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KDKB, Phoenix*



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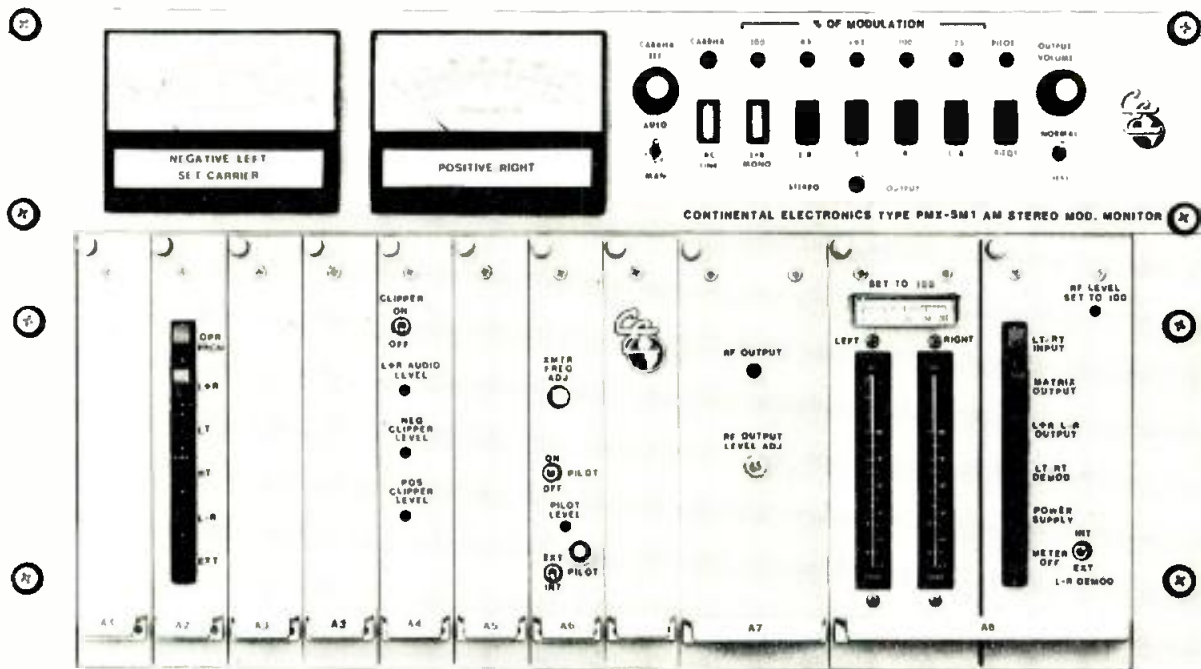
*Program Director of the Year
Jim Owens
Program Director
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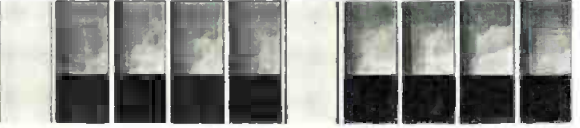
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Broadcasting **Dec 19**

Hardware and software consolidations highlight cable week in California □ Networks prepare second season lineups □ NAB structure committee report

GO WEST □ Cloudy skies and some discouraging words greeted attendees at both the National Cable Programming Conference and the Western Cable Show as industry considered shakeouts in programming services and struggles with cities over legislative issues. **PAGE 35.** NCTA President Tom Wheeler angered by foes of H.R. 4103. **PAGE 36.**

NEW LIFE □ Showtime purchases pay movie service, Spotlight, for undisclosed price. **PAGE 37.**

COMING TOGETHER □ Mergers, joint ventures involving converters make news in Anaheim. **PAGE 38**

HOT SEAT □ White House sues CPB to seat recess appointee rejected by board. **PAGE 38.**

STATUS QUO □ NAB structure committee finds present form of association adequate. **PAGE 39.**

REGROUPING □ Networks revised lineups almost finished. Night-by-night rundown of schedules appears on **PAGES 40-41.**

IN THE TRENCHES □ Financial interest and syndication fight continues as networks and producers work toward Jan. 31 deadline. **PAGE 42.**

