

Broadcasting Oct 31

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7 Day Average	#1	#1	#1	#1	#1	NIELSEN DMA
5 Day Average	#1	#1	#1	#1	#1	ARBITRON ADI
7 Day Average	#1	#1	#1	#1	#1	ARBITRON ADI



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*10 PM News. Nielsen. Arbitron program audiences, July, 1983. Subject to limitations of survey. For further information, call KSTP-TV Sales at (612) 646-5555, or your nearest Petry office.

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53rd Year 1983

Beirut, Grenada headline
radio-TV week □
Eddie Fritts "At Large"

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WDVM

Washington, D.C.

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WTHR

Indianapolis

ABC Affiliate

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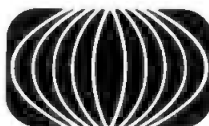
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Broadcasting **Oct 31**

Senate votes to stop FCC action on fin-syn for six months □ Networks battle administration over Grenada coverage □ At Large with Eddie Fritts

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Billsmanship

Effort to fashion compromise broadcast deregulation bill has reached new plateau, with drafters presently seeking agreement on quantification of public interest standard for television that would be limited to two broad categories: local and informational programming. It hasn't been agreed whether level of acceptability would be mandated by Congress or left to FCC, but general intent would be to move lower achievers up to level of present-day average, thus raising industry overall. Present mainstream and overachievers wouldn't be affected.

National Association of Broadcasters officials privy to negotiations continue to counsel patience to those who would abort process at any point that quantification seemed definite—as it's almost certain to at House Telecommunications Subcommittee level. They're confident bill can only get better as it proceeds to parent Commerce Committee and on through House and to conference with Senate—which has already passed broadcast deregulation bill unanimously, and whose Commerce Committee chairman, Bob Packwood (R-Ore.), is sworn enemy of content controls.

Low power

Many AM daytimers were said to be feeling "great disappointment" in wake of FCC's mass mailing informing 2,357 of them of their power limitations during post-sunset operations (BROADCASTING, Oct. 24). According to FCC records, very few of them made out big. Only 10% got authorizations of 200 watts or more; 75% were restricted to less than 100 watts. Of those, many received no authorizations, or only very limited ones. WILY(AM) Centralia, Ill., for example, got 1.4 watts. "You can yell farther than that," said Alan Moore, station's general manager. "The FCC shouldn't have wasted a postage stamp."

Spotlight negotiations

Although negotiations continue to sell 765,000-subscriber base of cable programming service Spotlight to HBO and Showtime, owners have made final decision to discontinue service and shut it down Jan. 31, according to company sources. Spotlight officials declined comment, but it has already issued 37 termination notices to employees at Laguna Beach, Calif., satellite uplink facility, as well as Santa Monica, Calif., programming

headquarters.

In addition, in connection with sale of Teleport uplink facility, owners reportedly have entertained bids from The Disney Channel, United Video, Financial News Network and Showtime. Showtime bid for it as part of package along with subscriber base. Teleport facility is said to be option considered by at least one interested buyer. Less clear is fate of Times Mirror's (one of Spotlight owners along with Cox, Storer and Tele-Communications Inc.) two transponders aboard Galaxy I satellite. Sources say that some bids for uplink facility include desire for transponder access as well.

Down to the wire

Fish-or-cut-bait time is coming up in negotiations for new licenses under which radio stations play music of American Society of Composers, Authors and Publishers. ASCAP and All-Industry Radio Stations Music License Committee representatives have made good progress in recent weeks, according to participants, and should know in week or so whether they'll have agreement in principle. If they don't, committee sources say they'll go to court, asking for judicial determination of what reasonable fee should be. If they get agreement in principle, it'll be basis for new licenses to replace present ones, which expired last Dec. 31 but have been kept in force during negotiations.

Troop rally

Municipalities opposed to S. 66 and companion H.R. 4103 will go on offensive next week. At their urging, House Telecommunications Subcommittee member John W. Bryant (D-Tex.) will introduce alternative cable regulation bill prior to hearings in subcommittee this Thursday. According to official at U.S. Conference of Mayors, which believes existing bills strip municipalities of too much of their power over cable, Bryant bill "is consistent with our view of what a fair deal would be." Bill is expected emerge with at least 30 co-sponsors.

Must-carry on menu

Preservation of FCC's must-carry rules may crop up this week (Thursday) during House Telecommunications Subcommittee hearing on cable deregulation legislation. Some subcommittee members are lobbying Subcommittee Chairman Tim Wirth (D-

Colo.) to air issue during hearing. Representative from broadcasting industry may be asked to testify on rules. National Association of Broadcasters is anxious to codify rules and could seek to attach language to cable bill.

Tuning in

Among surprises of new network TV season: daytime levels of homes using television are up 8%, from 21.1 million in September 1982 to 27.1 million September 1983. Combined network rating is also up, from 17 to 17.5, while combined share is down only 3%, from 68 to 66. Closer race between ABC-TV and CBS-TV for first place is behind increase, in part, as is continued improvement of NBC-TV's daytime performance, up from average 3.7 rating/15 share in fourth quarter 1982, to 4.4/18 for first part of fourth quarter 1983.

Status still quo

After all attention that President Reagan has given FCC's network financial interest rules in past several weeks, Senate testimony of Commerce and Justice Departments on Wednesday on those rules is expected to be anticlimactic. Indications on Friday (Oct. 28) were that White House had not ordered Commerce and Justice to change positions regarding rules adopted in 1970 to curb what FCC said was network dominance in programming market. Testimony had been prepared—for David Markey, head of Commerce's National Telecommunications and Information Administration, and William Baxter, chief of Justice's Antitrust Division—restating view that competition networks now face from new technologies warrants repeal.

Lost viewers

ABC-TV researchers are in process of investigating ratings losses suffered by TV sports, including but by no means limited to TV football. They'd like to know who missing viewers are, where they've gone and why. Thinking now is that dropouts were marginal sports fans to begin with, and that they've been tuning out for one or many reasons, including stronger competitive programming, sports satiation, one-sided or unexciting TV matchups, declining status of sports figures as role models as result of drug abuse and other problems. Researchers would also like to identify extent to which viewing occurs outside home.

Franchising phase out

Group W Cable said last week that it will phase out its franchising department and lay off approximately 100 employees, mostly in New York, by the end of the year. A spokesman said the layoffs would include some employees in franchising, some in accounting and some in other areas.

Actually the headquarters staff is being reduced to about 85 employees from about 250, according to the spokesman, but much of that reduction is being accomplished by the transfer of functions, "notably in the accounting area," from headquarters to field locations.

The transfers were said to be an extension of a decentralization program that had cut the New York staff to its present 250 employees from 400 two years ago. "Greater operating efficiencies" resulting from the installation of a new management information system were also cited as contributors to the layoffs and transfer program.

The company-wide total of about 100 layoffs "amounts to just under 1.5% of our 7,200 employees in 35 states," the company said. The phasing-out of the company's franchising program should surprise no one, the spokesman said, because Group W has not been active lately in seeking new franchises and sees no important franchise opportunities outstanding. Jane Hartley, head of franchising, will remain with the company in a related but as yet unspecified capacity, according to the spokesman.

He denied that the upcoming layoffs were in any way related to the Group W Satellite Communications decision to sell Satellite News Channels or were being undertaken on orders from Westinghouse Electric Co., parent of Westinghouse Broadcasting and Cable, which is the parent of Group W Cable and GWSC. He said the layoffs and reassignments were being made "simply to

make the company a better run, better managed, more efficient business." He emphasized that the company is still growing: Even with the termination of 100 employees, he said, the work force at the end of the year will total 7,100 as compared with 5,900 at the end of 1982.

CBS connection

CBS Interconnects, a recently established subsidiary of CBS/Broadcast Group, has announced it has signed a deal with Centel Videopath, reserving capacity on its microwave system in the Chicago area which currently connects seven cable systems and will add 17 systems to the interconnect by mid-1984. CBS Interconnects is negotiating with those cable systems, and hopes to conclude agreements with them whereby it would act as a cable advertising representative, selling a portion of their local commercial availabilities to regional advertisers. The Chicago area currently has 350,000 cable subscribers and projects 1.1 million by 1986 after most of the city is wired.

Disney character

After six months and one week of operation, the Disney Channel is right on track, according to the family-oriented network's president, Jim Jimirro. "The happy news, from our point of view," Jimirro said in a speech before the Washington Metropolitan Cable Club last Thursday, "is that all of our assumptions [about the demand for the service] are intact."

With 500,000 subscribers in some 1,000 cable systems, he said, the service is well on the way to reaching the breakeven point—on schedule—some time around its second anniversary in April 1985. What churn the service has suffered, he said, is due solely to

the pricing, packaging and marketing of the service. "I know of no churn that is related to consumer dissatisfaction with the service," he said.

Municipal objections

Foes of a municipal cable operation in Cambridge, Mass., have mounted a constitutional challenge against the city's order forbidding any municipal employee from unauthorized talk or meetings with cable industry representatives. A federal judge has taken the suit, which alleges that the order violates the First and 14th Amendments, under advisement. Cambridge voters will decide Nov. 8 whether the city should be able to compete with other applicants for the 21,000-home franchise.

Compromise falters

The compromise between the National League of Cities and the National Cable Television Association on cable deregulation legislation appears to be collapsing. NLC President Charles Royer, mayor of Seattle, sent a letter last week to House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) outlining specific problems the league has with Wirth's cable bill (H.R.4103), which embodies the compromise. The letter also refers to a resolution passed by a key NLC committee, which would essentially nullify the NLC-NCTA agreement (BROADCASTING, Oct. 10). And Royer suggests that when NLC members gather for their annual meeting in November, the league may change its position.

Royer notes that H.R. 4103 fails to provide municipal franchising authorities with adequate authority to "ensure diversity of information or to protect other essential interests of consumers." Royer cites numerous shortcomings in the legislation and asks for revisions on key issues concerning rate regulation, leased access, public, educational and governmental access, franchise renewal, facilities and services and franchise fees.

"While H.R. 4103 has some good features, it is clear that a number of major changes must be made if the interests of consumers are to be fully protected. We are pleased, however, that you recognize diversity of information as the central public policy issue, a view which I have long shared," the letter said.

City restraints

The National Cable Television Association charged municipal governments with "misusing their authority to regulate cable." NCTA leveled that charge in a white paper called "City Regulation of Cable TV: Its Impact on Consumers," and circulated it among House members. "Examples of mis-



'NNTN' goes to D.C. The cast of HBO's successful comedy spoof, *Not Necessarily the News*, went to Washington last week to celebrate its first season and to tape some capital locations for its second season, which begins in January. Festivities were held at the Corcoran Gallery of Art where HBO President Michael Fuchs opened the program. On hand were (l-r): producers John Moffitt and Pat Lee; cast members Stuart Pankin, Mitchell Laurance, Anne Bloom, Audrie Neenan and Danny Breen, and Fuchs.

guided local regulation range from excessive franchise fees to demands for unrelated benefits and suspect franchising procedures," the paper stated.

NCTA's statement claimed that seven of the country's 20 largest metropolitan areas don't have cable because of cumbersome and expensive franchising procedures. "Some city officials, hard-pressed to finance their local government budgets in a time of scarce resources and taxpayer resistance, have zeroed in on cable television as a golden goose from which they can pluck an inexhaustible supply of golden eggs," the paper said.

The paper cites the enormous expense involved in the installation of cable systems (\$50,000 to \$100,000 per mile in a typical urban area). "To instruct a 60-channel, two-way cable system in a city the size of Washington, costs the company anywhere from \$100 million to \$150 million. These start-up costs are often made more expensive by outlandish demands from municipal franchising authorities. And city government skims off 40% of the net income in the form of franchise fees in a typical cable system," NCTA maintained.

City cable consultants get the real "golden egg," NCTA charged. "In New York City, the city's cable consultant earned more than \$1 million for working on drafting the franchises and negotiating the bids. Adding insult to injury, the successful franchisees must pay the consultant's expenses."

The NCTA paper also cites examples of excessive franchise fees and "pre-payments of franchise fees." Chicago, the paper noted, advised prospective franchisees that they would be required to pay \$15 million to \$20 million in up-front payments, representing a percentage of franchise fees due over the next 15 years.

Sole owner

The Los Angeles-based Times Mirror Co. has bought out the remaining 50% interest held by its partner, American Cable Television, for an undisclosed sum. The move puts Times Mirror in full ownership of the venture's Arizona cable and MDS systems, which have about 95,000 subscribers, mostly in Phoenix. Times Mirror reported it has made arrangements "to satisfy the indebtedness of ACT to its lending banks," to whom the company has missed interest payments since last April. First Interstate Bank of Arizona had begun foreclosure proceedings against the partners' Phoenix cable system in late September. Those proceedings have been dropped as a result of the Times Mirror buy-out. Storer Cable has been competing with the company to build cable systems in Phoenix.

Bell rings again

Make no mistake about it: Pacific Telephone wants into the cable business. And it has made that crystal clear by officially proposing to provide a fiber optic system to 50,000 homes in the Palo Alto, Calif., area.

The giant telco doesn't want to be a programmer, according to Scott Smith, a Pacific spokesman. It would provide the facilities to deliver 112 channels, then lease 80 of them to the city, which could fill them with whatever it wants, he said.

The telco, would retain control of the remaining 32 channels for what it would find

other users, he said. (According to a press release, Pacific Telephone already has entered into "cooperative service agreements" with Chronicle Information Services and Dow Jones for information services on the network.) The telco, moreover, would retain control of a separate, all-fiber institutional loop—a digital network capable of providing computer, high-speed data and full-motion video services to business, government offices and educational institutions.

In its press release, the telco said its proposal would insure local control over rates and available features. "This arrangement allows local governments to select cable television offerings from the myriad available, rather than being limited to a fixed package offered by a single cable television franchiser," it said.

Smith said Pacific saw cable as a logical step. "It's a market for what we do, which is provide telecommunications facilities."

Pacific will have to compete for the opportunity, according to a Palo Alto official. Century Federal, Brea, Calif.; City Cable Partners, a local concern; Marsh Media/Public Service Cable, and Cable Communications Cooperative of Palo Alto, another local concern, also have submitted proposals, the official said.

Tim Sloan, assistant general counsel for the National Cable Television Association, said Pacific's proposal was "another way for telephone companies to get into cable . . . to prevent cable from evolving into a competitor, and that concerns us, considering their past behavior," Sloan said.

Under FCC rules, Pacific would have to receive a waiver of the commission's cable-telco crossownership rules to provide cable service within its telephone service area.

Redundancy

Group W Satellite Communications has agreed to supply Turner Broadcasting System with two transponders aboard Westar V so TBS can provide dual feeds for both CNN and CNN Headline News for up to 30 days. The Westar V feeds will give SNC cable affiliates that want to switch to the Turner news service the time to switch to transponders on Satcom III-R that TBS normally uses to transmit CNN (transponder 14) and the headline service (transponder 15). Nory LeBrun, vice president, cable sales and marketing, TBS, cautioned that while GWSC intends to provide the transponders on Westar V for the dual feeds for the full 30 days (4X for CNN and 6D for Headline), they cannot guarantee that full period of time. "Therefore," said LeBrun, "we are urging all operators switching to our services to make the change as soon as they possibly can." Under the terms of the TBS buyout of SNC, all SNC affiliates will be offered one of Turner's news services as a replacement for the remaining period left in their current SNC contracts (BROADCASTING, Oct. 17).

Getting wired

The Los Angeles county board of supervisors has awarded the unincorporated Harbor area franchise, with about 17,000 homes, to Copley-Colony Cablevision, which has several other suburban franchises. The 15-year franchise will provide 116 channels, with 16 allocated for public or government access.

September, 1983

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Club Med □ Vacation travel will be spotlighted in three-week flight to start in mid-November in seven markets. Commercials will run in early and late fringe and prime time. Target: adults, 25-54. Agency: Ammirati & Puris, New York.

J. Brannam □ Discount store chain will feature various clothing items in four-week flight in 18 Southern markets, starting in late November. Commercials will be scheduled in early fringe and prime and on news programs. Target: women, 25-49. Agency: Sawdon & Bess, New York.

Osterman Jewelers □ Retail chain will begin pre-Christmas campaign later this week in eight markets, continuing until end of 1983. Commercials will run in all dayparts. Target: men, 25-49. Agency: Stone, August & Co., Birmingham, Ala.

Braun Appliances □ Various electronic appliances will be spotlighted in one-week flights beginning Nov. 21 and again

on Dec. 5 in 18 markets, including five of the top 10. Commercials will air in day, fringe and prime time. Target: women 18-34. Agency: Schawbel Advertising, Boston.

Jovan □ Musk and Lady perfumes for women and Gambler cologne for men will be promoted for holiday purchase beginning Nov. 28 through Dec. 25. Commercials will air in all dayparts in top 50 markets. Target: adults 18-49. Agency: CPM Inc., Chicago.

Associated Mills □ Pollenex air purifier will be promoted in three-week flight in over 200 markets. Spots will air in day time and early and late fringe. Target: total adults. Agency: Kelly, Scott & Madison, Chicago.

RADIO ONLY

Barclay's American Financial □ Various financial services will be highlighted in six-week flight to cover more than 200 cities, including Cincinnati, Cleveland, Indianapolis, Tulsa, Okla., and Nashville, starting this week. Commercial will run in all dayparts during weekdays. Target:

adults, 25-54. Agency: Faller, Klenk & Quillan Inc., Charlotte, N.C.

Business People Inc. □ Technical job fair will be advertised in Boston and San Jose, Calif., for one week in November as part of overall radio effort that brings job fair to major markets during year. Commercials will run in all dayparts during weekends. Target: men, 25-49. Agency: Fischbein & Associates, Minneapolis.

RADIO AND TV

Citicorp □ Choice card will be promoted in five-week TV campaign beginning Nov. 14 in Washington; Baltimore; Harrisburg, Pa., and Norfolk, Va., and in six-week introductory radio flight in Denver (to support TV flight that began in early September). TV spots will air in day, early fringe, prime and late news. Sixty-second radio spots will air in drive times and weekends. Target: adults, 25-49. Agency: Marschalk Co., New York.

Hickory Farms □ Various food products and holiday assortments will be promoted in 35-market mixed media campaign beginning Nov. 14. TV spots will air in day and early and late fringe through Dec. 23 (Monday-Saturday) and radio flights will air in midday and drive times through Nov. 28 and then again from Dec. 8 through Dec. 11. Campaign includes network and newspaper buys in each market. Target: women 25-54. Agency: Ogilvy & Mather, Chicago.

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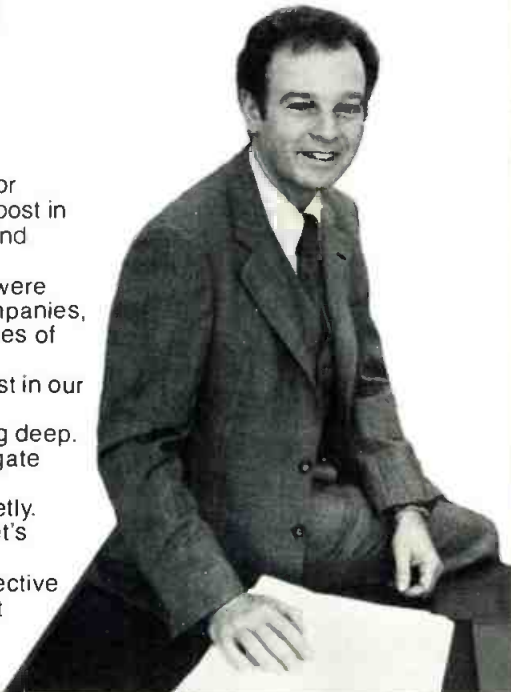
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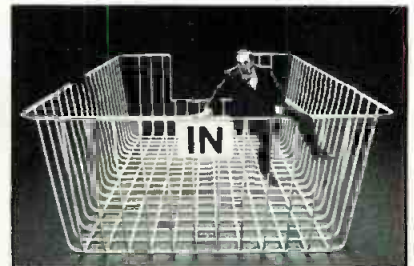
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Pushing computers. Data General Corp., Westboro, Mass., has launched TV campaign in support of its business computers. Commercials air in news, sports and prime time in New York, Boston, Chicago, Los Angeles, Washington, San Francisco and Dallas. Each of three commercials shows Data General systems at work in different settings. In one, titled "Electronic Mail," businessman is being held captive in his "IN" box, while Data General users are seen sending and receiving urgent information at computer terminals. Agency: Foote, Cone & Belding, New York.



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directed by an Emmy and Golden Globe award-winning team. It's riveting prime time entertainment.

This advertiser supported, first run, four hour, two-part mini-series is available to be aired between April 9 and May 13, 1984.

Call now to see if "A MARRIED MAN" is still available in your market.

Call Joe Antelo or Anne Rodgers at (312) 222-4486. In New York call Dick Moran, Toby Rogers or Patricia Sullivan at (212) 557-7800.



**TRIBUNE
ENTERTAINMENT**
Company



*Everything is better when
it comes from the Harts.*

HART TO HART

A RONA II and Spelling / Goldberg Production
in association with



Available now for Fall 1984.

Advantage

Eastman's radio analysis. Eastman Radio, New York, reports that 25-54 availability was at two-year high in third quarter of 1983, accounting for 38% of total requests. In second place was 18-49, 19%, followed by 18-34, 13%. Eastman noted that youth availabilities accounted for only 6%, although these requests "normally peak" during third quarter. Favorite length of campaigns was one to four weeks, representing 67% of requests.

And from Torbet Radio. Similarly, at Torbet Radio, 25-54 was dominant, accounting for 35% of all requests in third quarter. Other leading demographics were 18-49, 12.8%, and 25-49, 12.8%. By sex, sequence of requests placed adults first, followed by men, and women in third place. Torbet said one-week flights were prime choice in all regions, except East, where four-week flights are most preferred.

Banding together. Group of six television stations and four cable television facilities have formed noninterconnected Spanish-language television lineup to be sold as single unit known as The S.T.A.R. Group. S.T.A.R. was organized under supervision of Charles Curran Co., New York, representative of Spanish-language stations and cable outlets. Curran said group is intended to serve as supplement to SIN Spanish-language TV network. Curran said he is now attempting to sell to advertisers one-hour Christmas special; one-hour program featuring Menudo singing group from Puerto Rico, and one-hour program focusing on favorite Spanish songs. Markets for S.T.A.R. include Laredo, El Paso, Rio Grande Valley, San Antonio and Houston, all Texas, and Los Angeles, San Diego, Miami and Denver.

Sentenced. John L. Ernst, chairman of Advertising to Women, New York, was sentenced last week to 26 weekends in custody and maximum fine of \$10,000 on each of two counts arising out of income tax improprieties to which he pleaded guilty last August (BROADCASTING, Aug. 15). Government charged that Ernst and his wife, Lois Geraci Ernst, president and creative head of agency, paid 1980 taxes on reported income of \$186,518, and not on actual income of \$256,518. Lois Geraci was not charged by government. U.S. attorney's office claimed that Ernst used agency assets for his personal expenses and those of some of his employees, accounting to more than \$200,000 between 1977 and 1980.

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The Fifth Estate Broadcastings

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Sol Taishoff, *editor-in-chief (1904-1982)*.
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Kira Greene, *assistant to the managing editor*.
Harry Jessell, *associate editor*.

Doug Halonen, Matt Stump, Kim McAvoy,
assistant editors.

John Eggerton, *staff writer*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, Geoff Folsie,
research assistants.

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Edwin H. James (Washington)
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Editorial Consultants

Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting Yearbook

Mark Jeschke, *manager*.
Joseph A. Esser, *associate editor*.
Daniel L. Martucci, *production assistant*.

Advertising

Washington
Gene Edwards, *director of sales and marketing*.
John Andre, *sales manager (equipment and engineering)*.

Doris Kelly, *sales service manager*.
Christopher Moseley, *classified advertising manager*.

New York
David Berlyn, *senior sales manager*.
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sales managers.

Hollywood

Tim Thometz, *sales manager*.

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Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

Production

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

Administration

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Philippe E. Boucher, *controller*.

Albert Anderson.

Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, *director*.

Bureaus

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

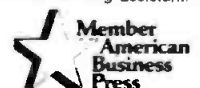
Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Dtingo, *senior editor: radio*.

John Lippman, *staff writer*.
Marie Leonard, Mona Gartner,
advertising assistants.

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

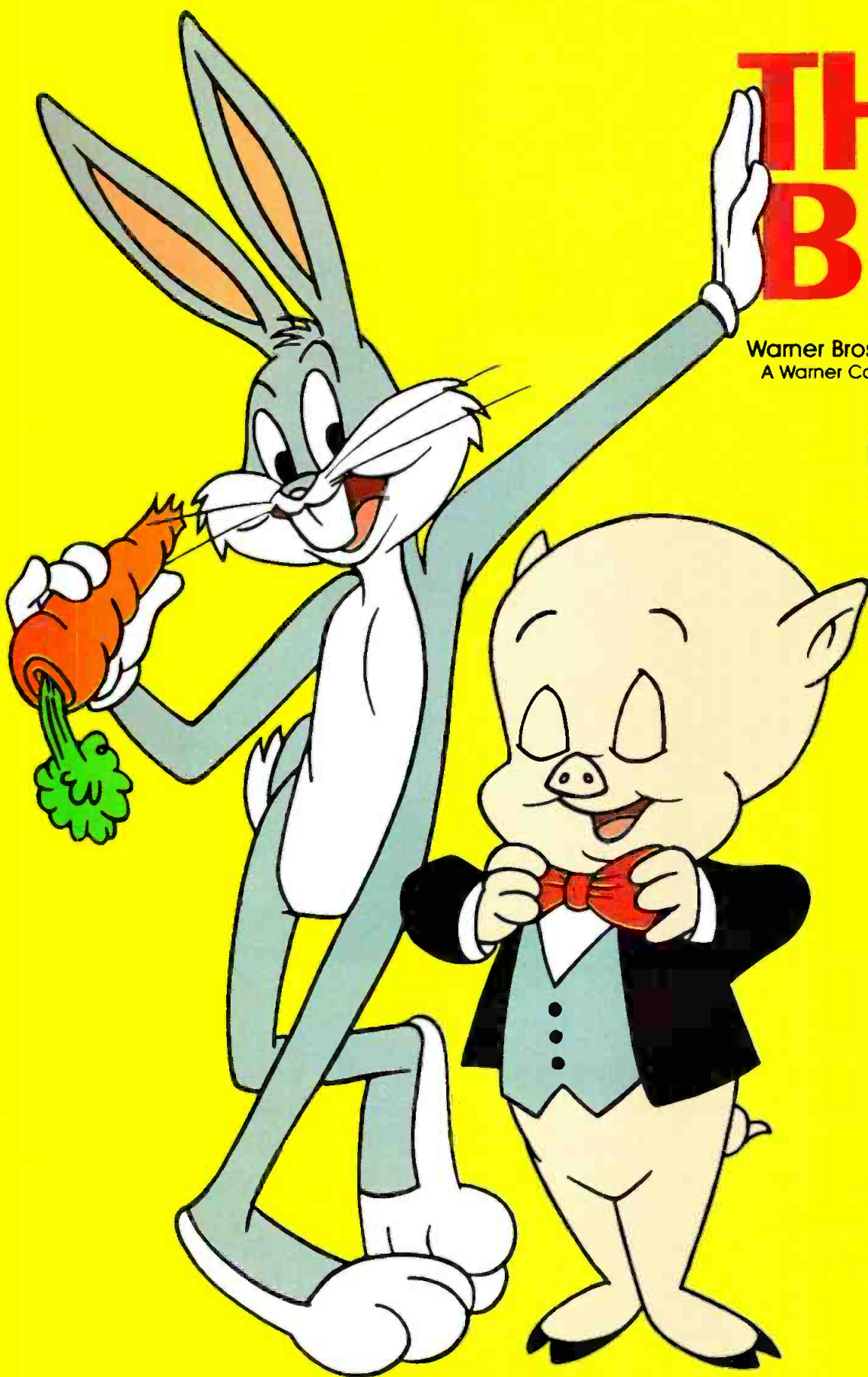
Richard Mahler, *correspondent*.

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



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

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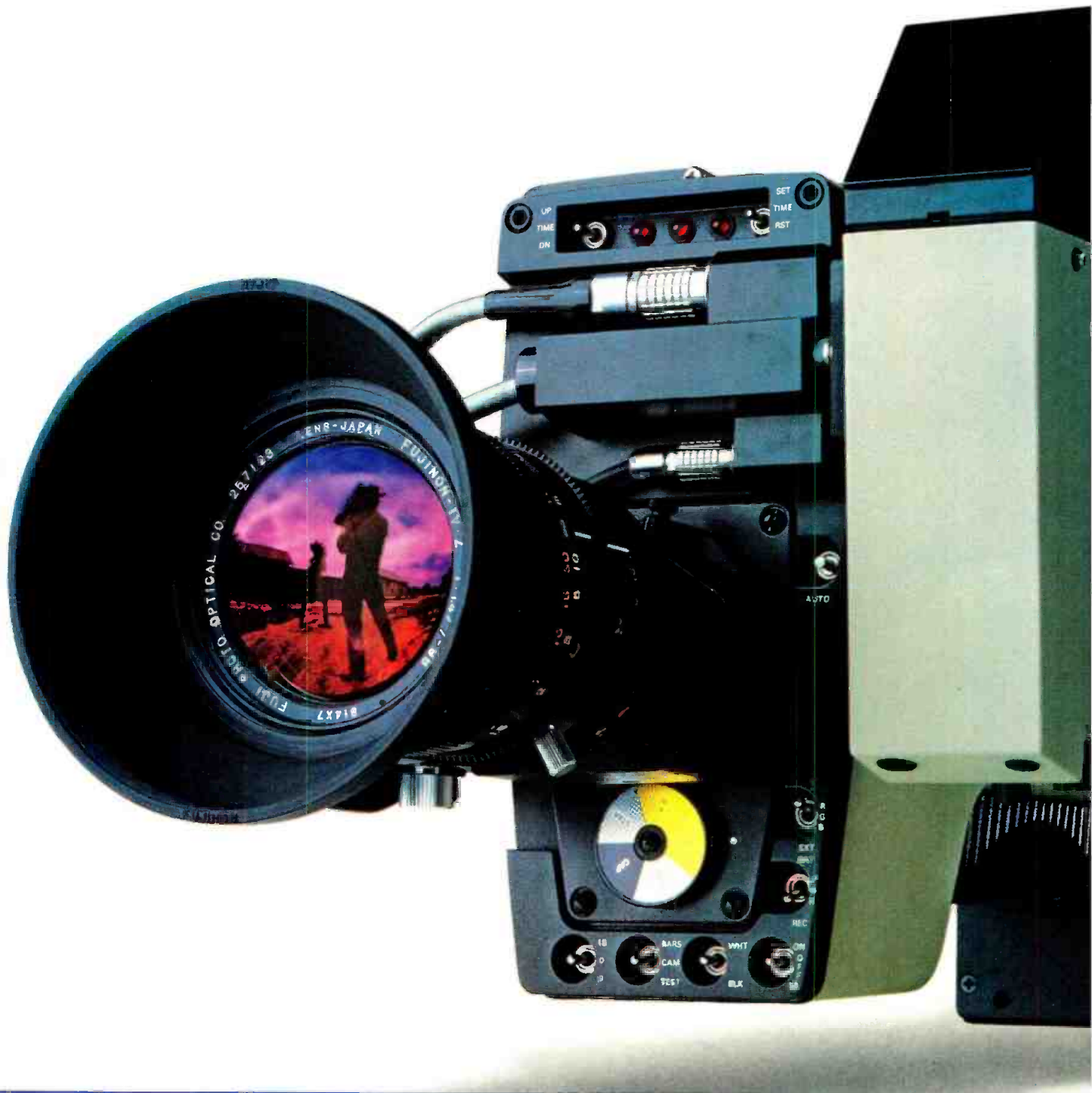


THE BEST

Warner Bros. Television Distribution
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If your HL-79 beats we'll



our TC-90S, give you the TC-90S

Comparison. The real test. When you have to make a choice between two superb competitors, it usually comes down to a shoot-out—a side-by-side objective comparison of those features and capabilities that mean the most to you.

Harris has made a substantial investment in the TC-90S—because we knew that we could design and manufacture an American camera with features that would make it the new industry standard. We wouldn't make this offer unless we were sure we had succeeded.

So look over these TC-90S features and read our offer. Then, if you want a shoot-out, let us know. We're ready.

The Facts

1 Colorimetry

Mixed-field LOC, half-inch diode gun tubes, and an advanced new beam splitter provide winning colorimetry and better registration than larger tubes.

2 Smart Package™

Exclusive microprocessor time code generation lets you record SMPTE and VITC time code *as you shoot*, so editing hassles disappear. Automatic encoder balance, auto registration, diagnostics and camera status (in English) keep your camera out of the shop and in the field where it belongs.

3 Automatics

Auto registration
Auto beam control
Auto encoder balance
Auto iris
Auto white balance
Auto black balance
Auto scan failure protection

4 Gain Tracking

The TC-90S maintains black level under all conditions to eliminate color shift, even with changes in gain.

5 Noise

Minimal apparent noise at +18 dB gain for superb low light level performance.

6 Weight

The TC-90S, with standard lens and battery, and including the viewfinder, weighs less than the HL-79, similarly equipped. No more "sagging shoulder" feeling, and your pictures will show it.

7 Profile

You can see to the right! Even when you're shooting, you have an unobstructed view to the right over the top of the camera.

8 Price

The TC-90S, with microprocessor, tubes, batteries and a 15:1 zoom lens—a top-of-the-line camera—is list priced under \$30,000!

9 24 Hour Service

Call us. 24-hours-a-day, 7 days a week. Our telephones are constantly manned by service engineers, and we're ready when you need help.

The Challenge

The details of the shoot-out are simple: We must have on file the coupon below filled out by the cameraperson at your facility, and a letter signed by your chief engineer or general manager on your organization's letterhead, requesting the shoot-out and stating that you are in the market for a new ENG camera. Then, if your current model Ikegami HL-79 (or an HL-79 you secure for the shoot-out) meets all, and exceeds one or more, of the TC-90S features given above, we'll leave without our camera—it's all yours.

There's More

To those of you who believe that time is the true test of a product, we'll make another offer: Forget about filling out coupons and writing letters—call us today and order a TC-90S. Then use it in the field for 30 days. If it doesn't live up to our specifications, we'll refund your money.

Either way, the TC-90S is a winner. In a shoot-out, or on your shoulder.

OK Harris, prove it!

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Harris Corporation, Studio Division,
P.O. Box 4290 Quincy, IL 62305,
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And good luck. Your HL-79's going to need it.



HARRIS

This week

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.

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.

■ Indicates new or revised listing

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. 2**—"TV News: Glitz and Glitter Getting in the Way?" seminar sponsored by *New England chapter, National Academy of Television Arts and Sciences* and *Boston University School of Public Communication*. Boston University campus, Boston.

Nov. 3—*Radio Advertising Bureau* retail and co-op workshop. Amfac 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 Continuing Education* seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 598-7064.

Major Meetings

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 Programing 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 Broadcasters* 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 Radio 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 Programing 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.

Also in November

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. Information: Betsy Crawley, (404) 449-2274.

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**—*Women in Communications, New York chapter*, meeting. JC Penney headquarters, New York.

■ **Nov. 9**—"How to Make a Story," seminar sponsored by *New England chapter, National Academy of Television Arts and Sciences* and *Boston University School of Public Communication*. Boston University campus, Boston.

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, Sig-*

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Smart media buyers know that a key link in the Sunbelt is the nation's 36th largest television market — Greenville/Spartanburg/Asheville.¹ More than half a million households with effective buying income of over \$11 billion.² And \$6.5 billion in retail sales.²

WSPA-TV 7 delivers the Greenville/Spartanburg/Asheville market without a hitch, including the all-important 25-49 age group, the fastest growing segment

of the American population. Number 1 in News³ and Sign-On to Sign-Off⁴ and winner of the South Carolina Broadcasters Association's News Award the past four out of five years.

Smart buyers know they can't deliver the Sunbelt without G•S•A. And WSPA-TV is a key link in delivering G•S•A. Buckle Up The Sunbelt, with WSPA-TV 7.



¹A.C. Nielson, Inc. (NSI) and Arbitron (ADI), Fall, 1983.
²1983 Survey of Buying Power (S&MM), July 25, 1983.
³July, 1983 ARB/NSI — Monday through Friday Early and Late News.
⁴July, 1983 ARB/NSI.

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Communications Park, Box 1717, Spartanburg, SC 29304
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Joseph R. Vorholy, General Manager
Rep. Blair Television

Stay Tuned

A professional's guide to the intermedia week (Oct. 31-Nov. 6)

Network television □ PBS (check local times) *The Chemical People* (two-part drug abuse special), Wednesday, 8-9 p.m. [to conclude 11/9].

Syndication □ *Tales from the Darkside: Trick or Treat* (pilot), week of Oct. 31, half hour [cleared in 111 markets, including CBS O&O's].

Radio □ ABC Rock: *David Bowie—Serious Moonlight Concert*, Saturday, two hours.

Cable □ Arts: *A Midsummer Night's Dream*, Tuesday, 9-11 p.m.; HBO: *Pat Benatar in Concert*, Saturday, 8-9 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *A Tribute to Burr Tillstrom* (Kukla, Fran & Ollie), Nov. 1-Jan. 7, 1984, personal appearances, Nov. 1-5, 12:30-2 p.m.; *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

ma 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 Milkeris (312) 670-3205.

Nov. 11-12—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

■ **Nov. 14**—*New York chapter of National Academy of Television Arts and Sciences*, forum, "Anatomy of a Daytime Drama." Summit hotel, New York.

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**—*Women in Communications, New York chapter*, meeting. Speaker: Al Neuharth, Gannett Co. Hilton, New York.

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

■ **Nov. 16**—Reception marking beginning of eighth year of "Business of Radio Broadcasting" curriculum offered by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Orient Express, Los Angeles. Information: Harry Spitzer, (213) 466-4481.

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. Ameri-

can 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. National 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. 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, *Marianne*. 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 Forecasting—the Weather." Watergate hotel, Washington.

■ **Nov. 29**—*New York chapter, National Academy of Television Arts and Sciences*, "mini forum: Research for Television." Community Church of New York, New York.

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.

December

Dec. 1—*Media Institute* seminar, "The New Technologies: Changes and Challenges in Public Relations." Media Institute, Washington.

Dec. 2—*Southern California Broadcasters Association* "new business development" breakfast meeting. Holiday Inn, Hollywood.

■ **Dec. 2**—*Broadcast Pioneers, Washington area chapter*, fourth annual awards banquet. Kenwood

Country Club, Bethesda, Md.

■ **Dec. 2-3**—"Creating Programming for the New Television Markets," seminar offered by *New York University, School of Continuing Education*, New York. Information: (212) 598-7064.

Dec. 2-4—"Economic Issues Conference" for NBC-TV affiliates, sponsored by *NBC News* and conducted by *Foundation for American Communications*. The Houstonian, Houston. Information: (213) 851-7372.

Dec. 3—*Ohio Association of Broadcasters* news directors' forum. Hilton North, Columbus, Ohio.

■ **Dec. 5**—Deadline for comments on *FCC* proposal to award women preferences in lotteries for mass media services. FCC, Washington.

Dec. 5-8—*Arbitron Radio Advisory Council* meeting. South Seas Plantation, Captiva Island, Fla.

Dec. 6-7—National Media Conference, co-sponsored by *International Association of Business Communicators* and *Larimi Communications Associates*. New York Statler hotel.

Dec. 7—*Syracuse University student affiliate of New York chapter of National Academy of Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Robert Hosking, president, CBS Radio. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

■ **Dec. 7**—*Women in Communications, New York chapter*, meeting. Essex House, New York.

Dec. 8-9—"Implementing the AT&T Settlement," seminar sponsored by *Practising Law Institute* and *Federal Communications Bar Institute*. Shoreham, Washington.

Dec. 11-12—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

Dec. 13—Business/media luncheon sponsored by *The Media Institute*. Speaker: Dr. Richard L. Leshner, president, U.S. Chamber of Commerce. Mayflower hotel, Washington.

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

Dec. 13-15—*Washington Journalism Center's* Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel, Washington.

■ **Dec. 19**—Deadline for comments on *FCC* proposal to reexamine need for rule of sevens, which limits broadcast ownership to seven AMs, seven FM's and seven TV's (no more than five VHF's). FCC, Washington.

Dec. 20—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

■ **Dec. 27**—Deadline for reply comments on *FCC* proposal to award women preference in lotteries for mass media services. FCC, Washington.

January 1984

Jan. 8-11—*Pacific Telecommunications Council's* sixth annual Pacific Telecommunications Conference, PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.

Jan. 10—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 12-13—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

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

Jan. 15—Deadline for entries in *Champion Media Awards for Economic Understanding*, of *Amos Tuck School of Business Administration at Dartmouth College*, and sponsored by *Champion International Corp.* Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards. Information: AWRT, (202) 296-0009.

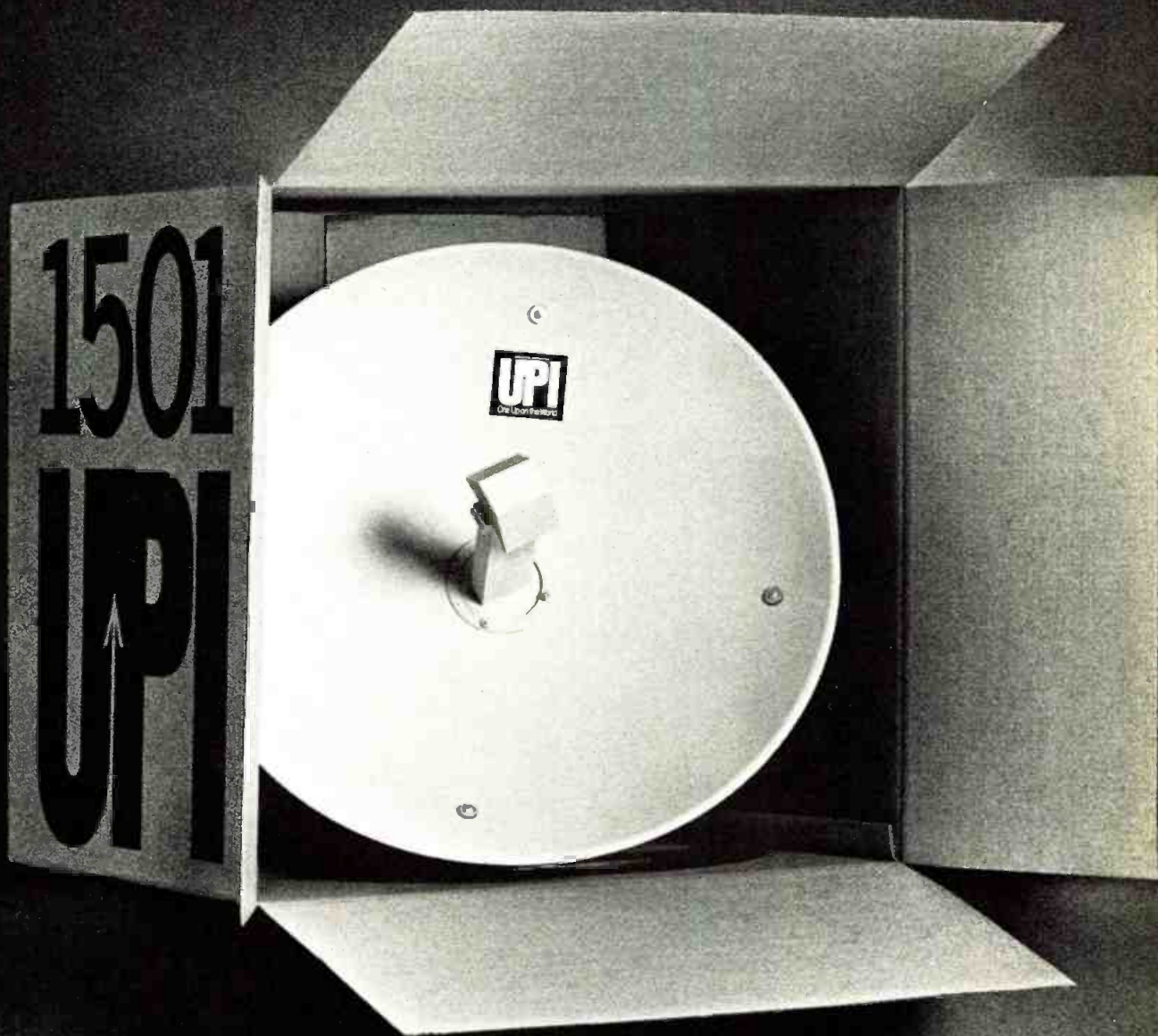
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Jan. 15-20—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 16-20—*National Association of Broadcasters* board meeting. Palmas Del Mar hotel, Humacao, Puer-to Rico.

Jan. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Jan. 18**—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens. FCC, Washington.

Jan. 18-20—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 24-26—*Washington Journalism Center's* conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

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

Jan. 29-Feb. 1—*National Religious Broadcasters* 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." Sheraton Washington, Wash-ington.

Jan. 31—Deadline for entries for 1984 *American Women in Radio and Television* Commendation awards.

February 1984

Feb. 1-6—*International Radio and Television Society* annual faculty/industry seminar and college confer-ence. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 7-8—*Arizona Cable Television Association* annu-al meeting. Phoenix Hilton hotel, Phoenix.

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

Feb. 14—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Feb. 16-19—"Communications and the New Technol-ogies," 13th annual communications conference. *How-ard University*, Washington.

Feb. 21-23—*Washington Journalism Center's* Confer-ence for Journalists, "Sports Issues 1984: Pros, Col-leges, Olympics." Watergate hotel, Washington.

March 1984

March 1-3—15th annual Country Radio Seminar, spon-sored by *Organization of Country Radio Broadcast-ers*. Opryland hotel, Nashville, Information: (615) 327-4488.

March 5—*Society of Cable Television Engineers* ninth annual spring engineering conference, "System Reli-ability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

March 5-7—*Society of Cable Television Engineers'* "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.

March 7—*International Radio and Television Society* Gold Medal Banquet. Waldorf-Astoria, New York.

March 7-10—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif.

March 13—*International Association of Satellite Us-ers* monthly meeting. Twin Bridges Marriott, Arlington, Va.

March 28—*International Radio and Television Soci-ety* "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer. NBC. Waldorf-Astoria, New York.

March 30—Presentation of Commendation Awards, by *American Women in Radio and Television*. Waldorf Astoria hotel, New York.

April 1984

April 4-8—*Alpha Epsilon Rho, National Broadcast-ing Society*, 42d annual convention, "Prospects '84." Universal Sheraton hotel. Los Angeles.

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

April 8-15—International Public Television Screening Conference, INPUT '84, hosted by *South Carolina Educational Television Network*. Francis Marion hotel. Charleston, S.C.

April 23-26—*Twelfth annual Telecommunications Policy Research Conference*. Airlie House, Warrenton, Va.

April 24-29—20th annual *MIP-TV (Marche Interna-tional des Programmes)*, international TV program market. Palais des Festivals, Cannes, France.

April 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 29-May 2—*National Association of Broadcast-ers* annual convention. Las Vegas Convention Center, Las Vegas.

May 1984

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

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

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

May 20-23—*Broadcast Financial Management Asso-ciation* 24th annual conference. Grand Hyatt, New York.

May 30-June 2—*American Women in Radio and Tele-vision* annual convention. Palmer House, Chicago.

June 1984

June 14-16—*Arizona Broadcasters Association* spring convention. Poco Diablo Resort, Sedona, Ariz.

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A cable advertising commentary from Edward Hughes, *Business Times*, New York

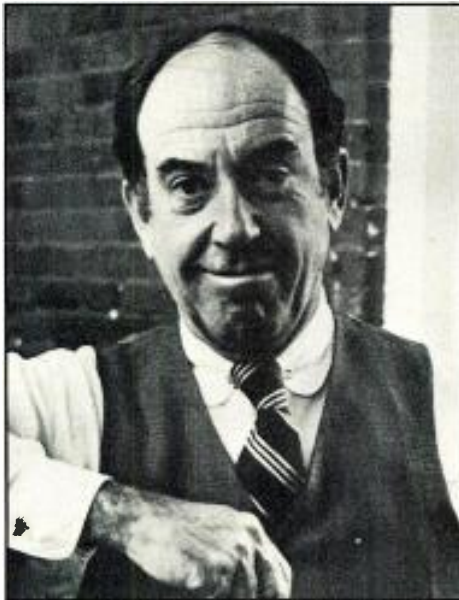
Developing successful cable programing and advertising

For many advertisers, particularly those marketers of upscale goods and services, the single most inhibiting barrier to television advertising is money. The second, actually an outgrowth of the first, is the inability of broadcast television to adequately define and segregate advertiser-desired audiences via specific programing and still keep the CPM (cost-per-thousand) within reasonable limits. But cable television, to an increasing degree, is in a unique position to eliminate these financial, demographic and qualitative stumbling blocks and to extend television advertising opportunities to many advertisers who had been unable effectively and efficiently to use the medium in the past.

From an advertising perspective, all television viewers are not equal. And broadcast television, historically dependent on gross numbers or "tonnage," is unlikely and possibly unable or unwilling to address this reality in a meaningful way. The result is that many advertisers, while inclined toward television advertising, find themselves without sufficient budgets normally required to deliver a mass television audience, much of which is not their audience. Instead, they find and reach their targets through magazines which have always had to deliver a more defined and specific demography than has mass television.

Cable has long been billed as the natural electronic narrowcast extension or equivalent of the magazine publishing industry. Yet, so far, the majority of advertising and cable people seem to insist on, or at least allow, the measure of cable's success by broadcast television standards. This is self-defeating and underrepresents the true potential of cable as an effective advertiser vehicle.

Current broadcast measurement techniques would not seem to be applicable to cable because there does not seem to be a mechanism for qualitative audience judgments, particularly with regard to upscale demography. Mass television has never really needed discriminatory viewer data. Magazines, on the other hand, cannot live without similar information about their readers. To thrive, or even just survive, cable will eventually need to provide such specific data to its advertisers. It's very possible that cable's interactive capabilities will eventually provide one of the most precise means of audience measurement available to any medium. But until then, advertiser judgment will have to be based on the potential viewer universe, the likelihood that the desired au-



Edward B. Hughes is executive vice president of *Business Times*, New York. He was with *Business Week*, where he served as associate publisher, and before that held a number of positions, including the direction of both advertising and circulation worldwide.

dience will be available when the programing is "aired," and confidence that the programing is of sufficient quality to attract the intended audience.

Cable still has a lot of growing and learning to do. It should follow publishing's lead, not broadcastings', and should seek to be measured in terms of publishing, not broadcasting.

A successful advertiser-supported cable program or network will most likely have several successful publishing precedents. If, for example, reader interest does not exist for a printed editorial product, chances are viewer interest will not exist for a similar cable television program. In fact, most of cable's programing failures can be attributed to trying to compete head-to-head with broadcasting's numbers, or in attempting to create a niche for which no successful publishing precedent exists. CBS Cable was guilty on both counts. First, there is no successful publishing precedent for it; and second, its potential viewer universe was woeefully small for such an ambitious advertiser-supported vehicle. ESPN, on the other hand, is in more than 26 million homes and has numerous publishing precedents: *Sports Illustrated*, *Sport* and *Sporting News*, to name a few. MTV: Music Television delivers its steady fare of music video clips, music news, interviews and concerts to nearly 16 million households of teen-agers and young adults. *Rolling Stone*, *Trouser Press* and

Creem are its print relatives. And Cable News Network, a video version of *Time* or *Newsweek*, now reaches approximately 24 million households. These networks, certain others, and several individual programs are succeeding because they have been able to establish, prior to startup, that substantial audiences exist for the programing. Granted, they've all got a way to go, but they are getting there.

In all cases, the cable network and successful programs have worked to create audience and advertiser apperception—that is, viewers know what to expect. This is the key to building and holding audiences: Deliver a consistently interesting editorial package on cable and viewers will watch.

That is the key to our new cable program, *Business Times*, seen from 6-8 a.m. (NYT) on ESPN. This business news briefing show is really a magazine on television. Not only did we adhere to the maxim that a print precedent was absolutely necessary to our success, but we were able to attract, primarily from print media, our lineup of business news journalists. We have editors stationed across the nation and overseas. Regular features, similar to magazine columns, include "Washington Checklist," "Computer Report" and "Profile"—each involving interviews with key business and economic leaders. *Business Times* also offers feature-length segments, just like those of our print relatives.

To be sure, many television advertisers are not yet climbing over one another in an effort to buy up the current surplus of cable television inventory. According to one estimate, advertisers in 1982 invested \$241.8 million in cable television. Magazine advertising revenues, by the way, were close to \$4 billion.

