a "major triumph" of U.S. foreign policy—it brought affordable telecommunications service to virtually every country in the world and benefitted the U.S. not only through the development of technologically advanced service but in generating for it "tremendous good will." Now, he said, the U.S. is engaged in a policy review that foreign countries perceive as a weakening of U.S. support for Intelsat. He cited not only the FCC's consideration of the two applications for separate international communications satellite systems that he



Markey, Scheider, Dougan

said would serve only the lucrative routes between the U.S. and Europe—but also the bill (S.999) pending before the Senate Commerce Committee that could be read as permitting the authorization of such systems, "even in the face of treaty obligations to Intelsat and its global system."

Colino said U.S. authorization of such systems which would drain revenues from Intelsat would have serious implications both for Intelsat and for U.S. foreign and domestic policy objectives. He said it would encourage other countries to deploy similar systems of their own, with the result that Intelsat would be weakened and its ability to offer service to developing countries at affordable rates lost. (Several applications for additional service are said to be in preparation, including one that would operate in the Pacific.) That, in turn, he said, would generate "negative attitudes toward the U.S. which . . . would undoubtedly have implications beyond the telecommunications arena."

Colino also sought to rebut the argument most heard in support of such proposals as those of Orion and ISI—that they would provide competition for a company that now enjoys a monopoly. Colino said Intelsat already faces competition, from transoceanic submarine cables. "With technological advances such as fiber optics, healthy competition between cable service and Intelsat is certain to continue," he said. And in stressing the point Intelsat is a "cooperative" rather than a profit-making organization, he noted that in its 19 years, its charges for service have been reduced 12 times.

Furthermore, he said, Intelsat charges account for only some 10% of the costs to the end users—the remainder is made up by Comsat and carrier charges. Those figures, he indicated, suggest that the earth station segment of the international system is the one where competition could reasonably be introduced. He said the Intelsat Agreement gives each member country the option of deciding who may gain access to the system and at what cost. And because 90% of the total charge to the end user relates to domestic segments of the system, he said, the proposed international satellite systems offer little hope of substantially reducing the costs of international satellite services, while they "ignore the very objectives set by the Congress in the Satellite Act with respect to developing countries and efficient use of natural resources such as the frequency spectrum

and the geostationary arc."

Washburn made many of the same points: U.S. authorization of the pending applications will result in a "plethora of such organizations" springing up because other countries would take the U.S. action "as a precedent, as a 'license,' to pursue a similar course," and "we will then be on our way to destroying the single global satellite system."

Next Monday (Oct. 31), the Pressler subcommittee will hear some different arguments. Officials of Orion and ISI will have an opportunity to reply to the Colino-Washburn arguments. The subcommittee will also hear from representatives of Comsat and International Relay Inc., which is seeking FCC authorization to establish an earth station that would provide competition for Comsat by offering service directly from Chicago and other cities in the Midwest to Europe. The National Aeronautics and Space Administration's chief, James Beggs, will also testify.

The subcommittee last week also was concerned with the manner in which the government is organized to develop and execute international telecommunications policy, a matter that has been cause for dispute between the State and Commerce Departments. An agreement signed by Secretaries George Shultz and Malcolm Baldrige last month is intended to resolve the dispute between them, and there was no sign of conflict between the representatives of the two departments at the hearing.

However, another witness, Roland S. Homet Jr., who formerly served in the White House's old Office of Telecommunications Policy and with the U.S. Information Agency and is now a consultant, did what he could to stir the controversy again. "Within the executive, the proper home for leadership in this subject area is not the White House and not the Commerce Department and not an interagency group but, simply and inescapably, the Department of State." He said international telecommunications policy "inescapably forms a part of our foreign policy, which neither a White House body nor any other agency is competent to manage."

And that means, he added, that the Senate Foreign Relations Committee "is the one that should exercise oversight jurisdiction, and it may have to be the one that kicks the machinery to get into place." □

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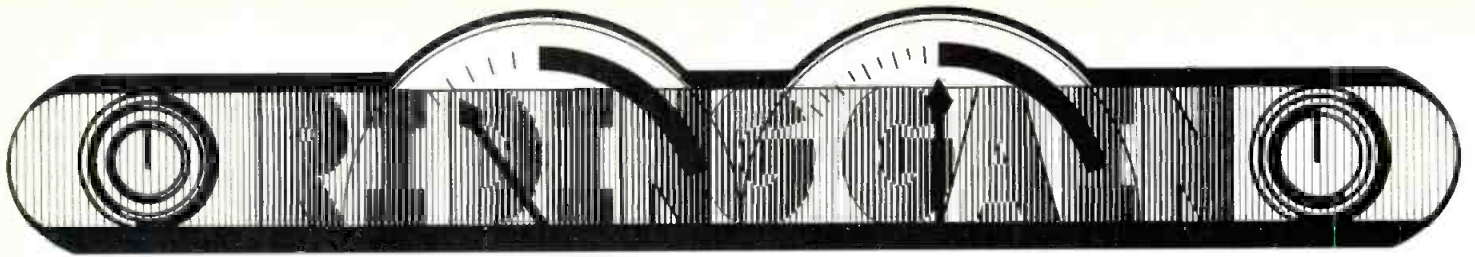
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The MacNeil/Lehrer NEWSHOUR

Weeknights on PBS



Listener stats

The second in a series of Blair Radio-commissioned studies examining listening behavior of the radio audience points to "better music" as the key reason why people switch AM and FM bands. The study, conducted by Frank Magid Associates, is based on a national sample of adults, 18 and older.

Other findings: three out of 10 people surveyed listen mostly to AM stations while more than six out of 10 (63.3%) listen to FM outlets; three out of four indicated having a favorite radio station, and the primary appeal of an air personality was "a good sense of humor."

Fund find

American Public Radio has received a total of \$900,000 in grants for development of its newly created program fund—\$400,000 from the Ford Foundation and \$500,000 from the Andrew W. Mellon Foundation. The American Public Radio fund is designed to stimulate the production of new program concepts and series for distribution to its 245 affiliated stations nationwide.

Plans call for American Public Radio to allocate grants directly from the program fund to station-based and independent producers to help support program production and distribution costs. "The \$500,000 grant from the Andrew W. Mellon Foundation will be used specifically to fund arts and performance programming," said Bill Kling, president of American Public Radio. An ultimate



Stereo on both bands. Last Monday (Oct. 17) WQXR-AM-FM New York became the first classical music station in the U.S. to broadcast in AM stereo as well as FM stereo when it began transmitting with the Kahn stereo exciter, according to WQXR President and General Manager Warren Bodow. The station has also bought a new 50,000 watt AM transmission system from Continental Electronics, for a total investment in excess of \$400,000, said Bodow.

Pictured at the inauguration of WQXR's new AM stereo service are (l-r): Jon Strom, Sony Corp. of America; Bodow, who is holding Sony's new AM stereo/FM stereo multisystem receiver (SRF-A100), and Leonard Kahn of Kahn Communications.

goal for the fund has been set at \$1.5 million for the organization's fiscal year which ends next June.

American Public Radio has given its first program fund grant to WGBH(FM) Boston for the production and distribution of 25 concert performances from the 1983 Salzburg

Festival in Austria. The series is scheduled to be made available to affiliated stations beginning in November.

The program fund is built upon a 2-to-1 grant formula in which American Public Radio must generate \$2 for every \$1 donated.

Since the creation of the fund several weeks ago, 30 proposals have been received from producers around the country. "The quantity and diversity of these proposals demonstrate the wealth of ideas waiting to be funded and translated into programming to be shared with public radio listeners nationwide," Kling said.

In another development, American Public Radio has finalized plans to distribute, free of charge to weekly affiliates, a weekly one-hour public affairs program produced by the *Christian Science Monitor* (BROADCASTING, April 25) called *MonitorRadio*. The show is designed for weekend use and is expected to begin airing the weekend of Jan. 7-8. It will have an international focus on news events, said Rhoda Marx, manager of American Public Radio.

Data stream

New York-based American Data Transmissions (AmDat) has signed a leasing agreement with ABC Radio for use of WPLJ(FM) New York's subcarrier. According to AmDat President Bob Richer, AmDat will use the channel for data transmission. Receivers will be manufactured and marketed by Am-



Audio accolade. Ted LeVan, president of Narwood Productions, presents a copy of the company's *Songwriters Salute* radio special, produced in honor of America's greatest composers and lyricists, to the Songwriters Hall of Fame in New York. At the event were (l-r): Frankie MacCormick, manager/archives, Hall of Fame; LeVan; singer Margaret Whiting, co-host of the special; WNEW(AM) New York personality Jim Lowe, co-host of the special; Oscar Brand, Hall of Fame curator and board member, and Ellen Silver, producer of the special. *Songwriters Salute* was the first in Narwood's new *Musicfest* series featuring "classic" American music (BROADCASTING, Aug. 29).



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Dat, Richer said. A two-month test is set to begin in November.

Going to school

Peoria Journal Star Inc. has decided to donate KBMY(AM) Billings, Mont., to a foundation set up for Eastern Montana College, also in Billings. The publisher and group-owner—it also owns KICT(FM) Wichita and KFRM(AM) Salina, both Kansas; KSSS(AM) Colorado Springs and KYNR(FM) Pueblo, both Colorado, and KEKE(AM)-KWXL(FM) Albuquerque—had been losing money on the country-western station. Ric Thom, vice president, broadcasting, said the company also considered changing the format or selling the station, but decided to donate it instead. Eastern Montana College is a state support-

ed school with an enrollment of 4,500. It already owns noncommercial KEMC(FM), also in Billings. Dr. Bruce Carpenter, president of the college, said it does not intend to operate KBMY as a commercial station. Among possibilities being considered are reading programs for the blind and programs for the public school system.

Alaskan aid

The National Association of Broadcasters has given its support to an FCC proposal to award Class I status to certain Alaskan AM stations operating with a minimum antenna efficiency of 225 millivolts per meter per kilowatt (mv/m/kw) and a minimum power of 10 kilowatts. In comments at the FCC, NAB urged the commission to grant Class I

status to 16 Alaskan AM stations operating on U.S. clear channels. It also requested that such status be granted for Alaskan stations operating with minimum antenna efficiencies as low as 175 mv/m/kw, and that engineering calculations of AM service and interference in Alaska be improved "through adoption of AM propagation curves that more accurately represent propagation phenomena prevalent at high northern latitudes."

Classical no nukes

A benefit concert billed as "Musicians Against Nuclear Arms" will air live from Lincoln Center's Avery Fisher Hall tonight (Oct. 24) over classical WNCN(FM) New York. The concert will feature Zubin Mehta conducting 200 musicians from several professional orchestras in the area including the New York Philharmonic and the Metropolitan Opera. Other performers include violinist Itzhak Perlman, soprano Jessye Norman and actor Paul Newman, who will deliver an address. According to WNCN, proceeds from the benefit will support the work of Physicians for Social Responsibility and the Nuclear Weapons Education fund.

Access on radio

The Telecommunications Research and Action Center (TRAC), a nonprofit, public interest communications research and education organization, announced the launch of a campaign to promote legislation establishing public access radio time. TRAC sent a letter to key leaders of the House asking for legislation requiring program performance standards for radio and setting aside public access time on radio stations as a forum for "individuals and nonprofit organizations to express their views on issues of public importance."

Playback

The United Nations is producing a new series of rock specials, called *Hot Rocks*, beginning with Culture Club the weekend of Nov. 18-20. The specials will be one-hour artist profiles airing on successive weekends. According to company officials, each program will contain 10 spots—five sold nationally by The United Stations and five to be sold locally. After Culture Club, the *Hot Rocks* artists are: The Human League, Nov. 25-27; Styx, Dec. 2-4; The Fixx, Dec. 9-11, and Men at Work, Dec. 16-18.

Mutual Sports will broadcast live five post-season college bowl games, starting on Dec. 22 and ending on Jan. 2, 1984. Mutual's coverage embraces the Hall of Fame Bowl from Birmingham, Ala., on Dec. 22, 8:10 p.m.; the Holiday Bowl from San Diego on Dec. 23, 8:40 p.m.; the Liberty Bowl from Memphis on Dec. 29, 8:10 p.m.; the Gator Bowl from Jacksonville, Fla., on Dec. 30, 7:40 p.m., and the Sugar Bowl from New Orleans on Jan. 2, 7:40 p.m. Mutual will assign sportscasters at a later date.

ABC's Rock Radio Network will air a David Bowie concert as part of the *Supergroups* series on Nov. 5. The concert was recorded live at Montreal's Forum in July. *Supergroups* is produced for ABC by DIR Broadcasting.

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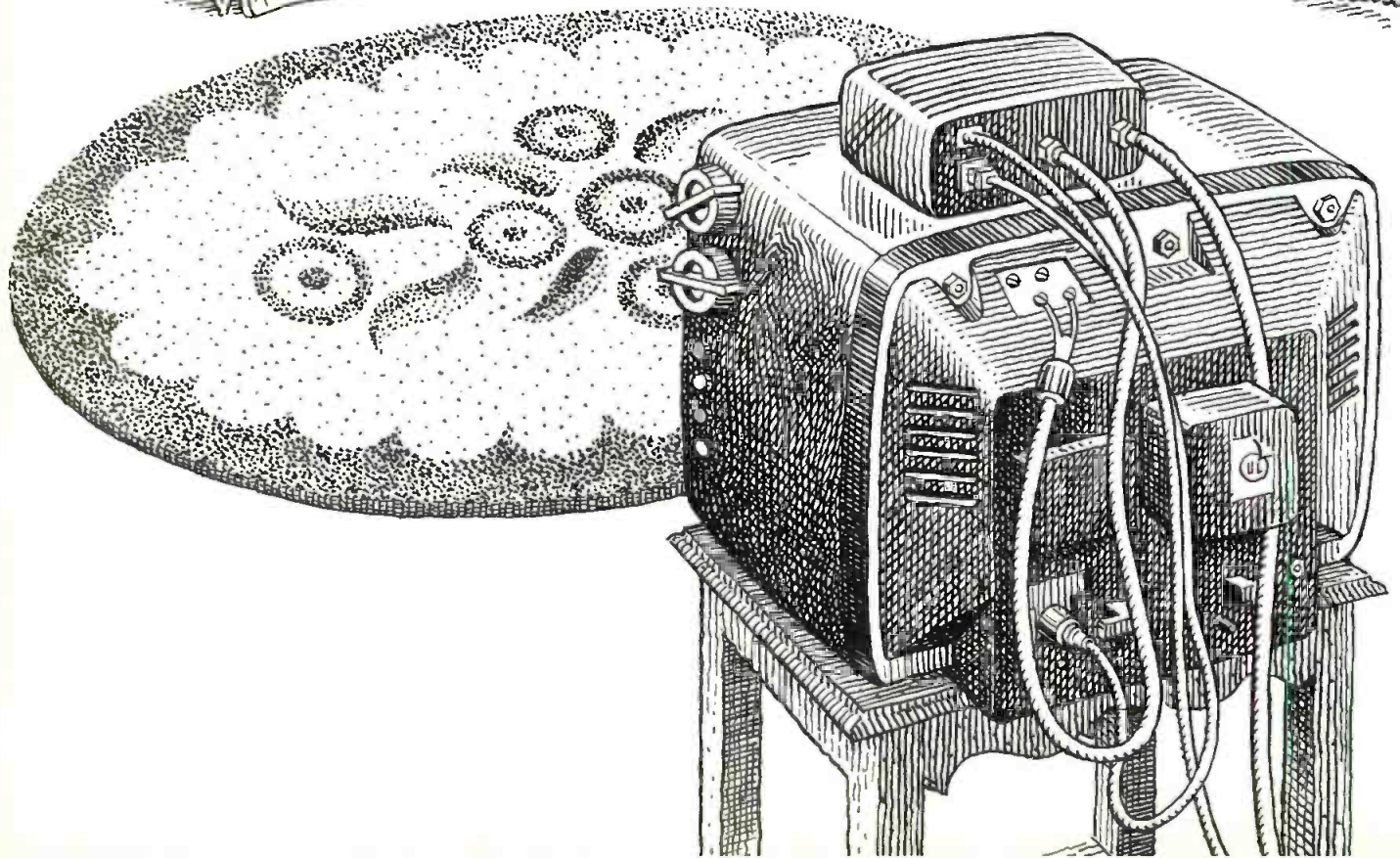
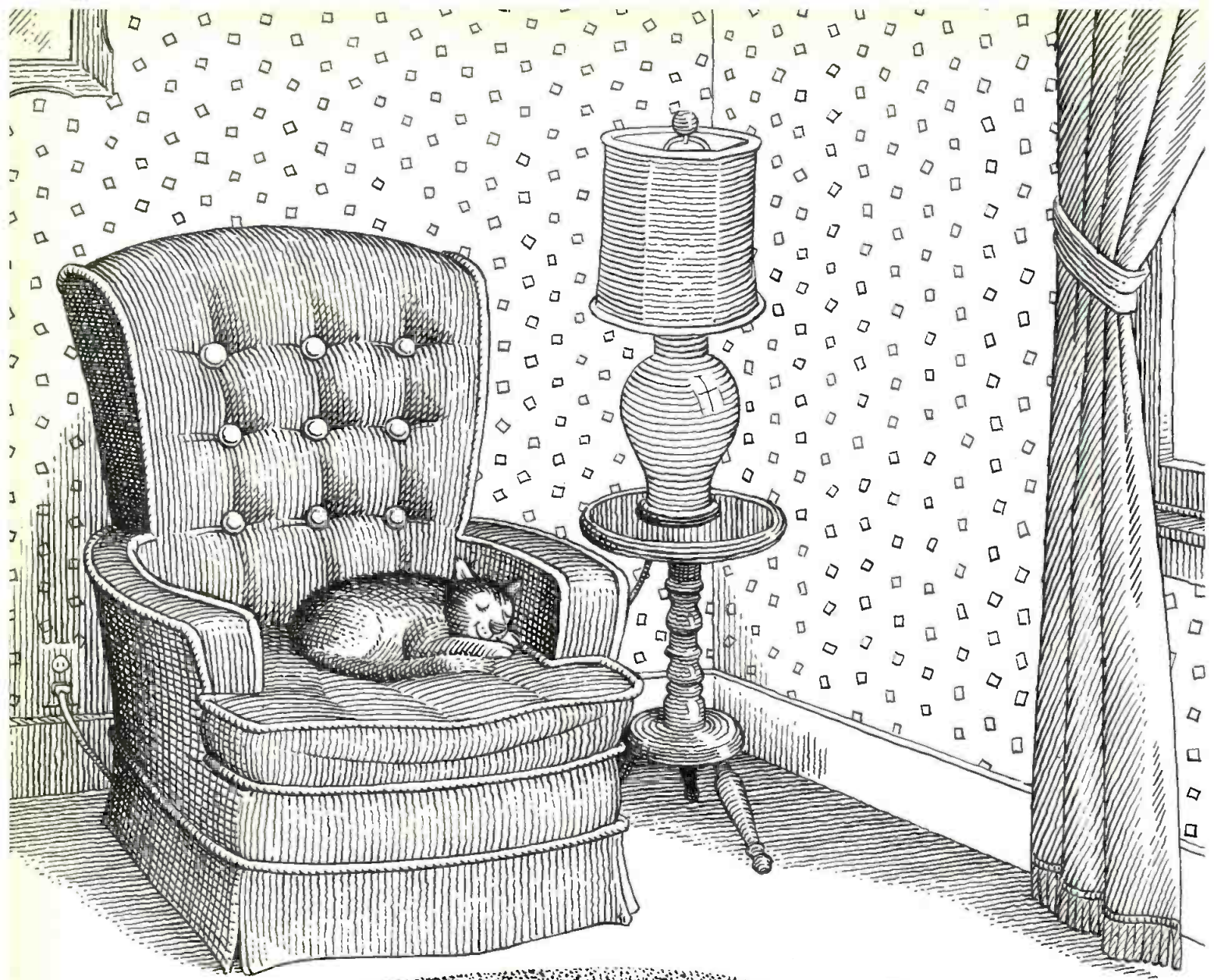
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That's why at USA, we've programmed every single moment of the day to appeal to the audience that's home at the time. Like Daytime for women. We start with shows like "Alive and Well" to exercise the body and follow with "Sonya" to exercise the mind.

Then mornings and afternoons after school, we feature "Calliope" and "Cartoon Express" expressly for kids.

And, in prime time, we offer prime sports for men. We have NBA and exclusives on NHL. All live.

Then late at night we have cult entertainment on "Night Flight" and "Radio 1990" for teens and teens at heart.

That way, no matter what the time, we give you an audience that's changing with it. It's an idea that's made the USA the one network that's getting a sitting ovation.

And a family audience that's applauding your programming is a family that'll keep on subscribing. Not to mention giving you something to sell an advertiser.

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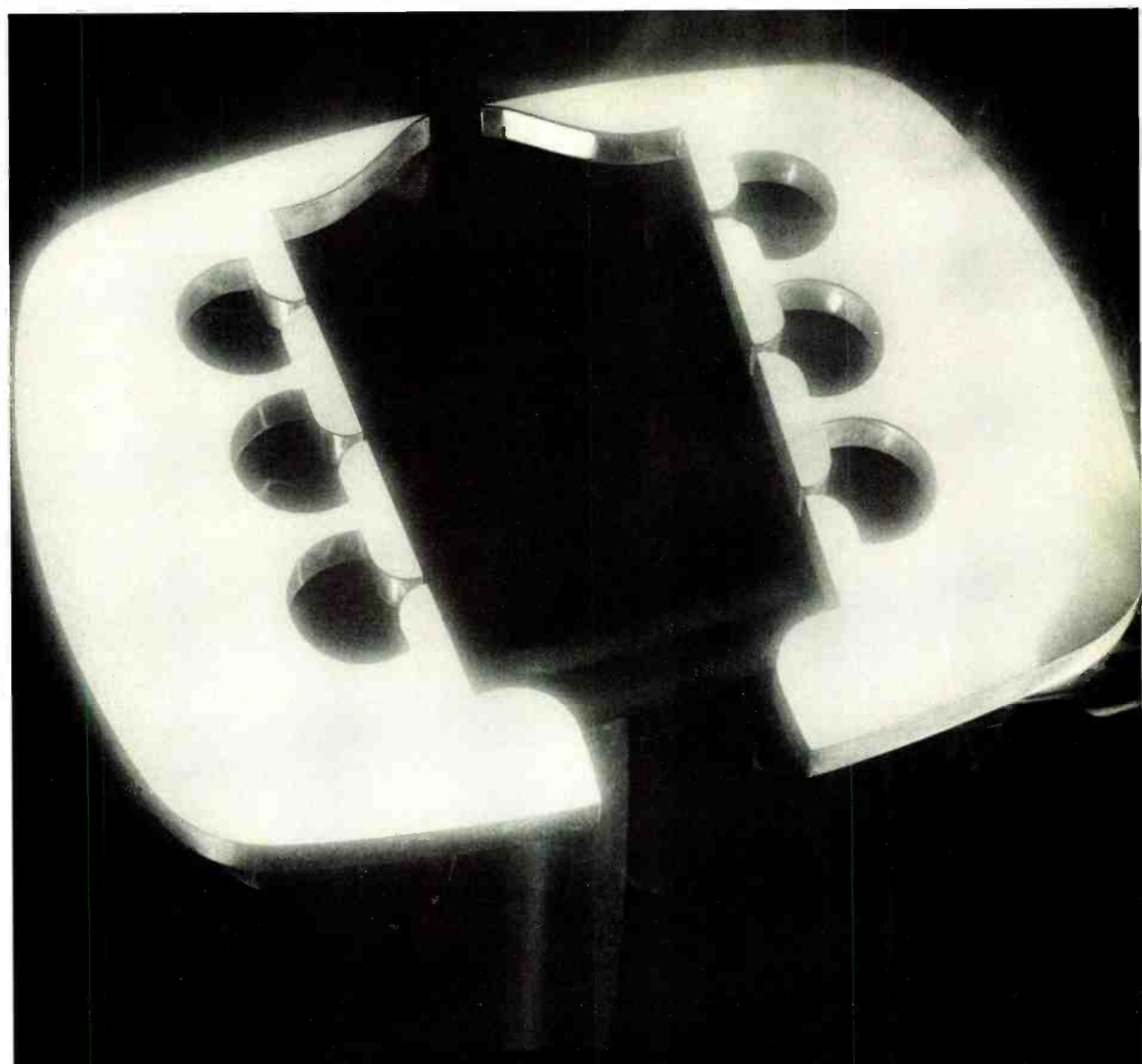
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WE FEATURE A 24 HOUR AUDIENCE



Last Monday, Gene Jankowski marked his sixth anniversary as president of the CBS/Broadcast Group. Both he and CBS had come a long way from the days when he was selling time for that company's radio network; Jankowski has been elevated to the \$600,000-a-year class, and the group over which he holds sway has come to generate revenues of \$2.5 billion. In this interview with BROADCASTING editors, Jankowski reviews the way it is at CBS and in the electronic communications world at large, and issues...

...a declaration of bullishness for broadcasting



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What were the principal items on your agenda when you took over as president of the broadcast group?

There were a lot of things. In general, what we wanted to accomplish was getting CBS back into a leadership position. At that time, back in the fall of 1977, we were on the verge of being third, because ABC was the dominant number one in prime time and NBC was nipping at our heels. And there were a couple of weeks that fall when indeed we were third.

And then we started a rebuilding program to get us back into number-one position over the next couple of years. Bob Daly did a marvelous job in rebuilding the organization—bringing in some younger talents and utilizing Harvey Shepard and Bud Grant in a marvelous way. And I think a real tribute to what Bob accomplished was that when he left, we didn't miss a beat. And that's always the mark of a good leader—somebody who makes himself dispensable, without the organization falling apart.

The real thing that he accomplished was getting ourselves back into number one, and then we gradually improved our performance in all of the dayparts. We've been doing that now slowly, too—our daytime is now stronger than it's been in a number of years. Our morning is competitive for the first time in history. I'm even optimistic enough now to think we even have a chance of becoming number one with the *CBS Morning News*.

It's rather exciting to have across-the-board improvement. We are number one at 11:30; we're off to the start of another successful prime time season; our morning news is strong; our evening news performance competitively is stronger than it's been in a number of years; we're more competitive in the whole sporting world than we were five years ago. But you never get complacent, because no matter how you analyze it, you're never as good as you want to be, and I think if you really take broadcasting in the public interest seriously, then you're continually being challenged to try to provide a better and better service to the audience that's out there.

To forget television for a moment. Our FM stations could very well be the most-listened-to FM group of radio stations in the country in the next rating book—what with the success that Bob Hosking and Bob Hyland have brought to it with the Hot Hits. We started a second radio network a year ago that is exceeding some of the targets we set for ourselves in that area. Our AM stations, with the all-news format, all-service programming that we provide for the community, are doing better collectively than they have done in a long, long time. And as music stations on AM have faced increased competition from FM, I think the news format that [former CBS Chairman William S.] Paley instituted in the 60's is turning out to be one of the wisest calls that were made back then.

Does that mean you'll be able to put more emphasis on new technologies in the broadcast group, now that you're number one?

I wouldn't say more; I would say continuing. It's one thing to worry about today's business issues and today's problems; it's something else to have an opportunity to look to the future, and investigate a lot of other opportunities that could become viable businesses. You have to protect the ongoing business, but you also have to take advantage of whatever opportunities may present themselves if some of these new technologies do develop.

If we had an operating word around here, I like to think that word is "rejection." Rejection implies investigation. I would rather reject something, having done a lot of homework to see whether or not it could become a viable business, rather than ignore it. To ignore it means you've just brushed it aside.

Can you name some rejections?

Low-power television. And we rejected an all-news cable system. We looked at that long and hard a few years ago, and we just found there was no way you could justify the cost with the audience that was out there, especially if commercial broadcasting continued to increase the quality of information programming it made available.

But rather than list what we've rejected, I think it's more important to note that we are looking at a lot of the new technologies. For

example, we applied with the FCC a year and a half ago for frequencies for direct broadcast satellite. And we are one of the two networks investigating the potential of teletext.

We went to all-night for more than one reason. We think that there is a daypart that has never been tapped; we felt that there was a service that could be provided in that daypart, that it could be done economically. But more importantly, when coupled with a 24-hour broadcast day, we think there is an opportunity to enhance the overall image of CBS, and I happen to be one of those people who believes that there is a rub-off factor in the fact that CBS is present whenever people want to put the television set on—for whatever reasons. Whether they work the night shift and that's their only television, or whether they get up in the middle of the night for feeding babies or whatever other reason.

Because cable's around the clock...?

Sure it is. Let me talk about the competition for a moment. Last year, the press killed us with so-called audience erosion figures. It's my belief that comparing the three networks against themselves a year earlier is archaic—at a time when there are an awful lot of other things out there. It may have been fine, perhaps 20 years ago or even 15 years ago.

But over the last five years, when there have been things like HBO and ESPN and CNN and videocassettes—anything that's competing for peoples' time—then to compare three networks against three networks a year ago doesn't make sense. What's more important from the audience's point of view is how CBS is doing not against two other competitors, but against the whole field. And perhaps a tougher standard is how CBS is doing against itself a year ago? Are we showing growth, are we doing better at what we're doing, than we have been doing? To come back to the last year, our audience is larger in the evening news that it was a year ago; our daytime audience is absolutely larger than it was a year ago.

You've just gone through a major restructuring of your upper management. Can you tell us why?

It goes back to what I said about the future. There's a myth that's been perpetuated that broadcasting is a one-man business; where one man comes in and makes all the difference in the world. Our attitude is that it's not the case. We have over 8,000 people in our broadcasting operations, so it's a sizable enterprise that has to be managed.

What I've done for the benefit of the broadcast group is to put four people into some critical places to help pass the daily decision-making process down a notch. And it also takes four guys, whom I happen to think are the best in broadcasting at what they do, and it gives them new experiences so that in another 18 months or two years, I'll have executives that are more broadly based than they would have been.

I think Jimmy Rosenfield [senior executive vice president] is the best example. Jim has been with CBS for 18 years, and all 18 have been with the television network. He has not worked in local radio, he has not worked at a local TV station. And with all the things that are going on in the new technologies, by taking him out of the network, we give him financial responsibilities for the entire group. So now he's going to have to get involved with the importance of capital budgeting, evaluation of the new equipment we have to buy for all of our broadcasting facilities, and through the financial responsibility, he gets involved with daily financial decisions of all the operating divisions of the broadcasting group—and we have eight divisions now.

My dream is that a year from now, not only will I have an executive who has had experience in successfully managing one of the line divisions, he's going to have this perspective on running some of the other operations.

Neal Pilson and Van Sauter have both been cost center managers—the first in sports, the second in news—without any real P&L responsibilities in the years they've been with CBS. By Pilson getting involved with radio, it gets him looking in a direction other than just television, and with P&L responsibilities. And although Sauter

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had a short period running our O&O KNXT(TV) Los Angeles, this really represents an opportunity for him to get involved with running an entire P&L oriented division [television stations]. More than that, I hope there will be some cross-pollination, since most locally produced product is news programming.

On the other hand, Tom Leahy—who now has CBS Entertainment and the TV network in his charge—has grown up primarily in the stations division, except for a couple of years experience in network sales way back. This gives him another dimension that he has not had in the 22 years he's been here, with his experience on the entertainment side of the equation.

So every one of them has something old and something new.

The future is in our hands. It's how well we spend our money, how creative we are in the way we spend our money, and how successful we are in creating the service that we provide.

Without having any opinion as to whether these management changes are good or bad, I can see how they might be criticized. You have Sauter, for example, in charge of news and stations, which are completely different activities; one of them a very hard P&L center, and the other one a cost center—and both have to have 100% attention. And I don't see how radio and sports fit together at all. Plus the fact that you've just got so many chiefs running around.

Well, let's go back six years. Six years ago, every one of those divisions reported directly to me—sports, news, the TV network, stations, radio, I think I had seven division presidents reporting right to me. And I split it and created the two executive VP's, and that put more management attention on day-to-day issues. At that time, we were a little more than a billion-dollar enterprise. This year the broadcast group will probably be close to \$2.5 billion.

You question our putting Van Sauter in charge of stations and news by saying, "Well, I don't see how the person can do both." The fact is, we have presidents in charge of each of those divisions who are taking care of the day to day. What this does is allow those two people to have a man who has more time to spend with them than if they had to wait their turn at bat or for a ticket to get into my office.

It goes back to when we made the first big move—to create a president of the entertainment division, since the old television network job as it existed—let's say, under Bob Wood—was an impossible task, because the only place where decisions came together was with him. Well, we broke the place apart, we put a president in charge of each division, so Bob Daly could be saying yes and no to the Norman Lear's of the world in California at the same time Jim Rosenfield was saying yes and no to the affiliates that were in danger of leaving the television network.

I've done the same thing twice since. I did that when we made the little split with Jim and Tom, and now I've done it one more time.

Do you have places to use all of this management talent that you're developing?

Absolutely. You know, I predict that in the five years, we're going to have the need, or the industry is going to have the need, for more people. One of the dreams that you have is that as opportunities open up, you'd like to have three terrific candidates for each job. More often than not what happens is that when an opportunity opens up, people scramble to find out who are the candidates for the job. That's one of the reasons outside consultants and headhunters have a career. We don't want that to happen here.

What are some of the new things that are likely to happen in the next few years?

Well, again, things that were investigated. We're taking a good hard look at DBS, as you well know...

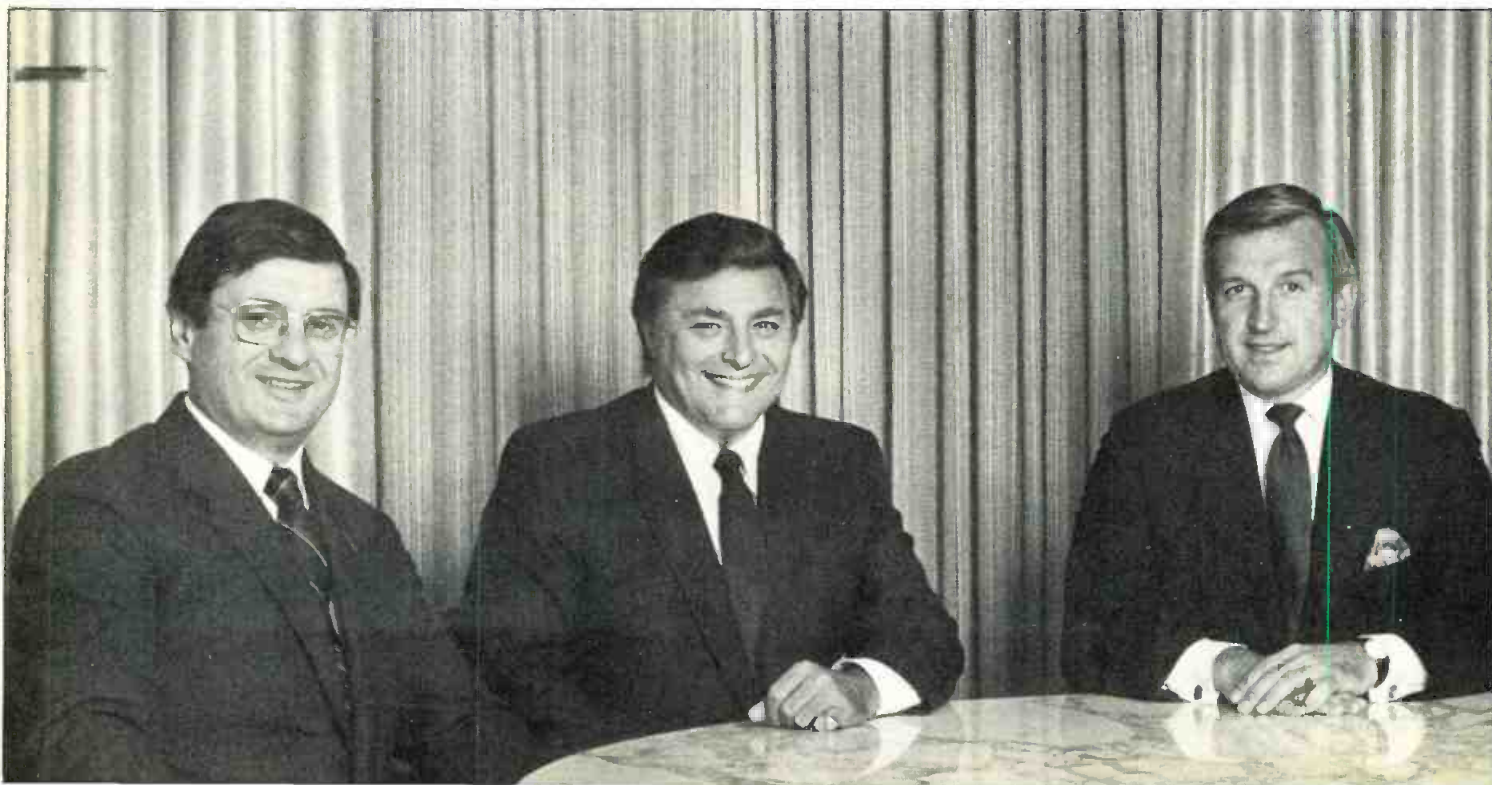
In the next couple of weeks?

We're taking a good hard look at direct broadcast satellites, and have been—ever since we filed with the FCC before the regional administrative radio conference. Again, on the theory that we ought to reject things rather than ignore them. On the surface, it represents an awful lot of potential for new industry and for the business. Now whether or not it will be realized, I think school is still out, so we're doing a lot of homework.

But aren't you close to signing a deal with Comsat's Satellite Television Corp.?

No. We're still doing a lot of talking, and with a lot of different people. At the moment, there's nothing any different than you reported on Aug. 29. That was a fair representation of where we were, and it's where we are now. It's all done in keeping with what we said when we made our filing—we think that there is an opportunity to provide some new services. You're probably aware of the fact that we recently issued some papers on high-definition television, the new technology—describing a signal that would be compatible with existing television sets, and we think that's a rather exciting opportunity.

The beauty of it is that you get into a new technology without obsoleting all of the current existing equipment; it addresses the same issue that was of concern when color first came out.



Well, the decision to go into DBS has got to involve \$200 million to \$300 million. So the rejection process, I think, would be pretty steep. But if you're that close to making it, it must suggest that, as a businessman, you see a way to make a buck with DBS.

Well, as I'm saying, the homework is still going on; you're jumping to a conclusion. But let me tell you what's behind it all. It's the fact that there is a piece of the electromagnetic spectrum that is to be used for something, and before you reject the opportunity to use that spectrum for something, you want to take a good hard look at what some of the options might be.

You've been around long enough to know that there were an awful lot of radio people who felt that television wasn't going to amount to anything—they had construction permits for TV stations, and they let them go. Now there's another piece of the spectrum carved up, and before you let that go, you want to make darn sure that before you make anything more of it, that you have done your homework.

How is the business overall—this electronic media business—a different business than it was when you took over six years ago?

Increased competition. Six years ago, there really wasn't much of an HBO to speak of—it was just getting started. There was no real networking of cable programs to speak of, of any size or importance.

Competition probably wasn't as keen as it is today. And the world wasn't changing as fast. The ability to communicate electronically from virtually any spot on the face of the earth did not exist as much as it does now. What with the advent of satellites and the continuing growth of electronic newsgathering, the fast-breaking news story can be brought into your living room almost as soon as it's happening from any place on the face of the globe. That wasn't the case, as dramatically, even six years ago. We did it on isolated occasions; now it's common practice in our morning news to have dialogues going back and forth between people located in different cities.

Take the story of the Korean airliner. We broke it on our morning news while the *New York Times* had absolutely zero about the airliner that was missing the night before. During the course of the day we took people live to interviews with George Schultz, Larry Speakes; we had live discussion between Dan Rather here and Gordon Joseloff in Tokyo about what was being said in Tokyo. It was just a marvelous experience. But it also, I think, brings with it an awful lot of other things to think about. If you believe that ignorance is the basic reason behind prejudice, then we have an opportunity here to do something about ignorance, and bring better understanding to different people around the world. It's no longer possible for a country to go into another country—as Germany did with Poland in

1939—and have the rest of the world find out about it days later. I mean, we literally have a watchdog that's watching activities of all countries. That brings with it some marvelous opportunities, but it also brings with it some awesome responsibilities.