CABLE CORNUCOPIA □ Broadcasting joined the California cable rush as NCPA conference in Los Angeles, followed by Western Cable Show in nearby Anaheim, addressed range of industry issues. In Anaheim: New revenue streams—including data transmission, security and PPV—were discussed. **PAGE 44.** Cable and First Amendment protections proved major concern. **PAGE 44.** Media General's Switzer sees stereo TV

and fiber optics prominent in cable's future. **PAGE 46.** Selling cable without ratings. **PAGE 46.** Selling programming as package seen by some operators as way to boost revenue. **PAGE 48.** And in Los Angeles: Cable programmers answer question: "What's new?" with series of videotape presentations. **PAGE 50.** Advice to operators: concentrate on basic tier, beef up service and promotion. **PAGE 52.** Cable leaders, including Ted Turner and Metromedia's Dick Block, cite inroads in network shares. **PAGE 56.** Cable's newest build stands to be its image as cable consortium taps McCann-Erickson to fashion media campaign. **PAGE 60.** NCTA's annual ACE awards for cable programming see HBO take most trips to winner's circle. **PAGE 62.**

GETTING DOWN TO BUSINESS □ Paine Webber media conference in New York brings together telecommunications companies for look at financial fortunes of industry. **PAGE 66.** Status summaries of some Fifth Estate firms are provided, selected from presentations made at conference. **PAGE 70.**

STANDING FIRM □ Orion asserts it's still in hunt for private satellite service linking U.S. and Europe. **PAGE 79.**

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FAMILY AFFAIR □ Dudley Taft continues tradition of leadership in broadcasting industry as president and chief operating officer of Taft Broadcasting. **PAGE 111.**

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This kind of audience composition translates into enormous syndication success for *Voyagers*—a fascinating combination of science-fiction, fantasy and action-adventure that parallels the smash syndication successes of such youth-appeal series as *Buck Rogers*, *Battlestar Galactica* and *Star Trek* and the advertiser-supported *Hardy Boys/Nancy Drew Mysteries*. *Voyagers* is an ideal way to zero-in on children, teens and young adults!

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Big year

Whatever else may be said for 1983, it looks to be first year each of three TV networks exceeds \$2 billion in revenues, based on estimates compiled by Broadcast Advertisers Reports. ABC went past \$2 billion in 1981; both ABC and CBS did it in 1982, and all three appear to be within relatively easy striking distance this year. NBC, which through third quarter was running 16.5% ahead of its 1982 pace, needed only to match last year's fourth-quarter sales to pass its 1982 12-month total of \$1.86 billion and enter \$2-billion territory. ABC, which ended 1982 with \$2.22 billion, was running 11.1% ahead of comparable 1982 period when fourth quarter opened, and CBS, with reported \$2.16 billion in 1982, was running 5.7% ahead.

That 5.7% growth rate through September, compared with 16.5% for NBC and 11.1% for ABC, may be one measure of severity of CBS's much-publicized misjudgment of economy, which led it to hold back big chunks of up-front inventory in expectation of higher prices in second- and third-quarter boom that, instead of booming, turned soft (BROADCASTING, May 23, et seq.).

Mass rejection

FCC is discovering that up to two-thirds of low-power television applications are unacceptable for filing. Most are rejected because they would cause interference to existing stations. Commission is contemplating putting out one massive cut-off list—containing anywhere from 4,000 to 6,000 acceptable applications—early next year. Potential competitors will then have 30 days to crossfile. Commission official estimated that crossfilings could bring FCC back up to total of about 18,000 applications. Mass Media Bureau would hope to start cranking out grants with lotteries by April.

Weather: overcast

Mood at National Association of Broadcasters' executive committee meeting last week was described as strained. On members' minds: resignations of Steve Stockmeyer, senior vice president, government relations, whose key position remains unfilled almost three months after his departure, and Erwin Krasnow, senior vice president, general counsel. Also contributing to general tension was absence of firm plan

of action on deregulation (condition not unrelated to absence of leadership in government relations department), topic that will headline association's joint board meeting in January.