But it's a safe bet that more and more advertisers will be realizing just how efficient cable television can be. Projections of cable television advertising for 1983 are significantly greater than last year's numbers, and there is reason to believe that the future will be bright.

Cable audiences are growing and penetration is rapidly increasing. Reliable estimates put cable television into well over 60% of all television households within seven years. Programing is improving and becoming more focused while advertiser awareness is increasing.

Yes, cable is awake and beginning to reflect its strengths. It is attracting advertisers slowly but surely with the promise of an efficient and effective way of communicating advertising messages on television to an identifiable and measurable audience. At last, cable can offer tangible proof that it is making good on its promise. ■

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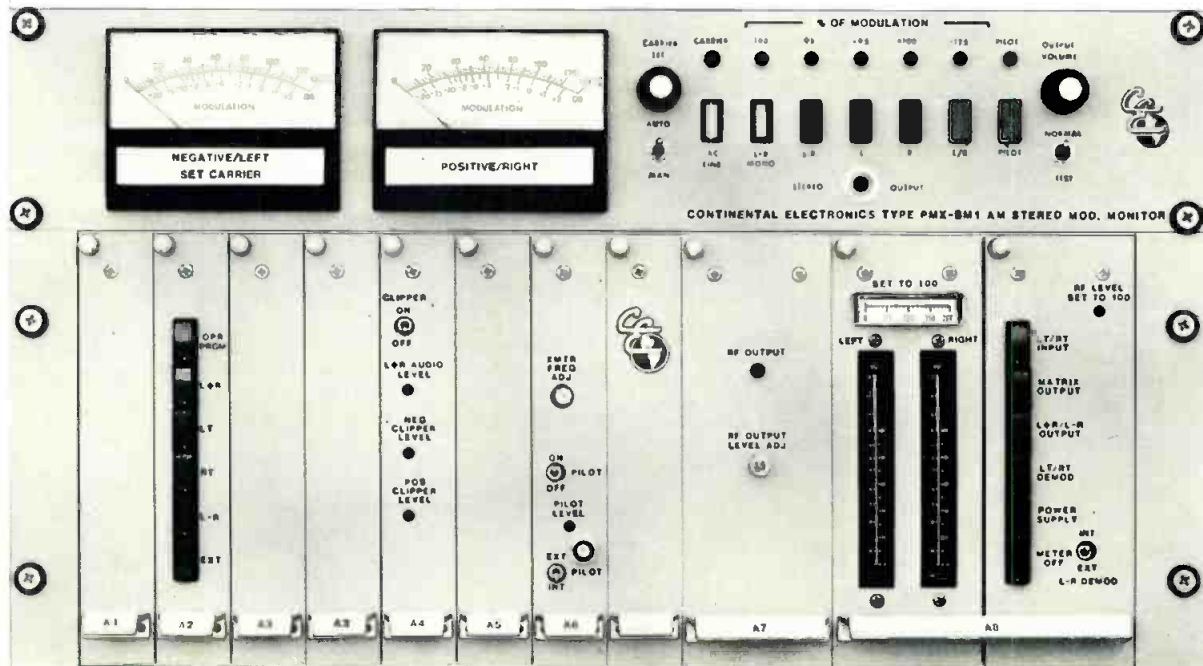


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Broadcasting **4** Oct 31

Vol. 105 No. 18

TOP OF THE WEEK



CBS in Beirut



CNN in Grenada

Broadcasting scrambles to cover a week of wrath

Network radio and TV departments find themselves working on two fronts to keep up with action in Beirut and Grenada

The resources of major news organizations everywhere were put to their toughest test of the year last week with the unfolding of back-to-back crises in different parts of the world. Journalists were literally shaken out of their beds early last Sunday morning in Beirut when a suicide bomber drove a truck with about a ton of dynamite into a Marine compound, killing more U.S. soldiers in a single day than any time since the Korean War. Then, on Monday evening, all three networks began mobilizing forces on the island of Barbados in the Caribbean, as word spread that a contingent of Marines was preparing to land on Grenada, about 150 miles away, to evacuate close to 1,000 medical students said to be in danger there as a result of a military coup that was executed the week before. It was not until early Tuesday morning, however, that the networks reported an invasion by U.S. Marines was actually taking place.

From a journalistic standpoint, the Grenada invasion proved to be more intriguing and frustrating to cover, given the U.S. government's decision to ban coverage on the island. That decision was made by Secretary of Defense Caspar Weinberger, who explained at a press conference last Wednesday (Oct. 26) that the ban was imposed because the safety of journalists could not be guaran-

teed. That explanation proved wholly unsatisfactory to most of the journalists involved.

"It's the first time in our military history," said Daniel Schorr, CNN senior correspondent based in Washington, who is also known among his colleagues as something of a journalism historian, that the press has been banned from covering a U.S. wartime military operation. Schorr likened the situation to that imposed by Great Britain during the Falkland Islands crisis last year, but added that it's "even worse because at least they brought some reporters aboard ship even though they were kept under wraps. In this case, nobody was taken along."

The news blackout brought vehement protests from the three broadcast networks and CNN. Both CBS News President Edward M. Joyce and ABC News President Roone Arledge wrote letters of protest directly to Secretary Weinberger on Tuesday (Oct. 25), and Ed Godfrey, president of the Radio-Television News Directors Association, followed with a third protest to President Reagan two days later after the two networks had not received any response from the Defense Department.

Joyce's letter to Weinberger said in part: "I wish to protest in the strongest possible terms," the policy of restricting reporters from the island of Grenada. "I would also like to protest the attitude expressed by your public affairs department," continued Joyce, as expressed in a statement to CBS correspondent Bill Lynch, that the department had "learned a lesson from the British in the

Falklands. To use the censorship by the British as an example to be followed by the U.S. in the military operation is baffling to me and deeply disturbing because it refutes the principals of the First Amendment..." Joyce concluded by urging Weinberger to take "immediate action to rectify the situation."

ABC's Arledge wrote asking for Weinberger's "assistance and approval in allowing ABC News correspondents [and crews] to cover the military operation" on Grenada. "The problems we are encountering are largely logistical," said Arledge, who added that the network would assume the risks that its journalists would encounter on the island. Arledge argued that the practice of covering wartime action "is as old as our nation and as old as the U.S. Marines—and that the constitutional framers gave special consideration to the function of the press in a free society." He concluded with the contention that the Marines who landed on Grenada "deserve as much coverage as the debate in Washington over their presence there."

RTNDA's Godfrey protested "vigorously" to Reagan on behalf of the 2,000 association members. He described the administration's policy toward coverage of the Grenada situation as one of "secrecy and censorship" and said that "even if we were to accept the arguments for secrecy before the invasion, I can find no acceptable reasons for continuing these policies more than two days after the event." The safety of journalists, he said, "is not an acceptable excuse. Reporters have



ABC in Grenada

been allowed to cover far more dangerous military actions in Vietnam, El Salvador and Lebanon."

CNN and NBC also filed protests at the White House.

Ed Turner, CNN senior vice president, said that while the press ban was "foolish" and "short-sighted," he added that, "I was not surprised in the least." Aside from the obvious First Amendment implications, Turner said, by not letting American journalists in Grenada, the U.S. government is simply assuring that no first-hand accounts become available to compare with the accounts from such "unfriendly sources" as the Cubans or Russians.

Various sources have indicated that despite the ban imposed by the administration, journalists representing most of the major news organizations were frantically looking for a way to get to the island. And apparently several print journalists somehow managed to get to Grenada on Tuesday while major fighting was still going on, including a correspondent from *Time* magazine, only to be caught in a crossfire between U.S. Marines and Cuban and Grenadian forces. The latest reports said those journalists were unharmed and had been sent back to Barbados.

CBS was the first network to obtain footage of post-invasion Grenada. The video was shot from a chartered plane that was circling the island around 7 a.m. (NYT) Tuesday, about two hours after the invasion. The footage was shot in heavy fog and the images unclear, said a CBS spokesman, but an aircraft carrier was visible. The CBS plane tried to make a landing on the airstrip at the southern end of Grenada but was waved off by U.S. military forces and directed back to Barbados.

The first post-invasion photographs taken on the ground were acquired by ABC's *Nightline* from medical students who were evacuated from Grenada Wednesday evening (Oct. 26) and flown to Charleston, S.C., at about 5:30 p.m. *Nightline* carried the still photographs on its program that evening, with commentary by Jeff Geller, of Woodbridge, N.Y., the student who took them. One photograph showed the first Marines arriving at the top of a hill on the way to the True Blue campus of the St. Georges University School of Medicine where most of the medical students were housed. Another photograph showed students carrying a wounded Marine on a stretcher.

According to wire reports, most of the last "pockets of resistance" on Grenada had been

overtaken by Marines late Thursday morning and a military plane with 20 to 30 journalists was flown to the invasion site at about 1:30 p.m. They were to be flown out later in the day, arriving back in Barbados at 7 p.m., leaving doubts as to whether footage would be available for the Thursday evening network news telecasts.

With the ban lifted, it was unclear whether the designated reporters would be flown in and out of the island each day. It was known that all of the network coverage was to be pool coverage, with each of the networks being allowed one correspondent on the plane (ABC's Richard Threlkeld, CBS's Sandy Gilmour, NBC's Dennis Murphy and CNN's Mike Boettcher) and with a total of two cameramen for the pool coverage, each carrying their own equipment. The CBS, ABC, NBC and CNN radio feeds were to be taped by the television correspondents.

Logistics for the coverage of the Beirut crisis had been in place for months, and thus when the tragic explosion occurred, journalists were in a better position to respond. The networks generally make two copies of all their Lebanon footage and transport it by jeep couriers to Tel Aviv, Israel, and Damascus, Syria, the site of the two closest uplinks. From Tel Aviv, the footage is uplinked to either Andover, N.J., or Edam, W. Va., and then microwaved to New York or Washington and Atlanta. If the Damascus route is used, a double hop is required, via London.

CBS was first on the air early Sunday morning with a bulletin on the Lebanon blast, at about 2:30 a.m. CNN followed with an announcement at 2:40 a.m. However, NBC rallied fast and was first, by almost 10 minutes, to have the first footage of the aftermath on the air, at 7:30 a.m.

On Wednesday, after a full day of relying on bits and pieces of news on the Grenada invasion from Washington and Barbados and the monitored reports from ham radio operators in the U.S. who had made contact with the island, the FCC even got involved. CBS made an inquiry as to availability of the amateur radio band to interview people on Grenada. The commission told CBS that that option was out because the amateur radio rules strictly prohibited the use of the band for "business communications," said Ray Kowalski, chief, special services division of the Private Radio Bureau. CBS did not seek a waiver of the rules and Kowalski said that such a request would have been denied at any rate.



Secretary of State George Schultz



NBC in Beirut

PBS's *MacNeil/Lehrer Newshour* and C-SPAN also devoted the bulk of their programming hours to coverage of the two crises. C-SPAN, when not covering the congressional debates, was airing calls from viewers. Most of the *MacNeil/Lehrer* coverage consisted of in-depth analysis and interviews with experts.

Coverage of the Grenada story was something of a last hurrah for Satellite News Channel, which went off the air as scheduled at 6 p.m. Thursday (see story, page 30). SNC and CNN reported helping families of Marines in Beirut confirm that they were alive by researching video footage shown on the air throughout the week.

Some local broadcasters also played a direct role in the coverage of the two crises. WLWT(TV) Cincinnati had sent a crew to Beirut the Friday before the explosion to do a series on "what it's like to be a Marine from Cincinnati in Lebanon," according to the station's news director, Bob Yuna. When the explosion occurred, the crew hooked up with some CNN people and raced out to the Marine compound from downtown Beirut and began reporting on the story. CNN even used some of the station's footage from that first day's shooting, said Yuna. The station was able to get its own footage back to Cincinnati by piggybacking CNN and NBC satellite feeds. The WLWT crew was also able to help confirm that several Ohio-area Marines had survived the blast. The initial story idea was scrapped.

A news crew from WTMJ Milwaukee had been in Tel Aviv for several days doing a special report on the migration of Jews in the Milwaukee area back to Israel. The crew hitched a ride with an NBC crew to Beirut and spent two days there interviewing Marines from Wisconsin, and confirming the safety of others. WTMJ crew then went on to Naples, Italy, to interview wounded Marines there before going home.

Several of the Miami market television stations sent crews to Barbados to cover Grenada, given the interest of Miami's large Cuban population. □

Radio news operations get assist from TV brethren in Beirut

The bombing of the U.S. Marine compound in Beirut last week received nothing less than extensive coverage from major radio networks which, in the cases of ABC, CBS and NBC, had to use correspondents from their television networks. But the aural medium played an even bigger role with the

reporting of the invasion of Grenada where, with the absence of pictures, the unfolding of the crisis became more of an audio news event. Radio did its job through actualities of monitored ham radio operator conversations with medical students trapped on the island.

ABC Radio said its first report, for its six networks, on the Beirut bombing was filed by Mike Allen, in New York, at 1:07 a.m. NYT, quoting a Reuters wire story that an explosion had taken place near the U.S. Marine compound at the Beirut airport. ABC fed its first live report from Beirut by correspondent Al Dale at 2:35 a.m.

CBS Radio went on the air at 1:53 a.m. with a Net Alert headline report by anchor Paul Lockwood that "more than 20 Marines were killed in Beirut blast." At 4:30 a.m., CBS aired a one-minute special report from the Pentagon with correspondent Bill Lynch and 17 minutes later, affiliates received their first live report from the scene by correspondent Larry Pintak.

NBC Radio's first report on the bombing occurred during its 2 a.m. newscast anchored by George Burgeson, with reporter Chris Drake feeding the first live report from Beirut during the 3 a.m. newscasts. Special three-minute hourly reports were fed throughout the day beginning at 5:20 a.m. According to NBC, a shared telephone line with the BBC was used to feed reports to London where they were sent via satellite to New York. The line was kept open all week.

Mutual Broadcasting's overnight news staff was first alerted to the incident at 1:45 a.m., when Beirut Radio was quoted as saying that two car bombs had gone off near French and American troops. A news bulletin was aired over the entire network at 2:22 a.m.

Correspondent John Winters broke the story over the RKO Radio Networks (RKO I and II) with a bulletin at 2 a.m., which was immediately followed by on-the-scene reports from RKO correspondent Susan Hack.

Two days after the Beirut crisis, radio networks had to spring into action again when word came that U.S. military troops were invading the island of Grenada. Initial information, for the most part, came from ham radio operators around the country.

ABC Radio aired an almost-on-the-scene report from correspondent Mark Potter on Barbados—100 miles from Grenada—who reported that an airport on the island had been seized and that U.S. troops were probably involved. Correspondent Kate Doordan anchored a special report on Grenada at 8:13 a.m., with hourly special reports airing all day Sunday from 8:50 a.m. to 8:50 p.m. and Monday through Thursday from 5:50 a.m. to 9:50 p.m.

Affiliates of the NBC Radio Network received the first report during their 7 a.m. newscast, anchored by Alan Walden, with the first report from Barbados by correspondent Dennis Murphy during the 8 a.m. newscast. Three-minute hourly reports on the invasion began airing at 10:20 a.m. and ran into the night.

Mutual also came on the air with the story during its 7 a.m. newscast, quoting Radio Free Grenada that foreign troops had landed on the island. From 10:06 a.m. until 8:06

p.m., the network aired special hourly updated reports that lasted anywhere from five to 15 minutes in length.

RKO Radio Networks' first news bulletin was aired by correspondent Gil Gross at 6:50 a.m., with a live report from Barbados filed by Frank Pardoe.

ABC, CBS and NBC all aired excerpts of tape recordings from returning medical students during morning newscasts last Thursday (Oct. 27). The recordings were made by some students who described what was taking place in the school during the initial

phase of the invasion on Tuesday morning. By Thursday night, the three networks also had reports from Grenada as well.

The Grenada invasion also sparked some interesting reports on the local level, with stations making use of updates from area ham radio operators who were monitoring transmissions from medical students on the island.

At all-news WTOP(AM) Washington, Joe Connolly, assistant director of news and programming, said a telephone line was kept open for seven hours last Tuesday between the

More debate debate

With the FCC preparing to act on Nov. 8 on a proposal to permit broadcasters to sponsor debates among political candidates, the League of Women Voters last week called a news conference to focus public attention on the issue—and to make its case for maintaining the status quo, under which sponsorship of presidential debates, at least, is a league monopoly. League President Dorothy Ridings said the league is concerned that the heavy attention being paid other matters before the commission—notably the proposal to repeal the financial interest and syndication rules—has diverted interest from the question of whether the broadcasters—that is, the networks—should sponsor as well as cover candidate debates without being subject to the equal time requirements of the Communications Act.

"This issue has not gotten the attention it deserves," Ridings said, in talking with reporters at league headquarters, in Washington. "Other issues have diverted attention. But the question goes beyond regulatory bodies and Washington. A clear public interest is served by league sponsorship. The public wants to know, but they have not been told."

The league is swimming upstream on the issue. The commission staff is understood to have prepared an item providing a legal rationale for holding that broadcasters may sponsor political debates, and recommending that the commission adopt a policy statement authorizing such sponsorship.

Under the commission's interpretation of the equal time rule adopted in 1975—the so-called Aspen rule—broadcasters are free to cover debates without subjecting themselves to equal-time demands from all other candidates, provided sponsorship is by a third party. In 1976 and 1980, the league filled that role in the presidential primary and general election campaigns, and it is planning to fill it again in 1984. It has already announced plans for four debates among Democratic candidates during the primary season, and Ridings said all seven announced candidates have accepted invitations to appear in the first two, in New Hampshire (at a site and date still to be set) and in Atlanta, on March 11. She also said the league intends to hold four presidential debates during the general election.

But, she said, the league faces a "challenge from the networks." ABC, CBS and NBC have made clear, in testimony before a Senate subcommittee, their interest in presenting as well as sponsoring presidential debates, if the commission, acting on a number of petitions, amends the Aspen Rule to permit it (BROADCASTING, Oct. 3).

Ridings has been arguing the league's case—that sponsorship of debates and the decision to broadcast them should be separate functions—in meetings with commissioners and commission staff, as she did in the same Senate hearing at which network officials testified, and as she did in her meeting with reporters last week. She said the "potential for bias" for or against candidates would exist in the broadcast of debates by those who arrange them. "The scope and power" of broadcasters in election coverage would be expanded, she said. And she warned that networks would be faced with a "conflict of interest" between journalistic responsibilities and a need to provide the kind of program designed to attract audience. "The present system works well," she said. "Why change it?"

The commission staff, however, feels the league is not raising legal arguments and that its principal concern, simply, is losing the influence it wields as sponsor of presidential debates. "The FCC must start from the point of determining how may the public get the most information from debates and then what is possible under the equal-time rule," one official said. The staff's conclusion, after considering those points, was that the public would benefit from broadcaster sponsorship of debates—and that the equal time rule does not pose a legal obstacle to such sponsorship.

A commission decision adopting that recommendation would not necessarily end the matter. Ridings, asked at the news conference what the league would do in the event the commission ruled in favor of the broadcasters, said it had at least two options—an appeal to the courts and an effort to obtain relief from Congress.

studio and Silver Spring, Md., ham radio operator Dick Sobell, who was listening to conversations between students on Grenada and officials in the U.S. Connolly said the station had a scoop last Wednesday morning when at 10:15 a.m. it reported that evacuation of the students from the school was about to take place. According to Connolly, that report aired nearly two hours ahead of most other stations and networks.

Michael Ludlum, executive director of news for the CBS-owned stations, said KMOX(AM) St. Louis scrapped all its regular

MOR programing last Tuesday for special reports and talk shows on the Grenada invasion. Ludlum said that one of the station's talk show hosts, Jim White, is also a ham radio operator and during the course of the day, was phoning in updates to the station from his home on conversations he was monitoring. CBS's seven owned AM stations (five of which are all-news), as well as CBS affiliates WWJ(AM) Detroit and WTOX(AM) Washington, can share material among themselves over a mini-network known as CBS's Radio Stations News Service. □

assignments, trying to track down new jobs.

GWSC took ads in the *Washington Post* and in Stamford area newspapers to tell business leaders that these people, all professionals, were losing jobs "through no fault of their own." The ads listed job categories available and urged businessmen to get in touch with GWSC to fill their personnel needs.

"The broadcasting and cable industries have responded wonderfully," Rosenzweig said, with letters, phone calls and visits. As of last Thursday morning, nine organizations had sent representatives to do on-premise interviews among SNC employees: NBC, ABC and ABC News, CBS News, WPIX-TV New York, HBO, WMAR-TV Baltimore, Westinghouse's KPIX(TV) San Francisco and General Telephone & Electronics.

Judging from employees in the 85-person Washington bureau, the ABC-GWSC employment service was not particularly effective. The employees there said only a handful of the bureau's staffers had managed to find work elsewhere. But they had hope that their resumes would receive top priority at ABC when it begins gearing up for the elections and the Olympics early next year. SNC officials said that with only two weeks elapsed since the announcement of closing, it was too early to expect many firm offers.

Rosenzweig said GWSC would continue to employ about 170 persons. With SNC gone, GWSC is left with a marketing and promotional agreement with the Nashville Network, the marketing and distribution of Group W's own Home Theater Network pay movie service, plans for two unconnected regional pay sports networks (one serving Baltimore-Washington, the other Seattle) and SpotNet, a commercial distribution service due to start the first of the year.

For SNC's closing hour, things were a little different. SNC's 10 anchors took turns giving the news. There was a little piece on the history of SNC. And Anchor Ken Alvord wrapped it all up with a report that ended on a note both realistic and philosophic.

"What does all [our] time and effort mean? Probably not very much. We've learned and grown. Possibly we've added to your knowledge a little. Perhaps we have helped you through the day or night once or twice.

"In more cosmic terms, like the name Satellite News Channel implies, we come to you from space. In [our] 11,825 hours, our first words and pictures have traveled nearly eight trillion miles, almost one-third the distance to Proxima and Centuri in the Milky Way. And they'll just keep on traveling out there even after we disappear, and maybe—just maybe—somebody out there will see some of this and learn a little bit about all of us, what makes us tick, what makes us laugh and cry."

Cut to the SNC logo and the vital statistics—June 21, 1982-Oct. 27, 1983—and then to a list of names of the producers, anchors and technicians that made it all possible, superimposed on shots of the impending parties in Washington and Stamford.

They called them "fade-to-black parties." □



SNC fades to black

After nearly 16 months of live news coverage, Group W/ABC service signs off after sale to competitor, Turner's CNN

Satellite News Channel signed off for good at 6 p.m. last Thursday, ending a 16-month "all live, all the time" effort—good, by all accounts, but obviously not good enough to overtake Ted Turner's Cable News Network.

SNC stayed live to the end. From sign-on on June 21, 1982, until the sign-off, officials said, the service's live hours totaled 11,825 and had been interrupted only once. That was for the hour from 9:30 to 10:30 a.m. on Oct. 12, when management called employees together to tell them that Group W Satellite Communications and ABC Video Enterprises, partners in the SNC venture, were selling the service to Turner for \$25 million and that it would be closed down (BROADCASTING, Oct. 17).

"We gave them the opportunity then of cutting down on live reporting and inserting tape replays," GWSC President Harlan Rosenzweig said last week, "but they said they'd rather go out as they came in—live all the time."

Bill Scott, SNC president, said his people "wanted to go out first class, and they've done it." His first priority now, he said, is to help as many as possible find good jobs. (As for his own plans, he said he was consider-

ing "some interesting possibilities, both within Westinghouse and outside.") He was lavish in praise of his people and the job they had done. "If I had to do it all over again, even knowing how it would end," he said, "I'd certainly do it again."

Up until the final hour, others agreed, SNC people "tried to keep everything going just the way it had been going before."

Viewers may not have noticed anything different, but there was a lot of difference around the studio in Stamford, Conn., SNC's home base, and in its Washington bureau. Between the two shops, SNC employed some 400 people—250 to 260 working on the news side directly, plus 140 to 150 technicians—and most were busy, between



Waving goodbye from Stamford

Bill Simon, partner buy out Forward Communications

Wesray Corp. will get group of five AM's, five FM's, six TV's for a reported \$87 million

Forward Communications Corp. last week announced that it had reached a tentative agreement to be purchased by Wesray Corp., a Morristown, N.J., private investment banking firm headed by former secretary of the Treasury, William E. Simon, and his partner, Raymond Chambers. Although neither side would release financial details, the purchase price is reported to be about \$87 million.

Forward Communications is a Wausau, Wis.-based group owner of six TV's, five AM's and five FM's. A closely-held company, its major stockholders include Employers Insurance of Wausau, John S. Sturtevant Family Trusts and Merrill Publishing Co.

According to Thomas Bolger, president of Forward, and Wesray, details are still being worked out, but a final agreement is expected this week or by the middle of next week at the latest. Forward's chairman, Richard Dudley, said he anticipates a filing at the FCC by early December.

In an interview, Chambers said that Wesray would build upon the Forward acquisition as a "nucleus" to expand its interests in broadcasting. He said another company would be formed with Wesray's principals as stockholders. In addition, Chambers said, some of Forward's management would be given the opportunity to participate as equity holders. Chambers declined to indicate how much debt, if any, would be assumed in the purchase, or where the money would come from.

Forward's acquisition by the Wesray partners (the firm's name is an amalgam of Simon's initials and Chamber's first name) is the first investment in broadcasting or cable by two investors regarded for their financial acumen. Last year in a highly publicized deal, they bought Cincinnati-based Gibson Greeting Cards from RCA for \$80 million-

\$85 million in a leveraged buyout, using \$1 million in equity and financing the balance through a \$46-million bank loan secured against Gibson's assets, and raised the remaining \$33 million through a sale/lease-back agreement of three company warehouses with a tax shelter company. Later, when the company went public, Wesray's \$1-million investment rose to \$66 million.

Chambers described Wesray's purchase as "not at all like anything we've done before," and said the deal would not be structured like Gibson Greeting Cards. Day-to-day operations would be left to Forward's present management team, which Chambers said would stay in place. "We're mainly financial investors," he commented.

A local media broker who has worked with Forward in the past was taken by sur-

prise and observed the sale was "very quietly done." The company has a reputation as a profitable, well-run corporation and he could see no financial reasons to sell the group. He speculated that the age of stockholders was a factor. Dudley said that it was "just an opportune time" to sell.

The Forward television stations are: WRAU-TV (ch. 19, ABC) Peoria, Ill.; KCAU-TV (ch. 9, ABC) Sioux City, Iowa; KOSA-TV (ch. 7, CBS) Odessa, Tex.; WTRF-TV (ch. 7, CBS) Wheeling, W. Va.; WMTV-TV (ch. 15, NBC) Madison and WSAW-TV (ch. 7, CBS) Wausau, both Wisconsin. Forward's radio division includes: WKOE(AM)-WBGM(FM) Tallahassee, Fla.; KWLO(AM)-KFMW(FM) Waterloo, Iowa; KVG8-AM-FM Great Bend, Kan.; KVOX-AM-FM Moorhead, Minn., and WKAU-AM-FM Kaukauma, Wis. In addition, the company owns the daily *Marshfield News-Herald* in Marshfield, Wis. (circulation 16,000), and Forward Electronics Co., a Wausau company that sells and installs private phone systems. □

Galaxy gets more tenants

HBO, Viacom and Turner will use new Hughes bird, joining SIN, C-SPAN and Group W; earth stations will be given away to stimulate interest in the C-band satellite

RCA Americom's dominance of the program distribution business for cable is in jeopardy. Although its Satcom III-R satellite remains Cable Net I—the primary means of relaying programming to cable-network affiliates, Hughes Communications' Galaxy I, launched last June, may soon challenge Satcom III-R for the title.

Ending four months of speculation, three cable programmers—Home Box Office, Viacom International and Turner Broadcasting System—announced sketchy plans for distributing their pay or advertiser-supported services via the transponders they purchased on Galaxy I before it was launched.

They will join SIN International Television, Group W Satellite Communications and C-SPAN as Galaxy programmers. SIN has been beaming its two services—GalaVision

and SIN—to affiliates via its two transponders since the bird became operational early last August. GWSC had announced last June that it would use its four transponders for its national pay sports network, The Sports Network. However, GWSC scrapped TSN earlier this month. According to David Beddow, senior vice president, GWSC, it now plans to use two transponders to feed affiliates of its two regional sports networks in the Northwest and in an area comprising Maryland, Delaware, North Carolina and parts of Pennsylvania and Virginia. Beddow said GWSC has subleased one of its remaining two transponders to TBS. C-SPAN, which is the only service to lease a transponder on the satellite, will simulcast its public affairs service on Galaxy and Satcom III-R beginning Jan. 1, 1984, and launch a second service, similar to the first, by June 1984.

Realizing that the success of Galaxy I depends on cable operators' having access to it, the Galaxy transponder owners and Hughes have agreed to pool their money and purchase up to 6,000 earth stations and give them away to cable operators. According to industry sources, the earth station fund will amount to \$12 million, with \$3 million coming from Hughes and the balance from the programmers.

According to HBO's Tony Cox, the premiere cable network will use two of its six transponders to deliver the East Coast feeds of HBO and Cinemax. The West Coast feeds will continue to be beamed via Satcom III-R, he said. Cox said HBO is considering a variety of options for its remaining four transponders, including a low-power direct broadcast satellite service. "That's clearly an option," he said, "but we have nothing to announce."

TBS plans to use its two transponders on Galaxy I for distribution, starting perhaps as early as this week, of CNN and CNN Headline News. TBS's Terry McGuirk said TBS will continue to transmit the services over



Simon and Chambers

Satcom III-R at least until the bulk of cable systems have access to Galaxy I. He declined to say what the transponder TBS is leasing from GWSC will be used for; speculation is that it will carry superstation WTBS(TV) Atlanta.

Whether Galaxy I ever does challenge Satcom III-R will depend on what happens to Galaxy's seven remaining transponders. Times Mirror Satellite Programming owns two of them. It had planned to use them for the Spotlight pay television service, but with dissolution of that service imminent, it has reportedly placed them on the market. Hughes is selling the other five transponders on a pre-emptible basis.

According to sources, the transponders are priced "roughly" at \$10 million, \$9 million, \$8 million, \$7 million and \$6 million. The \$6-million transponder would be the first to be pre-empted; the \$7-million transponder, the second, and so on down the line. □

Good year for spot radio

Predictions are for 10%-12% growth in sales, with '84 posting even larger gains

National spot radio sales will likely register an average increase of 10% to 12% for both the fourth quarter of 1983 and the entire year, while 1984 should see substantial revenue increases due to the Olympic games and the presidential election.

That was the consensus of the majority of rep executives canvassed last week by BROADCASTING. But about half of those sampled noted that business for October, traditionally radio's banner month, has been soft.

Ellen Hulleberg, executive vice president of marketing and communications for McGavren Guild Radio, said there was a slowdown in business in October, but sees a healthy November and December with the year finishing between 12% and 13% ahead.

Breaking the year-to-date down by regions, Hulleberg said that based on Radio Expenditures Reports' Spot Radio Business Indicator, released last week, billings in the South were up 19%; the East was up 14%; the West, up 10%, and the Midwest, up 8%.

Both Charlie Columbo, president, and Bruce Blevins, senior vice president/administration, both of the Christal Co., agreed that October is soft but said it is too early to tell about November and December. Columbo also agreed that next year will be a banner year for national radio, but in the meantime the rep industry needs to work on a major problem—the high attrition rate of accounts from year to year. "We need to solidify and stabilize the use of our medium, because, if not, 1985 will be just another mediocre year," Columbo notes.

Five weeks ago the fourth quarter was looking good, but now it's starting to erode, according to Jerry Schubert, executive vice president and national sales manager, East-

man Radio. He sees October as flat to slightly off, with November looking good, but projections have fallen in the past two weeks. Schubert sees the year ending between 8% and 9% ahead.

Michael Bellantoni, executive vice president, Torbet Radio, is also optimistic and sees the fourth quarter keeping pace with the rest of the year and finishing about 12% ahead. Bellantoni said both October and November are ahead of last year's pace with December about even. Business is generally strong across the country but spotty in some

Northeast markets, such as Buffalo and Albany, both New York, he noted.

How did the top 10 markets perform the first three quarters of 1983? McGavren Guild's Hulleberg cites RER's Spot Radio Market Indicator which tracks national ad dollars going to stations in each market. It shows Houston leading with a 19% increase over the same period a year ago followed by Los Angeles, up 17%; New York, up 16%; Detroit, up 11%; San Francisco, up 10%; Boston, up 8%; Philadelphia, up 6%; Chicago, up 5%, and Washington, up 2%. □

Free press vs. fair trial in L.A.

Judge delays trial indefinitely after CBS News and Los Angeles station air FBI surveillance tapes of DeLorean affair

The John Z. DeLorean drug-trafficking case was exotic from the beginning. A dashing sports-car manufacturer arrested on conspiracy charges involving \$24 million in cocaine and a desperate plan to save his auto plant in Northern Ireland from bankruptcy. Now it has turned bizarre. Last week, KNXT(TV), the CBS-owned station in Los Angeles, and CBS News, operating independently, broadcast FBI surveillance tapes the government plans to use in its prosecution of DeLorean. And in the middle of it all is no less an investigative reporter than Larry Flynt, publisher of *Hustler* magazine, who is taking credit for acquiring the tapes—he says he paid \$25 million to a government employe he did not name—and making them available to the two news organizations.

KNXT, which obtained what it believes are copies of all of the videotapes made by the FBI in its investigation of DeLorean—10 tapes totaling 12 hours in running time—broadcast a series of six- to seven-minute pieces, from Sunday through Thursday, showing DeLorean meeting with undercover agents in Washington, San Francisco and Los Angeles over a period of several months last year. The series ends with DeLorean's arrest in a hotel room near the Los Angeles airport, on Oct. 19, 1982.

CBS, on the evening news on Sunday and again on the morning news, on Monday, broadcast a piece showing the arrest. DeLorean holds a champagne glass as he and several men greet a man entering the room with a briefcase that turns out to be filled with cocaine. The man delivering the material says it's worth "not less than four-and-a-half

mil." DeLorean, laughing, calls it "good as gold—gold weighs more than this for God's sake." Then a man is shown entering the room, tossing off a casual, "Hi, John. We're the FBI. We're here to arrest you on narcotics law violation." Then he asks a stunned DeLorean to stand so he can be handcuffed.

CBS, which has only one of the tapes, did another piece on Monday on the *CBS Evening News* with Dan Rather. It principally contains snippets of tape showing four meetings between DeLorean and undercover agents in September 1982.

The government claims DeLorean entered the deal, which proved to be an FBI sting operation, in an effort to raise the money needed to save his failing DeLorean automobile company in Northern Ireland. DeLorean's attorneys say he was a victim of entrapment. And both sides were dismayed at word the two news organizations were planning to broadcast material from the government tapes. DeLorean's lawyers said their client, who was to go on trial in U.S. court in Los Angeles on Tuesday (Nov. 1), would not be able to receive a fair trial. The prosecution said the broadcasts would add considerably to its burdens; James Walsh, the prosecutor, foresees the jury selection process stretching out to two months, as both sides search for jurors they believe were not influenced by the broadcasts, instead of the two weeks he had thought the process would consume. The judge—Robert Takasugi—was sufficiently disturbed by such considerations to issue an order, on Saturday, Oct. 22, barring broadcast of the tapes.

But that order was overturned by a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit, meeting in a hurriedly convened session on Sunday. CBS's local counsel, William Vaughn, argued that the



Takasugi order constituted an impermissible prior restraint on the press, in violation of the First Amendment. He said it presented the question of whether a nonparty to a criminal case could be prevented from broadcasting material it obtained through its own resources. The court, which acted within five minutes of hearing an hour of argument, agreed the trial judge's order was unconstitutional. Repeatedly, the judges—Eugene Goodwin, William Norris and Stephen Reinhardt—asked the lawyers to cite a case in which a court had barred publication of a particular item. The lawyers knew of none. At one point Judge Goodwin presented the panel's dilemma, when he asked: "Where do we get the authority to tell the press how to run its shop?"

DeLorean's attorneys, Howard Weitzman and Donald Re, made a last-ditch effort to stay that order with a telephoned appeal to Supreme Court Justice William Rehnquist. After hearing some 20 minutes of arguments, principally from Re and Vaughn, Rehnquist rejected the request for a stay. Weitzman and Re next sought relief from Chief Justice Warren E. Burger, but that effort collapsed when Burger sent word he would not consider the matter unless the arguments were presented in writing.

Takasugi's response was to postpone the trial indefinitely. He said, "CBS interference in [the legal] process may have devastating effects." Weitzman continues to insist his client's chances of a fair trial have evaporated. "There's no way John DeLorean can get a fair trial," he said. Indeed, he said, "Eventually, we'll ask for dismissal of the case." And while Walsh disagrees on whether DeLorean can receive a fair trial, he agrees with Weitzman's estimate of the accuracy of the impression the tapes, as edited for broadcast, are conveying. They feel the impression is not accurate. "There are differences obvious to an insider" between what the original tapes present and what the edited tapes show, Walsh said. (Walsh did not recall whether he had been watching the network or the KNXT version. But Weitzman said he was referring to the station's product.)

CBS News responded to the questions raised about the decision to broadcast material from the tapes with a prepared statement from its president, Edward Joyce. Among the factors said to have been considered in deciding to broadcast the material was the fact the DeLorean arrest and the surreptitious videotaping of his meetings with undercover agents "is a significant news story." Furthermore, the statement said: "After discussing this issue with our attorneys, we concluded that our broadcast would not interfere with the defendant's right to a fair trial." The statement noted that "the underlying facts had already been extensively reported by the press" and that there had been "a number of criminal cases, such as Abscam, that received extensive pretrial print and broadcast coverage," with the courts "consistently" concluding that the defendants' rights had not been violated.

With the fair trial/free press issue fading, attention was focusing on how copies of the tapes became a matter of public record well in advance of the trial. Government officials

say there were three possible sources—the prosecutors, the defense attorneys and the private detective hired by the DeLorean team to check the tapes' authenticity. The FBI is investigating.

And the most obvious source of interest to the FBI is Flynt, who was involved in making the tapes available both to CBS and to KNXT. Don Hewitt, *60 Minutes* executive producer, said he had gone to Los Angeles in an effort to persuade DeLorean to sit for an interview with Morley Safer for a *60 Minutes* piece. Before he left New York, on Oct. 21, he was told by one of his producers, Joe Wershba, who knows Flynt as a result of doing a piece on him several years ago, that Flynt had called to say he had the DeLorean tapes, and to offer to show them. Hewitt wasted no time in visiting Flynt's home in Bel Aire, after his arrival in Los Angeles, and any lingering doubts as to whether Flynt was telling the truth about having the tapes were quickly removed. Hewitt said he saw three of the tapes, and dubbed one—the last one, containing the arrest; he did not have time to dub them all. If he was successful in that ad hoc expedition, Hewitt was not successful—at least not yet—in persuading DeLorean to sit for the interview.

But the question remains as to where Flynt obtained the tapes. He told a network interviewer he obtained them from a government source—"Everybody's got their price." On another occasion, he said the price he paid—to the unnamed government source—was \$25 million, a price that those who know him regard as a bit of Flynt fancy.

But someone who saw a man he thinks was at least a link in the chain between the source and Flynt is John Pauly, the investigative reporter for KNXT, who was on the air

first with material from the tapes, on Sunday, at 2:35 p.m. Pacific Time, and who was on the air during the station's two newscasts on Sunday and its four newscasts Monday through Thursday, with pieces based on the tapes. Flynt, he says, was the go-between. "Someone else had the tapes and showed them to me. I met the other man."

Flynt evidently felt compelled to deal even handedly with Pauly, whom he has known for some time, and with Wershba. As Pauly relates the story, Flynt earlier this month had told him he had seen the "the DeLorean tapes." Pauly expressed interest in seeing them, himself. On the following Thursday—Oct. 20, the same day he broke the news to Wershba—Flynt called to say he could arrange for a viewing that night at his Bel Aire home. Shortly after Pauly arrived in the library, at 7 p.m., a man appeared with a briefcase full of tapes, and ran off several "representative" ones for Pauly. Pauly—who will not answer questions about "the second man"—left to confer with his superiors at KNXT. The next day—after Hewitt had his showing—Pauly returned to pick up the tapes.

Flynt has said that he has withheld one tape from KNXT and CBS—one he says proves the DeLorean "entrapment" charge. But Pauly, for one, does not believe it. "If you believe that," he says, quoting a Dan Rather remark on a *60 Minutes* segment, "you'll believe rocks grow."

Why did Flynt get involved? Nick Krantz, director of public relations for the publisher, said, "He considers his magazine to be engaged in investigative journalism. He's moving it in that direction." Does Flynt intend to use any of the DeLorean tapes material in the magazine? Krantz did not know. □

Hollywood wins round in fin-syn fight

Senate OK's amendment to funding bill blocking FCC from spending money to repeal rules; next battleground will be conference committee

The motion picture industry and independent stations took the lead last week in the fight to prevent the FCC from repealing its financial interest and syndication rules. The Senate, by a voice vote, passed an amendment to a fiscal 1984 supplemental funding bill which places a six-month moratorium on the FCC from spending any funds to repeal the rules.

Although Hollywood is ahead, the networks are hanging tough. Most of their energies are directed toward future skirmishes as a House-Senate conference on the appropriations bill sets the stage for the next debate over the rules.

Hollywood did not win without a struggle. Members of the Appropriations Committee and the Senate Commerce Committee met for several hours in a closed session trying to reach a compromise on the matter. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) opposed fastening the stop-the-FCC language because it interfered with an issue under his committee's

control. After it became apparent that an agreement could not be reached, the legislators went to the floor.

Packwood attempted to block the measure on procedural grounds, claiming that it was a violation of Senate rules to attach legislative language to an appropriations bill. The Senate parliamentarian ruled in Packwood's favor but the members, by a 57-32 vote, agreed to leave it in. "The vote was very convincing that members wanted the language," said a Senate aide on the floor.

"Whatever happens, this is not the last we'll see or hear of this issue. It's fair to say that there is enough interest that it will reappear," said one Capitol Hill source. The Senate Communications Subcommittee is scheduled to hold two hearings this week on the financial interest and syndication rules.

Hollywood and the networks have already turned to the House, where members of the Appropriations Committee will participate in a conference with Senate members on the bill. One lobbyist predicted that the language could be a "real bone of contention," during the conference.

Normally Senate conferees are pledged to support the Senate's position. However, there is always the possibility that the mea-

Meanwhile, at the FCC. . . . It's still open to question what the television networks would get out of the commission—even if Congress doesn't forbid the FCC from acting on the financial interest and network syndication rules.

A decision the commission has tentatively adopted would eliminate many of the syndication, and all of the financial interest, restraints on the networks. While some are suggesting the FCC now would limit the networks to taking noncontrolling financial interests in independently produced programming, others say it's too early to say the tentative decision won't fly. "It is premature to say that the commissioners have arrived at any consensus," a high FCC official said last week.

Nonetheless, FCC Chairman Mark Fowler, well aware of all the talk, has been powwowing with his fellow commissioners, "trying to see what the consensus is, and trying to come up with a consensus," another FCC official said.

Other commission sources said Fowler wants to bring the proceeding to a conclusion, even if he has to settle for less than he might want. Said one insider: "If you can't win, you've got to come up with the best you can get."

In an interview, Fowler said the commission was disappointed with the Senate vote. "We thought, and still think, the Congress would be better advised to let the expert agency complete its work," Fowler said.

Fowler added that the Senate action must still be approved in conference with the House, and even if it is adopted, the legislation is a "procedural, not a substantive" thing, he said. (It would only prevent FCC from acting on its rulemaking for six months; beyond that, it doesn't take a stance on the proceeding.)

"If the Congress passed a substantive piece of legislation, the agency would have to obey that mandate," Fowler said.

Willard R. Nichols, Fowler's chief of staff, said the tentative decision had never been scheduled for Nov. 23 ("Closed Circuit," Oct. 24). Nichols added that the commission still hoped to conclude the proceeding this year, but didn't offer a date.

Although Nichols said the chairman's office did have a "draft" from the bureau in its possession, that, he said, was "not a final draft by any means."

sure's opponents might push to remove the language in making tradeoffs with the House. Senate conferees William Proxmire (D-Wis.), Thomas Eagleton (D-Mo.), Alfonso D'Amato (R-N.Y.), Thad Cochran (R-Miss.) and J. Bennett Johnston (D-La.) sided with Packwood. "During conference you're dealing with a whole different set of strategies. It's difficult to predict what will

happen," said one Senate aide.

A spokesman for the House Appropriations Committee, chaired by James Whitten (D-Miss.), said it was uncertain when the conference would be held (the earliest would be next week) because of the committee's busy schedule. The spokesman said that Whitten had not taken a position on the issue. It also appears that Whitten may not

oppose attaching legislative language to the appropriations bill. During a markup on an earlier stop-gap-funding measure, Whitten asked members to refrain from offering special interest amendments to the measure, but suggested that the amendments might be attached to another funding bill.

"A lot of things can happen now that we are getting down to the nitty gritty," said one House aide familiar with the rules. Representative Edward Boland (D-Mass.), a senior member of the House Appropriations Committee, opposes fastening legislative language to funding bills. A Boland aide said the congressmen doesn't believe the FCC language should be in the bill on both procedural and substantive grounds. Boland, the aide stated, feels that it is an issue that only the Energy and Commerce Committee should address.

And Boland is not alone. Energy and Commerce Committee Chairman John Dingell (D-Mich.), who has a reputation for being "turf conscious," reportedly won't stand by and watch his committee's jurisdiction violated. Dingell could possibly offer a motion to instruct the House conferees to strike the amendment. Or, the chairman may attempt to persuade House conferees separately to fight the language.

Dingell entered the debate over the rules two weeks ago when he registered strong objections to a White House cabinet-level meeting on the rules and is reportedly sympathetic to the networks. The bottom line may be, said one House aide, that the administration could veto the bill. While Reagan's close ties to the film industry might make that a difficult task, the administration's overriding mission to keep spending down could ultimately win. □

Bennet slated to head NPR

Former AID administrator chosen by network's board to fill vacancy left by Mankiewicz

Following a unanimous decision by the NPR board of directors, Douglas J. Bennet, former administrator of the Agency for International Development, was elected president and chief executive officer of National Public Radio last Thursday evening (Oct. 27).

His appointment, announced in Washington (and simultaneously broadcast to NPR member stations) last Friday, followed a three-month search and the screening of "about 100" applicants for the \$80,100-a-year position.

The job became available last May when Frank Mankiewicz formally resigned amid disclosure of NPR's \$9.1-million working-capital deficit. Ronald Bornstein, University of Wisconsin administrator and professor of telecommunications, has been the interim president and chief executive officer since then (BROADCASTING, Oct. 24). Bennet takes over today, Oct. 31.

Bennet, 45, was president of Washington's Roosevelt Center for American Policy

Studies until earlier this summer. He served as an administrator of AID from 1979 to 1981. Prior to that he was assistant secretary with the Office of Congressional Relations and helped to negotiate the Panama canal treaty. He has served as administrative assistant to Senators Abraham Ribicoff (D-Conn.) and Thomas Eagleton (D-Mo.), and from 1967 to 1969 was assistant to Vice President Hubert Humphrey.

Acknowledging his lack of broadcasting experience, Bennet said that NPR's "280

member stations have plenty of broadcast experience," and "NPR's staff has plenty of journalists. I have management assets, public policy assets and some political assets that can serve the organization." He said he has "a disciplined approach to finances . . . a modest approach to risk-taking . . . not excessive." He described his management style as "collegial . . . I'm not a hierarchal order-giver."

His plans for the next year will focus on continuing to increase NPR's creative output and audience size, he said, while trying to renew the confidence of "all our constituencies" so they can "have complete confidence in our ability to manage our resources."

Included in his plans for the network is to "recover some of the capability that seems to have been lost in the cultural area," and increasing on-the-scene news coverage, "especially internationally," perhaps through greater use of foundation money.

Bennet, a native of Lyme, Conn., has an MA from the University of California, Berkeley, a PhD from Harvard and is a Phi Beta Kappa.

The new president, who "contributed regularly" to NPR in the past (and who said he "called [his] family and urged them to contribute immediately," following the news of his election), says he sees few things generally accepted and admired.

NPR "ought to be one of them." □



Bennet

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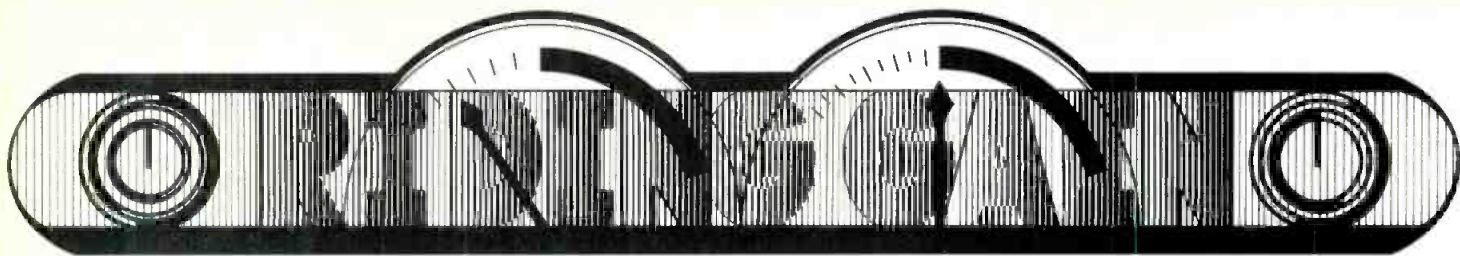
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Spot success

National spot sales for the month of September registered a 12.7% increase over the same period a year ago—climbing from \$49,005,800 to \$55,223,700, according to Radio Expenditures Reports Inc. The data is based on financial information supplied confidentially to RER by 14 leading rep companies. For the year-to-date (January through September), national spot dollars rose 11.7%—from \$456,159,800 in 1982 to \$509,712,800.

Adjustment wanted

The Daytime Broadcasters Association has asked the FCC to reconsider in part its decision authorizing expanded hours of operation for AM daytimers (BROADCASTING, Sept. 12). In a petition for partial reconsideration, DBA recommended that the FCC change the way diurnal curves are used to calculate protection requirements imposed on daytimers during the two-hour post-sunset period to take into account the effect of diurnal variation on the protected contour of Class I stations; to use the average post-sunset operating time of daytimers in entering diurnal curves, "or some technique to

mitigate the effects of the FCC's worst-case assumptions," and to permit daytimers to request waivers of the post-sunset power limitations.

Free dishes

Dallas-based Satellite Music Network has embarked on a promotional giveaway of 13-foot satellite receive-only earth dishes to radio stations that sign up for one of SMN's four formats before Dec. 15. "We are giving the dishes away to celebrate the introduction of our fourth format, 'Rock America,' which will air on Jan. 2, 1984," said John Tyler, chairman and chief executive officer of SMN. The Satellite Music Network currently airs three formats in 49 states via Satcom III-R: StarStation (adult contemporary); Stardust (MOR) and Country Coast-to-Coast. "We now have 407 affiliates under contract with 270 on the air," Tyler noted.

Country shortwave

A commercial shortwave radio station broadcasting country music to Mexico, Canada and Europe is planned for construction in the San Francisco Bay Area by Ches-

ter Coleman, chief executive officer of Broadcast Properties West, and Joseph Costello, owner of WRNO-FM and shortwave WRNO Worldwide in New Orleans. Costello would own about 75% of the venture, with Costello retaining the balance.

In an interview with BROADCASTING last week, Costello said the engineering studies for the 3-megawatt station have been completed and proposals have been submitted to equipment manufacturers. "We are about to finish the legal, technical and financial portions of the FCC application," Costello said. "We hope to submit [the completed application] before next summer. He predicted the new station could be on the air by the end of 1985, "depending on processing time at the FCC."

Unlike Costello's WRNO Worldwide, the proposed station would not simulcast portions of an existing AM or FM outlet. (The New Orleans station is currently on the air 12 hours a day, rebroadcasting WRNO-FM for much of that time.) The new station would, like WRNO Worldwide, broadcast in English.

"We are exploring several different transmitter sites," Costello explained. "Cost of utilities is an important factor in making that decision. We're looking at that cost and the stability of that cost."

Costello also disclosed that the United States Information Agency has approached WRNO Worldwide regarding possible purchase of air time for broadcasts to the Caribbean of government-sponsored programming. "Our negotiations with them are entirely in the fundamental stages," he emphasized. "Until they receive funding for Radio Marti, etc., there is no money to proceed with it." Costello said the USIA is interested in the period from midnight until noon, local time, during which the shortwave station is off the air, "as another signal into the Caribbean basin." For the time being, he stressed, "all the coins are in the air. We don't know what's going to happen."