What was the genesis of *American Parade*?

Well, it's one of those things that evolves, I guess, out of other things that you're doing. In this case, it came out of some thoughts I was having about responsibilities, and the success of last summer's Kuralt-Moyers series, and the requirements we have in an election year to cover conventions and campaigns and primaries and so forth. Plus an ongoing commitment every year to do a certain number of documentaries.

One of the things that has frustrated me for many years is that when we put on one-time-only specials or documentaries by CBS News, as good as they are, somehow or other the public doesn't seem to like to watch them. I've long felt that if information is so important, how do we present it in such a way as to attract an audience. One of the problems is the unscheduled time that most documentaries have fallen into. So I asked the news division if it wouldn't make sense to take a lot of these pieces—election and campaign coverage—and put them into a regularly scheduled time period. And most important, utilizing the talents we have in the news division—people like Charles Kuralt and Bill Moyers and Diane Sawyer and Bill Kurtis and et cetera, et cetera.

Will it replace a documentary commitment?

No, it would incorporate it.

You know, one of the challenges we have in the new world of documentaries is finding ideas that are really special and have merit, let's say, a full hour. Documentaries grew in an era when there was only a 15-minute evening news broadcast and now with stations doing two hours of evening news and the networks doing a half-hour, and our doing two hours in the morning, and doing programs like *60 Minutes* that have a number of pieces in them that in years gone by might have been stand-alone documentaries—and also in terms of the made-for-TV movies hitting on a lot of topics that heretofore may have found their way into a documentary—you wind up with a world of information that is presented a lot differently than it was 20 years ago.

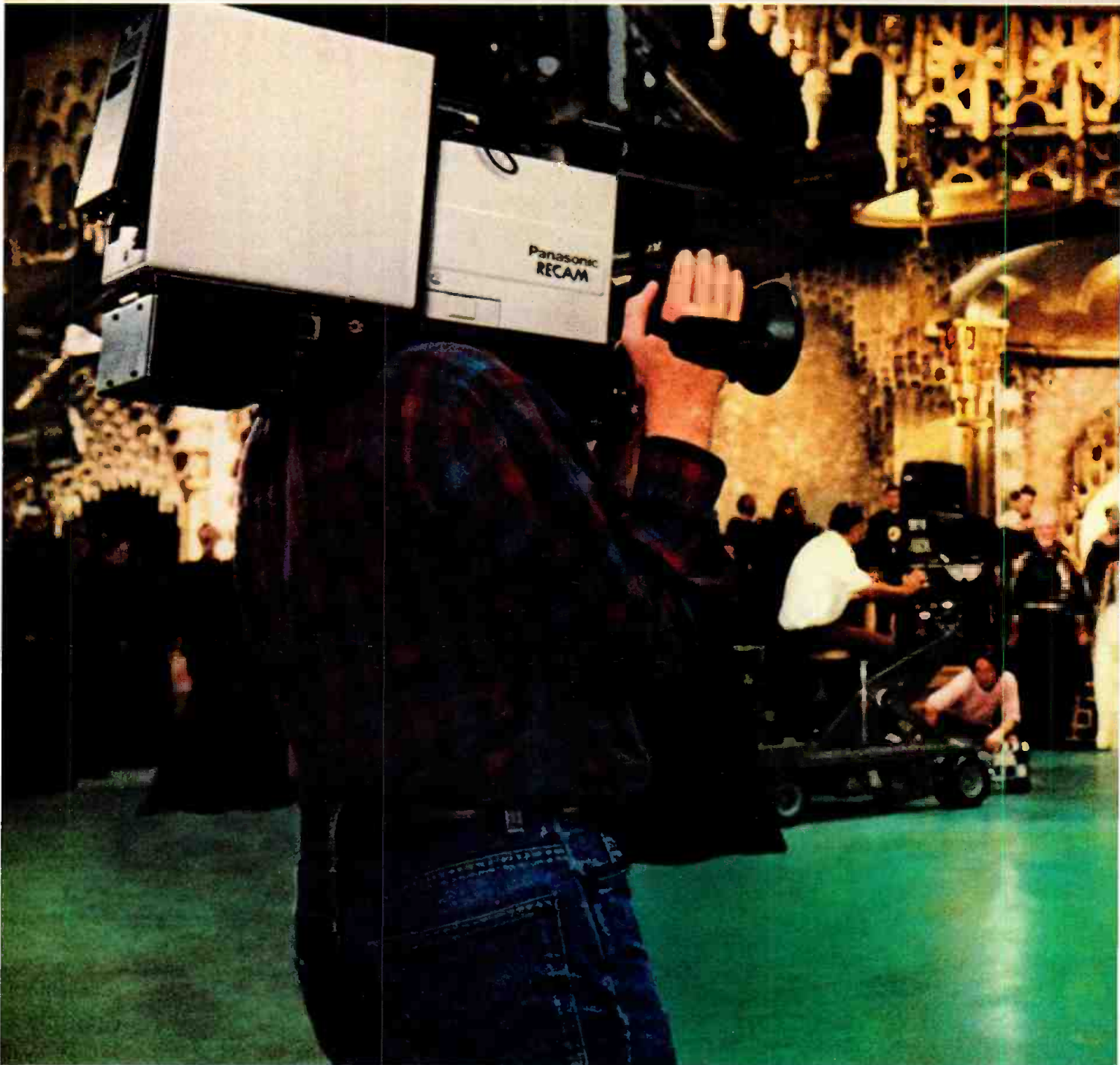
Do you have any anticipation that this will draw ratings equal to an entertainment program you could put in that period?

Oh, I would hope so. Again, as we demonstrated this last summer,



CBG backfield
(from left):
Neal H. Pllson, executive VP for radio and sports;
James H. Rosenfield, senior executive VP;
Jankowski;
Thomas F. Leahy, executive VP for entertainment and TV network;
Van Gordon Sauter, executive VP for news and TV stations.

Why Panasonic RecamTM "The Making



When Dino De Laurentiis and producer Raffaella De Laurentiis got together with director David Lynch to film Frank Herbert's classic science fiction novel, "Dune," they knew it wouldn't be easy. But it wasn't just the eight sound stages, desert locations, a cast of up to

20,000 people and a crew of 900. Perhaps Raffaella De Laurentiis said it best: "Dune is the most technical picture ever made."

That's why it was no surprise that Panasonic Recam was selected to record "The Making of Dune." The reasons: Recam's picture quality

and technology. After all, Recam had already made headlines by recording ABC Sports' momentous ascent of Mt. Everest which was broadcast on "The American Sportsman." And "Benji," the new CBS television series, is also being recorded by Recam.

was selected to shoot of Dune."



David Lynch
Director of "Dune."

Panasonic helped capture all the action from "Dune" on Recam's 1/2-inch format which will later be transferred to 1-inch for television broadcast. All made possible by Recam's incredible YIQ M-format picture quality.

You can see "The Making of Dune"

in 1984. But you don't have to wait until then to see Recam. Call your nearest Panasonic regional office:
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the fact that Kuralt and Moyers had shares in the mid-20's indicates that there is an audience out there that will watch programs when they like the way they're presented. And you don't have to take a beating at the bank.

What are the key issues?

Well, legislation. As we look out over these next five years, if anybody in the media is going to be a part of the world, then from a business point of view they should all be allowed to play by the same ground rules. I think broadcasting in general has been handicapped over the years, and now as we go from a world of scarcity to a world of plenty, I think it's time to take a look at some of these handicaps that broadcasters have been operating under so long.

Like cable crossownership?

Yes. But I'm really thinking of fairness and equal time, first. You know, as the newspaper world gets more and more involved in electronics, it becomes very, very difficult to understand why newspapers should operate under one standard and broadcasters operate under a different standard. This has obviously been true for years, but I think now more than ever people in the printed press ought to be focusing on some of the potential problems that could develop.

I mean, if there were a cable system and I had a local newspaper involved, and I put the camera on the front page of the newspaper, and the newspaper happened to be writing political stories that were all devoted to one side of the question. Whereas we as broadcasters, having our signal carried over the same cable system, but on another channel, would have rules and regulations restricting us that wouldn't apply to the newspaper.

What does that mean in terms of the cable operator? Would he be required to get another newspaper on another channel, or would the newspaper be forced into changing its policies? What if the cable company were owned by a newspaper like the *New York Times*. What if it decided to do that on one channel, with another printed edition of the *New York Times*?

There has to be an increased awareness of the importance of what goes on in Washington. Most of the young people in the industry concentrate on revenues and ratings. And the third part of the equation is legislation. What I worry about is whether or not as a new generation we replace the entrepreneurs who started the facilities and who cared an awful lot about Washington, and whether we may be forgetting that element. Because I think it's going to become an increasingly important part of the role of broadcasters.

Do you anticipate good news on the financial interest front?

Well, I hope so. You know, our argument has always been that the public interest would be better served if we had more suppliers of programs, more creators, more investment in trying to develop program ideas. And I think that's the ultimate test of anything—are you serving the public better; will the public be better served? The studies have shown that the public has not been as well served, and the rules have not accomplished what they intended to accomplish.

The past is prologue. If we go back to the early days of television, when independents first started coming on the scene, and people said we needed more ideas, with this marvelous opportunity, what most independents run are off-network reruns and old movies. Now I don't think that's wrong—again, they're successful if they provide a service to the public. But what it does demonstrate is that it's easier to do that than to create an awful lot of new material. Case one.

Case two. The prime access rule went into effect and 7:30 to 8 o'clock was taken away from the networks, the premise being that a lot more new ideas will be generated. What we find is that more often than not we have game shows being stripped across the board. Again, nothing wrong with that, but whether it's successful in providing new dimensions and service to the public, it certainly hasn't given birth to a lot of the fresh new ideas that the originators of the bill thought it would.

If we took away the roughly \$150 million in development money that the three networks invest in developing the pilots—most of which don't get on the air—you would not have the products in

syndication that you have. There is no other replacement for the networks' investment in developing new programs. Now it seems to me that if the public is really going to be served well, then if we can put in three more sources of funding to try to find new ideas—new programming ideas—that we go into syndication, then networks should be allowed to do that, because ultimately it will be the public that gets better served.

When will we see our first CBS in-house-produced series? Are you developing those now?

No. We've always had the right to do that. Our last in-house production was *Hawaii Five-O*. Other than that, we had a couple of disasters. I think *Ball Four* was an in-house production, and it lasted about three weeks on the air.

The challenge is to have a service that most people want to watch, and more often than not, those ideas are coming from outside organizations.

What's today's news in this business? Are you having a new relationship with advertisers? Is there going to be a new relationship with affiliates?

I don't think there will be new ones; I think there will be an increased respect for the existing ones. I think our real future in broadcasting is going to be dependent upon the solidity of the network-affiliate relationship. That is where our real strength comes from—always has and always will. When that starts to erode, then it becomes more difficult for the local broadcaster and more difficult for the network.

So I think an increased respect and an increased appreciation of the contribution of both parts is going to continue to grow. The same with advertisers. While over the last couple of years they have said certain things about shifting dollars and so forth, I think they are also coming to realize that broadcasting is still the best and most efficient way to reach a maximum audience. And while they will always experiment and put resources into other technologies, the real strength of the operation will come from broadcasting—as it always has.

Personally, I happen to think too much has been made the last couple of years about audience erosion, et cetera. I really have sympathy for, let's say, the agency executive who not only has to think about CBS, but who has to keep abreast of all the other developments, and all the new technologies, and the scenarios that are presented by competing organizations. I mean, to give advice to a client on what this world is going to be like in two years has to be one of the toughest jobs around.

Will network compensation be replaced by straight barter?

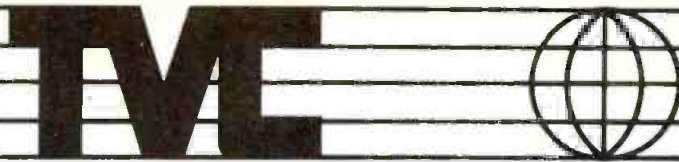
I don't think so. Again, it's also one of the reasons I might add, as to why the system is so good. Not only do we provide good programs to the affiliate, but we pay them to carry it. I mean, what a system! If suddenly you say we don't want your money and we don't want your shows, or we want the shows, and we don't want the money that goes with it—that's not logical, either. But that's the way the system works.

Did the fourth network turn out to be HBO?

I don't think there is a "fourth" network; the terminology that I would use would be a fourth force. Because if there could be a fourth network, I think it would have been a so-called fourth network years ago. There certainly are enough stations around the country to do that.

But the real issue is the economics; it's not a question of having a time pre-emption for an *Operation Prime Time*—I mean, we've had those things for years, in different forms. Billy Graham, for example, has been on for years, and I think that is extremely analogous to taking four hours out of the weekly schedule for an entertainment program. You've had telethons around for years. You've had various movie specials around for years.

The real challenge, however, isn't four hours a week; the question is one of putting on 1,500 hours of prime time a year. You try to do that and you wind up suddenly discovering that you have to be able



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to throw away more of the stuff that you developed than you put on. In order to look for the hits, you have to be able to fund the failures, which means you have to have a big R&D program, which means you have to have maybe \$50 million to invest in ideas that you've got to throw away because they're not good enough to put on the air.

HBO has never had a failure. In a sense, everything they buy, they run. We can't do that. I mean, there are some movies for which we will contract for two runs over three years, and run the first time and it's a disaster, so we write it off the second time. Because it's been determined to be more economical to put on another show that has a better opportunity of getting a bigger rating than to run something that we know will do a 10.

So you have a big cancellation and write-off provision every year, because you know you're going to have failures. But it's a necessary ingredient of the business. Bristol-Myers or any other organization couldn't succeed unless it had an R&D program. Most of the money spent on R&D never results in the discovery of a new product—but if they do find the next Bufferin or duPont finds the next Nylon, that makes the whole investment worthwhile.

Our R&D is our pilot process. The minute you cut back on the pilot process, thinking you're going to save money, is when you suddenly find you've got old shows and no replacements. So when a fourth force, if you will, is going to get into competing on a 22-hours-a-week of prime time basis, then it's going to have to be able to throw away the stuff that's no good. It's going to have to be prepared to cancel the stuff that's on the air that doesn't work, and that means it's going to have to have the human resources to worry about it in 24 hours a day, 52 weeks a year.

As I mentioned, we've got 8,000 people running our broadcast operations. That is labor intensive. And we spend about \$2 billion a year on operating. That's capital intensive. So anybody that's going to compete is going to have to have those same kinds of resources. That is not to say you can't have viable businesses by doing occasional specials or whatever.

The strength of broadcasting is, again, that relationship between affiliate and network. It explains the reason why we always look for the strongest affiliates, because we know that the strong affiliate can enhance the network programming. And the affiliates always look at the strongest network, because they know that having the better network will enhance their local image. The business started at the grassroots level. It started with local stations, and that's the strength of the enterprise.

But it may not always be.

Yes, it will. What's going to replace it?

DBS.

If you told me today, we can take *Dallas* or *60 Minutes*, and put them on an independent channel on a cable operation so it goes into the home free and clear of any local station involvement, I'd be petrified.

The strength in the local market is that local station identity. I mean, when the schools are closed, when there's a storm, the weather is going to be bad, there's a strike at the neighborhood plant—they get that information from that local station. I want to be part of it. To suddenly say we could cut that out—for what purpose? Why give up all of that?

To get 100% clearance 24 hours a day.

But we've got almost 100% clearance with the programs we provide; we've got the best clearance going this season that I think we've ever had. We have tremendous clearance going for the '83-84 season.

But the force of history says—or at least the popular reading is—that nearly all stations will be independents in another decade.

Why would they want to be? Why would the affiliates want to?

Because they're doing the same thing you're doing. You're hedging your bet with DBS, they're hedging their bets by setting up other ad hoc networks.

Again, you're jumping to the wrong conclusion. I don't think we're hedging our bet by taking a look at DBS; what we're talking about is the opportunity to start to get into the pay universe. And that pay universe, in effect, already exists. It's out there—HBO is very much a part of it. So we think there is an opportunity to be a part of it. At least that's our thought; we'll find out when we get all of our homework done. But the thought is that this winds up being an opportunity to get into something that is out there anyhow, but it's not a thought that this will replace commercial broadcasting, because it won't. It really won't.

Now the sadness, I think, is that people take the current industry for granted. And they shouldn't. I mean, it's unquestionably the best communications system on the face of the earth, and that comes because of the strength that comes from these two pieces—there's a synergy there the likes of which the world has never seen. And there is nothing on the horizon in any new technology that's going to replace that—there really isn't.

I mean, again, the past is prologue. Why do we fight so hard to have the best affiliates, if affiliates weren't important to network programming? But why would you suddenly say you want to develop something that eliminates one of those strong pieces? I mean, it's just illogical. People watch local stations. And the reason that CBS is successful is because we've got some terrific stations with terrific local identities, and we happen to couple that with some terrific entertainment done very economically in the sense that a local station could never afford to buy a *Dallas*, per se, and our cost is amortized over the fact that we've got 200 stations.

Now, to suddenly say you're going to eliminate that? From a national point of view, you're not going to get the advertising revenues unless you've got the potential for reaching 82 million homes. You're not going to have the attention being paid to your programming in the local market—I mean, it's no accident today, that I don't think you can think of a market in the country where the number-one station is anything other than a network affiliate.

Well, what is going to happen over the next five years?

I think there will be more competition. If the rules change, I think there will be more programming ideas; I think there will be more creative organizations to come into being. But basically, in terms of general statements, I think the industry is going to remain healthy; I think it will continue to have advertiser support so long as we continue to serve the public.

I would like to think that some of the cable things will grow. But I also think some of the other new technologies are going to compete with themselves. I think the advent of the cassette recorder—as more and more people buy them and bring them into the home and have the ability to rent their programs on weekends or whenever they want them, and, more importantly, to see the things they want to see when they want to see them—I think that's going to be a competing factor in the pay television universe. Why do I have to pay for a whole month's worth of stuff that I can only watch when certain things are programed when I can rent my things for less money and watch what I want to watch when I want to watch it?

But I get right back to some basic business premises, and that is, if you continue to satisfy your customers, and if you continue to worry about your audience, and provide them with the best that's available, then you don't have to worry because they will keep coming back to you.

That's what I said earlier. Our future is in our hands, so long as we're smart in how we spend our money and continue to keep our eye on serving the public, and do things for its purposes and its interests, and not for selfish reasons, then the business will follow. And if we lose sight of that, then that's when we're going to start developing problems.

Are you telling us that broadcasting is going to experience a resurgence as the favored medium? Or has it never lost it?

I don't think it's ever really lost it. I think what we have are recognitions changing. But the public has never lost its love affair with television.

Hill hears more copyright debate

Hearings center on proposal to cut CRT's latest fee structure

Proposed legislation (H.R. 2902 and H.R. 3419) that would nullify the Copyright Royalty Tribunal's latest hike in the compulsory license fees cable systems must pay to import distant television signals was debated before a congressional panel last week. It was the first of a series of hearings in which the House Copyright Subcommittee will examine the compulsory licensing scheme and related issues. The witnesses were all proponents of the legislation; opponents will get a chance to state their side at a later hearing not yet scheduled.

Congressmen Mike Synar (D-Okla.) and Sam Hall Jr. (D-Tex.), who introduced the bills, testified along with cable industry spokesmen, including superstation owner Ted Turner, all of whom urged support of the measures.

Synar's bill would permit cable systems, regardless of size, to carry three distant independent signals without paying fees based on the CRT's 3.75% rate. Synar argued that the rate hike discourages rural cable systems from expanding their programming. Synar is a member of the copyright subcommittee. "Literally millions of cable viewers have actually lost channel options," he said. Even more troubling, Synar said, is that the "CRT rate increase runs counter to the deregulation policy of the FCC—effectively reregulating a deregulated aspect of the cable industry."

According to the CRT ruling, which was devised to offset the FCC's repeal of its syndicated exclusivity and distant signal rules, large cable operators (those that generate more than \$214,000 in basic cable revenues during one of the CRT's six-month accounting periods) are required to pay 3.75% of their basic revenues for each distant independent signal and one-fourth of that amount for each distant network affiliate that they would not have been able to carry under the distant signal rules.

Hall's bill, H.R. 3419, takes a different approach. (Hall sits on the subcommittee's parent, the Judiciary Committee.)

His bill would exempt cable systems from paying the higher license fees for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming. If the bill becomes law, the immediate beneficiary would be Turner's WTBS(TV) Atlanta, which claims to pay national rates for its syndicated programming. A companion measure has also been introduced in the Senate (S.1270) by Senator Dennis DeConcini (D-Ariz.).

Hall's bill would also require that a station's national audience be measured regularly by a major rating service and that its advertising rates reflect the national audience. "Today, WTBS is clearly the primary sta-



Effros, Turner, Wheeler and Bliss

tion that can say that it directly compensates copyright holders for its national cable audience. It may be that others are providing increased compensation as well, or that they intend to do so in the near future," the congressman said.

Subcommittee Chairman Robert Kastenmeier (D-Wis.) felt the CRT had "misused its authority." Kastenmeier objected to the increase last year and filed a statement with the appellate court supporting the National Cable Television Association's appeal and request for a stay pending judicial review (BROADCASTING, Dec. 13).

"The CRT was designed by us to adjust rates not to put companies out of business," Kastenmeier said, but he stopped short of supporting either measure.

Other committee members felt the problem would best be solved by repealing the compulsory licensing scheme altogether and letting the marketplace set rates. Representatives Barney Frank (D-Mass.) and Harold Sawyer (R-Mich.), who said the measures did not go far enough, suggested repeal.

They introduced a bill in February (H.R. 1388) that would make cable systems transmitting distant signals subject to full copyright liability by Jan. 1, 1985—a provision vigorously opposed by the cable industry (BROADCASTING, Feb. 14). That bill would pose some problems for broadcasting too. It calls for repeal of the FCC's must-carry rules.

The negative impact of the rate increase on cable systems was emphasized by NCTA President Thomas Wheeler, who said that 10 million homes have lost cable television channels. "According to a recent survey of 25 of the cable industry's 30 largest multiple system operators (MSO's), of those cable

systems liable for the new copyright fees, 76% had to drop one or more signals. On the average, a system dropped 1.76 signals," Wheeler testified.

Wheeler also said that other problems were created by the raise in fees. "Many cable operators, required by contract with a local government to continue to provide these overpriced distant signals, had to compensate for this new cost with increased rates charged to the consumer or cancellation of plans to use previously available revenue to upgrade cable system facilities and expand and improve services," Wheeler said.

"Imagine the position the operator will be in at franchise renewal time when the system's history has featured rate increases, dropped channels and lack of upgrading all because the CRT altered the economics of the system," Wheeler added.

Wheeler asked the subcommittee members to protect compulsory licensing. "The compulsory license is essential because it is the only methodology which can successfully overcome the logistical nightmare of obtaining rights and paying for thousands of programs on multiple channels on thousands of cable systems," he said.

Hall's bill was endorsed by Turner, who explained how the rate hike affected superstations. "Where systems have dropped these signals, or refuse to add them because of these fees, gaps are created in the national coverage of such networks. This will reduce their advertising revenues, will restrict their direct program payments to copyright owners. This frustrates the evolution from a compulsory license system for distant signals to a fully licensed system," Turner argued.

Stephen Effros, executive director, Com-

Finished. The long-brewing legal wrangle between Tuesday Productions, San Diego, and the American Federation of Television and Radio Artists, apparently is over. A court-approved agreement has been reached settling all the litigation between Tuesday and AFTRA and its locals and between the production company and the Screen Actors Guild, whose case did not come to trial. The agreement provides that financial details of the settlement not be disclosed, but a Tuesday spokesman said the sum was "substantial." Tuesday won a judgment against AFTRA last year for \$10.4 million in damages in an antitrust suit charging the union's contract barred signatory advertising agencies from dealing with nonsignatory producers such as Tuesday (BROADCASTING, July 12, 1982). Tuesday later sued SAG, but this case has not come to trial. Late last year AFTRA filed for bankruptcy to protect the union's finances pending an appeal. AFTRA said the settlement provides for dismissal with prejudice of judgment against the union and its locals. It said this means no similar suit may be by the plaintiffs on the same grounds and that all pending litigation against AFTRA and SAG is nullified.

munity Antenna Television Association, and Roy Bliss, executive vice president of United Video, the satellite carrier for WGN-TV Chicago, also argued for relief from the rate hike and urged support of the bills.

Supreme Court to rule on college football rights cases

It agrees to review decisions holding that NCAA is illegally negotiating TV rights in place of individual schools

The Supreme Court will decide whether the National Collegiate Athletic Association's exclusive control of television rights to member colleges' football games violates federal antitrust law. Thus far, a U.S. district court and a U.S. appeals court have held that the control—under which NCAA has assigned television rights to ABC, CBS and Turner Broadcasting System Inc.—is illegal. Last week, the high court agreed to review the case.

Two football-minded universities that probably could negotiate lucrative contracts for themselves—Oklahoma and Georgia—filed the antitrust suit, which jeopardizes television contracts worth \$281 million (BROADCASTING, Sept. 20, 1982). The broadcast networks have four-year contracts extending through the 1985 season for which each is paying \$131.8 million. Turner is in the second year of a two-year contract for which it paid \$18 million.

The lower courts have upheld the universities' contention that the NCAA rule giving the association the exclusive right to sell television rights of the member colleges' football games to the networks is per se price fixing and thus a violation of the antitrust law. In September 1982, U.S. District Judge Juan Burciaga in Oklahoma ruled on the issue, and in May, the U.S. Court of Appeals for the 10th Circuit.

The appeals court held that the arrangement restrained trade through an illegal reduction in the number of games that are televised. Under the contracts, ABC and CBS each allow 82 different teams to appear over a two-year period; no school appears more than six times. Each network televises at least 35 NCAA games nationally or regionally each year.

The NCAA, in seeking Supreme Court review, said that rather than restraining competition, the contracts helped member schools compete with other forms of entertainment. It also said that the appeals court decision, if not reversed, would affect more than college football. "Almost every successful professional sport [that] has pooled and sold TV rights as a package to one or more networks" would be affected, the association argued.

Lining up on the Oklahoma-Georgia side in the dispute was the Association of Inde-

More flexibility, please. The National Association of Broadcasters has asked the FCC to amend the rule that requires broadcasters to give notice to parties if their telephone calls are to be broadcast.

In a petition for rulemaking, the NAB noted that the commission has not yet acted on a 1975 petition by Doubleday Broadcasting that addressed recorded conversations. The NAB suggested that the commission re-examine its rule for both live and recorded conversations at the same time.

The NAB asked that line broadcasts of commercials be permitted if parties are informed immediately after answering the telephone that they are on the air; that in recorded conversations intended for airing the initial greeting may be broadcast provided that immediately after the telephone is answered, broadcasters identify themselves and their stations and tell the other parties that the communication may be played on the air, immediately and that broadcasters may record conversations without broadcasters immediately identifying themselves if at some point during the taping explicit consent for subsequent broadcast is obtained from the parties being called.

pendent Television Stations. It said the outlawing of the rule giving the NCAA exclusive rights to negotiate the sale of the television rights to the members' football games would permit INTV members to deal with colleges for the rights to televise their games—as the stations are eager to do.

The appeal of the district court's decision last year kept the existing arrangements in

place during the 1982 season. And in July, Justice Byron White stayed the effectiveness of the appeals court's decision pending the completion of the judicial review. The high court's decision last week assures the arrangements will continue through the remainder of this season. A decision is not expected from the Supreme Court until next spring. □

FCC lifts restrictions on Class IV's, STV and multicity ID's

Commission also sides with WINZ(AM) in fairness doctrine case involving editorializing

The FCC moved farther in its deregulatory course last week. At its open meeting, the FCC proposed to increase the nighttime power of Class IV AM stations; loosened its multicity identification rules; further relaxed its subscription television rules, and proposed to change its procedures to permit FM and TV licensees to upgrade their stations—in situations where there are additional channels for which newcomers have an opportunity to compete—without having to confront competing applications.

And in another action, the commission upheld a staff ruling rejecting a complaint by Florida Power and Light Co. that WINZ(AM) Miami had violated the fairness doctrine and personal attack rule.

■ Class IV AM stations could win big. Under current FCC rules, they're authorized to operate with a maximum power of 1,000 watts during the day, but have to cut power to 250 watts at night. The commission proposed to permit all of them to put out 1,000 watts at night.

Those Class IV's that, because of co-channel or adjacent channel protection requirements, cannot operate at a full 1,000 watts during the day will still be able to use higher power at night, the FCC said.

To make moves easier, the FCC also proposed to redefine the nighttime power increases as minor changes.

Commented FCC Chairman Mark Fowler: "I think the Class IV's have needed a break for a long time."

■ Under current FCC rules, licensees that want to use multicity identifications must first apply to the FCC for permission.

The cities they want to use in that ID also must be located within their principal-city contours.

Under the change, a broadcaster can include any city it wants in its ID, even if that city is outside its principal ID city contour as long as it mentions its city of license first, and the broadcaster doesn't have to ask FCC permission.

■ The FCC also made it easier for broadcasters to get into the STV business.

Specifically, under the changes adopted, broadcasters won't have to apply for FCC permission to offer STV; all they have to do is notify the commission by letter within 10 days of the start of their operation that they're doing that, identifying the make and type of encoding system being used and asserting that their operations are in compliance with FCC rules.

The commission also said it would permit STV licensees to operate under less stringent technical transmission standards than conventional TV operators.

■ Under another FCC plan, it should be easier for FM and TV broadcasters to upgrade their facilities.

According to the proposal, applications for FM and TV assignment changes could be approved, without exposure to competing applications, in cases where the commission assigns additional channels to the same community for others to seek.

In its notice of proposed rulemaking, the FCC said the proposal would enable licensees to institute service on a new channel faster and more cheaply than they could otherwise; the proposal also would encourage licensees to upgrade their service since they wouldn't risk losing out to competitors, it said.

The FCC asked whether the case law

Ashbacher) required that all newly assigned channels be available for application when all "expressions of interest cannot be accommodated."

■ In its complaint, Florida Power and Light Co. had charged that WINZ had violated the fairness doctrine and personal attack rule in airing a series of announcements and editorials opposing a rate increase the utility was seeking.

WINZ had agreed that the proposed rate increase was a controversial issue of public importance, but it also had contended that it had provided "more than a reasonable opportunity for the presentation of significant viewpoints." WINZ noted that while it had run 330 75-second editorials opposing the rate increase, it had also run, free of charge, 198 90-second spots written by FPL that argued for the increase.

In a letter to FPL, the Mass Media Bureau said it didn't appear that FPL had satisfied its burden of showing that contrary viewpoints weren't broadcast in the station's overall programming.

It also said it wasn't necessary to determine whether a personal attack had occurred, when a station had an outstanding offer of time to the complainant, as it had here. And the bureau said it couldn't find that the station had been unreasonable in finding that its offer of reply time was reasonable within the meaning of the personal attack rule (BROADCASTING, May 2).

In upholding the bureau, the FCC noted that, whether the fairness doctrine and personal attack rules were applicable or not, the licensee had granted FPL access to its facilities, and FPL accepted that offer. "Under the fairness doctrine and personal attack rule, a licensee is required to do nothing more," the FCC said in a press release. □

FCC postpones implementation of access charge

It also sets inquiry into how to regulate AT&T after breakup

The FCC's controversial access charge decision, which the commission has been ballyhooing as one of the most important telephone decisions ever, will be delayed—not because congressional critics have had their way, but on the FCC's own say-so.

In an order last week, the FCC said the decision, originally scheduled to go into effect Jan. 1—the same day AT&T is supposed to divest itself of its local telephone companies—now isn't scheduled to go into effect until April 3 (although the FCC said it would "consider" putting the decision into effect earlier than that if it can).

In a news release, the FCC said the mounds of tariff materials it had received from AT&T and local telephone companies responding to the access decision had raised "many substantial and controversial issues which must be resolved, including questions about many new rates and terms which nei-

ther the access rules nor the court-mandated breakup of AT&T required."

The access charge decision, which would be overturned in part by bills pending before both houses of Congress, would, among other things, force residential telephone users to pay a flat monthly fee of \$2 to make interstate calls. The decision, which the commission has insisted should lead to lower long-distance rates, also lays the ground rules for how long-distance telephone companies pay for access to local telephone company facilities used to complete interstate telephone calls (BROADCASTING, Jan. 3).

In other news on the common carrier front, the FCC, at an open meeting last week, decided to loosen its regulatory grip on other common carriers and launched an inquiry into how it should regulate AT&T after the divestiture.

In its so-called "competitive carrier" proceeding, the FCC expanded upon its decisions to "streamline," or to forbear from, regulation of "nondominant" common carriers—those it says don't have the market power to charge "unjust or unreasonable" rates.

Those carriers the commission finds qualified for streamlined regulation still

have to file tariffs, but they only have to file those on 14 days notice, and they don't have to include cost-support data with those. Under the order, carriers the commission opts to forbear from regulating don't have to file tariffs at all.

In its order, the FCC said the domestic, interstate services of miscellaneous common carriers, domestic satellite carriers, Western Union Telegraph Co., international record carriers and facilities-owning interexchange carriers affiliated with exchange telephone companies are eligible for regulation under the streamlined scheme. It said it would forbear from regulating domestic satellite resellers, resellers affiliated with exchange telephone companies, and specialized common carriers such as MCI or GTE Sprint.

In a move long advocated by former Commissioner Anne Jones, the FCC also launched a notice of inquiry to explore how it should regulate AT&T's basic interstate services after the divestiture.

The FCC said it was interested in information on the costs and benefits of continuing its current level of regulation of AT&T through 1990, possible options for reducing that regulatory oversight and how AT&T's future market power can be assessed. □

MPAA urges action against countries stealing satellite feeds

It wants U.S. Trade Representatives to use economic sanctions to stop Caribbean countries' unauthorized use of programing

The Motion Picture Association of America has urged the Reagan administration to use provisions of the Caribbean Basin Recovery Act to apply pressure on countries where entrepreneurs are "pirating" U.S.-made programing from domestic satellite transmissions. The programing is intended for a U.S. audience, but the footprints of the satellites extend to Central America and the Caribbean. In the Caribbean alone, the MPAA says, the piracy threatens the more than \$20 million in revenue the theatrical and television divisions of the motion picture companies earn there annually (BROADCASTING, July 4).

The MPAA offered its views last week in comments filed with the Office of the U.S. Trade Representative in a proceeding to determine the criteria for designating countries to benefit from the recently enacted Caribbean Basin Economic Recovery Act.

The act is designed to promote the economic development of 27 countries and territories in the region by providing them with duty-free treatment and other benefits.

But it establishes criteria that a country must meet to be designated as eligible for aid and the President may consider in determining whether a country should be designated. The MPAA says some of those provisions—which it helped write into the act—should be applied to deny aid to countries taking without compensation the satellite-distributed material of U.S. companies.

One criterion specifies that a country "must not engage in the rebroadcast of U.S. copyrighted material through a government-owned entity without the express consent of the copyright holder."

Other applicable criteria require the President to consider the extent to which a country permits foreign nationals to obtain rights in "intellectual property, including patent, trademark and copyright rights" and to which it prohibits its nationals from retransmitting material of U.S. copyright owners "without their express consent."

The programing at issue—intended for distribution by U.S. domestic satellites to cable television systems and television stations in the U.S.—includes syndicated series and features from superstations, such as WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago; sports, entertainment and children's shows on cable origination networks, including USA Network and Nickelodeon, and feature films and special programs on pay television networks such as Home Box Office and Showtime.

MPAA says some of the copyright holders intend to scramble the signals of their pay television programing. But at present, it adds, "all of this programing is currently receivable to anyone with an earth-receive station located within the satellites' footprints." And those footprints, MPAA notes, cover a large section of the western hemisphere.

MPAA says theatrical and television income of U.S. program owners are threatened in the area because of the traditional sequential release patterns. Motion pictures are not released to theaters in the Caribbean

Paper dispute. FCC has denied Lansing branch of American Civil Liberties Union of Michigan—and its own Mass Media Bureau—review of Review Board decision granting license renewal of Gross Telecasting Inc. for WJIM-AM-FM-TV Lansing, Mich. ACLU and Mass Media Bureau had contended that Gross violated page limit in its opposition by incorporating material from its briefs before the board. In 3-1 vote (with Commissioner Henry Rivera dissenting), however, commission disagreed, contending that Gross opposition had been self-contained document and that no reference to outside material was needed to understand argument. Gross has proposed sale of TV station to Universal Communications Corp. for \$48 million (BROADCASTING, July 25). Buyer is new venture of Forstman Little & Co. and John D. Backe, former CBS president.

and Central America until 12 to 18 months after U.S. theatrical release, “sometimes long after they have been shown on U.S. domestic pay cable television by means of satellite transmission.”

The mandatory and discretionary designation criteria were written into the Caribbean Basin Initiative largely because of the unauthorized rebroadcasting of U.S. satellite programming by the Jamaican Broadcasting Corp., an agency of the Jamaican government. MPAA said it and the Jamaican government have since entered into “good faith negotiations” aimed at reaching a license agreement under which JBC will obtain broadcast rights to U.S. television material.

McKinney warns of deregulation roadblocks at state, local levels

Mass Media Bureau chief tells communications bar that FCC efforts may be thwarted unless federal government steps in

To insure that its efforts to deregulate aren't thwarted down the line, the FCC should preempt state and local government regulation, James McKinney, FCC Mass Media Bureau chief, said at a Federal Communications Bar Association luncheon in Washington last week.

“As we move to deregulate at the federal level, we cannot ignore what is happening at the local and state levels,” McKinney said. “Mini-FCC's, disguised as public utility commissions, cable franchising authorities and public health and radiation authorities are now ready and willing, and some are even able, to fill any vacuum created by FCC unregulation,” he said. “And I think it entirely appropriate, in these days of federal forbearance, to preempt the states from entering those areas. Unless we take that task, the marketplace will be strewn with local regulatory waste and abuse. New technologies will grind to a halt, and competition will disappear very rapidly as nationwide communications systems attempt to overcome dozens, perhaps hundreds, of varying standards and philosophies.”

McKinney also said the First Amendment was the first and best example of federal preemption. “There are no federal rules regulating newspaper or magazine content, and states may not enter the forbidden area of regulation. We should not be afraid to follow that model frequently and with courage,” he said.

“Frankly, I believe we can either preempt now or preempt later—when local regulators strangle innovative local communica-

But, MPAA added, “government entities in other Caribbean countries are reportedly using U.S. satellite programming without authorization.”

Accordingly, MPAA said, the President should withhold designation from any country that retransmits U.S. copyrighted programming without permission. MPAA also said that as for the discretionary criteria, the President should determine whether the copyright act of a particular country provides a nondiscriminatory procedure for establishing ownership of copyrights, prohibits the unauthorized use of copyrighted works and provides injunctive and monetary remedies for infringements of copyrights. □



McKinney

tions service and the federal government has to step in to protect the national communication system.”

In a question and answer session, McKinney added that the commission shouldn't permit itself to be hamstrung by precedent that has sketched in the boundaries of state and federal jurisdictions. “You can't keep going back to prior precedent . . . when the technology has dramatically changed the environment,” he said. “That's something you lawyers can fight in court for the next 20 years.”

On another topic, McKinney hinted that the bureau won't be champing at the bit to recommend the creation of new application-generating services until it clears its plate of those already authorized (for example, low-power television and the new FM's that are

expected to should be created by docket 80-90).

McKinney also said the bureau will recommend, in a notice of proposed rulemaking, new processing procedures to deal with LPTV applications that come in after the commission lifts its current application freeze. And McKinney said the notice might recommend eliminating the current LPTV cut-off procedures, permitting consideration of the applications on some sort of first-come, first-served basis. □

Rivera criticizes plan to repeal rule of sevens

Commissioner says FCC proposal will lead to concentration of control by large firms and will hinder purchases by minorities

The FCC's proposal to re-examine the need for its rule of sevens, which restricts broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's), appears to go too far. That was the message FCC Commissioner Henry Rivera took to the Texas Association of Broadcasters.