During meeting, executive committee grilled staff on status of annual report (first to be produced by NAB), to be completed in time for board meeting, and on annual budget, which is topic of executive committee's next meeting in early January.

Sky and sea

International Telecommunications Satellite Organization, whose main line of business has been telephone service, is looking ahead to greatly increased service in video. It has 11 networks in various stages of implementation, projects 40 by late 1980's. And director general-elect, Richard Colino, has plans for further expansion through variety of concepts. He is considering on- and off-peak pricing for occasional and full-time users, as well as degrees of protection against pre-emption (rather than mere pre-emptible or nonpre-emptible choice, as at present). Ranges in quality of service are also under consideration, with high-definition television one service seen in long-term future.

Intelsat officials deny applications of Orion Satellite Corp. and International Satellite Inc. for private trans-Atlantic satellite communications service are providing competitive incentive to expand Intelsat video service. They point, instead, to undersea cables to be laid beneath Atlantic and Pacific by end of 1980's. Cable's use of fiber optics will provide capacity for video and videoconferencing. "We want to be there first," said one Intelsat official.

Personal fortunes

If formal proposal to take Metromedia private in \$1.5-billion leveraged buyout is ever approved and consummated, deal could catapult four principals in company's Office of the President—John W. Kluge, Robert M. Bennett, George Duncan and Stuart Subotnick—into easy street. Although Kluge's present 25% interest already qualifies him as one of the richest people in the country (paper value of about \$253 million based on last week's trading average of \$35 per share), others could gain handsomely. Bennett's, Subotnick's and Duncan's equity interests in new corporation to be formed are put at 2% each—giving paper value of over \$20

million based on recent trading value of stock.

Kluge, of course, is expected to be majority stockholder in new corporation, with Boston Ventures Limited Partnership's interest reported to be "small." This is second time around for Bennett. When Metromedia bought WCVB-TV Boston from BBI in 1982 for \$220 million, his 4,000 shares in station earned him \$5.2 million.

Countdowns up

Among hottest programing trends in radio today is production of specially targeted weekly music countdown shows distributed mostly by networks. Programs are attracting eager support from both local stations and national advertisers, according to sampling of industry executives. Most new entries are taking advantage of resurgence in popularity of top 40 radio by featuring contemporary hits.

Conditional guest list

Guest list for National Association of Broadcasters joint radio and television board meeting in January in Maui, Hawaii, may include Representatives Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Al Swift (D-Wash.), all key figures in effort to draft broadcast deregulation legislation. But there'll be invitations only if legislative movement is detected or if it looks as if agreement on bill can be reached between NAB and subcommittee chairman Tim Wirth (D-Colo.).

Network competition

First ad hoc prime time network of 1984 that is likely to cause at least minor problems to three major networks is set for week of Jan. 14, when *Wilson's Reward*, one-hour drama starring Sandy Dennis and based on short story by Somerset Maugham, will air on 100 stations, most of them network affiliates. Program's sponsor, Liberty Mutual Insurance Co. of Boston, is said to be spending more than \$1.7 million on broadcast, its highest investment in five years of involvement in syndicated specials. Donnelly Communications, New York, assembled station lineup, which includes independents WNEW-TV New York, KTTV-TV Los Angeles, WGN-TV Chicago, and affiliates KYW-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston, WXIA-TV Atlanta and WTAE-TV Pittsburgh.



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Multichannel problem

The cable television industry has a problem: multichannel (television) sound (MCS). If all goes well, the industry will adopt an MCS system next week, and television stations will put it to work some time next year to broadcast stereophonic sound and, if they wish, an auxiliary sound track.

According to Alex Best, chairman of the National Cable Television Association ad hoc committee on MCS and head of research and development of Scientific-Atlanta, cable television systems will be able to retransmit broadcast signals with MCS stereo although older headend equipment may degrade the stereo quality somewhat. But, when consumers begin buying stereo television sets and start getting accustomed to the new service, he said, cable programming services will feel compelled to offer stereo sound. Problems will then arise because the MCS system is not compatible with the systems that operators use to scramble pay services.