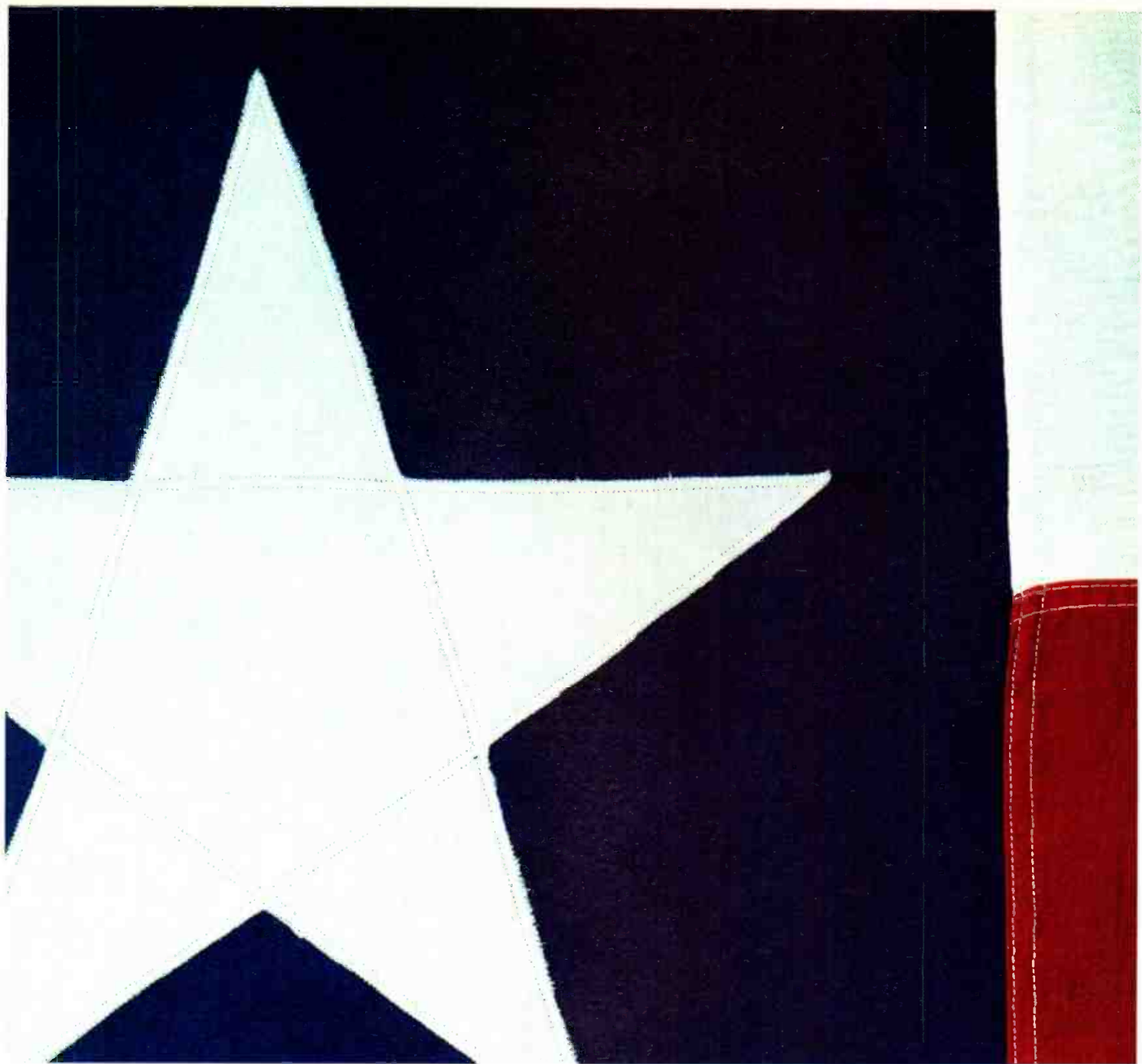
More Olympic voices

ABC Radio has added former heavyweight champion boxer Ken Norton and champion skier Suzy Chaffee to its roster of commentators for Olympic coverage over the six ABC Radio networks. Chaffee, who participated in the 1968 winter Olympics and was ranked the world champion freestyle skier from 1971-73, will provide color commentary next February from the 1984 winter Olympics in Sarajevo, Yugoslavia. Norton, who took over the heavyweight title from Muhammad Ali in 1973, will provide color during the 1984 summer Olympics from Los Angeles.

John Naber, former Olympic swimming champion, has also been signed as a color commentator for ABC Radio's 1984 summer Olympics coverage from Los Angeles. ABC Radio Sports said last week it plans to pro-



Anniversary activity. In celebration of the 50th anniversary of WVA (AM) Wheeling, W. Va.'s *Jamboree U.S.A.* program, the station dedicated a "Walkway of Stars" in front of the downtown Wheeling theater that is the home of the weekly live broadcast. The names of 50 country entertainers were engraved on bronze stars and embedded in the walkway. On hand for the ceremonies (at podium, l-r): J. Ross Felton, *Jamboree* vice president/general manager; John Price, president, Price Broadcasting, WVA's owner, and William Muegge, Wheeling mayor. Also present for the festivities were country music stars Charley Pride, Billy (Crash) Craddock and Doc Williams, who were honored with stars, and Senator Robert C. Byrd (D-W. Va.) and Representatives Douglas Applegate (D-Ohio) and Alan B. Mollohan (D-W. Va.).



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vide 3,500 special programs totaling more than 300 hours of coverage during its Olympic coverage in 1984. The long- and short-form programming will be presented in customized packages designed for the various demographic targets of the six ABC Radio networks.

Country lineup

There will be six general sessions, 12 concurrent sessions and two early-bird panels at the 15th annual Country Radio Seminar to be held at the Opryland hotel in Nashville March 1-3, 1984. The keynote speaker is expected to be chosen next month and moderator and panelists are expected to be announced over the next few weeks. Topics on the agenda include agribusiness, engineering, inside promotion, small markets/big bucks, a management case study, women in radio, outside programming and focus groups.

News notification

Mutual Broadcasting has inaugurated a new service for affiliates called "news desk," described by the network as a daily closed-circuit feed that will notify stations of Mutual news coverage, advise them of special coverage and programs they can receive via different satellite channels as well as list the assignments of correspondents. The news-desk service grew out of meetings between Mutual news executives and major market news directors at the RTNDA Convention in Las Vegas, said Tom O'Brien, vice president of news and special programming for Mutual.

Review board reversed

Reversing a decision by its Review Board, the FCC has granted the application of CJL Broadcasting Inc. for a new FM station at Menominee, Mich., denying the competing application of Men-Mar Broadcasting Corp. The Review Board had awarded CJL a substantial demerit for proposing duplication of its AM daytime WCJL(AM) Marinette, Wis. The FCC, however, noted that CJL had proposed only 28.8% more duplicated programming than Men-Mar (66.7% to 37.9%). That difference should only warrant a slight demerit against CJL, the FCC said.

On the diversification front, the FCC said, a grant to CJL would bring a new voice into the area at night. While CJL owns no other stations outside the service area, Men-Mar holds interests in two California radio stations, in addition to being the licensee of fulltime WGAN(AM) Menominee, Wis. As a result, the FCC awarded CJL a moderate diversification preference rather than the slight one the Review Board had awarded.

When you add it all up, CJL's moderate diversification preference and its slight coverage preference were sufficient to overcome its slight demerit for program duplication and Men-Mar's moderate preference for its overall integration proposal, the FCC said.

Independent fortunes

Audio Independents, a San Francisco-based nonprofit service organization for independent radio program producers, has canceled its "Dialogue '83" radio conference

originally set for Dec. 9-11 in Pacific Grove, Calif. Executive Director Michael Toms said cancellation was "because of financial pressures, the close proximity of the Airlie IV [Radio] Conference in New York City and a revisioning of AI's goals and services." He said the organization intends to reschedule the event, held annually since 1981, for December 1984, at the same site.

In a separate announcement, Audio Independents called on the assistance of independent producers in the creation of "a market directory of broadcasting agencies who purchase material from freelance producers." The material will be incorporated into a book entitled "The Independent Producer's Guide to Distribution, Promotion and Marketing," to be published by AI next year through a \$20,000 National Endowment for the Arts grant. Contributors are urged to contact John Ross, 3959 Fremont North, Seattle, Wash. 98103.

Family time

The United Stations, New York-based producer/distributor of national radio programming, is currently preparing a three-hour Thanksgiving special focusing on the families of country music artists Barbara Mandrell, Johnny Cash, David Frizzell and Shelly West. *The Family Reunion* will be the fourth special in the country music "six-pack" series being offered by The United Stations this year.

Plans call for the program to have six local 60-second spot availabilities, with the company retaining six commercial spots for national advertisers. To date, nearly 200 stations have agreed to air the broadcast, which is available to stations on an exclusive basis.

Spurred on by the success of these country specials, The United Stations says it's considering launching a series of adult contemporary as well as big band/nostalgia specials in 1984, as "tie-ins" to the company's weekly *Dick Clark's Rock, Roll & Remember* and *The Great Sounds* programs.

Playback

Musical!, a three-hour weekly series "dedicated to music of Broadway and Hollywood," is now being syndicated by Ron Cutler Productions of Los Angeles. The program, offered on a cash basis, had been distributed until last month by ABC/Watermark. The series continues to be produced by Cutler and retains the same format of music, interviews and information about Broadway and Hollywood show tunes. About 75% of the music is from the 1948-1968 era, but also includes recordings as recent as the 1980's, and about 5% is from before 1948, according to Cutler. The series is geared to over-35-year-olds. *Musical!* currently airs on 40 stations, including KPRZ(AM) Los Angeles, WMCA(AM) New York, WHUE(AM) Boston and WJAS(AM) Pittsburgh.

□

Drake-Chenault Enterprises, the Canoga Park, Calif.-based producer/syndicator of radio programming, has changed the name of its Contemporary MOR format, first introduced in 1978, to "Lite Hits." The format, which plays soft contemporary hits of the past 15 years, now airs on approximately 50 stations.

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Eddie Fritts has had a stormy passage through his first year as president of the National Association of Broadcasters. He was accompanied into that office by a wave of controversy over his election, and spent the first months barnstorming the country to reassure the industry that its principal association was in safe hands. His first national convention was marred by a television audience trends study that set off a nationwide flurry of (negative) media attention. (That same convention was the forum for Senator Bob Packwood's [R-Ore.] now-famous declaration that NAB "couldn't lobby its way out of a paper bag" in the House.) Then, in an ambitious effort to introduce its own broadcast deregulation legislation, the

NAB tried—but failed—to “roll” the chairman of the powerful House Telecommunications Subcommittee. And just a month ago, after major television operators had formed their own ad hoc association to work the Washington scene, the NAB's own chief lobbyist quit in disgust, calling the association “30 to 40 years behind” the times.

In the wake of all that, BROADCASTING editors sat down with Fritts to review the past and consider the future. Given the furor that has surrounded his presidency, the resulting interview was tranquil indeed—just as the prospect he painted was optimistic. The surviving impression of that meeting: one of a confident NAB chief executive who remains...

... battered but unbowed

We are here just past the first anniversary of your assuming the NAB presidency, and I'd like to start off by asking what your own assessment is of that first year.

I think it's been a very good year. There have been lots of ups and downs but, on balance, I think it's been a very positive and constructive year. I think we've accomplished a lot.

Could you name some of the positive accomplishments?

Well, go back to where we started, back with our futures committee report, which was adopted by the board in August 1982. It started with a strategic and long range plan, which is well on track. We've conducted a number of senior staff meetings outside the building to develop our strategic and operational plan for the future—a five-year, 10-year model of where the association is going.

That will be out—probably in December—in time for fine tuning by the executive committee, and ready to be presented to the board in January. That's one thing.

Other things. We've made progress in reorganizing the broadcast department, which was part of the futures committee recommendations, by greatly upscaling the scope of the television department, with Dick Hollands as the new senior vice president. He is in the process of assessing his needs and assembling his staff—and we've given him pretty much carte blanche to develop the staff that he needs to address the needs of the television side of the industry. Coincidental to that, Wayne Cornils has been elevated to a senior vice presidency, and also is assessing his needs to address the radio side of the industry.

The area of government relations was one that the futures committee spoke to—to reorganize the government relations department, to strengthen it, to add to it, which has been done, to a large extent. There are still some openings.

Also we have reorganized TARPAC—the Television and Radio Political Action Committee—and we think we are well on the way to becoming a mature political action committee for the first time.

Also as a part of the government reorganization, to develop and strengthen a grassroots legislative liaison program, we now have 984 broadcasters across the country who are involved in the program, who are committed to being more responsive to the needs in the Congress and to working closely with their elected representatives in Congress.

You mentioned a five-year plan. Could you sketch a broad outline of what that plan instructs?

Well, the research and planning department has that and they have not yet come forward with their first draft. They have assimilated ideas from the staff to talk about. For instance, one of the things that we could do, on a more systematic basis, would be to have a for-profit subsidiary, which would allow the association to offset spiraling dues income by generating revenues from other sources. Most associations generate a great deal of revenue out of various conferences that they hold. Historically, we have not tried to do that with the exception of the major convention—we just try to break even, and to provide the services.

What is your own concept for the future of the NAB?

I think the first year has sort of set the tone, and that we intend to be much more aggressive than before. This is part of a process of positioning for the future, if you will, to analyze on a continuing basis what the changes are going to be in this industry.

There's a shakeout process in the new technologies. I don't think there is a shakeout process in the broadcast industry, and I think that the broadcast industry five years from now will be strong and healthy, very vibrant—and still the principal medium serving the populace of this country.

Do you incorporate direct broadcast satellite into that vision of the broadcast industry?

I think so, yes.

How about low-power television?

That's certainly a part of the mix that will impact on the industry in the future. But here again, it hasn't yet made its mark. It's been authorized but not many of the stations are on the air—and it will have to prove itself as a viable medium.

For instance, in this area, there are seven Arlington, Va., access channels on the cable system—and none of them programed on a full-time basis. If that is the case, I can't see that there is a niche for low-power television to serve if you've already got seven channels in that community that are not being programed locally.

Is there room to incorporate LPTV into the NAB membership?

I think so, yes. That's before the membership committee now—to determine what kind of a rate structure should be applied and what type of services should be offered.

How is the radio membership reacting to the thought of having low power join the association?

Well, I don't think there is any concern about low power being a member of the association. I think that LPTV would compete most directly with radio for dollars because of its lack of coverage areas and its inability to charge high prices for commercials. It would mean they would compete with radio in the pricing scheme of things. But in no way would low power ever have the reach of radio. Moreover, I don't think there would be a concern internally because, currently, the radio board has 31 seats and I don't see that changing dramatically.

Are you committed to the effort that is being made by the structures committee to examine the Peter Kenney [former NBC vice president, Washington] proposal for reordering NAB into what might be called a "federation" structure? Is it part of your five-year planning?

We're committed to studying the plan. Yes, they are working in concert, and they are on parallel tracks. Our research department has sat in on all of our structures committee meetings, so that they can be apprised of the track that the structures committee is on, and it can be a coordinated effort—not to the extent that research and planning from the staff standpoint would influence what the structures committee would do, but to be apprised of and to be cognizant of that so that if there are changes to be made, that the long-range plans could facilitate that.

Would you be surprised if a determination were made that it might be a good idea to change the structure?

I don't think I would be surprised; I would certainly not be opposed to it. If, in the study of this committee, it is determined that there should be a change, and that the structure should be reformed, as you say—certainly I would not have any objection to that.

One of the misperceptions that's been flying around town is that the staff is resistant to this. I think that's incorrect, at least from my perspective. There are all kinds of rumors flying around, but from this office down, there is no resistance. As a matter of fact, there is a spirit of cooperation among the staff to work with the structures committee, and it helped facilitate the selection of a consultant to come in and work on it. They're taking their job very seriously.

Does the study anticipate the possibility that the National Cable Television Association might somehow be married with the NAB within a federation structure?

I would not anticipate that would be one of the options at which they would be looking. I don't think they're looking beyond the broadcasting institution.

Looking back over the past year, what would you say were some of your biggest accomplishments and some of your biggest disappointments with the job?

Our biggest accomplishment is that we have—in our opinion—become effective in the legislative process.

Historically, NAB has chosen to utilize an approach of stopping negative legislation—or trying to influence changes in negative legislation—rather than initiating legislation. In this case we are the

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initiators, through Senate bill S. 55, which was passed unanimously, and as a party to the Tauke-Tauzin approach of H.R. 2382.

Clearly, any time a trade association or anyone else initiates legislation, it's a much more difficult process than our sitting back and responding.

I've been pleased about our industry's sticking together with this piece of legislation and with our initiative. I have been to a vast number of state associations this year, and everywhere I've been, the response has been very positive: "We like what you're doing, we think you're moving in the right direction, and keep it up."

So we feel, whether or not this particular piece of legislation is passed, that we've accomplished a number of things. Number one, for all intents and practical purposes, the spectrum fee is dead, which was something that we opposed all along, and that has been killed by this initiative. For sure.

Why couldn't that come back? I just thought it had been traded off for quantification.

No, no. I think that the people who proposed spectrum fees underestimated the opposition that the industry would meet it with, number one. And number two, it was just an ill-fated idea, and one that will be perceived as such in the future. Even though there was some push for it in some congressional quarters, there was massive resistance to it universally.

Of course, it's always been a matter of semantics as to whether the cost-of-regulation fees in S. 55, and a spectrum fee, are very much alike.

Well, I think they're very dissimilar, as a matter of fact. Not only in the amount, but in the purpose and intent, and where the broadcaster should be taxed. And that was the philosophical bent of those who were proposing the spectrum fee approach.

Well, the Senate and the House were negotiating for awhile, and what I hear on the Hill is that if the broadcasters had just been willing to pay a little bit—and not necessarily a spectrum fee, but cost of regulation—then you would have been better off than you are now because now you may be stuck with some form of quantification that you just cannot accept.

We will not be stuck with anything that's not in the best interests of the industry. And remember, whatever is offered has to be better than the status quo. This is an initiative which has broad support—221 co-sponsors in the House, and it has already passed the Senate unanimously.

There is a strong thrust for deregulation, and this deregulation, you have to understand, has a very narrow focus. It's not like the cable bill, which has a lot of excess baggage and a lot of things that they can throw off at every corner, and trade off. The focus of this bill is very narrow. In essence, it codifies the FCC's radio deregulation for radio and television, and eliminates the comparative renewal, and that's it.

We have a very narrow focus—to eliminate the paperwork in comparative renewals, and let us continue operating within the public interest standard.

You endorse the public interest standard? You do not seek to have it thrown out?

We do not, under any stretch of the imagination. Broadcasters historically have operated under a public interest standard, and we feel very strongly that we will continue to operate and serve our respective communities.

Does your counsel suggest to you that you can have a public interest standard and a First Amendment?

I think we have it now. We don't have the First Amendment yet, but there has to be some service to the public—and we do not propose to change or reduce our service to the public. My personal feeling is that broadcasters live very well under the public interest standard, and you might recognize that broadcasters are the only ones, in today's communication society—meaning low-power television, direct broadcast satellite, cable—that have a public interest standard.

Nobody else is required to serve the public—nobody.

Well, even 221 co-sponsors can't get the Tauke-Tauzin bill before the subcommittee and the full committee.

That's true, and we recognize that. But it's a strong sense of Congress that the time for action is now, and I think that message is being heard.

Has this job turned out the way you expected it to?

Yes, it has. By and large. There have been some variables which were not anticipated, but you always have those.

How about some of the disappointments? Have there been any?

On balance, I can't think of any disappointments of a major proportion.

Not Steve Stockmeyer's resignation [as senior vice president for government relations]?

It was a surprise. And to be candid, yes, I was disappointed in the way Steve left. But Steve has done a superb job in reorganizing that department and positioning the association with members of Congress, and helping develop a legislative thrust in the grassroots area with broadcasters, and helping to revitalize and reorganize TARPAC. Steve has quite a number of accomplishments he can point to in this area.

The Stockmeyer resignation seemed to bring to a head an issue concerning the difficulty that the professional staff at the NAB may have in presenting its case. The general charge from Stockmeyer's point of view was that the industry was unwilling to negotiate at all—that it would only take, it would not give. And we have Representative Al Swift's [D-Wash.] friend-of-the-court admonition that the industry is perceived as greedy and arrogant on Capitol Hill. How, in the face of that, do you anticipate that you're going to be able to get your deregulation through?

Well, I've heard Al make that speech before, a year and a half or two years ago at Washington State. I think Al recognizes that the particular piece of legislation we're talking about did not come before Congress with a lot of extraneous baggage. We could have loaded it up with the fairness doctrine, elimination of EEO—we could have loaded up a dozen different issues, had we wanted to present a comprehensive, boxcar, omnibus bill to Congress.

We are not focused on restructuring the industry. We're focused on eliminating the paperwork and adding stability through the elimination of comparative renewal—and we have a very limited focus on this piece of legislation. It's a very clean bill, and it's one which the public would be best served by.

In that context, we don't have a lot of room to negotiate. However, I think Al would be the first to agree that we can sit down and negotiate because he and I have done so on a number of things, and are continuing to do so—and will continue to do so in the future.

Certainly we plan to be as flexible as we can possibly be. But here again, we have to remember what the purpose and the charge of a trade association is. We have our bottom lines, and when you start out with the bottom line, rather than starting with one that has a lot of fat that can be cut away. . .

What are you prepared to give?

We'll discuss that directly with the congressmen, and with others. Our mission is to negotiate the best deal we can, with members of the subcommittee and/or full committee. And then to present that to the industry. At one time we were very close to having a bill that was acceptable to certainly the majority of the members of the full committee. And we would like to take a look at what Congressman Tim Wirth [D-Colo.] puts forward, and at that time assess and analyze whether it's a favorable bill or an unfavorable bill to the industry, and if not, can it be changed to be favorable.

Are you absolutely sure that you can kill any bill that comes out of the Hill?

Yes. There is no doubt in my mind that we can stop any piece of

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legislation on this track.

Why do you feel that confident? Even if it were legislation backed by Swift, Tauke, Tauzin, Dingell, all these key players?

I think you have to understand that Swift, Tauke, Tauzin and others are people who actually want less as a unit than has been offered already.

Swift?

Excepting Swift.

And Dingell? Dingell wants a public interest standard. He's not going to give you everything.

Now that's a statement and not a question. We're not asking for everything. It's a very narrowly focused piece of legislation.

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Fritts with presidential counselor Edwin Meese

Well, on a very narrow answer, that you can absolutely kill any piece of legislation—I still don't understand what gives you that confidence.

Discussion with members of Congress who are in very important positions. You see, Tauke and Tauzin say that if the bill's not right, we'll not support it—it's just that simple. They are not going to let a bill go through the subcommittee and committee that is not favorable to the industry.

And look at it this way: We have never lost a vote on the floor of the House of Representatives. The process is to go to the subcommittee first. If it's not good and we can't change it in full committee, then the next step would be the full House of Representatives, and then the next step would be a conference with Senator Bob Packwood [R-Ore.]. I count three safety nets in that.

That's natural whenever you initiate legislation. There is some degree of risk involved, and I think anybody will tell you that when you initiate legislation, there is always some degree of risk involved in it. And I think we're beyond that point of risk.

What are you going to do about such key issues as EEO and children's television?

While on the one hand members of Congress may be saying that NAB is not flexible in these areas, on the other hand, we have shown a great deal of creativity in offering some proposals to Congressman [Mickey] Leland [D-Tex.] and Congresswoman [Cardiss] Collins [D-Ill.] about some areas that would address their concerns.

Number one, we certainly are willing and ready and have already backed Congressman Leland's bill on tax certificates and increasing minority ownership. It's a part of the NAB plan to increase minority ownership, and we've funded BROADCAST for that very purpose.

It's being done through private funds of this industry, and that's unprecedented, I think, among other industries.

My impression from the Collins and Leland hearings is that they felt ownership won't be enough.

Well, all of us have our posturing positions. And when it comes down to the point, let's face it: If there's not a bill, there will be nothing for Leland, there will be nothing for Collins, and there will be nothing for the NAB. If there is a bill, it could be that all of us might be willing to take a slice.

How about children's television?

Children's TV is also being addressed.

What sort of problem does it present for you when the Television Operators Caucus (1) is formed and (2) comes to town to declare that it doesn't want deregulation, and so advises the Hill—these presumably being the largest and most important television owners in the business?

One of the things with the Television Operators Caucus that I don't think has come across yet—it's been stated, but it hasn't really been the focus of all of the publicity that surrounded their formation—is the fact that they do not want to do anything to deter the efforts of NAB. As a matter of fact, there are only a couple of issues on which NAB and TOC do not agree.

One of the things is financial interest and syndication. NAB has no position on that, and we are neutral. The other is the prime time access rule. Beyond that, we don't have conflicts.

TOC has taken positions on two issues—financial interest and the 7-7-7 rule. Its prime thrust is not deregulation.

That may be TOC's prime thrust, but they have told Wirth that they don't want deregulation, that they're not interested in it—and that's taking a position, when they tell him that.

There are those within the caucus who would like very much to see the elimination of comparative renewals. And they have privately stated that to us. There is one spokesman for the caucus, by mutual agreement by the caucus, and that is David Henderson [of Outlet Broadcasting].

I think when we get a total package put together, and we look at what's doable and what is not doable, at that time we will talk to the caucus and see what their feeling is. We have some private indications that there might be some interest in those areas.

Do you feel there is a growing confusion about who represents the industry in Washington? We've had the long-standing rift between NAB and NRBA, the National Radio Broadcasters Association, and now we have television splintering off in a sense, through the Television Operators Caucus. Does this confuse the issue, and does each of these splintering-offs make NAB that much less powerful?

I take exception to your phrase "splintering off" because the Television Operators Caucus is not splintered off; they have agreed to work with NAB. And I think you need to realize that every one of those companies is represented on our committee structure. Every one of those companies, if not personally, then through some of their top executives, is working with and for NAB in the vineyards. Now, they have issues that go beyond where NAB can take a position, and those issues are the issues that they tend to address. At least, that's what they tell me.

Then your suggestion is that just two issues caused the formation of TOC?

In large part. That, plus relationships with the networks.

I would like to get an expression from you—if not of dismay that the industry is so fragmented in how it presents itself in Washington, then perhaps of what it might do to get itself out of this. Or how there might be more cooperation, and eventually how there might be a rapprochement between NAB and NRBA.

We have approached the NRBA with open arms, although I have not

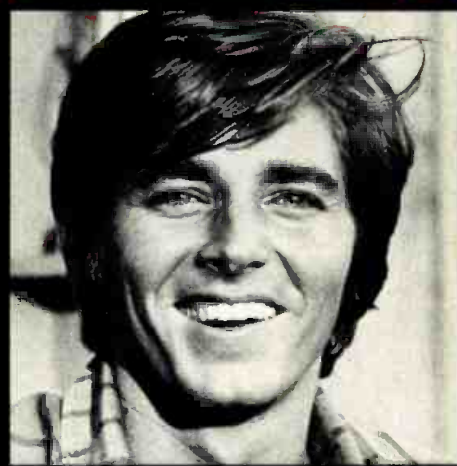
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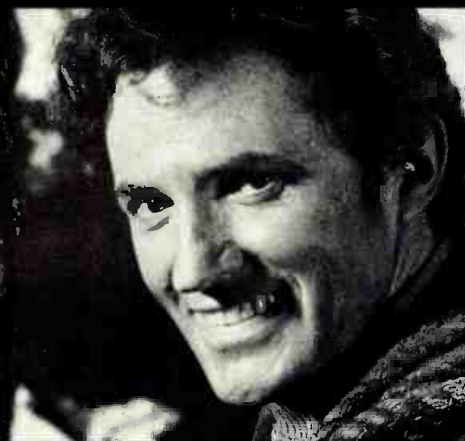
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talked to Bernie Mann since he has taken over.

There is not a fracture in this industry. Listen: I have been to 16 state associations this year. I've been to a dozen or more industry-type meetings—NATPE, Abe Lincoln Awards, Peabody's, the National Public Radio convention—all over this country. There is not a fracture with the membership. There may be a perception that there are too many voices speaking for the industry; again, it does a disservice to the industry and it offers those who would be our critics a chance to divide and conquer whenever they feel or can generate additional voices to speak for the industry.

But historically, we have had the daytimers, we have had the Class IV's, we have had the clear channel people—just on the radio side. And all of those people worked within the NAB structure; they're all involved in our process.

We in our committee process have done a reaching-out campaign, not only to minorities and women, but to new broadcasters, to involve them in the various slots that are open in this year's committee turnover; as you know, they don't all turn over at one time.

But we're reaching out. This is a united industry.

I accept those things, but I also cannot ignore the fact that there is a great division between NAB and NRBA—a division that approaches enmity. The exchange of letters between you and Sis Kaplan this last year might have been between Reagan and a Soviet state. So while I'm sure it is useful to speak about unity, on the other hand it's hard to ignore the division.

Nothing would please me more than for us to be as one, where we could speak with a singular voice. But I think you have to look at what we do and what they do. We have more people in our government relations department than they have on their whole staff. And there is really no comparison.

But do you have a satisfactory answer for yourself as to why the organization exists?

Look, I'm a station guy. I own a group of radio stations, from small to medium market stations, and I come from that background. I have always depended on NAB to carry my water in Washington, but I have never seen the need to go beyond that from a station perspective, taking off my NAB hat and just talking from a station owner's standpoint.

If there are those who, for whatever reason, feel like they want to utilize their funds in that way, that's fine. But nonetheless, the NAB is proud of its radio membership, and it has a quite substantially large radio membership. And I think that under Wayne Cornil's direction, that we will continue to be responsive, and be even more responsive in the future than we had been in the past to the radio industry.

Can you see yourself returning to the field as a station operator?

Possibly.

Do you have any idea of what sort of run you may want to have in Washington?

Not really, other than to say that I have thoroughly enjoyed and honestly enjoyed the first year. It's been rather traumatic moving the family and being on the road as much as I have been. And getting settled into a new house. However, it's been terribly exciting and invigorating to be involved in this NAB structure and this business that we love and cherish so much, called broadcasting.

Does NAB have an image problem? Swift seems to think the NAB is perceived as being greedy and arrogant.

I hope not, and we're doing everything we can to dissolve any image problems that might persist. Certainly from a small station background, I don't think that I portray the image of being greedy or arrogant.

Truly, we do have a lot of work in the vineyards to do, and that is exactly what I have been doing. I've been reaching out to the various state associations. I have met with 10 major groups, reaching out to ask and seek their involvement, their advice and counsel. And I have been to a wide variety of industry functions, inter-industry relations.

For instance, the American Newspaper Publishers Association. We have worked closely with ANPA in developing their thinking to the point now that they have signed on to the Packwood initiative, and fully endorse the Freedom of Expression Foundation, and this initiative for First Amendment rights for broadcasters.

And we think we have made significant progress. And if the industry were more aware of those things, I think that the image problem that you discussed would certainly not be there.

The charge is made so often and it might be useful to ask a question about it just to see if you would like to make a response—that you are a pawn of the networks. It's a criticism that is heard in connection with the TOC meetings, a very anti-network body. And among the reasons for the formation of that organization was to offset that network influence on you. What do you tell yourself about that charge?

Well, (1) I discount the charge, and (2) if you look at the structure of the NAB, the board of directors sets the policy, the staff implements the policy. The board is composed of members who are the equivalent if not members of the TOC. The Evening News Association, Pete Kizer; Gaylord Broadcasting, Crawford Rice; the Tribune Co. Broadcasting, Jim Dowdle; Jefferson Pilot Broadcasting, Wally Jorgenson.

All four of those members are very new to the board.

Nonetheless, they are on the board and they will have a major impact on that board. There is no question about that. And I can't be blamed for the fact that we have a democratic process of electing directors, and that every director of the NAB—excepting the networks, which is a structure that I inherited—is elected by the membership.

Inasmuch as that is the nature of the beast, if you will, I think we have a great deal of diversity on our board, and the board sets policy.

Is your rejection of a board seat for TOC a nonnegotiable item?

That was misreported. That seat was not rejected. We said to make the request in writing to the chairman of the board. There is a television structures committee that is considering just these issues.

Now, the question arises, should they be assigned, one to low-power television, one to the Association of Independent Television Stations and one to the TOC—or to any other group that might form a coalition and decide it wants to petition NAB for a seat?

Might NRBA have a seat? That's really interesting. You're going to have a whole federation within the board.

What can we look for from the NAB in the next year?

I think our positioning for the future will continue. I think you will see that we will continue to be aggressive, we will be opportunistic, we'll be looking for openings for issues. We will not be laid back, we will try to be statesmanlike, we will be calculated in our approach, but yet we'll take advantage of the opportunities that are afforded us, which I think sometimes in the past perhaps we have not been positioned properly to take advantage of. And we hope to be. We have an awful lot of talented people in this building who are moving in the same direction now.

A year ago, we had zero Hispanics on the staff. Now we have four, all in responsible positions. So we feel like we're making a lot of progress on a lot of fronts. And to put it mildly, I'm very enthusiastic about where we're going.

Have you put your mark on the association?

That's a hard question. It's probably too early to answer that. You know, we have accomplished a lot in a year, let's face it. We beat back Ted Turner on the copyright royalty issue. You know, I'm fresh out of the box and I walk into NAB and we've got a major war on our hands, O.K.? And we win that one. He won the Senate, we won the House and we won the conference. And that meant we won. Hard fought—a lot of folks even missed our Christmas party because we were working the Hill.

We won a big victory on Radio Marti. I personally dedicated a great deal of time on negotiations with the State Department, with

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We have 221 co-sponsors on a major piece of legislation before the House of Representatives. Never before has NAB gone after co-sponsors to this magnitude, to see the degree of success that we have reached with 221 co-sponsors. Our objective was to get the majority of the House of Representatives—bipartisan—Republicans and Democrats—from all over the country. We're pleased with that.

The Freedom of Expression Foundation. Strong movement. Strong support from NAB and the other entities in town, and in universal communications. We think that's significant. We think that it's going to be sort of the wave of the future and something that we're going to work toward in the future.

So, on balance, even though there have been some uneven tides, if you will, during this first year—and I think any time there is a change of any type, in any organization, there are some ripple effects—on balance, I have to say I am very enthusiastic, I am very encouraged.

We've treaded some tough waters in the first year, and we anticipate that those waters have smoothed substantially, and that in the future, hopefully, the wind will be at our back. We think we're making progress, and underlying all that, we feel that the net result is

that NAB is a much stronger association with its membership, with its staff, and even on the Hill.

We have made contacts in this Congress. Even though there are those who say we are greedy and arrogant, there are those who do not say we are greedy and arrogant; on the other hand, there are those who say that we're very, very calculating and that we're very reserved in our approach and that they're glad to see us up there working.

Even Chairman Dingell has said: "You have dealt with us fairly and on top of the table." And we're very pleased to see that.

I want to go back to make sure we don't lose a chance for you to answer the question about leaving your own mark on NAB.

Well, let's face it, this is not Eddie Fritts's NAB. This is not Vince Wasilewski's NAB and it's not Leroy Collins's NAB. This is an association of broadcasters—large and small, radio and television, all across the country—unified in an effort to move the industry forward as technology changes and as the competitive climate changes.

I don't know if it's Eddie Fritts's mission to put a "mark," per se, so that I can say I've accomplished a specific goal at NAB. We have goals, no question, but they're not goals for Eddie Fritts, they're goals for this association and for this total staff.

I think we've been reasoned, and if you can say this in the same context, aggressive, but yet conservative. I don't think we've made major mistakes. I think we've corrected a lot of ills—hopefully, for a positive effect. ■

Law & Regulation

Appeals court criticizes CRT, upholds most of '79 decision

Panel rejects MPAA request for greater percentage; tells tribunal to review claims for religious groups and sports

The Copyright Royalty Tribunal's distribution of the \$20 million in royalty fees paid by the nation's cable television operators in 1979 was criticized by a three-judge panel of the U.S. Court of Appeals last week as less than an artistic success. And in some respects—including some questions raised on appeal by the National Association of Broadcasters—the court remanded the decision to the tribunal for reconsideration. But in the main, the decision was affirmed.

For the most part, that means the Motion Picture Association of America was the principal loser in a case involving six appeals and dozens of intervenors. MPAA, arguing on behalf of 58 producers and syndicators, said those program suppliers are entitled to more than the 70% of the total fund that was allocated to them as groups in Phase I of the distribution. MPAA also said that in Phase II they should receive all of the funds assigned to syndicators and producers, rather than only 96.8%. The panel rejected those arguments.

The NAB, however, persuaded the panel to direct the tribunal to reconsider its refusal to accord any weight to television broadcasters' contributions to sports broadcasts, or to allocate any part of the royalty fund to radio broadcasters. The panel also remanded the portion of the tribunal's decision denying "devotional claimants"—the Christian Broadcasting Network, Old Time Gospel Hour and PTL Television Network—any share of the royalties distributed among suppliers and movie producers, in Phase II.

The last case considered by the panel involved an appeal by the Spanish International Network, which was seeking to increase its allocation of 0.7% of the royalties allowed producers at the expense of the award to MPAA. That effort failed.

The 1979 distribution by the tribunal was the second it made after being established under the Copyright Act of 1976—and was the second challenged in a number of appeals. The tribunal's decision regarding the 1978 distribution emerged almost entirely intact. As in that proceeding, the appeals court panel last week, in a unanimous decision, said the claims "are motivated essentially by each petitioner's feeling that it deserved a larger share of the fund." And it

noted that the tribunal again was confronted with "a welter of conflicting data" based on a variety of factors.

The panel did not find the arguments MPAA had used in seeking "a larger share of the fund" persuasive. MPAA had said suppliers suffered "harm" as a result of cable retransmission of their material. But the panel said the tribunal had been correct in downplaying the evidence of harm, which was largely "anecdotal."

The panel also rejected the argument that the tribunal had not adequately explained its awards to sports claimants—15%—and television broadcasters, represented by the NAB—4.5%—in Phase I of the distribution. It said the sports claimants had presented evidence that "cable operators perceive sports programming to account significantly for the ability of cable systems to attract and retain subscribers." The panel acknowledged that the tribunal's explanation of its grant to NAB was "tortured"; nevertheless, it concluded the award was "within the zone of reasonableness."

As for the award of 96.8% of the funds allocated to suppliers in Phase II, MPAA said that constitutes the imposition of a penalty on the 58 companies it represents, for they had agreed to divide among themselves 98.5% of the suppliers' allocation. The panel called the argument "groundless." It said the tribunal not only indicated it "welcomes" voluntary agreements but had also said the

"aggregate" evidence relied on by MPAA was less persuasive than the individually tailored evidence of the other parties who shared in the remainder of the funds allotted to suppliers—Multimedia Program Productions (1.6%), NAB (0.8%) and SIN (0.7%).

The NAB's success in persuading the panel to remand that portion of the tribunal's decision regarding television broadcasters' contributions to sports telecasts was a demonstration of a lesson well learned. The court, in ruling on the same question in NAB's appeals from the 1978 distribution, agreed that the cameramen and director who cover a football or baseball game are participating in an act of "authorship." However, the court did not remand that portion of the decision because NAB had presented no evidence. In the 1979 proceeding, however, NAB did. The panel last week noted the association had demonstrated the manner in which instant replay, split screens, play-by-play commentary and video-audio editing "add to the enjoyability of a sports telecast." However, the panel simply directed the tribunal to assess the evidence—it expressed "no view on the distribution (if any) due broadcasters for their contribution to sports telecasts."

As for NAB's claim regarding commercial radio broadcasters, the panel said it found an "inconsistency" in the tribunal's treatment of music claimants—who were allocated 4.25% of the fund for the performance of copyrighted music relayed from distant radio stations—and the denial of any award to NAB. The tribunal said it had been unable "to discern any significant marketplace value or benefit from distant commercial radio carriage." The panel directed the tribunal either to include radio in the distribution of royalty fees or to provide an "improved explanation of its nonaward to NAB."

The NAB had also said the tribunal's position on commercial radio could not be reconciled with its decision to award National Public Radio .25% of the fund. The panel disagreed on that point, however. It said "there is substantial evidence for the tribunal's conclusion that NPR's programming is of a distinctive quality," as well as for the conclusion "that the quality of NPR's programming has special appeal to cable subscribers."

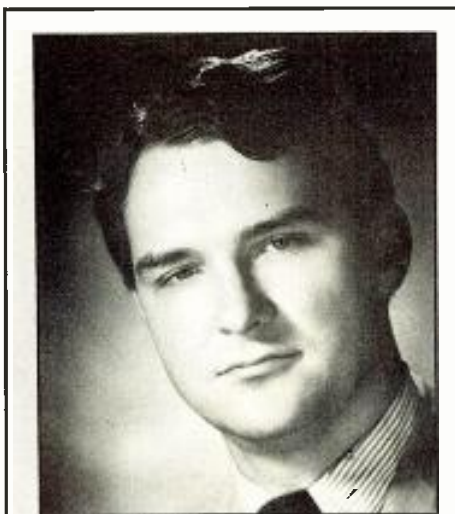
The panel remanded the portion of the tribunal's decision denying the "devotionals" an award on the ground that it does not reflect "reasoned decision making." Indeed, the panel suggested it was arbitrary. The tribunal found that devotional programming had no marketplace value because the producers paid broadcasters to carry it, and it said they are not "harmed" by cable retransmission of their programming. But as for the first point, the panel said the tribunal did not acknowledge, let alone discuss, "record evidence suggesting factual weakness in its neat conclusion"—specifically, the devotionals' claim that their payments to broadcasters constitute a "self-inflicted cost of commercial-free formatting rather than any external indication of market worthlessness." It also noted that the tribunal made awards to public broadcasting claimants "regardless of 'commercial marketplace factors.'" As for the

point that the devotionals actually benefit from cable carriage—the panel said the tribunal never presented the reasons why those benefits "completely foreclose" the devotionals from any award.

SIN had challenged the tribunal's rejection of a "fee-generated" formula for awarding distribution. It had claimed that the use of such a formula—which links the distribution of royalty fees to the amount of fees paid into the fund—would entitle it to a larger portion of the fees allocated to suppliers. SIN also challenged the allocation of those fees that the tribunal made to MPAA, on the ground it was made without proper regard to copyright ownership. But the panel said neither argument provides "a defensible reason for upsetting the tribunal's decision."

After threading its way through the claims of the litigants and the holdings of the tribunal, the appeals court panel, in the opinion written by Judge Abner Mikva, made it clear it expects improved decision writing from the tribunal in the future. The court is aware the tribunal operates without a staff, and acknowledged the tribunal's task may become even more difficult as claimants attempt to interpret the nuances of the tribunal's past decisions and to improve accordingly the sophistication of their evidentiary presentations."

And, Mikva wrote, "We do not mean to charge the tribunal with needless formalism... But Congress has directed the tribunal to state in detail the criteria, factual findings and 'specific reasons' for its determinations... The tribunal may not abdicate this



Almost on board. Terry Calvani, an anti-trust professor at Vanderbilt University law school in Nashville, has been nominated to the Federal Trade Commission, pending final Senate approval. Calvani, who is also counsel to the Birmingham, Ala.-based law firm of North, Haskell, Slaughter, Young & Lewis, passed through the initial confirmation hearing on Oct. 5 with "no opposition," according to an FTC spokeswoman. His recommendation from the Senate Commerce Committee is expected in markup, which has not yet been scheduled. Calvani, a Republican, has been nominated to fill the seat of Commissioner David Clanton, whose term expired Oct. 14.

responsibility. Nor may it attempt to distinguish apparently inconsistent awards with simple undifferentiated allusions to a 10,000-page record. As the tribunal continues to accumulate experience with royalty fee distributions, we continue to hope that the clarity of its decision making will improve."

Mikva was joined in the opinion by Chief Judge Spottswood Robinson III and Judge Malcolm Wilkey. □

FCC gets first MMDS deluge

Commission receives 16,499 applicants for new service; many file for multiple cities; no estimate on when first grants will be processed

The telecommunications industry may or may not be competitive, but competition for telecommunications licenses is getting fierce.

That would seem evident from the FCC's recently authorized multichannel multipoint distribution service: according to the FCC, the service has drawn 16,499 applications ("In Brief," Oct. 24).

A series of lists released by the FCC last week reveals that much of the interest in MMDS is being expressed by those already in the telecommunications business: broadcasters, cablecasters, MDS operators—and even telephone companies. But some surprising newcomers—for example, the Milwaukee Brewers Baseball Club (Chicago, Denver/Boulder, Colo., Milwaukee/Racine, Wis., and San Antonio, Tex.)—have applied as well.

Judging from the FCC lists, any one applicant's chances of actually getting an MMDS license in a major market through the lotteries the commission has proposed are slim. New York, Los Angeles and Philadelphia, for example, drew close to 150 applications apiece. Even Anchorage attracted 66.

Interest in serving smaller markets was generally less intense. However, only a handful of small markets—Clifton, Ariz., among them—drew only one application.

Many companies filed multiple applications. American Box Office Inc., a Denver-based satellite master antenna television operator, led the pack by asking for 413; Broadcast Data Corp., a subsidiary of Graphic Scanning Corp., Teaneck, N.J., a radio common carrier, applied for 330; National Television Co. (which listed an address for Management Analysis Center, Washington) applied for 310; MDS operator Microband Corp. of America applied for more than 200, and Fortuna Systems Corp., Flagstaff, Ariz., applied for 205.

The television networks weren't nearly as ambitious. ABC, for example, applied for Chicago, Los Angeles, New York City and San Francisco. CBS applied for Chicago, Los Angeles, New York City, Philadelphia and St. Louis. And NBC's parent, RCA,

applied for 46 markets through RCA Network Services.

Bonneville International, Salt Lake City, applied for Chicago; Dallas; Kansas City, Kan.; Los Angeles; New York; Salt Lake City, and San Francisco.

Chronicle Broadcasting applied for 50 markets; Charisma Telecasting, Columbus, Miss.—a subsidiary of Charisma Communications Group, a Starkville, Miss.-based radio group owner—applied for 101; Hubbard Broadcasting applied for 160; Inner City Broadcasting Corp. applied for 36; King Broadcasting Co. applied for nine; Lee Enterprises Inc. applied for 13; the New York Times Co. applied for Burlington county and Camden, N.J.; Fayetteville and Fort Smith, both Arkansas; Florence and Huntsville, both Alabama, and Memphis; Stella A. Pappas, who along with her husband, Harry, owns KMPH(TV) Visalia-Fresno and KGEN(AM) Tulare, both Calif., and WHNS-TV, which is under construction in Asheville, N.C., applied for 105; Shamrock Communications, Scranton, Pa., applied for 11; Taft Broadcasting Co. applied for 93; the Washington Post Co. applied for 34; J. Hobart Wilson, Florence, Ore., chairman of the board, Pacific Northwest Broadcasting Corp., applied for 106; American Television and Communications Corp., Englewood, Colo., applied for Colorado Springs and Denver, Colo., and Reading, Pa.; MDS operator Contemporary Communications Corp. applied for 125; Cox Cable Communications applied for 26; Group W Cable Inc. applied for Chicago, Jacksonville, Tampa/St. Petersburg, Los Angeles and New York; Westinghouse Broadcasting applied for 10; MCI Telecommunications applied for 83; Daniels MDS Co. (MSO Daniels & Associates) applied for 104; AT&T's Chesapeake and Potomac Telephone Co. applied for Washington; Chesapeake and Potomac of Maryland applied for Baltimore; Chesapeake and Potomac of Virginia applied for Norfolk and Richmond, both Virginia; Illinois Bell Telephone Co. applied for Carbondale, Champaign, Chicago, Moline, Normal, Rockford, Springfield, and Sunnyland, all Illinois; New Jersey Bell Telephone Co. applied for Atlantic City, New York and Philadelphia; Pacific Northwest Bell Telephone Co. applied for Bellingham, Wash., and Bend, Eugene, and Medford, all Oregon; Pacific Telephone and Telegraph Co. applied for Bakersfield, Fresno, Los Angeles, Sacramento, San Diego and San Francisco, all California; GCZ MDS Partnership, whose managing partner is Dr. Michael Gelfand, a Bethesda, Md.-nephrologist, applied for 77, and Abe J. Voron, executive vice president of the National Radio Broadcasters Association, applied for Philadelphia. "I still own a tower in town, and it would give me excellent coverage in what could be a viable MDS market," Voron said.

Some of the other larger applicants included Associated MDS Corp., Pittsburgh, 46; Bailon MDS Corp., St. Paul, Minn., 70; B.F. Investments Inc., Scottsdale, Ariz., 205; Belwen Inc., Guilderland Center, N.Y., 150; Lawrence N. Brandt, Washington, 203; Capital Cities Entertainment, Bloomfield Hills, Mich., 88; Champion Industries Inc., Chandler, Ariz., 205; Columbia Communications, Washington, 63; Continental Mi-

crowave, San Francisco, 84; DigiCom Inc., Parsippany, N.J., 83; Figgie Communications, Los Angeles, 92; George Fritzing, Los Angeles, 100; Thomas Glab, Claremont, Calif., 118; Greater Media MDS Inc., East Brunswick, N.J., 109; HDH Telecommunications, Roslyn, N.Y., 104; Kannew Broadcast Technologies (A.G. Newmyer III is a general partner), Washington, 203; Kansas City Southern Industries, Kansas City, Mo., 148; Krisar Inc; Guilderland Center, N.Y., 155; William M. Ledford and Robert D. Hanna, Dallas, Tex., 180; Line of Sight Inc., Scottsdale, Ariz., 205; Low Power Technology Inc., Boulder, Colo., 192; Maxcell Telecom Plus, Washington, 107; McDonald Group Inc., Birmingham, Ala., 119; Mettler Communications, Oswego, Ore., 205; Microwave Video Services, Scottsdale, Ariz., 206; Multi-Micro (DBA), Phoenix, 205; Multi-point Distributors Inc., Tucson, Ariz., 208; Multichannel MDS Inc., Wynnewood, Pa., 114; Multichannel Media Inc., Washington, 171; Multichannel Telecommunications, New York, 160; MWTV Inc., Phoenix, 206; National Wireless Video, Research Triangle Park, N.C., 275; Kenneth E. Palmer, Denver, 101; Paul Communications Inc., Phoenix, 205; Presco Corp., Lexington, Ky., 209; Private Networks Inc.,

New York, 104; Pro-Communications Inc., New York, 150; Ralph Larson & Son Inc., Burlingame, Calif., 100; Revcom, Escondido, Calif., 75; Sackett Broadcasting Co., Akron, Ohio, 67; Sports and Cable Entertainment Corp., Milwaukee, 100; Stephen Communications Inc., Sandy, Utah, 205; Star Channels Associates, L.P., New York, 157; Sun Multi-Channel MDS, Los Angeles, 198; T/V Communications Associates, Irving, Tex., 133; United Paging Corp., Denver, 117; Universal Telecommunications Network Inc., Washington, 100; Video/Multipoint, Phoenix, 205; Virginia Communications Inc., Scottsdale, Ariz., 201; Visionaire Inc., New York, 185; Walter Communications Inc., Provo, Utah, 205; Whitney Communications Corp., New York, 54, and Wireless Services Inc., Phoenix, Ariz., 205.

Kevin Kelley, deputy chief of the FCC's domestic facilities division, said the commission will now try to find applicants that aren't mutually exclusive with others, granting those that are acceptable. Kelley declined to speculate on when the first MMDS grants would be ready.

Kelley added that the commission hasn't decided how it should handle the rest of the applications yet. □

Turf fight over?

State and Commerce agreement reached in implementation of worldwide telecommunications policy, with one side happier than other

An agreement designed to resolve differences between the State and Commerce Departments as to which does what in international telecommunications policy appeared to survive an early test two weeks ago, when officials of those departments appeared before a subcommittee of the Senate Foreign Relations Committee. Even those looking for signs of discord in the testimony failed to detect any.

The differences had provided ammunition for conflict between the departments during the summer in Washington, until the cabinet officers involved signed off on the agreement—on Aug. 31 by Secretary of State George Shultz and on Sept. 28 by Secretary of Commerce Malcolm Baldrige. The different missions of the two departments provide grounds for speculation that conflict may break out again.

The one-page document notes those differences but treats them as compatible. It says that international communication and information policy is shared among several departments and agencies. Then it says Commerce is "responsible for the development and presentation of telecommunication and information policy for the executive branch and federal government spectrum management." As for State, that department is said to be "responsible for incorporating this area with other aspects of U.S. foreign policy, consultations and negotiations with other governments, and maintenance of U.S. relations with intergovernmental organizations."