“The simple truth is that the seven-station rulemaking adopted by my fellow commissioners contemplates regulatory and philosophical changes that are far too sweeping, and which carry with them too much potential for harm, for me to support it in good conscience,” said Rivera, who lodged the sole dissent when the commission adopted a notice of proposed rulemaking on the subject last month (BROADCASTING, Sept. 26). “I hope my colleagues will revise their thinking and opt for a more moderate stance.”

One of the commission's mistakes, Rivera suggested, was to lump radio and TV together. Rivera said he could have supported a proposal limited strictly to radio ownership, since there are many more radio outlets than TV, since radio ownership is diffused over a broad range of owners (only 27% of the more than 9,000 radio outlets being owned in groups of three or more, he said) and since radio is increasingly becoming a secondary source of information.

TV, however, he said, is not characterized by the same abundance and ownership diversity. “It is also the dominant information and entertainment medium for most Americans,” he said.

“Regulatory policies that may be perfectly acceptable for industries involving fungible goods, like steel, breakfast cereals or appliances should be strictly scrutinized before they are applied to businesses involving information dissemination,” he said. “Accordingly, the economic analysis expounded by the commission in this proceeding, if ultimately accepted, would allow for the placement of numerous information outlets under the editorial control of just a few firms. This prospect is extremely disturbing,” he said.

He also said he “wholeheartedly” disagreed with another of the FCC's premises: that the public interest in diversity of opinion

may be better achieved by encouraging media conglomeration than by fostering a maximum diversity of ownership. According to Rivera, the commission's argument is that if entities are permitted to own more stations than currently allowed, they are more likely to form new networks or produce more original programming.

"I find this argument unconvincing," he said. "These rules haven't prevented the formation of 19 radio networks. They also haven't prevented several companies from owning a complement of major-market television stations giving them nearly the same or comparable audience penetration as the network-owned stations. If penetration comparable to the O&O's is necessary to form a sizable independent programming venture, as the commission has suggested, why didn't these companies do so in years past?"

"Now, with the advent of cost-effective satellite delivery technology, such new television programming ventures are beginning to emerge. And with the authorization of direct broadcast satellite service, multichannel multipoint distribution service and low-power television, the prospects for additional networks have been further enhanced.

"It is far from apparent that expanded group ownership is necessary to promote diversity of program sources or new networks in either radio or television. Surely a more persuasive case should be required before making so radical a departure from our traditional approach to media diversity," he said.

Rivera added that he was disturbed that the commission had showed so little regard for the "detrimental" effect the proposal would have on minorities and other newcomers who want to buy their way into the business. "Elimination or substantial relaxation of the multiple ownership rules is likely to seriously impair entry and participation by all but very large media conglomerates," he said. "It will do this by allowing these well-financed entities to bid up the price of stations in most markets significantly, making entry all but impossible for anyone but them.

"The expanded presence of large group owners will also make it very difficult for small broadcasters to compete," he said. "This economic phenomenon may be perfectly acceptable to industries not characterized by technical scarcity, and not affected with the nearly unique capacity to influence public opinion. However, rigid reliance on the free market is extremely hazardous in the sensitive domain of broadcast ownership."

While Rivera conceded that the seven-station limit is arbitrary, it has, he said, prevented concentration of the broadcast media into the hands of a few.

Rivera also said his primary objection to the commission's TV deregulation proposal (BROADCASTING, July 4) is its "analytic overkill."

"One of the reasons given for revisiting these rules was that they hinder television licensees' ability to compete with less regulated video services. But this is little more than a paper tiger. Neither DBS nor LPTV is now a reality, nor are they likely to become widely available in the immediate future," he said.

"Cable television, the only service that

has made inroads into the television market, is often more extensively regulated than broadcasters by local franchise authorities," he said.

Another premise for the TV deregulation proceeding is that competition with TV is on the increase, he said. "The problem I have with this rationale . . . is that much of this new competition is not here yet, and that which exists has very little audience penetration. Undoubtedly, residents of several major markets around the country have access to some of these new choices. But what about the markets like Washington, D.C., which has no cable or LPTV? What about smaller markets, where there is no realistic prospect for a video explosion in the near future?" □

Reagan cleared to continue radio broadcasts

President Reagan may have approved the formation of a committee to work for his reelection, but that does not mean his appearances on radio or television raise equal-time questions. Unless he officially announces for re-election and qualifies for a place on a ballot, he is not a candidate as far as the FCC and the Communications Act are concerned.

The White House last week said its counsel, Fred Fielding, determined that the

equal-time law would not be triggered by the President's Saturday noon talks over several radio networks until the Republicans and Democrats nominate their presidential candidates. Fielding also said in a memo that during the primaries, the law would apply only to "legally qualified" candidates.

Conceivably, however, one or more such candidates could emerge. Hustler publisher Larry Flynt has announced his intention to challenge the President for the Republican nomination. But, under the FCC's policies, neither is a legally qualified candidate.

To become one in a presidential primary, a person must have made a formal announcement and qualified for a place on the ballot. Qualification on the ballot in 10 states would make the person a candidate nationally. Since Reagan has decided not to make a formal announcement until possibly early in January, there is no immediate problem for stations carrying the Saturday talks. And until Flynt qualifies as a legal candidate on a ballot somewhere, he does not pose a problem either.

Confusing the issue are the standards the Federal Election Commission uses to determine whether a person is a legally qualified candidate. The FEC considers both Reagan and Flynt legally qualified candidates since they have filed papers with it and are raising and spending money.

However, in 1979, in a ruling involving candidate Reagan, the FCC made clear its standards are different from the FEC's, and that in cases involving the use of broadcasting facilities, the FCC's standards apply. □

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Producers' answer to prime access: syndicated soaps

Telepictures and Metromedia will co-produce 'Rituals'; weekly half-hour has been cleared by Gannett and Outlet stations; others working on serials include Paramount and Lorimar

A serialized drama for prime access, rumored for weeks to be in the works at Telepictures Corp. ("Closed Circuit," Sept. 22), surfaced with a bang last Tuesday (Oct. 18) when the company announced it will be co-producing the series with Metromedia Broadcasting. The half-hour strip, which has also been cleared by the stations of Gannett Broadcasting and Outlet Broadcasting, is the first of a number of syndicated soap operas proposed for the next season to receive commitments from major broadcast groups. The co-production agreement, which carries, according to Telepictures, the largest annual budget in the history of TV program syndication, links one of the fastest growing production/syndication companies with the operator of independent television stations.

Rituals, as the series has been tentatively titled, is based on a novel by Charlene Keel, who is also writing the pilot episode. It centers on life at an exclusive women's college in a small town near Washington, and the women's adventures and romances.

There will be 52 episodes a year, distributed to stations on a cash/barter basis, with one minute reserved for national advertising. The program's \$14-million annual budget will be four times that of *Peoples Court*, the hit prime access series Telepictures launched two years ago, according to Dick Robertson, senior vice-president for sales and marketing at Telepictures. Robertson would not dis-

close what the company is asking in license fees from stations for rights to the program, but said they are "higher than those for other syndicated shows," many of which rely on a half-year of rerun episodes to recover costs.

Telepictures retains the rights to distribute *Rituals* to foreign markets.

In mounting a soap opera for prime access, Telepictures and Metromedia hope to score the kind of success soaps have achieved in prime time in other countries, according to Robertson. The British Broadcasting Corp.'s *Coronation Street*, which airs twice weekly from 7:30 to 8 p.m., is consistently among the United Kingdom's top five rated programs and there are successful prime-time half-hour soaps running on Australian television.

The companies also hope to fill a void in prime access, a time period they and other programmers believe is ready for an alternative to the game shows, information/entertainment magazines and off-network situation comedies that have dominated it in recent years. Research conducted for Telepictures in January by the consulting firm of Frank Magid Associates Inc. found there is a surprising lack of loyalty to many of the shows airing in access now, according to Telepictures executives.

Telepictures did not gather information on viewers' feelings about its own *Peoples Court* in the survey, in part because the program was not airing as widely in access then as it is now. The Magid study used a national sample of about 800 respondents, a sample Telepictures was advised was large enough to discover what it was looking for, information about vulnerability of programs in access.

Nearly half (47%) of respondents to the

Magid survey said it would make no difference to them if the show they normally watch following the evening news was taken off the air, while 36% said they'd be "somewhat upset" and 16% said they'd be "very upset." Among viewers of sitcoms, 65% were indifferent while 27% said they'd be somewhat upset and 8% said they'd be very upset if their show were canceled. Viewers of *PM Magazine* included 58% in the "no difference" category, and 31% in the "somewhat upset" and 10% in the "very upset" categories.

For viewers of *Entertainment Tonight*, 57% were indifferent, 43% would be "somewhat upset" and none would be "very upset."

By being the first to launch a syndicated continuing drama in prime access, Telepictures and Metromedia hope to have gotten "a leg up" on any competition that may materialize, according to Michael Garin, Telepictures president and chief operating officer. Serials are a genre that attracts unusual amount of viewer loyalty, said Garin, and although that can give them a lifetime of many years, even decades, as evidenced by some of the more popular daytime soaps on the three major networks, it can make it extremely difficult to launch competing serials in the same time period.

Rituals will be produced on tape in Los Angeles by the newest division of Telepictures Corp., Telepictures Productions, headed by Frank Konigsberg. Ken Corday, producer of the daytime series, *Days of Our Lives* (NBC) and *The Young and the Restless* (CBS), is executive producer. A pilot will be ready for screening in January, according to Konigsberg, and production of the series will begin next summer.

With the Metromedia, Gannett and Outlet stations lined up to carry *Rituals*, Telepictures and Metromedia have already cleared about 33% of U.S. television homes. The 17 stations included in the deal are: Metromedia's WNEW-TV New York; KTTV Los Angeles; WFLD-TV Chicago; WCVB-TV Boston; WTTG(TV) Washington; KRIV-TV Houston, and KNBN-TV Dallas; Gannett's WXIA-TV Atlanta; WTCN-TV Minneapolis; KBTV(TV) Denver; KPNX-TV Phoenix; KOCO-TV Oklahoma City, and Outlet's WJAR-TV Providence, R.I., WCMH-TV Columbus, Ohio; WCPX-TV Orlando, Fla.; KOVR(TV) Sacramento, Calif., and KSAT-TV San Antonio, Tex. Metromedia's independent stations are said to be planning to run the serial in prime time rather than access, an arrangement one Telepictures spokesman said the company would like to make with other independent stations.

Other serialized dramas being proposed for the syndication marketplace are Paramount Television's *City of Angels* and, according to some sources, a series from Lori-



'Ritual' announcement. Presenting the news of the Telepictures-Metromedia program arrangement were (l-r): Dick Robertson, senior vice president-sales and marketing, for Telepictures; Frank Konigsberg, president of Telepictures Productions; Bob O'Connor, vice president and general manager of WNEW-TV New York; Dick Block, executive vice president of Metromedia, and Michael Garin, president of Telepictures Corp.

mar. *City of Angels* is designed for early or late fringe, according to Steve Goldman, vice president and Eastern regional sales manager for Paramount, and is based on the off-camera life and relationships of the star of a late-night talk show host. Eugenie Hunt and Ralph Ellis, the husband/wife team who

have worked on such network serials as *Search for Tomorrow*, *As the World Turns* and *The Doctors*, would write the new series, which, according to Goldman, will not be a "firm go" until Paramount has lined up commitments from advertisers for 52-week runs and from stations. The budget for *City of*

Angels would be close to that for *Rituals*, at about \$250,000 per week.

Insiders at Lorimar confirmed a serial is being discussed there, but would not reveal any details.

In addition to *Rituals*, *City of Angels* and the Lorimar series, there are two nonseria-

World Series scores for ABC-TV

Buoyed by four of the five World Series baseball games, ABC sailed into first place in the prime time ratings for the third week of the new season (ended Oct. 16). CBS, which won the first two weeks of the new season, fell to second place during the third week with 18.0/28 to ABC's 20.2/32. NBC finished in third place with 15.3/24.

ABC was first on five nights—Tuesday, Wednesday, Friday, Saturday and Sunday. CBS took Monday and Thursday nights. The first three games of the Philadelphia Phillies-Baltimore Orioles World Series were among the five top-rated programs of the week, while Sunday's game ranked sixth (although it fell 16 minutes short of running into prime time).

Among the week's other top 10 programs, *Simon & Simon* moved up more than five rating points and six places compared to the week before to rank third with 26.0/39. *AfterMASH* was topped from its two-week hold on first place and slipped 1.8 rating points to fourth with 24.2/34 (it skidded five points between premiere and second outing). NBC's only top-10 program, its Monday night movie, *Adam*, took seventh place with 23.0/33.

The three networks' combined ratings rose to 53.5, 2.2 rating points above the week before, but only two-tenths of a point ahead of the 53.3 scored in the comparable week in 1982. Combined network share for the week was 84.0, the same as in 1982.

In the evening news races, CBS was first with a 12.1 rating, NBC placed second with 10.6, and ABC showed third with 10.0. In share points, CBS scored 22 while NBC and ABC tied with 20.

The third week, night by night:

As it did the two previous weeks of this season, CBS won Monday night—this time with an average 22.8/34, compared to NBC's average of 18.9/28 and ABC's 17.1/24. CBS started the evening off with *Scarecrow and Mrs. King*, with 22.3/34, followed by *AfterMASH*'s 24.2/34, while the *Country Music Awards* on CBS (22.6/34) outperformed Monday Night Football on ABC (17.2/28), but alternated with NBC's movie, *Adam* (23.0/33). *Boone*, ranked 59th the week before with 10.3/16, rose to 57th with 10.7/16.

Tuesday night went easily to ABC, fueled heavily by the first of the World Series games (27.3/41), while CBS's average of 13.7/20 was dragged down by a weak showing for *Mississippi* (11.5/17) and the made-for-TV movie, *Night Partners* (14.8/22). NBC,

which averaged second with 18.2/27, beat out CBS's *Mississippi with A Team* (22.1/33) and was able to maintain its edge over CBS the remainder of the evening with *Remington Steele* (18.4/26) and TV's greatest commercials special (14.2/23).

The second game of the World Series (26.8/40) easily gave Wednesday night to ABC with an average 26.4/40. For the runners up, CBS averaged 17.6/27, while NBC averaged 15.3/23. The evening began as a virtual toss-up between CBS and NBC, with the former's *Whiz Kids* and the latter's *Real People* scoring, respectively, 15.7 and 15.6 ratings and tied for shares at 24. A CBS made-for-TV movie, starring *Three's Company*'s John Ritter, pulled an 18.6/28—noticeably better than NBC's lineup of *Facts of Life* (16.8/24), *Family Ties* (16.1/23) and a *Candid Camera* special (13.7/21).

In the only regular-night lineup in the week, other than Saturday night, CBS won Thursday with an average of 22.7/35 compared to ABC's 12.3/19 and NBC's 17.3/27. CBS's fortunes were enhanced by *Magnum P.I.* (22.4/35) which was followed by the highest-rated program of the evening, *Simon & Simon* (26.0/39). The season premiere of *Hill Street Blues* (19.1/31) came in second to *Knot's Landing* (19.8/32).

Game three of the World Series gave ABC Friday night with an average 22.9/39, while the strongest series was CBS's *Dallas* (21.6/35). NBC had two severe disappointments, a special half-hour animated *Coneheads* (7.6/13), which was up against the second half of *Dukes of Hazzard* (17.1/30), and *For Love and Honor* (8.1/14), which was against *Falcon Crest* (19.4/33).

On the strength of regular programming, ABC won Saturday night with an average 17.2/31, while NBC came in second with 12.6/22 and CBS averaged 11.3/20. Back-to-back episodes of *Different Strokes* (16.3/30) and *Silver Spoons* (16.2/29) led the hour against *T.J. Hooker* (13.9/25) and *Cutter to Houston* (8.8/16). ABC picked up momentum, however, with *Love Boat* (21.4/37) and *Fantasy Island* (16.2/30), while CBS pulled in second for the period with its *Saturday Night Movie* and NBC trailed with *Rousters* (10.2/17) and *Yellow Rose* (11.2/21).

On Sunday, ABC averaged 23.5/40 for the last game of the World Series. In regular programming, *60 Minutes* (21.6/34) was the leader, while *Jeffersons* followed with 19.3/29. NBC's *First Camera* was the lowest-rated show of the week with 7.1/11. Overall, ABC averaged 19.4/30 to CBS's 18.3/28 and NBC's 15.8/24.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	World Series Game 1	ABC	27.3/41	23.	Remington Steele	NBC	18.4/28	46.	World Series Pre Game 3	ABC	14.3/28
2.	World Series Game 2	ABC	26.8/40	24.	Nighthawks	ABC	18.3/28	47.	TV's Greatest Commercials	NBC	14.2/23
3.	Simon & Simon	CBS	26.0/39	25.	Knight Rider	NBC	18.2/27	48.	20/20	ABC	14.0/23
4.	AfterMASH	CBS	24.2/34	26.	Goodnight, Beantown	CBS	17.7/27	49.	T.J. Hooker	ABC	13.9/26
5.	World Series Game 3	ABC	23.9/40	27.	One Day at a Time	CBS	17.7/26	50.	Candid Camera Special	NBC	13.7/21
6.	World Series Game 5 (7:00-7:44 PM)	ABC	23.5/40	28.	World Series Pre Game 2	ABC	17.6/30	51.	Trackdown	CBS	12.4/22
7.	Adam	NBC	23.0/33	29.	NFL Monday Night Football	ABC	17.2/28	52.	Trauma Center	ABC	12.3/19
8.	Country Music Awards	CBS	22.6/34	30.	Dukes of Hazzard	CBS	17.1/30	53.	Mississippi	CBS	11.5/17
9.	Magnum, P.I.	CBS	22.4/35	31.	Trapper John, M.D.	CBS	16.9/29	54.	Yellow Rose	NBC	11.2/21
10.	Scarecrow and Mrs. King*	CBS	22.3/34	32.	World Series Pre Game 1	ABC	16.8/28	55.	NFL Post-Game	CBS	11.1/19
11.	A Team	NBC	22.1/33	33.	Facts of Life	NBC	16.8/24	56.	9 to 5	ABC	10.9/17
12.	Dallas	CBS	21.6/35	34.	Different Strokes	NBC	16.3/30	57.	Boone	NBC	10.7/16
13.	60 Minutes	CBS	21.6/34	35.	Fantasy Island	ABC	16.2/30	58.	Mr. Smith	NBC	10.8/19
14.	Love Boat	ABC	21.4/37	36.	Silver Spoons**	ABC	16.2/29	59.	Manimal	NBC	10.3/17
15.	Knots Landing	CBS	19.8/32	37.	We Got It Made	NBC	16.1/24	60.	Rousters	NBC	10.2/17
16.	Falcon Crest	CBS	19.4/33	38.	Family Ties	NBC	16.1/23	61.	It's Not Easy	ABC	10.2/15
17.	Jeffersons	CBS	19.3/29	39.	Alice	CBS	16.0/24	62.	Cutter to Houston	CBS	8.8/18
18.	Hill Street Blues**	NBC	19.1/31	40.	Whiz Kids	CBS	15.7/24	63.	John Glenn Paid Political	CBS	8.3/15
19.	High School USA	NBC	18.9/29	41.	Mama's Family	NBC	15.7/24	64.	For Love And Honor	NBC	8.1/14
20.	Sunset Limousine	CBS	18.6/28	42.	Real People	NBC	15.6/24	65.	Coneheads	NBC	7.8/13
21.	Cheers	NBC	18.6/28	43.	That's Incredibly	ABC	15.4/24	66.	First Camera	NBC	7.1/11
22.	Hardcastle & McCormick	ABC	18.5/28	44.	Gimme A Break	NBC	15.2/24				
				45.	Night Partners	CBS	14.8/22				

* New program-premiere episode

** Returning program-premiere episode

lized dramas being proposed for next year's syndication marketplace. Viacom Enterprises is offering a revised version of *The People Versus*, a strip that would dramatize great trials in American history, such as the recent Claus Von Bulow murder trial, the Lindberg baby murder trial in 1932 and the Patty Hearst case of the 1970's. When offered last year, the series would have dramatized one case each week in five continuing episodes, but this year, it will treat cases in varying periods of time, as demanded by each story, according to Bob Glaser, president, Viacom Enterprises. A new pilot is being readied for *The People Versus* by producer Carpenter Television Programs of New York.

Lexington Broadcast Services is proposing the second dramatic series for next fall, entitled *Tales From the Dark Side*. The series pilot will air as a Halloween special entitled, *Trick or Treat*, on a lineup of 102 stations, including CBS's owned-and-operated stations, according to a company spokeswoman. *Trick or Treat* is the first made-for-TV project by writer George Romero, whose past credits include the movies, *Night of the Living Dead*, *Dawn of the Dead* and *Creep Show*. Neither *Trick or Treat* nor the *Tales From the Dark Side* is a horror show, however, according to LBS, but are family entertainment programs along the lines of the TV series, *Outer Limits* and *Twilight Zone*.

Telepictures Corp., which reported revenue of \$46,421,400 in 1982, now has three successful first-run series in syndication, one of them, *The Peoples Court*, in prime access. *Love Connections*, a game show launched last month, is faring well in preliminary ratings (BROADCASTING, Oct. 17), while *Newscope*, a joint venture in news programming with Gannett Broadcasting that provides stations with national stories for local newscasts, premiered last month on 99 stations.

In addition to launching its own production company last June, Telepictures continues to expand its international and domestic distribution of off-network and first-run series and movies. Last week, the company announced a new joint venture with Lexington Broadcast Services to sell advertiser-supported programs overseas.

In the past year, Metromedia Broadcasting has catapulted into the forefront of independent television programming by investing in such first-run ventures as *Thicke of the Night*, *Breakaway* and new episodes of *Fame* and *Too Close for Comfort*, the last two series canceled by NBC-TV and ABC-TV, respectively, at the end of last season. It has also mounted a two-hour, first-run variety series, targeted to Saturday nights, which it hopes to have on the air early next year and is assembling features and made-for-TV films for a once-a-month prime time movie network. Plans for a prime-time, hour-long weekday news network are still under study at Metromedia, while the company searches for a national anchor.

With *Rituals*, Telepictures hopes to further solidify its reputation by mounting successful syndication series by working cooperatively with broadcast station operators and producers, said Garin. For Metromedia, according to executive vice president, Dick

Block, it represents another effort to demonstrate leadership in independent television programming.

Both companies also hope to spark new life into prime time viewing. "We think we have a chance to change viewing patterns," said Telepictures's Robertson, and, according to Block, "We think that with this one, we're going to make history." □

'This is Your Life' looks to be success story of new season

This is Your Life, a first-run, weekly half-hour series that premiered Sept. 24 on a national lineup that includes NBC's owned-and-operated stations, is showing signs of becoming the new season's first hit among weekly syndicated shows. Hosted by Joe Campanella, produced by Ralph Edwards and distributed by Bill Andrews's Andrews & Associates, New York, *This is Your Life* led its time period in New York on Saturday, Oct. 15, tied the same night for first in Los



Campanella and Edwards

Angeles and has been running second or third in Chicago since its premiere, according to overnight ratings from A.C. Nielsen.

In New York, where it airs from 7:30 to 8 p.m. Saturday on WNBC-TV, it averaged a 12 rating/23 share, outperforming *All in the Family* (7.1/13) on WNEW-TV as well as *Music Magazine* (3.3/6) on WCBSTV and WABC-TV's *New York People* (5.7/10). In its first three weeks on the air in New York, *This is Your Life* advanced from a premiere-week 9.3/20 average to a 9.5/17, then to a 10.8/22.

In Los Angeles, where the shows airs on KNBC-TV at 7:30 p.m. on Saturday, it averaged a premiere week 9.4/19, followed the next week by a 10.3/19 then a 9.5/18 for Saturday, Oct. 15, when it nearly tied KABC-TV's *Eye on L.A.* (9.6/18) and outperformed *Entertainment This Week*, *Switch* and *Dance Fever*.

In Chicago, where WMAQ-TV airs it at 6 p.m. on Saturday, it averaged a premiere week 5.6/12, followed by a 3.8/8, a 9.7/20 and, on Saturday, Oct. 15, a 7.8/16. It ran third that night behind news on WBBM-TV (13.1/27) and the premiere episode of *Fame* (8.2/16).

This is Your Life is a new version of the hit of the same name that ran from 1952 to 1960 on NBC-TV. It airs on a lineup of 65 stations for 62% coverage of U.S. TV homes. □

Getting an earful of music via cable

Tulsa-based Music Group offers cable systems variety of audio services distributed via satellite

Aggressive marketing of cable audio services is necessary if this new medium is to grow, according to Jim Trecek, chairman of the Tulsa, Okla.-based Music Group, a subsidiary of Associated Communications, a marketing communications firm. The Music Group has announced plans to make packages of audio services available to cable operators through an agreement with three common carriers—Satellite Syndicated Systems, United Video and Christian Broadcasting Network.

Under The Music Group's umbrella are eight 24-hour services from SSS, packaged as SCAN (Satellite Cable Audio Network): country, big band, oldies, comedy and Broadway/Hollywood show tunes (all launched last year in conjunction with John Doremus Inc. of Chicago), rhythm and blues, Rock-a-Robics and the Nationality Broadcasting Network's multilingual programming. The Music Group is also handling distribution of classical WFMT(FM) Chicago as well as the Christian Broadcasting Network's new services, *Love Sounds*, a contemporary Christian format; *Nice and Easy*, an easy listening format, and the Cable Jazz Network, a service of Richmond, Va.-based Telecast Corp. ("Cablecastings," Oct. 17).

The cost to the cable operator is two cents per subscriber per month for the SCAN package, three cents per subscriber for CBN's two new services and five cents per subscriber for CJN. Trecek says he keeps a percentage of the revenues, with the balance going to the carriers. All of the services are commercial-free and satellite-delivered over Satcom III-R or Satcom IV.

Trecek developed the service after conducting two surveys comprising 1,300 questionnaires sent to local cable operators and subscribers between October 1982 and March 1983. The key finding: Many cable operators didn't want to spend the time and hassle of negotiating with the different common carriers to acquire the various audio services. Trecek's solution was to simplify the process so that a single phone call to the Music Group would provide information on the cable audio services. The Music Group also supplies a package of marketing materials to the cable operator.

Home Box Office may soon get into the act. The company has employed the services of three radio consultants: Joseph Capobianco, Robert Henabery and Sam Holt—the last the former head of programming for National Public Radio—to conduct a feasibility study on launching multiple cable audio channels. All three consultants were noticeably visible at the NAB Radio Programming Conference in San Francisco last August (BROADCASTING, Sept. 6) as well as at the National Radio Broadcasters Association convention in New Orleans earlier this month (BROADCASTING, Oct. 10). □

Ad executive finds network TV in good health

Ayer's Rosen tells magazine publishers not to assume that decline in television viewers will continue

The erosion of the television network audience has been accepted as an article of advertising faith, but last week a leading advertising executive offered a different point of view.

Marcella Rosen, senior vice president and media director of N W Ayer Inc., contended that the erosion of network audiences could begin to reverse itself in 1984.

In a speech before the annual convention of the Magazine Publishers Association in Hamilton, Bermuda, Rosen acknowledged that over the past four years, network television audiences have declined as cable television and pay cable continue to grow. "Based on this set of facts," Rosen said, "only one conclusion could be drawn: The decline of network television will continue in the coming years. Right? Wrong! Wrong! Wrong!"

The conclusion that network audiences

would continue to decrease is based on four assumptions, according to Rosen, and "all four are invalid." Rosen said this conclusion presupposes that the networks will not respond to the challenge of cable; it assumes pay cable will continue as strong as it has been; it assumes the network viewer has been lost and not misplaced, and it assumes that media options are interchangeable.

But, Rosen said the networks have "come out swinging" with quality programming. She cited *Cheers*, *Hill Street Blues*, news programs such as *20/20* and *60 Minutes*, new mini-series, outstanding feature films and made-for-TV movies, and the winter and summer Olympics.

As to the lure of pay cable, Rosen said, the pay companies seem to be "running out of steam," unable to offer "blockbusters" every month. Rosen added that pay cable networks are having major problems with their disconnect rates, with between one million and 1.5 million homes disconnecting pay cable each month.

"The third erroneous assumption is that the eroded viewers have been lost to the net-

works," Rosen continued. "This is just not the case. People do keep coming back to the networks for the vast majority of their viewing. Network erosion simply means that it will take more units and more money to achieve the same goals as in years past."

Rosen also denied that media alternatives are interchangeable. "When you compare the perceived greater impact of television versus that of magazines, radio or any other media," she said, "you see the reason why clients, creative directors and even media directors are infatuated by TV."

Conscious that she was speaking to a magazine audience, Rosen offered counsel in five areas. She said her "most controversial proposal" concerned the magazine industry's battle against television. She urged magazines to "quit trying to compete with TV" and instead "try to show how you can work with TV and slice yourself a larger and larger piece of the media pie." □

Sales presentation emphasizes radio's ability to attract 35-to-64 demographic

The 1980's are witnessing an explosive growth market that advertisers and agencies should be targeting when planning media buys. The market is 35-to-64-year-olds. And the best way to reach them is through radio.

That's the message from the 35-to-64 committee—a group formed by radio broadcasters in 1982 to promote the sales potential of that demographic to the advertising community. Now, with the introduction of a new, updated presentation, station support for the organization's drive is growing. Within the past month, the presentation, which outlines the potential buying power of that demographic, has been shown to station and advertising executives in Baltimore, San Francisco and New Orleans, with personnel from New York area stations scheduled to see it this week.

Chairman of the committee is Ted Dorf, vice president and general manager, WGAY-AM-FM Washington. Maurie Webster of the Radio Information Center and Dean Landsman of Landsman Media, both in New York, are consultants to the group. It was Webster and Landsman who put together the presentation, available to committee members for \$115.

The new presentation uses a variety of different source material including research data from Simmons Market Research Bureau, Cadwell Davis Partners, Conference Board 1982, the Bureau of the Census, the Radio Advertising Bureau and RADAR. Among its findings:

- Average household income is highest among the 45-to-54 age group (\$28,200 per

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year) followed by the 35-to-44 demographic (\$26,100) and the 55-to-64-year-olds (\$23,500).

■ Per capita income among the 55-to-64-year-old households leads all other segments of the population, averaging \$10,131.

■ Half of all discretionary income (defined as income in addition to what is needed for "must-buy" items) is found in the 45-to-64-year-old households. They spend less for "necessities" and more for "discretionaries" like cars, appliances, gourmet foods, personal clothing and travel.

"Mature" adults today are better educated, with 35-to-54-year-olds averaging 12.5 years of formal education and all people over the age of 55 with 11.9 years.

"We are a middle-aged nation, aging gracefully," says Steven Rappaport, vice president, marketing horizons group, BBDO, who is cited in the Webster/Landsman study.

The presentation also sets out to disprove the notion that older adults don't like to switch brands. Relying on a national study by the Yankelovich research organization, the presentation states that 35% of adults 35 to 64 say they like to switch brands, compared with 34% for the 25-to-34 group. It concludes with examples showing that no other ad medium is as "dependably selective" in reaching these older adults as radio.

The 35-to-64 committee now boasts 177 members (including local stations whose formats are targeted to this demographic, networks and rep firms). Membership cost for stations ranges from \$150 to \$1,000 depending on market size. In return, stations receive sales support material and a committee newsletter for use in presentations to prospective clients. □

BPA to launch teleconferences through Wold

Program on industry trends set to start Oct. 28

The Broadcast Promotion Association, taking advantage of free satellite time donated by Wold Communications (BROADCASTING, July 4), on Oct. 28 begins *BPA Magazine*, a half-hour monthly program highlighting trends in promotion and marketing. The program will be made available at no cost to virtually all U.S. broadcast stations and cable operators.

BPA Magazine will be fed the fourth Friday of every month at noon NYT via transponder 10-D of Westar IV. Wold Communications President Robert N. Wold told BROADCASTING the transponder is used for the Wold Satellite Television Network, which transmits many first-run syndicated programs to stations. He said the BPA program is the first in a planned weekly half-hour series, *Seminars by Satellite*, in which qualified industry associations would have the same opportunity to distribute informational programs for educational use at no cost.

"We are pleased that BPA accepted our offer [advanced at the group's June conven-



L-r: Webster, Merriman, Conner, Bergendorff and Anderson.

tion in New Orleans] with such enthusiasm," said Wold.

"We have asked the major American networks and the CBC [in Canada] to consider running the program for their affiliates," BPA President Fred Bergendorff told BROADCASTING: "In smaller markets we feel it is especially valuable because there is frequently no one person devoting his or her time completely to promotion and marketing. This series will give the person assigned that task access to information otherwise not available to him or her."

Regular features of the series include a BPA news update by BPA's executive coordinator, Lance Webster, a profile segment and "innovation of the month." The first program is highlighted by a discussion of the use of music in broadcasting promotion, including appearances by Bo Donovan of Tuesday Productions, TM Productions founder Tom Merriman, and Otis Conner, president of Otis Conner Productions. Norm

Ginsburg, director of information services for the CBS Radio Networks, will also be featured. Each program will have a budget of about \$1,600. *BPA Magazine* is being tape at KPBS-TV San Diego, a PBS affiliate licensed to San Diego State University, site of the BPA library archives.

Bergendorff, director of promotion and advertising for KNX(AM) Los Angeles, hosts the show, produced by John Quick of WCCO-TV Minneapolis and Hayes Anderson, director of San Diego State's department of telecommunications and film.

Stations unable to receive the satellite feed directly will be offered three-quarter-inch videocassettes of *BPA Magazine*.

He also said that submissions for a new name for BPA would be screened at the next board meeting in January. The new name, which is to more accurately reflect the association's expanded constituency and place in the Fifth Estate is to be offered for approval at BPA's June 1984 convention. □

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TELECASTINGS



Making deals

NBC-TV has resumed production of its half-hour comedy series, *Buffalo Bill*, introduced as a limited series last June. The program, a Stampede production, is expected to be reintroduced later this season as a replacement series. The show stars Dabney Coleman as "a self-centered, egotistical television talk show host."

Centerpoint Productions and Mort Libov Productions have made a joint-ventures agreement to develop and produce first-run syndicated television programming. The partners plan to develop prime time access, early and late fringe and daytime programs. Libov has primarily been involved in commercial production, while Centerpoint was created last year to create prime time and syndicated fare.

Hollywood-based writer, T.S. Cook, has been signed by Universal Television to create, write and produce series, movies-for-television and specials. In addition to television, Cook has also written scripts for theatrical films.

Paramount Television International has acquired distribution rights to the six-hour Australian mini-series, *Return to Eden*. The program, filmed entirely in Australia, is a Hanna-Barbera Australia, McElroy & McElroy production in association with Eden Productions Pty. Ltd.

Educational support

The ABC-TV network and CBS-owned TV stations announced they would participate in nationwide educational-support programs. The five CBS-owned TV stations will each "adopt" a local school as part of an "adopt a school" program in which businesses and schools work together to improve the quality of education. ABC-TV participated in President Reagan's "Partnership in Education" project by presenting a week-long series, "Education in America," on the network's *Good Morning America* series last week. CBS officials said their "adoption" projects may include services ranging from internships to working with teachers and administrators and with individual

individual groups of students to improve skills.

On the floor

The Dance Show, a weekly hour-long program produced by Cox Communications' WSB-TV Atlanta and Metromedia's WNEW-TV New York, will be syndicated on an advertiser-supported basis as a joint venture of MG Films, Perin Enterprises and All American Television. It's due to be available Jan. 7.

The Dance Show will be produced at WSB-TV, where it originated as a local live program this summer, with portions taped at WNEW-TV to catch top bands and recording artists working in the New York area. It's designed to deliver viewers aged 12-34 for stations programming against weekend sports and children's programming. Spokesmen said it will feature guest stars, music dance videos and visuals, current dance hits and reports on dance styles and fashion trends. Co-hosts are Townsend Coleman, air personality from WZZP(FM) Cleveland, and Cal Dupree, host of the show when it started on WSB-TV in June.

Stations will receive seven minutes of commercial time in the hour, with the distributors reserving five minutes for national spot sale.

Adult education

A one-hour report on adult illiteracy, *Capital Cities Special Report: Can't Read, Can't Write*, is nearing completion and slated for syndication Jan. 3-14. Capital Cities TV Productions officials said 142 stations have already signed to carry the program, which will have Johnny Cash as host and be backed by an extensive national promotion to recruit literacy volunteers.

The documentary, shot on location throughout the U.S., includes profiles of adult illiterates who have just begun to overcome their problem, and examines some of the principal organizations attempting to combat illiteracy nationally. A toll-free 800 number, which viewers may call to get information about adult literacy efforts in their communities, will be flashed frequently during the program. In addition, Capital Cities TV Productions is preparing generic TV "news features" to distribute to news departments of stations carrying the program, with provisions for insertion of information on local literacy efforts. CapCities also will distribute a 30-second public service announcement, done by Professional Media Services of Boston, to all subscribing stations. CapCities said 69 of the 142 stations already signed for the program also plan local promotions of the literacy theme. *Capital Cities Special Report: Can't Read, Can't Write*



Presidential praise for CPR spots. NBC and the American Red Cross have drawn recognition from the White House Office of the Private Sector for their joint effort to encourage Americans to enroll in Red Cross cardiopulmonary resuscitation (CPR) courses. White House officials pointed out that this is the third year that NBC and the Red Cross have co-sponsored a nationwide public service campaign on the value of CPR training and to encourage participation in the Red Cross CPR course (BROADCASTING, July 19, 1982). At the recognition ceremony at Red Cross headquarters in Washington, Robert E. Mulholland, NBC president (left), accepted the private sector initiative commendation from Margaret Heckler, secretary of Health and Human Services, and James K. Coyne, special assistant to the President for private sector initiative. President Reagan is honorary chairman of the American Red Cross. Accepting for the Red Cross was Robert G. Wick, ARC executive vice president (not pictured).

is being produced by Chris Jeans Productions. (It originally had a different title, but officials had second thoughts. Before the change, it was called *Cant Reed, Cant Rite*.)

For the longer term, Capital Cities TV Productions is developing, in association with Lou Reda Productions, a six-to-eight-hour mini-series on the adoption of the U.S. Constitution. It is planned for broadcast during the Constitution's bicentennial in 1987. Historians Henry Steele Commager and Richard Morris are consultants on the project, tentatively called *Witnesses at the Creation*.

Rock show

Lexington Broadcast Services, New York, is positioning *The Rock Palace* as the second series it is offering initially as a pilot and subsequently as a first-run program vehicle. *Palace* will be shown as a pilot in November and as an advertiser-supported syndicated series in January on more than 100 stations, including NBC's five O&O's.

Rock Palace is a one-hour, late-night rock/comedy/dance series targeted to a young audience. Atari is the national sponsor of the pilot, and there are seven minutes available for local sale.

As part of its continuing expansion effort, LBS formed LBS Sports, a new division for station placements and advertising sales of sports properties. Its first program will be *The Golden Link*, a series of eight half-hour episodes based on the upcoming Olympic games and produced by New York Times Productions for an early January start. A second series is *The New Orleans Golf Open*, a two-hour program to be distributed in March 1984.

Video Atlanta

Local music video programs continue to proliferate (BROADCASTING, Sept. 5): WAGA-TV Atlanta premiered on Sept. 16. *The Atlanta Rock Review*, a four-hour locally produced video music program featuring a top 40 hits format. The show, with wrap-around segments taped a week earlier at various Atlanta nightclubs, is broadcast Friday at 11:30 p.m. and Saturday at midnight. *The Atlanta Rock Review* is also simulcast in stereo on collocated WQXI-FM and is hosted by announcers from that station. Although Atlanta audiences already have their pick of several music video programs (*Night Tracks* on WTBS-TV, *Friday Night Videos* on WXIA-TV, *MTV* on some cable systems plus locally produced video music programs on other cable systems), WAGA-TV says is the only stereo simulcast program in the market. In addition, local groups will get a crack at television as WAGA-TV plans to incorporate their acts into the program.