The solution to the problem, Best said, is to use a different nonstandard stereo signal that is compatible with the various scrambling systems. The concept is not foreign to cable operators. They have been transmitting music services and the soundtracks of some programming services in stereo for years through subscribers' FM stereo radios.

Galaxy lineup

The CBN Network has joined the rush to Hughes Communications' Galaxy I satellite. The family-oriented, advertiser-supported cable service has purchased the last transponder available from Hughes on the bird.

In addition to CBN, the satellite, as things now stand, will distribute the Eastern feeds of HBO and Cinemax, The Nashville Network, The Movie Channel, CNN, CNN Headline News, SIN, GalaVision, The Disney Channel, superstation WOR-TV New York, ESPN and C-SPAN.

As part of the Galaxy lineup, CBN will be expected to join Hughes and the other programmers in buying earth stations to give away to thousands of cable systems. The giveaway is designed to make the programmers' move to Galaxy as painless as possible for their cable affiliates and to insure that they don't lose any affiliates in the process.

According to Rocky Luciano, the Hughes executive in charge of the program, in the coming weeks, Hughes will send out questionnaires to cable systems throughout the country. Those systems that meet certain criteria—that they serve more than 500 subscribers and promise to use the earth station to receive the Galaxy signal, for instance—will be sent dishes starting next March, he said. Luciano said he expects to give away between 3,500 and 4,000 dishes before it's all over. Operators, he said, will have to cover the cost of freight and installation.

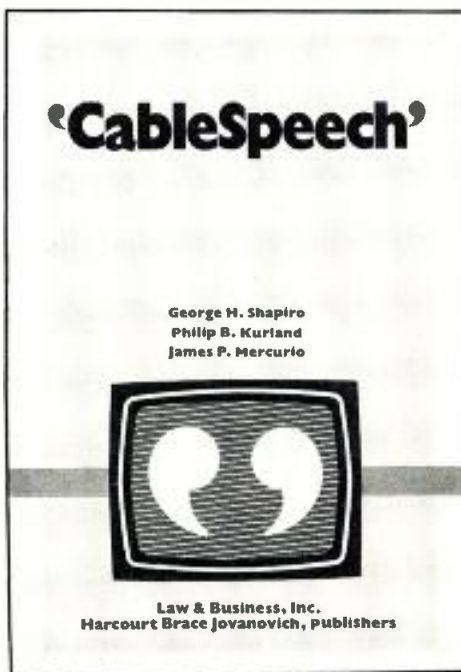
Unlawful

Cable operators' First Amendment rights are being violated not only by such obvious curbs on free speech as antiobscenity laws and requirements for access channels but also by nearly every other government regulation being imposed on them, including the FCC's must-carry rules and the tendency of most municipalities to regulate rates and award exclusive franchises. That is the thesis of "CableSpeech," a new study commissioned by Time Inc. and published in a 220-page book by Harcourt Brace Jovanovich's subsidiary, Business and Law Inc. (\$48).

Written by three First Amendment attorneys, "CableSpeech" traces the develop-

ment of communication, but it promises to be one of the most influential in years to come," conclude the authors. "There will be a serious loss of freedom for the nation's communications media unless cable TV is allowed to develop free of unwarranted governmental restraints."

Authors of "CableSpeech" are George H. Shapiro and James P. Marcurio, attorneys with the Washington firm of Arent, Fox, Kintner, Plotkin & Kahn, and Phillip B. Kurkland, a professor of law at the University of Chicago. Time Inc. commissioned the study about a year ago, according to a spokesman, and decided, after seeing the final result, to use it not only as a position paper but also to have it published.



ment of major regulations that have been imposed on cable TV, including applications of the fairness doctrine, the imposition of franchise fees and requirements on the number of channels and kinds of services offered, and demonstrates how they ignore or violate First Amendment case law as it has developed for other media, including newspapers, books and over-the-air broadcasting. Because cable is still a relatively new medium, it must wage its own battles, similar to those fought by the older media, to establish First Amendment freedom (see story, page 56), according to the authors, or American citizens will suffer serious losses of their constitutional rights.