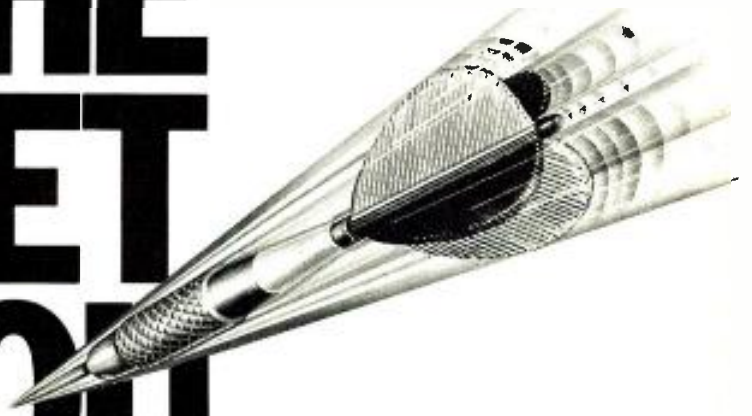
At the hearing, before the Senate Sub-

committee on Arms Control, Oceans, International Operations and Environment (BROADCASTING, Oct. 24), William Schneider, Under Secretary of State for Security Assistance, Science and Technology, and Ambassador Diana Lady Dougan, coordinator for international communications and information policy, representing State, and David Markey, head of Commerce's National Telecommunications and Information Administration, testified at length on their respective departments' responsibilities and plans in the field of international telecommunications policy without seeming to violate the other department's turf. And subcommittee chairman Larry Pressler (R-S.D.) did not ask any questions that would generate controversy.

Later, a Commerce official declared himself satisfied the "turf war," as it had been called, is over. He cited the sentence in the agreement describing Commerce's responsibilities and noted it repeated language in the executive order issued by President Carter establishing NTIA. A State Department official was not as sanguine about the durability of the peace that had broken out. The document signals "a truce, a meeting of the minds, but not a total agreement," he said.

Indeed, Shultz, in his Aug. 31 letter to Baldrige expressing State's acceptance of the agreement, found it necessary to stress two points. He said the "evolution of communication and information technology and its international significance makes it a foreign policy concern of the first magnitude, since the ultimate course of communication and information policy can affect every dimension of our foreign relations." Then he said that "the pervasive character of communication and information policy reinforces the critical character of effective interagency

THE TARGET IS YOU



Today, It's Steel. Tomorrow It Could Be Your Industry, Your Job.

U.S. Steel and British Steel plan to finish their negotiations by the end of November on a far-reaching plan to change the nature of the American steel industry.

Their decision, and our government's response to it, may be as important to you as it is to American steelworkers.

U.S. Steel has proposed to stop steel-making at its Fairless Works near Philadelphia, and import 3½ million tons of semi-finished steel slabs annually from the government-owned British Steel Company. Other East Coast and midwestern steel mills would soon be forced, by competitive pressure, to follow U.S. Steel's lead.

The United States would immediately lose 3,000 steel-making jobs at Fairless Works – and would soon lose 75,000 to 100,000 other steel-making jobs in other steel mills. Jobs in iron ore and coal mining would disappear too, as would jobs in the service industries which supply steel mills, steelworkers, coal and iron ore mines.

The British steel mills produce these slabs with huge government subsidies. Ironically, U.S. Steel in the past has been an outspoken critic of the dumping of subsidized foreign steel on the American market. Now, the company is saying that even if the British deal falls through, it will seek similar arrangements with other countries.

Since foreign steel facilities are usually government-owned and highly subsidized, American workers and companies find themselves in the position of trying to compete with a foreign government.

It can't be done. Take wages, for example. While some people seem to think American steelworkers make far more than we actually do, workers in steel-making facilities in many foreign countries make barely enough to survive.

Anything approaching such a wage scale in this country would result in a severe depression for everyone. Nobody could afford to pay American-style medical bills, taxes, home payments or food bills on such wages. Neither could they afford American automobiles, consumer goods or educations for their children. The result of such a low-wage policy would be devastating, not only for hourly workers, but for business and professional people and all others in our society.

We're doing everything we can to resist the U.S. Steel-British Steel deal. We're convinced it would open the way to the destruction of the American basic steel industry. But beyond that, we want to help make the American people aware of the dangers of foreign industrial targeting and dumping to all of us.

All of us are the targets.
Including you.



UNITED STEELWORKERS OF AMERICA

IF YOU WOULD LIKE MORE INFORMATION ON INDUSTRIAL TARGETING AND WHAT YOU CAN DO TO DEAL WITH THE PROBLEM, PLEASE MAIL THIS COUPON TO:

Lloyd McBride, President
United Steelworkers of America
Five Gateway Center
Pittsburgh, PA 15222

NAME _____

ADDRESS _____

activities"—and in the process managed to relate to the agreement State's newly created post of coordinator, which was at the heart of much of the disagreement between the two departments last summer. "We look to the Senior Interagency Group"—composed of representatives of executive branch agencies with responsibilities in the area—"and the Coordinator for International Communication and Information Policy as the principal entities responsible for effective interagency cooperation," Shultz said.

In his response, Baldrige did not comment on the two points. But the coordinator's office retains the potential for causing conflict between the two departments as another exchange of documents between the departments indicates.

In mid-September, Shultz submitted to Commerce a draft of a letter he intended to send in response to a series of questions from

Senator Charles Percy (R-Ill.), chairman of the Foreign Relations Committee, regarding State's role in international telecommunications policy-making. On Sept. 28, Markey wrote to Schneider expressing concern about a number of points in the draft letter he said conflicted with the agreement, including several references to the coordinator's office. The fact Markey's letter was sent on the same date as the one Baldrige wrote State signing off on the agreement is not the only unusual factor in the time sequence involved. The Markey letter followed by a week the dispatch of the Secretary of State's letter to Percy.

Nevertheless, some of the points about which Markey complained appear to have been eliminated before the Shultz letter was put in final form. But a description of the coordinator's mission to which Markey had objected did survive: "The primary mission

of this office is to coordinate the formulation and execution of executive branch policy in this field." Commerce's concern has been that State is attempting to establish, through the coordinator's office, a primacy in international telecommunications policy making Commerce does not believe it has. Markey said the description of the post goes beyond that in the Foreign Affairs Manual and "has no basis" in the executive order creating NTIA. He also noted that the "expansive language...relative to other executive agencies is reminiscent of language" in the State Department's authorization bill that was not supported by the administration and was removed on the House floor.

Perhaps, one observer noted, the form of the agreement is not the important thing. Rather, he said, "it may be the manner in which the participants seek to implement it." □

Should home taping remain free?

That's question debated in Senate over bill to tax recorders and tape

The question of whether or not copyright holders should be compensated for indiscriminate home taping of video and audio works dominated a Senate panel last week. Representatives of the motion picture and record industries urged members of the Senate Copyright Subcommittee to support legislation (S. 31) which would exempt consumers from copyright liability but would also impose a manufacturers fee on home recording devices and tape.

Chief spokesman for the Home Recording Rights Coalition, former FCC Chairman Charles Ferris, argued against the measure and instead asked members to back a bill (S. 175) that would exclude home taping royalties altogether and exempt home viewers from copyright liability.

Copyright Subcommittee Chairman Charles McC. Mathias (R-Md.), who introduced S. 31, restated his concern that copyright law stay in step with the new technologies. "Copyright is the product of

technological innovation. This promiscuous copying goes beyond that," Mathias said. He warned that the concept of intellectual property is in danger of being destroyed. Mathias's bill also exempts home viewers and listeners from copyright liability and would alter the role of the Copyright Royalty Tribunal so that it would rely more on free market negotiations between parties in setting royalty fees for home taping.

Subcommittee member Dennis DeConcini (D-Ariz.), author of S. 175, disagreed with the chairman. He maintained that the royalty tax would be passed on to the consumer. "Generally the cost of the product is put into the price," the senator argued. "I think it would be unfair to the consumer when you have an industry that has other ways to collect fees," DeConcini added.

Legislators have been reluctant to address the home taping issue until the Supreme Court rules on the controversial Betamax case. Last week's hearing was the first to focus on specific home taping legislation. The court is expected to release a decision this fall (BROADCASTING, July 11).

David Ladd, register of copyrights, favored Mathias's bill. He noted that devices such as video recorders and audio recorders raise new challenges to copyright law. "No one wishes to inhibit new technologies, nor their enjoyment by the public. Likewise, no one wishes to diminish the incentive of copyright, vindicated by time and experience, in America especially, by success," Ladd said.

He concluded that S. 31 was a viable solution. That bill "represents continuation of the historical adaptation of the copyright law. It will allow the video and audio hardware markets to grow and prosper; it will allow the consumers to continue to enjoy technological advances; and it will continue that flow of reasonable revenues and compensation back to copyright owners for the use of the works that they have created," Ladd argued.

Mathias's bill was backed by Motion Picture Association of America President Jack Valenti. Valenti presented the results of a survey on home taping conducted by NPD Electronic Media Tracking Service and Battelle, Pacific Northwest Laboratory on behalf of MPAA. Highlights of the survey showed that at the end of 1982 there were roughly 5.3 million videocassette recorders in use.

The MPAA study noted that VCR owners will make almost one billion home recordings per year with no compensation to copyright owners. According to statistics Valenti presented, 84.2 million were made from broadcast television in 1982.

By 1990, the MPAA chief said, 858 million recordings will be made from broadcast television. And by 1990, revenues to VCR and blank tape manufacturers will exceed \$10 billion per year.

Valenti warned that the foundation of commercial television is being threatened by VCR users who delete commercials while recording. The recording of television programs for later viewing (time shifting) harms broadcasters, advertisers and copyright owners, Valenti contended. It interferes with viewing of "time-sensitive" advertising and precludes advertisers from targeting their audiences, he reported. □



Ladd



Pictured (l-r): Kay Peters, Screen Actors Guild; Valenti, and Jack Goldner, AFL-CIO.

Federal request. Representative Robert Garcia (D-N.Y.), chairman of the Congressional Hispanic Caucus, sent a letter to NBC Board Chairman Grant Tinker asking the network not to broadcast "Fort Apache, The Bronx," scheduled to air Nov. 13. Garcia complained that the film depicts Hispanics, blacks, and women living in the South Bronx in an unfavorable light. He said the movie fails to present a balanced picture of the area. "As a result of movies such as "Fort Apache, The Bronx," audiences outside the community develop impressions which can only translate into fears and insecurities which are detrimental to the continued redevelopment of the Bronx," Garcia wrote.

Dingell leads attack on FTC's new deception policy

The Federal Trade Commission has released a controversial new policy statement requiring proof that a "reasonable consumer" has been harmed before an advertiser can be charged with deceptive advertising practices. Released Oct. 21, the new definition—adopted by a divided commission—has drawn fire from Capitol Hill as well as from the nation at large.

Representative John D. Dingell (D-Mich.), chairman of the House Committee on Energy and Commerce, which had requested that the FTC analyze its jurisdiction over deceptive practices and then suggest specific changes in the statute, last Wednesday rejected the FTC's response. Dingell accused Chairman James Miller of "trying to undo over 50 years of consumer protection laws that serve to protect consumers from deceptive advertising," and called the statement "a document that addresses not what the commission's deception jurisdiction is, but what some now at the agency want it to be."

According to the policy statement: The commission "will find an act or practice deceptive if there is a misrepresentation, omission, or other practice, that misleads the consumer acting reasonably in the circumstances, to the consumer's detriment." It is "based on an analysis of past commission decisions regarding deception," the FTC said.

(An example of a case that would not be judged deceptive: an ad for "Danish pastry," which would not be considered deceptive because "a few misguided souls believe . . . that all 'Danish pastry' is made in Denmark.")

Following a 3-2 vote, the commission released the statement despite a strong dissent from the minority: Commissioners Michael Pertschuk (the FTC's chairman during the Carter administration) and Patricia P. Bailey. (Commissioners Miller, David Clanton and George Douglas were the majority.) The statement was called "an ill-conceived and frankly radical attempt to change the law of deception" by Bailey, and "internally inconsistent, confusing and slipshod in use of legal precedent" by Pertschuk. In a separate statement attached to the report, Pertschuk called the language of the new statement "nearly identical to [Miller's] proposed statutory definition presented to Congress last year, which was coolly received by the Senate Commerce Committee (BROADCASTING, Aug. 8). Bailey said the policy "rewrites fundamental concepts of the law in a way that would raise to new extreme levels the burden the commission faces in prosecuting law violators. Rather than clarifying . . . the law of deception, [it] writes new law that is destined to confuse and confound its readers."

But those in favor of the document view it not as confusing but, rather, as a way to clarify present FTC enforcement policy on deception. Douglas, for example, called it "a positive step toward removing . . . confusion [about the FTC law on deception]." He

described it as a distillation of "the best of past case precedent and theory into three easy-to-apply conditions" to be met before acts or practices could be judged deceptive.

According to the FTC's acting associate director for policy and evaluation, J. Howard Beales, the new FTC policy statement does not mean "that consumers have to be particularly sophisticated or represent a majority of consumers." According to the new standard: "To be considered reasonable, the interpretation or reaction does not have to be the only one. The issue is whether the act or practice is likely to mislead, rather than whether it causes actual deception." With specific audiences such as children, the elderly or the terminally ill, the commission says it will determine the effect of the practice on an "ordinary member of that group."

Howard Bell, president of the American Advertising Federation, said his organization was "taking a look" at the new standard, calling it "a helpful guidepost" to advertisers. He noted a similarity between the new FTC standard and the AAF definition of deception presented to Congress at hearings last year. Charles Adams, executive vice president of the American Association of Advertising Agencies, said his group was "in favor of a definition" for deception and thought the recent FTC statement was "a good one." He thinks it will now "allow the FTC to concentrate its efforts on cases of real

consequence."

But content of the controversial statement is not the only thing at issue. Lack of FTC consensus in developing the document and the alleged "maneuvering" to secure the vote of then outgoing commissioner Clanton (whose last day on the FTC was Oct. 14, the day the policy statement was adopted) were questioned by Bailey, Pertschuk and Dingell. In a letter to Miller, Dingell said he has directed Commerce's Subcommittee on Oversight and Investigations to "conduct an inquiry" on the new policy document, including "numerous procedural questions raised."

In response to Dingell's statement, Miller issued a statement last Wednesday saying the "final letter" to the House committee represented "a good faith effort" by the commission and that he continues to "favor a statutory definition" of deception authority. According to one source, Miller does not consider the letter from Dingell to be a formal request for a different policy statement.

Bailey said it was "a very unusual circumstance for the commission to be in," but that "it does give the commission the opportunity to resume work toward a consensus statement of deception law and commission policy. I remain willing to do so," she said.

That seems unlikely however, for, as Beales noted, there's "not a lot of common ground" between the two sides. □

Appeals court backs FCC in KSN case

Network had asked for a waiver but commission said no, on grounds change in ownership wouldn't further FCC goals and court agreed

The FCC as a matter of policy supported by the courts grants tax certificates in the sales of cable systems that advance commission policy. But it has refused to grant a certificate in the sale of property acquired in violation of commission policies—and a three-judge panel of the U.S. Court of Appeals in Washington last week unanimously affirmed that reading of the law in a case involving the Kansas State Network. The panel also held that neither equity nor "practical economic necessity," another test accepted by the court, justifies the grant of the certificate sought by KSN.

KSN had sought the certificate in connection with the sale in 1980 of its cable television division to Multimedia Cablevision Inc. The holdings included 100% interest in systems in Lyons, McPherson and Herington, all Kansas, and in others in the Oklahoma City area, and a 35% interest in a system in Wichita, Kan. The Lyons, McPherson and Wichita systems were located in areas within the primary service area of a KSN television station, and thus were in violation of the commission rule prohibiting such cross-ownership. KSN said the entire transaction was necessary to dispose of the prohibited

interests because of the integrated nature of KSN's cable operations and their relatively unattractive character if sold separately.

But it ran into considerable trouble at the FCC. KSN had held a 60% interest in the systems in Lyons and McPherson, as well as in Herington, before the commission adopted its cross-ownership rule, in 1970, and thus were grandfathered under the rule, as was the 35% interest in the Wichita system. The additional interests were acquired in 1977—and those increasing KSN's holdings in Lyons and McPherson were held by the commission to be in violation of the cross-ownership rule, a holding that led to the sale to Multimedia.

The commission granted tax certificates for the grandfathered interests in the Lyons, McPherson and Wichita systems, as well as for the Herington system, which it found to be functionally interdependent with the systems in Lyons and McPherson. And the court affirmed that partial grant. Referring to the section in the Internal Revenue Code authorizing the issuance of a certificate in connection with a property sale that advances FCC policy, the court said, "We agree with the commission that it would be unreasonable to read section 1071 as applying to property acquired in violation of commission policies."

The panel also rejected KSN's argument that its 1977 acquisitions should not be re-

garded as violative of the cross-ownership rule because the policy at that time was not clear. The panel, in the opinion written by Judge Robert Bork, said the appeal to equity "is misplaced." The panel said, "Given the strong policy against crossownership, there was ample reason for [KSN] to anticipate at least the possibility that the commission might not approve the acquisition of interests additional to the grandfathered interests in Lyons and McPherson."

Nor did the panel accept KSN's argument it was entitled to the tax certificate on the ground it met the "practical economic necessity" test the commission has applied on previous occasions. KSN had claimed that the sale of the systems in Herington, Lyons and McPherson had a nominal market value of \$2,275,000 but that their proportional share

of the total price was \$2,529,444. But the panel said that KSN had not offered "evidence of any substantial attempt to test the market."

KSN had also contended that the integration of the cable television systems required that they be sold as a package if the best price were to be obtained. But the commission found there was neither physical proximity nor technical connection between the Kansas and Oklahoma systems—that there was no more connection than there is between any two systems under common management. And the panel said the facts in the record were not sufficient to cause it to reverse the commission.

The panel's decision contained something of a bonus for commission lawyers—a ruling that a transcript of a public commission

meeting may not be cited as evidence in court. KSN's attorneys had sought to include a transcript of a commission meeting on Feb. 11, 1982, to help make its case that KSN was the victim of an unfair commission policy. The question of whether such transcripts could be used as evidence in court had never been litigated. The commission had urged the panel to strike the transcript on the ground it is not part of the record, and the panel agreed.

"Where an agency has issued a formal opinion or a written statement of its reasons for acting," Bork wrote, "transcripts of agency deliberations at Sunshine Act meetings should not routinely be used to impeach that opinion."

Joining Bork in the opinion were Judges Patricia Wald and Abner Mikva. □

In Sync

Hands off AM stereo

When the FCC was wavering on the question of whether to adopt a standard for AM stereo broadcasting two years ago, Leonard Kahn, the inventor of one of the systems vying to become the standard, urged the FCC not to. He felt then as he does now that the government should stay out of making decisions that are better left to marketplace forces. Ostensibly because of his belief in the marketplace, Kahn has asked FCC Chairman Mark Fowler to let Harris, one of Kahn's three AM stereo competitors, off the hook.

Claiming that Harris's AM stereo exciter was not properly type-accepted and caused excessive interference with monophonic reception, the FCC in August ordered Harris to withdraw the system from the market and to tell 65 stations to stop broadcasting with it (BROADCASTING, Aug. 29). Although the FCC subsequently gave the 65 stations permission to resume stereo broadcasting with their Harris exciters, the prohibition against marketing the units is still in effect.

"While this might appear to be advantageous to our selfish interests, we truly believe in the free enterprise system and it would be improper and inconsistent for us to remain silent at this time," Kahn wrote Fowler. "Furthermore, it would also indicate a lack of faith in the ultimate wisdom of the free competitive system."

Broadcasters are "fully capable" of evaluating the Harris system and "will reject the Harris system if the problems are truly serious," Kahn told Fowler. "Therefore, assuming that there is no interference problem, there is no need for the commission to reject the Harris system. . . . We now urge the commission to authorize the Harris Corp. to resume sales of their AM stereo exciter at the earliest possible time."

Fairchild in for half

Fairchild Industries Inc., Germantown, Md., has acquired a 50% interest in Services by Satellite (SatServ), the for-profit subsidiary of the nonprofit Public Service Satellite Con-

sortium, for \$470,000. SatServ, founded two years ago, provides videoconferencing and other telecommunications services to business, industry, government and public service organizations. It also offers marketing and technical assistance. PSSC does much the same thing for its membership, which includes educational and other public service institutions.

The influx of cash, said SatServ President Elizabeth Young in a prepared statement, will enable SatServ to move quickly toward implementation of the Campus Conference Network, which will be used for distribution of educational programming and videoconferencing. "We have already identified 50 institutions of higher education that will be affiliated with the network, and we are evaluating the applications of more than 70 others," she said. According to Young, Fairchild Communications & Electronics Co., a division of Fairchild Industries, will be the supplier of the C-band, steerable earth stations for the network.

A factor of four

FM translators may be able to boost coverage (and perhaps listenership) with TTC/Wilkinson Corp.'s new translator amplifiers. The one-watt (XL1AF4) and 10-watt (XL10AF4) amplifiers each have four outputs. As a result, TTC/Wilkinson said, a broadcaster now using a one-output amplifier and a 90-degree directional antenna can reach four times the area without increasing radiated power by substituting a four-output amplifier linked to four 90-degree directional antennas.

Turning Japanese

Wold-Visnews Broadcast Services, the two-year-old joint venture of The Robert Wold Co. and Viscom International USA, has signed a multi year satellite television distribution agreement with the Japanese International Joint Users Organization, consisting of six Japanese television companies. The agreement will give the Japanese broadcasters use of full-time transmission

relays from New York to California for interconnection with satellite relays to Tokyo. Services provided under the agreement, beginning April 1, 1984, include a videotape editing and playback center at New York's Rockefeller Center; microwave and uplink facilities in New York; full-time use of a Westar IV transponder; downlink facilities at Santa Paula, Calif., and interconnection assistance with Comsat and Intelsat services to Japan. Wold-Visnews also expects to provide the Japanese broadcasters with news and sports coverage using special transmissions via satellite from Los Angeles and Washington. Members of the Japanese group are: NHK-Japan Broadcasting, Nippon Television Network, Tokyo Broadcasting System, Fuji Telecasting, Asahi National Broadcasting and Television Tokyo Channel 12.

A dish for ENG

Does the broadcast industry need a versatile lightweight ENG dish antenna? HDS of Reston, Va., is betting the answer is yes. It has introduced a six-pound, 17-inch antenna that will handle any 7 ghz signal, regardless of polarization. The polarization is adjusted by rotating front and back waveguides. According to HDS, a 13 ghz version of the antenna will be available shortly.

Test and measurement

RE Instrument Corp., Westlake, Ohio, has introduced two new products—a time-domain reflectometer (RE601) and a dual-channel digital audio analyzer (RE201). Operated through a front-panel keyboard, the reflectometer, which sells for \$24,000, measures attenuation in optical fibers, including overall loss as well as splice and connector loss. A built-in video display puts the measurements in graphic terms. The audio analyzer, which lists for nearly \$15,000, measures total harmonic distortion, intermodulation distortion, difference frequency distortion, AC levels, DC levels, phase, frequency, separation and wow and flutter.

Fox price increase for 'M*A*S*H' draws protests, lawsuits

Stations carrying sitcom argue they are entitled to remaining episodes at previous prices

Syndication prices that 20th Century-Fox is asking for the last three years of *M*A*S*H* are bringing howls of protest from stations and, in at least a few instances, lawsuits against the film company.

Fox has been taken to court in New Haven, Conn.; Omaha; Rockford, Ill., and Atlanta, although the Atlanta case was subsequently settled before trial. In all these cases, the stations had been carrying the off-network blockbuster and claim they were entitled, by contract, to license the remaining episodes at the old price. Instead, they say, Fox demanded prices that station lawyers describe in words like "prohibitive" and "unbelievable."

There may be other cases. At least two other stations were reported unofficially to be in court, or thinking of going to court, with similar complaints, but key officials could not be reached last week and lesser ones declined to discuss the question. An example of the price escalation is offered in a U.S. district judge's decision, handed down earlier this month in a suit filed by Capital Cities Communications on behalf of its WTNH-TV New Haven, Conn. Capcities claimed WTNH-TV has an exclusive license to *M*A*S*H* in the Hartford-New Haven market until Sept. 1, 1985, and it asked the court to issue a preliminary injunction barring Fox from offering *M*A*S*H* episodes to any other station in the market before that date, and also to bar WTXS(TV) Waterbury, Conn.—which acquired rights to the last three *M*A*S*H* years after Fox's negotiations with WTNH-TV broke down—from showing the 58 episodes in that package.

After four days of trial, U.S. District Judge T.F. Gilroy Daly issued a decision on Oct. 17 denying the motion for injunctions, holding that Capcities and WTNH-TV had not shown they would suffer "irreparable harm" if the injunctions were not issued. In the decision, he tracked the pricing.

In August 1977, he said, Fox and WTNH-TV entered an agreement giving the station exclusive rights in that market to all 119 *M*A*S*H* episodes that had then been produced. WTNH-TV's broadcast rights were to start Sept. 1, 1979, and end Sept. 1, 1985, and it was to pay Fox \$1,738.09 per episode, for a total license fee of \$205,832.71. The contract also provided that WTNH-TV "shall purchase all additional episodes produced by Fox."

In July 1979, the judge wrote, there was a superceding agreement: By then, 173 episodes had been produced for the same six-

year term, 1979 to 1985, at the same per-episode price of \$1,738.09, for a new total fee of \$342,403.73. This agreement also provided that "licensee hereby licenses all *M*A*S*H* series pictures produced and to be produced by Fox."

For CBS's 1980-81, 1981-82 and 1982-83 Fox produced a total of 58 episodes—and according to the judge's decision Fox offered these to WTNH-TV at \$15,000 each, contending that the final 58 episodes were not covered by the earlier license agreement. WTNH-TV said it would seek legal advice on the question.

Two months later, in January 1983, according to Judge Daly, WTNH-TV got in touch with Fox and offered to terminate the old agreement and enter a new one giving it rights to all 255 *M*A*S*H* episodes at \$5,000 each. Fox rejected the offer, and a week later WTNH-TV came back with a new offer: \$8,000 per episode for all 255. Fox rejected that one, too, and subsequently advised the station it would commence negotiations with other stations in the market. WTNH-TV told Fox: "Please be aware of your contractual obligations to this station."

After all that, Judge Daly wrote, Fox and WTXS made a deal whereby WTXS could start airing the final 58 episodes on Sept. 1 this year. The judge's decision does not say what WTXS agreed to pay. Other sources suggested it was about \$10,000 per episode, and that Fox's asking price to WTNH-TV had been \$12,000.

In denying WTNH-TV's motion for preliminary injunction, Judge Daly said the station must prove that it would suffer irreparable harm in the absence of the injunctions, and that it had failed to do so. WTNH-TV's own testimony about the use of ratings and their relationship to revenues, he wrote, "clearly indicates that WTNH will be able to ascertain and measure any decrease in its revenues brought about by [WTXS] showing the last 58 episodes of *M*A*S*H*."

In addition, he said, "the court must note that, although [WTNH-TV] contends it will be irreparably harmed if the defendants' activities are not enjoined, it waited six months, until the eve of [WTXS's] scheduled broadcasting of *M*A*S*H*, before seeking any [court] relief."

Norman L. Faber of the New York law firm of Hall, Dickler, Lawler, Kent & Howley, counsel to Capital Cities, said last week no decision had been reached on whether to appeal the judge's denial of preliminary injunction. Appeal or not, however, Faber said Capcities would proceed for trial on the case on its merits.

Arnold Stream, a New York attorney for Fox, questioned whether this would happen.

He said he had filed last Tuesday a motion asking Judge Daly to dismiss the Capcities-WTNH case; in its entirety." He contended their only choice was to convert the suit into a breach-of-contract case.

The WTNH-TV suit is the only known *M*A*S*H* case to have reached the courtroom.

WSB-TV Atlanta had filed one that was getting into the deposition stage, but it was settled out of court. WSB-TV officials said last week that one of the terms of the settlement was that none of the other terms would be divulged, but that WSB-TV gained the right to continue to carry *M*A*S*H*, all 255 episodes, for another six years.

In Omaha, KMTV(TV) has filed suit in U.S. district court claiming its contract with Fox gives it the right to acquire the last 58 episodes at the same price paid for the earlier ones. Tom Opatka, attorney for KMTV, said the station had been paying \$870.71 per episode but that Fox was asking "over \$7,000." He said Fox tried to get the case transferred to a court in California but that KMTV successfully defeated that effort. He did not know when the case might come to trial.

In the Rockford, Ill., market, WIFR-TV Freeport went to court when, according to its attorney, Fox demanded a 500% increase in *M*A*S*H* fees. Brad Koch, the attorney, said Fox wanted to raise its per-episode fee for the first eight years of *M*A*S*H* production from \$818 to \$4,000 and to charge \$4,500 per episode of production in years nine and 10 and to \$5,000 per episode for the final year. There, Fox agreed not to market *M*A*S*H* to other stations until the court rules on the case ("Telecastings," Aug. 22). □

Revamping 'Break Away'

Syndicated show changes host, format, in attempt to bolster weak ratings

Major changes have begun to take place in the format and on-air talent of *Break Away*, a first-run information/entertainment magazine that has been plagued by low ratings since it premiered in 70 markets in mid-September.

Norman Mark, who had been appearing in *Break Away* two or three times each week as entertainment critic, took over last Monday (Oct. 24) as co-host of the program, replacing actor Monte Markham, whose delivery has been criticized as "stiff." Mark, whose background includes 13 years as TV critic for the *Chicago Daily News*, had substituted for Markham several times and tested well with viewers, according to executive producer Alan Bennett.

In another change, announcer Gary

Owens no longer appears on camera. Viewers identify Owens too strongly with his role in the syndicated revival of *Laugh-In*, said Bennett, and as a result, could not take him

seriously on *Break Away*. Entertainer Peggy Cass, also a victim of negative viewer response, has been phased out of the show completely.

A number of other, more subtle changes in the program's format are likely to come, said Bennett, including changes in the length of some segments. Those changes will not in-

CBS regains winning form

CBS-TV triumphed with a full, two-point ratings lead over second-ranked ABC-TV in the fourth week of the new season prime time ratings race, a week in which normal schedules prevailed once again after two weeks disrupted by major league baseball playoffs and the World Series. According to A.C. Nielsen's National Television Index, CBS averaged an 18 rating/28.3 share for the week, compared with a 16/26.7 for ABC and a 15.8/24.9 for NBC-TV. It was NBC's second-highest rated week this season, behind week two, when baseball playoff games helped it to an average 16/26.

CBS won Thursday, Friday and Sunday. ABC won Wednesday and Saturday decisively and nosed past a challenge from NBC, which was one-tenth of a rating point behind, on Monday. NBC took Tuesday.

Five of the top 10 programs were CBS's, including the highest-rated *Simon & Simon*, 26.6/40, which increased its average over the past three weeks, rising from ninth place to third to first. *NBC Monday Night Movie*, the made-for-TV, *Policewoman Centerfold*, (23.6/35), ranked seventh for the week, overpowering ABC's *Monday Night Football*, a game between the Washington Redskins and the Green Bay Packers (20.4/35) and CBS's *AfterMASH* (19.5/28).

Combined, the three networks averaged a 49.8/79.9, down from week four last year (51.9/83.5) which included games six and seven of the World Series but only slightly under last year's week five (48.7/80) when normal programming resumed.

In the evening news, CBS rose to a 12.7/24, from an average the week before of 12.1/22. NBC stayed exactly the same at 10.6/20 and ABC slipped slightly, from a 10/20 to a 9.7/18.

On Monday, the first CBS has lost this season, ABC averaged a 19.7/29.7 to NBC's 19.6/29.5. Competition between football on ABC and *Centerfold* on NBC deflated ratings for CBS's *Emerald Point, N.A.S.* (12.7/20) as well as *AfterMASH*, but CBS won the 8-9 p.m. slot with *Scarecrow and Mrs. King* (20.4/31), which trounced ABC's *That's Incredible* (16.6/26) and NBC's *Boone* (11.6/18).

On Tuesday, CBS's made-for-TV movie, *China Rose*, starring George C. Scott and Ali McGraw (16.6/27), finished behind NBC's *Remington Steele* (19.4/30) and ABC's *Three's Company* (18.7/29), but ahead of ABC's *Oh Madeline!* (15.7/24) and *Hart to Hart* (15.2/26), and NBC's rerun of a series pilot, *Bunco* (14.6/25). NBC's *A Team* (24.9/38) dominated the 8-9 p.m. slot, overwhelming CBS's *Mississippi* (14.4/22) and ABC's *Just Our Luck* (12.4/19) and *Happy Days* (12.8/19).

ABC's lineup of *Fall Guy* (23/36), *Dynasty* (25/40) and *Hotel* (21.4/41) continued to dominate Wednesday, giving the network an average 23.8/38.3 to NBC's 15.2/24.6 and CBS's 10/15.8. CBS's three-hour broadcast of the feature film, *S.O.B.* (9.9/16) was the night's lowest-

rated program, followed by a variety special, *I Love Men* (10.6/20), on NBC.

Thursday was not only CBS's highest-rated night of the week, but also one in which the network won every time period, including 10-11 p.m., when *Knot's Landing* (20.4/33) edged past NBC's usually-winning *Hill Street Blues* (20.1/33). ABC's now-canceled pair of comedies, *9 to 5* (9.9/15) and *It's Not Easy* (9/14), were the night's lowest-rated shows, while ABC's *Trauma Center* (10.8/16) fared little better, losing to CBS's *Magnum P.I.* (25.3/39) and NBC's pair, *Gimme A Break* (16/25) and *Mama's Family* (15.9/24).

NBC's Friday-night lineup of all new series gave the network its lowest rated night so far this season (9.7/16.2), with the premiere episode of *Jennifer Slept Here* (12.2/20), NBC's highest-rated show for the night, and for its serial, *For Love and Honor* (7.6/13), its lowest. ABC's *Benson* (15.8/27) and *Webster* (16/26) finished just behind CBS's *Dukes of Hazzard* (16.8/28), but the second-place network's *Lottery* (12.5/20) and *Matt Houston* (13.8/24) made no inroads against CBS's *Dallas* (25.3/41) and *Falcon Crest* (22.2/39).

A Caribbean Mystery, a CBS made-for-TV movie based on an Agatha Christie novel and starring Helen Hayes (18.1/31), finished behind ABC's *Love Boat* (19.4/33) but ahead of its *Fantasy Island* (16.2/29) on Saturday. A poor lead-in from CBS's now-canceled *Cutter to Houston* (8.3/14), left that network with an average 14.8/25.3 for the night, compared with ABC's 17.7/30.7. NBC's *Rousters* (7.7/13) and *Yellow Rose* (8.4/15) contributed to an overall 10.8/18.6 for that network Saturday.

CBS finished with a two-point lead on Sunday, despite competition from a prime time NFL football game between two of the season's strongest teams, the Los Angeles Raiders and the Dallas Cowboys (20.7/36) on ABC. The game won its time period, outperforming NBC's made-for-TV movie, *Women of San Quentin* (19.7/29) and series on CBS. NBC's *Knight Rider* (18/26) surpassed ABC's *Hardcastle & McCormick* (16/24), while CBS's *Alice* (18/26) lost 11 share points from its lead-in, *60 Minutes* (23.8/37). NBC's *First Camera* (8.2/12) moved from the bottom of the ratings pile for the first time this week, moving up to third from last.

CBS had half of the week's top 30 programs; ABC had eight and NBC seven. Of 22 new programs on all three networks, ABC had five of the top 10, CBS had four and NBC, one. Season-to-date ratings for ABC's eight new programs averaged 17.1/28; those for CBS's five new shows averaged 17.1/27 and those for NBC's nine, averaged 10.3/17. Season-to-date ratings for the networks overall put CBS slightly ahead with 18/28, followed by ABC (17.9/29) and NBC (15.5/25). □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	26.6/40	25.	Alice	CBS	18.0/26	49.	Mississippi	CBS	14.4/22
2.	Dallas	CBS	25.3/41	26.	Knight Rider	NBC	18.0/26	50.	Matt Houston	ABC	13.8/24
3.	Magnum, P.I.	CBS	25.3/39	27.	One Day at a Time	CBS	17.9/25	51.	Happy Days	ABC	12.8/19
4.	Dynasty	ABC	25.0/40	28.	T.J. Hooker	ABC	17.5/30	52.	Emerald Point N.A.S.	CBS	12.7/20
5.	A Team	NBC	24.9/38	29.	Cheers	NBC	17.4/28	53.	Lottery	ABC	12.5/20
6.	60 Minutes	CBS	23.8/37	30.	Newhart**	CBS	17.1/25	54.	20/20	ABC	12.4/20
7.	Policewoman Centerfold	NBC	23.6/35	31.	Dukes of Hazzard	CBS	16.8/28	55.	Just Our Luck	ABC	12.4/19
8.	Fall Guy	ABC	23.0/36	32.	China Rose	ABC	16.6/27	56.	Jennifer Slept Here*	NBC	12.2/20
9.	Falcon Crest	CBS	22.2/39	33.	That's Incredible	ABC	16.6/26	57.	Ripley's Believe It Or Not	ABC	11.9/20
10.	Hotel	ABC	21.4/41	34.	Diff'rent Strokes	NBC	16.5/28	58.	Boone	NBC	11.6/18
11.	ABC NFL Football Special	ABC	20.7/36	35.	Real People	NBC	16.4/28	59.	Mr. Smith	NBC	10.9/19
12.	NFL Monday Night Football	ABC	20.4/35	36.	Fantasy Island	ABC	16.2/29	60.	Trauma Center	ABC	10.8/16
13.	Knots Landing	CBS	20.4/33	37.	Family Ties	NBC	16.2/28	61.	I Love Men	NBC	10.8/20
14.	Scarecrow and Mrs. King	CBS	20.4/31	38.	Facts of Life	NBC	16.1/25	62.	S.O.B.	CBS	9.9/16
15.	Hill Street Blues	NBC	20.1/33	39.	Webster	ABC	16.0/26	62.	Manimal	NBC	9.9/16
16.	Women of San Quentin	NBC	19.7/29	40.	Gimme A Break	NBC	16.0/25	64.	9 to 5	ABC	9.9/16
17.	AfterMASH	CBS	19.5/28	41.	Hardcastle & McCormick	ABC	16.0/24	65.	It's Not Easy	ABC	9.0/14
18.	Love Boat	ABC	19.4/33	42.	Silver Spoons	ABC	15.9/27	66.	Yellow Rose	NBC	8.4/16
19.	Remington Steele	NBC	19.4/30	43.	Mama's Family	NBC	15.9/24	67.	Cutter to Houston	CBS	8.3/14
20.	Jeffersons	CBS	19.4/27	43.	We Got It Made	NBC	15.9/24	68.	First Camera	NBC	8.2/12
21.	Trapper John, M.D.	CBS	19.3/29	46.	Benson	ABC	15.8/27	69.	Rousters	NBC	7.7/13
22.	Three's Company	ABC	18.7/29	46.	Oh Madeline!	ABC	15.7/24	70.	For Love And Honor	NBC	7.6/13
23.	Goodnight, Beantown	CBS	18.2/28	47.	Hart to Hart	ABC	16.2/26				
24.	A Caribbean Mystery	CBS	18.1/31	48.	Bunco	NBC	14.6/25				

* New program-premiere episode

** Returning program-premiere episode

clude replacement of co-host Martha Lambert, who has tested "extremely well" with viewers, he said.

Focus group research under way in four regions of the country since the program's premiere is providing feedback on audience response to the show, according to Bennett, who said that, overall, response has been "very positive."

Media watchers in New York look to October ratings from A.C. Nielsen for their first real indication of how the show is doing



Mark

in the time period for which it is designed, early fringe, on a broad basis. So far, the only ratings for *Break Away* in early fringe have come from Boston, where it averaged a two rating on WCVB-TV in September. In Washington, where WJLA-TV's 4-5 p.m. broadcast of *Break Away* is metered by Arbitron, the program averaged a 5/13 its first week, followed by a 4/11, a 4.5/13 and a 4.5/10.5.

In addition to on-air changes, a stepped-up promotional campaign has been put into action, according to station operators carrying *Break Away*. Promotional materials provided to stations have substantially improved in recent weeks, according to several operators, and a campaign that emphasizes topics to be covered in the program (rather than simply the show itself) is being readied for the November rating period.

Station operators contacted last week continued to express support for the program. James Rupp, president, Midwest Communications Inc., which airs *Break Away* on its WCCO-TV Minneapolis-St. Paul, said he believes many of the show's problems, both on-air and in promotional efforts, stem from the fact that it was about six weeks late in getting a firm go on production. One of the most expensive syndicated shows ever produced, *Break Away* required bank financing for its first year of production, an extra step that delayed its start.

Rupp and others, including Sturges Dorrance, vice president, general manager, KING-TV Seattle, also believe *Break Away* is going through what most new talk shows have had to undergo before hitting their stride. "If you look at the history of almost any information program, *60 Minutes* or *20/20*, you will see it underwent many changes from the start," Rupp said. "We recognize there will be continuous changes." □

English firm to test audience measuring system

AGB Research will demonstrate its 'PeopleMeters'; trial run may take place in Atlanta

A London firm last week proposed a U.S. test of an advanced network television metering system that it claimed would provide viewing data accurately and economically.

AGB Research PCL officials told a news conference in New York that, as a first step, it had invited representatives of the television networks, advertisers, agencies, cable television and independent stations to attend a demonstration of its system during the week.

At the conclusion of these meetings, AGB said, it would ask the industry to help fund a test of its system in a market in the U.S., perhaps Atlanta. AGB said that after removing normal management overhead and profit margins, the remaining cost of the total project is \$1,050,000. He said this sum would be apportioned among different parts of the industry: TV networks, 47%; advertisers, 24%; agencies, 14%; cable television, 10%, and independent stations and others, 5%.

AGB officials indicated they would not proceed with the test unless there is a million-dollar commitment or "an amount reasonably close to it."

If approved, the test will consist of three

matched panels of 150 households each. Panel A will serve as the control sample, using the measurement technique of the present network meter system in the U.S. (Nielsen). Panel B will use the Panel A meters for the first two months and supplement it with AGB's pushbutton PeopleMeter system for the remaining four months. Panel C will be the same as Panel B, except that the measurement of audience composition will be by means of the electronic diary, PeopleMeter.

AGB said that both pushbutton and the electronic diary systems have been successfully validated in the United Kingdom and are about to be introduced there.

Company officials said that if a go-ahead eventually is given for a full introduction in the U.S., they plan a sample of 5,000 households, in contrast to Nielsen's present 1,700. They said this setup should generate about \$15 million-\$20 million annually, and noted that the Nielsen system of only 1,700 households, supplemented by a diary for people's data, reportedly brings in \$30 million per year.

In a rebuke to Nielsen, a brochure prepared by AGB said the Nielsen system "is based on a low sample size, has an inefficient method of calculating audience composition data, provides no information on individuals' viewing patterns over time and

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is expensive compared to other systems."

The company pointed out that its People-Meters "reduce the respondent task, provide validation of people data against set data and yield research and frequency information on commercial campaigns and program series."

A spokesman for Nielsen said it has been testing its own "persons meter" for two months (BROADCASTING, Aug. 1). He observed that its system is similar to AGB's pushbutton system, although Nielsen does not have an electronic diary version. The testing in 150 households throughout the U.S. will last at least a year.

The Nielsen official said the company was "concerned" but "not apprehensive" about AGB's foray into the U.S. market. He voiced the view that AGB has "a lot to learn about the U.S. market," and added: "We're very rough competitors and we have no intention of having our U.S. market taken over by a challenger. We concede nothing. We feel we know as much, if not more, than anyone else about research in the U.S."

Nielsen's first people's meter was pilot tested in Tampa, Fla., in 1978.

Harvey Spiegel, senior vice president, research and marketing, Television Bureau of Advertising, said he has not seen AGB's metered system but probably would shortly. But he said his experience in the past with "peo-

ple's meters" has not been positive. He said that people occasionally leave a room without turning off the set and sometimes small children will press the button. To date, he said, he likes the security of the diary as a support instrument.

Larry Roslow, vice president and director of media research, SSC&B Inc., said he would attend the AGB presentation on Friday but, in principle, he favored the concept of a people's meter rather than a way to quickly get additional demographic information. But he cautioned that the value of the data is only meaningful if the respondents cooperate fully. Roslow believes that if AGB goes to a test, one area of investigation should cover the participants' willingness to follow instructions on a consistent basis.

In another development, AGB announced last Thursday (Oct. 27) that it has acquired an interest in Information & Analysis Inc., a Hicksville, N.Y., electronic media research and consulting firm. I&A will be responsible for AGB's media research activities in the U.S. Norman S. Hecht, president of I&A since its formation in April 1980, previously was vice president/general manager of Arbitron Television. I&A has performed research and consulting services for the three television networks, broadcast groups, stations and cable networks. □

supplied daily in the form of the Niensens, and there were staggering casualties." It's critical to wait long enough for a show to find its audience, he said, calling the cancellation of a program after three to five weeks "devastating."

To Goldberg, there's a constant problem of trying to keep a show's "integrity without flattening it out" while maintaining high ratings. "This is a battle all the time," he said.

Calling this the best and the worst of times for television, Goldberg said "some people who should be watching, aren't, because they've been rightfully turned off to television for a long time." And he sees some of the best and worst at NBC: "*Hill Street Blues*, *Cheers* and *St. Elsewhere* are superior; *We've Got It Made* is a borderline criminal offense."

Goldberg added: "Television is a much more exciting place [to work in] than movies. Movies are so expensive and so painful to produce that few are being produced, and they've become a very rigid medium. In television, risks are being taken." □

Growing ACS set for opening

New Jersey Senator Lautenberg to keynote Atlantic Cable gathering

Tomorrow (Nov. 1) marks the start of the second annual Atlantic Cable Show, which will run for three days at Convention Hall in Atlantic City, N.J. More than twice as many exhibit booths have been sold so far this year—about 275 at last count, representing 180 companies. Preregistration for this year's show is also tracking ahead of last year, with 1,050 preregistrants compared to about 900 in 1982. Total registration is expected to surpass 2,500 at the coming show, and some are predicting that it may even reach 3,000, compared to last year's 2,200.

This year, all of the exhibitors will be accommodated in the newly-built Convention Hall. Last year at Bally's Park Place there was not enough exhibit space for all those who wished to show products. A 10-by-10-foot booth is priced at \$650 this year, and exhibiting companies are limited to three booths each, said a convention spokesman, because the state cable associations that have joined together for ACS—New Jersey, New York, Pennsylvania and Maryland/Delaware—"don't want it to grow too fast too soon."

The exhibit hall opens Tuesday morning at 9 a.m., with sessions to begin that afternoon. This year's scheduled keynote speaker is Senator Frank Lautenberg (D-N.J.), a member of the Senate Commerce Committee. Lautenberg is expected to address the topic of cable deregulation.

Sessions at this year's show will include fiber optics, franchise renewals, system upgrading, partnerships between newspaper publishers and cable operators, customer service, addressability, management, signal scrambling, cable investments, interconnects, and state and federal regulatory and legislative issues. □

Time as an incentive for television program producers

NBC is attracting producers with promise of giving low-rated shows chance to develop a following

Keeping critically acclaimed shows on despite low ratings is one way NBC tries to snare promising programs, the network's Entertainment President Brandon Tartikoff says.

Tartikoff; Grant Tinker, NBC board chairman and chief executive officer; Alan Horn, Embassy Communications president, and *Family Ties* creator and executive producer, Gary Goldberg, discussed the trials of the ratings game at Radcliffe College, in a "learning from performers" program.

"The competition has never been fiercer" for television products, Tartikoff maintained, with ad hoc networks and cable putting pressure on the networks. And when you're number three, as NBC is, and ABC and CBS can offer better time periods to new shows, one attraction Tartikoff has found to lure producers is the promise of a longer time before cancellation.

And "more times than not," he said, "our faith in the public is justified" when quality programs are left on for at least 13 and sometimes 22 episodes in hopes that they'll find an audience.

Tinker maintained that "a rule we're trying [at NBC], and break on occasion, is to look at the product, make a judgment as to whether it's good, and then wait an awfully long time with low ratings in hopes that the public will come around."

Would he ever cancel a bad show with

good ratings? "A bad show with high ratings isn't a bad show to those who watch it," Tinker answered.

Horn called NBC's attitudes toward ratings a welcome change from the "1970's ratings hysteria in which battle statistics were



Sticking with it. Panelists (top to bottom): Tinker, Goldberg, NBC Entertainment President Brandon Tartikoff, Horn.