The two halves of the four-hour taped program are reversed on alternate nights to give viewers the chance to watch the whole program without having to stay up until 4 a.m.

TRAC's record

The Telecommunications Research and Action Center, Washington, and C&P Telephone Co. have cooperated in the production of a television documentary based on TRAC's book "Reverse the Charges—How to Save Money on Your Phone Bill." The purpose of the documentary and book is to help consumers understand and benefit from

changes taking place in the telephone industry. TRAC plans a nationwide distribution of the one-hour documentary, which not only highlights changes to be made in telephone service but also offers advice on reading new telephone bills, purchasing telephone equipment and determining where to go for repairs. The program is narrated by Robert Walden, who played Rossi in *Lou Grant*. It includes segments by Paul Berry, consumer reporter for WJLA-TV Washington, and Esther Peterson, who was consumer adviser to Presidents Johnson and Carter. C&P provided personnel and underwriting for the documentary, on which Sam Simon, executive director of TRAC, served as executive producer.

Big jump

Embassy Home Entertainment's acquisition of rights to over 100 of Janus Films titles "puts us right below the six major" home video and disk distributors, according to

Andre Blay, chairman of Embassy Home Entertainment. Embassy Home Entertainment, a wholly owned subsidiary of Norman Lear's and Jerry Perenchio's Embassy Communications, has about 300 films in its home video distribution catalogue. Blay said distribution of the Janus titles will begin in March 1984, and will be released at the rate of about 20-30 a year.

Sports talk

Taft Broadcasting, sports programing syndicator Pro Serve and World Events TV, a subsidiary of Koplak Communications, are joining forces to create *Sports Inquirer*, a new half-hour weekly syndicated sports program. The advertiser-supported program will offer features on sports personalities and sports news and will debut Jan. 7, 1984, with host Dave Diles, former ABC-TV sportscaster and anchor of *Prudential Score Board*.

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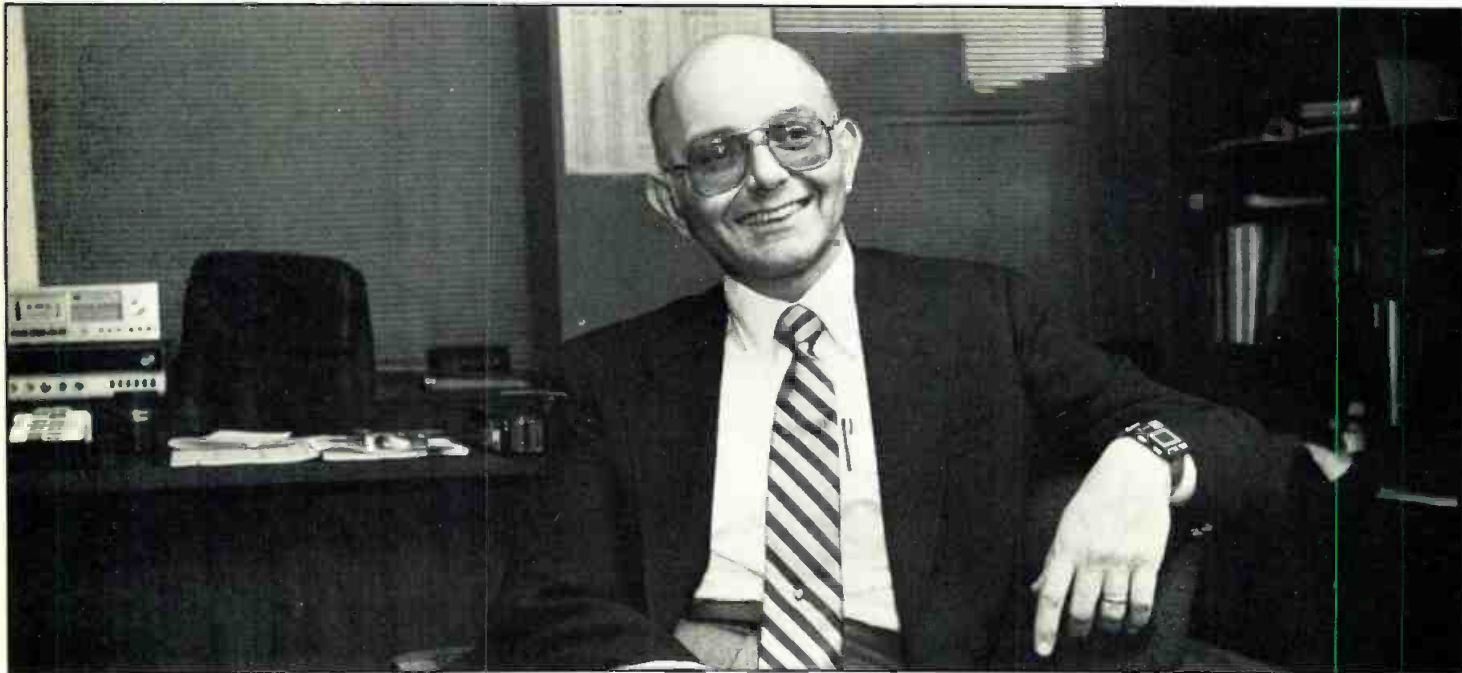
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Ronald Bornstein: NPR's Mr. Fixit

Public radio's interim president reviews his six-month tenure with pride as he prepares to go back home to Wisconsin

On Oct. 31, when he steps down as acting president and chief executive officer of National Public Radio, Ronald C. Bornstein feels he will have accomplished what he promised when he signed on in May—to “determine the problems at NPR and fix them” by the time he left six months later. Bornstein will be returning full time to the University of Wisconsin, Madison, where he is professor of telecommunications and administrator and general manager of its noncommercial WHA-AM-TV, with the satisfaction of leaving behind “a clean slate” at NPR and the “systems in place” for the future. That was his assessment in an interview with BROADCASTING reporters on his tenure in the network's top spot.

Bornstein—who was brought to Washington to minister to the financially ailing network, which, with a \$9.1-million working-capital deficit, was “on the verge of insolvency”—says it will be nice to go home again. He says “there is no such thing as two half-time jobs.” He managed to balance the demands of the NPR presidency and his position at the University of Wisconsin (“a small, comfortable institution of 43,000 students”) by commuting weekly between the two, relying largely on support staff at both ends of the trip, an understanding family and “a sense of humor.”

When Bornstein arrived in Washington to replace NPR President Frank Mankiewicz, NPR's morale understandably was low—a

congressional investigation was pending with some in Congress calling for NPR's dismantlement. The bottom line was drawn: The network would go under unless it received \$5 million to \$6 million by the end of July (BROADCASTING, June 27). Congress, Bornstein says, “wanted to make sure the Corporation for Public Broadcasting didn't bail out NPR with a gift. They wanted NPR prudently to earn its way back out of debt.”

And Bornstein makes it clear his task was to save the patient, not to preside over the last rites. He says he “would not have taken the job if he thought it was a six-month shut-down assignment,” although he says now there were times when he “wasn't sure how he could save it precisely.”

Bornstein's credentials for the task were solid. His background (which he describes as “either diverse or checkered, depending on your perspective”), includes a tenure as vice president for telecommunications at the Corporation for Public Broadcasting in 1980 and membership on the NPR board from 1977 to 1980. He is, as he describes it, “someone outside of Washington whom the public membership could regard as their own, yet with Washington experience.”

Upon assumption of his temporary duties, Bornstein immediately arranged a \$500,000 loan from CPB to meet payroll expenses (BROADCASTING, June 27), and “tried to surround [himself] with people who understood the public broadcasting system... who I could literally use shorthand with. It was a real joy for me—to be able, almost as a SWATsquad, to select people from throughout the country whom I was familiar with and whom I trusted.” This transition team

included: Steve Symonds, who had worked with Bornstein at CPB when Symonds was director of policy and administration; Don Burgess, vice president of programming at WHYY(TV) Philadelphia, and Jack Mitchell, Bornstein's special assistant, who is station manager at WHA(AM). George Miles, the team's chief financial officer, “was a gift” from Westinghouse, arranged, according to Bornstein, following a conversation with a former National Association of Broadcasters chairman, Tom Bolger, who is a friend of Bornstein's in Madison. Bornstein said he mentioned to Bolger his need for an acting financial assistant—“somebody who had a bottom-line mentality. I didn't have money to pay for that person and I wanted to borrow... somebody from commercial broadcasting.” Bolger hooked Bornstein up to Group W Chairman Dan Ritchie. Bornstein says that within 12 hours of that meeting Ritchie assigned Miles, the station manager at WBZ(AM) Boston, to the job.

The team, which met formally once a week, went to NPR with “the perspective of acting like an independent commission,” Bornstein says. It adopted recommendations made by Coopers & Lybrand, an accounting firm hired by NPR on June 15 to audit the corporation's books (BROADCASTING, June 20). It also negotiated—at great length—a multimillion-dollar loan by CPB to cover the debt (BROADCASTING, June 27). The loan is guaranteed by licensees.

The interim management also prepared a 24-page “personnel procedural manual,” which replaced a previous manual which “was not inclusive or timely,” Bornstein says. The manual covers such topics as trav-

el procedures, reimbursement procedures, advance travel approval, and expected conduct of "the employe, officer or board member." According to Bornstein, it "emphasizes the chain of command within the organization" and explains what to do if a "conflict of interest should arise."

In addition, Bornstein says the team will recommend to the NPR board that "there be more specific language to [the officer's] duties so that there is an allegiance to the company prescribed in the by-laws, and not . . . to the individual officer or the individual CEO," and that the general counsel, secretary and treasurer become officer positions and "not honorific board titles." Bornstein says the team will recommend that NPR, as a public institution, be run like a small or medium-sized business. NPR can't be operated like a 'mom and pop store,'" Bornstein says. "The audit report is not an academic exercise. You ought to truly understand the difference between assets and liabilities and not presume that it's a matter of cash flow if your audit statement says you're a million-five in the tank."

Bornstein believes he has given the new president (who is expected to be announced at the next board meeting, Oct. 27-28) the flexibility to operate, but within a set of procedures. He says NPR is stable, although still not healthy. There are, however, "now avenues available to pay off its debt and regain the credibility with Congress." Bornstein's main concern is that the organization not backslide and that the board of directors maintain "a posture of vigilance over it." The CEO must "philosophically run the organization as a prudent business—particularly because it has public money," he says. "It's not an easy job—I can attest to that."

CCI reaches initial goals

It receives the funding it sought and names board

The Council for Cable Information, an industry group established earlier this year to develop an advertising and marketing campaign directed at the consumer cable television market, announced last week that it surpassed its initial fund-raising goal of \$750,000 with the signing of the CBN Cable Network. CCI now has 70 members, including most of the major MSO's and programmers, as well as many smaller cable operators, cable hardware suppliers, a few associations and trade publishers.

CCI has also announced a 31-member board of directors and a 17-member executive committee to directly oversee the council. (As a rule, companies contributing \$10,000 or more to CCI receive one seat on the board.)

Board members include: Charles Dolan, chairman, Cablevision Systems Development Co.; Brian Lamb, president, C-SPAN; William James, president, Capital Cities Cable Inc.; Tim Robertson, vice president, CBN Cable Network; John Frazee, president, Centel Cable Television; Jack Clifford, president, Colony Communications; Polly Dunn, president, Columbus TV Cable

Corp.; William Schwartz, president, Cox Communications Inc.; John Saeman, president, Daniels & Associates; Jim Jimirro, president, The Disney Channel; William Grimes, president, ESPN; Daniel Ritchie, chairman, Westinghouse Broadcasting & Cable; Robert Miron, executive vice president, NewChannels Corp.; Christie Hefner, president, Playboy Enterprises Inc.; Philip Lind, senior vice president, programming and planning, Rogers Cablesystems; James Whitson, president, Sammons Communications; Mel Gilbert, president, Synder Community Antenna TV; Terry Lee, president, Storer Communications Inc.; Richard Roberts, president, TeleCable Corp.; Robert Magness, chairman, Tele-Communications Inc.; Larry DeGeorge, chairman, Times-Fi-

ber Communications; Gerald Levin, group vice president, video, Time Inc.; Dow Carpenter, senior vice president, Times Mirror Co.; Douglas Ditrack, chairman, Tribune Cable Communications; Ted Turner, chairman, Turner Broadcasting System; Neil A. Heller, president, TVSM Inc.; Robert Rosencrans, chairman, United Artists Cable-systems Inc.; Gene Schneider, chairman, United Cable Television; Ralph Baruch, chairman, Viacom International; Drew Lewis, chairman, Warner Amex Cable Communications, and Edward Allen, president, Western Communications.

The 17-member executive committee includes CCI President Kathryn Creech; Ritchie; Frazee; Baruch; Linda Gosden, senior vice president, government and public af-

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fairs, Warner Amex; David Van Valkenburg, president, Cox Cable Communications; John Malone, president, Tele-Communications; Tony Cox, president, network group, HBO; Trygve Myhren, chairman, ATC; Gregory Liptak, executive vice president, Times Mirror; Thomas Wheeler, president,

NCTA; James Cownie, telecommunications group president, Heritage Communications; Terry McGuirk, vice president, special projects, TBS; Burt Staniar, president, Group W Cable; Mike Weinblatt, president, Showtime/The Movie Channel Inc., and Fred Vierra, president, United Cable.

Inc., owned by Randall T. Odeneal, Theodore E. Nixon, Scott R. McQueen and Alfred W. Hill. Sconnix also owns WZZC(FM) East Moline, Ill.; WKZU(AM)-WLNH(FM) Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C., and WRKR(AM)-KFKF(FM) Kansas City, Kan. Buyer is equally owned by Robert F.X. Sillerman and Bruce Morrow, who own 50% of WATL-TV Atlanta and 100% of WRAN(AM) Dover, N.J.; WHMP-AM-FM Northampton, Mass.; and WJIB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middleton, both New York. WOCB is on 1240 khz with 1 kw day and 250 w night. WSOX-FM is on 94.9 mhz with 50 kw and antenna 245 feet above average terrain. Broker: Keith W. Horton Co.

Changing Hands

PROPOSED

KMVT-TV Twin Falls, Idaho □ Sold by Western Broadcasting Co. to Root Communications for \$11.4 million ("In Brief," Oct. 17). Seller is headed by Earl E. Morgenroth, chairman and president. It also owns WJBF-TV Augusta and WTVM-TV Columbus, both Georgia; KCAP-AM-FM Helena and KVGO-AM Missoula, both Montana; WAPA-TV San Juan, P.R., and KESI(AM)-KRBU-FM Pocatello, Idaho. Buyer is Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of Coca-Cola bottler, sold last May, also has food manufacturing and distributing and real estate interests. Root has also bought, subject to FCC approval, WNDB(AM)-WWLV-FM Daytona Beach for \$2.5 million (BROADCASTING, Sept. 19) and WVFM-FM Lakeland, Fla., for \$3.1 million (BROADCASTING, Sept. 5). KMVT is primary affiliate of NBC and secondary affiliate of CBS and ABC, on channel 11 with 316 kw visual, 3.5 kw aural and antenna 1,190 feet

above average terrain. Broker: Blackburn & Co.

WWJF(FM) Fort Lauderdale, Fla. □ Sold by WFTL Broadcasting Co. Inc. to Joseph C. Amaturio for \$4.35 million. Seller is headed by buyer, Joseph C. Amaturio, president and holder of approximately 35% of its stock. Other 65% is held by 17 stockholders, none with more than 10% individually held. It is also selling co-located WFTL(AM) for \$1.52 million (see below). Buyer is also president of Amaturio Group, which owns KBGT(TV) Albion (Lincoln), KWNB-TV Hayes Center, KHGI-TV Kearny and KSNB-TV Superior, all Nebraska; KMJQ-FM Houston, KMJM-FM St. Louis and WDRQ-FM, Detroit. WWJF is on 106.7 mhz with 100 kw and antenna 900 feet above average terrain.

WOCB(AM)-WSOX-FM West Yarmouth, Mass. □ Sold by Central Vermont Radio Corp. to WOCB Acquisition Corp. for \$4.1 million. Seller is subsidiary of Laconia, N.H.-based Sconnix Group Broadcasting

WLCS(AM)-WQXY-FM Baton Rouge and KQXY(FM) Beaumont, Tex. □ Sold by Air Waves Inc. to Louisiana Broadcasting Corp. for \$4.1 million cash plus lease of land. Seller is equally owned by Lamar Simmons, president, Gene Nelson, State National Life Insurance Co. of Louisiana, Hans Sternberg and family, and Jessie (J.B.) Chapman. It has no other broadcast interests. Buyer is equally owned by Robert Clark, Kent Anderson and Richard E. Oppenheimer. Clark is a Houston attorney. Anderson is executive vice president of Allied Bank Shares Inc., Houston. Oppenheimer is general manager of KIXL(AM)-KHFI(FM) Austin, Tex. which buyer owns. Buyer also owns KWKI(AM)-KKIK-FM Big Springs, KBFM(FM) McAllen and KDVE(AM) Beaumont, all Texas, and WZEW(AM) Fairhope, Ala. WLCS is daytimer on 910 khz with 1 kw. WQXY-FM is on 100.7 mhz with 100 kw and antenna 690 feet above average terrain. KQXY is on 94.1 mhz with 69 kw and antenna 600 feet above average terrain. Broker: Gammon & Ninowski Media Brokers Inc.

WQRF-TV Rockford, Ill. □ Sold by Lloyd Hearing Aid Corp. to Orion Broadcast Group Inc. for \$4 million. Seller is Rockford-based company, owned by Marvin Palmquist and family. It has no other broadcast interests. Buyer is publicly owned company, based in Denver and headed by Sam Matthews, president. It is also part owner of low-power TV in Ottumwa, Iowa, applicant for new LPTV in Jackson, Tenn., and owns SMATV systems in Denver. WQRF-TV is independent on channel 39 with 1,045 kw visual, 104.5 kw aural and antenna 575 feet above average terrain. Broker: H.B. LaRue.

WFTL(AM) Fort Lauderdale □ Sold by WFTL Broadcasting Co. to Boston group for \$1.52 million. Seller is headed by Joseph C. Amaturio, president. It is also selling WWJF(FM) Fort Lauderdale (see above). Buyer is being organized by Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is one of hosts of *Sports Huddle* show on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. WFTL is on 1400 khz with 1 kw day and 250 w night.

WTAI(AM)-WLLV(FM) Melbourne, Fla. □ Sold by Cape Canaveral Broadcasting Inc. to Silicon East Corp. for \$846,000. Seller is owned by John Donahy (65%), Pat Yaturo (25%) and Al Richards (10%). It has no other broadcast interests. Buyer is owned by Gary Hess (25%), Sylvan Taplinger (25%), Martin W. Spector, wife, Dorothy, and Spec-

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daughters, Roslynn Spooner and Ann Lief (12½% each). It also recently bought WVTY(FM) (previously WHBS(FM)) Holiday, Fla., for \$800,000 and WWQT(AM) Dunedin, Fla., for \$475,000 ("Changing Hands," both March 14). Taplinger is former executive vice president of SJR Communications, which sold off its radio properties. Spector is Florida-based record retailer. Hess is general manager of buyer's WWQT(AM) and WVTY(FM), and also has 25% interest in applicant for new FM's at Middletown, Md., and San Angelo, Tex. WTAI is daytimer on 1560 khz with 5 kw. WLLV is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Donald K. Clark Inc.*

KNDK(AM) Langdon, N.D. □ Sold by Johnson, Johnson & Laidlaw to KNDK Radio for \$500,000. **Seller** is equally owned by Bert and Lyle Johnson, brothers and farmers, and T.L. Laidlaw, general manager of KNDK. It has no other broadcast interests. **Buyer** is equally owned by William Heigaard and R. Scott Stewart, Langdon attorneys. It has no other broadcast interests. KNDK is daytimer on 1080 khz with 1 kw.

KKLR-FM Edmond, Okla. □ Sold by Mid America Media Co. to Oaks Broadcasting Inc. for \$500,000. Purchase pre-empted auction of station that sellers had scheduled for Oct. 20. **Seller** is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA(FM) Shreveport, La. **Buyer** is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD Dallas, which is being sold to CBS ("Top of the Week," April 25). KKLR is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker for seller: George Moore and Associates. Broker for buyer: Blackburn & Co.*

KXGO(FM) Arcata (Eureka), Calif. □ Sold by Record Plant Broadcasting Inc. to Pankonin Broadcasting Inc. for \$475,000. **Seller** is owned by Christopher Stone and wife, Gloria. They also own a Los Angeles recording studio and have no other broadcast interests. **Buyer** is owned by Richard Gemblar, Omaha broadcast consultant; Gerald Pankonin, Omaha attorney, and his parents, Rudolph and Catherine Pankonin, who are Grant, Neb., farmers. None have other broadcast interests. KXGO is on 93.5 mhz, with 245 w and antenna 1,050 feet above average terrain. It holds construction permit for operation as Class C facility. *Broker: Chapman Associates.*

KGHS(AM)-KSDM(FM) International Falls, Minn. □ Sold by Borderland Broadcasting to Communications International Associates Inc. for \$425,000. **Seller** is owned by Daniel D. Ganter and Karen N. Ganter, who have no other broadcast interests. **Buyer** is owned by Frederick H. Walter, International Falls physician (50%), Craig Peacock and wife, Joyce (25%); her brother, James Bartowski and wife, Louise (25%). Craig Peacock and James Bartowski own local Coca-Cola bottling company; their wives are homemakers. None of buyers have other broadcast interests. KGHS is on 1230 khz with 500 w day, and 250 w night. KSDM is on 94.3 mhz with 3 kw and antenna 153 feet above average terrain. It has application pending before FCC to increase power to 100 kw and build

new 420-foot tower. *Broker: Dornfeif & Johnson.*

WMGL(FM) Pulaski, Tenn. □ Sold by Medium Rare Inc. to Pulaski Broadcasting for \$350,000. **Seller** is owned by Jay Austin (50%) sales manager of station; Robert Lochte, general manager, and Lochte's wife, Katie, news director (50% jointly). **Seller** has construction permit for new commercial TV in Greenville, Tenn. **Buyer** is owned by S. Hershel Lake (55%), his wife, Geraldine Vaughn (35%), and Ronald Ray McNeil (10%). S. Hershel Lake owns newspapers in Carthage, Tenn.; Haleyville, Ala., and weekly *Giles Free Press*, Pulaski. Geraldine Lake is bookkeeper at Carthage paper. McNeil is manager of the Tennessee Press Association in Knoxville. **Buyer** is also licensee of WSKR(AM) Pulaski. WMGL is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

WLGN-AM-FM Logan, Ohio □ Sold by Logan Broadcasting to Roger Lance Hinerman for \$310,000. **Seller** is owned by Dannie Derol, who owns furniture store, restaurant, and other investments in Logan. **Buyer**, general manager of stations, has no other broadcast interests. WLGN is on 1510 khz with 1 kw day and 250 w critical hours. WLGN-FM is on 98.3 mhz with 3 kw and antenna height 240 feet above average terrain.

KZIP(AM) Amarillo, Tex. □ Sold by Plains Broadcasting Inc. to Del Norte Inc. for \$270,000. **Seller** is owned by Ken Williams, president and general manager. **Buyer** is owned by Cruz Gilivaldo Lopez, manager

and part owner of Midland, Tex., restaurant (49%), and Manuel L. Veloz Sr., cook (51%). It has no other broadcast interests. KZIP is daytimer on 1310 khz with 1 kw. *Broker: Jamar-Rice Co.*

WAMK(AM) Brockton, Mass. □ Sold by Bay Colony Broadcasting to Esprit Inc. for \$210,000 cash. **Seller** is owned by Edward J. Acton and Francis Greenburger. It also is applicants for 14 LPTV's. **Buyer** is headed by Scott B. Davis, general partner in yet-to-be completed limited partnership. Davis is also president of Mobile Television Services, Boston-based television production company. **Buyer** has no other broadcast interests. WAMK is daytimer on 1410 khz with 1 kw.

WLRO(AM) Lorain, Ohio □ Sold by Lorain Community Broadcasting Co. to Veard Broadcasting Co. for \$200,000. **Seller** is equally owned by Andrew J. Warhola, Lorain attorney, and George Mabilite, Washington patent attorney. It has no other broadcast interests. **Buyer** is owned by Jon R. Veard who also owns Lorain-based property management company. It has no other broadcast interests. WLRO is daytimer on 1380 khz with 550 w.

□ Other proposed station sales include: KNKS(AM)-KKYS(FM) Hanford, Calif. (BROADCASTING Oct. 3); WDRB-TV Louisville, Ky. (BROADCASTING, Sept. 19); WKIK(AM) Leonardtown, Md. (BROADCASTING Oct. 10); WKLZ(AM) Kalamazoo, Mich.; WWKO(AM) Fair Bluff, N.C.; WBEU(AM)-WQLO-FM Beaufort, S.C. (BROADCASTING

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WBBS(AM)-WPCM(FM) Burlington, N.C. □ Sold by Rau Radio Stations Inc. to Maycourt Co. for \$2,625,000. **Seller** is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It also owns WPDJ-AM-FM Clarksburg, W. Va. It has sold, subject to FCC approval, WATO(AM)-WETQ(FM) Oak Ridge, Tenn. (BROADCASTING, Sept. 19); WNAV(AM)-WLDM(FM) Annapolis, Md. (BROADCASTING, July 4), and WDOV(AM)-WDSB(FM) Dover, Del. (BROADCASTING, July 4). **Buyer** is subsidiary of Audubon Broadcasting Co., headed by Pegram Harrison, president. It also owns WNOK-AM-FM Columbia, S.C. WBBS is daytimer on 920 khz with 5 kw. WPCM is on 101.1 mhz with 10 kw and antenna 910 feet above average terrain.

KBIX(AM) Muskogee, Okla. □ Sold by Bortz Embody Broadcasting Co. Inc. to Muskogee Broadcasting Corp. for \$370,000, including \$50,000 noncompete agreement. **Seller** is owned by Richard S. Embody, who has no other broadcast interests. **Buyer** is owned by Michael J. McKee, president (50%), W.O. Moon Jr. and Jack G. Brewer (25%) each). Brewer is president and owner of KWCO(AM)-KXXX(FM) Chickasha, Okla. McKee and Moon are Chickasha businessmen. KBIX is on 1490 khz with 1 kw day and 250 w night. **KWWW(AM) Wenatchee, Wash.** □ Ninety percent sold by SANS Inc. to James W. Corco-

Gannett gains. Gannett Co., Rochester, N.Y., reported profits for third quarter that ended Sept. 25 were \$46.1 million, or 87 cents per share, rise of 8% over \$42.9 million, 81 cents per share, in corresponding period last year. That was on revenue of \$412.6 million, up 12% from \$368.1 million in third quarter of 1982. For first nine months of 1982, Gannett earned \$130.9 million, or \$2.46 per share, on revenue of \$1.22 billion, 5% rise in profits over comparable 1982 figures of \$124.78 million in earnings, or \$2.35 per share, on revenue of \$1.09 billion.

Harte-Hanks takes heart. Harte-Hanks Communications Inc., San Antonio, Tex.-based newspaper publisher and group owner of 10 radio stations and four VHF TV's, reported third-quarter 1983 earnings increased 21% to \$8,044,000, or 37 cents per share fully diluted, over same period year ago. Operating revenue was \$113,170,000, 15% over last year's third quarter.

Westinghouse drop. Westinghouse Electric Corp., parent of Westinghouse Broadcasting & Cable Inc., reported that sales and earnings declined for second-quarter 1983 (ended June 30). Earnings were down 12.7% to \$96.4 million (\$1.09 per share) on revenue of almost \$2.4 billion. For first half, earnings were down 16.3% to \$196.7 million (\$2.22) on revenue of \$4.7 billion.

ran for \$351,000. **Seller** is owned by Carl S. Tyler and wife, Ilene M., and John A. Lienkaemper and wife, Norma. It has no other broadcast interests. **Buyer** owns other 10%. He is general manager of KWWW, owner of Wenatchee audio production company and applicant for LPTV at Wenatchee. KWWW is on 1340 khz with 1 kw day and 250 w night.

WFXY(AM) Middlesboro, Ky. □ Sold by Country Wide Broadcasters Inc. to Warren A. Pursiful for \$250,000. **Seller** is owned by Hubert Ford (30%), his wife, Mary (25%);

Bill Waddell (25%), Jeff Stevens (15%) and Sherry Kennedy (5%), who have no other broadcast interests. **Buyer** is sales manager of WANO(AM) Pineville, Ky., who has no other broadcast interests. WFXY is on 1490 khz with 1 kw day and 250 w night.

□ Other approved station sales include: WGML(AM) Hinesville, Ga., and WAQI(AM) Ashtabula, Ohio (see "For the Record").

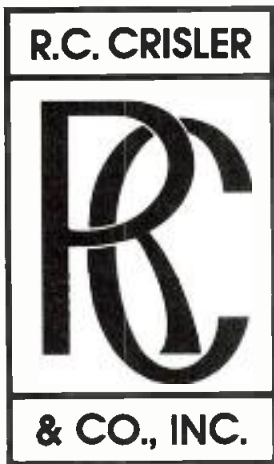
Shoring up, giving up, in faltering STV

Oak hires outside management firm, Time sells Boston outlet

Two different companies took two different tacks last week in dealing with their respective operations in the troubled STV industry. Oak Industries has hired a management firm to help strengthen its STV hand while Time Inc. is retreating, selling its only remaining STV outlet.

In an effort to "breathe new life" into its ON TV operations, as one spokesman put it, Oak Industries has retained the services of the Santa Monica, Calif.-based Ritter/Geller Communications to take over the day-to-day operations of its remaining ON TV systems in Los Angeles, Chicago and Miami, which had been handled by Oak Media Corp. That subsidiary will still operate the ON Satellite TV division, which markets ON TV programming to satellite master antenna operators, multipoint distribution services and low-power TV outlets. ON Satellite, which started up in March, now has 200,000 subscribers.

Oak's ON TV subscriber counts have declined in 1983. Earlier this year, its Dallas and Phoenix operations were shut down and over the last six it has lost 55,000 subscribers in Los Angeles, 25,000 in Chicago. Miami has remained flat at 34,000. Nevertheless, "we have no intention of leaving the STV business," said the Oak spokesman, noting that the contract with Ritter/Geller is



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The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

COPYRIGHT COMMITTEE □ The crusade to protect broadcasters' copyright interests continues. The National Association of Broadcasters copyright committee has been assigned the task of monitoring all copyright activity at the Copyright Royalty Tribunal and on Capitol Hill. The heightened importance of copyright issues was apparent when NAB converted an ad hoc committee on copyright to a permanent body. David Polinger, senior vice president and assistant to the president, WPXI(TV) New York, was named chairman.

"The committee keeps abreast of all copyright issues," he said. Its agenda includes signal piracy, compulsory licensing, music licensing, restoration of syndicated exclusivity, home taping and preservation of the FCC's must-carry rules. Another function of the committee, explained its chairman, is to guide the NAB's presentations to the copyright tribunal, which sets and distributes compulsory license fees. At the moment the NAB is seeking the inclusion of commercial



Polinger

radio in the distribution.

The committee is examining the controversial home taping issue, on which NAB has

remained neutral so far. The committee has been courted by all the interested parties: the motion picture industry, electronics manufacturers, video retailers and citizen groups.

"We are also following developments on the international copyright scene," Polinger said. He stressed the importance of protecting copyright owners whose works are being pirated overseas. The new technological developments, he added, only accentuate the need to find a solution to the piracy problem.

The controversy over the increase in compulsory license fees cable systems have to pay for carriage of distant signals was addressed by the House Copyright Subcommittee last week (see story, page 55). Broadcasters considered the rate hike a victory and continue to oppose efforts to repeal it. Polinger expects to testify before the subcommittee on the issue later.

Committee members are: Polinger; Lynn Christian, Century Broadcasting, Chicago; Abiah Church, Storer Broadcasting, Miami; Thomas Dougherty, Metromedia, Washington; William Faber, WFLA(TV) Tampa, Fla.; Simon Goldman, WJTN(AM) Jamestown, N.Y.; Harry Olsson, CBS, New York, and Malcolm Potter, WBAL-TV Baltimore.

multiyear. No staff cuts have yet been made, although Ritter/Geller will have the power to do so, Oak said. R/G publishes *Playgirl* and *Slimmer* magazines, is involved in a joint paperback book publishing venture with Simon & Schuster, and does merchandising campaigns for blue jeans and sunglasses.

A company spokesman added that the Ritter/Geller agreement to manage the three systems evolved from discussions that originally called for the consultant to develop programming for the three stations. The "essential reason" behind the arrangement, he explained, is to "upgrade and improve" the STV programming. On the average, the three stations individually program 10 to 12 hours per day, with each station dark the remainder of the time.

Separately, Time Inc., it was selling its interest in a Boston STV operation to Dallas-based Independent American Satellite Television Inc. Time held an interest in the operation through its MSO subsidiary, American Television & Communications, which ran the service as a joint venture with Sicom

Inc., Indianapolis. The STV service operated over WSMW-TV Worcester, Mass. Time said that no interruption in service is expected. IAST, which takes over on Nov. 1, is a subsidiary of Independent America Corp., a Dallas-based real estate development firm.

Time previously sold its interest in a Dallas STV operation and late last summer shut down its Cleveland STV service because neither service achieved profitability. However, the Boston operation, at 40,000 subscribers, is holding its own.

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Arbitron gift. The Arbitron Rating Co. has donated its entire ratings archives to the University of Georgia. The collection of more than 25,000 items contains nearly all ratings reports made since the company began in 1949, and will include derivative books that help interpret the ratings. Arbitron will update the archives annually and will provide computer services for detailed study of the documents. The files will be kept in the special collections division of the university library.

The university will have rights to the archives and can sell copies to others for research purposes.

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ABC's Robinson may return soon

In speech to California BJA, anchor discusses his contract and controversy surrounding recent speeches on blacks in journalism

Max Robinson, until recently the national desk anchorman for ABC's *World News Tonight*, expects to return to the program as soon as next week, although his status with the network is still unresolved. Robinson told BROADCASTING he is still involved in contract negotiations with ABC News but expects to be back on the air within the next two weeks. He would not specify in what capacity.

Robinson was co-anchor of the evening newscast from July 1978 until last July, when ABC selected fellow co-anchor Peter Jennings to replace Robinson and the late Frank Reynolds as solo anchor for the program. Robinson and ABC have been renegotiating the Chicago-based anchorman's position with the network since that time.

Robinson, the first black to anchor a national network news program, reportedly

upset some ABC executives with remarks implying racism within ABC News made several years ago and with his decision not to attend Reynolds's funeral last July.

In an Oct. 15 speech to members of the Black Journalists Association of Southern California, Robinson acknowledged that "things have been very difficult" for him during the last few months and said that "there seems to have been an effort to destroy my credibility" on the part of some television critics and fellow broadcast journalists.

"Somehow I got the feeling that I was a pariah in the business," Robinson recalled, referring to the reaction to his controversial Smith College speech. He added that he does not regret statements he made at that appearance, only the way they were reported.

"It is not business as usual in black America, and it is not business as usual for blacks in the newsrooms of America," Robinson declared. He discounted a rumor circulating which he said implies that ABC will renew its contract with Robinson only if he agrees not to speak out any more.

"I am teaching and preaching so that they can no longer change me," Robinson insisted. Race, he said, "is not a subject [network

executives] desire to discuss with me. It is one subject I would like them to discuss with me because it is one in which I have considerable expertise."

Earlier in his address, Robinson said he is disturbed to find journalism "becoming timid and safe... Racism is almost never taken up by journalists," he added. "They suggest you talk about other things. [But] I consider racism in America a cancer on our souls."

Although he declined to be specific, Robinson said he is "a bit weary" of his struggles at ABC, but concluded: "It is my considered opinion that I could have done it no other way."

WNEV-TV sets up print/broadcast news cooperative

Station announces accords with suburban Boston newspapers to set up New England news exchange

In a drive to expand its news coverage outside the greater Boston area, WNEV-TV last week established news bureaus at four independently owned suburban Boston newspapers. The new association, called New England News Exchange, also allows each of the newspapers and television station to share editorial resources and product, according to WNEV-TV officials.

WNEV-TV said it has based a reporter and crew at the *Lawrence Eagle-Tribune*, 45 miles north of downtown Boston, and the *Patriot Ledger*, eight miles south of Boston. In addition, WNEV-TV said, a third reporter and crew will shuttle between bureaus based at co-owned and located *Worcester Telegram and Evening Gazette*, which serves communities 55 miles west of Boston, and the separately owned *Middlesex News*, which also serves communities west of Boston.


The impetus behind the marriage of two traditionally acrimonious camps of journalism—print and broadcasting—came about out of necessity, explained Jeff Rosser, vice president of news, WNEV-TV. He said that for several years viewers outside the greater Boston area (which he defined as those living beyond the Route 128 loop which circles the city) have complained of a lack of television news coverage of their communities by the three commercial network affiliates in Boston.

Rosser said that he approached the editors and publishers of various newspapers in the city's outlying regions about establishing an informal relationship with WNEV-TV that would involve a mutual exchange of news and resources. Station management decided against "going the traditional route" of establishing stand-alone news bureaus in the

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suburbs, Rosser said, because newspapers, with strong roots in the communities, were a better anchor.

The relationship, according to all parties, is mutually beneficial. In exchange for associating themselves with WNEV-TV, Rosser explained, the newspapers reap obvious "promotional value" from broadcast exposure. Since information will on occasion be exchanged and shared by all parties, he added, sometimes the print journalists will appear alongside their broadcast brethren in reporting a story.

The technical part of the arrangement calls for WNEV-TV to set up three microwave satellite links pointing north, south and west so that live transmissions can be sent between the outer bureaus and WNEV-TV studios. Eventually, Rosser noted, field reporters will be able to edit their stories at the sites. A helicopter will also be shared between the parties.

Rosser declined to put a price tag on the operation, other than to call it "a lot" and "under" the \$1 million mentioned in a Boston newspaper.

The New England News Exchange, Rosser believes, will expand to include other television and radio stations and newspapers in New England. He stressed that the association was "looking at it as a long-term commitment," rather than just on an experimental basis. Eventually, he conceded, wider participation in the New England News Exchange could lead to a nightly half-hour newscast on WNEV-TV that would report on events throughout New England. □

CBS refers its lawsuit questions to PR firm

Network hires Scanlon & Menken to field inquiries from press about network's litigation

With the Westmoreland libel suit and all, CBS lawyers get a lot of calls from the press, either directly or through the PR people in whatever CBS division is involved in litigation. So the law department has hired a public relations firm as its communications consultant, to field the questions and dispense the answers. The firm is Scanlon & Menken, based in New York and specializing in the general corporate, public policy and entertainment fields. John Scanlon, New York City deputy commissioner for economic development in 1969-73, who has been in independent PR since 1976, is the point man on the CBS account.

General William Westmoreland's pending \$120-million libel suit against CBS News and CBS is a big part of the lawyers' problem, but by no means all, according to George Vradenburg III, CBS vice president and deputy general counsel. He said Scanlon & Menken would be the lawyers' press contact on all litigation involving CBS, including FCC administrative litigation (but not, at least initially, the FCC proceeding on repeal of the financial interest and syndication

rules, according to Scanlon). Vradenburg put it this way:

"CBS is party to a wide variety of litigated matters and administrative proceedings of great interest to the public and the subject of extensive public scrutiny. In the course of these proceedings, CBS attorneys receive a significant number of queries from the press on the status of a proceeding and CBS's legal position. In order to assist the CBS law department in responding to the press, we have retained the communications consultant firm of Scanlon & Menken Ltd."

Major pending court litigation against CBS, aside from the Westmoreland suit, consists of Dr. Carl A. Galloway's appeal in his slander suit against CBS over a Dan Rather segment of *60 Minutes*, and former Lieutenant Colonel Anthony Herbert's nine-year-old, \$44.7-million libel suit based on a Mike Wallace *60 Minutes* segment.