Congress, the FCC and the courts have permitted a heavy layer of regulations to develop for cable TV primarily because it began as a medium that simply extended the reception of over-the-air broadcasting, according to "CableSpeech," and because cable's nature as a business that must secure physical right of way from municipalities made it an easy target for city governments in need of new revenue sources.

"Cable television is a relatively new medi-

Chicagoland sports

Chuck Dolan's pay TV sports operation has moved into another city. Cablevision Program Enterprises and the Washington Post Co. announced at the Western Cable Show they had acquired SportsVision, the Chicago pay sports network owned by Chicago White Sox owner Eddie Einhorn. The service will now join the other SportsChannel subsidiaries of Cablevision, the Woodbury, N.Y., cable operator. Those include operations in New York, Philadelphia and Boston.

The Chicago service will continue to offer the programs it has in the past: White Sox baseball, Bulls basketball, Black Hawks hockey and Sting soccer, in addition to regional collegiate sports. The service will initially be marketed to 13,000 cable subscribers on Cablevision systems in the Chicago area. The total subscriber count on all four sports networks is 850,000.

Marc Lustgarten, group vice president of Cablevision, said the company had purchased the long-term rights to SportsVision, but declined to give a price. Pricing for the service would vary, he said, depending upon whether the service was taken alone or as a package. Einhorn, who has agreements with an STV outlet in Chicago, said individual games on that channel will continue. Rainbow Programming Services will handle the marketing of SportsChannel.

Rainbow also announced it will handle the marketing of the cultural pay service, Bravo, in Canada. Rainbow and Rogers Cablesystems announced an agreement whereby Rogers, pending Canadian government approval, will offer Bravo to Canadian homes. The level of Canadian-produced programming on Bravo will increase to 10%-20%. Further, Rogers will provide Canadian-produced programs as wraparound fare in order to comply with Canadian law which mandates a certain percentage of programming on services there be Canadian produced.

Cable rating

In a major coincidental survey conducted by Nielsen to determine viewership of The Nashville Network programming in prime

time, TNN scored a 2.7 rating and a 5 share within its 10-million-subscriber universe. The telephone coincidental survey covered 52 TNN cable systems in 34 Nielsen markets (DMA's) and was conducted the week of Oct. 24. The 2.7 rating represents an average 270,000-household viewing audience for TNN in prime time. The figures also revealed, to the surprise of many, including some executives of TNN and Group W Satellite Communications, which markets TNN, that the network's subscribership lies for the most part in the more populated A and B counties. In fact, 82% of all TNN homes fall within those counties, according to the coincidental. Lloyd Werner, senior vice president, sales and marketing, GWSC, contended that the report, in highlighting the network's apparent subscriber distribution, "has put to rest the myth that [TNN] is a service of only regional interest and appeal." He compared TNN's 2.7 coincidental rating to recent prime time ratings allotted by Nielsen to other cable services, giving ESPN a 2.3, MTV a 2.0, USA Network a 1.3, CBN a .9 and CNN a .6, all in their respective universe.

From the heartland

Sports Time, the Midwest regional pay cable sports network, will be launched on April 4, 1984, with 50-60 games each from the Cincinnati Reds, St. Louis Cardinals and the Kansas City Royals professional baseball teams as its core. In addition to those games, the network will have minor league baseball, Big 8 basketball, NASCAR racing, horse racing from Louisville Downs, plus a number of sports magazine shows covering bowling, hunting and fishing, high school sports, women in sports and a live talk show.

Sports Time will air from 6 p.m. to midnight, Monday through Friday, and noon to midnight, Saturday and Sunday. At the Western Cable Show, Sports Time officials announced launch commitments from Group W, Storer, Telecable, Multimedia, General Electric and Heritage, plus other operators of systems totaling 900,000 subscribers. The service will be both pay and advertiser supported. Advertising will come during "natural breaks" in the action, officials said. Anheuser-Busch, which is the majority owner of the venture that also includes Multimedia and TeleCommunications Inc., is the lone advertiser to date. The service will cost subscribers between \$8 and \$12.