Stock Index

	Closing Wed. Oct 26	Closing Wed. Oct 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	60 5/8	61 7/8	- 1 1/4	- 2.02	10	1,758
N Capital Cities	146 1/4	145 1/2	+ 3/4	+ .51	17	1,960
N CBS	75	76 1/4	- 1 1/4	- 1.63	11	2,225
N Cox	45 1/4	46 3/8	- 1 1/8	- 2.42	17	1,282
A Gross Telecast	58 1/2	57	+ 1 1/2	+ 2.63	13	47
O LIN	19 3/8	19 7/8	- 1/2	- 2.51	20	403
N Metromedia	26 1/4	28 1/4	- 2	- 7.07	2	734
N Outlet Co.	43	42 3/4	+ 1/4	+ .58	33	176
O Scripps-Howard	27 1/4	28 1/2	- 1 1/4	- 4.38	15	281
N Storer	33 1/8	32 3/8	+ 3/4	+ 2.31	0	543
O SunGroup Inc.	6 1/2	7	- 1/2	- 7.14	0	5
N Taft	47 7/8	50 3/4	- 2 7/8	- 5.66	11	435
O United Television	12 3/4	12 3/4			17	150

	Closing Wed. Oct 26	Closing Wed. Oct 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	22 1/8	23 7/8	- 1 3/4	- 7.32	21	133
A Affiliated Pubs.	42 1/2	43 3/4	- 1 1/4	- 2.85	19	343
N American Family	22 3/4	22 7/8	- 1/8	- .54	14	310
O Assoc. Commun.	13	13 1/2	- 1/2	- 3.70	0	62
O A.H. Belo	38 1/2	39 1/4	- 3/4	- 1.91	13	360
N John Blair	45	45			19	355
N Chris-Craft	24 1/8	24 1/4	- 1/8	- .51	48	149
N Cowles	20 3/4	20 1/2	+ 1/4	+ 1.21	21	82
N Gannett Co.	62 1/2	60 1/2	+ 2	+ 3.30	17	3,332
N General Tire	36 1/8	36 1/8			14	760
O Gray Commun.	60	60 1/2	- 1/2	- .82	18	29
N Gulf United	29	28 3/4	+ 1/4	+ .86	9	819
N Harte-Hanks	22 1/8	22	+ 1/8	+ .56	14	968
N Insilco Corp.	20 1/4	19 3/4	+ 1/2	+ 2.53	17	327
N Jefferson-Pilot	37 1/4	36 3/8	+ 7/8	+ 2.40	8	799
O Josephson Intl.	13 1/4	12 3/4	+ 1/2	+ 3.92	9	64
N Knight-Ridder	55 3/8	57	- 1 5/8	- 2.85	15	1,807
N Lee Enterprises	23 1/4	24	- 3/4	- 3.12	15	313
N Liberty	24 1/8	23 3/8	+ 3/4	+ 3.20	14	237
N McGraw-Hill	44	45 1/2	- 1 1/2	- 3.29	19	2,194
A Media General	53 3/4	53 7/8	- 1/8	- .23	10	374
N Meredith	40 7/8	41 1/8	- 1/4	- .60	13	383
O Multimedia	38	38 1/2	- 1/2	- 1.29	19	632
A New York Times	85	85 1/2	- 1/2	- .58	17	1,103
A Post Corp.	58 1/2	57 1/4	+ 1 1/4	+ 2.18	24	107
N Rollins	17	17			21	441
N Schering-Plough	42 1/2	41 3/8	+ 1 1/8	+ 2.71	11	2,266
T Seikirk	13	12 1/2	+ 1/2	+ 4.00	28	106
O Stauffer Commun.	48	48			12	48
A Tech Operations	34 1/4	36 5/8	- 2 3/8	- 6.48	6	28
N Times Mirror	80 3/4	81 3/4	- 1	- 1.22	17	2,771
N Tribune	29	28 3/4	+ 1/4	+ .86	13	1,188
O Turner Bcstg.	28	27	+ 1	+ 3.70	187	571
A Washington Post	67 1/2	67 1/4	+ 1/4	+ .37	16	957
N Wometco	42	42 3/8	- 3/8	- .88	21	732

	Closing Wed. Oct 26	Closing Wed. Oct 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	44	43 1/4	+ 3/4	+ 1.73	16	256
O Compact Video	5 5/8	5	+ 5/8	+ 12.50	26	18
N Comsat	38 3/4	38 3/4			13	698
O Doyle Dane B.	22 1/4	22	+ 1/4	+ 1.13	18	135
N Foote Cone & B	48 1/8	47 3/8	+ 3/4	+ 1.58	12	135
O Grey Advertising	105 1/2	105 1/2			9	62
N Interpublic Group	60 7/8	61 3/8	- 1/2	- .81	14	302
N JWT Group	39 1/2	39	+ 1/2	+ 1.28	23	233
A MovieLab	6 1/2	7 1/4	- 3/4	- 10.34	0	11
O A.C. Nielsen	37 3/4	37 3/4			18	848
O Ogilvy & Mather	50	52	- 2	- 3.84	15	217
O Sat. Syn Syst.	9	9 1/4	- 1/4	- 2.70	180	51
O Telemation	7 1/4	7 1/2	- 1/4	- 3.33	7	8
O TPC Commun.	2 3/8	2 3/8			0	2
A Unitel Video	8	8 1/2	- 1/2	- 5.88	11	16
N Western Union	33 5/8	31 7/8	+ 1 3/4	+ 5.49	10	808

	Closing Wed. Oct 26	Closing Wed. Oct 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O Barris Indus	5	5 1/4	- 1/4	- 4.76	26	28
N Coca-Cola	53 3/8	52 7/8	+ 1/2	+ .94	12	7,261
N Disney	61	62	- 1	- 1.61	17	2,108
N Dow Jones & Co.	48 1/4	48 1/4			28	3,091
O Four Star	8 1/2	8 1/2			9	7
N Getty Oil Corp.	69 1/4	69 3/8	- 1/8	- .18	13	5,480
N Gulf + Western	25 7/8	26 7/8	- 1	- 3.72	8	1,991
O Lorimar	20 3/4	23	- 2 1/4	- 9.78	15	104
N MCA	36 1/8	35 1/4	+ 7/8	+ 2.48	9	1,741
N MGM/UA Ent.	11 5/8	12 3/4	- 1 1/8	- 8.82	10	578
N Orion	15 1/4	18 3/4	- 3 1/2	- 18.66	18	140
O Reeves Commun.	9 1/2	10	- 1/2	- 5.00	15	117
O Telepictures	15	15 3/4	- 3/4	- 4.76	19	87
O Video Corp.	9 7/8	9 5/8	+ 1/4	+ 2.59	18	16
N Warner	22 1/4	22 5/8	- 3/8	- 1.65	9	1,436
A Wrather	42 3/4	40	+ 2 3/4	+ 6.87	0	95

	Closing Wed. Oct 26	Closing Wed. Oct 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	6 3/4	7 1/8	- 3/8	- 5.26	36	38
O AEL	27	29 1/4	- 2 1/4	- 7.69	113	54
O AM Cable TV	6 1/2	5	+ 1 1/2	+ 30.00	38	1,287
N American Express	34 1/2	34 1/4	+ 1/4	+ .72	7	6,832
N Amnixer Brothers	21 3/4	21	+ 3/4	+ 3.57	27	390
O Burnup & Sims	5	5 3/4	- 3/4	- 13.04	0	44
O Comcast	22	21 1/4	+ 3/4	+ 3.52	22	180
N Gen. Instrument	31 1/4	33 1/4	- 2	- 6.01	14	981
N Heritage Commun.	13 1/4	14 1/4	- 1	- 7.01	28	98
T Maclean Hunter X	16	16			22	590
A Pico Products	10 5/8	10 1/2	+ 1/8	+ 1.19	35	30
O Rogers	8 1/8	8 1/4	- 1/8	- 1.51	0	179
O TCA Cable TV	12 1/4	12 1/4			25	81
O Tele-Commun.	18 3/4	18 3/4			48	809
N Time Inc.	63 1/4	66	- 2 3/4	- 4.16	18	3,629
O Tocom	4 5/8	3 5/8	+ 1	+ 27.58	0	32
N United Cable TV	25	26 1/8	- 1 1/8	- 4.30	0	277
N Viacom	28 7/8	28 1/2	+ 3/8	+ 1.31	15	336

	Closing Wed. Oct 26	Closing Wed. Oct 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	28 1/4	28	+ 1/4	+ .89	11	203
O C-Cor Electronics	11 1/2	12 1/4	- 3/4	- 6.12	11	41
O Cable TV Indus.	5 3/4	5 1/2	+ 1/4	+ 4.54	34	17
A Cetec	10 1/8	10 3/8	- 1/4	- 2.40	24	22
O Chyron	21	22	- 1	- 4.54	23	86
A Cohu	7 1/8	6 3/4	+ 3/8	+ 5.55	16	12
N Conrac	16 3/4	17	- 1/4	- 1.47	12	102
N Eastman Kodak	68 1/4	69 1/2	- 1 1/4	- 1.79	14	11,300
O Elec Mfg & Comm.	10 1/2	10 3/4	- 1/4	- 2.32	0	31
N General Electric	52	53 3/8	- 1 3/8	- 2.57	11	23,677
O Geotel-Telemet	2 1/4	2 1/4			20	7
N Harris Corp.	36 1/8	36 3/4	- 5/8	- 1.70	20	1,140
N M/A Com. Inc.	20 7/8	22 1/8	- 1 1/4	- 5.64	25	896
O Microdyne	9 1/2	10 3/4	- 1 1/4	- 11.62	24	44
N 3M	85 1/4	85 1/8	+ 1/8	+ .14	14	10,050
N Motorola	143	143 1/8	- 1/8	- .08	25	5,583
N N.A. Phillips	73	71 5/8	+ 1 3/8	+ 1.91	13	1,018
N Oak Industries	5 3/4	6 1/8	- 3/8	- 6.12	0	94
A Orco Corp.	3 1/8	3 3/8	- 1/4	- 7.40	0	7
N RCA	32 7/8	33	- 1/8	- .37	16	2,684
N Rockwell Intl.	30 1/2	30 3/4	- 1/4	- .81	13	4,708
A RSC Industries	4 7/8	5 1/8	- 1/4	- 4.87	163	15
N Sci-Atlanta	15 3/8	14 5/8	+ 3/4	+ 5.12	769	368
N Signal Co.s	32 7/8	32 7/8			22	3,518
N Sony Corp.	14 3/4	15	- 1/4	- 1.66	34	3,402
N Tektronix	79 1/4	78 3/4	+ 1/2	+ .63	31	1,508
A Texscan	17 1/4	16 5/8	+ 5/8	+ 3.75	19	106
N Varian Assoc.	50	52 1/2	- 2 1/2	- 4.76	23	1,086
N Westinghouse	48 1/2	48 5/8	- 1/8	- .25	9	4,246
N Zenith	32	30 7/8	+ 1 1/8	+ 3.64	14	613

Standard & Poor's 400 Industrial Average	186.22	188.09	-	- 1.87	-	0.99
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Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some prices by Shearson/AE, Wash.) P/E ratios based on S&P's estimated new year earnings or on last 12 reporting months (0 is deficit). Wherever possible earnings figure exclusive of extraordinary gain or loss. Footnote: * Company says it "knows of no reason" for drop in price. Spokesman said last Monday's (Oct. 24) trading was 123,300 shares, while Tuesday's climbed to 202,800—normal trading runs between 12,000-25,000 shares per day. He added "no corporate developments" have taken place and, financially,

"company has never been in better shape." Earnings released Oct. 12, of 29 cents per share for first six months of year, are up from 15 cents for same period in 1982. Steven Hill, analyst at Davis Skaggs Research, San Francisco, thinks drop may be "nervous reaction" among some institutions to release of film, *Under Fire*, on preceding Friday. Company says although it opened to less than hoped audience response, "because of pre-sales and the picture's below industry average cost, Orion does not anticipate a significant loss." (See "Stock Index" Aug. 8).

TELECASTINGS

TVB unveiling

The Television Bureau of Advertising's new major sales presentation is called "Television: The Battleground," and it will be shown for the first time at TVB's annual membership meeting, Nov. 14-16, in Las Vegas.

The presentation features actor E.G. Marshall hammering home basic sales points to show television's value as an advertising medium. Among the basics are some centering on a single number: TV reaches almost 90% of the population almost every day; virtually 90% of all homes watch TV in color; fully 90% of all TV viewing is concentrated on commercial over-the-air broadcasts; among men with annual incomes of \$50,000 or more, over 90% (91%, actually) say television advertising is the most influential of all advertising.

Of all those 90's, the presentation tells advertisers: "Whatever your message, this is the television number to remember, and only television has it."

Other highlights of the annual meeting, to be held at the Las Vegas Riviera, include three keynote speakers: Marshall Loeb, managing editor of *Money* magazine, speaking on major developments that will substantially change the U.S. and its economy in this decade; Dr. Layne Longfellow, president of Lecture Theater Inc., on "From Adolescence to Middlescence: The Way We Are and the Way We Were," and Allen Janger, executive director of the conference board's management systems program group, on "Normal Isn't What It Used To Be: Marketing in the New Environment."

No sympathy

The FCC Mass Media Bureau has rejected a political broadcasting complaint against WCMH-TV Columbus, Ohio. Charles O. Ross, a candidate for Columbus mayor, had asked the FCC to prevent the station from airing a debate, from which Ross was to be excluded, between two other candidates for mayor. At the very least, Ross asked the FCC to find that the airing of the debate qualified Ross for equal time. The station, however, contended that the debate was being sponsored by the League of Women Voters and thus was exempt from equal opportunities requirements under the FCC's *Aspen Institute* ruling. That ruling states that debates between two candidates that are sponsored by an independent party, and are broadcast live and in their entirety, are on-the-spot coverage of bona fide news events, and thus are exempt from the equal opportunities requirements. The bureau said Ross had not provided any "specific" information on why the debate should not be exempt under the *Aspen Institute* ruling. It also noted that no candidate is entitled to appear on any specific program under the equal oppor-

tunities requirements. "If, in fact, a candidate would be entitled to 'equal opportunities' based on the anticipated . . . airing of a particular program, that candidate has no right to demand that he or she appear on the upcoming program," the bureau said. "Instead, the licensee may in its discretion include that candidate in the scheduled program or provide 'equal opportunities' at another time."

Rx for TV

Cardiology Today and *Your Practice*, two half-hour medical programs aimed at physicians, have been picked up by stations in each of the top 50 markets. The programs, hosted by doctors, are designed to highlight patient care techniques and managing a practice. They will premiere in January 1984, and air from 6-6:30 a.m. or 6:30-7 a.m. on both VHF and UHF stations.

The two shows are the first of many in a medical education series its producer,



TransMedica Inc., a New York-based medical audio-visual firm, plans to syndicate under the umbrella title of MDTV.

During test marketing of the programs in seven markets (Hartford, Conn.; Orlando, Fla.; Miami; Cincinnati; Pittsburgh; Seattle, and Portland, Ore.) earlier this year, 22% of all physicians in those states watched or taped the show and 92% of the viewers said they would continue to follow the programs. Four one-minute spots are available on each show and several major pharmaceutical companies have committed to advertise, including Pfizer and Ortho.

Fact or fiction?

Ogilvy and Mather, New York, has issued a media report examining the increases in television audiences over the past six months, and concludes it still has reservations over whether higher usage levels are the real trend in TV viewing.

Ogilvy points out that in the first quarter, Nielsen figures show a 2% increase in prime time viewing over last year. The agency comments this was to be expected because the networks presented *Winds of War*, *Thorn Birds* and the final episode of *M*A*S*H*. But the agency adds that in the 1983 second quarter, despite an absence of "events" programming, prime time viewing was 4% higher

than in 1982, and daytime viewing was up 8%.

Ogilvy says it considered several explanations for the recent increase in TV viewing and rejected them. Pay television was brushed aside, the agency said, because the largest increases took place in basic and noncable homes. Poor economic conditions also were explored, but Ogilvy notes that the recession did not begin in the second quarter of 1983 and, in fact, the leading economic indicators show the nation on the road to economic recovery. As for working women, Ogilvy remarks, only a significant drop in their numbers would explain the increase in TV usage. But Nielsen estimates the same proportion of women worked in 1982 and 1983.

Ogilvy suggests that the higher usage levels may be "an aberration," and adds: "In the past, such aberrations, whether up or down, have disappeared quickly, and we've seen a return to 'normalcy.' So, we caution the use of the past seven months of data in forecasting long-term trends."

Capitalizing on the connection

George Mason University Television, which two years ago produced the Capitol Connection, a microwave television service in Washington, has added a new dimension to its services: The Capitol Connection News Service. CCNS currently provides radio and television news reports to "about seven or eight clients," including the Cable News Network, Independent Network News and National Public Radio, and plans to develop it into "a full-service broadcast news agency," according to Michael Kelley, telecommunications director at GMU and coordinator of the service. CCNS coverage includes excerpts of House floor debates and press briefings at the State Department and the Pentagon. Future plans include coverage of the White House and federal agencies. The new services will be privately funded.

And beginning in November, *The United States Capitol Connection* will be added to GMU's portfolio. USCC is a weekly half-hour program offering customized programs from Washington, featuring Senate and House members discussing issues relevant to their constituencies. The 52-program package will be distributed by mail.

A first from our underwriters

In an underwriting first, IBM and the Exxon Corp. have joined to underwrite Washington-produced foreign affairs program, *American Interests*. The half-hour weekly series, which was recently accepted for the Public Broadcasting Service's national service, focuses on a single foreign affairs issue each week and "the American stake" in it. It is also sponsored by The Starr Foundation, the Landegger Program in International Business Diplomacy and Pfizer Inc.

SMPTE opens in L.A.

Over 10,000 expected for semi-annual gathering of movie and TV engineers

More than 10,000 engineers and production professionals from the broadcasting and motion picture industries are expected to descend on the Los Angeles Convention Center this week (Oct. 29-Nov. 3) for the 125th technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. A spokesman for the organization, based in Scarsdale, N.Y., said a record attendance is expected. About 250 companies will be exhibiting products and services in 600 booths (also a record), occupying nearly 150,000 square feet of space. A partial list of exhibitors appears below.

"The exhibit will be huge—the largest in SMPTE's history," noted conference program chairman William Hogan, president of Ruxton Ltd., a Los Angeles-based production and post-production facilities provider. A total of 111 technical papers will be presented during the gathering, which is divided into about 20 separate sessions. In addition, engineering and administrative committees of SMPTE will also be meeting. Of special interest to broadcast engineers will be presentations dealing with high-definition television, computer-generated graphics, component television, digital technologies and other video advances.

Keynote speakers on Monday include Ju-

lius Barnathan, president of broadcast operations and engineering for ABC Inc.

Broadcast highlights include Wednesday morning's technical sessions, which will focus on high-definition television, with representatives of Sony, NHK and Philips, among others, scheduled to deliver papers.

Technical papers delivered all day on Thursday will be concerned with various aspects of component television, including the half-inch (RCA/Matsushita M format and Sony Betacam) formats of video recording. Part of the discussion will center on work being done by SMPTE for standardization of the currently incompatible formats.

One highlight of the conference will be a demonstration of the two half-inch formats, RCA/Matsushita and Sony Betacam, in a side-by-side in-component presentation from camera pick-up through editing, post-production, distribution and display.

Among the new products on display this year will be RCA's new CCD color camera, first shown in Montreux earlier this year, which is a solid-state ENG camera relying on silicon chips instead of pick-up tubes. Sony will display the latest versions of its high definition and Betacam video systems, as well as videotape recorders and other broadcast technology. Digivision is presenting its DRGB-343 high resolution digital video converter and Nova Systems is introducing its Nova 500 digital video processing system.

Abekas Video Systems 001

319 Lincoln Center Dr., Foster City, Calif. 94404

Video slide projectors, digital slide storage and retrieval systems.

Adams-Smith 839, 41

34 Tower St., Hudson, Mass. 01749

Time code and control products for production and post-production.

ADC Magnetic Controls 1519, 20

4900 W. 78th St., Minneapolis 55435

Prewired audio and video jackfields, interconnect systems.

Adda Corp. 138

130 Knowles Dr., Los Gatos, Calif. 95030

ESPC still store and graphics systems, digital effects systems, time base correctors.

ADM Technology 438-42

1626 E. Big Beaver Rd., Troy, Mich. 48084

Audio consoles and components.

A.F. Associates 639

100 Stonehurst Ct., Northvale, N.J. 07647

Telecine and standards converter.

Agfa-Gevaert 908, 10

275 North St., Teterboro, N.J. 07608

Cassettes and duplicators.

Alan Gordon Enterprises 1011

1430 Cahuenga Blvd., Hollywood, Calif. 90028

Alpha Audio 1513

2049 W. Broad St., Richmond, Va. 23220

Acoustical products.

Ampere Electronic Corp. 431

Providence Pike, R.I. 02876

Plumbicon television camera tubes.

Ampex Corp. 130

401 Broadway, Redwood City, Calif. 94063

Studio and portable VTR's, camera/recorder systems, switchers, editing systems, digital special effects, time base correctors, video and audio magnetic tape.

Angenieux 732, 34

12901 S.W. 74th St., Miami 33183

Zoom lenses for television.

Anton/Bauer 911, 919

1 Controls Dr., Shelton, Conn. 06484

Batteries and camera control units.

Anvil Cases 752

4128 Temple City Blvd., Rosemead, Calif. 91770

Apert-Herzog 1508

7007 Realm Dr., B3, San Jose, Calif. 95119

Distribution amplifiers, frame synchronizers.

Arriflex 314-18, 322-26, 223-27

500 Route 303, Blaauvelt, N.Y. 10913

Camera systems.

Asaca/Shibasoku Corp. 615, 714

12509 Beatrice St., Los Angeles 90066

Color monitors, audio and video test and measuring equipment.

Audico 727

219 Crossen Ave., Elk Grove, Ill. 60007

Videocassette loaders, reloaders, wipers, splicers and labels.

Audio & Design 1117, 19

Box 786, Bremerton, Wash. 98310

Signal processing equipment, compressors, limiters, filters, equalizers, pre-amps and distribution amplifiers.

Audio Kinetics 331

4721 Laurel Canyon Blvd., Suite 209, N. Hollywood, Calif. 91607

Time base audio synchronizer/editor.

Audio Magic 940

10 Nassau Rd., London SW139QE

Digital audio signal processing system.

Aurora Systems 425

185 Berry St., Suite 143, San Francisco 94107

Digital videographic and animation system.

Belden Communications 539, 638

534 W. 25th St., New York 10001

Camera filters.

Beston Electronics 1111

Box 937, Olathe, Kan. 66061

Character generators, production titlers.

Bosch (Fernseh) 501-05, 600-04

2300 S. 2300 West, Salt Lake City 84119

Graphics systems, cameras and recorders.

Canon U.S.A. 311

One Canon Pl., Lake Success, N.Y. 11042

Broadcast TV lenses, ENG lenses studio/OB lenses and accessories.

Century Precision Optics 500-04

10713 Burbank Blvd., N. Hollywood, Calif. 91601

Lenses and accessories.

Cetec Vega 250

9900 Baldwin Pl., El Monte, Calif. 91731

Wireless microphone and intercom systems.

Christie Electric Corp. 1505

20665 Manhattan Pl., Torrance, Calif. 90501

Batteries.

Chryon Corp. 439

265 Spagnoli Rd., Melville, N.Y. 11747

Graphics systems and character generators.

Cinema Products Corp. 247-51, 346-50

2037 Granville Ave., Los Angeles 90025

Video cameras and accessories.

Cine 60 1410, 11

630 Ninth Ave., New York 10036

Battery belts, paks, adaptors, chargers and cables.

Clear-Com Intercom Systems 550

1111 17th St., San Francisco 94107

CMX Systems 400

3303 Scott Blvd., Santa Clara, Calif. 95050

Editing systems.

Colortran 827, 926

1015 Chestnut St., Burbank, Calif. 91506

Entertainment lighting, dimming and control systems.

Comprehensive Video Supply Corp. 547

148 Veterans Dr., Northvale, N.J. 07647

Power supplies, lighting equipment, music and sound effects libraries, microphones and power belts.

Control Video 300, 02

1640 Dell Ave., Campbell, Calif. 95008

Editing systems.

Convergence Corp. 222-26

1641 McGaw, Irvine, Calif. 92714

Editing systems and accessories.

Cool Light Co. 532, 534

5723 Auckland Ave., N. Hollywood, Calif. 91601

Lighting systems.

Corporate Communications Consultants 1115, 1214**Crosspoint Latch 838, 40**

95 Progress St., Union, N.J. 07083

Production switchers, editor interfaces, audio mixers and computer controlled switchers.

Dataron 947

2942 Dow Ave., Tustin, Calif. 92680

Video test equipment.

Datum Inc. 1102**Desisti Americas 1003-5**

141 Garden St., Hoboken, N.J. 07030

Lighting equipment.

Digital Video Systems 931

716 Gordon Baker Rd., Toronto M2H 3B4

Digital products for video processing and control including time base correctors and synchronizers.

Digivision 1000A

11722 Sorrento Valley Rd., San Diego 92121

High resolution digital converter.

Dolby Laboratories 155, 57

731 Sansome St., San Francisco 94111

Audio noise reduction equipment.

Dubner Computer Systems 301, 03

158 Linwood Pl., Fort Lee, N.J. 07024

Character generators.

Eastman Kodak 409

343 State St., Rochester, N.Y. 14650

Echolab 356

175 Bedford Rd., Burlington, Mass. 01803

Color special effects generator.

ECCO 355, 57

1601 E. Chestnut Ave., Santa Ana, Calif. 92701

Video production equipment.

EEV 202, 04

7 Westchester Pl., Elmsford, N.Y. 10523

Camera tubes and chips.

Electro USA 824-26

30 Chapin Rd., Box 699, Pine Brook, N.J. 07058

Monitors, projectors, decoders, tuners and demodulators.

ESE 700

142 Sierra St., El Segundo, Calif. 90245

For-A Corp. 631, 730

49 Lexington St., West Newton, Mass. 02165

Digital time base correctors.

Fortel 607, 09, 706, 08

6649 Peachtree Industrial Blvd., Norcross, Ga. 30092

Time base correctors and synchronizers.

Frezolini Electronics 114, 116

7 Valley St., Hawthorne, N.Y. 07506

Batteries and power supplies.

Fujinon 128

675 White Plains Rd., Scarsdale, N.Y. 10583

Broadcast lenses.

Fuji Photo Film U.S.A. 123-27

350 Fifth Ave., New York 10118

Videotape for mastering and duplication, and head cleaners.

Grass Valley Group 231-35, 330-34

Box 1114, Grass Valley, Calif. 95945

Production systems, routing switchers, fiber optic systems and sync generators.

Gray Engineering 739-41

504 W. Chapman Ave., Orange, Calif. 92668

Time code equipment.

Grumman Aerospace Corp. 755

1111 Stewart Ave., Bethpage, N.Y. 11714

GTE Products Corp. 633, 35

100 Endicott St., Danvers, Mass. 01923

Lighting equipment.

Harris Corp. (Broadcast Microwave) 731

1680 Bayport Ave., San Carlos, Calif. 94070

Microwave radio for TV transmission and signal processing equipment and still store systems.

Harrison Systems 131

437 Atlas Dr., Nashville 37211

Stereo production consoles.

Hazeltine Corp. 1420, 21

500 Commack Rd., Commack, N.Y. 11725

Film analyzer and tape preparation accessories.

HEDCO 156

Box 1985, Grass Valley, Calif. 95945

Routing and distribution equipment.

Karl Heitz 1401

34-11 62d St., Box 427, Woodside, N.Y. 11377

Hitachi-Denshi America 915

175 Crossways Park West, Woodbury, N.Y. 11797

TV cameras and broadcast videotape recorders.

Hotronic 843

1210 S. Bascom Ave., San Jose, Calif. 95128

Digital TBC frame synchronizer.

Houston Fearless 76 725

833 E. Walnut St., Carson, Calif. 90746

Film processors and laboratory equipment.

Ikegami 747

37 Brook Ave., Maywood, N.J. 07607

Broadcast TV cameras, monitors, VCR's and microwave systems.

Image Video 230

705 Progress Ave., Unit 46, Scarborough, Ont. M1H 2X1

Master control switchers, audio/video routing switchers, border generators, machine assignment and control system.

Industrial Sciences 234

Box 2580, Gainesville, Fla. 32602

Video switching equipment.

Interactive Motion Control 1516, 1517

8505 Washington Blvd., Culver City, Calif. 90230

JVC Co. of America 108

41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, VCR's, color monitors/receivers, editors and accessories.

Kleigl Brothers 447, 546

32-32 48th Ave., Long Island City, N.Y. 11101

Lighting control consoles.

Lake Systems Corp. 325

55 Chapel St., Newton, Mass. 02160

Video cart system.

Leitch Video 443

705 Progress Ave., Scarborough, Ont. M1H 2X1

Sync generators and distribution systems, video processing and distribution amplifiers, test signal generators, master clock systems.

Lenco 238, 40

300 N. Maryland St., Jackson, Mo. 63755

Video distribution, processing and test equipment.

Lexicon 623

60 Turner St., Waltham, Mass. 02154

Time compressor reverberation devices, special effects equipment, audio delay synchronizer/corrector.

Lipsner-Smith 809, 811

4700 W. Chase Rd., Lincolnwood, Ill. 60646

Listec Television Equipment 802

39 Cain Dr., Plainview, N.Y. 11803

Color monitors.

Lowel-Light 433, 35

475 10th Ave., New York 10018

Lighting equipment.

LTM Corp. 1403-08

1160 N. Las Palmas, Hollywood, Calif. 90038

Audio and lighting equipment.

L-W International 101

16 *te. Ave., Woodland Hills, Calif.*
91367

3M 100
3M Center, 225-3S-05, St. Paul 55144

Magnasync/Moviola Corp. 611
5539 Riverton Ave., N. Hollywood, Calif.
91601

Film-to-tape transfer systems.

Magna-Tech Electronic 115-19
630 Ninth Ave., New York 10036
Recorders and reproducers.

Matthews Studio Equipment 140,4,8
2405 Empire Ave., Burbank, Calif. 91504
Cameras and lighting equipment.

Maxell Corp. 126
60 Oxford Dr., Moonachie, N.J. 07074
Tapes and accessories.

MCI/Quantel 347
3290 W. Bayshore Rd., Palo Alto, Calif.
94303

Digital synchronizers, production effects
systems.

Merlin Engineering 716, 18
1880 Embarcadero Rd., Palo Alto, Calif.
94303

Standards converters, digital lip synchro-
nizers and VTR.

Micron Audio Products 1503
210 Westlake Dr., Valhalla, N.Y. 10595
Wireless microphone systems.

Microtime 246, 48
1280 Blue Hills Ave., Bloomfield, Conn.
06002

Digital video and video processing
equipment.

Midwest Corp. 150
1 Sperti Dr., Edgewood, Ky. 41017
Mobile production units.

Minolta 1413
101 Williams Dr., Ramsey, N.J. 07446
Cameras, lenses and meters.

Mole-Richardson 711
937 N. Sycamore Ave., Hollywood, Calif.
90038
Lighting equipment.

Multi-Track Magnetics 139, 141-43
3 Industrial Ave., Upper Saddle River, N.J.
07458

Recorders, reproducers and projectors.

Nagra Magnetic Recorders 702
1147 N. Vine St., Hollywood, Calif. 90038
Tape recorders.

NEC America 401-05
130 Martin Ln., Elk Grove Village, Ill. 60007
Digital video effects system.

O'Connor Engineering Labs 601, 03
100 Kalmus Dr., Costa Mesa, Calif. 92626
Camera support systems.

Panasonic 715, 815
One Panasonic Way, Secaucus, N.J. 07094
Recorder/camera unit, monitors and edit-
ing systems.

PEP Inc. 147, 49

25 W. 54th St., New York 10019
VTR system for ENG applications.

Perrott Engineering Labs 748
7201 Lee Hwy., Falls Church, Va. 22046
Battery packs, mini-chargers, portable
lighting equipment.

Philips Television Systems 121, 218
900 Corporate Dr., Mahwah, N.J. 07430

Precision Echo 454, 56
3105 Patrick Henry Dr., Santa Clara, Calif.
95054

Videodisk recorders.

Q-TV 1515
33 W. 60th St., New York 10023

Videoprompting cueing equipment.

Quanta Corp. 339-43
2440 S. Progress Dr., Salt Lake City 84119
Graphic titlers.

Rank Cintel 515
Watton Rd., Ware Herts SG120AE England
Telecine equipment.

RCA Corp. 211
Front & Cooper Sts., Camden, N.J. 08102
Studio, ENG/EFP and Hawkeye cameras,
VTR's, telecine and other broadcast
equipment.

R-Columbia Products 640
2008 St. Johns Ave., Highland Park, Ill.
60035
Intercom systems.

Research Technology 809-11
4700 Chase Ave., Lincolnwood, Ill. 60646
Editing systems.

Rosco Labs 754, 56
36 Bush Ave., Portchester, N.Y. 10573

RTS Systems 531
1100 W. Chestnut St., Burbank, Calif. 91506
Intercommunication systems.

Sachtler Corp. 338
400 Oser Ave., Hauppauge, N.Y. 11788
Camera support equipment.

Sennheiser Electronics 750
10 W. 37th St., New York 10018
Microphones and headphones.

Sharp Electronics 1025, 27, 1124, 26
10 Sharp Pl., Paramus, N.J. 07652
Cameras, adaptors and video systems.

Shintron 649
144 Rogers St., Cambridge, Mass. 02142
Production switchers, portable time code
equipment, sync generators.

Shure Brothers 305,7
222 Hartrey Ave., Evanston, Ill. 60204
Microphones.

Sigma Electronics 649
1830 State St., E. Petersburg, Pa. 17520
Terminal equipment for television studios
including color sync generators, distribu-
tion amplifiers and system timing de-
vices.

Skotel Corp. 208
1445 Provencher, Brossard, Quebec J4W 1Z3
SMPTE time code generator/reader.

Sony Broadcast Products 315
15 Essex Rd., Paramus, N.J. 07652
ENG equipment.

Sound Technology 449
1400 Dell Ave., Campbell, Calif. 95008
Audio test equipment and tape record-
ers.

Stantron Inc. 255, 57
6900 Beck Ave., N. Hollywood, Calif. 91605
Modular electronics cabinets.

Strand Century 525, 27, 624, 26
Box 9004, Rancho Dominguez, Calif. 90224
Lighting equipment.

Studer Revox 1127, 1226
1425 Elm Hill Pike, Nashville 37210

Audio equipment, production recorders,
consoles, amplifiers and turntables.

TEAC Corp. 939, 1038
7733 Telegraph Rd., Montebello, Calif.
90640

Recorders and reproducers.

Tektronix 801
Box 1700, Beaverton, Ore. 97075
Vectorscopes, waveform monitors, color
picture monitors, test signal generators
and demodulators.

Tele-Cine Corp. 1417
400 Crossways Park Dr., Woodbury, N.Y.
11797

TV zoom lenses and accessories.

Telescript 842
445 Livingston St., Norwood, N.J. 07648
Monitor prompting systems.

Television Equipment Assoc. 239
Box 393, S. Salem, N.Y. 10590
Delays, filters, headsets and teletext.

Tentel 242
1506 Dell Ave., Campbell, Calif. 95008
VTR accessories.

Thomson-CSF Broadcast 617, 19
37 Brownhouse Rd., Stamford, Conn. 06902
Broadcast, audio/video and digital
equipment, character generators, color
cameras, low power transmitters.

Utah Scientific 1409
1658 W. 220 South, Salt Lake City 84119
Audio and video routing switchers, mas-
ter control and distribution amplifiers.

Videomedia 335
211 Weddell Dr., Sunnyvale, Calif. 94089
Editing systems.

Videotek 743
125 N. York St., Pottstown, Pa. 19464
Waveform monitors, vectorscopes, color
monitors, audio program monitors and
demodulators.

Vital Industries 530
3700 N.E. 53d Ave., Gainesville, Fla. 32601
Production and master control switchers,
automation systems and distribution am-
plifiers.

Winsted Corp. 703
9801 James Cr., Minneapolis 55431
Editing and production consoles.

Changing Hands

Proposed

Five AM, five FM and six TV stations of Forward Communications Corp. □ Sold to Wesley Corp. for a reported \$87 million (see "Top of the Week").

KTVQ-TV Billings, KXLF-TV Butte, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana □ Sold by Montana Television Network to S.J.L. Inc. for approximately \$20 million cash. Seller is owned by Joseph S. Sample and family. It has no other broadcast interests. Buyer is headed by George D. Lilly, former operations vice president of Park Broadcasting, Ithaca, N.Y. Investment is being arranged by T.A. Associates, a Boston-based venture capitalist group. It has no other broadcast interests. KTVQ is CBS affiliate on channel 2, with 100 kw visual, 10.2 kw aural, and antenna 670 feet above average terrain. KXLF-TV is primary affiliate of ABC and CBS on channel 4 with 100 kw visual, 20 kw aural, and antenna 1,890 feet above average terrain. KRTV is primary affiliate of CBS and NBC on channel 3 with 100 kw visual, 10 kw aural and antenna 590 feet above average terrain. KPAX-TV is primary affiliate of ABC and CBS on channel 8 with 257 kw visual, 49 kw aural and antenna 2,150 feet above average terrain. *Broker: R.C. Crisler & Co.*

KFDA-TV Amarillo, Tex. □ Half interest sold by Midessa Television Trust to Lawton Ca-

blevision for \$3 million. Station is joint venture of four corporations. Seller, headed by R.H. Drewry, is Midessa Television Trust which recently sold KMID-TV, subject to FCC approval, for \$15 million ("For the Record," Oct. 17). Buyer is majority controlled by Drewry. Drewry holds majority interest in second joint venturer, KSWO Television Inc., which owns 45% of station (it also owns KSWO-TV Lawton, Okla.). Lawton Cablevision also owns 22,000-subscriber cable system in Lawton. KFDA-TV is CBS affiliate on channel 10 with 316 kw visual, 31.6 kw aural, and antenna 1,572 feet above average terrain.

WDLV(AM)-WIOZ(FM) Pinehurst/Southern Pines, N.C. □ Sold by 107 Inc. to Muirfield Broadcasting Inc. for \$1,040,000. Seller is owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer is owned by C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C. WDLV is daytimer on 550 khz with 1 kw. WIOZ is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: R.A. Marshall & Co.*

WZIR(FM) Niagra Falls, N.Y. □ Sold by Butler Communications Corp. to Porter Broadcasting Corp. for \$976,434.23. Seller, headed by Paul Butler, president, has filed for reorganization under Chapter 11. Sale is part of reorganization plan and is also subject to ap-

proval by bankruptcy court. Seller also owns co-located WHLD(AM), which it plans to keep. Buyer is owned by Winslow T. Porter Jr., who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WJTO(AM)-WIGY(FM) Bath, Me. WZIR is on 98.5 mhz with 46 kw and antenna 420 feet above average terrain. *Broker: Keith W. Horton Co.*

KTEK-AM Alvin, Tex. □ Sold by Brazoria Broadcasting Co. to Universal Broadcasting Corp. for \$800,000. Seller, headed by Robert Anderson, president, has no other broadcast interests. Buyer is Mineola, N.Y., group owner of seven AM's and four FM's. It is owned by Marvin B. Kosofsky (50%), his sister Miriam Warshaw, and her husband, Howard (25% each). KTEK is daytimer on 1110 khz with 500 w. *Broker for buyer: Chapman Associates.*

KZEE(AM) Weatherford, Tex. □ Sold by KZEE Radio Inc. to Crest Communications for \$800,000. Seller is owned by Galen O. Gilbert (75%) and Dave Solmonson (25%). They own KTXJ(AM)-KWYX(FM) Jasper, Tex., and recently bought KYFM(FM) Bartlesville, Okla., for \$1.1 million (BROADCASTING, April 11). Gilbert has majority interest in KDXE(AM) Sulphur Springs, Tex.; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He also owns KPET(AM) Lamesa, Tex., and recently sold co-located KCOT(FM) for \$525,000 ("Changing Hands," Nov. 29, 1982). Buyers are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrells, geophysicist. Sorrells is limited partner in United Cablevision, MSO with systems in Maine and Illinois. KZEE is daytimer on 1220 khz with 500 w. *Broker for seller: Chapman Associates.*

WWNR(AM) Beckley, W.Va. □ Sold by Rahall Broadcasting Co. to Martine Broadcasting Inc. for \$360,000. Seller is subsidiary of Florida-based insurance conglomerate with additional interests in health care products distribution and is group owner of two AM's, six FM's and two TV's. This is last sale in plan to dispose of AM properties in smaller markets and is preceded by sale of WVOJ(AM) Jacksonville, Fla., for \$600,000 (BROADCASTING, July 12, 1982), and WKAP(AM) for \$650,000 (BROADCASTING, Feb. 7). Buyer is owned by Albert Augustus Martine, who was hired by seller as consultant to run station. He was cable TV consultant and previously general manager for Cox Cable in New York and Baltimore. He has no other broadcast interests. WWNR is on 620 khz with 1 kw day and 500 w night.

KYOU(AM)-KRGF(FM) Greeley, Colo. □ Eighty-four percent sold by certain shareholders of O'Kieffe Broadcasting Co. to Kenneth R. Greenwood for \$310,000 plus assumption of liabilities. Sellers are Donald J. O'Malley (51.036%), Marc McLean (5.817%) and George Keiffer (27.472%). None have other broadcast interests. Buyer, who owns remaining 15.675% of O'Kieffe, is Tulsa, Okla., broadcast sales consultant and has been appointed, by bankruptcy court, receiver for KMYZ-AM-FM Pryor, Okla. He also has 10% interest in KPNC-FM Ponca City, Okla. KYOU is on 1450 khz with 1 kw day and 250 kw night. KRGF is on 92.5

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10/31/83

mhz with 25 kw and antenna 470 ft. above average terrain.

KBJH(TV)[CP] Tulsa, Okla. □ Eighty-five percent sold by Church of the Christian Crusade to Oral Roberts University for 85% of FCC-approved expenditures, anticipated to be \$255,000. **Seller**, Tulsa-based Christian ministry headed by Rev. Billy James Hargas, is also licensee of KDLF(AM) Port Neches, Tex. **Buyer**, Tulsa-based private liberal arts college and graduate school with 4,100 students, is headed by Granville Oral Roberts. KBJH will be on channel 47 with 344 kw visual, 62.75 kw aural and antenna 638 feet above average terrain.

KLRS-AM-FM Mountain Grove, Mo. □ Sold by Kickapoo Prairie Broadcasting Co. to Communications Works Inc. for \$240,000. **Seller** is owned by Jeanne Strauss Kramer and her husband, Robert C. It also owns KICK(AM) Springfield, Mo. **Buyer** is equally owned by Larry D. Spence, Robert L. Whemer, Robert S. Chaney III, John W. Carr and David E. Horst. Whemer, Horst and Chaney are employed by Missouri highway patrol. Spence was general manager at KUKU(AM) Willow Springs, Mo., and press aide for former Congressman Wendell Bailey (R-Mo.). Carr is teacher in Jefferson City. None have other broadcast interests. KLRS is daytimer on 1360 khz with 1 kw. KLRS-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker for seller: John Mitchell and Associates.*

□ Other proposed station sales include: WUN-**I(AM) Mobile, Ala.** (BROADCASTING, Oct.

10); WVEC-TV Hampton, Va.; KOTV Tulsa, Okla., and KXTV(TV) Sacramento, Calif. (BROADCASTING, June 27); WANX(TV) Atlanta (BROADCASTING, Aug. 1); WCAE St. John, Ind.; WLCS(AM)-WQXY-FM Baton Rouge, La. and KQXY(FM) Beaumont, Tex. (BROADCASTING, Oct. 24); WOCB(AM)-WSOX-FM West Yarmouth, Mass. (BROADCASTING, Oct. 24); WXXX-AM Hattiesburg, Miss., and KTAA(AM)-KZMO-FM[CP] California, Mo. (see "For the Record," page 76).

APPROVED BY FCC

KPWR-TV Bakersfield, Calif. □ Sold by Gillett Group Inc. to Ackerley Communications Inc. for \$6.3 million ("In Brief," June 6). **Seller**, based in Nashville, is owned by George N. Gillett Jr. It also owns WSMV(TV) Nashville. **Buyer** is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm, recently bought KKTV(TV) Colorado Springs for \$15.5 million (BROADCASTING, Feb. 21) and WIXT(TV) Syracuse, N. Y., for \$13.8 million (BROADCASTING, May 10, 1982). KPWR is CBS affiliate on channel 17 with 5,000 kw visual, 500 kw aural and antenna 3,813 feet above average terrain.

KKBB(AM) Aurora (Denver), Colo. □ Sold by Leo Payne Broadcasting Inc. to Communications Industries Inc. for \$1.9 million. **Seller** is owned by Leo Payne, who is also applicant for new FM at Evergreen, Colo., and who will retain 2.8% interest. **Buyer** is principally owned by Jay C. Roulier, president

(47%), who is Denver-based developer. KKBB is on 1090 khz with 50 kw day and 500 w night.

KTUC(AM) Tucson, Ariz. □ Sold by Evans Broadcasting to KTUC Investments for \$892,750. **Seller** is owned by Raymond I. Kandel, who recently sold KNDE(FM) Tucson for \$2.65 million (BROADCASTING, Aug. 22). **Buyer** is partnership which includes Christopher T. Maloney, Thomas E. Hassey and Thomas A. Maples. Maloney is Tucson doctor, Hassey is Tucson business executive and Maples is general manager of KTUC. KTUC is on 1400 khz with 1 kw day and 250 w night.

KNEL(AM)-KIXV(FM) Brady, Tex. □ Sold by Radio Brady Inc. to SEC/CESS Broadcasting Inc. for \$450,000, including noncompete agreement. **Seller** is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. **Buyer** is owned by Stephen R. Everett, president (60%), and Travis M. Roach Jr. (40%). Everett is general manager of KBIL-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and certified public accountant. KNEL is on 1490 khz with 1 kw day and 250 w night. KIXV is on 195.3 mhz with 3 kw and antenna 300 feet above average terrain.

WCSL(AM) Cherryville, N.C. □ Sold by Mark Media Inc. to Calvin Robert Hastings for \$300,000. **Seller** is headed by J. Ardell Sink, president. It also has interest in WKYK(AM) Burnsville, N.C.; applications for new FM at Andrews, S.C., and LPTV station at Burnsville. **Buyer** is general manager of

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WCSL. WCSL is daytimer on 1590 khz with 500 kw.

WWFL(AM) Clermont, Fla. □ Sold by H. James Sharp, Donald J. Chionchio and John E. Colesar to Kenneth R. Peach and others for \$238,000. Sellers have no other broadcast interests. Buyers also include Kenneth Peach's wife, Ann G., and his parents, Granville F. and Jean Peach. Kenneth Peach is sales manager at WJDM(AM) Elizabeth, N.J. Others have no other broadcast interests. WWFL is on 1340 khz with 1 kw day and 250 w night.

KIOB(FM) Coeur D'Alene, Idaho □ Sold by Idaho Broadcasting Co. Inc. to RHW Broadcasting Group Inc. for \$225,000. Seller is owned by Clifford A. Nedved, William L. Weed Jr., Alfred L. Skaar and Michael J. Elgee (25% each). Weed also is part owner of KQQQ-AM-FM Pullman, Wash. Others have no other broadcast interests. Buyer is headed by John H. Rook, radio consultant. It also is applicant for new FM's at Casper, Wyo., and Helena, Mont. KIOB is on 103.1 mhz with 2.2 kw and antenna 350 feet above average terrain.

DBSA sends out call for membership

Programers, manufacturers and entrepreneurs among those invited to join organization; trade shows and seminars contemplated; industry has eye on full-service association

The Direct Broadcast Satellite Association, at its first general meeting in Washington last Tuesday, called on those elements of the Fifth Estate with an eye on the direct broadcast satellite business to rally around its banner.

A series of speakers, representing the corporations that founded the trade association earlier this year, urged prospective DBS system operators and service providers, satellite and earth station manufacturers, programmers, trade publications, law firms, consultants "and any others interested in the development and growth of the DBS industry" to join and participate in the association.

The immediate goal of the trade association would be to set voluntary technical standards that would permit compatibility of consumer equipment and boost the prospects of the entire business. Entering the DBS

business entails enormous financial risks, said Harley Radin, vice president, Direct Broadcast Satellite Corp. If the "uncertainty of incompatibility between transmission and home terminals" is added to those "normal" risks, he said, "it is quite likely that many potential entrants will conclude that their money is better spent elsewhere."

But DBSA intends to be a full-service trade association in the image of the National Association of Broadcasters or the National Cable Television Association. In addition to standards-setting activities, the group would become involved in the legislative processes that would affect DBS and promote DBS among consumers. And like other trade associations, it may sponsor seminars and trade shows.

The DBSA is the brainchild of Alcoa-NEC Communications Corp., a prospective DBS earth station manufacturer. It hired John Egan, manager, business planning group, Coopers and Lybrand, a big-eight accounting firm, to lay the foundation. And earlier this year, other DBS proponents that supported the idea formed a planning committee, which incorporated the association.



Latest for CPB. Retired foreign service officer James T. Hackett has been nominated to replace Harry O'Connor on the board of the Corporation for Public Broadcasting. O'Connor has been nominated to finish out Diana Lady Dougan's term, which expires March 26, 1986. Hackett, a Republican, retired from the government last September, following a long career with the State Department. A hearing on his nomination is scheduled for Nov. 7.

The DBSA by-laws, which are subject to amendment by the yet-to-be-elected board of directors, specifies four voting membership categories: 1) system operators, companies that have filed at the FCC for a high-power DBS systems; 2) program broadcasters, companies that intend to offer a medium-power or high-power DBS services with purchased or leased transponders; 3) space segment suppliers and providers, companies that intend to be prime contractors of DBS satellites and companies that intend to provide transponders for medium-power DBS, and 4) ground component suppliers, companies that intend to supply DBS earth stations. Any other company or individual may join the association as a non-voting associate member. The board of directors will comprise four system operators, two program broadcasters, two space segment suppliers and providers and two ground component suppliers.

Since no one is yet in business, dues for charter members are relatively inexpensive. Dues for the first-year (through the end of 1984) are \$5,000 for voting members and \$500 for associate members. According to Egan, to be a full-fledged trade association, DBSA will eventually have to increase dues, but how much and on what basis they will be calculated will be determined at some future board meeting. DBSA will also raise money through its trade shows and seminars, he said.

High-power, medium-power and low-power DBS are distinguished by the satellite transmission frequencies. High-power DBS uses the dedicated DBS band (12.2 ghz-12.7 ghz); medium-power DBS, the fixed satellite Ku-band (11.7 ghz-12.2 ghz) and low-power DBS, the fixed satellite C-band (4 ghz). As the by-laws now stand, the DBSA does not recognize low-power DBS, which Home Box Office and Showtime are contemplating, or the hundreds of thousands of homeowners that pick up cable networks off of C-band satellites. However, Egan left the door open to low-power DBS. "It is the de-



Upward and onward. Founders of the Direct Broadcast Satellite Association solicited industry support for the fledgling association at its first general meeting last week. L-to-r (back row): David Bondon, vice president, marketing, M/A-COM Inc.; Larry P. Yermack, director, satellite programs, RCA Astro Electronics; Philip S. Harper, senior vice president, Oak Industries; Robert G. Morrell, vice president, marketing and administration, Alcoa-NEC Communications Corp.; (front row) Dennis J. Brownlee, vice president, United States Satellite Broadcasting; Harley W. Radin, vice president, Direct Broadcast Satellite Corp.; Judith L. Shannon, vice president, public relations, Satellite Television Corp.; James Loftis III, counsel to the association, and John J. Egan, manager, business planning group, Coopers & Lybrand.

sire of the planning committee to represent the DBS industry whatever that becomes."

The DBSA founders have identified the need for technical standards in three areas—service aspects, systems aspects and signal formats. Service aspects standards would include service area, satellite orbital location and performance parameters. System aspects standards would cover earth station specifications, including the number of channels they can receive. The signal format standards would define the DBS broadcast signal, which could be based on the NTSC standard, used for terrestrial television, or an alternative standard, which promises an improvement in picture quality.

It may be too late for the DBSA to shape the DBS service through a deliberate standards-setting process. Three companies are set to launch services within the year and decisions on earth station equipment have already been made. United Satellite Communications Inc., which expects to be in the medium-power DBS business in three weeks, has already awarded contracts to M/A-COM and General Instrument for earth stations. Rupert Murdoch's Skyband, which intends to launch a medium-power business early next year, and Comsat's Satellite Television Corp., which plans to start with a medium-power service in late 1984 and shift to a high-power service in 1986, are on the verge of awarding contracts.

The STC award may be the most significant, not only because they have so far been the major force in the industry, but also because it will affect standards for high-power DBS, which most industry observers feel is the future of satellite broadcasting. The parameters of the STC system could form the basis for a de facto high-power DBS standard. According to Judith Shannon, vice president, public relations, STC, the industry can achieve DBS standards and equipment compatibility by simply following STC's lead. "In a developing industry, we hope to be a catalyst and set a pace for good design—equipment that can be made compatible with other systems," she said. "There is a lot of history about people coalescing around a leader. We have been working for a long time."

Even if the other DBS proponents do line up behind STC, all the standards questions will not be answered. According to Shannon, important service aspects and signal format standards will still be open for discussion in the forum provided by the DBSA.

Whatever the DBSA does to establish voluntary technical standards, it will have to coordinate its activities with those of the FCC Industry Advisory Committee on DBS standards, which is covering much of the same ground, and the Advanced Television Systems Committee, which is investigating standards of alternative signal formats. The relationship among the groups, judging from conflicting comments from the DBSA founders, is currently undefined and will evolve over time.

According to Egan, the FCC advisory committee has set up subcommittees to investigate standards in three discrete areas—signal format, receivers and scrambling—but has no mechanism for integrating any standards into a complete system. "We

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

TELEVISION BOARD COMPOSITION COMMITTEE □

The composition of the National Association of Broadcasters television board is being scrutinized by the newly-formed TV board composition committee. NAB established the committee to explore a number of issues including expansion of the board, re-evaluation of the election process itself and increasing participation of minorities and women on the board. The association's television dues structure will also be examined.

Television Board Chairman Jerry Holley, vice president of Stauffer Communications, Topeka, Kan., who heads the committee, explained that NAB's bylaws authorize 18 seats on the board, but only 15 are currently filled. His committee has been charged with determining the fate of those seats.

Some proposals have already been offered. During the June board meeting, NAB's bylaws committee recommended that the three seats be filled by representatives from an eastern, central, and western region. Board members rejected that plan as well as one to regionalize the entire election process. TV board members are currently elected to at-large seats.

Several factions within the NAB membership are already vying for those seats. The Television Operators Caucus, which represents major station groups, has already asked for a seat. Also under consideration is the possibility of granting a seat to the Association of Independent Television Stations and low-power television operators ("Closed Circuit," Oct. 24). Nothing, Holley says, has been set in stone. The committee holds its first meeting Nov. 7.

Some members oppose regionalization of the election process. "Regionalization is not in TV's best interest," said committee member Peter Kizer of the Evening News Association, Detroit. Kizer believes instead that the real problem is encouraging broadcasters to run from those areas. "I am not in favor of any group getting a seat per se. I personally feel the group ownership question is a red herring. There are already group heads on the board," he said.

He noted that the representation of minorities and women on the board is a problem that must be addressed. TV board members passed a resolution at the June meeting charging NAB with making a "concerted effort to stimulate interest among minority and women broadcasters to participate in the NAB election process." The resolution was not enough, however, and the committee was also directed to take up this matter.

Committee members are: Holley; Kizer; Leslie Arries, wvB-TV Buffalo, N.Y.; William Dunaway, WTHR-TV Indianapolis; Jane Cohen, Allbritton Communications, Washington; Jeanne Findlater, WXYZ-TV Detroit; Paul Yates, wjz-TV Baltimore, and Robert Munoz, KCIK-TV El Paso, Tex.



Holley

would like to play that role," said Egan. David Bondon, vice president, marketing, M/A-COM Inc., on the other hand, saw DBSA's job as picking up where the FCC's leaves off. The advisory committee is scheduled to disband in June 1984, he said. "Our objective is to cooperate on a hand-off basis," he said. When the FCC group disbands, he said, DBSA can carry on its work.

Harley Radin, of DBS Corp., said DBSA simply can't count on the FCC committee to come up with standards. The committee may decide not to recommend standards and, even if it does, the FCC may decide not to adopt them or to adopt them without regard to "system integration." What's more, he said, the FCC wouldn't even address the matter until late 1985. "Some members can not wait that long," he said.

Stephen Sharp, the former FCC commissioner who heads the advisory committee, sees no conflict between the three groups. "There is always potential conflict, but the probability in this case is small," he said. "All the organizations... that are dealing with this are all headed in the same direction and are all populated primarily by the same

people," he said. The efforts of the DBSA, he added, will be supportive of those of the advisory committee.

As several speakers made clear last week, standards-setting will not be DBSA's only purpose. According to Bondon, the fledgling industry will be plagued by legal and regulatory problems that a trade association could help alleviate by simply providing information to lawmakers, policymakers and regulatory authorities. Although Egan said DBSA would stop short of being a registered Washington lobbyist, Robert G. Morrell, vice president, marketing and administration, Alcoa-NEC Communications Corp. said he could "imagine down the line a lobbying effort."