Scanlon & Menken currently represents the philanthropic activities of Mobil Oil and Citibank, is helping the Children's Computer Center to market a new line of educational/entertainment video games and is assisting *The Atlantic Monthly* in producing a series of public affairs forums. The firm also represents several public interest and human services organizations, including Daytop Village and other drug-free treatment centers and the Martin Luther King Center in Atlanta. It has worked on several movies, including "Ghandi," "The Rose," "All That Jazz" and "The World According to Garp," arranging screenings for opinion makers and producing benefit premieres in major cities to raise money for, among others, the Reporters Committee for Freedom of the Press. Scanlon's partner in the firm is Ed Menken, who joined in 1981 after heading a number of health and social service agencies, including planning and development for New York's Addiction Services Agency. □

CBS takes news Emmys

CBS emerged in first place in the 1981-82 news and documentary Emmy Awards competition of the National Academy of Television Arts and Sciences last week, capturing honors in 17 categories. ABC took 13; PBS, 12; NBC, three, and syndicated shows, one.

Outstanding coverage of a single breaking news story (program) □ *Nightline*, "Disaster on the Potomac"; William Lord, executive producer; Stuart Schwartz, senior producer, and Ted Koppel, anchorman.

Outstanding coverage of a single breaking news story (segments) □ "New Mexico's Yates Oil Co.," *CBS Evening News with Dan Rather*; Steve Kroft, producer, reporter/correspondent; "Personal Note/Beirut," *ABC World News Tonight*; John Boylan, producer; Peter Jennings, reporter/correspondent; "Linda Down's Marathon," *World News This Morning*; Fred Wymore, producer, reporter/correspondent.

Outstanding background/analysis of a single current story (programs) □ *Chrysler: Once Upon a Time...and Now*; Shelby Newhouse, producer; Andrew Kokas, reporter/correspondent; *From the Ashes...Nicaragua Today*; Helena Solberg Ladd and Glenn Silber, producers; *CBS Reports: Guatemala*; Martin Smith, producer; Ed Rabel, reporter/correspondent.

Outstanding background/analysis of a single current story (segments) □ "College Sports, the Money Game," *NBC Nightly News*; M.L. Flynn, Paul Hazzard, Barry Hohlfeider, producers; Bob Jamieson, co-producer, reporter/correspondent; "Tanks"—A Few Minutes with Andy Rooney, *60 Minutes*; Jane Bradford, producer; Andrew A. Rooney, reporter/correspondent; "Welcome to Palermo," *60 Minutes*; William McClure, producer; Harry Reasoner, reporter/correspondent.

Outstanding investigative journalism (programs) □ *Frank Terpil: Confessions of a Dangerous Man*; David Fanning, producer; Antony Thomas, reporter/correspondent.

Outstanding investigative journalism (segments) □ "The Nazi Connection," *60 Minutes*; Ira Rosen, producer; Mike Wallace, reporter/correspondent; "Air Force Surgeon," *60 Minutes*; Tom Bettag, producer; Morley Safer, reporter/correspondent.

Outstanding interview/interviewer (programs) □ *Nightline*, "The Palestinians Viewpoint"; Bob Jordan, producer; Ted Koppel, interviewer; *The Barbara Walters Special*; Beth Polson, producer; Barbara Walters, interviewer.

Outstanding interview/interviewer (segments) □ "In the Belly of the Beast," *60 Minutes*; Monika Jensen, producer; Ed Bradley, interviewer.

Outstanding coverage of a continuing news story □ *The Paterson Project*; Howard Husock, producer; Scott Simon, reporter/correspondent.

Outstanding coverage of a continuing news story □ "Cover-

NewsBeat

No go. Former ABC correspondent Sam Jaffe has lost bid to obtain confidential information from FBI and CIA that might clear him of charges he spied for Soviet or U.S. agencies. U.S. Judge Barrington Parker rejected Jaffe's request for order that would require disclosure. He said agencies were justified in withholding information for national security reasons—essentially, that they involved identity of confidential informants. However, he appeared sympathetic to Jaffe's position, declaring that Jaffe's allegations that information about him in government files came from discredited witnesses may be true. And he ordered government to pay Jaffe's legal expenses—incurred since 1976, when he filed Freedom of Information Act request and American Civil Liberties Union began representing him. Parker said government had been slow to cooperate in case. He issued order after reviewing, in camera, records being sought. Jaffe, who is 54 and lives in Bethesda, Md., began working for ABC in 1961 and was its correspondent in Soviet Union through 1965. He left network in 1969. He says CIA has cleared him of charges of spying but that FBI has not responded to his request for similar clearance. Jaffe's ACLU attorneys are considering appeal of Parker's order. □

First grant. Columbia University's School of Journalism has established center for study of First Amendment with \$3 million grant from alumnus Sal Poliak. Columbia President Michael I. Sovern said chair associated with center, James Madison Visiting Professorship, will be filled by *New York Times* columnist Anthony Lewis, who has twice won Pulitzer Prize. Poliak made gift to Columbia, Sovern said, "to implement his belief that protection of our First Amendment rights requires all the study, reflection and wisdom that higher education can muster." Poliak graduated from journalism school in 1926 and for two years served as correspondent in Mexico for *Christian Science Monitor*. But he made his money as producer of industrial expositions and conferences. For 52 years, he headed Clapp & Poliak, and he is now co-chairman of executive committee of Cahners Exposition Group, which purchased his company last year.

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age of American Unemployment." *CBS Evening News with Dan Rather*; Rita Braver, David Browning, Quentin Neufeld, Terry Martin, David Gelber, producers; Bruce Morton, Jerry Bowen, Terry Drinkwater, Ed Rabel, Ray Brady, correspondents.

Outstanding informational, cultural or historical programming (programs) □ *Here's Looking at You, Kid*; Andrew McGuire, producer; *The Taj Mahal*; James M. Messenger, Stuart Sillery, producers.

Outstanding informational, cultural or historical programming (segments) □ "Eclectic: A Profile of Quincy Jones," *Sunday Morning*; Brett Alexander, producer; Billy Taylor, reporter/correspondent; "Sid Caesar," *20/20*; Betsy Osha, producer; Dick Schaap, reporter/correspondent; "Lena," *60 Minutes*; Jeanne Solomon, producer; Ed Bradley, reporter/correspondent.

Special classification for outstanding program achievement (programs) □ *Vietnam Requiem*; Jonas McCord, William Couturie, producers.

Special classification for outstanding program achievement (segments) □ "It Didn't Have To Happen," *60 Minutes*; Norman Gorin, producer; Morley Safer, correspondent.

Outstanding individual achievement in news and documentary programming □ Writing: Sharon Blair Brysac, Perry Wolf, *Juilliard and Beyond: A Life in Music*; Charles Kuralt, "Cicada Invasion," *CBS Evening News with Dan Rather*; Direction: Jonas McCord, William Couturie, *Vietnam Requiem* (ABC News); Bill Jersey, *Children of Violence*; Cinematographers: Norris Brock, *Egypt: Quest for Eternity*, (National Geographic Special); Arnie Sirlin, *The Taj Mahal*; James Deckard, James Lipscomb, *Polar Bear Alert* (National Geographic); Electronic Cameraoperators: Videographers (studio and location): David Green, "Guerillas in Usulatan," *CBS Evening News with Dan Rather*; George Fridrick, *Along Route 30*.

Outstanding individual achievement in news and documentary programming □ Sound: Robert Sando, sound editor; Alan Berliner, S. Hymowitz, F. Martinez, Jonathan M. Lory, audio sweetening, editor; Tom Fleischman, mixer, *FDR* (ABC); Tom Cohen, sound recordist, *The Campaign*; associate directors: Consuelo Gonzalez, Neill Phillipson, *FDR*; Videotape editors: Cathy Black, Cathenne Isabella, Dean Irwin, Carla Morgensten, Edward Buda, Ruth Iwano, Chris von Benge, Mike Seigal, videotape editors, *FDR*; Thomas Mickias, videotape editor, "Ice Sculptor," *CBS Evening News with Dan Rather*; Anthony Cicci-marro, Kathy Hardigan, Don Orrico, Matty Powers, videotape editors, "The Man Who Shot the Pope—A Study in Terrorism."

Outstanding individual achievement in news and documentary programming □ Film editors: James Flanagan, Nils Rasmusen, William Longo, Walter Essensfeld, film editors, *FDR*; Nobuko Oganessoff, film editor, *Juilliard and Beyond: A Life in Music*; Graphic designers and animation: Rebecca Allen, graphic designer, *Walter Cronkite's Universe*; David Millman, graphic artist and illustrator, *The Cuban Missile Crisis—Nightline*; music composers: James G. Pirie, music composer, conductor, *Alaska: Story of a Dream*. □

VOA begins hardware upgrade

The Voice of America, which for years has complained it lacks the facilities to project America's voice as effectively as it wants to, last week began getting new equipment. Work was started at VOA headquarters in Washington on construction of four modern broadcast studios. The \$1.4-million renovation project is scheduled to be completed in April, with two of the studios to be used by the East European division and two by VOA's world wide English division.

VOA director Kenneth Tomlinson described the studio construction as "an important step in updating VOA's Washington headquarters from a 1950's operation to a modern facility." He said the new studios will serve as prototypes for renovating 19 other studios that were built in 1954. Work on them will begin next year.

Besides the 19 studios now almost 30 years old, four others were constructed in 1964 and three in 1981 for a total of 26. Even with the four studios now under construction, Tomlinson said, VOA will be "critically short" of adequate broadcasting facilities. In 1975, VOA used 23 studios to broadcast 774 hours weekly. With 26 studios today, it broadcasts 970 hours. "At peak broadcasting hours, every studio is in operation every day of the week," he said. □

As compiled by BROADCASTING, Oct. 3 through Oct. 7, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

Valley Head, Ala.—Cook Communications seeks 870 khz with 2.5 kw-D. Address: P.O. Box 67, Fort Payne, Ala. 35967. Principal is owned by Jeffrey A. Cook (51%), Thomas E. Crowe (39%), W.H. Borders Jr. (5%) and W.D. Scruggs Jr. (5%). It has no other broadcast interests. Cook is lead guitarist for the country-rock band, Alabama. Crowe was formerly program director at WFPA(AM) Fort Payne, Ala. Borders is Fort Payne CPA and accountant for the band. Scruggs is Fort Payne attorney. Filed Oct. 11.

Grover City, Calif.—Five Cities Radio seeks 1570 khz with 5 kw-D. Address: 1662 Willowmont Ave. San Jose, Calif. 95124. Principal is equally owned by Richard A. Bowers, Thomas F. Muller and Raymond E. Rohrer. Bowers and Muller both have interest in applicants for CP's in Waimea, Hawaii; Hialeah and Pine Hills, both Florida, and Marina, Calif. Rohrer is a Silver Spring, Md.-based communications consulting engineer. Filed Sept. 30.

FM Actions

■ Mason City, Iowa—Better Broadcasting Corp. returned application for 93.5 mhz, 3 kw, HAAT: 162 ft. Address: 4211 N. Elizabeth, Pueblo, Colo. 81008. (BPH-830627AE). Action Oct. 5.

■ Springfield, Mo.—Baptist Bible College Inc. returned application for 89.1 mhz, 50 kw, HAAT: 270 ft. Address: 628 East Kearney Street, Springfield, Mo. 65802. (BPED-830418AC) Action Oct. 3.

■ Rocky Mount, Va.—WNLB Radio Inc. returned application for 100.7 mhz, 3 kw, HAAT: 174.54 ft. Address: P.O. Box 602, Rocky Mount 24151. (BPH-830921AA) Action Oct. 3.

TV Action

■ Pine Bluff, Ark.—CMM Inc. dismissed application for ch. 25; ERP: 8,511 kw vis., 85 kw aur., HAAT: 160 ft.; ant. height above ground: 178 ft. Address: 215 Lantana Road, Rossville, Tenn. 88555. (BPCT-830217KM) Action Oct. 5.

■ Augusta, Ga.—Media General Inc. dismissed application for ch. 54; ERP 5,000 kw vis., 4,500 kw aur., HAAT: 176 ft. ant. height above ground: 273 ft. Address: 333 Grace Street, Richmond, Va. 23219. (BPED-830513KF) Action Oct. 4.

Ownership changes

Applications

WKJG-TV Fort Wayne, Ind. (ch. 33; 594 kw vis., 59 kw aur.; HAAT: 770 ft.)—Seeks transfer of control of Thirty-Three Inc. from Wabash Valley Broadcasting Corp. (77% before; none after) to Joseph R. Cloutier Sr. (23% before; 100% after) Seller, privately-held corporation, will relinquish 77% of WKJG in equal exchange for buyer's 23% share of Wabash Valley's other property, WTHI-AM-FM-TV Terre Haute, Ind. Buyer is executive vice president of licens-

ee, president of Indianapolis Motor Speedway Corp. and other enterprises. Filed Sept. 23.

■ WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV; ch. 8; 316 kw vis., 42.7 kw aural; HAAT: 990 ft.; WANE-TV; ch. 15; 144 kw vis., 28.2 kw aur.; HAAT: 830 ft.)—Seeks transfer of control of Indiana Broadcasting Corp. from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for \$104.9 million. Two stations are part of six-station deal between two companies for total \$606 million (BROADCASTING, June 27). Seller is subsidiary of Dun & Bradstreet Corp., New York-based corporation engaged in business information, marketing services and specialty publishing. It has no other broadcast interests. Buyer is Dallas-based newspaper publisher. It has also sold, subject to FCC approval, the two stations at same price, and working capital, after holding them for a "legal instant" (see below). It also owns WFAA-AM-TV and KZEW(FM) Dallas, and recently bought KOA(AM)-KOAQ(FM) Denver for \$22 million ("Changing Hands," May 30). It has also sold, subject to FCC approval, WTVC(TV) Chattanooga, and KFDM-TV Beaumont, Tex., for \$49 million, to keep from exceeding station ownership limits ("In Brief," Oct. 10). Filed Oct. 11.

■ WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV; ch. 8; 316 kw vis., 42.7 kw aural; HAAT: 990 ft.; WANE-TV; ch. 15; 144 kw vis., 28.2 kw aur.; HAAT: 830 ft.)—Seeks transfer of control from A.H. Belo Corp. (100% before; none after) to LWVI Broadcasting Inc. (none before; 100% after) for \$104.9 million and working capital ("Changing Hands," Sept. 5). Seller will own stations for a "legal instant" (see above). Buyer, is subsidiary of LIN Broadcasting, a publicly traded New York company, which also owns five AM's, five FM's and five TV's. It is also radio common carrier and specialty publisher. Filed Oct. 11.

■ WAMK(AM) Brockton, Mass. (1410 khz, 1 kw-D, DA-D)—Seeks assignment of license from Bay Colony Broadcasting to Esprit Inc. for \$210,000 cash. Seller is owned by Edward J. Acton and Francis Greenburger who also are applicants for 14 low power TV stations. Buyer is headed by Scott B. Davis, who is general partner in yet-to-be-completed limited partnership. Davis is President of Mobile Television Services, Boston-based television production company. Buyer has no other broadcast interests. Filed Oct. 6.

■ KGHS(AM)-KSDM(FM) International Falls, Minn. (1230 khz; 500 w-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 153 ft.)—Seeks assignment of license from Borderland Broadcasting to Communications International Assoc. Inc. for \$425,000. Seller is owned by Daniel D. Ganter and Karen N. Ganter, who have no other broadcast interests. It currently seeks modification of FM permit to increase power to 100 kw and to build new 420 ft. tower. Buyer is owned by Frederick H. Walter, M.D., general practitioner in International Falls (50%), Craig Peacock and wife, Joyce (25%); her brother James Bartowski and wife, Louise (25%). Craig Peacock and James Bartowski own and operate a local Coca-Cola bottling plant. It has no other broadcast interests. Filed Oct. 11.

■ WLRC(AM) Walnut, Miss. (850 khz, 250 w-D)—Seeks assignment of license from Associated Christian Enterprises to B.R. Clayton and Martha S. Clayton for \$100,000. Seller is owned equally by James R. (Ron) Mitchell and Larry Dunlap. Both are Baptist ministers and have no other broadcast interests. Buyers are husband and wife. Martha Clayton was assistant program director at WKXC New Albany, Miss. B.R. (Robert) Clayton is shift foreman with Tenneco Inc. Filed Sept. 15.

■ KKOZ(AM) Ava, Mo. (1430 khz, 500 w-D)—Seeks assignment of license from Ava Broadcasting to KKOZ Inc. for \$130,000. Seller is owned by Joseph E. Jindra, president, and eight other Kansas residents. Buyer is owned by Joseph Alan Corum (27%), his brother, Charles Arthur (27%); their mother, Mrs. Joseph Arthur Corum (15%); Robert L. Honea Jr. (27%), and A. Dale Wendland (4%). Joseph Alan Corum is currently station manager at KOYY(AM)-KSPG(FM) El Dorado, Kan. Filed Oct. 6.

■ KNDK(AM) Langdon, N.D. (1080 khz; 1 kw-D)—Seeks assignment of license from Johnson, Johnson & Laidlaw Inc. to KNDK Radio for \$500,000. Seller is equally owned by Bert Johnson, and brother, Lyle, both farmers, and T.L. Laidlaw, general manager of KDNK. None has other broadcast interests. Buyer is equally owned by William Heigaard and R. Scott Stewart, both Langdon attorneys. It has no other broadcast interests. Filed Oct. 12.

■ WLRO(AM) Lorain, Ohio (1380 khz, 550 w-D)—Seeks assignment of license from Lorain Community Broadcasting Co. to Veard Broadcasting Co. for \$200,000. Seller is equally owned by Andrew J. Warhola, Lorain attorney, and George Mobille, Washington patent attorney. It has no other broadcast interests. Buyer is owned by Jon R. Veard, who also owns Lorain-based property management company. It has no other broadcast interests. Filed Sept. 22.

■ KLTR(AM) Blackwell, Okla. (1580 khz, 1 kw-D)—Seeks assignment of license from Indian Nation Broadcasters Inc. to Action Media Inc. for \$115,000 cash including noncompete agreement. Seller is headed by Don M. Kelly, president. He is also 95% owner of KUSH(AM) Cushing, Okla. and is permittee for new FM in Liberal, Kan. Buyer is owned by William Stanley Bivin, president (70%), and Mary Jane Kelly (30%). It is licensee of KLOR-FM Ponca City, Okla. Filed Oct. 12.

■ WWDB(FM) Philadelphia (96.5 mhz, 18 kw, HAAT: 850 ft.)—Seeks assignment of license from Banks Broadcasting to Pyramid Broadcasting for \$5.6 plus 1.75 million noncompete agreement. Seller is headed by Dolly Banks, president, and also owns WHAT(AM) Philadelphia, sale of which (BROADCASTING, May 16) fell through. Buyer is owned by Richard Balsbaugh, Robert S. Understein, Arnie Ginsberg, Jason L. Shrinisky, and Sonny Joe White. Understein is Washington CPA and Shrinisky is Washington attorney. They also have interest in KXLR(AM) North Little Rock, Ark.; KEZQ(FM) Jacksonville, Ark.; WUSQ(AM)-WVAI(FM) Winchester, Va., and, along with Pyramid Broadcasting Corp., they own WXKS-AM-FM Medford, Mass. The other three all work at WXKS: Balsbaugh as general partner, Ginsberg as operations manager and White as programming manager. Filed Oct. 7.

■ WPCC(AM) Clinton, S.C. (1410 khz, 1 kw-D)—Seeks assignment of license from Laurens County Radio Inc. to Laurens County Communications Inc. for \$90,000 including \$15,000 cash. Seller is Dan Lynch (40%), Ray Whiteford and Lynn Cooper (30% each). It has no other broadcast interests. Buyer is owned by Donny Wilder, president (34%); his wife Gene M., and their son Robert P. Wilder II (33% each). Donny Wilder is editor and publisher of weekly newspaper, *Clinton Chronicle*. It has no other broadcast interests. Filed Oct. 5.

■ WMGL(FM) Pulaski, Tenn. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Medium Rare Inc. to Pulaski Broadcasting for \$350,000, including \$75,000 cash. Seller is owned by Jay Austin (50%), Robert Lochte and wife, Katie (50%). All three work at WMGL: Austin as sales manager, Robert Lochte as general manager and Katie Lochte as news director. It is permittee for a new commercial TV in Greenville, Tenn. Buyer is owned by S. Hershel Lake (55%) and wife, Geraldine Vaughn (35%), and Ronald Ray McNeil (10%). S. Hershel Lake owns newspapers in Carthage, Tenn.; Haleyville, Ala., and weekly *Giles Free Press*, Pulaski. Geraldine Vaughn Lake is bookkeeper at Carthage paper. McNeil is manager of Tennessee Press Association in Knoxville. It is licensee of WSKR(AM) Pulaski. Filed Oct. 7.

■ KZIP(AM) Amarillo, Tex. (1310 khz, 1 kw-D)—Seeks assignment of license from Plains Broadcasting Inc. to Del Norte Inc. for \$270,000, including \$240,000 cash. Seller is owned by Ken Williams, president and general manager of KZIP. Buyer is owned by Cruz Gilvaldo Lopez, manager and part owner of Midland, Tex., restaurant (49%), and Manuel L. Veloz Sr., cook (51%). It has no other broadcast interests. Filed Oct. 7.

■ KHOU-TV Houston (ch. 11; 316 kw vis., 47.9 kw aur.; HAAT: 1,440 ft.)—Seeks transfer of control of Gulf TV Corp. from Corinthian (100% before; none after) to A.H. Belo (none before; 100% after) for record \$342 million. Two stations are part of six-station deal between the two companies for total \$606 million (see above). Filed Sept. 30.

Actions

■ WGML(AM) Hinesville, Ga. (990 khz, 250 kw-D)—Granted transfer of control of Liberty Broadcasting Co. Inc. from E.D. Steele Jr. (100% before; none after) to Kelwyn John Kovars (none before; 100% after). Consideration: \$145,000. Principals: Seller is general manager of Tybee Island, Ga., cable company. He also is applicant for LPTV at Hilton Head Island, S.C. Buyer has no other broadcast interests. (BTC-830815FN) Action Oct. 5.

■ WFXV(AM) Middleboro, Ky. (1490 khz, 1 kw-D, 250

w-N, DA-1)—Granted transfer of control of Country Wide Broadcasters Inc. from Hubert Ford and others (100% before; none after) to Warren A. Pursifull (none before; 100% after). Consideration: \$250,000. Principals: Seller is owned by Hubert Ford (30%); his wife, Mary (25%); Bill Waddell (25%), Jeff Stevens (15%) and Sherry Kennedy (5%). They have no other broadcast interests. Buyer is advertising sales manager of WANQ(AM) Pineville, Ky; and has no other broadcast interests. (BTC-830815FM). Action Oct. 5.

■ WBBB(AM)-WPCM(FM) Burlington, N.C. (920 khz, 5 kw-D; FM: 101.1 mhz, 10 kw, HAAT: 910 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Maycourt Co. for \$2,625,000. Seller is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It also owns WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and WPDJ-AM-FM Clarksburg, W.Va. It recently sold WNAV(AM)-WLOM-FM Annapolis, Md., for \$2.8 million, and WDOV(AM)-WDSO(FM) Dover, Del., for \$2.3 million (both BROADCASTING, Sept. 5). Buyer is subsidiary of Audubon Broadcasting Co., headed by Pegram Harrison, president. It also owns WNOK-AM-FM Columbia, S.C. (BAL-830810FO). Action Oct. 5.

■ WAQI(AM) Ashtabula, Ohio (1600 khz, 1 kw-D, DA)—Granted transfer of control of Quests Inc. from Kenneth S. Mapes (55.6% before; none after) to Arthur W. Cervi Sr. (none before; 55.6% after). Consideration: \$35,000. Principals: Seller is owned by Kenneth S. Mapes (56%), and Phillip J. Cantagallo (44%). It has no other broadcast interests. Buyer has interest in WVCC(FM) Linesville, Pa. (BTC-830404EN) Action Oct. 5.

■ KBIX(AM) Muskogee, Okla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bortz Embody Broadcasting Co. Inc. to Muskogee Broadcasting Corp. for \$370,000, including \$50,000 noncompete agreement. Seller is owned by Richard S. Embody, who has no other broadcast interests. Buyer is owned by Michael J. McKee, president (50%); W.O. Moon Jr., and Jack G. Brewer (25% each). Brewer is president and owner of KWCO(AM)-KXXX(FM) Chickasha, Okla. McKee and Moon are Chickasha businessmen. (BAL-830817EH) Action Oct. 5.

■ KWWW(AM) Wenatchee, Wash. (1340 khz, 1 kw-D, 250 kw-N)—Granted transfer of control of SANS Inc. from Carl S. Tyler and others (90% before; none after) to James W. Corcoran (10% before; 100% after). Consideration: \$351,000. Principals: Seller is owned by Carl S. Tyler and wife, Illene M., and John A. Lienkaemper and his wife,

Norma. It has no other broadcast interests. Buyer owns other 10%. He is general manager of KWWW, owner of Wenatchee audio production company and is applicant for LPTV at Wenatchee. (BTC-830725FF). Action Oct. 5.

Facilities changes

AM applications

Tendered

■ KIOT (1310 khz) Barstow, Calif.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw and change to DA-2.

■ KJEL (1080 khz) Lebanon, Mo.—Seeks CP to change frequency to 750 khz; change power to 1 kw, and change to non-DA.

■ KLFJ (1550 khz) Springfield, Mo.—Seeks CP to increase power to 5 kw.

■ WCNS (1480 khz) Latrobe, Pa.—Seeks CP to increase day power to 1 kw; change to DA-2, and change day TL.

■ WIXC (1140 khz) Fayetteville, Tenn.—Seeks CP to change city of license to Hazel Green, Ala., and change TL. Major environmental action under section 1.1305.

Accepted

■ KTJS (1420 khz) Hobart, Okla.—Seeks modification of CP to make change in ant. sys. by increasing height.

■ KAAR (1480 khz) Vancouver, Wash.—Seeks modification of CP to change TL, and make changes in ant. sys. by increasing height. Major environmental action under section 1.1305.

FM applications

Tendered

■ KAEZ (107.7 mhz) Oklahoma City—Seeks CP to change TL, and make changes in ant. sys. Major environmental action under section 1.1305.

Accepted

■ KLTA (98.9 mhz) Dinuba, Calif.—Seeks CP to make changes in ant. sys.; change TL; change ERP to 19.0 kw; change HAAT to 815 ft., and change transmitter.

■ KKYS (107.5 mhz) Hanford, Calif.—Seeks modification of permit to make changes. Increase ERP to 18.5 kw; decrease HAAT to 790 ft., change TL, and other changes.

■ WHKK (100.9 mhz) Erlanger, Ky.—Seeks CP to change TL; change ERP to 1.267 kw, and change HAAT to 466 ft.

TV applications

Tendered

■ KTEN (ch. 10)—Seeks CP to change ERP: vis. 316 kw, aur. 31.6 kw.; change HAAT to 1460 ft.; change ant. syst. Major environmental action.

Accepted

■ KTTY (ch. 69) San Diego—Request for authority to locate main studio outside community.

■ KCRA-TV (ch. 3)—Seeks modification of permit to change TL.

■ KTVJ (ch. 14)—Seeks modification of permit to change HAAT to 1372 ft. Major environmental action.

■ WNEG-TV (ch. 32) Toccoa, Ga.—Seeks modification of permit to change ERP: vis. 647 kw, aur. 129.4 kw; change HAAT to 835 ft.

■ *KEDT (ch. 16)—Seeks CP to change ERP: vis. to 1480 kw, aur. to 148 kw.; change antenna, and also, to change transmitter.

AM actions

■ KFBR (1340 khz) Nogales, Ariz.—Application returned for CP to increase day power to 500 kw (BP-830608AF) Action Oct. 3.

■ KKIS (990 khz) Pittsburgh, Calif.—Application returned for CP to increase day and night power to 25 kw; install DA-2; change TL; Action Sept. 29.

■ KRDP (1000 khz) Hayden, Colo.—Granted application for MP to increase power to 10 kw ND-CH. (BMP-830510AA) Action Oct. 4.

■ WMYF (1540 khz) Exeter, N.H.—Granted application for CP to increase power to 5 kw/2.5 CH. (BP-830217AA) Action Oct. 5.

■ KISD (880 khz) Medford, Ore.—Denied application for MP to change main studio location. (BMP-830725AM) Action Sept. 20.

■ WBTZ (1080 khz) Oliver Springs, Tenn.—Granted application for MP (BP-790322AG) to change TL. Major environmental action under section 1.1305. (BMP-830513AG). Action Oct. 4.

■ WGSF (1220 khz) Arlington, Tenn.—Returned application for modification of CP (780727AJ) to change frequency to 1210 khz; change hours of operation to unlimited by adding night service with 250 w; increase day power to 10 kw (5 kw CH); change TL, and make changes in antenna system. Action Sept. 26.

■ WBKV (1470 khz) West Bend Township, Wis.—Granted modification of CP (BP-820721AI) to operate by RC from SL. Action Oct. 3.

FM actions

■ WZZK (104.7 mhz) Birmingham, Ala.—Granted modification of CP (BPH-810119AU, as mod) to change HAAT to 1,300 ft. Action Sept. 26.

■ *KCHO (91.1 mhz) Chico, Calif.—Granted CP to change TL; increase ERP to 5.35 kw; change HAAT to 1,219 ft.; change class, and make changes in antenna system. Action Sept. 27.

■ KHTZ (97.1 mhz) Los Angeles, Calif.—Dismissed CP to make changes in ant. sys.; change TL; ERP: 20 kw and HAAT: 2988.75 ft. Action Sept. 30.

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Paradise/Chico." Action Sept. 30.

■ *KRCC (91.5 mhz) Colorado Springs—Granted CP to change TL; change ERP to .054 kw; change HAAT to 2,103 ft., and make changes in antenna system. Action Sept. 27.

■ *WCNI (91.5 mhz) New London, Conn.—Granted modification of CP (BPEd-820331AD) to make change in antenna system; change type trans.; change type antenna; decrease ERP to .262 kw; increase HAAT to 200 ft., and change TPO. Action Sept. 23.

■ *WFAM (90.9 mhz) Jacksonville, Fla.—Granted CP to

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change frequency to 90.9 mhz and increase ERP to 18.6 kw. Action Sept. 27.

■ WCSN (94.9 mhz) Tallahassee, Fla.—Granted CP to change TL; change HAAT to 840 ft., and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 22.

■ *WBCX (89.1 mhz) Gainesville, Ga.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 300 ft., and make changes in antenna system. Action Sept. 26.

■ *WECI (89.7 mhz) Richmond, Ind.—Granted CP to change TL; increase ERP to 1 kw; change HAAT to 106 ft., and make changes in antenna system. Action Sept. 27.

■ KFMH (99.7 mhz) Muscatine, Iowa—Granted CP to make changes in antenna system and increase HAAT to 645 ft. Action Sept. 30.

■ *WQVC-FM (88.5 mhz) Allendale, Mich.—Granted CP to change TL; change ERP to .137 kw; change HAAT to 135 ft., and make changes in antenna system. Action Sept. 27.

■ WMQT-FM (107.5 mhz) Hancock, Mich.—Granted CP to make changes in antenna system; change TL; increase ERP to 100 kw; decrease HAAT to 530 ft., and change TPO. Action Sept. 28.

■ *WPCR-FM (91.7 mhz) Plymouth, N.H.—Granted CP to increase ERP to .215 kw and change HAAT to minus 378 ft. Action Sept. 27.

■ *WSKG-FM (89.3 mhz) Binghamton, N.Y.—Granted CP to make changes in antenna system; change TL; decrease ERP to 10.23; increase HAAT to 942 ft., and decrease TPO. Action Sept. 28.

TV action

■ WUSV (ch. 45) Schenectady, N.Y.—Granted application for MP (BPCT-800721KJ) to change ERP to vis. 2940 kw, aur. 294 kw; change TL; change SL, and change HAAT to 1110 ft. Action Oct. 5.

In contest

FCC actions

■ Manhattan, Kan.—Petition for special relief (Manhattan Cable TV Service), petition for order to show cause (Studio Broadcasting System Division of Highwood Service, Inc. [KTSB(TV)])—Commission granted petition for special relief filed by Manhattan Cable, seeking waiver of network program nonduplication protection request made by Stauffer Communications Inc., owner of WIBW-TV Topeka. Licensee of KTSB (now KSNT) in Topeka also filed petition for order to show cause for Manhattan Cable's alleged failure to provide nonduplication protection as required by commission's rules. A marketwide analysis by commission staff revealed that potential impact resulting from grant of requested waivers would only be 3.16% on KTSB and 2.54% on WIBW-TV. Commission found that neither station attempted to show with specific factual data that its financial condition is such that anticipated losses of revenue would adversely affect the public interest. Commission granted the waivers requested by Manhattan Cable. It denied petition for order to show cause. Memorandum opinion and order adopted Sept. 22. (FCC 83-346).

■ Scottsbluff, Terrytown, Gering and Scotts Bluff County, all Nebraska—Petition for Special Relief (Community Telecommunications Inc., doing business as Scotts Bluff Cable TV)—Community T-C filed petition for special relief, April 13, 1982, seeking waiver of rules which would require that it honor request made of it by Duhamel Broadcasting Enterprises, licensee of KDUH-TV Scottsbluff, to delete duplicating network programming. KDUH-TV filed petition for initiation of forfeiture proceeding directed against TCI's alleged failure to provide KDUH-TV with nonduplication protection. Commission completed impact study itself in order to serve "interests of administrative dispatch." Commission ordered that if no further opposition is received within 20 days from Oct. 14 release date of the opinion, petition filed by Scotts Bluff Cable TV be granted. Petition of Duhamel Broadcasting Enterprises (KDUH-TV) was denied. Memorandum Opinion and Order adopted Sept. 22 (FCC 83-435).

■ Pentwater, Mich.—Amendment of proposed rule making—Commission proposes to amend FM Table of Assignments with respect to Pentwater: present channel number, none; proposed, 276A. Interested parties may file comments on or before Nov. 25, and reply comments on or before Dec. 12. Copy of the comments should be served on the petitioner: James J. McCluskey, 220 1/2 South Michigan, Big Rapids, Michigan 49307. Notice adopted by chief, policy and rules division, Sept. 28 (MM docket No. 83-1062).

■ Georgia—utility rates for pole attachments (Georgia Power Co. vs.: Columbus Cablevision, Liberty TV Cable

Inc., Cablevision of Augusta Inc., Jefferson Cable Television Corp., Alert Cable TV Inc., Wometco Cable TV Inc. and Group W Cable)—Chief, common carrier bureau, ordered Georgia Power to file within 10 days responses to five complaints involving the rates it charges for cable TV attachments to its poles. Memorandum opinion and order adopted Oct. 6.

Legal activities

■ Turner Broadcasting System Inc.—Asked U.S. Court of Appeals, Washington, to review FCC's inaction on Turner's petition for rulemaking (RM-3786) filed Oct. 15, 1980, seeking to delete FCC's cable television "must carry" rules (Case No. 83-2050).

■ National Black Media Coalition—Filed a notice with the U.S. Court of Appeals, Washington, appealing FCC's consenting to the application of PTL of Heritage Village Church and Missionary Fellowship Inc. (FCC 83-380), to assign the license of WJAN(TV), Canton, Ohio, to David Livingstone Missionary Foundation, Inc. (Case No. 83-2062).

Call letters

Applications

Call Sought by

New AM's	
KAAN	Jerrell A. Shepherd, New Hampton, Mo.
KSPO	Melinda Boucher Read. Dishman, Wash.
New FM's	
*KSBC	Central Arkansas Christian Broadcasting Inc., Hot Springs, Ark.
KEKB	Jan-Di Broadcasting Inc., Fruita, Colo.
*KPRN	Western Colorado Public Radio Inc., Grand Junction, Colo.
WGCV	John R. Noble, Gibson City, Ill.
KRRZ	Red River Broadcasting Corp., Fargo, N.D.
KNLR	Terry A. Cowan, Bend, Ore.
New TV	
KMJD-TV	Pine Bluff Broadcasting Inc., Pine Bluff, Ark.
WETG	Arch Communications Corp., Hartford, Conn.

WKRN-TV	WNGE Nashville
Call	Assigned to
New AM's	
WGRR	Mobile Broadcast Service Inc., Prichard, Ala.
WNJR	Sound Radio Inc., Newark, N.J.
WKQW	Stephen M. Olszowka, Oil City, Pa.
New FM's	
KLOI	R&L Broadcasters, Grover City, Cal.
KHCR	Hamakua Broadcasting, Paaulo, Hawaii
WLKZ	The Fifth Estate Inc., Wolfeboro, N.H.
KDAK-FM	Carrington Broadcasting Inc., Carrington, N.D.
KSLT	Black Hills Christian Communications Inc., Spearfish, S.D.
WLLX	Prospect Communications, Minor Hill, Tenn.
WJKC	Radio 95 Inc., Christiansted, St. Croix, Virgin Islands
New TV's	
WCAJ	Celtic Media Inc., Birmingham, Ala.
KTAJ	St. Joseph Family Television Ltd., St. Joseph, Mo.
Existing AM's	
KPQP	KNNN San Diego
KJCY	KFLI Mountain Home, Idaho
WVLC	WKZE Orleans, Mass.
WSKQ	WVJ Newark, N.J.
WPXY	WPXN Rochester, N.Y.
WXPX	WKKC West Hazleton, Pa.
KSSA	KFJZ Ft. Worth
KBBL	KKAM Lubbock, Tex.
WQBE	WKAZ Charleston, W.Va.
Existing FM's	
KZAM	KRNN San Francisco
WKPE	WKZE-FM Orleans, Mass.
WKLH	WCXK St. Johns, Mich.
KAAN-FM	KAAN Bethany, Mo.
WPXY-FM	WPXY Rochester, N.Y.
WEYQ	WMOA-FM Marietta, Ohio
WQKT	WWST-FM Wooster, Ohio
WCNM	WBPZ-FM Lock Haven, Pa.
WQBE-FM	WQBE Charleston, W.Va.
Existing TV's	
KBGT-TV	KCNA-TVAIbion, Neb.
KOBF	KVA-TV Farmington, N.M.

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
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.

WMSN-TV Center City Broadcasting Inc., Madison, Wis.

Existing AM's

WZOR	WKEM Immokalee, Fla.
WXMS	WDAT Ormond Beach, Fla.
WQXM	WIZY Gordon, Ga.
KDLP	KQKI Bayou Vista, La.
WQUE	WGSO New Orleans
KTLK	KWAZ Lubbock, Tex.
KMXO	KMIO Merkel, Tex.

Existing FM's

KVUU	KYNR Pueblo, Colo.
WQXM-FM	WIZY-FM Gordon, Ga.
KAKZ-FM	KYMG Derby, Kan.
WHFS	WLOM Annapolis, Md.
WMRX-FM	WGEO-FM Beaverton, Mich.
WLTE	WCCO-FM Minneapolis
WXKZ	WWNH-FM Rochester, N.H.
WHWK	WQYT Binghamton, N.Y.
WPGO	WAEM Charlotte, N.C.
*WSSB-FM	*WIMC-FM Orangeburg, S.C.
KKDQ	KGFX-FM Pierre, S.D.
KGAR	KTXI Mercedes, Tex.
KZXL-FM	KIKM-FM Sherman, Tex.
KUUT	KABE Orem, Utah

Existing TV

WKRN-TV	WNGE Nashville
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Grants

Call	Assigned to
New AM's	
WGRR	Mobile Broadcast Service Inc., Prichard, Ala.
WNJR	Sound Radio Inc., Newark, N.J.
WKQW	Stephen M. Olszowka, Oil City, Pa.
New FM's	
KLOI	R&L Broadcasters, Grover City, Cal.
KHCR	Hamakua Broadcasting, Paaulo, Hawaii
WLKZ	The Fifth Estate Inc., Wolfeboro, N.H.
KDAK-FM	Carrington Broadcasting Inc., Carrington, N.D.
KSLT	Black Hills Christian Communications Inc., Spearfish, S.D.
WLLX	Prospect Communications, Minor Hill, Tenn.
WJKC	Radio 95 Inc., Christiansted, St. Croix, Virgin Islands
New TV's	
WCAJ	Celtic Media Inc., Birmingham, Ala.
KTAJ	St. Joseph Family Television Ltd., St. Joseph, Mo.
Existing AM's	
KPQP	KNNN San Diego
KJCY	KFLI Mountain Home, Idaho
WVLC	WKZE Orleans, Mass.
WSKQ	WVJ Newark, N.J.
WPXY	WPXN Rochester, N.Y.
WXPX	WKKC West Hazleton, Pa.
KSSA	KFJZ Ft. Worth
KBBL	KKAM Lubbock, Tex.
WQBE	WKAZ Charleston, W.Va.
Existing FM's	
KZAM	KRNN San Francisco
WKPE	WKZE-FM Orleans, Mass.
WKLH	WCXK St. Johns, Mich.
KAAN-FM	KAAN Bethany, Mo.
WPXY-FM	WPXY Rochester, N.Y.
WEYQ	WMOA-FM Marietta, Ohio
WQKT	WWST-FM Wooster, Ohio
WCNM	WBPZ-FM Lock Haven, Pa.
WQBE-FM	WQBE Charleston, W.Va.
Existing TV's	
KBGT-TV	KCNA-TVAIbion, Neb.
KOBF	KVA-TV Farmington, N.M.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

New owner of AM/FM in upstate New York seeks ambitious, community-minded general manager. Equity position available. Track record and references a must. Managerial package negotiable. Write Box E-73.