Tune in

Just for Listening, a new satellite-delivered pay audio program service from Durborow Associates, announced last Tuesday (Dec. 13) it will make its official debut next February. The service, based in Columbus, Ohio, will launch with 10 channels of 24-hour stereo programming via Satcom III-R. The commercial-free formats range from modern country to classical, big band to rock and old radio shows.

The service will be marketed to cable operators for \$3 per subscriber, with a suggested fee to subscribers of \$6 per month and a one-time installation fee of \$25.

Just for Listening will provide programming, hardware and marketing support to cable operators. Durborow, which claims capital-

ization of approximately \$11 million, projects more than 1.2 million subscribers by the end of its first year of operation.

"We have developed *JFL* to meet all the criteria specified by cable operators, and our extensive research in cabled markets across the U.S. shows that 45.8% of current [cable] subscribers and 38.1% of nonsubscribers are interested in premium audio services," said Durborow Associates Chairman Margaret Durborow. According to Durborow, in-house research indicates more than nine million people would be willing to pay the fees *JFL* is asking for a premium cable audio service.

The service will use Pioneer Audio converters and Wegner 1601 main frames for cable headends. Future plans include overseas cable distribution and DBS service.

White collar cable

A cable network geared to the continuing education of professionals was announced at the Western Cable Show last week. The Professional Network would be aimed at lawyers, certified public accountants and those in the medical field. Robert Levy, president of PEN, said the network would program three hours daily, probably in the early morning. The service would be both pay and advertiser supported. Levy said the cost to subscribers would be \$20. Advertising would in the form of infomercials, Levy said.

Typical program offerings would include a law week in review program, he said, and programs that would help professionals with management skills such as how to hire and

fire and buy phone systems.

PEN is exploring the possibility that a subscription could be used by professionals as an attendance slip for continuing education seminars they may attend in a given year. The market Levy wants to tap is the 650,000 lawyers and 900,000 CPA's in the country. He said that continuing education was a \$50-million-dollar-a-year business. Levy said the network hopes to be on air by April. Negotiations for a satellite transponder are now under way, he said.

Social conscience

The second largest MSO, American Television and Communications, announced last week its intention to provide 90-second commentaries on social issues to its cable systems to be used between programs on basic services. The series will begin in January and will be hosted by Jim Hartz, former NBC *Today* anchor and now co-host of the PBS series, *Over Easy*.

The show will be titled *American Viewpoints*. "In the segments already produced, Hartz presents views on issues that could affect not only our subscribers and employees, but all American citizens," said ATC chairman and CEO, Trygve Myhren. "Hartz quite literally expresses an American viewpoint," he said.

The commentaries won't address the hottest political issues of the day, Myhren said, such as the Middle East or Central America. Subjects already shot include computer theft, terrorism in the U.S., bilingual education and the cost of medical care.