Another function of the DBSA would be "the selling of DBS to the American public," said Dennis Brownlee, vice president, United States Satellite Broadcasting. Referring to the Council of Cable Information, Brownlee said the cable only this year form a group to counter cable's "negative" public image. "By informing, educating and selling the concept of DBS itself," he said, "we can avoid [cable's] pitfall." □

Should government regulate cable?

New York Law School conference debates question of how much First Amendment freedom to grant to that medium

While industry lawyers and access advocates took predictable positions on cable's First Amendment rights, regulators and media scholars tended toward the view that governmental intervention into cable programming may cause more problems than it cures. The discussion, among 20 experts, took place at a two-day First Amendment and the Cable Television Industry conference at New York Law School.

"The First Amendment questions will be determined by what money's around to program what kinds of programing," said Dan Brenner of the FCC chairman's office. Noting the Supreme Court's contrary positions on print and electronic journalistic freedoms, he added that "there's been no complete [court] ventilation of the question of why regulate at all."

And Brenner, among others, rejected the conclusion that because cable or other media produces undesirable social consequences, it should be restricted. The First Amendment protects such consequences, he said, and the FCC can do more harm trying to "fix such problems and offensive programing than it can by leaving them alone."

Tom Krattenmaker, a Georgetown University law professor, who headed the FCC's network inquiry study, professed himself "constantly amazed by the claim that television should be regulated for the benefit of those who view it." He, among others, sees the Supreme Court's 1978 *Pacific* decision allowing the FCC to prohibit nonobscene programing as narrow in application, and hopes that it will soon be reversed. While the decision stands, Krattenmaker said he can't see how it can be applied to cable: because people choose whether to subscribe, get advance program information and can keep their children away from the set.

Douglas Ginsburg, a Harvard Law School professor, now with the Justice Department's antitrust division, rejected mandated access on the grounds that "only by keeping cable commercial can this licensed medium escape government control." His view was shared by University of Michigan law professor Fred Schauer, author of a new book on free speech, who said if local authorities decide what cable can program, the First Amendment could be subverted by ad hoc judgments about what's permissible.

Les Brown, editor of *Channels*, and Samuel A. Simon, director of the Telecommunications Research and Action Center, saw grave dangers in allowing a single cable operator to control so many channels of communication. It's important to guarantee access to "the marketplace of ideas," Simons maintained, while Brown contended that a cable operator's First Amendment rights are "totally served," as long as he controls just one channel.

But Schauer is heartened, not depressed, by the specter of concentrated control of ca-



Fox



Klein

ble. Government speaks with an increasingly loud voice, he said. "Another loud voice could check government power, and present alternative ideas. A concentration of communications power may be a positive advantage—better than allocating cable to 50-or-so soft voices," Schauer suggested.

Leading cable lawyers say access proponents are trying to redefine their industry, and are making First Amendment distinctions where none should exist.

Cable may be the only wire into the home, said Brenda Fox, general counsel and vice president for the National Cable Television Association, but cassettes, LPTV, DBS and other technologies are there for others to compete for cable's audience. "Cable is not simply a wire-laying business," she said. "You can't simply redefine the business, which is what you do if you define it as a common carrier." Access proponents don't want access only to cable, she maintained, but to cable subscribers.

James Goodale, whose clients have in-

cluded the *New York Times* and many cable operators, thinks it's foolish and futile to make distinctions between kinds of speech. The ability of the cable operator to broadcast is speech," he said. "The access argument is for fair speech. I'm for free speech. The consumer has no [First Amendment] rights to receive [programing]."

But everybody who wants to receive the Playboy channel should and soon will be able to, via an addressable box, according to Paul Klein, president of the service. He claims that 40% of the channel's 550,000 subscribing homes have children who watch that programing. Those parents "think sex is fun, not dirty. It bothers me that someone is telling someone else what not to watch."

Klein, former head of programing at NBC, thinks there should be no limits on cable content but maintains that Playboy "has a taste limit" and will not show violence. His aim is "to get sexual limits beyond what they are now, but with style and quality." □

L.A. anchor wounded in shooting

Jerry Dunphy, 62, a local television news anchor for more than 20 years in the Los Angeles market, was shot and seriously wounded last Monday (Oct. 24) outside the Hollywood studios of KABC-TV, where he was scheduled to deliver the 11 p.m. newscast. Dunphy was shot in the left arm and neck by unknown assailants in what police believe was a random act of violence. A second KABC-TV employe, Sondra Marshall, 36, a makeup artist for the local news program, was shot once in the right arm. Both were listed in satisfactory condition late last week and were expected to be released by the end of this week.

The attack by four men occurred shortly

after 10 p.m., as Dunphy was returning with Marshall to the station after eating dinner together. Dunphy has been co-anchor of the late newscast at KABC-TV since 1975, having started in Los Angeles as a reporter for KNXT(TV) in 1960.

Police said they knew of no motive for the assault, during which the gunmen accosted the pair while Dunphy's car was paused at a stop sign directly across the street from the station's main entrance. The assailants sped away after firing into the car.

KABC-TV has offered a \$25,000 reward for information leading to the arrest and conviction of those responsible.

In an unrelated incident, a man claiming Monterey, Calif., radio station KQAV(FM) was "poisoning his mind" fired 58 shotgun rounds into the station's equipment Oct. 21 and was arrested on charges of vandalism, burglary and discharging a firearm in an occupied building. The suspect, identified as Norbert Shenk of nearby Scotts Valley, allegedly fired several shots over the head of disk jockey Sandy Shore, 20, who was alone in the station when the incident occurred about 2:50 a.m. Shore was able to escape and call police. Programing was disrupted when the man shot the record being broadcast off the turntable. □



Dunphy



Marshall

As compiled by BROADCASTING, Oct. 17 through Oct. 20, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. 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. mhz—megahertz. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. 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

■ Royal Palm Beach, Fla.—South Florida Broadcasters seeks 650 khz, 1 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is equally owned by Scott L. Smith, Marvin B. Clapp and Carl J. Auel. Smith is vice president of Family Stations Inc. a nonprofit, noncommercial Oakland, Calif.-based group owner. Smith also owns 50% of KEWQ Paradise, Calif. Clapp and Carl J. Auel have also applied for 640 Khz in Titusville, Fla. (see below). Filed Sept. 30.

■ Titusville, Fla.—Central Florida Broadcasters seeks 640 khz, 10 kw-D, 1 kw-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is equally owned by Robert A. Jones, Marvin B. Clapp and Carl J. Auel. Jones is a LaGrange, Ill.-based communications consulting engineer. He has interests in WRBQ(AM) Baraboo and WJJQ(AM) Tomahawk, both Wisconsin, and was recently granted CP for a new FM (call letters WRJQ) Tomahawk. Auel is manager of KEBR(FM) Sacramento, Calif. He also has interest in KEWQ(AM) Paradise; with Clapp, KGBA(FM) Holtville, Calif., and, with both Jones and Clapp, a CP for a new AM (call letters KKMC), Gonzales, Calif. Clapp is chief engineer at KEBR. Jones and Clapp each have interests in eight LPTV applications. Filed Sept. 30.

■ Madisonville, Tex.—Madisonville Media seeks 1220 khz, 300 w-D. Address: 5217 Ross Ave., Suite 305, Dallas 75206. Principal is equally owned by William F. Carter, Madisonville attorney, and Mr. Robert F. Ritchey. Ritchey has 25% interest in KPEP(FM) Gatesville, Tex., and 37½% interest in recent buyer of KYOT-FM Refugio, Tex. (BROADCASTING, April 4).

FM applications

■ Opelika, Ala.—Harry Dickerson Norman Jr. seeks 100.9 mhz, 3 kw; applicant has "no firm antenna site." Address: 705 2nd Ave., Opelika, Ala. 36801. Principal has no other broadcast interests. Filed Oct. 7.

■ Anchorage, Alaska—KENI Associates seeks 98.9 mhz, 100 kw; HAAT: 120 ft. Address: P.O. Box 2880, Anchorage. Principal is equally owned by Randall D. Jensen, managing partner; Edward W. Christensen, Arthur Greenfield, William L. Simpson, Earl F. Reilly and Charles M. Gray. Christensen and Gray have interests in KINY(AM) Juneau and KSPL(AM) Seattle. Simpson has interest in KSPL. Reilly has interest in KINY. Filed Oct. 5.

■ Frisco, Colo.—Outward Communicorp Ltd. seeks 92.1 mhz, 3 kw; HAAT: minus 750 ft. Address: P.O. Box 479, Frisco, Colo. 80443. Principal is equally owned by 13 Colorado residents and headed by John M. Sobczak, chairman, who is general manager at KSKE(FM) Kremmling, Colo. Filed Oct. 12.

■ Wrightsville, Ga.—Wrightsville Broadcasting Co. seeks 106.3 mhz, 3 kw; HAAT: 300 ft. Address: Rt. 3 Founders Drive, Barnesville, Ga. 30204. Principal is owned by Wimley Waters. He is also licensee of WBAF(AM) Barnesville, and is 50% owner of WVOH-AM-FM Hazlehurst, both Georgia. Channel 292A was adopted July 13, 1983, by Chief, Policy and Rules Division, in response to a petition filed by principal. (MM Docket No. 83-100). Filed Oct. 12.

■ New Carlisle, Ind.—On Sonde Communications seeks

102.3 mhz, 3 kw; HAAT: 162 ft. Address: 52063 Woodridge Dr., South Bend, Ind. 46635. Principal is owned by Scott Gerard Mahalick, president (52%); Uriel Juarez, and David Michael Holcenberg (24% each). None have other broadcast interests. Filed Oct. 11.

■ Atlantic City, N.J.—Starlight Broadcasting Corp. seeks 95.9 mhz, 3 kw; HAAT: 285.1 ft. Address: 810 Broadway St., Everett, Mass. 02149. Principal is equally owned by Ann F. Gibson, president; Laverne J. Haynes, Harry M. Lack, William A. McCarthy. Gibson is promotions specialist for Boston financial company. Haynes is employee of Atlantic City hotel. Lack is former judge and currently Everett, Mass. attorney. McCarthy is general manager of WMRE(AM) (formerly WITS) Boston. Filed Oct. 3.

■ Del Rio, Tex.—Blanca Maria Gonzalez seeks 96.3 mhz, 100 kw; HAAT: 478 ft. Address: 2205 Avenue F, Del Rio, Tex. 78840. Principal is marketing specialist for shopping mall in Del Rio and has no other broadcast interests. Filed Oct. 3.

■ Enterprise, Wash.—Tristar Communications Corp. seeks 92.1 mhz, 3 kw; HAAT: minus 650 ft. Address: 107 S.W. First St., Enterprise, Wash. 97828. Principal is owned by Thomas F. Erickson (51%), and wife, Monica F. (49%). They own KWVR(AM) in same community of license and a small cable system in Wallowa Lake, Wash. Filed Oct. 12.

■ Sheboygan, Wis.—Sheboygan County Broadcasting Inc. seeks ch. 28; ERP: 18.62 kw vis., 1.862 kw aur.; HAAT: 243.5 ft.; ant. height above ground: 273.7 ft. Address: P.O. Box 27, Sheboygan, Wis. 53082. Principal is Michael R. Walton, who is also licensee of WHBL(AM)-WWJR(FM) Sheboygan.

TV applications

■ Seaford, Del.—John R. Powley seeks ch. 38; ERP: 259 kw vis., 25.9 kw aur.; HAAT: 317 ft.; ant. height above ground: 320 ft. Address: 1536 Logan Ave., Altoona, Pa. Principal also owns WOPC(TV) Altoona and WHGM(FM) Bellwood, both Pennsylvania. He owns CP for WIIM-TV, Iron Mountain, Mich., and is applicant for TV's in Logan, Utah, and Selma, Alabama.

■ Pontiac, Ill.—Woodrow D. Nelson seeks ch. 53; ERP: 500 kw vis., 60 kw aur., HAAT: 483 ft.; ant. height above ground: 469 ft. Address: Route 1 Box 310, E. Division St., Lockport, Ill. 60441. Principal is Chicago-based senior mechanical consulting engineer and has no other broadcast interests. Filed Oct. 18.

■ Salina, Kan.—Central Plains Communications Co. seeks ch. 34; ERP: 1650 kw vis., 165 kw aur.; HAAT: 573 ft.; ant. height above ground 479 ft. Address: 12596 W. Bayaud Ave., Lakewood, Colo. 80228. Principal owned by Michael L. Glaser, Washington lawyer and executive vice president of Telecraft Corp., Lakewood, which is licensee of nine MDS stations and four LPTV's, all in Kansas, Montana, South Dakota and Wyoming. It is also permittee of one MDS and four LPTV's. Glaser also is owner of applicant for new FM at Bismarck, N.D.

■ Paintsville, Ky.—John Leland seeks ch. 69; ERP: 4960 kw vis., 496 kw aur.; HAAT: 676 ft.; ant. height above ground 576.6 ft. Address 1677 Margate Dr., Lexington, Ky., 40505. Principal is an Assembly of God minister in Lexington and has no other broadcast interests. Filed Oct. 14.

■ Calumet, Mich.—Hometown Television Inc. seeks ch. 5, ERP: 100 kw vis., 10 kw aur.; HAAT: 582 ft.; ant. height above ground: 306 ft. Address: Suite 200, 2000 L. St., N.W., Washington. Principal: is equally owned by Lyle Robert Evans, Frank G. Manders, Debra L. McCarthy, Jerald D., and brother, James D. Newman. Evans, Manders, husband of McCarthy and both Newmans are officers, directors and shareholders of licensee of WLRE(TV) (ch. 26) Green Bay, Wis. Evans and Manders also have interest in tentative permittee for an LPTV in St. Germain, Wis. Filed Oct. 18.

■ Jamestown, N.Y.—Jamestown Television Associates seeks ch. 26; ERP: 750 kw vis., 75 kw aur.; HAAT: 697.5 ft.; ant. height above ground: 530 ft. Address: 401 West Kirkpatrick St., Syracuse, N.Y. Principal equally owned by Craig Fox, George, and brother, Russell Kimble. Fox has interest in permittee of WTUV(TV) Utica, N.Y., and is applicant for ch. 52 Ithaca, N.Y. Russell Kimble has interest in licensee of WQNY(FM) Ithaca, N.Y. George Kimble and Fox have interest in WOLF(AM) Syracuse, N.Y., and permittee of ch. 38, WSWB(TV) Scranton, Pa. Kimbles have interest in WCGR(AM)-WFLC(FM) Canandaigua, N.Y. All three have interest in WAQX(FM) Manlius, N.Y.; are applicants for three AM's and two FM's. Filed Oct. 18.

■ Dallas—Adam Clayton Powell III seeks ch. 58, ERP: 3090 kw vis., 309 kw aur.; HAAT: 1720 ft.; ant. height above ground: 1520 ft. Address: 1120 Conn. Ave. N.W., Washington 20036. Principal is communications consultant in Larkspur, Calif., and has no other broadcast interests.

■ Dallas—Ark Communications Corp. seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1776.84; ant. height above ground: 1794.8 ft. Address: 1004 Crystal Corp., Lexington, Ky. 40515. Principal is headed by Edward C. Bowlds, president of Way of the Cross Outreach Inc., a nonprofit religious organization. Bowlds is also applicant for TV's in Lexington, Ky.; Hutchinson, Kan.; Mobile, Ala.; New Iberia, La., and Las Vegas.

■ Dallas—Associated Communications Corp. seeks ch. 58; ERP: 5,000 kw vis., 500.9 kw aur.; HAAT: 1683 ft.; ant. height above ground: 1487 ft. Address: 200 Gateway Towers, Pittsburgh, Pa. 15222. Principal: publicly-owned group owner—six AM's and five FM's—also owns art galleries, is paging common carrier and applicant for cellular franchises. Filed Oct. 18.

■ Dallas—Dallas 58 Inc. seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1980 ft.; ant. height above ground: 1772 ft. Address: 10718 Allegheny Dr., Dallas, Tex. 75229. Principal owned by Oscar Arrela, who has no other broadcast interests.

■ Dallas—El Canal de la Comunidad seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1685 ft.; ant. height above ground: 1497 ft. Address: 22177 Center St., Castro Valley, Calif. 94546. Principal owned equally by David A. Hernandez, and wife, Dolores, who are owners of radio paging and mobile phone common carrier in San Francisco.

■ Dallas—High Tech Industries seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1998.9 ft.; ant. height above ground: 2,006.8 ft. Address: 181 E. 87th St. Suite 201B, N.Y. N.Y. 10028. Principal: is subsidiary of Cellular Technology, a New York—based, publicly-owned, communications company headed by Theodore S. and Lawrence Oleck, brothers, who also each own 28.51%. It also owns permits to operate radio paging in five cities and has applications for paging in six others. It is also applicant for multiple MDS facilities in 29 areas and for FM's in Sanibel, Fla.; Cheney, Wash., and Atlantic City, N.J.

■ Dallas—Melinda Guzman seeks ch. 58; ERP: 1399 kw vis., 139 kw aur.; HAAT: 1590 ft.; ant. height above ground 1400 ft. Address: P.O. Box 1975, San Benito, Tex. 78586. Principal is portfolio manager for Dallas bank. She has no other broadcast interests. Filed Oct. 4.

■ Dallas—Texas Women in Broadcasting seeks ch. 58; ERP 5,000 kw vis., 500 kw aur., HAAT: 1647 ft.; ant. height above ground: 1534 ft. Address: 1000 Potomac St., N.W. Washington, suite 402, 20007. Principal: Owned by Sheila Vaughn Walker, president (24%), with the remainder equally owned by four other women. Walker is self-employed as a vocal instructor. None have other broadcast interests. Filed Oct. 18.

■ Milwaukee—Ebony Telecasters seeks ch. 58, ERP: 2,985 kw vis., 298.5 kw aur.; HAAT: 870 ft.; ant. height above ground: 891 ft. Address: Route 19 Dodson Rd., Knoxville, Tenn. Principal: owned by David R. Jones who has filed for LPTV for Dover, Del.

■ Milwaukee—High Definition Television seeks ch. 58, ERP: 3875 kw vis., 387 kw aur., HAAT: 810 ft.; ant. height above ground: 831 ft. Address: 2500 Legion Dr., Knoxville, Tenn. 37920. Principal: owned by Charles J. Thompson who owns 40% of WSMT-AM-FM Sparta, Tenn., has interest in applicants for an FM for Greenville, Ala., and a TV for Burlington, N.J. Thompson also is applicant for 28 LPTV's.

■ Milwaukee—KUSA Brewer's Broadcasting Television seeks ch. 58, ERP: 5,000 kw vis., 500 kw aur., HAAT: 900 ft.; ant. height above ground: 921 ft. Address: 300 Mulvaney D-20, Knoxville, Tenn. Principal: owned by Allen Sheets, who also is applicant for 36 LPTV's.

■ Milwaukee—Women in TV Ownership and Management seeks ch. 58; ERP: 4130 kw vis., 413 kw aur.; HAAT: 850 ft.; ant. height above ground: 871 ft. Address 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal: owned by Peggy Sparks, who is also applicant for TV's in Beaumont, Tex. (ch. 34); Fort Collins, Colo. (ch. 22); Watertown, N.Y. (ch. 50), and Arcata, Calif. (ch. 23). Sparks is also applicant for LPTV for Moses Lake, Wash.

■ Sheboygan, Wis.—Hometown Television Inc. seeks ch. 28, ERP: 1000 kw vis, 100 kw aur.; HAAT: 531 ft.; ant.

height above ground: 476 ft. Address: Suite 200, 2000 L St. N.W., Washington. Principal: (see Calumet, Mich., above). Filed Oct. 18.

■ Cheyenne, Wyo.—Duhamel Broadcasting seeks ch. 33; ERP: 130 kw vis., 13 kw aur., HAAT: 820 ft.; ant. height above ground: 685 ft. Address: 518½ Saint Joseph St., Rapid City, S.D. Principal: owned by Helen S. Duhamel (53.3%), her son Dr. William F. Duhamel (26.7%), with remainder equally owned by six relatives. It also owns KOTA-AM-TV Rapid City, S.D.; KDUH-TV Scottsbluff, Neb.; KHS-D-TV Lead, S.D., and KSGW-TV Sheridan, Wyo. Helen S. Duhamel and Dr. William F. Duhamel also own 25% each of South Dakota Cable Inc. an MSO operating exclusively in South Dakota. Filed Oct. 18.

Actions

■ Chico, Calif.—Superior Broadcasting granted ch. 24; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1772 ft.; ant. height above ground 715 ft. Address: 720 Vassar St., Delano, Calif. 93215. Principals: Melvin J. Querio and Jack O. Koonce (50% each). Querio is operations manager of KTXL-TV Sacramento, Calif., and 12% owner of KLOC-TV Modesto, Calif. Koonce is management consultant. (BPCT 781221L) Action Sept. 5.

Chico, Calif.—Far West Broadcasting app. dismissed for ch. 24; ERP 500 kw vis., 682 kw aur., HAAT 7757 ft.; ant. height above ground 813 ft. (BPCT 790815KP) Action Sept. 5.

■ Fruita, Colo.—Jan-Di Broadcasting Inc. granted 99.9 mhz; 100 kw, HAAT: 1384 ft. Principal: equally owned by Janet S. Maynard, president, and husband, Richard G. Janet is speech therapist at Hilltop Rehabilitation Center, Grand Junction, Colo. Richard is western regional manager for Century 21 Programing Inc., Grand Junction. They have no other broadcast interests. Action Oct. 3.

■ Fort Walton Beach, Fla.—Beacon Broadcasting Inc.

granted ch. 35, ERP: 826 kw vis., 99 kw aur., HAAT: 196 ft.; ant. height above ground: 224 ft. Address: P.O. Box 7008, Columbus, Ga. 31908. Principal: Subsidiary of Quality Media Corp. William J. Kitchen is president. Beacon Broadcasting also is Licensee of WBFJ(AM) Winston-Salem, N.C.; WMOC(AM) Chattanooga, and WIXO(AM) Mobile, Ala. Action Aug. 25.

■ Fort Walton Beach, Fla.—Miracle Broadcasting Ltd. app. dismissed for ch. 35, 5,000 kw vis., 500 kw aur., HAAT: 555 ft. (BPCT 821126KH) Action Aug. 25.

■ Fort Walton Beach, Fla.—Hilton Organization Inc. app. dismissed for ch. 35, 1,987 kw vis., 198.7 kw aur., HAAT: 656 ft.; ant. height above ground: 618 ft. (BPCT 821105 KH) Action Aug. 25.

■ Abilene, Tex.—Helen Oman granted ch. 15; ERP: 1,755 kw vis., 176.6 kw aur., HAAT: 218 ft.; antenna height above ground: 257 ft. Address: P.O. Box 49757, Los Angeles 90049. Principal: Los Angeles investor who has no other broadcast interests. Action by Edward Luton, ALJ June 6 (BPCT-820908KF).

■ Austin, Tex.—Win Broadcasting Co. app. returned for new AM on 720 khz, 10 kw-D, 1 kw-N, DA-2. (BP 820201AL) Action Oct. 13.

■ Marble Falls, Tex.—Mark T. Schweikert app. returned for new AM on 720 khz, 5 kw-D, 1 kw-N, DA-2. (BP 820201AN) Action Oct. 13.

■ Universal City, Tex.—Worden Communications Co. app. returned for new AM on 720 khz, with 5 kw-D, 1 kw-N, DA-2 (BP 820201AQ) Action Oct. 13.

■ Victoria, Tex.—Radio Reconquista Inc. app. returned for new AM on 1160 khz, 2.5 kw-D, 500 w-N, DA-2 (BP 811207AB) Action Oct. 13.

■ Christiansted, V.I.—W.C. White granted ch. 15, ERP: vis. 8.13 kw vis., 813 w aur., HAAT: 1.035 ft.; ant. height

above ground: 194 ft. Address: 1603 Leach Street, Kilgore, Tex. 75662. Principal: White has no other broadcast interests (BPCT 820702IF) Action Sept. 22.

■ Christiansted, V.I.—Teararawak Comm. Co., a joint venture app. dismissed for ch. 15; ERP: 8.13 kw vis., 813 w aur., HAAT: 1,100 ft. (BPCT 820517KI) Action Sept. 22.

Ownership changes

■ WUNI(AM) Ala. (1410 khz, 5 kw-U)—Seeks assignment of license from Radio Station WUNI Inc. to Tillis Communications Inc. for \$475,000 plus other considerations. Seller is owned by James Kirk II, who also owns WGIG(AM)-WSBI(FM) Brunswick, Ga.; WTJS(AM)-WKIR(FM) Jackson, Tenn., and KVOL(AM) Lafayette, La. Buyer is owned by country-music star Mel Tillis, who also owns KIXZ(AM)-KMML(FM) Amarillo, Tex. Filed Oct. 17.

■ KXTV(TV) Sacramento (ch. 35; 309 kw vis, 61.7 kw aur.; HAAT 1,490 ft.; 1,549 ft. above ground)—Seeks transfer of control of Great Western Broadcasting Corp. from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for \$78.1 million. Sale is 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 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). For same reason it has also sold, subject to FCC approval, two of stations purchased in Corinthian deal, WISH-TV Indianapolis and WANE-TV Ft. Wayne, Ind., for \$104.9 million ("For the Record," Oct. 24). Filed Oct. 12.

■ KYOU(AM)-KRGE(FM) Greeley, Colo. (1450 khz, 1 kw-D, 250 w-N; 92.5 mhz; 25 kw, HAAT: 470 ft.)—Seeks transfer of control of O'Kieffe Broadcasting Co. from certain shareholders (84.325%; none after) to Kenneth R. Greenwood (15.675% before; 100% after) for \$310,000 plus assumption of liabilities. Sellers are Donald J. O'Malley (51.036%), Marc McLean (5.817%) and George Keiffer (27.472%). None have other broadcast interests. Buyer is Tulsa, Okla., broadcast sales consultant and has been appointed, by bankruptcy court, receiver for KMYZ-AM-FM Pryor, Okla. He also has interest in KPNC-FM Ponca City, Okla. Filed Oct. 6.

■ WANX-TV Atlanta (ch. 46; 2,333 kw vis., 233 kw aur; HAAT: 1,170 ft.)—Seeks assignment of license from Continental Broadcasting Network Inc. to Tribune Broadcasting Co. for \$32 million in cash. Seller is subsidiary of Virginia Beach, Va.-based Christian Broadcasting Network Inc., headed by M.G. (Pat) Robertson, president. It owns WXNE-TV Boston; KXTX-TV Dallas; WXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. Buyer is subsidiary of publicly-owned Chicago-based Tribune Co., which owns Chicago Tribune, New York Daily News and other newspapers, cable systems and broadcast group. It recently bought WGNO-TV New Orleans for \$21 million cash (BROADCASTING, April 18). James C. Dowdle is president. Filed Oct. 19.

■ *WCAE(TV) St. John, Indiana (ch. 50, 603 kw vis. 120 kw aur., HAAT: 417 ft.)—Seeks assignment of license from Lake Central School Corp. to Northwest Indiana Public Broadcasting Inc. No consideration; assets will be transferred by simple receipt as property of the State of Indiana. Seller is headed by Marilyn Struzik, president. Buyer is nonprofit group headed by Gerald Fitzgerald, chairman. Filed Oct. 12.

■ WLCS(AM)-WQXY-FM Baton Rouge (910 khz, 1 kw-U; FM: 100.7 mhz, 100 kw HAAT: 690 ft.)—Seeks assignment of Air Waves Inc. to Louisiana Broadcasting Corp. Sale price of \$3.5 million, plus lease of land, also includes KQXY(FM) Beaumont, Tex., (see below). 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 KWIK(AM)-KKIK-FM Big Springs, KBFM(FM) McAllen and KDVE(AM) Beaumont, all Texas, and WZEW(FM) Fairhope, Ala. Filed Oct. 13.

■ WOCB(AM)-WSOX-FM West Yarmouth, Mass. (1240 khz; 1 kw-D, 250 w-N; FM: 94.9 mhz; 50 kw; HAAT: 245 ft.)—Seeks assignment of license from Central Vermont Radio Corp. to WOCB Acquisition Corp. for \$4.1 million.

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Seller is subsidiary of Laconia, N.H.-based Scannix Group Broadcasting Inc., owned by Randall T. Odeneal, Theodore E. Nixon, Scott R. McQueen and Alfred W. Hill. Scannix 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 WJJB(FM) Hyde Park and WAL-L(AM)-WKGL(FM) Middleton, both New York. Filed Oct. 18.

■ WXXX-AM Hattiesburg, Miss. (1310 khz; 1 kw-D)—Seeks assignment of license from Media Systems Inc. to Awareness Christian Broadcasting Inc. for \$90,000. Seller is headed by Joseph F. Tatum Jr. It has no other broadcast interests. Buyer is nonprofit corporation, equally owned by R. Dean Hubbard, general manager of the station; his wife, Joann S., media director, Thames School, Hattiesburg, and Robert Geddie, local store owner. Filed Oct. 19.

■ KTAAM(AM)-KZMO-FM [CP] California, Mo. (1420 khz, 500 w; FM: 94.3 mhz, 1.32 kw, HAAT: 446 ft.)—Seeks transfer of control of Town & Country Communications Inc. from Ernest and F. Lynn DeCamp (50% before; none after) to Ray R. Rouse and Susan Kay Rouse (50% before; 100% after). Consideration: \$1,000. Sellers are Ernest DeCamp (26%) and wife, F. Lynn (24%), who have no other broadcast interests. Buyer is equally owned by husband and wife. Ray R. Rouse was until recently engineer with ABC Radio. Susan Kay Rouse is a school teacher in Tipton, Mo. Filed Oct. 5.

■ WZIR(FM) Niagara Falls, N.Y. (98.5 mhz; 46 kw; HAAT: 420 ft.)—Sold by Butler Communications Corp. to Porter Broadcasting Corp. for \$976,434.23. Seller, which also owns co-located WHLD(AM), has filed for reorganization under Chapter 11. Sale is part of reorganization plan and is also subject to approval by bankruptcy court. Seller is owned by Paul A. Butler, 42.57% and others; some of whom also have interest in WECK(AM) Cheetowaga, N.Y. Buyer is owned by Winslow T. Porter Jr., who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WJTO(AM)-WIGY(FM) Bath, Me.

■ WDLV(AM)-WIOZ(FM) Pinehurst/Southern Pines, N.C. (550 khz, 1 kw-D, DA; FM: 107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment from 107 Inc. to Muirfield Broadcasting Inc. \$1,040,000. Seller: owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer: C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C.

■ KBJH(TV)[CP] Tulsa, Okla. (ch. 47; 344 kw vis., 62.75 kw aur.; HAAT: 638 ft.; 486 ft. above ground)—Seeks transfer of control of KBJH Inc. from Church of the Christian Crusade (100% before; 15% after) to Oral Roberts University (none before; 85% after). Consideration: will be 85% of expenditures—as approved by FCC—and is anticipated to be \$255,000. Seller is Tulsa-based Christian ministry headed by Rev. Billy James Hargis and is also licensee of KDLE(AM) Port Neches, Tex. Buyer is Tulsa-based private liberal arts college and graduate school with 4,100 enrollment, and headed by Granville Oral Roberts. Filed Oct. 16.

■ KOTV Tulsa, Okla. (ch. 6; 100 kw vis., 20 kw aur.; HAAT: 1,310 ft.; ant. height above ground 1,135)—Seeks transfer of control from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for \$41 million. Transfer is part of six-station deal between two companies for \$606 million (see Sacramento, Calif., above). Filed Oct. 11.

KQXY(FM) Beaumont, Tex. (94.1 mhz; 69 kw; HAAT: 600 ft.) Sold by Air Waves Inc. to Louisiana Broadcasting Corp. Sale price of \$3.5 million, plus lease of land, also includes WLCS(AM)-WQXY-FM Baton Rouge (see above). Filed Oct. 13.

■ WVEC-TV Hampton, Va. (ch. 13; 316 kw vis., 31.6 kw aur.; HAAT: 980 ft.; 1,028 ft. above ground)—Seeks transfer of control from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; after) for \$40 million. Transfer is part of six-station deal between two companies for \$606 million (see Sacramento, Calif., above). Filed Oct. 14.

■ WWNR(AM) Beckley, W. Va. (620 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Rahall Broadcasting Co. to Martine Broadcasting Inc. for \$360,000. Seller is subsidiary of Florida-based insurance conglomerate with additional interests in health care products distribution and group owner of two AM's, six FM's and two TV's. Sale is part of announced plan to dispose of AM properties in smaller markets and is preceded by sale of WVOJ(AM) Jacksonville, Fla. for \$600,000 (BROADCASTING, July 12, 1982) and WKAP(AM), Allentown, Pa., for \$650,000 (BROADCASTING, Feb. 7, 1983). Buyer is owned by Albert Augustus Martine, who was hired by seller as consultant to run station. He was cable TV consultant and previously general manager for Cox Cable in New York and Baltimore. He has no other

broadcast interests. Filed Oct. 17.

Actions

■ KTUC(AM) Tucson, Ariz. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Evans Broadcasting to KTUC Investments for \$892,750. Seller is owned by Raymond I. Kandel, who recently sold co-located KNDE(FM) for \$2.65 million (BROADCASTING, Aug. 22). Buyer is partnership which includes Christopher T. Maloney, Thomas E. Hassey and Thomas A. Maples. Maloney is Tucson doctor, Hassey is Tucson business executive and Maples is general manager of KTUC. (BAL 830823EU). Action Oct. 13.

■ WCSL(AM) Cherryville, N.C. (1590 khz, 500 kw-D)—Granted assignment of license from Mark Media Inc. to Calvin Robert Hastings for \$300,000. Seller is headed by J. Ardell Sink, president. It also has interest in WKYK(AM) Burnsville, N.C.; application for new FM at Andrews, S.C., and LPTV at Burnsville. Buyer is general manager of WCSL. (BAL 830830FQ). Action Oct. 13.

■ KKB(AM) Aurora (Denver), Colo. (1090 khz, 50 kw-D, 500 w-N, DA-N)—Granted assignment of license from Leo Payne Broadcasting Inc. to Communications Industries Inc. for \$1.9 million. Seller is owned by Leo Payne, who is also applicant for new FM at Evergreen, Colo., and who will retain 2.8% interest. Buyer is principally owned by Jay C. Roulier, president (47%), who is Denver-based developer. (BTC 830825EW). Action Oct. 13.

■ KPWR-TV Bakersfield, Calif. (ch. 17; 5,000 kw vis., 500 kw aur.; HAAT: 3,813 ft.)—Granted assignment of license from Gillett Group Inc. to Ackerley Communications Inc. for \$6.3 million ("In Brief," June 6). Seller, based in Nashville, is owned by George N. Gillett Jr. It also owns WSMV(TV) Nashville. Buyer is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and recently bought KKTU(TV) Colorado Springs for \$15.5 million (BROADCASTING, Feb. 21) and WIXT(TV) Syracuse, N.Y., for \$13.8 million (BROADCASTING, May 10, 1982). (BALCT—80719KH). Action Oct. 14.

■ Granted assignment of license from CKS Partnership to K.A.B. Communications Inc. for \$238,000 (BROADCASTING, Aug. 15). Seller is owned by Donald J. Chionchio (25.1%), John E. Kolesar (25%) and H. James Sharp (49.9%). It is applicant for LPTV at Crystal River, Fla. Buyer is owned by Kenneth R. Peach, his wife Ann G., and his parents, Granville F. and Jean Peach. Kenneth Peach is sales manager at WJDM(AM) Elizabeth, N.J. Others have no other broadcast interests. (BAL 830818EL). Action Oct. 7.

■ KIOB(FM) Coeur D'Alene, Idaho (103.1 mhz, 2.2 kw; HAAT: 350 ft.)—Granted transfer of control of Idaho Broadcasting Co. Inc. from Clifford A. Nedved and others (100% before; none after) to RHW Broadcasting Group Inc. (none before; 100% after). Consideration: \$225,000. Principals: Seller is owned by Nedved, William L. Weed Jr., Alfred L. Skaar and Michael J. Elgee (25% each). Weed also is part owner of KQQQ-AM-FM Pullman, Wash. Other have no other broadcast interests. Buyer is headed by John H. Rook, radio consultant. It also is applicant for new FM's at Casper, Wyo., and Helena, Mont. (BMPH—830729AK) Action Oct. 12.

■ KNEL(AM)-KIXV(FM) Brady, Tex. (1490 khz, 1 kw-D, 250 kw-N; FM: 95.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Radio Brady Inc. to SEC/CESS Broadcasting Inc. for \$450,000, including non-competitive agreement. Seller is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. Buyer is owned by Stephen R. Everett, president (60%), and Travis M. Roach Jr. (40%). It has no other broadcast interests. Everett is general manager of KBIL-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and CPA. (BAL 830819EO, BALH 830819EP). Action Oct. 5.

■ [CP]WPRX(AM) Hudson, Wis. (740 khz, 500 w-D, DA)—Application for transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall and Lois M. Cornwall (80% before; none after) to John E. Blomquist and others (none before; 80% after) dismissed at applicant's request. Consideration: \$25,000. (BROADCASTING, Sept. 19) (BTC—830901FV) Action Oct. 13.

■ WVBK(AM) Herndon, Va. (1440 khz, 1 kw-D, DA-D)—Application for assignment of license from United Communications Corp. to Bid and Buy Inc. for not more than \$100,000, dismissed at request of assignor. (BROADCASTING, Sept. 5) (BAL-830817EG) Action Oct. 31.

Facilities changes

AM Applications

Tendered

■ WKNX (1210 khz) Saginaw, Mich.—Seeks CP to

change city of license to Frankenmuth, Mich./Saginaw, Mich.

■ WDEB (1500 khz) Jamestown, Tenn.—Seeks CP to change frequency to 820 khz.

Accepted

■ WKEQ (910 khz) Burnside, Ky.—Seeks MP to change TL. Major environmental action under Section 1.1305.

■ WRID (1520 khz) Homer City, Pa.—Seeks MP to change ant. sys. by augmenting standard pattern.

■ WCPH (1220 khz) Etowah, Tenn.—Seeks CP to change main SL; requests waiver of section of 73.1125(B)(2) of the rules.

FM Applications

Tendered

■ WRDX (106.5 mhz) Salisbury, N.C.—Seeks CP to change TL; change ERP: 100 kw; HAAT: 1003 ft., and make changes in ant. sys. Major environmental action under section 1.1305.

Accepted

■ WWIT (106.7 mhz) Gainesville, Ga.—Seeks waiver of rules to identify as "Gainesville/North Atlanta"

■ KLUV-FM (105.5 mhz) Haynesville, La.—Seeks CP to change TL; change ERP to 3 kw.

■ WAAF (107.3 mhz) Worcester, Mass.—Seeks CP to change ERP: 18.6 kw; correct HAAT: 823 ft.

■ WEAZ (101.1 mhz) Philadelphia.—Seeks CP to install aux. sys.; change TL; change ERP: 14 kw; change HAAT: 940 ft.

■ WVJP-FM (103.3 mhz) Caguas, P.R.—Seeks CP to change TL; change ERP: 38 kw; change HAAT: 1741 ft.

■ WDNE-FM (99.3 mhz) Elkins, W. Va.—Seeks MP to change TL; change ERP: 3 kw; change HAAT: 204 ft.

TV Applications

Accepted

■ KCRA-TV (ch. 3) Sacramento, Calif.—Seeks MP to change TL.

■ WMKT (ch. 54) Muskegon, Mich.—Seeks MP to change ERP: 1,210 kw vis., 121 kw aur.; HAAT: 996 ft.; change TL. Major environmental action.

■ WGSE (ch. 43) Myrtle Beach, S.C.—Seeks MP to change location of main studio to outside of city limits.

■ KJTV (ch. 14) Amarillo, Tex.—Seeks MP to increase ERP: to 332 kw vis., 33.2 kw aur.

AM Actions

■ KMNS (620 khz) Sioux City, Iowa—Granted CP to make changes in ant. sys. (nighttime). Action Oct. 7.

■ KLAT (1010 khz) Houston—Granted CP to increase night power to 5 kw. Action Oct. 11.

■ WVCH (1260 khz) Charlottesville, Va.—Granted CP to increase night power to 2.5 kw, and change TL. Major environmental action under section 1.1305. Action Oct. 12.

■ WMBE (1530 khz) Chilton, Wis.—Granted MP to change TL (BP-810910AE). Action Oct. 12.

FM Actions

■ WKSS (95.7 mhz) Hartford-Meriden, Conn.—Granted MP to increase ERP: 16.6 kw; increase HAAT: 876 ft.; build new tower beside present structure. (BPH-830622AC) Action Oct. 11.

■ WJST (93.5 mhz) Port St. Joe, Fla.—Granted CP to change from Class A to Class C (ch. 228A) by changing ant. on existing tower; change trans.; change ERP to 100 kw; change HAAT: 520 ft., and change frequency to 94.5 mhz. Action Oct. 12.

■ *KLSU (107.3 mhz) Baton Rouge—Granted MP (BPED-781113AW, as modified) to make change in TL; decrease HAAT to 159 ft.; increase ERP to 5 kw, and change to Class C station (BPED-781113AW, as modified). Action Oct. 11.

■ *WEEE (89.5 mhz) Cherry Hill, N.J.—Granted MP to make changes in ant. sys.; change type trans.; change type ant.; change TL, and increase HAAT to 171 ft. (BPED-810202 AM, as modified) Action Oct. 11.

■ KALK (104.9 mhz) Denison, Tex.—Granted MP to increase tower height. (BPH-810902AA) Action Oct. 11.

actions

- **KHAI-TV** (ch. 20) Honolulu.—Granted MP to change ERP to 630 kw vis., 631 kw aur.; HAAT: 120 ft., and change TL (BPCT-790309LC, as modified). Action Oct. 7.
- **WRSP-TV** (ch. 55) Springfield, Ill.—Granted MP to change ERP to 2,115 kw vis., 211.5 kw aur.; change HAAT to 1203.2 ft., and change TL (BPCT-820127KN). Action Oct. 7.
- **WAQP** (ch. 49) Saginaw, Mich.—Granted MP to change TL (BPCT-800910KF, as modified). Action Oct. 7.

In Contest

Actions

- Commission denied petition for further reconsideration of report and order in LPTV proceeding filed by the National Association of Public Television Stations. NAPTS sought reinstatement of a priority for rebroadcasts of noncommercial educational programming via translator on vacant channels reserved for full service noncommercial broadcasters. Action by memorandum opinion and order (FCC 83-486) Oct. 19. Commissioner Dawson not participating.
- Commission, acting on its own motions, proposes to modify multiple ownership rules—Amendment of Sections 73.35, 73.240, and 73.636 of the Commission's rules—commonly known as the "seven station rule." General Docket No. 83-1009. Adopted Sept. 22.
- Third notice of proposed rulemaking—amendment of commission's rules to allow selection from among certain competing applications using random selection or lotteries instead of comparative hearings. Commission recommends consideration of inclusion of women as group entitled to benefit of preferences. Gen. Docket No. 81-768 Adopted Sept. 22.
- **Fort Valley, Ga.**—petition for reconsideration (Valley Cable TV Inc.)—Chief, Mass Media Bureau, ordered Valley Cable, operator of cable TV system serving Peach County, Ga., to forfeit \$3,000 for willful or repeated violation of the rules, for failure to carry WGXA(TV) Macon, Ga., on its cable system. Petition of Valley Cable denied by chief, Mass Media Bureau. Memorandum opinion and order adopted Oct. 7.
- **Breckenridge Hills Village, Mo.**—petition for special relief (Continental Cablevision of St. Louis County Inc.)—Continental sought waiver of Section 76.31 of commission's rules to allow franchise payment to the Village of Breckenridge Hills of 5% of gross revenues—3% is allowed by commission rules. Petition denied by chief, video services division. Memorandum opinion and order adopted Oct. 7.
- **Columbus, Ohio**—concerning political broadcasting (re: WCMH-TV Columbus)—Complaint was filed by Charles O. Ross, who states he is a candidate for mayor of Columbus, and who alleges that WCMH is airing a debate between two of his opponents and not allowing him "equal opportunities." Debate was sponsored by the League of Women Voters. Chief, fairness/political programming branch, enforcement division, supported station and took no action. Staff ruling adopted Oct. 14.
- **Arlington, Va.**—petition to deny application for assignment of license (Committee to save WEAM)—Committee claimed format change and commission rules on multiple ownership as grounds for denial of application (BAL-830527FT). Chief, audio services division, Mass Media Bureau, denied petition. Reply (8910-KK) dated Oct. 18.

Competing applications

- **San Francisco**—mutually exclusive applications (West Coast United Broadcasting Co., Together Media Ministries and LDA Communications Inc.)—ALJ Edward J. Kuhlmann granted application of West Coast United for CP for ch. 38. Renewal application of previous licensee, Faith Center Inc., was dismissed last March 22 (BROADCASTING, March 28). Initial decision issued Oct. 7 (BC dockets 82-339-442).
- **Eagle, Colo.**—Applications for CP for a new FM station (High Country Broadcasting, Eagle Broadcasters, Castle Peak Communications, Discovery Broadcasting)—Review Board approved a joint request for approval of settlement agreements between three of applicants—Castle Peak withdrew from hearing and its application was subsequently dismissed. Approval granted by memorandum opinion and order on Oct. 11 (BPH-810212AA, 810507AF, 810819AG, 810819AK).
- **Orange Park, Fla.**—mutually exclusive applications (Clay Television Inc., and Orange Park Florida T.V. Inc.)—Proceeding before Review Board involved applications for authority to construct new commercial UHF on channel 25 in Orange Park. Board granted petitions for leave to amend

filed by Orange Park T.V. Inc. and accepted amendments. Application for CP of Orange Park was denied (BPCT-801229KK); that of Clay Television Inc. was granted. (BPCT-801010KE).

- **Menominee, Mich.**—action in docket case—Commission granted application of CJL Broadcasting Inc. for a new FM on ch. 292 (106.3 mhz) and denied competing application of Men-Mar Broadcasting Corp. Action reversed a Review Board decision issued in December 1981. (BC 80-323-24) Issues were merit applied for program duplication and preference given for diversification. (FCC 83-490) Action of Oct. 19. Commissioner Quello absent.
- **Mount Vernon, Wash.**—petition seeking reconsideration (Valley Broadcasters Inc.)—Sought sustaining of ALJ's ruling, previously reversed by Review Board (FCC 83R-69), denying petition for leave to amend of Northwest Indian Women Broadcasters Inc., and dismissing its application in proceeding. Review Board dismissed Valley's petition. Adopted Oct. 19.
- **Gilston and Fairmont, W.Va.**—petition to deny application (Margaret J. Hanway and The Gilcom Corp. of West Va.)—Hanway had filed petition to deny Gilcom's application. W. Jan Gay, assistant chief, audio services division, Mass Media Bureau, denied Hanway petition. Adopted Sept. 30.

Legal Activities

- **WHW Enterprises Inc.**—Filed a notice with the U.S. Court of Appeals, Washington, appealing the FCC's order (FCC 83-368), denying WHW review of a review board decision granting the application of Radio Portage Inc. for a new FM station at Portage, Mich., and denying three competing applications (Case No. 83-2067).

Allocations

Applications

- **Garberville, Calif.**—Daniel J. Healy seeks to substitute Class C FM ch. 284 for ch. 261A, and to modify license to specify operation on Class C channel. Deadlines: Comments due Dec. 5; reply comments, Dec. 20. Address of petitioner's counsel: John P. Bankson Jr. at 888 16th St., N.W., Washington 20006. (MM 83-1123) Adopted Oct. 6.
- **Merced, Calif.**—Stephen J. Mewhort requests assignment of ch. 51; community's first TV allocation. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 843, Clovis, Calif. 93612. (MM 83-1119) Adopted Oct. 6.
- **Mount Bullion, Calif.**—Eric R. Hilding proposes assignment of Class B FM ch. 260; community's first FM service. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 1300 Freedom, Calif. 95019 (MM 83-1125) Adopted Oct. 6.
- **Silverton, Colo.**—Longhorn Communications Inc. seeks to substitute class C FM channel 279 for channel 280A, and to modify its license to specify operation on the Class C channel. Commission will also consider comments on the proposal to assign Class C ch. 297 to Silverton. Comments due Dec. 5; reply comments, Dec. 20. Address: Theresa S. Kessler, 1911 Main Avenue, suite 254, Durango, Colo. 81301. (MM 83-1131) Adopted Oct. 6.
- **Clermont, Fla.**—H. James Sharp requests assignment of TV ch. 68; community's first TV broadcast service. Comments due Dec. 2; reply comments, Dec. 19. Address of petitioner's counsel: James A. Koerner at 2033 M St., N.W., Suite 203 Washington 20036. (MM 83-1115) Adopted Oct. 6.
- **Naples, Fla.**—Meycom Inc. requests assignment of TV ch. 46; community's second commercial television service—current assignment is ch. 26. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 478, Marco Island, Fla. 33937. (MM 83-1118) Adopted Oct. 6.
- **Palatka, Fla.**—Pentecostal Revival Association Inc. proposes deservation of noncommercial educational TV ch. 42, and substitution of ch. 63 in lieu thereof as community's first commercial television assignment. Chief, policy and rules division, said "we do not think that the public interest would be served by deleting the educational reservation on ch. 42," but will propose ch. 63 as additional channel. Comments due Dec. 5, reply comments, Dec. 20. Address: Reverend Dolly M. Harrell, president, Rt. 4, Box 1506, Palatka, Fla. 32077.
- **Sebring, Fla.**—Focus Broadcast Communications Inc. requests assignment of TV ch. 60; community's first commercial TV allocation. Currently, Sebring is assigned non-commercial educational ch. 48, which is unoccupied. Comments due Dec. 2; reply comments, Dec. 19. Address: David W. Eakins, president, 129 South Commerce St., Sebring, Fla. 33870. (MM 83-1117) Adopted Oct. 6.

- **Venice, Fla.**—Holiday Group Inc. seeks assignment of TV ch. 46; community's first TV assignment. Comments due Dec. 5; reply comments, Dec. 20. Address: c/o Colby M. May; May, Dunne & Gay; 1156 15th St., N.W., Washington, D.C. 20005. Adopted Oct. 6.
- **Ft. Dodge and Hampton, Iowa**—Harold A. Jahnke requests reassignment of TV ch. 50 from Ft. Dodge, Iowa; first TV allocation to Hampton. Channel 50 has been vacant and unapplied for at Ft. Dodge since June 1981. Comments due Dec. 5, reply comments, Dec. 20. Address: 421 Central Avenue E., Hampton, Iowa 50441. (MM 83-1120) Adopted Oct. 6.
- **Murray, Ky.**—Stanley G. Emert requested assignment of TV ch. 38; community's first local commercial TV broadcast service. Comments due Dec. 5; reply comments, Dec. 20. Address of petitioner's consultant: Edward M. Johnson, One Regency Square, Suite 450, Knoxville, Tenn., 37915. (MM 83-1122) Adopted Oct. 6.
- **Somerset, Ky.**—Cumberland Communications Inc. seeks assignment of FM ch. 272A; community's second FM channel. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box B, Somerset, Ky. 42501. (MM 83-1133) Adopted Oct. 6.
- **Truro, Mass.**—John T. Galanses requests assignment of FM ch. 272A; first FM service for community. Petitioner has also requested assignment for Strasburg, Va. (see below). Comments due Dec. 5, reply comments, Dec. 20. Address: 205 Casa Solana, Key West, Fla. 33040. (MM 83-1126) Adopted Oct. 6.
- **Norway, Mich.**—Robert A. Sherman seeks assignment of ch. 232A; community's first FM channel. Canadian concurrence in proposed assignment must be obtained. Comments due Dec. 5; reply comments Dec. 20. Address: 1039 Division, Port Huron, Mich. 48060. (MM 83-1134) Adopted Oct. 6.
- **Marion, Miss.**—Larry G. Fuss, Sr. proposes assignment of ch. 276A; community's first local FM service. Comments due Dec. 5; reply comments, Dec. 20. Address: 331 Bellford Court, Mars, Pa. 16046 (MM 83-1132). Adopted Oct. 6.
- **Cullowhee, N.C.**—Greg Ryder requests assignment of TV ch. 31; community's first local TV service. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 172, Cullowhee, N.C. (MM-83-1135) Adopted Oct. 6.
- **Jamestown, Tenn.**—Jamestown Broadcasting Co. seeks assignment of ch. 276A; community's second FM assignment. Comments due Dec. 5; reply comments, Dec. 20. Address: c/o Barbara R. Feeherry, Tierney and Swift, Law Offices, 1925 K St., N.W., Suite 300, Washington, D.C. 20006. (MM 83-1129) Adopted Oct. 6.

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.

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.

Petoskey, 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.

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. Gneuchs, 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.

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.

Manager for progressive small market near Twin Cities. Strong sales background. Structured buy-in available. Reply Box E-138.