Potoskey, MI: WJML FM/AM requires experienced sales manager with proven track record to lead and supervise established sales staff in one of upper Midwest's most prestigious and exclusive resort areas. EOE. Reply P.O. Box 1246, Muskegon, MI 49443.

Sales/station manager for Gulf Coast AM/FM combo. Need experienced street fighter to carry local list, plus train, motivate, and direct productive sales staff. Opportunity for growth, advancement, and earnings based on performance. Confidentiality assured. EOE. Write Box E-100.

Station manager: strong sales oriented manager needed for new FM in smaller south Florida market. B. Umberger, 813-447-2242.

Looking to move up? High-ranking, fast growth station in large SC city seeks sales manager to train and lead local staff. Must be innovator in marketing the station to advertisers. Send resume to Box E-105.

Community Club Awards, CCA, 30-year-old Media-merchandising plan, has immediate openings. Additional area sales managers (multi-state territory). Full time, Monday/Friday travel, media sales experience required. Substantial draw against commission. Call/write for personal interview. John C Gilmore, PO Box 151, Westport, CT 06881. Tel: 203-226-3377.

Selling general manager for small market AM/FM with excellent facilities and staff. Call Mr. Gneuh, 312-640-7240, today. EOE.

Sales manager for dominant number one rated West Coast AM/FM in competitive 9-station market. Ocean, sand dunes, and plenty of potential with a growing chain. Resume to Manager, KSHR, Box 250, Coquille, OR 97423.

General manager-experienced. Only easy listening class C FM in Southwest growth market. Excellent facilities and well-established station. Personal growth possibilities. Compensation includes salary, incentive and other benefits. All replies confidential. Your employer not contacted without your permission. EOE. Write Box E-113.

Growth opportunity- number one New Orleans station seeks business manager. The job requires financial and management capabilities. Prefer college degree, broadcasting and computer experience. Send resumes to: WYLD, c/o Tracy Lewis, PO Box 19066, New Orleans, LA 70119. WYLD is an equal opportunity employer.

Sales manager for FM/AM stations with personal sales experience in "on street" and agency selling, is creative, has high energy level, can train sales persons and manage territories, is willing to live in medium size Kentucky town and work for good incentive compensation. Write Box E-115.

HELP WANTED SALES

Sales manager for Christian station, quality programming, group-owned, major Midwest market. Energetic, aggressive, and professional, with proven advertising sales experience. Top pay based on results. Management growth potential. Send resume and references to: Rich Bott, VP/Sales, Bott Broadcasting Company, 10841 E. 28th Street, Independence, MO 64052.

Experienced, aggressive, creative account executive for established list. Strong AM/FM combo. Quality of life on Lake Michigan, 90 minutes from Chicago. 14-station group offers continuing training and professional growth. 175,000 market. WSJM/WIRX, Box 107, Benton Harbor-St. Joseph, MI 49085.

Northeast medium market FM wants aggressive, professional salesperson with broadcast experience. Guaranteed salary + commissions. EOE. Resume to Box E-65.

Opportunity knocks! Ready to take over a top list at two dominant stations in the Northeast growth market? Three years broadcast sales experience, please. Send resume and references to Kay Mayr, GSM, WLAD/WDAQ, 198 Main St., Danbury, CT 06810.

Sales manager-salesman needed at Louisiana radio station. Must have sales, management, and promotion experience. Write Box E-72.

Newest NE PA FM forming sales team. Seeking experienced A.E.'s. Top 50 ADI market. Rare opportunity to join our highly professional organization and enjoy excellent earnings, environment, stability, future. True growth situation. Forward resume & all information to Box 5165, Wilkes-Barre, PA 18710. All replies held in strictest confidence. EOE.

We offer an outstanding opportunity for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield \$40,000 gross income for you the first year, \$60,000 the second year. If qualified, please call Bob Manley, 806-372-2329.

Account executive: 50,000 AM/#1 CHR FM needs your 1-2 years experience in commercial broadcast sales. Southern California coastal location. EOE. Call B. J. Young, 805-488-0901.

Sales position: experienced in competitive market. 100,000 CHR station with strong ratings. Take over account list, develop new. Growth potential, top commission and benefits. EOE. Resume and references to Eastern North Carolina's leader, WSFL, P.O. Box 3436, New Bern, NC 28560.

Are you ready to take your experience, ability and desire to southern California? K-SURF, a highly rated suburban Los Angeles FM station located in the beach area, is looking for an experienced radio sales professional. Write to Hal Narotzky, Sales Manager, KSRF Radio, 1425 Fifth Street, Santa Monica, CA 90401.

100,000 watt needs hard hitting street fighter on way up. Recession-proof market, mild climate, large guarantee, high commissions, we offer it all! Write to Box E-99.

Professional sales rep. Fast rising Texas sun coast AM/FM. Looking for a real pro with a provable track record. We can match your present earnings up front and offer you an opportunity to grow and prosper in a great half million market. Guarantee, 20% commissions on direct sales, profit sharing, insurance, most expenses, and lots of perks. If you want to work and succeed with professionals, play in the surf and enjoy the sunshine, this may be the opportunity of your lifetime. If you are ready for a move up right now and you possess a good radio sales record, don't wait to write, call Don Durden, VP-GM, Pyle Communications, Beaumont, TX. 409-842-2210. An affirmative action/EOE.

Experienced pro needed for AM/FM medium ind. market. Right dollars for the right person. Send resume to WBOW, 1301 Ohio, Terre Haute, IN 47807.

Radio group seeking to increase sales management staff. If you're looking for your first position in management or have experience, please send resume to Box E-111.

Experienced salesperson needed by dominant 100,000 watt adult contemporary in Missouri's capital. Economy and billing fantastic, \$18,000 plus first year. Tom Thies, c/o KTXV, Box 414, Jefferson City, MO 65102.

Atlantic City station seeks AM sales manager to sell and lead 3-person staff. Great opportunity in fast-growing market. Send resumes & earnings history to Box E-123.

Vermont's fastest growing radio station expands its sales department! We are developing the finest air product and need the finest seasoned professional to support it. New owner, new ideas, a superb opportunity to work in a beautiful area! WKVT FM/AM, Box 1490, Brattleboro, VT 05301 is an equal opportunity employer.

Sales, with good advancement potential (possible management), an honest growth situation for one who will work and develop with us. Resume to William L. Shaw, Station Owner, Box 2224, Shelby, NC 28150.

Midwest group of 11 stations in 6 markets has growth opportunities for assertive and enthusiastic sales managers and salespeople. Send resume and references to Box E-124. EOE.

KCFO, Tulsa, OK, has opening for experienced account executive. Salary plus commission. Call Dennis Worden, 918-445-1186. EEO.

Top 50 Western region station has openings for sales account executive. Three years radio broadcast sales experience in top 50 market required, college degree preferred. Send resumes to Box E-129. EEO employer.

HELP WANTED ANNOUNCERS

Top AM country station, upstate NY, seeking strong, successful morning personality. Good communicator, proven track record. Top salary. Resume: Atkinson Consultants, Lord's Highway East, Weston, CT 06880.

Quality station in beautiful Midwest city seeks experienced announcer who can relate to audience. Tape and resume to Program Director, WZOE, Broadcast Center, Princeton, IL 61356. EOE.

Missouri's most powerful FM needs weekend personality DJ. Must be able to communicate beyond time and temperature. Limited amount of production. No beginners. \$100.00 week to start. EOE. Resume and tape to Randall Weisemen, KMZU, Box 279, Carrollton, MO 64633.

Morning drive personality wanted on Pacific Coast. We're number one in a competitive 8-station market. If you have experience and like sand dunes, send T&R to Bob Young, P.O. Box 250, Coquille, OR 97423.

Missouri's most powerful FM needs fulltime personality DJ capable of working with remote equipment for live broadcasts. Play by play experience helpful. 40-hour, 5 1/2 day week with production. Country-oriented format. \$12,000 starting salary. EOE. Resume and tape to Randall Weiseman, Box 279, Carrollton, MO 64633.

Career opportunity for excellent announcer/production person. Must be strong in production and promotion. Will be "right-hand person". Tape and resume to Bob Belcher, Operations Director, KTTR/KZNN Radio, Box 727, Rolla, MO 65401. 314-364-2525. KTTR/KZNN is an equal opportunity employer.

Conservative, personality/AC, with heavy emphasis on news/information, has rare announcer opening. Ideal candidate has experience (or strong interest) in promotion and programming. Minimum two years experience. No calls. Send tape and resume to: Ed Brouder, PD, WGIR AM, Box 610, Manchester, NH 03105.

Arizona's premier easy-listening station-KQYT Phoenix-seeks polished, big-voiced, one-to-one communicator. Send tape and resume to Jim Price, Operations Manager, KQYT, 3501N. 16th Street, Phoenix, AZ 85016. EOE/MF.

AM country station, upstate NY, looking for strong morning personality, good track history, strong community involvement, entertaining. Top salary. Send resume or call: Atkinson Consultants, Lord's Highway East, Weston CT 06880. 203-226-3110.

HELP WANTED ANNOUNCERS CONTINUED

Producer/announcer. The University of Northern Iowa's two full-service FM public radio stations (KUNI 100,000 watts and KHKE 10,000 watts) are seeking a producer/announcer to serve as program host and on-air announcer for programs featuring public affairs and folk music. Bachelor's degree in communicative arts with emphasis in broadcasting; broad liberal arts background; must have good general knowledge of current issues; ability to assemble and deliver newscasts; professional skills in hosting news, public affairs and music programs a must; and experience in handling & editing audio materials essential. Salary \$14,647-\$20,879. Send letter of application, resume, 3 letters of reference and recent audition tape by November 7, 1983, to Dr. Gerald Bisbey, Coordinator of Professional Staff Placement, 221 Gilchrist Hall, UNI, Cedar Falls, IA 50614. An equal opportunity/affirmative action employer.

Resort area A/C is looking for announcer/production person to augment our staff of winners. Tape and resume to: WDBI-FM, 1175 South US-23, Tawas City, MI 48763. EOE-MF.

HELP WANTED TECHNICAL

AM/FM in major market looking for an aggressive, hardworking engineer. Must be in good health, have own means of transportation, and a knowledge of microwave systems. Salary dependent on experience. Equal opportunity employer. Please send resume to Box E-122.

Production supervisor: nationally competitive audio engineering and recording skills; remote and in-house classical music production experience required. Administrative and supervisory capability. Broadcast permit. Will coordinate all production activities of noncommercial arts and information station. Supervise crew, schedule and maintain production facilities and equipment, including mobile unit and studios. Execute remote and in-house production of various music projects. Bachelors degree or equivalent experience desired. Deadline: November 8, 1983. Send resume to: Robin Romano, KUSC-FM, P.O. Box 77913, Los Angeles, CA 90007. EOE.

Immediate opening for engineer to assist chief in operating and maintaining 6 studios and 2 transmitter sites. AM-5kw-u, da-n, FM-50kw. Broadcast experience and first class FCC license preferred. Send resumes to WONE/WTUE, 11 South Wilkinson St., Dayton, OH 45402 EOE.

Nome, Alaska needs maintenance engineer for award-winning AM owned by Catholic bishop. Volunteer position, room and board provided, no pay. Three year commitment, preferably longer. Must like life in a Christian community and cool weather. Father Jim Poole, S.J., KNOM, Box 988, Nome, AK 99762.

Chief engineer. Sunbelt AM/FM. Knowledge and experience essential. Salary negotiable. Long established broadcasters. EOE. Resume and full information to Box E-125.

Chief engineer wanted-5,000 watt directional AM and 50,000 Watt class B FM in the Palm Springs area. Call Bob Osterberg, Palm Springs area, daytime 619-347-2333. Evenings home phone 619-340-3802.

Chief engineer for KSKA, Anchorage Public Radio. Responsible for technical operation of FM radio station, including maintenance and repair of equipment and facilities. Prefer Bachelor's degree in engineering and three years' experience in broadcast engineering. Requires valid FCC license. Salary: \$30,000 to \$34,000, DOE. Application deadline: Oct. 28, 1983. Send resume and list of references to Search Committee, KSKA, 4101 University Drive, Anchorage, AK 99508. EOE.

Chief engineer: 5,000 AM/100,000 FM transmitters, studio maintenance, and responsible for full operation in beautiful coastal community. Write Box E-128. EOE.

Production technician: nationally competitive audio engineering and recording skills; remote and in-house classical music recording and technical production experience required. Broadcast permit. Will execute remote and in-house production of various music projects. Bachelors degree or equivalent experience desired. Must have thorough knowledge of state-of-the-art audio production equipment and techniques. Deadline: open until filled. Send resume to: Robin Romano, KUSC-FM, P.O. Box 77913, Los Angeles, CA 90007. EOE.

Broadcast technician. Generally assist and backup chief engineer; maintain equipment, design/develop audio installations; assist production; transmitter exp. Full time, Midtown Manhattan. Send resumes or call Chief Engineer, 212-752-3322.

HELP WANTED NEWS

Talk host wanted. Farm reporter wanted. Send T & R to news/talk KARN, c/o C. Martin, Box 4189, Little Rock, AR 72214.

Reporter/anchor. News leader in southwestern Michigan seeks experienced newscaster for four-person staff. Aggressive reporting and crisp, clean writing required. Learn and grow with 14-station Midwest Family Group. Resume and tape to WSJM/WIRX, Box 107, Benton Harbor/St. Joseph, MI 49085.

WIRE/Network Indiana has a rare, immediate opening for an authoritative news anchor with strong writing skills, competitive spirit, and experience. Must be fully skilled in news gathering and interpretation and have superior on-air delivery. Tape and resume to: Gary Hummel, News Director, WIRE/Network Indiana, P.O. Box 88456, Indianapolis, IN 46208. Mid-America Media is an equal opportunity employer, M/F. No calls, please.

News director: Experienced, strengths in area of life style approach to news, directed writing, ability to train staff in all aspects of news broadcasting. Will serve as morning anchor. Send tape, resume, salary requirement to WING/WJAI-FM, Division of Great Trails Broadcasting Corp., Box 2346, Dayton, OH 45429. EEO/MFH.

Afternoon-evening reporter, some anchoring at station serious about news. Three person news staff. Resume, broadcast news writing samples, and tape to WTRC, Curt Miller, Box 699, Elkhart, IN 46515. EOE.

US-101 is looking for quality newscaster! 2-3 years experience preferred, but will consider aggressive beginners looking for a break. Sports experience a definite plus. Send T & R to Ed Buice, ND, WUSY, P.O. Box 8799, Chattanooga, TN 37411.

New Jersey A/F combo in New York area seeks full time reporter for dedicated news staff. Tape and resume, writing samples to News Director, Box 40, Newton, NJ 07860.

News director for NE Michigan's number one radio station. Join our team of winners by sending your tape/resume to: WDBI-FM, 1175 South US-23, Tawas City, MI 48763. EOE-M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Promotion director—WPOC Baltimore is accepting resumes for consideration for a January opening. Stringent requirements include: knowledge of print media, radio ratings, excellent writing skills, a high degree of organization, budgeting ability, creative mind and the ability to interrelate with a winning team of fellow department heads. On-air experience a plus. Send resume and cover letter stating salary requirements to General Manager, WPOC, 711 W. 40th Street, Baltimore, MD 21211. No phone calls, please. WPOC is a Nationwide Communications station and an equal opportunity employer.

Executive producer: #1 public radio station in Los Angeles seeking nationally competitive remote and in-house classical music producers for concerts, features, recorded music programs. Thorough knowledge of classical music literature and discography, fine arts, and music production experience required, as well as an ability to announce classical music. Deadline: November 8, 1983. Send resume to: Robin Romano, KUSC-FM, P.O. Box 77913, Los Angeles, CA 90007. EOE.

SITUATIONS WANTED MANAGEMENT

Exp. managing program director. 13 successful years in top ten market. Unimpeachable references. If you have an FM and want to beat the competition all around you in dollars and numbers, call in confidence: 305-771-9998, or write Box E-74.

Programming plus! Hot medium market personality ready to program your station. Currently employed, seeking long term position with progressive organization. Hands on experience in music, research, promotion, and staff management. Good references. Call 919-476-6312 after 6 p.m. Prefer Midwest or South, but will consider all.

Money-making manager—20 years small to large markets. Sales, programming. Write Box E-91.

Talk host with major market experience, looking to program medium market news/talk station. 414-276-2443.

Black radio specialist—Successful GM with impressive track record available. Station being sold. Call 504-774-0116.

Exceptional general manager: with in-depth knowledge of radio covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Write Box E-114.

General manager. 350,000 + market. Solid sales, ratings and experience. CHR FM/AC AM. Write Box E-116.

General manager with 14 years of professional sales and management successes. Seeking challenge and growth opportunity. Experience includes top 50 markets and all phases of management: budget, promotion, administration. People oriented with bottom line understanding. Finest credentials. Seeking long term commitment. Prefer southeastern New England. Write Box E-130.

SITUATIONS WANTED SALES

Salesman, newscaster, announcer, production. Looking for small or medium market, Rocky Mountains, near river. Will begin at low salary plus commissions; purchase in 3 to 5 years. Write Box E-70.

SITUATIONS WANTED ANNOUNCERS

Announcing, production, programming. Medium to major market. Prefer Northeast, consider anywhere! Joe Brautman, 315-789-1120.

Female announcer seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

10-year professional announcer. Excellent references. Dependable. Want stable, permanent position. Mike Hon, 904-255-6950.

Experienced in college radio. Willing to relocate anywhere for entry level position. Call Scott, 201-863-0917.

Professional mature country. Former reporting MD. General ticket. Reliable air sound, phones, and personals. Production. Currently employed in NM. Desire upward move, Southwest, Texas to Calif, medium/major only. Call Ed Brooks, 505-836-2457, evenings.

You know how the Aussie yachtsmen performed! Anchor, talkback, and MOR presenter with twenty years' major market experience in Australia and Europe will win you an attentive audience with informality and mid-Pacific accent. Stephen Fleay, Blasistraat 7, Amsterdam OOST 1091CW Netherlands. Telephone (20) 939845.

12 years experience, 7 years with last employer. DJ, news, production, dependable, will relocate. 405-242-0597. Rick Brown.

Answer: Janet Lynch 502-895-5208. Who's available, will relocate? WQMF, WAKY, WLCV. Broadcast grad, degree. RRT, some voice work, excellent oral, written, people skills, 4 1/2 yrs. related experience. Public contact, public speaking experience. Let's make music together! 3743 Deep Dale, Louisville, KY. Prefer Southern, surrounding states.

Trained, hungry announcer looking for entry level position in your airchair, will relocate. Bob Kale, Rt. 2 Box 268, Elkhorn, WI 53121. 414-728-8972.

Celebrate the world communications year with the new, young breed of announcers. Enthusiastic, intelligent, and communicative. Hire Steve O'Rourke today. 516-422-1780.

Talented, experienced announcer looking to move up in the Northeast. Call Jim, 518-346-0442.

Northern California. Seven years experience disc-jockey, newscaster, medium markets. Mature, creative, adaptable. Contemporary Michael, PO Box 3145, San Mateo, CA 94403.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer looking for position as chief engineer of large station, or as technical director of small group. BS, CET, and first phone. Specializing in construction and automation. Write Box E-109.

Highly experienced engineer. Currently employed. Tired of promises. Seeks permanent station that supports engineering. Prefer Southwest. Write Box E-112.

SITUATIONS WANTED NEWS

Sports enthusiast ready for play by play opening. Excellent sportscaster in baseball, football, basketball. Tape and resume upon request. Chuck Gordon, 312-824-3538, after 1 PM CDT.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve. 904-769-5350.

Enhance your news or sports coverage. Sports director/news reporter with 5 years experience seeks challenging radio or TV position. Colorful PBP. Excellent writing/delivery skills. B.A., journalism. Kevin, 913-827-2383.

Sports director looking for good opportunity. Classic basketball PBP, will consider news combo. 201-763-5587, after 4 EDT.

Pro farm newscaster—four years experience including Wichita and Omaha. NAFB voting member. Lifelong family farm background—strong newswriting, reporting, organizational skills. Adept at initiating farm programming or upgrading existing farm formats. Get more rural listeners and ag advertising. Contact Gary, 402-895-5430.

Medium market 8-year news veteran, 4 times award winning. Looking for top 75 market anchor/reporting position. Northeast and Midwest stations serious about news only. Write Box E-106.

Young newscaster with 5 years' experience available immediately. 3 years as an ND. Journ. degree, award winner. Jeff, 815-663-9173.

TV/radio/journalism graduate with 3 years radio news experience seeks position in same. Call Charlotte, 618-274-0686, or 314-235-1648.

Professional journalist seeks sports position. Two years experience as radio news director and football and basketball play-by-play announcer. BS in Journalism. Tapes available. Call Greg after 5, 216-969-1559.

Veteran East Coast drive time anchor and news director. Top delivery and writing skills. Want far West or Rockies area. Write Box E-108.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Programming pro: 10+ years' experience A/C, country, CHR. Profit oriented. Promotion and marketing knowhow. Degree, first phone. Thom Davis, 704-827-0300.

Experienced country PD/MD/AT looking for stable, progressive operation. Mature family man. Charlie Walters, 619-245-3779. Call now!

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Up-and-coming middle market network affiliate requires creative manager to head up department. Must have excellent writing, communications skills, solid background in video and radio production techniques. Supervisory and budgeting skills a must. Minimum three years experience in agency or broadcast facility required. Salary commensurate with experience. EOE. Send resumes only to Box E-19.

Sales manager. Small market in SW needs aggressive sales mgr. Looking for mature salesman or asst. sales mgr. ready to move up. Excellent salary and benefits with multi-operator. Send resume to Box 27206, Houston, TX 77027.

Chief engineer - good hands-on engineer needed in SW small mkt. Looking for asst. chief ready to move up. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027

Production manager. Immediate opening for a creative professional with management and hands-on production experience to join station management team. Knowledge of promotion helpful. Reply to Dennis West, General Manager, WIFR-TV, Box 123, Rockford, IL 61105. 815-987-5300. EOE.

National sales manager. KOCO-TV is seeking a national sales manager with at least three years experience in national sales or rep. sales. No phone calls accepted. Send resume to David Loveland, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. A Gannett Company Equal opportunity employer.

HELP WANTED SALES

Southeast network affiliate needs GSM to profit from new growth plan under new ownership. If you can guide underdog to top dog and document it, send resume in confidence to: James J. Matthews, General Manager, WECA, P.O. Box 13327, Tallahassee, FL 32317.

Group W Westinghouse seeks a dynamic AE for its net affil. in booming Charlotte, NC. We need a winner—team player—with TV sales exp. Prefer "indy"/retail background, creativity and "street sense". Excellent \$, benefits, and growth opportunities. Send resumes to WPCQ-TV-36, Human Resources, P.O. Box 18665, Charlotte, NC 28218-0665. Closing date: October 30, 1983. EOE.

Account executive. Strong, respected NBC affiliate in major NW market seeks account executive with successful experience in mid-sized or larger market affiliate station. Demonstrated ability to work effectively with major accounts a plus. Resumes please to Personnel Director, KING-TV, 333 Dexter Ave. N., Seattle, WA 98109. An equal opportunity employer.

Television salesperson: Aggressive NE small market network affiliate looking for an experienced professional salesperson. Agency and direct calling, emphasis on new business development. Excellent commission structure with ample rewards for performance. Send resume to Steve Rozoy, Local Sales Manager, WNE-TV, P.O. Box 1310, White River Junction, VT 05001.

Successful local sales manager for top 50 market. Independent experience preferred - unique opportunity. Only winners apply. Sales trainer/leader by example wanted - great community. Write Box E-120.

Quality syndication co. offers major opportunity for television sales person. Exp. in feature film sales. Replies held in strictest confidence. Reply Box E-126.

HELP WANTED TECHNICAL

Mobile television facilities company seeking technicians for Arlington, Texas based mobile unit. Background in video and maintenance required. Excellent opportunity for growth and advancement. Send resume to: Tel-Fax Texas, 1601 Lamar Blvd. East, Suite 205, Arlington, TX 76011.

CMX editor. An established post-production facility in metropolitan Washington D.C. area seeks a first class CMX videotape editor with at least three years experience. Creativity, technical knowledge, and ability to communicate well with clients a must. Send resumes, references, and salary requirements only to Box E-76.

Engineer to work with latest state-of-the-art equipment in modern facility. Responsible for master control switching, VTR set-ups, record, edit, and playback local and network programs. FCC license required. Minimum of one year training in electronics and one year experience in TV engineering. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. EOE. Closing date is October 31, 1983.

Technical-chief engineer. KWTW, channel 9, CBS affiliate, is seeking a chief engineer with strong background in personnel and budget management. Plans/coordinates equipment and capital needs and responsible for all technical operations. Responsible for FCC compliance. Requires BS degree or equivalent in related field plus minimum 5 years television broadcast maintenance experience. Send resume immediately to: Duane Harm, President, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M-F.

Television maintenance engineer. Repair and maintain studio and transmitter equipment. Experience in UHF transmitter repairs and digital troubleshooting required. General radiotelephone operator license. Resume to: Personnel, WMFE-TV, 11510 E. Colonial Drive, Orlando, FL 32817. EOE.

TV technician. Immediate opening in top ten market. Minimum three (3) years recent experience at TV station in VTR operation, camera setup, master control, audio, production switching, and ENG operation. Must have first phone or general radiotelephone certificate. Send resume to Chief Engineer, KXAS-TV, P.O. Box 1780, Fort Worth, TX 76101. EOE.

Video engineer/technician with broadcasting design background, U-matic experience, and digital control knowledge preferred. Salary: DOE. EOE. Contact: Ron L. Moore, President, KTVA, P.O. Box 10-2200, Anchorage, AK 99501. Phone 907-272-3456.

Transmitter supervisor - present supervisor retiring after 20+ years service. This large market Sunbelt TV station has a clean, modern RF plant and requires a conscientious engineer with 3-5 years transmitter maintenance experience to maintain it. Send resume to Box E-94. EOE.

Christian television station requires chief engineer. Strong UHF background required. Write: Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box "A", Santa Ana, CA 92711. EOE.

Studio maintenance engineer for commercial TV production facility. Come to beautiful, tax-free New Hampshire with state of the art facility—1", 2", and 3/4" equipment, Quantel DVE, and 27' remote truck are among vast array of equipment. For additional information, contact: Willard Shears, Chief Engineer, TV-50, Derry, NH 03038. 603-434-8850. Salary negotiable. M/F, EOE.

Assistant chief engineer - operations. Strong, people oriented person with three to five years management experience as assistant chief or chief desired for this top 15 TV Sunbelt market. Responsibilities include: scheduling, streamlining operations, special projects, and assisting in maintenance of the station as time permits. Send resume to Box E-95. EOE.

Career engineering opportunity as chief engineer with Florida's leading commercial production houses. We are expanding. If you are a quality-oriented high achiever, our pleasant environment and small staff will interest you. Design and maintenance skills required. Not affiliated with a broadcast operation. Excellent benefits. Competitive salary commensurate with experience. Our 13th year. Can meet you at Los Angeles SMPTE conference. Act now Contact Bruce Graham, Director of Engineering, Florida Production Center, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000. EOE/M-F.

Broadcast engineer - TV studio technician. Operate master control switching, video tape machines, film projectors, audio, video, & camera control, transmitter remote control; read & follow log. Assist in maintaining ENG microwave sites & studio & field equipment. Require FCC first class radio operator's license, one year TV studio operating experience. High school grad., prefer electronics AA degree. TV maintenance engineer—Assist in maintaining ENG receive sites, including Autotrack and steerable antennas; maintain intercity microwave relay system, 3/4" tape machines including BVU 50, 110 & 800; assist in maintaining hi-band VHF transmitter, associated equipment. Require 5 years maintenance experience (ENG microwave, recording equipment); general class FCC license. Electronics AA degree preferable. Apply to Creagg Bass, Assistant Director of Engineering, KMGH-TV, 123 Speer Blvd., Denver 80203, 303-832-7777, x241. Equal opportunity employer, M/F.

Los Angeles-Broadcast television maintenance engineer for large San Fernando Valley firm. Successful candidate will possess 5 years experience and will have been with their current employer for at least one year. We require substantial hands-on experience with the majority of the following: Sony 1 inch VTR's, Sony 5000 or CMX-340X editors, DVE (Quantel), Rank 3C and terminal equipment. Verifiable history of employment stability and self-motivation required. Please call or forward your resume, with salary history, to Dave Easton, Caballero Video Systems, 7920 Alabama Ave., Canoga Park, CA 91304. 213-888-3040.

HELP WANTED NEWS

Sports/news combo. The best of both worlds. 50's group looking for talented, experienced person to anchor weekend sports and cover news 3 days. If you're this uniquely qualified individual, then rush resume only to Box E-12. Equal opportunity employer.

HELP WANTED NEWS CONTINUED

News manager. If you're currently an executive assistant news director or news director looking for a challenge, we have it. Flagship group station looking for talented individual to steer news operation. Only those with experience need apply. Send resume only in confidence to Box E-13. Equal opportunity employer.

News director with excellent editorial skills and ability to motivate/train staff. VHF, good Texas market. EOE. Resume only to Box E-43.

Reporter. Qualified to handle general news assignments and weekend weather reports. Gulf Coast VHF. EOE. Resume only to Box E-45.

Meteorologist for VHF, South Texas. Requires ability to present weather in an interesting, concise manner. EOE. Resume only to Box E-47.

Anchor, reporters, sports anchors, meteorologists, producers. Excellent positions available in medium and major markets. Send tape, resume, salary history. Box 9, Delmar, NY 12054-0009.

Small, aggressive network affiliate seeking news and sports reporters. Proven photography/production skills required. Resume only to Box E-71.

News producer. Aggressive producer for top 50 market net affiliate. Must be able to edit copy & pace with strong production orientation. Need more than a show-stacker. Resume & writing samples only to Box E-68.

West Texas Television station seeking weekend sports anchor/weekday sports reporter, experience required. Also seeking evening news producer, experience required. Call Mike Barker, 915-563-2222. An equal opportunity employer.

Weekend sports anchor needed, Peoria. Want experienced professional who's enthusiastic & knowledgeable. Must be able to shoot & report stories. Tape/resume to Tom Saizan, ND, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 61611.

Looking for the best news people? Contact Steve Porricelli, Primo People, Inc., 203-637-0044. Box 116, Old Greenwich, CT 06870.

Expanding Sunbelt network affiliate looking for assertive early and late producer. Strong writing skills and two years experience a must. Resume and salary requirements only to Box E-96.

Director for news. Minimum three years experience. Send resume and audition tape to News Director, Box 4, Nashville, TN 37202.

Director of news and public affairs. This is a unique opportunity, truly unlike any other in the U.S. Manage the only statewide daily television news program in the country for the New Jersey Network, a four-channel public television system. Additional responsibilities include supervision and direction of our documentary unit. At least five years of television news experience, including some management functions, required. Knowledge of New Jersey a big plus. But the primary requirement is creativity and a proven ability to think differently. You must be able to demonstrate that you conceived and executed a news or programming strategy that was untested, different, unconventional and/or controversial. Traditional thinkers need not apply. Advocates of "happy talk" news formats not wanted, either. If you have new ideas you have never been able to try anywhere before, and the ability to make them happen, you'll love it here. Send resume, salary requirements, and a letter demonstrating your originality to: General Manager, New Jersey Network, 1573 Parkside Avenue, CN 777, Trenton, NJ 08625. EOE.

We are adding weathergraphics and need a meteorologist with on-air experience to run the system. No beginners, please, for this growing affiliate in the heart of the Southwest. Send resume and salary requirements only to Box E-97.

News/weather combo. Need qualified person as news reporter four days plus Saturday 10 pm weather-cast. Degree in Journalism and two years on-the-job experience required. Anchor potential desired. Send tape and resume to: George Loar, GM, KQTV, PO Box 247, St. Joseph, MO 64506. EOE/M-F.

Wanted: resumes from experienced news reporters and photographers for future job openings. No calls, please. EOE. Send resumes to: News Director, WJRT-TV, 2302 Lapeer Rd., Flint, MI 48502.

We need a sportscaster anxious to work in a market loaded with major sports events. We're looking for someone with three years on-air experience who knows the business inside and out, and who enjoys a sunny climate. Resume and salary requirements only to Box E-98.

Reporter: the Taft independent in Miami is looking for a general assignment reporter. I need someone who can come up with good story ideas, then make great reports out of those ideas. Experienced only send resumes to: Larry Lyle, WCIX-TV, 1111 Brickell Ave., Miami, FL 33131. EEO/M/F.

Weekend producer, 3 day/week assignment editor: top rated Northeast affiliate looking for individual with strong writing and editing skills. Successful candidate will have minimum 2 years producer experience in a mid-sized market. Must be able to produce fast paced, visually exciting shows with strong attention to graphics. Send resume only to Box E-107. An equal opportunity employer.

Anchor. Looking for strong, established anchor to go with our female at 6 & 11. Need someone ready to start in January. Beautiful Southeast market. At least five years anchor experience required—beginners, forget it! Excellent salary and benefits. Tapes and resumes to Department V, 3421 M Street, NW, Suite 321, Washington, DC 20007. EOE.

Sports director. Immediate opening in sports-oriented Midwestern market with heavy local emphasis. 6 & 10 pm shows, packages, some radio play-by-play possible. Send resume and writing samples only to Box E-131. EOE/MF.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Broadcast operations engineer. WNED-TV is looking for a qualified person to work all facets of broadcast operations. Must be familiar with FCC rules and technical standards. Only aggressive, self-starting persons need apply. Send resumes and salary requirements to Director of Engineering, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Alaska PBS station seeks director. Single and multi-camera remote and studio directing experience required. Resume tape must accompany application. Postmark application by Nov. 4, 1983. KUAC-TV, University of Alaska, Fairbanks, AK 99701. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Producer/director: seeking experienced individual with minimum 2 years in all aspects of television production. Creativity and self-motivation a must. Send resume, salary history, and tape to WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898, Attn: Larry Dietz.

TV director for public TV station. Applicants should have at least two years of full-time TV directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and 3/4 inch videocassette sample of work to Will George, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An equal opportunity employer.

Videographer. Evening Magazine/San Francisco needs a top videographer. Must be able to shoot magazine features and other program elements of the highest quality. Broadcast experience with 3/4" field production gear and lighting essential. Send resume and tape reel to Producer, Evening Magazine, KPIX, 855 Battery Street, San Francisco, CA 94111. EOE.

Producer/director, instructional television-to produce, direct, edit, and duplicate a wide variety of ITV/audio programs for closed circuit and on-air use. Assist, consult and develop faculty, staff and student utilization of a multi-studio, four channel facility. Minimum of a related Bachelor's degree and three years experience in TV production, or high school graduate and 7 years experience in TV production. Starting salary \$16,307.28. Contact personnel department, UWF, Pensacola, FL 32514, on or before October 27, 1983. An equal opportunity/affirmative action employer.

Photographer: seek outstanding photographer with ability to provide major production input for promotion and commercial spots. Show us your on-air promotion campaigns, best commercial work. Not for beginners. Superior creativity, originality required. Salary commensurate with experience/ability. Will accept resumes only with tapes. Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

Television director. South Florida Public TV station has an opening for a creative television director for their music and drama productions. This position is responsible for creative aspect of live or videotape studio production, remote production, CMX computerized post production and techniques using TV equipment, talent, station personnel and related sources. The ideal applicant will have 5 years experience in TV production and a minimum of 3 years on line directing experience in a major market with a knowledge of lighting, art direction, audio and camera operation. College degree with major coursework in field of mass communications or equivalent technical training required. Send resume and salary requirements to: Personnel Generalist, WPBT/Ch 2, P.O. Box 2, Miami FL 33261-0002. An equal opportunity employer, M/F/H.

Program manager—the right person for our job knows how to take a fresh approach to matters which others see as routine, creates strong program schedules, maximizes promotion opportunities, builds strong relationships with program suppliers, communicates thoroughly on all levels, and is planning the future today. We are an industry leading independent looking for independent industry leader. Resume to Box E-92. Equal opportunity employer, M/F.

Audio specialist position available at award-winning broadcast production center. Requires demonstrated ability with a wide variety of audio skills including studio and remote single- and multi-channel recording; editing and mixing of voice, music, and effects tracks for television, film and audio formats; as well as first-line maintenance. On-air voice desirable. Salary mid-to-upper teens, dependent upon experience. Send credentials to Lee O'Brien, Center for Television Production, University of Wisconsin-Green Bay, Green Bay, WI 54301-7001. Equal opportunity employer.

Producer/director. If you've got a hot reel of commercials and/or promos, and you work in both film and tape, send us a letter and your resume only. We're an aggressive, growing East Coast production company looking for another dynamite producer/director. Write Box E-110.

Colorado Springs promotion manager. KKTU needs motivated, productive manager for 2-person department. Marketing and production skills essential. Two years-plus TV promotion experience. Send resume to Scott Vaughan, VP/GM, Box 2110, Colorado Springs, CO 80901.

Promotion manager: CBS affiliate, #1 rated station in market and we want your help in staying there. Send resume, detail your experience, and send evidence of your successful promotional efforts in the past. Great place to live and we offer all the fringes. No telephone calls, please. Mail your application to Lou Martin, KOAM-TV, Pittsburg, KS 66762.

Photographer/videographer—University PTV station. BA with two years minimum experience. Must be experienced in all aspects of photography; able to care for and operate EFP cameras and related equipment; able to supervise and train student assistants. Application deadline: November 30, 1983. Salary range: \$14,500 to \$15,500. Forward letter of application, 3 letters of recommendation, official transcript of academic record, resume, sample of photography (slide form or 3/4" cassette) and EFP videography (3/4" cassette) to: Jan Bell, Director of Art/Photography, WBGU-TV, Troup Avenue, Bowling Green, OH 43403. An equal opportunity/affirmative action employer.

Chief engineer wanted for growing New York City-based production company. Must be experienced in remote location production and be able to operate and maintain remote location equipment. Will be responsible for future growth of the department. Must be able to interact effectively with clients. Post-production knowledge is helpful. Write Box E-119.

Production manager for KRWG-TV, the PBS station at New Mexico State University. Requires Masters degree in telecommunications or related field, plus teaching experience and a professional track record in television production. Responsibilities include management of production department, teach one class, 12 month contract, salary \$21,000. Resume tapes will be requested of final candidates. Send resume and names of three professional references by November 15, 1983, to: Jim Dryden, KRWG-TV, TV22/NMSU, Las Cruces, NM 88003. New Mexico State University is an equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

WGN television seeks on-air promotion producer. Minimum 2 years experience. Writing skills required. College degree preferred. EOE. Send resume and tape to Jim Ellis, Tribune Broadcasting, 435 North Michigan, Chicago, IL 60611.