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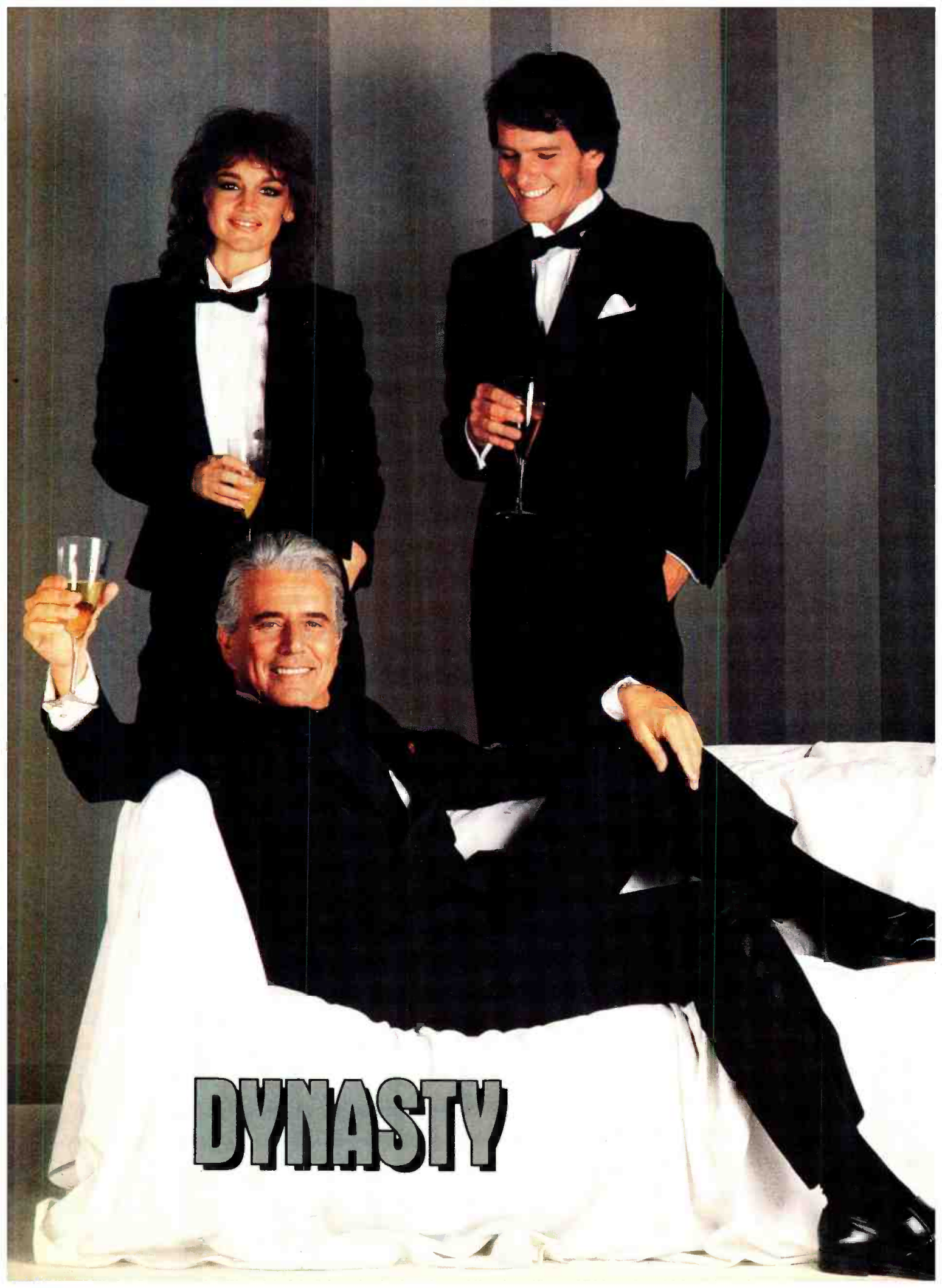
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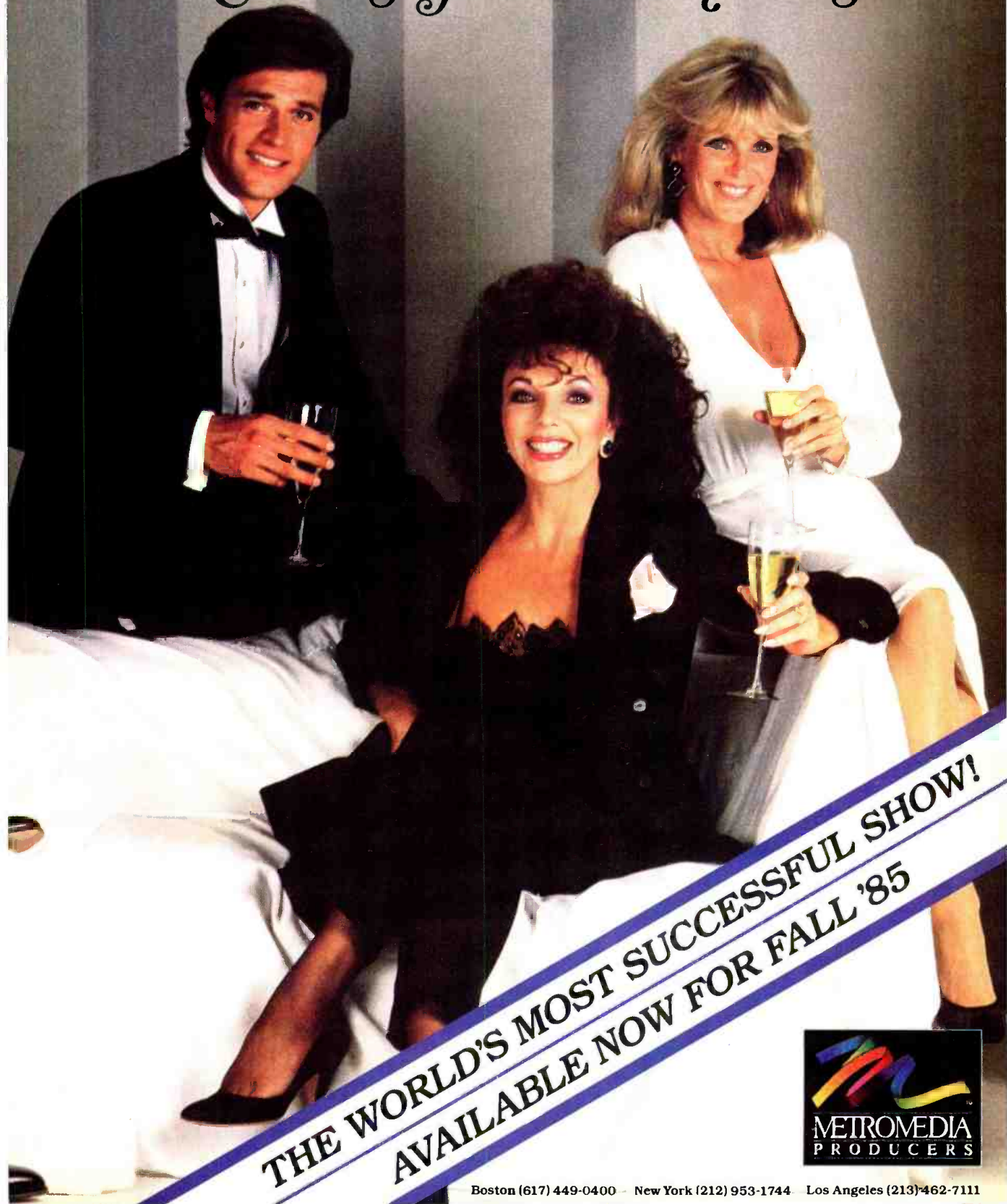
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DYNASTY