Station manager for small market west Texas fulltime AM. Want experienced person with successful sales background. Excellent compensation with equity opportunity. Send resume to Richard Schiro, 8731 Canyon Drive, Dallas, TX 75209. EOE/M/F.

Successful small market selling manager needed to manage and purchase profitable Southeast AM. Owner retiring. Write Box E-142.

Top rated AM/FM looking for general sales mgr. who is aggressive, has leadership qualities, knows research and Arbitron. Ideal candidate is locked in with no advancement opportunities. Must be ready to move into GM position within 18-24 months. All replies confidential. EOE. Write Box E-152.

You never get a second chance to make a first impression. Local sales manager needed immediately for central Nebraska's powerhouse, KSYZ-FM. Must have proven sales training experience, and the ability to supervise six of the most professional sales tigers anywhere. If you are a results and goal oriented individual who is ready for a growth and development opportunity, send resume, references, and sales management philosophy to Doug Clements, General Manager, KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. EOE/M/F. No phone calls.

California medium market AM/FM wants aggressive general manager. Sales/collection oriented. Confidence guaranteed. Resume to Box E-172. EOE.

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, V.P./Sales, Bott Broadcasting Company, 10841 E. 28th Street, Independence, MO 64052.

Northeast medium market FM wants aggressive, professional salesperson with broadcast experience. Guaranteed salary + commissions. EOE. Resume to Box E-65.

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.

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.

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.

Interested in a step up to a great station in a growing market? We need an experienced salesperson who knows media, has two years minimum sales experience, wants a good pay/commission opportunity. Write (no phone calls, please) James Butler, General Manager, WJWF FM (JOY 107), PO Box 5333, Ft. Lauderdale, FL 33310. Equal opportunity employer.

Sales manager: Progressive broadcasting group seeks sales manager for leading AM/FM in small/medium Southwestern market. Strong sales orientation required. EOE. Write Box E-160.

16% annual growth- this market of 260,000 offers the sales professional unlimited opportunity. The organization is a major West Coast group. The station is the fastest growing AC in the market. Generous compensation. Only sales professionals need apply. If you have any questions, call 907-561-1877, or mail resume and requirements to: KTNX, Attn: General Manager, 1549 E. Tudor Rd., Anchorage, AK, 99507.

\$30,000 guarantee. Our top billers earn \$70,000. Medium (14 station) market. Leading CHR #1 teens, 18-34, 18-49, #2 25-49-, 25-54. EEO. Our employees know of this ad. Send resume to Box E-169.

Aggressive pros needed at automated contemporary FM. Small resort market, Florida Keys. Box 24, Sugarloaf Shores, FL 33044.

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

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/M/F.

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.

Experienced announcers needed now. Production creativity a must. No stars wanted, just personable team player to execute proven format. 100KW, heavy information/AC station. Tape and resume to David Phillips, WDSO FM 93, P.O. Box 231, Dillon, SC 29536. EOE.

Minnesota station seeking versatile announcer/copy/news person. Experience required. Resume only to Box E-139.

Immediate opening. Radio announcer with at least two years' experience. Good production skills. Send tapes and resumes to Paul James, KTEM, PO Box 1230, Temple, TX 76503.

Announcer/salesperson. Country music format. Air shift, plus some sales duties. Resume to WMJS, Box 547, Prince Frederick, MD 20678. No phone calls.

Morning drive announcer for easy listening station on Maryland's Eastern Shore. Good news delivery. Also, announcers for future openings. Tape and resume to: Operations Manager, WKYZ-FM, Naylor Mill Road, Salisbury, MD 21801. EOE.

Florida Keys automated contemporary FM needs versatile pros. News and production a must. Box 24, Sugarloaf Shores, FL 33044.

Crazy, off the wall morning personality wanted. Midwest medium market. Right bucks for right person. Personality a must! The more bizarre, the better! Send resume only to Box E-5.

KFIV, Modesto, CA, has that rare opportunity: major market money without major market headaches. If you can command a big AC audience, you'll command our attention. Send tape and resume to Rick Myers, OM, PO Box 1360, 95353.

Country morning man, with production ability, to grow with us in California. Must be experienced. KCIN, Box 1428, Victorville, CA 92392.

Opening now! Lost one to Europe and another to a PD gig. Need communicator for young adult AOR audience. Top notch production a must. Rick Singer, WOOS, PO Box 9217, Canton, OH 44711.

Talk show host. Major Midwest market. Man or Woman. Sell own time! Resumes only to Box E-173. EOE.

HELP WANTED TECHNICAL

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: 5,000 AM/100,000 FM transmitters, studio maintenance, and responsible for full operation in beautiful coastal community. Write Box E-128. EOE.

Chief engineer for KONO/KITY, San Antonio. AM is 5KWND/1KDA; FM 100KWHV. D. E. retiring from company after 53 years. Send resume, references, and salary desired to Jack Roth, P. O. Box 2338, San Antonio, TX 78298. 512—225-5111.

Chief engineer for medium market AM/FM in Southeast. Maintenance of transmitters, STL, automation and other studio equipment. Announcer capability a plus. Reply to Director of Engineering, P.O. Box 32488, Charlotte, NC 28232. EOE.

Chief engineer. One person dept. This is a hands on job for someone who knows what he/she is doing. 5,000 AM (non-directional) 100,000 watt FM. IGM Basic automation, STL microwave, RPU system, studio equipment. First or general. SBE certified preferred. Send resume and salary requirements to James Hoff, Pres., KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501. 707—443-1621. EOE. M/F.

Engineer for team work on The Village Companies' Burlington/Chapel Hill, North Carolina operations. Properties include WCHL/AM stereo, WBAG-FM, the Tar Heel Sports Network, and Village Cable. Must be a hands-on, production-oriented engineer. First class license and chief engineer preferred. Salary based on experience. Send resume to The Village Companies, P.O. Box 3300, Chapel Hill, NC 27514. Equal opportunity employer.

HELP WANTED NEWS

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.

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.

Small/medium market news director to do it all. Must love news gathering and want permanent home. Resume/tapes: KCIN, Box 1428, Victorville, CA 92392.

Prefer recent college graduates to program national sports telephone information service. Central New Jersey location. Full and parttime positions available. Send cassette air check with resume and references to James LaForge, Suite 8, 2235 South Avenue, Westfield, NJ 07090. EOE.

Sports, play by play/news/morning personality/talk shows. Easy, pleasant personality. If it all fits, contact G. M., WHBU, P.O. Box 610, Anderson, IN 46015, 317—644-7791. EOE.

News/talk position for experienced professional. Join a station dedicated to strong local involvement. Send tape/resume to Mike Moran, WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

WTOP NewsRadio 15, Washington, DC, is seeking an experienced AM drive all-news host. Successful candidate will have experience as the host in the host/anchor all-news system, will be creative, conversational, reliable. Tape and resume to John D. Watkins, Director of News & Programming, WTOP Radio, 4646 40th St., NW, Washington, DC 20016. EEO/M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Entire staff for new automated contemporary FM in Florida Keys. Operations manager on down. Must be versatile. Box 24, Sugarloaf Shores, FL 33044.

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.

Music projects director: WGBH-Radio, Public radio in Boston. Strong background in classical music production, knowledge of jazz and folk desirable. On-air classical experience required, also ability to negotiate and establish relationships with musicians and musical organizations. Scripting skills, live concert production experience, and great organization skills required. Fluency in German, French and/or Spanish desired. Resumes and samples of work to Carol Pierson, Assistant Radio Manager, WGBH-FM, 125 Western Avenue, Boston, MA 02134. Deadline: November 15, 1983. Start date: December, 15, 1983. An EOE.

Program director. Strong production, aggressive, very community oriented. Modern country FM, medium market, one of CA's most beautiful areas. All responses confidential. Resume only to Box E-144.

Productions/operations manager for non-commercial KTEP-FM, a NPR affiliate serving the El Paso area with 100,000 watts. Responsibilities include supervision of all studio and remote production and operations including scheduling of facilities, training of personnel, oversight of off-net taping, and teaching one course in mass communication. Bachelor's degree required as well as a Master's or successful equivalent experience. Minimum of 3 years' experience in audio production, NPR operations and teaching. Bilingual (English/Spanish) capability preferred. Apply to: David Wilson, KTEP-FM, University of Texas at El Paso, El Paso, TX 79968. Closing date: November 15, 1983, or until adequate pool of qualified applicants is received. The University is an equal employment opportunity/affirmative action employer.

Program operations director—WVOX/WRTN, Westchester, NY. The Wall Street Journal called WVOX the "quintessential community station". Great opportunity for a "quintessential community program-production person". Strong community orientation and technical-computer competence. Resumes should be sent to: Michael Dandry, Vice-President and General Manager, WVOX, One Broadcast Forum, New Rochelle, NY 10801. 914—636-1460.

Program director for A/C format. Must have past programming and on-air experience. Send salary requirements, resume and tape to KRXX, Box 458, Rexburg, ID 83440, or call 208—356-3651.

Operations manager/program director for AM country/FM CHR. Texas medium market. 915—263-7326, Dick Fields.

Continuity/production director needed! Creative, great production, voice versatility, experience only. Resume, demo & scripts to Operations Manager, C-101, Box 9781, Corpus Christi, TX 78469. EOE.

Program director—WHO Radio. Wide regional coverage featuring news, farm, sports, talk. Prior broadcast program management experience is an important consideration, as is a demonstrated creative capability. A successful record as on-the-air performer would be a positive influence. Send resume and salary requirements to Talmage Thompson, WHO-Radio, 1801 Grand Avenue, Des Moines, IA 50308. EOE.

SITUATIONS WANTED MANAGEMENT

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 position wanted in medium or small market. Have radio, TV, and agency management experience. Write Box E-171.

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.

Ready for action. Formerly 50% owner & fulltime GM of class C FM in seacoast community. Went from \$145K in gross billing to over \$1 mil. with substantial profit in 9 yrs. Only 45. In radio sales since 1961, management since 1965. Super winning track record. Interested in ownership, partnership, group management, GM with option, consulting, or allied field. Excellent administrator, salesman & motivator. Prefer East Coast from southern New England to Florida. Call 617—563-5538, or write Ken Patch, Box 571, Falmouth, MA 02541.

SITUATIONS WANTED SALES

Experienced account executive with sales manager's experience desires PA location. Write Box E-148.

I want to sell. Will you give me the opportunity? I'm an announcer, broadcast journalist, production person. Will put in long hours for you in return for good compensation and growth opportunity. Looking in NC, VA, WV, north to Maine. In broadcasting since 1975, at current position since 1978. Write Box E-151.

SITUATIONS WANTED ANNOUNCERS

Announcing, production, programing. 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.

Experienced in college radio. Willing to relocate anywhere for entry level position. Call Scott, 201—863-0917.

12 years experience, 7 years with last employer. DJ, news, production, dependable, will relocate. 405—242-0597. Rick Brown.

Trained, hungry announcer looking for entry level position in your airchair, will relocate. Bob Kale, Rt. 2 Bx. 268, Elkhorn, WI 53121. 414—728-8972.

Touch this ad. Feel the excitement? Experienced (two years) journalist, reporter, (also sales-oriented). Broadcaster, recent training in news, sports, commercials. All markets okay. Tape, writing samples available. Karen, 201—692-8295.

Boston area come alive—recent graduate of Northeast broadcasting school—comprehensive course. Hard working, responsible, ambitious. Eager to work any shift, any format for minimum salary. T/R, references upon request. Jack, 617—233-4189.

Milwaukee area. Professional news and commercial delivery. Any shift. Gary Stupek, 2709 South 52nd Place, Mil., WI 53219. 414—545-5452.

Professional sound, articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414—383-1692.

Entry level broadcasters. The School of Communication Arts prepares our graduates for on air as well as extensive production skills. Marlene Levine, 800—328-5893 or 612—721-5357.

Experienced broadcaster seeks return to radio. Prefer talk format; will consider all opportunities. Excellent references. BA-Government. PD experience. Currently teaching in Ohio. Write Box E-162.

SITUATIONS WANTED NEWS

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.

Pro farm newscaster—four years experience including Wichita and Omaha. NAAB 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 ad advertising. Contact Gary, 402—895-5430.

SITUATIONS WANTED NEWS CONTINUED

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

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350

Newscaster, versatile, aggressive, seeks initial commercial opportunity to join news operation. Small markets. Larry, 313-732-1262

Looking for exciting play by play? Excellent man available. 10 years experience basketball, hockey, football. Brian Kinell, 716-266-2647.

In 7 years on California's south coast, I've directed, anchored, and reported news and sports, plus NCAA basketball and hi school FB PBP. Now I'm ready to move up. Woody Chaves, 213-204-0761

Award-winning wire service reporter and former radio news director in New York metropolitan area seeks position as news director and/or anchor, reporter, editor, writer. Steve, 914-946-0504, or Box E-174

Experienced sports director seeks good opportunity; top of the line basketball PBP; will consider news combo. 201-763-5587.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced country PD/MD/AT looking for stable, progressive operation. Mature family man. Charlie Walters, 619-245-3779. Call now!

I've programmed leading stations in Los Angeles, San Francisco, San Jose, Phoenix, and other SW markets. CHR, AOR, A/C, C/W. Twenty years of turning stations into money makers. Experience in all areas of station operation. I am seeking opportunity and challenge where my experience can be applied. Diligent, energized with superb references. Mikel Hunter, 408-973-8199.

TELEVISION

HELP WANTED MANAGEMENT

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.

Operations manager: leading station in southeast seeks someone to schedule, supervise, and motivate studio and engineering operations staff, including camera, audio, video, master control, and video tape. Programming experience desirable. Strong people handling skills essential to supervise over forty employees with active studio production schedule. Send descriptive letter, resume and salary history to Box E-137.

General manager for group owned CBS affiliate in Southeast. Must have experience in budgeting and cost control, with strong knowledge in news, sales and programming. Prefer 3-5 years' experience as a general manager. Send resume to Box E-146. M/F, EOE.

General manager, to administer and supervise the overall business, personnel, and broadcast functions of KAWE, a community licensed public television station serving northern Minnesota. Requires demonstrated administrative, public relations, and fundraising experience in public television. Highly developed communications and interpersonal skills a must. Three years experience in broadcasting and BA degree in related field required. Salary range: \$25,000-\$35,000. Send letter of application, resume and three professional references by December 1st to: Search Committee, KAWE, Box 9-Bemidji State University, Bemidji, MN 56601.

Accounting controller for NBC affiliate in top 30 market located in Southeast. Excellent accounting skills and supervisory experience necessary. Responsible for daily operation of accounting department. Public accounting background with broadcast experience preferred. Send resume, references, and salary requirements to Erskine Lytle, WSMV-TV, 5700 Knob Road, Nashville, TN 37209. EOE.

Assistant business manager, KRIV-TV Metromedia, Inc., has opening requiring 2 years broadcast accounting and accounting degree. Prefer supervisory experience, familiarity with credit/collections, and data processing. Excellent career opportunity. Send resume with salary history and requirements to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn. R. Kirk. An equal opportunity employer.

General sales manager. Group owned network affiliate in West seeks proven sales manager with strong track record. Your expertise in local sales will help keep us #1 in our market. Excellent progressive communications company offers strong advancement opportunities. Send resume to Box E-159.

General manager: The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital, Juneau, home of 24,000 people. Overall responsibility for budget of \$1.5 + million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CCBI Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCBI is an EEO/AA employer.

General manager: powerful new television station under construction in attractive Midwest capital city seeks professional general manager. Professional experience essential. Job will require total commitment to match superb facilities. Excellent pay for highly productive person. EOE. Send resume to Box E-168.

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.

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 Rozov, Local Sales Manager, WNNETV, 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.

Local sales manager: top 35 market station in Sunbelt is seeking a creative, aggressive individual to lead and manage local sales department. Local sales managers or general sales managers handling local preferred. Send resume to Box E-136. EOE, M/F.

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.

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. Contact Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box "A", Santa Ana, CA 92711. 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/MF.

Chief engineer - Florida Gulf Coast. Highly qualified hands-on chief to build and maintain new UHF independent. All new equipment. Job immediately available. Target date December. Resume, salary history, and references to: Station Manager, WPAN-TV 53, 14 Eglin Parkway SW, Fort Walton Beach, FL 32548. EOE.

Television engineer with primary responsibility to locate suitable sites. Install, maintain solar/wind powered LPTV/FM. Thorough knowledge of RF antennas, propagation. Position requires BSEE or equivalent with 4+ years experience in radio/TV engineering. Good physical condition. Generous tax-free salary plus attractive leave schedule. House and car provided. Send resume to: William Hunt, Technical Office, P.O. Box 600, Ministry of Information, Muscat, Sultanate of Oman.

Chief engineer for network affiliate in Sunbelt. Broadcast management experience required. Send resume and references to Box E-150. EOE, M/F.

Group owner looking for a maintenance engineer with 3/5 yrs. experience, including transmitter work on RCA TT6/25, Ampex VTR, TK-27, etc. Send resume to Steven Easley, KOUS-TV, Drawer D, Hardin, MT 59034. EOE, M/F.

TV maintenance technician. (San Diego area). Repairs production, operations, microwave transmission and RF distribution equipment. FCC general license required. Apply at: Office of Education, San Diego County, 6401 Linda Vista Road, San Diego, CA 92111. 619-292-3500.

TV maintenance engineer: Scene Three - Nashville is expanding and seeks skilled maintenance engineer to join our fast growing production/post-production company. Experience in maintaining 1* VTRs, ADO, Vital and Ampex switchers, Ikegami cameras and related equipment preferred. Send resume to Mike Arnold, 1813 Eighth Avenue South, Nashville, TN 37203.

Maintenance engineer. We need an experienced maintenance engineer who has worked in a sophisticated production environment. Your responsibilities will include the repair and maintenance of Ampex one-inch and two-inch videotape machines, Ampex and NEC digital video effects units, Grass Valley 300 and 1600 switchers, Ampex ESS system, CMX editing systems, MCI and Ampex audio equipment, helical videotape equipment, Telemation compositor and Chyron IV, Ikegami and Phillips cameras, as well as older generation equipment. Strong knowledge of electronic theory and computer systems plus mechanical aptitude. Reply Box E-164.

Studio maintenance engineer. CBS affiliated VHF station in Texas. Minimum of three years experience in VTR/ENG repair. Send resume to chief engineer, KWTX-TV, Box 7528 Waco TX 76710. EOE.

Video engineer. We are an Eastern production company seeking a video engineer who is proficient in the operation and maintenance of both old and new generation cameras. Experience or desire to operate and maintain a Rank Cintel Flying Spot Scanner. Strong production background preferred. Send resume and salary history to Box E-165.

HELP WANTED NEWS

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.

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.

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.

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.

Reporter. Number one Midwest CBS affiliate with an outstanding staff. If you are creative, dedicated, and experienced, please send a resume, tape, and salary requirements to: Managing Editor, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE/MF.

Attention helicopter pilots! TV station looking for pilot to fly and report. Send resume only to Box E-141. EOE, MF.

All Broadcasters invited. Newsmen with a minimum of two years experience are invited to apply for the Kiplinger Program in Public Affairs Reporting, now in its 11th year at the Ohio State University. Entry into the year-long program leading to a Masters degree in journalism is competitive. Substantial funding is available to successful candidates. The 12th year begins Sept. 19, 1984. For information, write or call: Henry H. Schulte, The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH 43210. Telephone 614-422-2607 or 422-6121.

Group-owned stations in 4 Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company, with room to move up. Resume only to Box E-145. EOE, MF.

We're looking for a producer who can make a news-cast sing. If you have the experience and sound news judgement to produce a major metropolitan newscast, send resume and brief description of your news philosophy to: Jim Sherlock, Asst. News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. Coral Television Corporation is an equal opportunity employer.

News-anchor-reporter for #1 news station. 3-5 years experience. No beginners. Choice area in Rky. Mtns. Tape and resume to News Director, KIFI-TV, Box 2148, Idaho Falls, ID 83403. EEO employer.

Editor-WDIV, the Post-Newsweek station in Detroit, is looking for an exceptionally talented editor. The person we seek is first and foremost a news editor; someone able to tightly edit news stories under a deadline. But this person should also be able to bring a creative and visual edge to series and longer form pieces. What we seek is that rare person who can combine both talents and join a top creative team. If you think you are that person, and have at least 3-5 years experience, send resume and tape to: Mark Efron, Executive Producer/News, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. We are an equal opportunity employer.

WSOC-TV has opening for a reporter/anchor-minimum of three years experience required. Send tape and resume to Dick Moore, News Director, Box 34665, Charlotte, NC 28234. EOE, MF.

News producer. Eastern North Carolina news leader needs a creative, experienced producer for the top rated 6 and 11PM newscasts. No show stackers wanted. Ability to write and produce a well-paced, interesting newscast required. Resumes, salary requirements, and airchecks (no phone calls) to Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

Weekend weather and science reporter. Looking for talented individual to do the weather on weekends and three science/environment reports a week. Opportunity to learn from one of the area's best weathercasters. Will work with the state-of-the-art weather graphic computer system. EOE. Send tape and resume in confidence to: Mike Malter, News Director, KTSM-TVAM/FM, 801 North Oregon, El Paso, TX 79902. 915-532-5421.

Assignment editor: KGAN-TV is looking for an aggressive, idea-oriented assignment editor. We want a winner who won't accept anything less. Contact Alan Oldfield, News Director, KGAN-TV, P.O. Box 3131, Cedar Rapids IA 52406.

TV news nationwide recruiter seeks experienced candidates for major and medium market positions. No fee for talent, anchors, reporters, sports, meteorologists, producers. Resume, salary, tape: Television News Talent, Box 9, Delmar, NY 12054-0009.

Assignments editor. We're looking for an experienced assignment editor for one of the country's largest ADI's. Ability to generate story ideas, direct field crews, and open "closed doors" a must. Resume and salary history (no phone calls) to Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

Anchorperson for late news, weeknights. Minimum two years anchoring experience desirable. Send tape and resume to Personnel Director, WTRF-TV, Wheeling, WV 26003. EOE.

Historic news leader in top twenty sunbelt market seeking co-anchor to team with our male co-anchor for prime early/late newscasts. Must have previous anchor experience, strong on-air ability, and good writing/reporting skills. Job will be available June, 1984. Send resume only to Box E-184.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Friday, Nov. 11, 1983, the deadline for classified advertising for the Nov. 14, 1983 issue will be:

FRIDAY, NOV. 4, 1983

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.

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.

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.

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. An equal opportunity/affirmative action 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.

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.

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.

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.

Production manager: Southwest independent seeking qualified individual to supervise production and operations department. Some management experience preferred, but will consider producer/director with minimum 2 years experience. Individual needs administrative as well as creative and technical skills. Send resume and salary requirements to Jim Pratt, Station Manager, KGMC-TV, P.O. Box 14587, Oklahoma City, OK 73113. EOE, MF.

Promotions director. CBS affiliate/medium sized south Florida market. Experienced candidates send tape and resume to Shannon Turner, WTVX, Box 3434, Fort Pierce, FL 33454.

Broadcasting, assistant professor, tenure track. Half-time teaching TV production, half-time managing new instructional TV studio. M.A. & production experience required; Ph.D & teaching experience preferred; professional experience greatly preferred. Begins January, 1984. Send vita & letter of application only to E.A. Tilley, Chairman, Dept. of Language & Literature, University of North Florida, Jacksonville, FL 32216. AA/EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Television Producer/director/writer for university television production center, producing full range of information, performance, instructional, and sports programs which have been aired on state public television network, PBS, commercial stations, cable systems statewide, and used for campus and off campus instruction. Broadcast-quality facilities include a remote truck, studio/editing with type-C 1" tape, ENG-EFP facilities, 24-hour cable access channel, and microwave interconnect with Kentucky Educational Television. Applicants should hold a bachelors degree (master's preferred) and have a minimum of 3 yrs. exp. in public television or a similar environment. Experience in directing live performance, public affairs and athletic telecasts is desirable. 12-month faculty appointment with excellent benefits and competitive salary. Send resume, videocassette sample of work, and 3 letters of recommendation to: Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Melbourne, Florida post production facility needs a maintenance engineer. Must be completely familiar with microprocessors and computers. Experience in video is a plus. Call the General Manager, 305-724-6710.

Promotion director: Pacific NW VHF seeks promotion director. Includes conceiving marketing concepts. Creation and execution of on-air and other media promotion. Sales promotion experience helpful. Budget/staff supervision duties included. At least two years promotion experience at a commercial TV station essential, preferably at an independent. Small town living, city wages. Send tape and resume to Personnel, KVOS-TV, Box 1157, Bellingham, WA 98227, or call 206-671-1212. KVOS-TV is an equal opportunity employer.

Executive producer. Real to Reel, nationally-syndicated magazine program, needs executive producer. Three years experience in ¾" magazine format a necessity. BA or equivalent required. Strong personnel skills important, must show experience in preparing and executing budgets. Send resumes and tapes to Unda-USA, 3035 Fourth St., NE, Washington, DC 20017.

CMX editor: Scene Three - Nashville seeks a post-production videotape editor for evening/night shift. Experience with ADO, SqueezeZoom, CMX 340X and Chyron preferred. At least two years timecode editing experience in commercial and program production required. Send resume to Mike Arnold, 1813 Eighth Avenue South, Nashville, TN 37203.

Promotion manager-experienced, creative professional for ABC affiliate on the beautiful Gulf Coast. Minimum 2 years experience creating and coordinating effective multi-media campaigns. Must have excellent writing, production, and management skills. Send resumes to Joe Smith, Operations Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581. EOE, M/F.

Art director-top 30 southeast network affiliate seeks a highly creative individual experienced in print, electronic graphics, set design, and sales promotion. Applicant must work well with people and be capable of developing a state of the art graphic look for all areas of television, including on-air, news, promotion, and print. EOE. Send resume and salary requirements only to Box E-167.

Development producer: KPBS San Diego's public TV station has an opening for a development producer. The development producer will produce pledge drives, auctions, and membership-related video promos. Experience in the production of on-air fundraising campaigns and/or experience in producing television commercials necessary. Must be able to coordinate diverse and detailed projects. Salary range for position is currently \$18,708-\$23,040, with a possible 6% cost-of-living increase on January 1/84. Applications must be received by November 11 at the Employment Office, San Diego State University, San Diego, CA 92182. EEO/AA employer.

PM Magazine co-host. We're still looking for that talented individual to complement our female co-host and keep our PM Magazine number one. If you have 3 years experience and are enthusiastic and can write, produce, and present material that will keep us on top, please rush your tape and resume to: Cyndy Cerbin, KWWL-TV, 500 E. Fourth Street, Waterloo, IA 50703. An EOE.

Promotions producer/coordinator. Top Sunbelt station seeks individual with Bachelor's degree in communications, marketing, or related area with a minimum of three years on-air promotion production experience. Professional experience in copywriting and producing with a working knowledge of state of the art digital video technology required. Ability to operate computer-assisted video editing systems preferred. Competitive salary plus benefits. Send resume with salary history/requirements in confidence to Box E-161. EOE.

Corporate producers-Metro Communications is seeking several producer-directors to coordinate production of video profiles of major corporations. Hands-on electronic field production experience for top companies is a requirement. Desirable applicants will be hired for assignment in the Spring of 1984. Send resume and 3/4 inch tape: Metro Communications, Inc., Box FL, 424 Duke of Gloucester Street, Williamsburg, VA 23187.

Video producer needed. Minimum three years experience in remote camera, ¾" tape editing, writing and producing. Needs diverse video background, including news and as on-camera talent. Computer experience desirable. Salary \$1000-\$2000 per month, depending on qualifications. Send resume with salary history and requirements with ¾" demo tape to: Comm-Tech, Attn.: Ed Bostick, Suite 409, Lakeway Professional Center, Gillette WY 82716.

Promotion director: TV station in top 50 market seeks promotion director. Professional experience and creativity required in all phases of print and electronic media. Pay excellent. EOE Send resume to Box E-170.

Editor. Tired of being no. 2? Major East Coast production facility has need for a video editor with experience on CMX and ADO systems. Technical background desired. Looking for the right person to accept the challenge of being no. 1! Send resume and salary requirements only to Box E-166.

Senior tape editor wanted. Minimum of two years editing experience and B.A. in communications, or equivalent required. Must have proven skills in mechanics of television news operation, ability to effectively communicate to fellow employees, and serious interest and aptitude in developing management skills. Send resume and videotape to Jo Shilling, P.O. Box 9494, Seattle, WA 98119. EOE.

SITUATIONS WANTED MANAGEMENT

General manager! Trouble-shooter! Turn-around-specialist! Consultant! Outside-director! 31 years practicing television! Thoroughly experienced all aspects. Management! Programming! News! Production! Promotion! Independents! Network-affiliates! Groups! New-startups! Ownership-powerstruggles! Outstanding record of achievements! Overcomes overwhelming obstacles/fiercest competition! Provides professional, quality leadership/motivation! Produces spectacular sales, profits, prestige; enhanced market values! 619-353-8033.

SITUATIONS WANTED SALES

GSM, top 30 markets, desires position that will afford opportunity for advancement and reward in realistic exchange for results attained. Late 30's, 18 years broadcast and top 25 agency experience, last 4 years top UHF indy. Impressive track record, industry contacts, references. Contact Box E-149.

SITUATIONS WANTED TECHNICAL

CMX editor, MD/DC-based; experienced ¾", 1", 2", DPE; satellite coordination; FCC first. Currently with commercial production facility. Seeking to expand maintenance talents and/or supplemental freelance editing. Will consider other markets. Write Box E-155.

SITUATIONS WANTED NEWS

Versatile TV newsman: 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.

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.

Sportscaster in medium market looking for a station with a true sports commitment. Call 804-266-1715.

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.

Black female with M.A. seeks writing, reporting and/or producing position. NBC-TV, Cable and radio experience. Opportunity more important than salary. Call Karen, 312-734-0089.

I need full-time work! Experienced sports anchor/reporter. PBP all sports. Currently per-diem producer at CBS. Call Jerry, 401-683-2276.

Producer/reporter now on highly rated TV business report: mature, authoritative, reliable, creative writer with extensive production background, seeks major market producer/editor slot. Box E-140.

Executive type anchor/producer wants a change after November ratings. Seasoned small market pro ready to move. Extraordinary interviewer. Write Box E-147.

Anchor. 10 yrs. medium markets. News, weather, sports. Network quality voice, delivery, appearance, credibility. 904-673-5215.

Sports anchor/PBP. Seeking small-medium market weekend sports anchor position with reporting and/or radio or TV PBP. Major market experience. Call Dave, 618-537-6674.

Get in on the ground floor of my career! Reporter/anchor-trained in television with 1½ years radio experience. Creative, personable, energetic, good appearance, pleasant voice. BS in broadcast-journalism. Call Robin, 217-893-1639.

Anchor. 12 yr. veteran reporter with 3½ yrs. weekend anchor exp. seeks to advance to M-F main anchor slot. Write Box E-158.

Over 4000 TV news shows-degree, graduate work/assistantship. Local radio anchor, crew national television news, references. Prefer audio, edit, etc., leading to producer or reporter. 617-784-2084.

Entry level sports position, anywhere. Experienced radio play by play man with good interview skills seeks reporter/anchor position with small market TV station. Tape and resume available. Call 404-284-8490.

Dedicated reporter seeks entry level position. Hard-working, dependable, personable, bright. Am determined to put my talents and experience to work for you. Box E-183.

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.

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.

Recent Southern Illinois University graduate seeks production position in television or radio. 3 years experience in crew and supervisory positions at WSIU-TV/FM. Award winner. Will relocate. 602-948-1569.

Recent June graduate seeking position in production, programming, or advertising. Strong background in Sports. Willing to relocate. Call Michael 513-474-0795 or 606-635-1542.

Producer, "A" market multi-award winner, department manager, writer, director, editor, film and tape. 15 years international experience news, features and promotion. Write Box E-163.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Research economist/industry analyst. Research and planning department seeking individual with ability to conduct economic, financial, marketing analysis for broadcast industry. Statistical and writing skills and graduate degree required. Research and Planning Department, NAB, 1771 N St., NW, Washington, DC 20036. EOE.

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

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.

Broadcasting/mass communication: assistant professor - tenure track; Ph.D. required. Preference given to candidates able to teach graduate courses in theory and research methods, plus undergraduate courses in audio production, audience analysis, and writing for electronic media. Salary dependent on qualifications and experience. Application deadline: November 15, 1983. Contact Dr. Clayland H. Waite, Area Director, Mass Communication, Department of Communication and Theatre, Miami University, Oxford, OH 45056. Miami University is an equal opportunity/affirmative action employer

Telecommunications—Kutztown University, located an hour from Philadelphia in southeastern Pennsylvania, is seeking an assistant professor to teach undergraduate and graduate classes in an established, professionally oriented program. Tenure track position. Ph.D. preferred. Teaching experience required. Should be able to teach audio or video production and one or more of the following: writing, law, programming, management, cable or new technologies. Salary competitive. Available January, 1984. Applications will be accepted until the position is filled. Send resume, references, and three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/ equal opportunity employer

Broadcasting: faculty position, beginning September, 1984. Courses in radio and television production, performance, programming; also speech fundamentals. Master's degree required, professional broadcasting and college teaching experience desired. Rank and salary open. Send resume immediately to: Dr. George F. Perry, Marywood College, Scranton, PA 18509. AA/EOE.

Telecommunications management: The Department of Radio-Television at Southern Illinois University-Carbondale seeks qualified applicants for a full-time faculty position in the area of telecommunications management for January or August, 1984. The position is a tenure track appointment. Rank and salary are open depending on qualifications. Candidates should be qualified to teach graduate courses in dynamic new telecommunications M.A. program and sales and management on undergraduate level. Ph.D. or equivalent and significant experience in professional positions required. Evidence of successful teaching and scholarly activity desirable. Send letter of application, curriculum vita, and three letters of reference by November 15 to: Dr. Sam Swan, Chairman, Department of Radio-Television, SIU, Carbondale, IL 62901. SIU-C is an equal opportunity employer.

Assistant development director, WSIU-TV. Person must have broadcasting experience and familiarity with fundraising, on-air auctions, underwriting and development. Must be knowledgeable about CPB and PBS policies and procedures as they relate to these activities. Successful candidate will be instrumental in developing local on-air auctions and working with volunteers, in addition to acquiring local underwriting, writing grant proposals and obtaining outside monies for essential station activities. Master's degree preferred. Deadline for applications: November 15, 1983. Appointment date: December 1, 1983, or as soon as possible thereafter. Salary: competitive. Letter of application, complete credentials, and the names of three professional references should be sent to: Development Search Committee, Jim Moore, Director, SJUC Broadcasting Service, Communications Bldg. Rm. 1048, Southern Illinois University, Carbondale, IL 62901. WSIU-TV is an equal opportunity/affirmative action employer. Women and minorities are actively encouraged to apply.

Broadcasting: Tenure track: assistant professor. Competitive salary depends on degree, teaching and industry experience. Emphasis is on broadcast journalism writing and production. Applicant should be able to teach in one or more of these areas: ENG and TV studio production, broadcast advertising, commercial writing, broadcast management. Required: Ph.D. in hand or assured. Demonstrated teaching, advising and research capability. Highly desirable: experience in the communications industry; experience and/or interest in administration. UTK is EEO/Title IX/ Section 504 employer. Apply by January 15 to Dr. Barbara Moore, Search Committee, Broadcasting Department, University of Tennessee, Knoxville, TN 37996.

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.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660 or 6500.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used. buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

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. VTR's, 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. RCA TK 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.

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.

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.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

IGM basic A automation system with floppy disc and full logging. Will configure system to your needs with instacarts, go carts and R/R. Control Technology, Inc., 2322 Davie Blvd, Ft. Lauderdale, FL 33312. 800-327-4121 - FL 305-587-2716.

AM transmitters. 5-50kw's, 4-10kw's, 9-5kw's, 7-1kw's, Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

FM transmitters. 3-25kw's, 4-20kw's, 5-10kw's, 4-5kw's, 3-3kw's, 3-1kw Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Rent broadcast test gear form the largest inventory in America. Potomac field strength meters and proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control and STL links, Marti RPU equipment. David Green Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500. Box 590, Leesburg, VA 22075.

280 feet guyed Rohn DB tower. 5 years old. Lights, equipment, building. 216-871-1506, or 878 Dover, Westlake, OH 44145.

Original Ampex 1-inch VTR's, model 7950 (type A). 100 hrs. Plus manuals. Pro Video, 213-934-8840.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

DJ's only: Call 213-434-0203 24-hours for weird new thrill!! No GM's, consultants, etc.

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.

Airtime Network: Tapes critiqued by award winning television consultant team, \$35. Resumes, \$40. Cover letters, \$10, available. 10 Berton Place #8, Nutley, NJ 07110.

Broadcasters tie-tacs and pins make great staff Christmas gifts. TV mini-cam (with your channel number) or on-air light, \$5.00 each. Write for information on custom logo pins. Sharp-Tacs, Box 262, Mendon, MA 01756.

TV assignment editors—Three-part series on "Giving Time a Chance", making marriage work. Authors, successful couples, experts interviewed. Produced for book publisher with no hype or commercialism and with network crews. No charge, ideology, or strings. Market exclusivity guaranteed with confirmed air dates. For tape, call Parkhurst Communications, 800-431-2797.

RADIO PROGRAMING

Holiday hard sell! Add a voice to your production. William Kauffman, RD #3, Box 570, Palmyra, PA 17078. \$6/spot.

Want pro coverage for your town or area's pro sports team when they play in Chicago? Get saleable reports, wraps, actualities, live phoners to spice up your sports reports. Reply to Box E-154 now.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

RADIO

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800—527-4892 for details and an appointment.

Help Wanted Management

CHRISTIAN SALES MANAGER KGOL-FM/HOUSTON

Prefer committed evangelical Christian with major market experience. Our staff of secular trained pros have created one of America's most outstanding Christian formats. We're ready to go out for the business and you might be the leader we need. Resume to Ed Mahoney, 8500-A Kirby Drive, Houston, TX 77054. An EOE

Situations Wanted Management

ATTENTION: ABSENTEE & GROUP OWNERS

2-man management team, experienced all facets except engineering. Total autonomy a must. No "mom & pop", please. Mature, dedicated, capable, & ready. Team, 4683 Polk St., San Diego, CA 92105.

36 YEAR OLD FORMER OWNER

Seeks radio general management position. 5 yrs. owner & manager of 100,000 watt FM property. Former general sales manager of well-known Chicago FM. Write Box E-182.

Situations Wanted Technical

CORPORATE ENGINEERING DIRECTOR

Currently director with large radio group. Recent MBA. Experienced all phases technical management and engineering; technical improvements, construction, satellite terminal installation and usage. Analyze data and prepare FCC forms, etc. Wish to relocate, broadcasting or allied field. Box E-181.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

TELEVISION

Help Wanted Management

Join a leader in the fast growing cable TV entertainment field.

Advertising Sales Manager

Viacom Cablevision in Nashville has an exceptional opportunity for an energetic, hands-on Advertising Sales Manager to get in on the ground floor and really be creative. Reporting to the Director of

Advertising Sales, you will hire, train and direct a sales team dedicated to getting new business development in high gear. This challenging assignment requires 2-3 years' experience in sales management including 2 years in media sales. We're looking for a real mover and shaker!

Manager of Research & Sales Promotion

Viacom Cable in Dublin, California is seeking an individual to develop and implement research sales tools to improve our advertising sales staff's productivity and professionalism. Responsibilities include the development of research standards and criteria for audience research, design/commission of independent audience research projects, and the development/implementation of audience research training programs.

We require an expert in the field of audience research with knowledge gained through your experience in broadcast or an advertising agency research department. A B.S. in Business Administration with an emphasis in Marketing is also required and media/marketing experience would be helpful.

Both positions offer an excellent salary, comprehensive benefit package and the stimulating environment of a growth industry pacesetter. Qualified applicants are invited to submit resumes to the Employment Department, Viacom Cable, P.O. Box 2056, Dublin, CA 94568. Salary history and requirements must be included for consideration. We are an equal opportunity employer.

Viacom
Cable 

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.

NEWS DIRECTOR

for full ENG 12 person operation in tropical Guam. Most widely known award-winning news team in western Pacific. Daily satellite feed and newscasts, 6 & 10 P.M. Journalism degree preferred, on air experience required. Salary open. Outstanding benefits. Send resume and air tape to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana GU 96910. Tel. 617—477-9334.

Help Wanted Programing, Production, Others

MAJOR E. COAST TV PRODUCTION FACILITY

Needs engineer with working knowledge of control room systems, location, & studio production. Must trouble shoot & repair the latest state of the art TV production equipment. Resumes and salary requirements to Paul Wilkinson, 3700 Maiden Ave., Baltimore, MD 21211.

EFP PHOTOGRAPHER/EDITOR

Must have thorough knowledge of field (remote) production, including shooting and editing 3/4 inch and 1 inch video tape, remote audio and lighting. Minimum of two years experience is required. Send video tape and resume to: Steve Zappla, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

**Help Wanted Programing,
Production, Others
Continued**

**TURNER
BROADCASTING**

**ON-AIR
DESIGN SPECIALIST**

If you're a self-starter who wants room for creative growth, this is a one in a million offer. You'll design and produce the on-air looks for Turner Broadcasting promotional and programming projects in the areas of entertainment, news, and sales presentations. Your work will be seen in over 29 million homes carrying TBS, CNN, and CNN Headline News. You will have access to two 300As, ADO, CMX, AVR3s, VPR2s and Chyron 4A, so extensive production experience is a must. NOTE: This is mainly a night-time job. Send resume and reel to:

Paul A. Bissonette
Vice President, Advertising/
Promotion
Turner Broadcasting System
Inc.
1050 Techwood Drive, NW
Atlanta, GA 30318
No phone calls, please. EOE-M/F.



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.

**ASSOCIATE
PRODUCER
Network O & O**

Excellent opportunity for individual with minimum of three years field production in magazine format. Post-production editing knowhow a major plus as well as excellent writing/communication skills. Interested candidates should send resume including salary history to:

Box E-81

Equal Opportunity Employer M/F/H/V

**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.

**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.

Help Wanted News

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.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Friday, Nov. 11, 1983, the deadline for classified advertising for the Nov. 14, 1983 issue will be:

FRIDAY, NOV. 4, 1983

**Help Wanted News
Continued**

REPORTER

Unique opportunity with tropical island cable TV system. Winner of national awards for cable news. Send tapes and resumes to R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana GU 96910.

Help Wanted Technical

**ENGINEERING
MANAGER**

San Francisco TV station KBHK, Channel 44, seeks an experienced engineering manager to oversee and develop internal operations. Candidate should have at least five years of management experience and a broad working knowledge of all equipment. Engineering manager will be responsible for improving the quality of the picture and the on-air look of the station. Position requires a motivated, knowledgeable self-starter. Please send resume and details including salary history to: Lucy Carlund, KBHK-TV, 420 Taylor Street, San Francisco, CA 94102. Equal employment opportunity employer, M/F.

**TV
MAINTENANCE ENGINEER**

Repair and maintain equipment including 1" Ampex VTR, Sony BVU, Ikegami portable field cameras. Experience plus FCC general class license required. We are a top-rated PBS affiliate. We offer a competitive salary, excellent benefit package, and a modern facility with state-of-the-art equipment. Send resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601, or call 716-325-7500. EOE.

**Situations Wanted Programing,
Production, Others**

**DISTRESS
SALE!**

For sale or lease: 1 experienced state of the art production team responsible for 6000 hours of live television. Package includes: 1 producer-writer, 1 producer-director, 1 technical director, 1 videotape editor-shooter.

We write 'em, we light 'em. No gig too big!

Available separately or in sets. Write to After SNC, 1622 Shippan Ave., Stamford, CT 06902.

ALLIED FIELDS Help Wanted Sales

International Sales Manager

Outstanding opportunity for experienced export sales manager to assume responsibility for international sales of rapidly growing broadcast equipment manufacturer. Broadcast Electronics' growth rate is over 25% a year & international sales exceed 25% of company volume & is growing. Position reports to VP. Marketing. If you have a technical background in broadcast equipment, you could be the person for this exciting growth position. Responsibilities include coordinating with our international representative organization, as well as technical proposal preparation. BS degree required; fluency in Spanish desirable. Broadcast Electronics is located in a pleasant Midwestern city of 70,000 people. Excellent company benefits including profit-sharing plan. Exceptional working environment in a modern 50,000 sq. ft. headquarters/manufacturing complex. Please do not call but send resume in confidence to:

Director of Personnel



BROADCAST ELECTRONICS INC.

4100 N. 24th ST., P.O. BOX 3606
QUINCY, IL 62305. (217)224-9600. TELEX: 25-0142

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.

FOR SALE

Traffic & billing IBM 5120 system with software. 5 KW FM transmitter-new. 4 Bay Cetec FM antenna-new. Bogner low power TV antenna. Call 213-475-8525.

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

Radio Programing

MINI TRAVELOGUES

5 one-minute original travel pieces per week. Written and voiced by professional traveler. Suitable any format. Low cost. Lawrence Production Co.,
2711 W. Huron, Pontiac, MI 48054.
313-682-7798



WE'RE MORE THAN JUST JINGLES...
WE'RE A CREATIVE COMPANY!
AN AWARD WINNING CREATIVE TEAM...
WITH YOUR IMAGE IN MIND. CUSTOM PACKAGES FOR
ANY NEED. AUDIO, VIDEO, OR THE MEDIA.

CALL (212) 539-5151 • 539-5152

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For Broadcasters
Sanders & Co.
1900 Emery St., Suite 206
Atlanta, GA 30318
404-355-6800

BANK PRESENTATIONS

Increase your chances of getting your deal off the ground! Professional appraisals, business plans, feasibility studies, or cost/benefit analyses may be just what you need. All of our reports are financially-sophisticated documents suitable for distribution. Bankers and investors demand this level of quality. You should too! Broadcast Investment Analysts, 3973 Wilcoxon Drive, Fairfax, VA 22031 703-425-7376.

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: 5 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Business Opportunities

SCA STUDIES

Radio paging and data transmission on your subcarrier may result in significant additional revenues for your FM station. The technology is changing quickly and so are the opportunities. If you want to get your best deal, let us help you evaluate your options. For professional assistance from economic and financial experts, call 703-425-7376. Broadcast Investment Analysts, 3973 Wilcoxon Dr., Fairfax, VA 22031.

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

- **AL:** fulltimer. No downpayment to qualified buyer. (5)
- **AZ:** AM/FM. \$400,000, terms. (1)
- **AR:** daytimer. SE. \$150,000. (1)
- **CA:** FM. \$950,000. (2)
- **FL:** fulltimer. Large Bay city \$580,000. (2)
- **GA:** daytimer near Atlanta. \$390,000. (3)
- **LPTV CP, SE,** \$10,000. (3).
- **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.
- **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.
- **NE:** AM/FM. \$1.3 million.
- **NC:** fulltimer, 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 near resort. \$290,000. (1)
- **TN:** AM/FM. Large SE city. \$1 million. (16)
- **TX:** FM. SE \$360,000. (3)
- **VA:** AM/FM. \$1,580,000. (1)
- **VI:** FM. \$1 million.
- **WY:** daytimer. SE city. \$250,000.

() indicates number of other listings in that state.

BUSINESS BROKER ASSOCIATES
615-877-5566 24 hours

PROFITABLE 5KW AM

Perfect owner/operator situation. Asking price is less than 1.5x gross revenues. Minimal FM competition. Write Box E-180.

Newly built Colorado mountain 10kw stereo daytime AM. Signal covers three markets. Filed app. for Cl. A FM. Price \$285,000. Terms available. Call David LaFrance, 303-534-3040.



CHAPMAN ASSOCIATES*
nationwide mergers & acquisitions

**For Fast Action Use
BROADCASTING'S
Classified Advertising**



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION		CONTACT	
FL Metro	AM/FM	\$2,100K	Cash Randy Jeffery (813) 294-1843
R.Mtn. Metro	AM/FM	\$1,400K \$400K	Greg Merrill (801) 753-8090
M.Atl. Medium	AM/FM	\$1,350K \$500K	Mitt Younts (804) 355-8702
MW Medium	AM/FM	\$1,200K \$300K	Peter Stromquist (312) 580-5778
M.Atl. Metro	AM	\$1,150K \$450K	Bill Chapman (404) 458-9226
MW Major	AM	\$800K	Terms Jim Mackin (207) 623-1874
R.Mtn. Metro	AM	\$450K \$120K	Brian Cobb (404) 458-9226
MW Small	AM/FM	\$440K	Terms Ernie Pearce (615) 373-8315
SW Small	AM/FM	\$300K \$75K	Bill Whitley (214) 680-2807
R.Mtn. Small	AM	\$285K \$85K	David LaFrance (303) 534-3040

To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

LOW PRICED OPPORTUNITIES

Virginia AM/FM. Good market, right for owner/operator, nice community. Good terms. Asking \$335,000. Also, South Carolina powerful daytime. Good for religious or black programming. Asking \$350,000, good terms.

REGGIE MARTIN & ASSOCIATES

Ron Jones 804-758-4214
Reggie Martin 305-361-2181

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1958
16255 Ventura Boulevard, Suite 219
Encino, California 91136
Area Code 213 986-3201



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

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

COASTAL AM

Small market offers pleasant living conditions as well as business potential, especially for an owner/operator. Good equipment; good owned real estate. Asking \$285,000, negotiable terms.

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802-524-5963, OR GEORGE WILDEY:
207-947-6083; 207-827-5581.

COLUMBIA, S.C.

1-kW-D, 620 kHz.
Nostalgia Format.
Positive Cash/Real Estate.
\$375,000.
803-796-9533.

STRONG GROWTH MARKET

Major East Coast market fulltime suburban AM. Strong growth market with good billing. Outstanding potential. Asking \$1.5 million. Principals only. Write Box E-175.

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

FOR SALE BY OWNER

Full power FM in major market. Certain circumstances require cash sale at attractive cash flow multiple. 1983 cash flow in excess of \$1,250,000. Only qualified principals please. Write Box E-178.

FOR SALE BY OWNERS

New York City AM radio station. Facilities and real estate. Write Box E-153.

OWNER RETIRING

Small market AM, beautiful SE area. Perfect 1st station. Consistently profitable. Never a year without an increase. Cash flow more than needed to retire debt. \$350,000 price is 1.5 X collections plus real estate. \$65,000 down. Financial qualifications in 1st letter. Write Box E-143.

FANTASTIC FLORIDA!

Sensational growth-area daytime. Excellent profit pattern. Outstanding chance to own Sunbelt profit maker. \$500K. Write Box E-156.

MOUNTAIN STATE

Only AM/FM combo serving large regional area. Generating increased cash flow monthly. Good terms. Call 602-886-5369

CENTRAL OHIO CLASS A

Small but well equipped and maintained, minimal overhead. Super growth potential in metro county. Priced to sell. \$425K, owners moving to Florida. Financials in first letter. WWWJ, Box 373, Johnstown, OH 43031.

CENTRAL PA AM FOR SALE

1KW AM, single station market. Best equipment, great bottom line & staff! Super opportunity for owner/operator. \$675,000, 30% down, plus good terms; or \$575,000, cash. You have to see this one to believe it!! Write Box E-157

RADIO STATION

1 kw daytime directional. Real estate included. Parsippany, NJ. Write to PO Box 92, Town Center Branch, West Orange, NJ 07052.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

50,000 watt fulltime station located in Southwest market. Outstanding technical facilities and land are included in the price of \$1.1 million cash.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

THE HOLT CORPORATION

NEW YORK CITY SUBURBAN

\$420,000 IN CASH REVENUE
\$130,000 IN TRADE REVENUE
\$110,000 IN CASH FLOW

4000 SQ. FT. STUDIO/OFFICE
& TRANSMITTER SITE INCLUDED
\$900,000, TERMS AVAILABLE.

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

TURN-AROUND AM/FM

Class C FM. Stable Midwest market. Asking \$2,250,000. Financing available to qualified buyer. Write Box E-179.

Dan Hayslett
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, TN. 38157

WALKER MEDIA & MANAGEMENT, INC.

Florida daytime. 5KW. \$125,000 down—generous terms. Please contact:

JOHN F. HURLBUT
PO BOX 1845
HOLMES BEACH, FL
33509
813-778-3617

DOMINANT AM-FM COMBO

Carolina coastal, growth recreation area. 3KW FM, 1KW day AM, limited competition. Excellent opportunity for person wishing to leave big city pressures for leisure lifestyle and profit. \$1,500,000. \$300,000 down, large assumption for qualified buyer. Box E-176.

SOUTHWEST

Small Texas fulltime AM. Ideal first station. Studio-transmitter on owned land, positive cash flow. Small down with good terms. Include qualifications in reply. Box E-177.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Friday, Nov. 11, 1983, the deadline for classified advertising for the Nov. 14, 1983 issue will be:

FRIDAY, NOV. 4, 1983

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—**all** copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Michael Finkelstein, senior partner, Nixon, Hargrave, Devans & Doyle, New York, joins Odyssey Partners there as senior VP and president of WTXX(TV) Waterbury, Conn., in which Odyssey is general partner.