Videographer. 3 years ENG or EFP production experience, ¾ & Type "C" editing knowledge. Salary-negotiable. Send resume to Tom Merklinger, WFYI-TV, 1401 North Meridian St., Indianapolis, IN 46202.

Program director. independent station in Pacific Northwest. Active schedule of live originations. Must have rounded programing background and experience as a studio/remote director. Send resume only to Box E-127.

Writer/reporter/producer, KUID-TV, Moscow ID. Person will be involved in all aspects of producing local public affairs, including a nightly statewide program. Person will also be an assistant professor/instructor in the University of Idaho School of Communication and teach one newswriting class per semester. Master's degree preferred, Bachelor's degree required, with demonstrated experience in production of public affairs programs. Teaching experience preferred, not required. Letter of application, resume, and three professional references by October 28, 1983, to Chair, Producer Search Committee, KUID-TV, Radio/TV Center, Moscow, ID 83843. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Program director/promotion manager. Innovative programing, aggressive promotion. Five years' experience at top 20 indie. Solid references. Prefer Midwest, will consider other areas. Write Box E-66.

SITUATIONS WANTED NEWS

Host/feature reporter. Former PM Magazine co-host, St. Louis. Good appearance, voice, personable. 314-961-8835.

Nightly anchor/reporter in medium market looking for major market advancement. Sincere, believable, authoritative, enthusiastic, and aggressive approach. Skilled in all phases of profession. Degrees: B/A and M/A in communication. Four years in profession. Call Christopher, 215-886-4741; 609-967-5653.

Versatile TV newsmen: anchor/news director. Looking for take-charge spot in medium market where I can turn a fledgling operation into a competitive and credible newscast. Let's start by putting a strong emphasis on good, terse writing and quality field work. Let's give our community a window it can be proud of. Write Box E-75.

Innovative reporter. Excellent ratings record. Multiple state and national news awards. Superior writing and production skills. Call Pete, 717-823-9665.

General assignment reporter. Young self-starter with major market experience seeks challenging position in small market. 1 year internship as associate producer, cable news anchor, and on-air reporter. BA politics, top Northeastern university. Tape available. Will relocate. Salary secondary to opportunity. Phone Karen, 213-552-1606, or write Box E-80.

Sportscaster in medium market looking for a station with a true sports commitment. Call 804-266-1715.

Troubleshooter has gun, will travel. Loaded for investigative, consumer, political reporting. Write Box B-142.

Meteorologist seeking weekday position in Southern or Eastern medium or major market. Experienced small, large markets. Write Box E-90.

Professional seeking a sports or news position. Energetic, knowledgeable, and personable. Play-by-play experience as well. Call Andy, 305-763-1686.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

Not just a lot of hot air. Meteorologist with 5 years top 50. Sharp, accurate, to the point. Relates well with viewer. Write Box E-93.

Experienced and talented news reporter seeks permanent, full-time job, television preferred, will take radio. If interested, contact Regina, 201-374-2432.

No market too small! This reporter/photographer wants back in. 3 years' experience. Ron, 608-257-8917.

Producer: Cable News Network, Atlanta. 9 years experience in TV news. Looking for position in top 25 market. Write Box E-101.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

ENG photographer. Definition: (1) A person with a creative eye. (2) Someone who has mastered the tools of his trade. (3) Someone who is not afraid of a little work. Tape on request. Will relocate. Gilbert, 914-277-3948; 3771.

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programing, & production. Good with people, ideas, bottom line, & creativity. Hard working, responsible, ambitious. Will relocate. References. Reply Box B-76.

Co-hosts-talk show/news/P.M. Magazine. Top-notch husband/wife team. Heavy on-air and journalism experience, awards winners. Involved in all program aspects. Bright, witty, telegenic Ph.D./M.D. team with credibility and personality for top 10 market. 619-488-2886.

CABLE

SITUATIONS WANTED MANAGEMENT

Newhouse Master's/MBA-experience in cable research, programming, marketing. Seeks management position. Able to formulate innovative approaches to subscriber expansion and retention. Julie, 201-791-3323.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Unique opportunity for an experienced manager with strong sales skills. Dixel is looking for an account executive for our radio management computer system. If you are a self-starter with a desire to grow please send your resume to: Dixel Systems Corporation, 479 North Potomac Street, Hagerstown, MD 21740.

HELP WANTED SALES

Growing upper Midwest broadcast equipment supplier seeks experienced, technical salesperson. Salary, expenses, plus commission and rapid upward growth potential. Extensive travel required. Write Box E-83.

HELP WANTED TECHNICAL

Manager—Telecommunication Center. The University of Texas at Austin. Immediate vacancy for a registered professional engineer with a Bachelor's degree in electrical engineering. Must have seven years' experience in performing technical maintenance activities including two years' at the supervisory level. Would prefer eight years' experience with additional course work related specifically to broadcast, cable, satellite, and computer technologies. Job duties are to supervise and perform maintenance activities for a 100 kw FM broadcast station with major audio production facilities; highspeed audio open-reel and cassette duplication facilities; satellite R/T terminal facilities, microwave and cable system facilities. Also includes equipment installation, parts purchasing, and other related duties as required. Salary is commensurate with qualifications. To apply, a resume must be received by December 1, 1983. Contact: William S. Giorda, Center for Telecommunication Services, University of Texas at Austin, Austin, TX 78712. Equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

Two faculty openings in radio-television: one assistant and one associate professor, latter to serve concurrently a term as director of the division, one of three in the department. Ph.D. required for both; area of teaching/research interest is open. Associate position requires extensive research, teaching and administrative experience. Available September 1984 as 9 month tenure track positions (summer teaching available). Send resume, salary requirements, and three letters of recommendation to Christopher Sterling, Search Committee, Department of Communication and Theatre, George Washington University, Washington, DC 20052. The University is an equal opportunity/affirmative action employer.

Director, communications center. Salisbury State College is seeking a director for its media/instructional resource facility. Responsibilities: direct internship program, produce instructional and promotional materials, plan for educational channel on local cable system, help plan media curriculum, supervise small staff, and teach two courses per semester in broadcasting production. The director reports to the Chair of the Department of Communication Arts and is under a 12-month contract. Qualifications: Ph.D. preferred, Master's degree plus 5 years teaching or practical experience required. Salary: \$21,100+, depending upon qualifications. Position starts January, 1984. Send cover letter, resume, and letters of recommendation by November 15, 1983, to Paul Scovell, Chair, Search Committee, Department of Communication Arts, Salisbury State College, Salisbury, MD 21801. AA/EOE.

Graduate assistants/teaching assistants to study for MS/Ph.D. in communications. Monthly stipend plus fee waiver. Persons with undergraduate degree in broadcasting or related field and professional experience are invited to apply. Dr. H.H. Howard, College of Communications, University of Tennessee, Knoxville, TN 37996-0313.

Department head. Utah State University seeks department head for Department of Communications offering Bachelor's degrees in R-TV, journalism, and speech, and a Master's degree in communication. Qualifications: Ph.D. plus teaching experience and professional and/or scholarship record which would permit appointment as professor or associate professor. Begin July or September, 1984. Send resume and names of 3 references by December 1 to Search Committee, Department of Communication, UMC 46, Utah State University, Logan, UT 84322. AA/EOE.

Broadcast faculty search reopened; start Jan. 4 teaching TV, cable, radio production. Other journalism areas a plus; nine-month salary for position \$21,000; current need is for Spring semester, but appointment renewable. Teachable class sizes. Master's required; additional study a plus. Broadcast experience essential, preferably both commercial and PBS. Great outdoors location. Write: William R. Lindley, Department of Journalism, Idaho State University, Pocatello, ID 83209/AA/EOE.

Assistant professor/instructor: Coordinate university-produced documentaries and help produce programs for new local PBS affiliate; act as liaison between university and affiliate. Teach combined course in TV production and directing. ENG experience necessary. M.A. required, Ph.D. preferred. Beginning date January 18, 1984. Salary competitive, depending upon qualifications. Send letter and resume, request transcripts, and three references be sent to: Dr. Joe A. Melcher, Chairman, Communications Dept., 7325 Palmetto Street, Xavier University, New Orleans, LA 70125. 504-483-7690. Deadline November 8, 1983. Xavier University is a predominantly black, Catholic liberal arts institution. Affirmative action/equal opportunity 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.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Donated 3/4" ENG and editing equipment urgently needed by non-profit regional library cooperative. May be able to pay freight. Contact: Joe Shinnick, Chairman, Georgia Library Video Association, 208 Gloucester Street, Brunswick, GA 31523. 912-264-7314.

Wanted: one Sony BVH 1100 or RCA TR 200 1" VTR. Will pay cash immediately for machine in good condition. Call Michael Levy or Mike McGill, 213-465-3333.

FOR SALE EQUIPMENT

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 Co., 813-685-2938.

**FOR SALE CONTINUED
CONTINUED**

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404—324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404—324-1271.

Studio equipment—new and used. Hundreds of items available. VTRs, switchers, cameras. Call Quality Media, 404—324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404—324-1271.

West coast bargains. RCATK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213—790-4393.

Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 800's in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWestern, Inc., 800—547-2252.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215—379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215—379-6585.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

Opti-mod 8000A, \$2000. ITC 3-D stereo 3 tones, \$2000. Volumax 4300, \$200. .25 H3 detector, \$150. Write Box E-121.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles. CA 90025.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company Ltd., PO Box 59, Westmont, IL 60559.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288.

RADIO

Help Wanted Sales

SALES LEADER WANTED

Excellent account list. Solid position in dynamic East Texas growth area including Jacksonville, Tyler, Longview, Lufkin, Nacogdoches, Palestine, Kilgore, and other good cities. Full-power class C FM with 80-county coverage. Outstanding facilities. Professional staff. Advancement opportunity. Send resume and other helpful data to: Dudley Waller, KEBE/KOOI, Box 1648, Jacksonville, TX 75766. Phone: 214—586-2527.EOE.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Technical

**RADIO
ENGINEER**

Major East Coast broadcaster seeks experienced radio engineer who can manage a complex installation and lead a staff of four. Requirements include: a college degree (BSEE preferred), at least two years of experience at a local radio station, a detailed knowledge of satellite uplink operations, digital processing of audio and studio design and maintenance. Must be willing to enthusiastically support a large programming operation and must be able to consider the human element in systems design. The ideal candidate will have the ability to anticipate the next crisis and derail it, rather than letting it flatten him/her. This is a difficult, demanding position. Only those wanting a challenge should apply. Detailed resume and references to: Box E-118.An AA/EOE.

Help Wanted Management

WANTED

General manager/sales manager. Must be able to invest a small amount for part ownership. Small market, resort area, Midwest. Call or write Ralph E. Meador, Media Broker, P.O. Box 36, Lexington MO 64067. 816—259-2544.

Help Wanted Announcers

ANNOUNCER/AIR PERSONALITY

East Texas FM with 80-county coverage is going 24 hours. Announcer/production positions open. Good advancement opportunity. Excellent working conditions. Great lifestyle. Send non-returnable tape/resume to: Alan Mather, KEBE/KOOI, Box 1648, Jacksonville, TX 75766. EOE.

Situations Wanted News

RADIO NEWS

Veteran newscaster with 18 years in the business including network. Am looking for stable all news operation or station with serious news commitment. Tape and resume on request. Write Box E-103.

SPORTSCASTER

Are you in need of a top flight sportscaster? If so, I'm available. Veteran major league PBP in several sports plus controversial and FUN sportstalk host. Extensive TV background provides me with a well rounded package for your station. Only stations with solid sports interest need reply. Write Box E-102 for fast response.

**Situations Wanted News
Continued**

**NEWS/TALK BECOMES
NEWS/WALK**

WGSO'S FORMAT CHANGE KNOCKS NEW ORLEANS TOP NEWS STATION STAFF FOR A LOOP!!! Hard-working, enterprising group of news broadcasters are now available for immediate employment.
■ **B. J. Austin:** very experienced street reporter/news anchor/editor.
■ **Charles Travis:** veteran newscaster/anchor/reporter/talkshow host; radio/TV experienced.
■ **Jack Wyde:** top-flight news anchor/reporter. Previously KRLL Metromedia.
■ **Billy Austin:** New Orleans top-rated radio sportscaster; high energy and knowledgeable; radio/TV tapes available.
■ **Sabrina Wilson:** dedicated, hard-working street reporter; 2 yrs. news production skills.
■ **Bob Pavlovich:** experienced street reporter with anchor potential; excellent production skills.
■ **Darryl Hosack:** experienced street reporter/assignments editor/writer.
■ **Roy Bowen:** top-notch, experienced, producer/writer of news and news/talk format.
■ **Kelly Turnage:** Street reporter with tremendous growth potential.
THIS TEAM HAS WON MORE THAN FIVE NEWS AND FEATURE BROADCASTING AWARDS THIS YEAR. Contact individually by phone at 504—581-1280, or by writing to: WGSO, 1440 Canal St. Suite 800, New Orleans, LA 70112.

**Situations Wanted Programing,
Production, Others**

4 YEAR PRO

in New York ADI, now with network promotion. Looking for air or production work in NY, NJ, or CT. Write Box E-89.

TELEVISION

Help Wanted Technical

Chief Engineer

Boston cable programming organization seeks qualified, energetic manager with experience in video equipment selection, facilities design and installation, maintenance and repair, to start up urban access operation. Knowledge of RF technology and interpersonal skills required. BSEE or equivalent; 3 years management experience in cable, CCTV or broadcasting necessary. Salary \$30K-40K with benefits. Send resumes to Boston Community Access and Programming Foundation, Box 286, Boston, MA 02117.

An Equal Opportunity Employer M/F

Help Wanted Sales

**WEST COAST
BROADCAST SALES**

**Television Equipment
Excellent Income Potential**



Call Don Forbes
800/531-5232

Broadcast Systems Inc. Austin, Texas

Director of Public Institutional Network

Boston Community Access and Programming Foundation seeks experienced manager of multi-channel RF cable system. Duties include: Start-up development, work with public sector institutions, marketing & some technical supervision. 3 years related experience. Salary \$28K-32K with benefits. Send resumes by October 27th, to Boston Community Access and Programming Foundation, c/o Boston Public Library, Box 286, Boston, MA 02117.

An Equal Opportunity Employer M/F

OPERATIONS MANAGER WTVF NASHVILLE

Outstanding CBS affiliate seeking operations manager responsible for budgeting and management of the production, programming, and promotion departments. Will report to general manager. Applicants must have experience in analysis and selection of programming and creation and/or production of local live programs. Send resume to: Bill Nunley, WTVF, 474 James Robertson Pky., Nashville, TN 37219. An EEO employer, M/F.

COMMERCIAL PRODUCTION MANAGER

Immediate opening for creative professional able to take over two-man department. Requires hands-on experience of all phases of one-inch production from concept to completion including writing, in-studio and location shooting, lighting and editing. People skills paramount. Outstanding growth opportunity. Excellent benefits. Major communications group. Send resume to Cliff Fisher, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

Help Wanted News

WANTED ANCHOR PERSON FIELD REPORTERS

SEEKING experienced on-air person and field reporters for L.A.-based national daily feature/magazine TV program. Replies treated confidentially. Send resume only to Box E-132.

NEWS PRODUCER

WDIV, the Post-Newsweek station in Detroit, is looking for an exceptional person to produce newscasts. The person we seek is an excellent journalist, a leader and motivator, creative, and well-versed in all aspects of the technology. This is NOT a job for a novice or a stacker-and-a-packer. If you've had 3-5 years television news producing experience, and understand what it takes to orchestrate all elements of a newscast, please send resume and tape to: Mark Efron, Executive Producer, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. An EOE.

NEWS PRODUCER

Aggressive producer for top 50 market net affiliate. Must be able to edit copy and pace with strong production orientation. Need more than a show-stacker. Send resume and writing sample only to Box E-68.

Help Wanted Programing, Production, Others

A.F.ASSOCIATES INC.



TELEVISION ENGINEERS

Our company is a dynamic leader in the field of design & fabrication of video systems, mobile units, post production facilities & studios. Our clients include all major TV networks & many production companies & corporate video users.

SYSTEMS ENGINEER

The person selected will be responsible for project design, supervision & testing, & will have extensive contact with customers. Candidate should have experience with state-of-the-art audio, video, & communications systems including cameras, videotape, switching systems, computerized editors & technical equipment.

FIELD SERVICE ENGINEER

Responsible for equipment & system checkout, testing & trouble shooting both in plant & on site. Candidate should have systemic understanding of TV, audio, video, & communications as well as operation & maintenance. Knowledge of cameras, videotape, switchers, editors, character generators, audio consoles & other related equipment. We are a growth-oriented company offering a comprehensive benefits package & a salary commensurate with experience. Send resume & salary requirements to:

C. TERJANIAN
A. F. ASSOCIATES, INC.
PO BOX 115
NORTHVALE, NJ, 07646



The #1 afternoon magazine show in the Twin cities is looking for a

VIDEOGRAPHER/ EDITOR

If you are positive, talented, hardworking and looking for the opportunity of a lifetime, this is it. We need an experienced videographer who is the best in their shop to shoot and edit major 4-6 minute magazine-style field packages. Creative ability is a must. Send resume and videotape to: Doug Bolin, Producer, GOOD COMPANY, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

CAMERA PERSON CNN SPECIAL ASSIGN- MENT UNIT

Documentary and/or investigative TV experience. Extensive travel involved.

Send tape to:

Jerry Koch
Special Assignment Unit
1050 Techwood Drive
Atlanta, GA 30318
EOE M/F

Program Co-ordinator

Boston Community Access and Programming Foundation seeks experienced programmer. Duties include: program acquisition, program production scheduling and grant writing. 3 years program management experience required. Salary \$28K-32K with benefits. Send resumes to Boston Community Access and Programming Foundation, c/o Boston Public Library, Boston, MA 02117.

An Equal Opportunity Employer M/F

For Fast Action Use
BROADCASTING's Classified Advertising

**Help Wanted Programming,
Production, Others
Continued**

**PRODUCERS—WRITERS
DIRECTORS**

Major computer/videodisc company in Silicon Valley, CA, seeks videodisc production personnel. Must have three years commercial videodisc production experience, with strong skills in 1" videotape and 35MM/16MM film. Special consideration for those with new concepts in interactive programming and production techniques. Send resume only to Box E-135.

**TELEVISION OPERATIONS
FACILITIES & PERSONNEL SCHEDULER**

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a personnel & facilities scheduler to take charge of coordinating & executing schedules of all personnel & physical resources within its TV operations group. The successful candidate will be an ambitious self-starter with a proven track record of supervisory ability & minimum of 5 yrs. TV production experience in a major market or network facilities area. Degree preferred; computer experience a plus. If you feel led & want to serve, send resume & salary history in confidence to Employment Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an EOE.

**PROMOTION PRODUCER/
ADMINISTRATOR**

Television station in top 25 market needs sharp promotion producer and promotion administrator. If you're ready to get involved with a great station and great people to create great television promotion, send your resume to Box E-133.

Consultants

FM TRANSLATORS

Channel Searches-FCC Applications
**TEPCO (JONES) TRANSLATORS
CHUCK CRISLER**
BROADCAST PLANNING SERVICES
Box 42, Greenwood, AR 72936
501-996-2254

Radio Programming

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA COMEDIES MYSTERIES • SCIENCE FICTION
included in each series
Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-972-5884

Miscellaneous

AN ALL SPORTS STATION?

Small station in a large market with no ratings or profit? Former multi-station owner, network executive, consultant, & sports/sales authority will turn your operation into America's first all-sports radio station. Need full authority with responsibility. Days call Ray toll free 800-327-2780; Florida collect 305-968-4100, days.

**Miscellaneous
Continued**

ANNUALS

Now is the time to get them and we don't represent Burpee®. One of the most effective ways is the station trip for those advertisers who commit to a new contract or up the budget by a specific percentage. We specialize in providing those trips and utilize some unique techniques that elevate their effectiveness. To keep your station blooming, contact:

**DAVID RODGERS
RODGERS GROUP
100 OAKLAND STREET
BRISTOL, CT 06010
203-583-9945**

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

WE NEED RADIO PEOPLE

If you saw last month's ad, you know how active we are. Over 75 job orders from radio stations in 30 different states. We are receiving new job orders every day—for announcers, newspeople, PDs, & salespeople in small, medium, & major markets. We need qualified radio personnel to help fill these job orders. If you're seriously seeking radio employment, DON'T DELAY! For complete confidential details, including registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

For Sale Equipment

**USED VIDEO EQUIPMENT
EXCELLENT CONDITION**

2 Ikegami ITC-350 cameras. ENG, EFP package, 2 J13 X 9 BIE lenses, charger, CCUs, viewfinders & carrying cases. 3M switcher, character generator. Film chain-16 MM-Beaulieu camera with angeneux lens & film editing equipment. Nagra/Sony/Panasonic—all very good condition. Will sell as package or in part. For more information, contact C.W. Craig, Media Services, Lee Memorial Hospital, PO Drawer 2218, Ft. Myers, FL 33902. 813-334-5175.

BUILDING A BOOTH

for '84-NAB? Major exhibitor selling portions of older booth at attractive cost. Write for blueprints & photos to Box A-178.

**For Sale Equipment
Continued**

**GOING OUT FOR BUSINESS!!
1-800-321-0221**

New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours
Broadcast International, Inc.
FORT LAUDERDALE, FL 33334
IN FL: 1-800-432-2245

Business Opportunities

ANNOUNCERS

(Must read prepared scripts)

Earn up to \$50-\$100 per hour freelance with your present job. Send \$3.00 for tech bulletin to: Freelancers, Dept. 983-A, P.O. Box 14954, Cincinnati, OH 45214

Wanted To Buy Stations

**ATTENTION:
FM BROADCASTERS!**

We may help you increase your revenues by putting your unused SCAs to work. We are interested in all markets, large and small, and have carriers ready now with special interest in: New York City, Dallas/Ft. Worth, Houston, Portland, Or., Phoenix, Miami, Tampa, and Philadelphia. Call or write for information.

FLAGSHIP COMMUNICATIONS, INC.
11916 GLEN VALLEY RD.
CLEVELAND, OH 44141.
216-526-6017.

For Sale Stations



**Wilkins
and Associates
Media Brokers**

LA	AM/FM	\$350,000	15%
AL	AM	\$360,000	20%
NC	AM	\$650,000	20%
TN	AM/FM	\$425,000	25%
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
SC	AM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
OR	AM	\$35,000	downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

TEXAS OPPORTUNITIES

- GULF COAST COMBO - Full time AM; Class C FM. Stations are profitable. \$2,000,000, terms.
- SOUTH TEXAS AM daytimer. \$225,000, with \$50,000 down.
- POWERFUL GULF COAST daytimer with PSA. Excellent facilities. \$475,000, terms.
- WEST TEXAS daytimer with PSA. Only station in county of license. Good billing history. \$425,000, with \$125,000 down.
- HIGHLY PROFITABLE combo in West Texas market. \$2,750,000, cash.
- UHF-TV in top 100 ADI. Can be moved into a top 20 market. \$3,250,000, terms

JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Profitable and powerful AM station located in top 10 market. Price of \$3.2 million cash is less than 8x cash flow and includes land.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

- AL: fulltimer. No downpayment to qualified buyer. (5)
- AK: cable TV. \$110,000.
- AR: AM/FM. \$400,000, terms. (1)
- CA: FM. \$950,000. (2)
- FL: fulltimer. Large city. \$580,000. (2)
- GA: AM/FM. SE coastal U.S. Class C & fulltimer. \$3.7 million, terms. (4)
- GU: powerful FM. \$890,000. Good billing.
- HI: large city. \$750,000.
- ID: fulltimer. South central city. \$750,000.
- IL: AM/FM, within 100 miles of St. Louis. Nice town. \$2.3 million, terms. (2)
- KY: daytimer. SC. \$220,000.
- MA: daytimer. East. Real estate. \$200,000.
- MI: AM/FM. Central city. \$350,000. (2)
- MN: daytimer covering large city. \$180,000. (1)
- MS: FM. 100,000 W, covers Jackson & Vicksburg. \$2.1 million. (2)
- MO: daytimer, north central. \$380,000.
- NY: daytimer. Western. \$380,000.
- NC: good facility, covers Charlotte. \$550,000. (4)
- OH: FM. North central. \$240,000. (1)
- OK: daytimer. Covers large city. \$420,000.
- PR: powerful FM. \$590,000.
- PA: daytimer. SW. \$180,000.
- SC: daytimer. SE coastal. \$160,000. (2)
- TN: AM/FM. Large SE city. \$1 million. (16)
- TX: powerful TV. South central city. \$8,500,000. (4)
- VA: AM/FM. \$1,580,000. (1)
- WY: daytimer. SE city. \$250,000.

() indicates number of other listings in that state.

BUSINESS BROKER ASSOCIATES
615-877-5566 24 hours

RADIO COMMON CARRIER

Owner wants to retire. 10,000 subscribers, \$2 million gross billing. Selling price is 5 times billing. 30% profit before taxes. Only serious offers and cash will be accepted. Write Box E-41.

COLUMBIA, S.C.

1-kW-D, 620 kHz.
Nostalgia Format.
Positive Cash/Real Estate.
\$375,000.
803-796-9533.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 616 - Memphis, Tn. 38157

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

FOR SALE

Small market AM in Intermountain area with excellent growth potential. Excellent equipment. Real estate available. Negotiable arrangements to financially qualified. Write Box E-104.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

TOP 50 MARKET

Combination religious and foreign language daytimer. Recent death of one owner makes fast sale desirable. Asking \$695,000, with \$225,000 down and balance on good terms. Contact George Wildey: office 207-947-6083, home 207-827-5581.

8 DRISCOLL DR. ST. ALBANS, VT. 05478 802-524-5963

**STAN RAYMOND &
ASSOCIATES**

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

Dan Hayslett
& Associates, Inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

FULLTIME FLORIDA AM

Central Florida located with beautiful studios and equipment, good billings, only station licensed to city. CASH OR TERMS. \$750,000. Qualified buyers only. Write Box E-134.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT			
MW	Suburban	Class IV	\$950K	Terms	Ernie Pearce	(615) 373-8315	
SW	Small	AM/FM	\$825K	\$200K	Brian Cobb	(404) 458-9226	
R.Mtn.	Small	FT/Cl.C(CP)	\$800K	\$225K	Elliot Evers	(213) 366-2554	
E	Small	FM	\$700K	30%	Jim Mackin	(207) 623-1874	
NW	Medium	FM	\$625K	\$125K	Greg Merrill	(801) 753-8090	
SE	Metro	Cl.IV	\$600K	\$240K	Bob Thorburn	(404) 458-9226	
SW	Small	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807	
FL	Medium	Cl.IV	\$450K	Terms	Randy Jeffery	(813) 294-1843	
SE	Suburban	AM	\$350K	\$100K	Mitt Younts	(804) 355-8702	
MW	Small	FM	\$250K	\$75K	Ernie Pearce	(615) 373-8315	

To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

\$100,000 to \$2 MILLION

To finance that radio, TV, or cable facility you wish to purchase.

FAST DECISIONS

Because you will conduct negotiations with the decision maker.

Borrower must have minimum cash of 25% of purchase price

BROADCAST CAPITAL

James Walsh
333 N. Michigan Ave.
Chicago, IL 60601
312-236-9555

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker John F. Hurlbut
President Vice President
PO Box 2264 PO Box 1845
Arlington, VA Holmes Beach, FL
22202 33509
703-521-4777 813-778-3617

IOWA FM

Fantastic potential. Fastest growing in terrific \$3M radio sales market. New, automated equipment. Excellent management. \$400k dn. Terms. Call collect. 417-739-4869. **DONALD R. STIMBLE, ASSOCIATES, #22 Hill-top Dr., Kimberling City, MO 65686.**

H.B. La Rue, Media Broker

RADIO, TV, CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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., NW, 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 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 num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, 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: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c 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 including area code or zip code counts as one word each.



Fates & Fortunes

Media

Christopher Conway, director of promotion and publicity, KPRZ(AM)-KIIS(FM) Los Angeles, joins KSDO(AM)-KEZL(FM) San Diego as VP and general manager.

John Hayes, news director, Landmark Communications' KNTV(TV) San Jose, Calif., named VP and general manager of Landmark's KLAS-TV Las Vegas.

Marvin Rosenberg, general manager, KAZY(FM) Denver, elected VP of parent, Group One Broadcasting.



Rosenberg



Pauker

Molly Pauker, media assistant to chief of mass media bureau, FCC, Washington, will be joining NBC, Washington, Oct. 31 as assistant general attorney. She replaces John Sturm, who joined CBS, Washington, as director of government affairs (BROADCASTING, Sept. 12). Pauker had been at commission since 1980, and before that was attorney with Action for Children's Television, Washington.

Douglas Neatrou, sales manager, KJJC(FM) Osceola, Iowa, joins KSMX(FM) Fort Dodge, Iowa, as general manager. **Craig Vance**, music director, KSMX, named operations director.

Jerry Kunkel, general sales manager, WEHT(TV) Evansville, Ind., joins WUTR(TV) Utica, N.Y., as VP and general manager.

Frederick Nichols, executive VP and treasurer, TCA Cable TV, Tyler, Tex.-based MSO, named chief operating officer. **Jerry Yandell**, VP, personnel, named senior VP.

James Hendricks, assistant to president for franchising and acquisition, and regional operations manager, TeleCable Corp., Norfolk, Va., named general manager of TeleCable of Plano, Tex.

James Bryant, sales manager, WLBE(AM) Leesburg, Fla., named general manager.

Dave Course, manager of operations, WBKB-TV Alpena, Mich., elected VP and station manager.

A.C. Wimberly, program director, KAMC(TV) Lubbock, Tex., named executive VP and station manager.

Tom Hansen, director of programming and operations, WFFT-TV Fort Wayne, Ind., named station manager.

Cynthia Moore, program director, WTVZ(TV) Norfolk, Va., named director of broadcast operations.

Bill Conway, program director, WTMJ(AM) Milwaukee, joins KRMG(AM) Tulsa, Okla., as operations manager.

John Chapple, general manager, Rogers Cablesystems, Syracuse, N.Y., joins American Cablesystems of Florida, Pompano Beach, Fla., as VP, operations.

Jack Matthews Jr., customer operations manager, Cox Cable, Jefferson Parish, La., named general manager, Cox Cable, Staten Island, New York.

Michael Schllingen, from Peat, Marwick, Mitchell & Co., Milwaukee, joins Palmer Communications, Naples, Fla., as controller for Palmer Cablevision and WNOG(AM)-WCVU(FM) Naples.

Allan Trankley, manager, compliance and practices, West Coast, NBC, Los Angeles, named director, compliance and practices, West Coast.

Reginald Baker, VP, general manager, Canada, CBS Broadcast International, New York, named VP, managing director, Canada, based in newly opened Toronto office.

Lynne Wellbrock, director, personnel, CBS/Broadcast Group, New York, named VP, personnel.

Carol Tittle, account executive, WZZR-FM Grand Rapids, Mich., joins noncommercial WGVC(TV) there as director of corporate development.

Albert Pryor III, program director, noncommercial WBGO(FM) Newark, N.J., named to newly created position of director of special projects.

George Collins, executive news producer, WMAR-TV Baltimore, named director of affirmative action.

Marketing

Appointments, media department, Dancer Fitzgerald Sample, New York: **Jack Irving**, VP, to senior VP, chairman of media plans review board; **Lou Dorkin**, senior VP, to newly created position of director of network relations; **Mel Conner**, senior VP, to director of network operations; **Sondra Michaelson**, **Betsy Frank**, **Estrea Dworkin** and **Ruthanne Greenberg**, associate media directors, to VP's, and **Lucille Monaco**, media supervisor, to associate media director.

Stephen Donenfeld and **Stephen Kutler**, VP's, management supervisors, and **Patty Volk Blitzer**, VP, copy supervisor, Doyle Dane Bernbach, New York, named senior VP's.

Jerome Birn, managing partner and chairman, Tatham-Laird & Kudner, Chicago, will retire Jan. 1, 1984, after 28 years with firm. He had been chairman since 1979.

Patricia Dyson, account supervisor, Grey Ad-

vertising, New York, named VP, management supervisor.

Marcio Moreira, senior VP and director of New York team, McCann-Erickson Worldwide, New York, named executive VP and creative director, international team.

Elected VP's, N W Ayer, New York: **John Astarita**, **James Harry Hanzlik** and **Ross Tompkins**, account supervisors; **Benjamin Walker**, associate, marketing planning group; **Trudye Connolly**, account supervisor, Ayer Public Relations, and **Walter Heithaus**, management supervisor, Ayer Public Relations.



Schirmer

Robert Schirmer, group senior VP and management supervisor, Campbell-Ewald, Warren, Mich., elected executive VP and member of board of directors and executive committee.

Robert Riesenber, VP, associate director of network programming, BBDO, New York, named manager, program development. **Andrea Silk**, network radio negotiator,

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.
Experts in Executive Placement
527 MADISON AVENUE
NEW YORK CITY
(212) 355-2672

D'Arcy-MacManus & Masius, New York, joins BBDO there as manager of network radio.

Allan Linderman, VP, director of media, Creamer Inc., Pittsburgh, named senior VP, director of media services, based in New York.

Marilyn Gottlieb, director of public relations, American Association of Advertising Agencies, New York, joins Ogilvy & Mather there as public relations manager.

Nina Rosenthal, director of program development, defunct CBS Cable, New York, joins Benton & Bowles there as manager of program development.

Geri Welek, art director, Batz Hodgson Neuwöhner, St. Louis, joins D'Arcy-MacManus & Masius there as art director.

Corinne Travillion, VP, market research, 20th Century-Fox, Los Angeles, to director of marketing, Walt Disney Pictures, Los Angeles.

James Siegel and **Jordan Stanley**, account supervisors, Young & Rubicam, New York, named VP's.

Ilene Block, from Leo Burnett, Chicago, joins Tatham-Laird & Kudner there as account supervisor. **Jack Rooney**, account executive, Arnold & Co., Boston, joins T-L&K, Chicago, in same capacity.

Bert Ellis, national accounts manager, Turner Cable Sales, Atlanta, named director of marketing.

Catherine Lugbauer, account supervisor, Creamer Dickson Basford, Providence, R.I., named group manager.

Brian Robinson, VP, manager, Dallas sales office, Blair Radio, named to newly created post of senior VP, Midwest, and assumes additional responsibilities as manager of Blair's Chicago sales office, succeeding **Thomas Walton**, resigned. **Stephen Sorich**, account executive, Blair Radio, Chicago, named sales manager.

David Silverthorne, media buyer, Dial Media, Cranston, R.I., named media supervisor. **James Cooney**, acting creative director, Dial Media, named creative director.

Kathy Taylor, associate broadcast producer, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., named broadcast producer.

Darlene Johnson, from Superior Services, Orlando, Fla., joins Hillier, Newmark, Wechsler & Howard, Atlanta, as account executive.

Louise Messier, traffic director, FitzGerald Toole & Alden, Providence, R.I., named account executive.

Andrea Constantine, from BBDO, Chicago, joins D'Arcy-MacManus & Masius there as producer.

Sam Ashenofsky, VP, sales manager, independent team, Katz, Los Angeles, joins Settel there as manager of independent team.

Melba Meade, account executive, CBS-Owned Television Stations, Dallas, named manager, national sales there.

Mik Benedek, from TeleRep, New York, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Amy McIlvane, from Avery-Knodel, New York, joins Katz Television Continental there as account executive.

Loren Neuharth, national-regional sales manager, KOIN-TV Portland, Ore., named general sales manager.

Darris Forgy, from WING(AM) Dayton, Ohio, joins WYMJ(FM) Beaver Creek, Ohio, as general sales manager.

John Ryan, sales manager, WEZN(FM) Bridgeport, Conn., named general sales manager.

Michael Sinnard, account executive, *North Platte (Neb.) Telegraph*, joins KNXP(FM) there as general sales manager.

Ray Johnson, account executive, WHO-TV Des Moines, Iowa, named general sales manager. **Darwin Wolf**, member of sales staff, WHO-TV Des Moines, Iowa, named national sales manager.

Frank Adam, general manager, WATD(FM) Marshfield, Mass., joins WFEA(AM) Manchester, N.H., as sales manager.

Ron Hyams, account executive, WNCN(FM) New York, named director of retail sales.

Jay Linden, Eastern sales manager, NBC Spot Sales, New York, joins WNBC-TV there as sales manager.

John Bourne, general sales manager, CKLW-FM Windsor, Ont., joins WJIM-AM-FM Lansing, Mich., as sales manager.

Charles Boush, local sales manager, WDBJ-TV Roanoke, Va., named manager, sales-market development.

Lois Dinkel, from WOWO(AM) Fort Wayne, Ind., joins WFFT-TV there as co-op director.

Ray Chappelle, senior account executive, WATE-TV Knoxville, Tenn., named local sales director.

Kevin Mirek, consultant and acting sales manager, WFFT-TV Fort Wayne, Ind., joins WMAR-TV Baltimore as national sales manager.

Vera Hope, account executive, WTEN(TV) Albany, N.Y., named local sales manager.

Ellen White, art director, WPTA(TV) Fort Wayne, Ind., joins WISN-TV Milwaukee in same capacity.

Ned Flynn, from WHUE-FM Boston, joins WCOZ(FM) there as account executive.

Todd Zwick, from Benchmark Computer Systems, San Francisco, joins KYUU(FM) there as account executive.

Daniel Lee Johnson, from KIMA-TV Yakima, Wash., joins KOMO-TV Seattle as account executive.

Virgil Scott, regional sales manager, KIVA-TV Farmington, N.M., named local account executive.

Susan Smith Buddeke, credit manager, KTRK-TV Houston, named account executive.

Programming

Tom Kobayashi, executive VP, Glen Glenn Sound, Hollywood, Calif., named president and chief executive officer, succeeding **Joseph Kelly**, who retires Dec. 31.

Jules Haimovitz, VP, Viacom International,

named executive VP, Viacom's Entertainment Group, New York.



Sipes

Donald Sipes, chairman and chief executive officer, United Artist Corp., Los Angeles, joins newly formed Lorimar Distribution Group there as president.

Ted Hatfield, VP, national promotion, MGM/UA Entertainment, Los Angeles, named VP, field operations, motion picture marketing division.

Steven Weiner, program manager, ON TV/South Florida, Fort Lauderdale, Fla., joins ON TV, Los Angeles, as director of programming.

Howard Finkelstein, director of video enterprises, Metromedia Producers Corp., Boston, named assistant VP of parent Metromedia, Secaucus, N.J. **Deborah Burke**, manager of video enterprises, Metromedia Producers Corp., succeeds Finkelstein. **Julie Ambrosino**, assistant to producer, *Tom Cottle: Up Close*, named coordinator of video enterprises department.

Bill Randall, executive VP, Pioneer Communications, joins Just For Listening, cable audio service of Durborow Associates/Cable Marketing Management, Columbus, Ohio, as president.

Gary Khammar, director of sales, RCA/Columbia Pictures Home Video, Burbank, Calif., named VP, sales.

Steve Olsen, VP, publishing, Comtek Publishing, Hailey, Idaho, joins The Music Group, Tulsa, Okla.-based marketer of audio services to cable operators, as president.

Dan Levinson, VP, account supervisor, BBDO, New York, joins HBO there as advertising director.

Daniel Mulholland, executive VP, American TV Syndication, New York, joins Delta Television Group, syndication firm, as head of newly opened office there.

Susan Auerbach, VP, associate network television director, BBDO, New York, joins NBC-TV there as director, daytime sales.

Gregory Dougherty, regional affiliate manager, West Coast, Satellite Music Network, Dallas, named regional director, major-market affiliations.

Barbara Turner Sachs, motion pictures development executive, ABC Motion Pictures, Los Angeles, named director, creative affairs.

Robert Tucci, from Alexander Grant & Co., certified public accountant firm, New York, joins Viacom Entertainment Group there as director of financial planning.

Ben Tenn, Midwest regional sales manager, Walt Disney Home Video, Burbank, Calif., named national sales manager.

Dick Gold, partner, Mathis & Gold Associates, Los Angeles, joins Golden West Television there as director of event marketing.

Linda Holliday, director of advertising, Prism, Bala Cynwyd, Pa.-based regional pay televi-

tion network, named director of marketing.

Michael Fleming, national account manager, Turner Broadcasting System, Atlanta, joins Entertainment and Sports Programming Network, Los Angeles, as manager, affiliate marketing, Western region.

John Perez, from MGM/UA, New York, joins CBS/Fox Video there as manager of production.

Denise Wayne, from Westinghouse Broadcasting & Cable, New York, joins Group W Satellite Communications, Stamford, Conn., as affiliate representative.

Midge Barnett, manager of international sales and operations, Western-World Television, Los Angeles, named to newly created position of director, video.

Dean Thomas, audio specialist, University of Wisconsin-Green Bay Center for Television Production, Green Bay, Wis., named producer-director.

John Denlinger, executive producer, audiovisual department, PIC, Burbank, Calif.-based production firm, named VP, executive producer, directing firm's cable, television and motion picture projects.

Mike Jones, program director, National Black Media Coalition, Washington, joins DCA Productions, production facility of WDCA-TV Washington, as account executive.

Vicky Collins, news producer, WVIT(TV) Hartford, Conn., to produce station's daily news and entertainment program, *Kaleidoscope*.

Don Helms, engineering and production supervisor, KSDK-TV St. Louis, joins WLKY-TV Louisville, Ky., as production manager.

Jill Silverthorne, from noncommercial KNME-TV Albuquerque, N.M., joins KSAF-TV Santa Fe, N.M., as producer-director, *Illustrated Daily*.

Tim Lawler, from KBMT(TV) Beaumont, Tex., and **Russ Carrens**, from KJAC-TV Port Arthur, Tex., join KLDH(TV) Topeka, Kan., as producers-directors.

Jerry Bignotti, coordinating producer, *PM Magazine*, WFSB-TV Hartford, Conn., named associate producer. **Diane Ploch**, from Newsweek Video, Washington, joins WFSB-TV as assistant producer, *PM Magazine*.

Andrew Friedman, producer, *Northwest Today*, KING-TV, named senior producer, *Good Company*.

Mitch Massey, sports director, KMIR-TV Palm Springs, Calif., joins KSBY-TV San Luis Obispo, Calif., in same capacity.

Jimmy Myers, sports director, WMCA(AM) New York, joins WOR-TV there as sports anchor.

News and Public Affairs

Jack Frazier, assistant news director, WAGA-TV Atlanta, named news director, succeeding Andrew Fisher who moved to KNXT(TV) Los Angeles (BROADCASTING, Sept. 12).

Jim Zarchin, executive producer, *Channel Two News at Six*, WCBS-TV New York, named assistant news director. **Marc Morgenstern**, executive producer, 11 p.m. news, CBS-owned KNXT(TV) Los Angeles, succeeds Zarchin.

Deborah Leff, producer, ABC-owned WLS-TV Chicago, joins *Nightline*, ABC News, Washington, as producer. **Tara Sonenshine**, production associate, *Nightline*, Washington, to associate producer.

Appointments, WPLG(TV) Miami: **Andy Barton**, executive producer, WWL-TV New Orleans, to assistant news director and managing editor; **Nadla English**, producer, KSTP-TV Minneapolis-St. Paul, to same capacity, and **Diana Gonzalez-Durrthy**, public affairs reporter-producer, WTVJ(TV) Miami, to health and medical reporter.

Susan Larsen, member of news staff, KSMX(FM) Fort Dodge, Iowa, named news director.

Appointments, WSOC-TV Charlotte, N.C.: **Nancy McKenzie**, 6 p.m. news producer, to executive news producer; **Phillip Tribo**, from WHBQ-TV Memphis, to news producer; **Robin McCourt**, weekend news producer, to news special projects producer, and **Audrey Barnes**, from WTLV(TV) Jacksonville, Fla., to reporter.

Barbara Haig, news producer, WBAY-TV Green Bay, Wis., joins WTMJ-TV Milwaukee in same capacity.

Dave Hurst, reporter, WTAJ-TV Altoona, Pa., named bureau chief.

Julie Feldman, reporter, WTVF(TV) Nashville, joins WPTV(TV) West Palm Beach, Fla., as co-anchor, 11 p.m. news.

James Baker, anchor, WYFF-TV Greenville, S.C., joins WHO-TV Des Moines, Iowa, as 6 and 10 p.m. co-anchor.

Renee Kemp, anchor, Satellite News Channels, Pittsburgh, joins WVTM-TV Birmingham, Ala., as weekend co-anchor.

Gene Randall, correspondent-bureau chief, NBC News, Moscow, joins Cable News Network, Washington, as reporter.

Laura Cook, writer-producer, Atlanta-based Cable News Network, joins WTLV(TV) Jacksonville, Fla., as reporter. **Vernon Hunt**, director-editor, WNFT(TV) Jacksonville, joins WTLV as videotape editor.

Michael Olesker, columnist, *Baltimore Morning Sun*, joins WJZ-TV there as commentator.

Marlo Bendau, reporter-producer, *CBS Morning News*, New York, joins WCBS-TV there as co-host, *Channel 2 the People and Daybreak*.

Linda Taira, from KHON-TV Honolulu, joins KING-TV Seattle as reporter, Washington bureau.

Marianne Kiyoko Kushi, from KERO-TV Bakersfield, Calif., joins KOMO-TV Seattle as reporter.

Arles Hendershott, from WTVQ(TV) Rockford, Ill., joins WIFR-TV there as editor-producer. **Michael Mears**, reporter, WTKR-TV Norfolk, Va., joins WIFR-TV as anchor-reporter.

Art Barron, producer-reporter, The Entertainment Report, Los Angeles, joins KLDH(TV) Topeka, Kan., as weekend news anchor.

Edie Huggins, director of community affairs, WCAU-TV Philadelphia, named reporter-producer of *Talk Back to 10* news feature. **JoAnne Wilder**, manager of community affairs, succeeds Huggins.

Technology

Carl Turner, division VP, product assurance and planning, solid state division, RCA, Somerville, N.Y., named staff VP, planning, corporate offices, New York.

Jerry Smith, director of domestic television and radio sales, Harris Corp., Quincy, Ill., named VP, domestic sales, broadcast transmission division.



Taylor

Stephen Taylor, recent MBA graduate, Emory University, Atlanta, joins Southern Satellite Systems, Douglasville, Ga., as assistant VP.

Melvin Jenschke, VP, engineering, TCA Cable TV, Tyler, Tex.-based MSO, named senior VP, engineering.

Larry Hartwig, manager of technical operations, Mutual Broadcasting System, Washington, named manager of distribution services.

Richard Broadhead, business manager, UHF transmission systems, RCA, Camden, N.J., joins Acrodyne Industries, Allentown, Pa., as VP, marketing.

W.P. Fowler, **Robert Clrace** and **William Lemmer**, from ABC News, Washington, have

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Albert Perotti, technician, U.S. Cablevision Corp., Colony Communications' Beacon/Poughkeepsie, N.Y., cable system, named chief technician.

Dennis Mason, director, business planning, Rockwell Int., Chicago, joins Zenith Radio Corp., Glenview, Ill., as marketing manager, CRT and components.

Charles Blechlin, news director and news manager, WTCN-TV Minneapolis-St. Paul, joins ColorGraphics Systems, Madison, Wis., as director of sales.

Shaun Johnson, manager of daily sales and operations, Satellite Syndicated System's Tulsa (Okla.) STV offices, named assistant VP of acquisitions, research and development, SSS.

Frank Schmidt, VP, human resources and administrative services, Fairchild, Germantown, Md., named corporate director of employee relations.

Tom Aldon, from outside sales, Southwestern region, Anixter Communications, Atlanta, named manager, Anixter Communications there.

Phil Sonksen, from Durham Life Broadcasting, Durham, N.C., joins SunGroup Inc., Knoxville, Tenn., as chief engineer at its WYHY(FM) Lebanon, Tenn., and WLUY-FM Nashville.

Bob Jeu Devine, senior staff engineer, CBS-TV, New York, joins WNHT(TV) Concord, N.H., as chief engineer.

Allied Fields

Steven Harris, legal assistant to former FCC commissioner Stephen Sharp, joins Pacific Telesis, regional Bell holding company for California and Nevada, as director of federal relations, based in Washington.

Rev. Dr. Everett C. Parker, director of office of communication, United Church of Christ, New York, joins *Channels of Communications*, periodical, New York, as editor at large, with additional responsibilities for overseeing educational activities, including seminars, conferences and college courses.

Sharon Gottesfeld, attorney, private practice, Los Angeles, joins Completion Bond Co., television and motion picture film guarantor there, as head of business and legal affairs department.

Marianne McDermott, from Hill & Knowlton, Washington, joins Aker Associates, communications consulting firm there, as VP, with overall responsibility for management of communications consulting firm.

Francine Carollo, from Lanier Business Products, Fort Myers, Fla., joins R Corp., Sarasota, Fla.-based cable marketing consultant, as analyst, computerized data.

Radford Stone, senior VP, director and group management supervisor, McCaffrey & McCall, New York, joins Cable Advertising Bureau there as VP, national marketing director. **Ron Fischmann**, from own sales training company, Radio Sales Services, joins CAB as VP, director, local sales.

Robert Bruce, former general counsel, FCC, Washington, joins Debevoise & Plimpton, law firm there, as member specializing in communications law.

Frank Donino, VP, director of sales, Cable Health Network, New York, has formed Donino Communications Group, marketing and media consulting firm, based in Riverside, Conn.

Joseph Brunner, VP and business manager, United Media Enterprises, New York, named senior VP, television services. United furnishes television listings and advertising services to cable systems and newspapers.

Marilyn Brooks, medical editor, WNGE-TV Nashville, awarded National Multiple Sclerosis Society's Public Education award, broadcast division, for two-part series, *Coping with MS*.

Sara Slaff, editorial assistant, *Washingtonian* magazine, Washington, joins American Women in Radio and Television there as director of publications and publicity.

Janet Miles, regional manager, TM Productions, Dallas, joins National Association of Broadcasters, Washington, as regional manager, Kansas, Texas and Oklahoma.

Donald R. Putnam, VP, controller, retail division, Hartmax Corp., Chicago, joins A.C. Nielsen Co., Northbrook, Ill., as division controller.

Robert Mazer, attorney-adviser, Common Carrier Bureau, FCC, Washington, joins Chadbourne, Parke, Whiteside & Wolff, law firm, there, as attorney, telecommunications department.

Dan Rather, anchor and managing editor, *CBS Evening News*, New York, will receive St. Bonaventure University's Bob Considine award, given annually in memory of broadcast and newspaper reporter who died in 1975.

Ioan Allen, senior VP, marketing, Dolby Laboratories, and member of Society of Motion Picture and Television Engineers, Scarsdale, N.Y., elected to fellow of society.

Thomas Emerson, professor emeritus, Yale Law School, will be first recipient of First Amendment Defender award from Institute for Communications Law Studies, Catholic University, Washington.

Tom Fowler, director of news and public affairs programming, South Carolina Educational Television Network, will receive Volta award from Alexander Graham Bell Association for the Deaf. Award is given to publication, production or individual making significant contribution in development of public awareness of problems and potentials of deaf.

Appointments, Electronic Industries Association, Washington: **John (Jack) Kinn**, director of engineering, to staff VP, engineering department; **Herbert Rowe**, VP, to senior VP, components group, and **Jean Caffiaux**, VP, government division, to senior VP.

Elected officers, Society of Satellite Professionals, Washington: **Joseph Pelton**, Intelsat, president; **Susan Irwin**, Private Satellite Network, vice president; **Polly Rash**, Public Service Satellite Consortium, secretary, and **Mack Schwing III**, Touche Ross & Co., treasurer.

Elected officers, radio board, Southern Educational Communications Association, Columbia, S.C.: **Gary Shivers**, noncommercial WUNC(FM) Chapel Hill, N.C., chairman; **John Dozier**, noncommercial WSCI(FM) Charleston, S.C., vice chairman; **Olson Perry**, noncommercial WSMC-FM Collegedale, Tenn., secretary, and **Robert Eastman**, noncommercial WBHM(FM) Birmingham, Ala., treasurer.

Promotion and PR

Appointments, marketing division, Walt Disney Pictures, Los Angeles: **Dick Delson**, national publicity director, to national director, promotion and film advertising; **Barry Glasser**, director of West Coast publicity, 20th Century-Fox, Los Angeles, to national publicity director.

Marci Miller, advertising director, HBO, New York, named head of new consumer promotion group.

David Hart, from WTVF(TV) Nashville, joins Nashville Network there as promotion manager.

Dan Heimann, promotion manager, WFFT-TV Fort Wayne, Ind., named creative services director. **Eileen Goltz**, independent public relations consultant, Fort Wayne, joins WFFT-TV, succeeding Heimann.

Michael Nelson, promotion assistant, KTXQ(TV) Fort Worth, named promotion manager.

Lois Koteen, promotion manager, KCRA-TV Sacramento, Calif., joins WFSB-TV Hartford, Conn., as creative services director.

Pauline Bieber, from Auburn Civic Center, Syracuse, N.Y., joins noncommercial WCNY-FM-TV there as community relations coordinator.

Joel Canfield, promotion producer-writer, WDIV(TV) Detroit, named senior producer, promotion.

Deaths

Robert P. Clark, 74, former executive VP and chief financial officer, SSC&B, New York, died of cancer Oct. 2 at his home in Pelham, N.Y. He is survived by two daughters and son.

Elmer Weisensel, 67, engineering consultant, WMTV(TV) Madison, Wis., died of cancer Oct. 1 at Madison nursing home. He is survived by his wife, Marcella, son and three daughters.

Glenn Turnbull, 26, air personality and program director, WJDM(AM) Elizabeth, N.J., died of heart attack Oct. 7 at Mountainside hospital, Montclair, N.J. He is survived by his wife, Laurie, and son.

Paul Fix, 82, actor who played Marshal Michah Torrance in ABC series, *The Rifleman* in 1958-63, died of kidney failure Oct. 14 at St. John's hospital, Santa Monica, Calif. He is survived by daughter.

The First Amendment and its favorite son

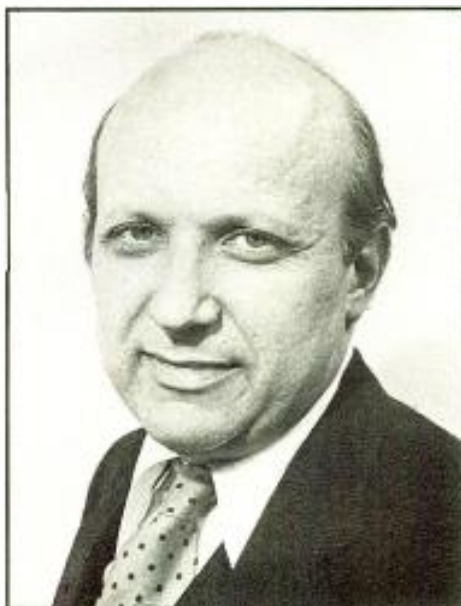
In appearance and manner, Floyd Abrams seems too mild to be trusted with the preservation of a resource as basic as the First Amendment—a man soft in features, round in physical format and gentle and courteous in manner. Where is the fierce flame that should be burning in a man with the mission he serves? The answer—just below the surface. He has been described as the First Amendment bar's "most militant advocate of press rights."

Indeed, Corydon Dunham, NBC executive vice president and general counsel, who has worked with Abrams on First Amendment cases involving NBC for some 15 years, speaks of Abrams's qualities in almost mystical terms: "He more than any other advocate brings a personal sense of the nobility of the value of the First Amendment [to his work]...He brings a sense of the transcendent value that lies behind the First Amendment."

Abrams seems a trifle embarrassed by such comments—he almost blushes. But he doesn't take issue with them. "I do care a lot about the First Amendment and about the rights of journalists to report and the essentiality of keeping the government out of the picture," he says. "The uniqueness of this country is brought about in large part by the uniqueness of having a written, legally enforced protection against governmental entry into the...control of what journalists say, what they think, what they do."

Abrams, at 47, probably has argued more First Amendment cases in courts around the country than any other lawyer. He has appeared before the Supreme Court seven times, and he has served as co-counsel and as counsel on friend-of-the-court briefs in a number of other Supreme Court cases. And almost always, as those who have watched him in many of those appearances will testify, he is greeted by the judges with the special respect reserved for those with whom they are familiar and whose abilities they find stimulating and refreshing. Abrams returns that respect in full measure, not only by his manner but by the preparation of his case and the skill of his presentation. He is seldom caught off guard; usually, in fact, as with most good lawyers, he leaves a court argument with the adrenaline still flowing and his head crammed with answers to questions that nobody asked.

Abrams's side does not always prevail. In *Herbert v. Lando*, in which he represented CBS, for instance, he failed to persuade the Supreme Court that public figures who are plaintiffs in libel cases are barred by the First Amendment from probing the thought processes of the journalists they are suing; the court said such probing is essential to determine whether the journalists had acted out of



Floyd Abrams—partner, Cahill Gordon & Reindel, New York; b. July 9, 1936, N.Y.; BA, Cornell University, 1956; LLb, Yale Law School, 1960; research assistant, Princeton University, 1960; law clerk, U.S. Judge Paul Leahy, district of Delaware, 1961-1963; Cahill Gordon & Reindel, 1963—present, partner, 1970; visiting lecturer, Yale Law School, 1974—1980; Columbia Graduate School of Journalism, associate in journalism, 1980; Columbia Law School, lecturer in law, 1981 to present; m. Efrat Surasky, Dec. 25, 1963; children—Daniel, 17, and Ronnie, 15.

"actual malice," which such plaintiffs must prove.

But Abrams has helped to protect and expand the First Amendment rights of journalists in a number of cases. He represented the Nebraska Press Association and 18 friends of the court, in 1976, when they successfully opposed before the Supreme Court a state court order banning reporters from publishing information on confessions, even if obtained in open court. He also helped to blunt the use of the FCC's fairness doctrine when, as counsel to NBC, he persuaded the U.S. Court of Appeals in Washington to overturn a commission decision that NBC had violated the doctrine in connection with a documentary on pension systems. The commission's decision had been one of the rare ones under the fairness doctrine that went against a broadcaster.

But probably the most significant—certainly the most dramatic—First Amendment case in which Abrams has participated involved the *New York Times's* publication of the Pentagon Papers, in 1971. With his former law school professor at Yale, the late Alexander Bickel, Abrams helped turn back the Nixon administration's effort to bar publication of what had been the highly secret papers that Daniel Ellsberg had leaked to the

Times. As a result of that case, Abrams became increasingly involved in First Amendment cases. As he says, "1971 was the turning point for me."

When he was 19, at Cornell, Abrams wrote his senior thesis on the press and the courts, focusing on the fair trial, free press issue and arguing that the courts should take a stronger stand in the ongoing struggle over press rights. "I felt the press was at fault." But where the First Amendment was concerned, the conservative youth grew into the liberal adult. In law school, where he concentrated on public law issues, particularly those involving the press, his opinion began to change gradually toward a stronger pro-First Amendment position. His views changed "radically," he says, when he joined Cahill Gordon and began representing NBC, one of its clients. And after 23 years as a lawyer who now spends 60% of his time on press issues, Abrams has won the respect not only of other lawyers but of journalists as well.

He is also highly regarded by his students—among other activities, he teaches a course at Columbia Law School, which is slightly less demanding on his time than teaching a course at Yale had been. The qualities that serve him as a lawyer appear to serve him well as a teacher—brains, patience and respect for those with whom he is dealing. One former student says, "He always had time for me...He always made himself available...He makes you feel you are an important part of his life. He's an invaluable resource."

Abrams currently is finding time for another matter that concerns him: what he regards as the Reagan administration's continuing use of executive orders to control the flow of information from the government to the public. A lengthy article on the subject he wrote for the *New York Times Magazine* last month helped persuade Representative Robert Kastenmeier (D-Wis.) to schedule a hearing by his Subcommittee on Courts, Civil Liberties and the Administration of Justice, on "1984," as in George Orwell. The article describes the Reagan administration as one "obsessed with the risks of information, fearful of both its unpredictability and its potential for leading the public to the 'wrong' conclusions." Abrams will fly in to Washington from a business trip to Salt Lake City to testify.

So attempting to persuade the courts of the need for an expansive reading of the First Amendment is not all that concerns Abrams, the quiet militant. Attacking head-on what he sees as the government's anti-information policy is another. "I view what certain governmental officials, often acting in good faith, view as totally unthreatening efforts, as very threatening, because what we see worldwide is a contraction of human freedom," he says. "And we have to work hard to preserve those freedoms we do have." ■

Stinging from losses associated with shut down of *TV-Cable Week* and sale of last STV service in Boston, **Time Inc. reported third quarter earnings declined 14% over same period last year** to \$30,272,000, or 47 cents per share. **Total revenue rose over 12%** to \$983,510,000. For comparable period in 1982, earnings were \$35,195,000, or 55 cents per share, on revenue of \$875,313,000. Time said **TV-Cable Week shut-down losses** incurred during third quarter totaled **\$29 million**, or 26 cents per share after taxes. Video division revenue rose 29% over comparable quarters to \$282 million from \$219 million, while video earnings rose 17.6% in comparable period to \$57.6 million from \$49 million. But video division operating profit margins declined in same periods, from 22.3% in 1982 to 20.4% in 1983. For first nine months of 1983, however, video operating profit margins continue to stay ahead—20.3% in 1983 versus 19.8% for first nine months of 1982.

ABC third-quarter net income declined 10.5% over comparable period last year to \$31.8 million, or \$1.08 per share, on 9% higher revenue of \$659.6 million. This compares to profits of \$35.5 million, or \$1.22 per share, on revenue of \$607.1 million in third quarter of 1982. ABC said profits declined at television network division on record third-quarter revenues, but both revenue and profit fell short at owned TV stations division. Principal cause, ABC said, was weak local advertising sales at owned TV stations division, along with "weaker news advertising marketplace" at television network and costs associated with restructuring late-night news programming, "increased news activity in general," and "incremental" costs attached to experimental summer programming. ABC Video Enterprises revenue rose slightly, to \$2.8 million compared to \$2.6 million achieved in last year's third quarter, but losses rose faster—to \$11.8 million from \$10.1 million loss in comparable period year ago. Third-quarter VE results also included developmental costs associated with TeleFirst, proposed overnight pay service to home recorders, ABC said, scheduled to be test marketed in early 1984. ABC also said its advertiser-supported cable programming services "continue to be affected by overall softness in the cable advertising market." Good news was that both revenue and profits were up in radio division, while publishing division reported higher profits on record revenue over comparable period last year—increase of 35% to \$7.8 million on 9% higher revenue of \$71.4 million.

RCA reported third-quarter earnings increased 34% to \$63.9 million, or 57 cents per share, compared to \$47.6 million, or 40 cents per share, for same period in 1982. Revenue rose to record \$2.26 billion from \$1.98 billion last year. Record earnings in third quarter were reported by transportation (Hertz) and Financial Services (C.I.T.) divisions, while NBC's profits "rose sharply" on 16% gain in revenue, RCA said. RCA added that all NBC divisions improved year-to-year results. Earnings in Communications Group declined from comparable period last year which included nonrecurring gains from sale of five transponders on Satcom IV satellite. But Communications Group revenues increased 19% over third quarter 1982, RCA said, reflecting greater use of RCA Americom domestic satellites and "improved" market share of telex services at RCA Global Communications. Electronics segment, which includes TV and videorecorder sales, set new profit record. More color TV sets were shipped from plant in September than any other month in company's history, RCA said. However, Broadcast Systems, which includes TV cameras and recorders, posted loss reflecting decreased sales to TV stations and networks, RCA said.

Final goal. "NAB On Winning Track." That was the way the National Association of Broadcasters alerted its members in a Mailgram last week that the *Tauke-Tauzin broadcast deregulation bill* (H.R. 2382) now has 218 co-sponsors, which represents a majority of the House of Representatives. NAB not only announced the total but urged broadcasters to continue pressing for further congressional support. "While this record achievement for NAB recognizes a majority of the House of Representatives believes broadcast deregulation is an idea whose time has come, we must continue to build pressure to move favorable legislation out of the subcommittee," the Mailgram said.

Forecast. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) last week reaffirmed an earlier commitment to move broadcast deregulation legislation this year. During a speech before the National Press Club last week he said that radio and television deregulation was at the top of the committee's legislative agenda. He said the House Telecommunications Subcommittee was preparing to draft legislation and that subcommittee member Al Swift (D-Wash.) was representing Dingell's interests. Dingell said, however, that if the subcommittee "dandles unduly, I have understandings with Mr. Swift and others that these matters will be heard in the full committee."



He also discussed the cable legislation pending before the subcommittee. "I think that cable television is a creature of state and local units of government, and I think it should be regulated by state and local units of government and not by the federal government. But if the cable television folks want to be regulated by the federal government I'll be happy to try and see to it that any legislation brought forward will regulate and not deregulate," he said.

National convention of Salt Lake City-based **National Translational LPTV Association**, scheduled for Nov. 14-16 at MGM Grand hotel in Las Vegas, has been postponed, with new date to be set at next board meeting on Nov. 14. Reason, according to association, was "disappointing outlook for convention attendance." Pre-registration was described as "weak." Among reasons given by association directors for postponement were recent FCC freeze on LPTV applications and what was described as general malaise in LPTV industry due to processing and regulatory delays. Said one director: "As long as the FCC has us where they have us, I really don't think we can do very much."

Lists identifying 16,499 applicants, and locations applied for, for **multichannel multipoint distribution service** will be made available this week, according to FCC.

New York's state cable commission last week gave go-ahead for eight New York **outer-borough franchises** awarded by city last July. Cablevision will wire Bronx and small part of Brooklyn. Warner Amex gets most of Brooklyn and about one-third of Queens, with remaining portion of that borough shared by Queens Inner City Unity and ATC. Cox Cable and Vision Cable (subsidiary of Continental Cablevision) will divide Staten Island. Companies will spend about \$1 billion to lay almost 4,700 miles of cable passing more than 2.2 million homes. City officials estimate that construction should begin in about six months, after make-ready work is complete. Construction schedule for Bronx, Brooklyn and Queens spans seven years, while Staten Island systems should be complete within four to five years. State commission commended city for access provisions included in franchise agreement which call for companies to provide about \$350,000 in start-up funds for community-access organizations (and \$3 per subscriber per year starting with third year), commitment of at least one hour per week in program joint ventures with access organizations, as well as studio equipment, facilities and training. Service to schools and homes may start as early as April 1985 if current make-ready and construction schedules are met.

ABC Owned Television Stations division has gone ahead and will **launch** announced last month of *Newsbank*, satellite-delivered program service delivering news features, multipart series and special sports segments to between 20 and 25 subscribing stations. Start-up has brought letter of complaint to FCC from George Bacchi who has interest in competing Local Program Network (BROADCASTING, Oct. 10). One-hour weekly *Newsbank* feed occurs Thursday days at 2 p.m. NYT via Westar IV and contains about 25 items per package. Subscribers may also receive videotape service via over-

night courier. FCC has not acted on Back's **complaint that program violates network syndication rules.**

□

Telepictures Corp. and **Lexington Broadcast Services** have formed **joint venture**, Telelex Media International, to market advertiser-supported television programming abroad. Telelex operations, to be based in London, will begin in January 1984. Managing partner in London, not yet named, will coordinate all activities with Telelex representatives in New York, Roger Lefkon, executive vice president, LBS, and Jeffrey Schlesinger, director international sales, Telepictures.

□

UPI and **AP** radio networks will **stop broadcasting** President **Reagan's** Saturday radio addresses because of formation last week of Reagan/Bush re-election committee. UPI acted out of what appears to be misunderstanding regarding equal time rule. UPI radio Washington manager Tom Foty said decision to stop carrying weekly remarks was made because President "is now legally considered a candidate for the Republican presidential nomination." Any station carrying those speeches, he added, could be asked for equal time by other declared candidates for the nomination. Mark Huffman, AP Radio's assistant managing editor for programming, said live broadcasts will be discontinued because President, "for all practical purposes, is an official candidate." According to FCC policy, person must make formal announcement and qualify for place on ballot to become legally-qualified candidate in terms of Communications Act, and President has not announced. Huffman said AP Radio might reconsider decision to drop Saturday addresses "if legal barrier is not there and we get outpouring of demand (for broadcasts) from stations." Mutual Broadcasting System, NBC and ABC—among several other networks carrying President's remarks—were reported planning to continue their broadcasts of remarks on delayed basis. CBS will continue to feed addresses via closed circuit to its affiliates.

□

U.S. District Judge **Pierre Leval**, presiding over General William **Westmoreland's \$120-million libel suit against CBS**, reserved decision last Thursday on **Westmoreland motion for 60-day extension of discovery process**, due to end Dec. 31. He did, however, urge both sides to complete discovery—depositions, production of materials etc.—as soon as possible. (CBS attorneys have complained privately that request for extension reflects weakness in Westmoreland's case and that it should be ready for CBS motion to dismiss suit when discovery reaches scheduled end Dec. 31.) **Extension, if granted and if CBS's dismissal motion is denied, presumably would delay trial's March 1 start date.** Judge Leval also reserved decision on CBS request for reconsideration of his order that notes made during in-house investigation of *The Uncounted Enemy: A Vietnam Deception*, documentary that triggered libel suit, be turned over to Westmoreland attorneys ("In Brief," Oct. 17). Judge denied motions by both CBS and Westmoreland seeking sanctions

NPR renegotiates. National Public Radio has extended its \$5-million service contract with the National Information Utilities Corp. for INC Telecommunications, the proposed data transmission delivery service using FM subcarrier frequencies of NPR member stations. The contract, which expired Sept. 30, before NIU could obtain funding for the venture from a public stock offering, has been extended to Dec. 19. NIU hopes to raise \$20 million with offering of 2.7 million shares at \$7.50 per share. If NIU is unable to raise the money by the December deadline, "NPR will be free of all its obligations," NPR said. In addition, NIU has "agreed to use its 'best efforts' to raise up to \$600,000 for NPR's use in connection with the INC project," as well as issuing one percent of NIU's stock to NPR. If the stock sale is unsuccessful, NPR will open discussions with other organizations that may have an interest in establishing a national sub-channel network, an NPR spokesman said.

Getting better. For the first time since it began airing Sept. 5, *Thicke of the Night*, MGM/UA Intermedia Entertainment's late-night comedy/variety program has shown significant improvement in both overnight and national ratings.

In addition, demographic figures available for the last two weeks of September show *Thicke* outpacing programming on all three major networks among men, 18-34, 18-54 and 25-54 and competitive with network fare among women in those age groups.

For the week of Oct. 10-14, the most recent for which five-day overnight averages were available, *Thicke* averaged a 2.1 rating/7 share on WNEW-TV New York, up from a 1.7/6 the week before. On KTTV(TV) Los Angeles, it averaged a 1.3/4, up from the previous week's .7/5; on WFLD(TV) Chicago, it averaged a 3/7, up from a 2.3/5; on WPHL-TV Philadelphia, it averaged a 1.3, up from a 1.5/5; and in Detroit, it averaged a 2.7/16, compared with a 2.6/17.

Nationally that same week, *Thicke* averaged a 1.7 rating, up from the previous week's 1.5. InterMedia Entertainment President Fred Silverman said the improvement reflected changes new producer Erni DiMassa has made in the program's talent and format, and predicted continued improvement now that InterMedia and Metromedia Television, which sold advertising time in *Thicke*, have revamped and stepped up promotional efforts for the show. In addition to getting promotional materials to local stations earlier, the companies are planning a closed-circuit broadcast to the program's "affiliates" on Monday, Oct. 31, in which they will explain particulars of the new promotion campaign and strategy for November sweeps programming and promotion.

In demographic ratings for the last two weeks in September, A.C. Nielsen reports that 37% of *Thicke's* audience is composed of men, aged 18-49, compared with 25% for NBC-TV's *Tonight*, 21% for CBS-TV's late movie, 21% for ABC-TV's *Nightline* and 31% for NBC's *David Letterman Show*. *Thicke* outperformed all four of those programs among men, 18-34 and 25-54 as well. *Thicke* is second to *Letterman* among women, 18-34 and 18-49 and second among women 25-54 to the CBS *Late Movie*. For women, 18-49, it's *Letterman* (41%), *Thicke* (34%), *Tonight*, (32%), CBS *Late Movie* (31%) and *Nightline* (26%).

against each other for alleged dilatory tactics in supplying discovery material. In Washington, meanwhile, District Judge Thomas Jackson ruled Friday (Oct. 21) that Central Intelligence Agency must produce its custodian of records for deposition by CBS to see, in effect, whether CIA has delivered to CBS all of its records that are pertinent to lawsuit. Judge Jackson said he would preside over deposition proceeding himself.

□

American Federation of Television and Radio Artists announced Friday (Oct. 21) it was **out of bankruptcy**. Sanford Wolff, national executive secretary, said Federal Bankruptcy Judge Edward Ryan agreed to removal of AFTRA and its locals in New York, Los Angeles and San Diego from Chapter 11 provisions after being informed that AFTRA dispute with Tuesday Productions had been settled. Tuesday, San Diego radio production house, had won \$9.3-million award on charge that AFTRA illegally boycotted it, and AFTRA and three locals applied for Chapter 11 protection when court in San Diego ruled union must put up \$10-million bond while appealing ("In Brief," Nov. 8, 1982). Terms of AFTRA-Tuesday settlement were not released under agreement with courts, except that as part of deal Tuesday would also drop subsequent suit it had filed against Screen Actors Guild.

□

FCC last week **refused to reconsider its low-power television order to give priority to noncommercial translators.** National Association of Public Television Stations had requested relief, contending priority would help noncommercial television extend service to remote areas of country.

Editorials

From the sidelines

A test of naked political persuasion is going on in Washington between motion picture producers and the three commercial television networks. Unfortunately, the President of the United States has chosen to expose himself as an interested observer, to say the very least, and so has compromised the independence of the agency that precipitated the dispute.

Three weeks ago, the President summoned FCC Chairman Mark Fowler to explain the FCC's tentative decision to eliminate its rule that keeps networks from obtaining financial interests in the programs they buy from others and to modify the rule that keeps them out of domestic television program syndication. If the President's participation in the process had stopped there, the world outside the Oval Office might eventually have been persuaded that he was interested but neutral, as his spokesmen have steadfastly claimed. Last week he made disbelievers out of believers.

In escalating his interest to a cabinet-level presentation, the President must have known he would be sending signs of encouragement to old Hollywood friends who have been exercising every political tactic they can devise to keep the FCC from final adoption of its tentative decision. Maybe it is true, as the White House continues to insist, that again the President professed no choice among the alternatives that were presented. It is also true that three of the four incumbent members of the FCC are Reagan appointees and that at least some have political ambitions. Maybe it isn't necessary for the President to come right out and say: Lay off.

"Knowingly or not," it was remarked on this page after the Fowler audience, "the President has put the FCC in a grossly embarrassing position." The embarrassment was only compounded by the events of last week.

Deep sixed

The National Association of Broadcasters has probably succeeded in burying the disputed McHugh & Hoffman television audience study that, in preliminary form, was made a centerpiece of the same NAB's annual convention last April. Upon reconsideration over six months, the association has decided that the study is too flawed to be released in detail. Into the shredder.

It is an action that television members wish had been taken before the convention. The television members still recall the full-page ad placed by *Reader's Digest* in the advertising press. "The NAB study that reads as if we commissioned it," was the *Digest* ad's headline. The text began: "A new study commissioned by the National Association of Broadcasters underlines what *Reader's Digest* has been saying about the TV networks: Their audience is eroding. Badly." It went on from there to quote the more derogatory passages from the NAB presentation.

Was the McHugh & Hoffman study inadequate in both concept and method, as the NAB research committee decided? McHugh & Hoffman disagrees. "We stand behind the released findings of the current TV Trends study and methodologies used," the firm said ("In Brief," Oct. 17). But the firm agreed to withhold publication of the study "since it was conceived and executed as a joint participation project."

Outsiders are left without a neutral appraisal. It remains to be seen in the future Niensens and Arbitrons whether the tinges of disenchantment that the McHugh & Hoffman researchers found were real enough to affect actual viewing. It may be a while before it can be said that the NAB discarded a piece of undependable research or a timely warning.

Good but not enough

The FCC is to be cheered for applying its fairness doctrine and rule on political attacks with as much reason as the law and the rule allow. In denying a complaint by a Florida utility against WINZ(AM) Miami, the commission has sent word to other broadcasters that they will be fairly judged if their editorials evoke the kind of legal action that WINZ has undergone.

At the same time, the case emphasizes the wisdom of the FCC's proposal to repeal its personal attack and political editorializing rules, which will continue to inhibit broadcasters with the threat of heavy legal obligations.

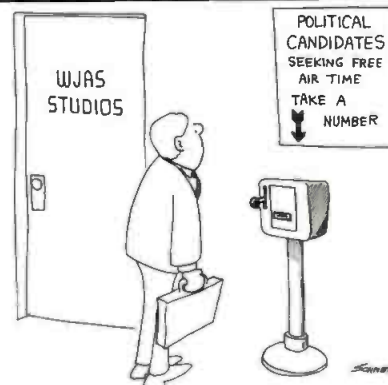
Marketplace at work

The current hassle over split 30-second commercials on the TV networks is the sort of thing that used to be resolved, sooner or later, by the National Association of Broadcasters' television code, and it's probably the most visible one that has developed since there has been no code to resolve anything. As hassles go, it seems to be no worse for the code's absence.

"Hassle" may, in fact, be too strong a word for the differences that have become apparent among affiliates over the split 30's that the networks are accepting on an "experimental" basis. There has been none of the noisy oratory—at least not yet—that used to accompany commercial format changes that were eventually settled, often quite noisily, by the NAB's television code board. Instead, as reported elsewhere in this issue, some stations are clearing the splits and some are not, and nobody's making much fuss about it either way.

The absence of fuss may result in part from the same force that did in the code, which was struck down on antitrust grounds. Everyone seems to be avoiding anything that would give the slightest appearance of organized activity. Perhaps ironically, the issue would probably have never arisen if the networks, too, hadn't harbored antitrust fears about what might happen if they refused demands, initiated by Alberto-Culver, for split 30's for unrelated products.

There being no code board, the marketplace will decide the current issue. Enough stations will carry the splits to satisfy the advertisers offering them—apparently the case at the moment—or there will be enough refusals to make the advertisers think again. Either way, the next stop for the split-30 advocates will almost certainly be the spot market, which thus far they've tapped more with policy inquiries than with attempts to place orders. Again, it's every station for itself in deciding what to do. Nobody can say where it will all come out—but then, nobody ever made money betting on what the code board would do, either.



Drawn for BROADCASTING by Jack Schmidt



Air support for the AMVETS

WKJF and WKJF-FM in Cadillac, Michigan, recently became the first stations ever to be honored by the Cadillac area AMVETS for outstanding service to their organizations. The radio stations' continuing involvement with the group has included participation in the development of both fund-raising and promotional programs. WKJF and WKJF-FM also produced and aired a series of public service announcements designed to reach veterans with important information about programs, services and opportunities available to them.

Using our resources to help worthwhile organizations like the AMVETS reach and serve people better is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations
WKJF • WKJF-FM

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

SOME OF TV'S HOTTEST STARS ASKING SOME OF LIFE'S TOUGHEST QUESTIONS



"Don't Ask Me, Ask God." It's original and refreshing prime-time entertainment that boldly tackles profound questions never before posed on the TV screen through incisive commentary and dramatic segments.

The stars are from TV hits such as "Taxi," "Fame," "Roots" and "General Hospital."

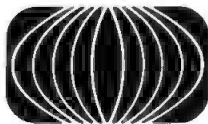
The questions were generated through a Gallup poll which asked Americans from coast to coast, "If you could ask God one question, what would it be?"

Now, "Ask God" is the result.

"Ask God" is perfect programming for an 8 to 9 p.m. slot in the first week of January 1984.

What's more, it's fully-paid programming, without fund-raising appeals or phone-in offers. In short, this one-hour prime-time special is a great deal for your station and super programming for your audience.

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