Al Herskovitz, program manager, WIP(AM) Philadelphia, joins Mystic/Stonington Broadcasting Corp., Mystic, Conn., as executive VP. Mystic/Stonington owns WASY(AM) Gorham, Me., and WFAN(FM) Stonington, Conn.



Herskovitz



Schreiber

Arthur Schreiber, general manager, KOB(AM) Albuquerque, N.M., assumes additional responsibilities as general manager of co-owned KOB-FM there and named VP of parent, Hubbard Broadcasting.

Jack McSorley, general sales manager, KYUU(FM) San Francisco, joins KIOI(FM) there as VP and general manager.

Ray Arthur, general manager, KRRP(AM) Coughatta, La., joins WKOL(AM) Amsterdam, N.Y., as VP, general manager.

Jerry Duckett, VP and general manager, WKAP(AM) Allentown, Pa., joins newly formed Gordon Broadcasting Co., division of Gordon Communications, Dover, N.J., as president, responsible for radio station acquisition and management for company, which is making its first venture into electronic media.

Michael Osterhout, general manager, WRBQ-AM-FM Tampa-St. Petersburg, Fla., named VP.

Albert Lucero, from Group W, Charlotte, N.C., joins KSAF-TV Santa Fe, N.M., as general manager and chief operating officer.

Robert Ford, general manager, WLFI-TV Lafayette, Ind., named VP.

John Gutbrod, general sales manager, KSD-AM-FM St. Louis, joins WWWE(AM)-WDOK(FM) Cleveland as VP and general manager.

Jay Michael Henderson, general sales manager, KQRS(AM)-KGLD(FM) Minneapolis-St. Paul, named general manager.

Warren Mobley Jr., general manager, Times Mirror Cable Television's San Diego cable system, joins Cox Cable, Spokane, Wash., in same capacity.

Frank McNellis, former southwest regional vice president, Group W Cable, Los Angeles, joins Valley Cable there as general manager

of cable system.

Scott Meier, general sales manager, KSTP-TV Minneapolis-St. Paul, assumes additional responsibilities as general manager.

Kari Johnson Winston, assistant manager, KOIT(FM) San Francisco, named VP, station manager and general sales manager.

Mike Grinsell, local sales manager, KABL(AM) San Francisco-KABL-FM Oakland, Calif., named station manager.

Lesley Bade, business manager and assistant to VP in charge of affiliate relations, ABC-TV, New York, named director of business and administration, affiliate relations.

Marketing



Bragg

George Bragg, senior VP and director of television production and broadcast services, Compton Advertising, New York, joins Kenyon & Eckhardt there as senior VP and director of broadcast production.

Elected senior VP's, SSC&B, New York:

William Crandall and

Gunnar Wilmoj, VP, management supervisors, and **Lois Gaelen**, VP, associate creative director.

Mort Hock, executive VP, Charles Schlaiffer & Co., New York-based advertising agency, joins Doyle Dane Bernbach there as senior VP, manager of entertainment division.

Sir Nigel Seely, chief executive, Dancer Fitzgerald Sample International, London, retires.

John Grogan, regional manager, Europe, assumes Seely's responsibilities. Chief executive title has been retired.

Appointments, Young & Rubicam: **Dennis Regan**, senior VP, controller, New York, named to newly created position of senior VP, finance, London, agency's European headquarters; **William J. Beihl**, chief financial officer, Marsteller Inc., Chicago, division of Y&R, succeeds Regan, and **Joseph Benway**, VP, controller, Marsteller Inc., New York, succeeds Beihl, remaining based in New York.

Robert Weekes, management director and member of board of directors, Dancer Fitzgerald Sample, New York, named executive VP.

Dick Goodman, creative director, Dancer Fitzgerald Sample, New York, joins Grey Advertising there as VP, group creative director.

Joel Margolis, president, Research in Perspective, market research company, New York, joins Creamer Inc. there as VP, research director.

Elected VP's, Doyle Dane Bernbach, New York: **Emily Cohen**, account supervisor; **Joseph Nunziata**, copy supervisor, and **Tony Romeo**, art supervisor.

Paul Forrest, treasurer, Josephson International, New York, named VP, finance. **Betty Baldwin**, VP, human resources, Home Life Insurance, New York, joins Josephson as VP, personnel.

Robert Lansdowne, senior VP, group account director, J. Walter Thompson, Chicago, joins Gurasich, Spence Darilek & McClure/Houston, as president.

Appointments, Avrett, Free & Ginsberg, New York: **Lynne Kluger**, VP, head of production, Della, Femina, Travisano & Partners, New York, to VP, executive producer; **Roz Greene**, VP, group supervisor, Wells, Rich, Greene, New York, to VP, copywriter, and **Jack Medoff**, art director, Wells, Rich, Greene, New York, to same capacity.

James Witham, senior art director, Humphrey, Browning, MacDougall, Boston, joins Quinn & Johnson/BBDO there as VP, senior art director.

Zandra Sommer, from Advanswers Media/Programing, St. Louis, joins Campbell-

TRANSPONDER TIME
WESTAR V
TRANSPONDER 12X

**UPLINKS/TVRO
MICROWAVE
INTERCONNECTS**

WASHINGTON D.C.

KANSAS CITY

BIRMINGHAM

**TVRO
MICROWAVE
INTERCONNECTS**

MIAMI

PHILADELPHIA

CINCINNATI

COLUMBUS, OHIO

PRODUCTION AND ENGINEERING
FACILITIES AVAILABLE IN THESE CITIES

TAFT
Broadcasting Company

SATELLITE COMMUNICATIONS SERVICES
BOSTON, MA 02114
(617) 720-1557
TWX 710-321-0581

Ewald, Warren, Mich., as VP, media group supervisor.

Mark Shottland, divisional VP, Katz American Television, New York, named VP and national sales manager, stars team. **John Washington**, VP, national sales manager, swords team, Katz Independent Television, New York, named to same post, with lancers-sabers team, Los Angeles.

John Heidersbach, director of creative services, WarrenAndersonAdvertising, Davenport, Iowa, named director of client services.

Christy Togler, account executive, Christal Co., Detroit, named manager of office.

Terry DeVoto, local sales manager, KYUU(FM) San Francisco, named general sales manager.

K. Layton Miller, from his own KLM Media Enterprises, Dallas, joins KIXI(TV) Victoria, Tex., as general sales manager.

Michael Ferko, local sales manager, WLYH-TV Lancaster, Pa., named general sales manager.

Jane B. Start, account executive, WAAT(TV) Wildwood, N.J., named general sales manager.

Ronni Brand, national sales manager, KABL(AM) San Francisco-KABL-FM Oakland, Calif., named general sales manager.

Joe Pedicino, general sales manager, WRMM(FM) Atlanta, joins WCNN(AM) there as director of sales.

Lois Rhines, account executive, WKOL(AM) Amsterdam, N.Y., named sales manager.

Appointments, KNBR(AM) San Francisco: **David Bramnick**, account executive, to sales manager, with emphasis on national sales, and **Lynne Miller**, from KLOK(AM) San Jose, Calif., and **Linda Moss**, from Katz Communications, San Francisco, to account executives.

Tom Peterson, account executive, KTVK(TV) Phoenix, named national sales manager.

Appointments, KDNL-TV St. Louis: **William Tynan**, account executive, Corinthian Television Sales, Chicago, to national sales manager; **Joe Cooper**, national sales manager, KHOU-TV Houston, to local sales manager, and **Kathy Parks**, from Parker Group advertising agency, St. Louis, to local account executive.

Jerry Gerson, account executive, KRQX(AM)-KZEW(FM) Dallas, named local sales manager. **Vicki McFadden**, from KTQX(FM) Fort Worth, joins KRQX-KZEW as account executive.

Al Weber, from Image Productions, New York, joins WBBY(FM) Westerville, Ohio, as traffic manager. **James Pontius**, account executive, WADC(AM)-WIBZ(FM) Parkersburg, W. Va., joins WBBY in same capacity.

John Fusco, from WTAJ-TV Altoona, Pa., joins WOWK-TV Huntington, W. Va., as local sales manager.

Don Johnson, account executive, KSEE(TV) Fresno, Calif., named local sales manager.

Ron Fessenden, account executive, KTVX(TV) Salt Lake City, named local sales manager. **Gregory Shelby**, from KSTU(TV) Salt Lake City, joins KTVX(TV) as account executive.

Barbara Crouse, member of local sales staff, WBZ(AM) Boston, named national sales direc-

tor.

Bruce Barrett, general manager, KSTU(TV) Salt Lake City, joins KPVI(TV) Pocatello, Idaho, as local-regional sales manager.

R. Rigby Wilson, general sales manager, WLYH-TV Lancaster, Pa., joins WLKY-TV Louisville, Ky., as national sales manager.

Jim Vandiver, from KZJO(AM) Salt Lake City, joins KRSP-AM-FM there as account executive.

Vic Olsen, from WIFE(AM) Indianapolis, joins WNDE(AM)-WFBQ(FM) there as account executive.

Stephanie Chlan, account executive, WWJ(AM) Detroit, joins WIND(AM) Chicago as account executive.

Al Pitcock, local sales manager, KSEE(TV) Fresno, Calif., and **Zeta Williams**, from KMPH(TV) Visalia, Calif., join KJEO(TV) Fresno, Calif., as account executives.

Programing



Smith

Frank Smith, president, National Golf Foundation, New York, and before that senior VP, CBS/Broadcast Group, and president, CBS Sports, in 30-year career with that network, joins Caravatt Communications, New York-based special interest cable programming company, as president.

Appointments, HBO: **Bill Grumbles**, VP and general manager, Central region, Chicago, to head of Eastern region, New York; **Mike Welch**, regional director, north Central region, Chicago, succeeds Grumbles, and **Claude Wells**, regional manager, Chicago office, succeeds Welch.

David Sifford, president, Comworld International, Los Angeles, joins newly formed Centerpoint Distribution Inc., Nashville-based television production and distribution firm, as president.

Appointments, Sports Time, St. Louis-based pay sports cable joint venture among Anheuser-Busch, Multimedia and Telecommunications: **Michael Roarty**, executive VP, Anheuser-Busch, to president and chief executive officer; **Walter Bartlett**, president and chief operating officer, Multimedia, to executive VP, and **Lawrence Albus**, director, sports marketing group, Anheuser-Busch, to VP and general manager.

Jim McDonald, manager of current programs, Columbia Pictures Television, Los Angeles, named director of current programing.

Peggy King, story analyst and consultant, The Ladd Co., Los Angeles, joins ABC Motion Pictures there as manager, story department.

Pamela Dawson, manager, compliance and practices, NBC-TV, Los Angeles, named director, game programs, NBC Entertainment, responsible for supervision of *Dream House* and *Wheel of Fortune* and daytime reruns of *Diffrent Strokes*.

William Allen Jones, staff attorney, MGM/UA

Entertainment Co., Culver City, Calif., named VP, general counsel, corporate, and secretary, succeeding **Stanley Feuer**, who retires for health reasons.

Appointments, Multimedia Entertainment: **Leland Jackoway**, general sales manager, Cincinnati, to VP, syndication sales; **Joseph Cifarelli**, New York sales manager, Multimedia Entertainment, to VP, media sales, and **Robert Kruezkamp**, manager of legal and business affairs, Cincinnati, to office manager.

Joseph Taritero, president, Mattel Productions, Los Angeles, joins Hanna-Barbera Productions there as VP, development.

Robert Bell, VP, programing, Central Educational Network, Chicago, joins JPD Television Network, Los Angeles-based satellite delivered low power television network, as VP, special projects, responsible for satellite and network operations and purchase of programing.



Montanus

Gary Montanus, director of advertiser sales, Columbia Pictures Television, New York, joins SFM Entertainment there as director of program marketing and strategic planning.

Anne Boatman, freelance television producer, joins Nashville Network, Nashville, as administrative assistant, programing.

Jim McDonald, manager, current programs, Columbia Pictures Television, Los Angeles, named director of current programing.

Scott Anderson, from program research department, NBC, Los Angeles, joins Universal Television there as current programing executive.

Jordan Rost, VP, sales, Warner Amex Satellite Entertainment Co., New York, joins Showtime/The Movie Channel there as VP, national accounts.

Anne Rodgers, director of station relations, *At The Movies*, Tribune Entertainment Co., Chicago, named corporate director of station relations.

Allan Grafman, VP and general manager, Omnicom Cablevision of Illinois, Elk Grove Village, Ill., joins Tribune Entertainment Co., television production and distribution company there, as business manager.

Alix Horland, research analyst, NBC, New York, joins Almi Television Productions there as director of research and account executive.

Ruth Vitale, director of film acquisition, The Movie Channel, Warner Amex Satellite Entertainment Co., New York, joins Vestron Video, Stamford, Conn., as VP, film acquisition. **Kathie Van Brunt**, VP, creative affairs, Polygram Pictures, New York, joins Vestron Video there as VP, program development.

Bill Widder, chairman, Dateline Communications, Santa Monica, Calif., assumes additional duties as host of *Dateline USA*, nationally syndicated program produced by subsidiary, Dateline Productions.

Leonard Soglio, VP, Muller Media, New

York-based distribution and syndication firm, resigns.

Tim Overmyer, from Turner Program Services, Atlanta, joins Columbia Pictures Television Distribution there as Southeast sales executive.

Brian Gruber, marketing manager, Peninsula Cable TV, San Mateo, Calif., joins C-SPAN, Washington, as director of marketing.

Jay Miller, staff member, Primetime Radio, Tampa, Fla.-based radio syndication firm, named program director.

Jane Edmondson, director of advertising and promotion, National Captioning Institute, Washington, named director of market development.

Richard Cummings, program director, WENS(FM) Shelbyville, Ind., named national program director for parent, Emmis Broadcasting Corp. In that capacity he will continue to oversee WENS, while assuming additional responsibility for WLOL(FM) Minneapolis-St. Paul; KSHE(FM) Crestwood, Mo., and KMGG(FM) Los Angeles.

Lee Barber, air personality, WKOL(AM) Amsterdam, N.Y., named program director.

Ace Young, news director, KMET(FM) Los Angeles, joins WCNN(AM) Atlanta as program director.

Drew Wilder, program director, WLAD(AM) Danbury, Conn., joins WNLK(AM) Norwalk, Conn., in same capacity, and will assume announcing duties at WEL(AM) New Haven, Conn.

Jay Michaels, production manager, WZZK(FM) Birmingham, Ala., named program director.

Bob Salsberg, news assignment editor, WBZ-TV Boston, joins co-owned WBZ(AM) there as assistant program manager.

Alan Arthur, anchor-reporter, KMOL-TV San Antonio, Tex., joins *Entertainment This Week*, Paramount Television, Los Angeles, as co-anchor.

Randy Paige, from noncommercial KTEH(TV) San Jose, Calif., joins KSBY-TV San Luis Obispo, Calif., as weekend sports anchor-reporter.

News and Public Affairs



Flannery

Peter Flannery, general manager, news programming, ABC Radio, New York, named VP, ABC News, radio, succeeding Robert Benson, who was named VP, ABC News and Sports, radio ("Fates & Fortunes," Sept. 26).

Appointments, CBS News: **Jack Hubbard**,

producer, weekend editions, *The CBS Evening News*, New York, to producer and assistant bureau manager, Dallas; **Kathy Moore**, associate producer, weekday editions, *CBS Evening News*, New York, to assistant bureau manager, Los Angeles, and **Harvey Goldberg**, associate producer, *CBS Morning News*, Washington, to assistant bureau manager, Chicago.

David Phillips, producer, NBC News, London, named Paris bureau chief.

Marshall Phillips, reporter, KTIM-FM San Rafael, Calif., joins KOME(FM) San Jose, Calif., as news director.

Appointments, WDEF-TV Chattanooga: **Mike Lewis**, anchor, KOAM-TV Pittsburg, Kan., to assistant news director and anchor; **Joyce Oscar**, weekend news anchor, WJBF(TV) Augusta, Ga., to co-anchor, and **Ben Tackett**, weather anchor, WCB-TV Charleston, S.C., to same position.

Scott Killgore, anchor-producer, WIS(AM) Columbia, S.C., joins WBCY(FM) Charlotte, N.C., as news director.

Kenneth Coy, anchor and executive director, KPHO-TV Phoenix, joins KSEE(TV) Fresno, Calif., as news director.

Wendie Feinberg, 6 p.m. news producer, WPVI-TV Philadelphia, joins WTNH-TV New Haven, Conn., as assistant news director.

Paul Slavin, associate producer, weekend news, ABC News, Washington, named bureau producer.

C.J. Beutien, anchor-reporter, WRCB-TV Chattanooga, joins WHBQ-TV Memphis as 10 p.m. producer.

Appointments, KTBS-TV Shreveport, La.: **Jonathan Knopf**, reporter, to producer, 5 p.m. news; **Ken Smith**, 11 p.m. producer, WBIR-TV Knoxville, Tenn., to six and 10 p.m. producer, and **Jim Roberts**, reporter, KLTV(TV), to same capacity.

Josh Loory, executive producer, WEWS(TV) Cleveland, joins WTCN-TV Minneapolis-St. Paul as weekend producer-supervisor. **Adlai Stevenson IV**, reporter, WTNH-TV New Haven, Conn., and grandson of former Illinois governor and presidential candidate, joins WTCN-TV in same capacity.

Appointments, KOIN-TV Portland, Ore.: **Carolyn Young**, producer, 5 p.m. news, to producer-reporter, *Northwest Illustrated*; **John Ray**, producer, 11 p.m. news, succeeds Young; **Nancy Vardanega**, 6:30 a.m. producer, succeeds Ray; **Micheal Keston**, producer-reporter, KVAL-TV Eugene, Ore., succeeds Vardanega; **Janis Johnson**, assistant producer, 5 p.m. news, to reporter; **Mary Jane Call**, associate producer, KGW-TV Portland, Ore., succeeds Johnson.

Marla Miller, vacation relief reporter, KNTV(TV) San Jose, Calif., named associate producer and night assignment editor. **Don David Fernandez**, news photographer, named senior news photographer.

Marc Magliari, news manager, noncommercial WNIU-FM DeKalb, Ill., named news and public affairs director. **Laura Zonka**, reporter and assignment editor, WNOG(AM)-WCYU(FM) Naples, Fla., named assistant news and public affairs director and *Morning Edition* anchor.

Michael Holfeld, from WMAR-TV Baltimore, joins WXYZ-TV Detroit as weekend anchor.

Suzan Stevens, weekend anchor-reporter, WATE-TV Knoxville, Tenn., named 6 p.m. co-anchor.

Astrid Conte, from NBC, Burbank, Calif., joins KFDA-TV Amarillo, Tex., as anchor-reporter.

Marc Levinson, anchor-reporter, WIXT(TV) Syracuse, N.Y., joins *New Jersey Nightly News*, New Jersey Network, Trenton, N.J., as co-anchor.

Technology

James Badaracco, head of own management consulting firm, Success Management Concepts, Cherry Hill, N.J., joins Satellite Television Corp., Washington, as VP, field operations.

Randall Keylor, director, direct sales, Warner Amex Satellite Entertainment, Dallas, joins TeleFirst Entertainment Recording Service, Chicago, as director of telemarketing.

Marge Sherwood, video specialist, Group W Production's Television Syndication Center, Pittsburgh, named sales representative, industrial accounts, responsible for arrangement of videoconference services and videocassette tape duplication.

Joel Engel, from AT&T Consumer Products, Holmdel, N.J., joins Satellite Business Systems, McLean, Va., as VP, engineering.

Appointments, ADDA Corp., Los Gatos, Calif.: **Robert Stephens**, manager, employee relations, general products division, IBM, San Jose, Calif., to VP, finance and administration; **Frank Alioto**, from King Communications, Wellesley, Mass., to national sales manager; **Peter Jensen**, treasurer, Plantronics, San Jose, Calif., to corporate controller, and **Frank Shufelt**, New England regional sales manager, to European sales manager, to be based in London. ADDA manufactures and markets digital television equipment for broadcast and cable.

Ted Dickson, district manager, Sony Video Communications division, Los Angeles, named sales engineer, Sony Broadcast Products Co.

Marilyn Kliman, director of marketing and development, Centel Video Productions, Oak Brook, Ill., named general manager.

Wesley Schick, project engineer, Zylstra-United Cable, Minneapolis, joins Anixter Communications there as Central region specialist.

Terry Richards, from Anaconda-Ericsson, Overland Park, Kan., joins Valtec, Reston, Va., as manager of newly opened Mid-Atlantic office. Richards will be responsible for account service and development and new business opportunities for Valtec fiberoptic cable and telecommunications systems.

James Hurley, director of engineering, WTAE-TV Pittsburgh, named VP, engineering for WTAE division of parent, Hearst Corp.

Jerry Nichols, assistant chief engineer, WTVZ(TV) Norfolk, Va., named director of engineering. **LaRue Hatchell**, operations supervisor, WTVZ, succeeds Nichols.

Promotion and PR

Barbara Turner Sachs, motion pictures development executive, ABC Motion Pictures, Los Angeles, named director of creative affairs.

Daniel Flamborg, director of public relations, Mutual Broadcasting System, Washington,

joins Radio Advertising Bureau, New York, as senior VP, communications.



Plunkett

Ann Foley Plunkett, VP, programming, The Movie Channel, New York, named to newly created position of VP, creative services, Showtime/The Movie Channel.

Betty Stiliz Mills, director of promotion, publicity and advertising, Multimedia Entertainment, Cincinnati, has-

been named VP.

John Gillis, from Hill, Holliday, Connors & Cosmopolos, Boston public relations firm, joins Creamer Dickson Basford, Providence, R.I., as VP, special programs.

John Wentworth, account executive, Rogers and Cowan Public Relations, Los Angeles, joins Paramount Television Domestic Distribution, as manager, advertising and promotion.

Nancy Hult, consultant and project director, KP1X(TV) San Francisco, named director of special projects.

Allied Fields

Michael Deuel Sullivan, attorney, litigation division, Office of General Counsel, FCC, Washington, named acting chief, mobile services division, Common Carrier Bureau. **Janice Obuchowski**, chief, international facilities planning division, Common Carrier Bureau, FCC, Washington, named legal assistant to Chairman Mark Fowler.

Appointments, Wexler, Reynolds, Harrison & Schule, Washington-based consulting firm: **William Ris Jr.**, telecommunications and transportation counsel, Senate Committee on Commerce, Science and Transportation, Washington; **Joseph Waz Jr.**, deputy director and staff counsel, Telecommunications Research and Action Center, Washington, and **Bruce Wolpe**, director of national affairs, National Public Radio, Washington.

William Stakelin, president, Radio Advertising Bureau, New York, named to additional post of chief executive officer ("Closed Circuit," Oct. 10), title held by former RAB president **Miles David** since July 1982. David, who has almost three years remaining on contract with RAB, will remain with bureau in advisory capacity.

Marvin Hanson, manager, controlled store test services, A.C. Nielsen, Northbrook, Ill., named VP.

Diane Sawyer, correspondent and co-anchor, *CBS Morning News*, named to receive Philadelphia chapter of American Women in Radio and Television's Communicator of the Year award.

Elected officers, Connecticut Cable Television Association, Plainville, Conn.: **G. Jeffrey Reynolds**, Valley Cable Vision, president; **Matthew Oristano**, Cablevision Systems, vice president; **Michael Petruzzi**, Northwest Cablevision, secretary, and **Tom Gallagher**, Rollins Cablevision, treasurer.



Jessica Savitch, 35, anchor-correspondent for NBC News and one of the first women to anchor a network news broadcast, and her fiancé, *New York Post* executive **Martin Fischbein**, 34, died of asphyxia due to drowning Oct. 24 in New Hope, Pa., when the car in which they were riding, driven by Fischbein, plunged into the Delaware Canal. The two had left *Chez Odette* restaurant, about 35 miles northeast of Philadelphia, in heavy rain, and apparently mistakenly turned onto a path running along the canal and ran off the canal wall, flipping over and lodging in about three feet of mud and five feet of water. According to Bucks County, Pa., coroner, Dr. Thomas Rosko, there was no evidence that alcohol contributed to the accident.

At her death, Savitch was Monday, Tuesday and Friday anchor for *NBC News Digest*, the network's one-minute prime time news updates, and was scheduled, beginning in January, to anchor Sunday editions of *NBC Nightly News*. In addition, she was anchor for the Public Broadcasting Service's public affairs program, *Frontline*. After joining NBC as a Washington correspondent in September 1977, Savitch had become a familiar face as she substituted for John Chancellor on weekday editions of *NBC Nightly News*, for Tom Brokaw and Jane Pauley on *Today* and for Tom Snyder on *Tomorrow*. From June 1979 to July 1980, she was principal reporter on NBC's magazine program, *Prime Time Sunday*, and in 1980, was podium correspondent at both the Republican and Democratic national conventions. She had also been a panelist on *Meet the Press*.

Born in Kennett Square, Pa., Savitch began her broadcasting career as an air personality over WOND(AM) Pleasantville, N.J., while a senior at Atlantic City high school. She graduated from Ithaca (N.Y.) College (where she had worked at WBBF(AM) Rochester, N.Y.) in 1969 with a degree in TV-radio communications. Savitch spent a year at WCBS(AM) New York, then spent two years as reporter and anchor at KHOU-TV Houston. In 1972, she joined NBC affiliate KYW-TV Philadelphia, where she spent five years as, successively, general assignment reporter, weekend anchor, weekday co-anchor and noon anchor, before being tapped by the network.

Among the awards Savitch garnered were the Clarion, Alfred I duPont-Columbia, Broadcast Media Conference and a "distinguished contribution in the field of communication" honor from Ohio University.

NBC News President Reuven Frank said of Savitch in a statement: "She was a vigorous and conscientious reporter and...played a uniquely important role as an example for many young women looking for a career in television journalism."

Elected officers, Indiana Broadcasters Association, Indianapolis: **Charles Blake**, WROZ(AM)-WIKY(FM) Evansville, president; **Edwin Metcalfe**, WPTA(TV) Fort Wayne, president-elect; **Harry Kevorkian**, WNDU-AM-FM-TV South Bend, vice president, television; **Charles Jenkins**, WXVW(AM) Jeffersonville, vice president, AM; **Roy Cooper**, WIBC(AM)-WVAP(FM) Indianapolis, vice president, FM; **Mike McDaniel**, WOTO(AM)-WQTY(FM) Linton, secretary treasurer, and **Dean Spencer**, WBIW(AM)-WBIF(FM) Bedford, assistant secretary-treasurer.

Elected officers, Texas Association of Broadcasters, Austin, Tex: **William Moll**, Harte-Hanks Communications, Houston, president, and **W. Dudley Waller**, KEBE(AM)-KOOI(FM) Jacksonville, Tex., secretary-treasurer.

David Kabakoff, Southeast regional sales representative, Birch Radio, Coral Springs, Fla., named Northeast regional manager, based in New York.

Robert Mendez, senior attorney, law department, West Coast, NBC, Los Angeles, named executive VP and head of National Hispanic Bar Association.

Elected officers, North Carolina Association of Broadcasters, Raleigh, N.C.: **Lee Morris**, WSOC-AM-FM Charlotte, president; **George Diab**, WWAY-TV Wilmington, president-elect; **Donald Curtis**, WPTF(AM)-WQDR(FM) Raleigh, VP, radio; **John Edgerton**, WBT(TV) Charlotte, VP television, and **Jack Starnes**, WBAG-FM Burlington, secretary-treasurer.

Elected officers, Alaska Public Radio Network, Fairbanks, Ala.: **Bruce Theriault**, KRBD(FM) Ketchikan, president; **Kathryn Jensen**, KUAC-FM-TV Fairbanks, vice president, and **Bruce Smith**, KSKA(FM) Anchorage, secretary-treasurer.

Deaths

Bill Milldyke, 46, director of news coverage for Europe, Africa and Middle East, ABC News, died of heart attack Oct. 26 in London. Milldyke joined ABC News in 1968 as assignment editor, Washington bureau. He became field producer, London, and was named London bureau chief and manager of news coverage, Europe, in 1977, position he held until named to his most recent post in 1982. He is survived by his wife, Doris, and two daughters.

J.D. (Dan) Dougherty, 63, senior VP, sales and marketing, Zenith, Glenview, Ill., and president of Zenith Sales Co. division, died of heart attack Oct. 22 at Glenbrook hospital, Glenview. He is survived by his wife, Donna, and five children.

Maggie Duffy, 74, director, story department, ABC Entertainment, died of meningitis Oct. 17 at Riverside hospital, North Hollywood, Calif. She is survived by two daughters.

Roy R. Wittneben, 55, director of engineering, KTVI(TV) St. Louis, and 26-year veteran of station, died Oct. 16 of complications following kidney transplant at John Cochran Veteran's hospital, St. Louis. He is survived by his wife, Regina, son and two daughters.

Pat Servodidio: RKO's man on the move

Pat Servodidio has devoted most of his 23 years in the broadcasting business to sales, on both the local station (small and major markets) and national (the now-defunct RKO Television Representatives) levels. It has been a calculated devotion. Servodidio made up his mind early that a career in broadcast sales would lead to positions of broader responsibility. That strategy has paid off. After starting his career in the mailroom at CBS in New York in 1960, he has ascended through the ranks in a variety of sales positions, most within the RKO Television organization, to the presidency of RKO Television, a job he assumed in May of 1982.

After graduating from Fordham University in 1959 with a degree in management, Servodidio spent a year in the Army Reserve before making a "cold call," as he puts it, to CBS. He landed a job in the mailroom (comparable to participation in the page program at NBC), and after a short period, moved to an entry-level position in the business affairs department of WCBS-TV New York. In 1961, his climb was interrupted when he was recalled to active military service at the start of the "Berlin crisis." A year later he returned to the business affairs department at WCBS-TV, becoming assistant manager. The experience he acquired during those years in the CBS mailroom and at WCBS-TV was invaluable according to Servodidio. "You don't think of that when you're doing it," he admits, "but those [positions] gave me tremendous insight into station operations." They also gave Servodidio the opportunity to observe the sales department.

Having decided that he "wanted to run a television station," his first impulse had been to stay in the business end of broadcasting, but sales soon became more attractive to the young assistant sales manager for a number of reasons: "I saw sales as something very vital and visible. And as a department, it seemed to be involved in all areas, especially on the local level." He also made the observation that there appeared to be "tremendous growth potential for the individual in sales."

When he had made up his mind to pursue a sales career, Servodidio set out to acquire and assemble the requisite "building blocks." The people he sought advice from, said Servodidio, "told me to get truly local sales experience." With that advice in mind, he left CBS in 1964 to take a sales position at WNHC-TV New Haven, Conn., then owned by Triangle Publications.

Working for the most part on local and regional sales accounts, Servodidio gained "a tremendous sense of the impact of the medium." His two years at WNHC-TV also allowed him to become involved in more than just the selling side of the business. "In



Pat Anthony Servodidio—president, RKO Television, New York; b. Nov. 9, 1937, Westchester county, N.Y.; BS, management, Fordham University, New York, 1959; U.S. Army Reserve, 1959-60; mail clerk, CBS Inc., and various positions in business affairs department, WCBS-TV New York, 1960-64; salesman, WNHC-TV New Haven, Conn., 1964-66; salesman, 1966-70, and group manager and Eastern sales manager, 1970-74, RKO Television Representatives; sales manager, 1974-79, and vice president and general sales manager, 1979-81, WOR-TV New York; vice president, general manager, WNAC-TV Boston, 1981-82; present position since May 1982; m. Ulla Schalien, May 4, 1968; children—Christian, 14, and Alexa, 10.

many cases my clients didn't have their own agencies," he notes. This gave him the opportunity to help with the production and writing of commercials in addition to selling air time.

Servodidio decided to broaden his sales experience, and in 1966 joined RKO as a salesman with RKO Television Representatives (RTVR). That organization, which served as the group owner's in-house rep firm, folded in 1980.

After eight years with RTVR, where he rose to Eastern sales manager, Servodidio joined RKO's WOR-TV New York as sales manager in 1974. He became vice president and general sales manager of the station in 1979, and two years later moved to RKO's Boston outlet, WNAC-TV, as vice president and general manager.

Servodidio was only at the helm of WNAC-TV for about a year when RKO finally exhausted all of its legal appeals to the 1980 FCC decision stripping the company of its Boston license. (In early 1982, the Supreme Court refused to hear the case.) And while he says he was "disappointed" with that result, it led to his appointment as president of the RKO television group in May 1982, placing him in charge of RKO's three remaining television properties—WOR-TV

New York, KHJ-TV Los Angeles and WBHQ-TV Memphis.

On top of all the pressures and day-to-day responsibilities he faces running those outlets, Servodidio must also find time for the preparation of the TV stations' cases against a number of competing applications, which the FCC has, subsequent to the WNAC-TV decision, authorized. "It adds another dimension to my present responsibilities," he says. "We will have the opportunity to present our record, which is outstanding, I think. And once we show our record it will so be seen, and we will continue to be in the television business."

It is a business that Servodidio considers a "privilege" to be in. "It's definitely a business, but it's more than that. You're a shaper of ideas for the community, and that's a big responsibility. You have obligations to viewers and advertisers" and many other facets within the community.

In order to thrive in the television business, Servodidio says, the key factors are program innovation and localism.

"Stations have to create a local identity for themselves and their cities," he says. One area in which Servodidio has, at his own stations, recently addressed this issue is news programing. On Nov. 8, WOR-TV will launch what he describes as the first "truly prime time news," with a half-hour news program that will air at 8 p.m. In order to carry out the plan, he notes, the station has doubled its news staff and more than doubled its news budget. The program will be titled *News 9 Prime Time*, and will have a "decidedly New Jersey content (the station is now based in Secaucus, N.J.), with coverage of the New York metropolitan area, and national and international news provided by CNN. It is, in a sense, a counterprogramming move against affiliates and independents alike, acknowledges Servodidio.

Like many other independents, the RKO station group, under the direction of Servodidio, is looking at a number of program co-ventures as one way of spicing up the program mix. Since becoming president of the group, Servodidio has already completed one such deal, with Westinghouse Broadcasting and Cable and a New York-based production house, On the Air. The result was a two-hour documentary on former President John F. Kennedy, which aired two weeks ago. "I see us doing more of those types of deals in the future," Servodidio concludes.

If Servodidio has his way, he'll extend his 16-year reign at RKO by quite a few years. "I would always want to be around the television stations division," he says. "We have an awful lot going on right now." Indeed, he notes that the slogan that was designed for WOR-TV when it was moved to New Jersey, could apply to the entire division (and it might be added, to Servodidio himself): "A station on the move." ■

Daniel Ritchie, chairman and chief executive officer, **Westinghouse Broadcasting and Cable**, took on National Association of Broadcasters in speech last week in Washington. He criticized NAB and said "cable has a lot to teach the broadcasters about how to organize for important public issues. . . National Cable Television Association is a success; it functions, it serves a vital purpose. I am not sure the same thing can now be said about the NAB," he said. NCTA, Ritchie said, "is a grass roots organization with important energies moving up from the local communities through the states and regions into a national force; it reflects and realistically represents the cable industry. NAB, in contrast, has been an unrepresentative Washington-based club disproportionately devoted to narrow parochial interests."

FCC Mass Media Bureau has proposed to recommend that commission waive part of its **type acceptance requirements for Harris Corp.**, move bureau said "would presumably remove any impediment to eventual type acceptance of the Harris Model STX-1A AM Stereophonic Exciter." In notice last week, bureau said when Harris AM stereo transmitter was measured for compatibility with monophonic receivers, it exceeded FCC's distortion limits. Harris, FCC said, has contended that distortion isn't objectionable. Comments are due Nov. 30.

Genesis StoryTime, new 24-hour videotex cable program service for children, is slated for launch today (Oct. 31) on Satcom III, transponder eight, last-minute change from Satcom IV. Noncommercial service, which has been test-marketed in Canada for about 11 months, is being marketed from Winnipeg, Man., headquarters of Genesis StoryTime, rather than Satellite Syndicated Services, as had previously been case. Telidon-based system is shown in silent, open-captioned format showing two stories every hour, with complete story composed of about 15 to 45 electronic "pages." Stories, from 400 to 1,000 words in length, are stored on magnetic memory diskettes and will be uplinked from Virginia Beach to Satcom III.

NBC-TV announced that **Manimal** and **For Love and Honor**, which form its Friday 9-11 p.m. block, and **Rousters**, on Saturdays at 9-10 p.m., will "take a short hiatus," with first two to be replaced by **Friday Night at the Movies** in November and December and with **Rousters** replacements including two new comedy-variety specials in November. Movies include **Caddyshack** with Chevy Chase on Nov. 11 and **Blow Out** with John Travolta on Nov. 18; Larry Holmes-Marvis Frazier heavyweight title fight will occupy Friday 9-11 p.m. period Nov. 25. Saturday comedy-variety specials include **TV Censored Bloopers #6** on Nov. 12 and **Television's Greatest Commercials** on Nov. 19. NBC said **Manimal** will return to schedule in December and **For Love and Honor** and **Rousters** will continue in production and return at unspecified date, "hopefully in more protected time periods." **ABC-TV**, meanwhile, announced **Trauma Center** will move from Thursday 9-10 p.m. spot (being vacated by **9 to 5** and **It's Not Easy**), effective Nov. 10. **Trauma's** old spot will be filled by **Life's Most Embarrassing Moments** on Nov. 10, by entertainment specials thereafter.

ABC is moving new hour-long **Trauma Center** from 8-9 p.m. Thursday slot to 9-10 p.m. period on same night beginning Nov. 10 to fill void left by cancellation of **9 to 5** and **It's Not Easy**, which went off air Oct. 27 (BROADCASTING, Oct. 24). Special, **Life's Most Embarrassing Moments**, will air at 8 p.m. Nov. 10 and series of entertainment specials will fill time period until regular new program is determined.

House Copyright Subcommittee heard testimony last week on "first sale doctrine" of copyright law. Doctrine protects tape manufacturers and software dealers from being charged additional royalty fees after original sale of material by copyright owners. Testimony focused on bill (H.R. 1029) that would give copyright holders some control over first rental rights of tapes. Representatives from video retailer industry, manufacturers and consumer groups spoke against bill. They charged passage of H.R. 1029 would represent "a disaster for the ever-growing number of VCR owners and consum-



Growing in popularity. Support for the **Tauke-Tauzin broadcast deregulation bill (H.R. 2382)** is mounting. Representatives **Tom Tauke (R-Iowa)** and **Billy Tauzin (D-La.)** announced during a press conference last week that the bill's co-sponsors now total 221 (218 co-sponsors, represents a majority of the House). Congressmen **Thomas Luken (D-Ohio)** and **Michael Oxley (R-Ohio)**, who introduced their own broadcast deregulation bill (H.R. 2873), and chief backers of the **Tauke-Tauzin measure** joined their colleagues at the press conference.

"This widespread support indicates that it is time for the House to address this issue," said **Tauke**. "The FCC's decision to deregulate ought to be codified and a majority of the House agrees," **Tauzin** said. Both **Tauke** and **Tauzin** focused on the merits of their bill. "In this competitive marketplace, which has rapidly exploded, it is difficult to find justification for substantial regulation. In my view, enactment of H.R. 2382 would benefit Americans because it upholds the principle of the First Amendment and it relieves Americans of the costs of unnecessary government regulations," **Tauke** said.

Tauke and **Tauzin** have also played a major role in attempts to fashion a broadcast deregulation package with other members of the Telecommunications Subcommittee. Quantified programming performance standards serves as the centerpiece of those negotiations, a proposal neither endorses. "We are not anticipating winning on every point. We just want a chance to present our case to the full House," **Tauzin** said. Neither the **Tauke-Tauzin measure** nor the **Luken-Oxley bill** are serving as the framework of subcommittee discussions.

Tauzin said negotiations on the package were proceeding well, but refused to discuss any details. They admitted, however, that members have still not reached agreement on key issues. Despite strong differences among the members **Tauke** and **Tauzin** felt a bill would emerge from the subcommittee by the end of the year. Seated above (l-r): **Luken**, **Tauzin**, **Tauke**, and **Oxley**.

ers who enjoy low-cost home entertainment." Spokesmen for motion picture industry, however, urged subcommittee to support legislation that would allow copyright holders to get fair share of rental revenues.

Time Inc. officials last week denied that announcement was imminent indicating company would scrap plans to introduce commercial teletext system (via cable) in 1984. But official did put distance between Time and any commitment to do so. "We never said we were going to introduce teletext as a commercial venture in 1984," he said, adding that "tests will continue." He said announcer about company's further plans for teletext may be forthcoming by end of year.

Principally due to interest expenses, **Viacom International Inc.** reported decline in net income in third quarter of 1983 over comparable period in 1982. Net income dropped 38% to \$4,300,000, or 3 cents per share, compared to \$6,924,000, or 51 cents per share, for comparable period last year. However, both revenue and earnings from continuing operations were up. Third quarter income from operations rose 2% to \$11,218,000 on revenue of \$79,652,000, up 13%. **Viacom** Chairman **Ralph Baruch** said he expects full year 1983 earnings to be ahead of 1982 levels.

House Telecommunications Subcommittee is gearing up to act on **broadcast and cable deregulation legislation**. Hearing is tentatively scheduled Wednesday (Nov. 2) on broadcast deregulation, now being fashioned by subcommittee members. Hearing, Thursday (Nov. 3), on cable deregulation bill (H.R. 4103) features representatives of cable industry, consumer groups and city legislators who oppose bill. Subcommittee Chairman Tim Wirth (D-Colo.) in speech last week said he is committed to marking up both bills before Congress recesses Nov. 18.

Consumer groups last week **intensified efforts to stop broadcast deregulation legislation** being considered by House Telecommunications Subcommittee. **Telecommunications Research and Action Center, Media Access Project and Citizens Communications Center**, sent letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) stating opposition to legislation and urging support for bill groups drafted, that would "safeguard the American people's rights as citizens and owners of the airwaves."

FCC has announced it is **accepting applications for facilities of WVAW (FM)** (formerly KDIQ) **San Diego**. Commission said applications should be "substantially complete" and filed by Dec. 2 to receive comparative consideration. Court of Appeals in Washington last year affirmed FCC decision denying West Coast Media Inc. renewal for station for failing to make good faith effort to meet its programming promises. Earlier this month, Supreme Court refused to review decision.

Doubleday Broadcasting last Friday (Oct. 28) **pulled plug on its album track format** over company's **WAVA (FM) Washington, in favor of top 40**, according to Doubleday Broadcasting President Gary Stevens. Top 40 approach is more appropriate for demographic make-up of market. WWDC-AM-FM remains only AOR outlet in nation's capital.

NBC-TV's Monday Night Football fell victim again last Monday (Oct. 4) **to higher-rated made-for-TV movie on NBC-TV**. NBC's **The Haunting of Passion** averaged 19.7 rating/30 share against ABC's broadcast of New York Giants vs. St. Louis Cardinals game (15.7/29). **CBS-V**, which won 8-10 p.m. slot with *Scarecrow and Mrs. King* (18.9/8), *After M*A*S*H* (21.7/31) and *Newhart* (20.1/29), **won night overall**, averaging 18.2/2 against ABC's 17.8/27 and NBC's 17.2/6. On Tuesday (Oct. 25), **NBC premiered Bay City Blues** to disappointing 13.7 rating and 22 share, despite hefty lead-in from two-hour *A-Team* special (24.8/37). *Bay City* was last in time period, behind second hour of CBS made-for-TV movie, *First Affair* (20.7/3) and ABC's *Hart to Hart* (16.3/26). NBC's other premiere last week, *St. Elsewhere*, came in second in its 10 p.m. time period, averaging 14.6/24 against ABC's *Hotel* (24.1/40) and second hour of CBS movie, *Happy* (10.6/17).

Challenge to **CBS-TV's dominance of Sunday night prime time ratings race** has not yet begun to show in network's overall nightly average, but **ad agency executives are expressing alarm over significant slippage in 8-10 p.m. slot**. Season-to-date, CBS is down from 9.3 rating/30.4 share last fall to 19.1/29.7 this fall for night overall. Surprise disappointment is in average for *Jeffersons*, down from 30 share for first four weeks of last season to 27 for same period this season. Also coming up short are *Goodnight Beantown*, down from 30 share averaged by *One Day At a Time* in same slot during first four weeks last season to 26 share and *One Day at a Time*, down to 26 share from 27 averaged by *Gloria* during same period year ago. At least one major agency researcher is betting winner of hotly contested race between ABC-TV's *Hardcastle & McCormick* and NBC-TV's *Knight Rider* at 8 p.m. will eventually take night.

Most recent week's **daytime ratings race** (Oct. 17-21) left **CBS-TV and ABC-TV tied** with six rating/six share against NBC-TV's 4/5. In contest for second place in morning news, NBC's *Today* show pulled slightly ahead of *CBS Morning News* that same week, averaging 3.9/21 to CBS's 3.7/19. ABC's *Good Morning, America* remains first (4.4/23) but continues to show erosion from more com-

petitive race. Same week's ratings for one year ago showed *GMA* with 5.6/29, followed by *Today* (4.2/22) and *CBS Morning News* (2.8/15). Most recent week's averages for early morning news put ABC's *World News This Morning* first (1.8/16), followed by *CBS Early Morning News* (1.2/15) and NBC's *Sunrise* (1.2/12).

Representative **Al Swift** (D-Wash.) **introduced cable deregulation bill** (H.R. 4229) **last week**. Bill is identical to measure (H.R. 4103) House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), absent common carrier language.

Rolland V. Tooke, 74, retired corporate VP, West Coast, Westinghouse Broadcasting, and veteran broadcasting executive, is **"gravely" ill** in Huntington Memorial hospital, Pasadena, Calif., suffering from complications of blood disorder. In 1950, as general manager of Westinghouse's WPTZ-TV Philadelphia (now KYW-TV), he hired young comedian, Ernie Kovacs, for breakfast-hour program, and was credited with instituting daily television movies with introduction of *Hollywood Playhouse* in same year.

Leonard J. Theberge, 48, president and founder of Media Institute, Washington-based nonprofit media research group, and founder and past president of National Legal Center, died of cancer Oct. 26 at Suburban hospital, Washington.

Rating recalculation. *A.C. Nielsen and the three major networks have agreed to a change in the way Sunday afternoon football ratings are calculated. Precipitating the change is a switch CBS-TV made this season in rotating commercials for game one and game two in home-game markets where game two is joined in progress in the event of an overrun into prime time. Nielsen must not only change its methodology to accommodate the switch, but recalculate ratings for eight doubleheaders held so far this season on both CBS and NBC-TV, a correction that is expected to deflate CBS's game-two averages for already-held doubleheaders by about 15% and its Sunday football average to date by about 3%. It should not affect NBC's football average, nor should it affect CBS's Sunday prime time ratings to date, despite several game-two overruns, because Nielsen's correction will adjust only CBS's average football ratings, not ratings for individual half hours in games.*

*The Nielsen methodology change, which went into effect yesterday (Oct. 30), and the CBS commercial rotation policy that preceded it, are meant to more accurately reflect audience size for CBS's game two, a game that often runs over into prime time. Prior to the CBS policy switch, audiences for games joined in progress in prime time overruns were often credited to game one rather than game two, a fact that meant CBS was not being credited for some of the prime time viewing audience it was actually getting. In recent years, when CBS's Sunday prime time average consistently overwhelmed those of its two competitors, the missing percentage of game two's audience was not missed, but this season, ABC-TV and NBC have been chipping away at CBS's Sunday average with a battle for first place at 8 p.m. between ABC's *Hardcastle and McCormick* and NBC's *Knight Rider* and with competitive movie packages at 9 p.m.*

CBS has changed its commercial rotation policy after the start of the new season, when it saw it could be getting more ratings mileage out of game-two overruns in prime time. The new policy boosted prime time ratings on one representative Sunday this season by about six-tenths of a rating point, according to CBS researchers. Later in the football season, when long overruns in far more exciting games will attract bigger game-two audiences, it could make an even bigger difference in prime time on those Sundays that have game-two overruns.

Editorials

Study in contrasts

If one set out to establish a classic example of why a free press is to be preferred over a fettered one, he need look no further than last week's coverage of the bombing in Beirut and the invasion of Grenada. Nor, indeed, need one go further to demonstrate the transparent absurdity of the government's reasons for "protecting" the press from danger, and keeping the public from truth.

From the first hours, both network and station correspondents and cameramen kept Americans and the world advised of the tragedy that unfolded in the Mideast that Sunday morning. Reaction—personal and political—was vented freely. The reality of the deaths of more than 200 Marines was brought home tellingly and unblinkingly; within hours the full measure of that awful event was absorbed into the American fabric.

Two days later, an American task force went into battle against a Caribbean republic without a news correspondent in sight—nor within sound, for that matter. The TV networks were reduced to using file film footage that may or may not have approximated the events taking place in Grenada. The few newsmen who did make it to the scene were quickly sequestered. By what seemed almost a comic retrogression of technologies, the media were forced to get much of their on-the-scene information from ham operators.

The best that can be hoped for from this anti-First Amendment performance is that the example was so odious that it won't be repeated. Among the redeeming signs was the internal White House memo from Deputy Press Secretary Larry Speakes in which he protested being kept in the dark on military planning and warned that the credibility of the Reagan administration was at stake. Hopeful, too, was the near unanimity of the press itself in protesting the White House exclusion—as well as the continued willingness of newsmen to put their own lives on the line in pursuit of truth, no matter how unhappy nor how far away.

Other side of the coin

Having spoken so vigorously in favor of the right to gather the news, as well as the right to publish/broadcast it, it is worth a moment to reflect that hand in hand with those rights goes the obligation to be responsible in terms of what is actually put on the air or into print. In that connection, it is hard to feel that a full measure of prudence was exercised by CBS and its owned station in Los Angeles, KNXT(TV), before deciding to go full speed ahead with broadcast of purloined FBI tapes showing the unfolding of the process that led to the arrest of John DeLorean.

But before considering the propriety of that journalistic adventure, it is even more important to applaud the action of a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit, which lost no time in declaring that CBS had every right to broadcast the materials if it saw fit, and that any prior restraint—as had been asked by both the prosecution and the defense in the DeLorean case, and as had been ordered by the trial judge—would be unconstitutional. So too must be lauded Supreme Court Justice William Rehnquist, who rejected a request for stay.

So, buttressed by such legal noninterference, CBS rushed to judgment. Within minutes of the Rehnquist clearance, KNXT was on the air with a tape, as was the network soon after. For viewers, it was an out-of-context experience. The DeLorean legal difficulties were old news to most in the audience, and the trial wasn't to begin for another week. That trial, as the story in this issue describes, has now been postponed indefinitely by a judge who believes the defendant's right to fair trial has been jeopardized.

Our own reservations don't go that far. But it is hard to resist the impression that CBS journalists got carried away with the tapes *just because they were there* (put there through the courtesy of the publisher of *Hustler* magazine) and not because they added anything to the public weal. All of the action and dialogue they transmitted had long ago been public knowledge, and putting fuzzy pictures to the words did nothing to illuminate the process. But for the sensationalism of it all, this particular trafficking in shady goods wasn't worth the candle.

Man of the year

It's been a remarkable year for Eddie Fritts and the National Association of Broadcasters. As is delineated in this issue's "AT LARGE" interview, the first 12 months of that tenure have been marked by enough pyrotechnics to last most NAB chiefs a lifetime. Fritts and his colleagues could be excused for hoping some calm might follow all their storms—as well as for being grateful they have had the fortitude to weather them.

Many of the difficulties that have come NAB's way during this time may be attributed directly to the aggressive approach Fritts has taken toward lobbying Capitol Hill. Nowhere has that been more evident than in the attempt to secure legislative legitimacy for broadcast deregulation. In the process NAB may have incurred the lasting enmity of the incumbent chairman of the House Telecommunications Subcommittee—no great loss, many might say. But it has also achieved a formidable record of success in keeping that legislative initiative moving in the House, and there is a chance that, at the end of the day, there may actually be a bill.

Perhaps more likely, this time around, Fritts will have to call in the chit he holds from the chairman of the parent Commerce Committee to call it all off, lest NAB and broadcasting be stuck with something untenable. But even in that eventuality, the industry will have come further down the deregulatory road in the House than it ever has before, and will be in a better position still to fight again another day.

There is no reason to believe that the controversy that has surrounded Eddie Fritts's first year will soon abate. The forces that fueled that controversy—principally the division between the radio and television sides of the association and the competition between the three major networks and the large group broadcasters—will all be there tomorrow. In the future the NAB must devise better ways to nourish coexistence among its increasingly diverse constituency. In the meantime it could do worse than to unite behind a president who has had to win his spurs—both as broadcaster and as industry leader—the hard way.



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