The Toast of Seven Continents



**THE WORLD'S MOST SUCCESSFUL SHOW!
AVAILABLE NOW FOR FALL '85**



Boston (617) 449-0400 - New York (212) 953-1744 - Los Angeles (213) 462-7111

RADIO ONLY

Elanco □ Herbicides will be promoted for 15-16 weeks, beginning in early January, in more than 100 markets. Commercials will be carried in all dayparts during weekdays. Target: men, 21-54. Agency: CMF&Z, Cedar Rapids, Iowa.

Stroehmann Bros. □ Baked goods will be advertised in three-week effort to begin in early January in four markets. Commercials will be scheduled in all dayparts. Target: women, 18-49. Agency: Muller Jordan Weiss Inc. New York.

Mobay Chemical Corp. □ Sencor soybean herbicide will be promoted in six-week flight to begin late January in about 190 markets. Commercials will be carried in morning drive and noon periods to reach farm audience. Target: men, 25-54. Agency: Valentine-Redford, St. Louis.

North American Plant Breeders □ Migro soybeans will be featured in four-week flight beginning early February in more than 40 markets. Commercials will run in morning drive and noon dayparts. Target: men, 25-54. Agency: Stephens-Hutchinson, Kansas City, Mo.

Unicopy □ Business photocopiers will be highlighted in flighted campaign to begin Jan. 9 in Raleigh, N.C., and Phoenix and Tucson, both Arizona. Spots will air for two to three weeks in January, depending on market, and then go on hiatus. Flight is scheduled throughout 1984 in morning and midday, Monday through Thursday. Target: men, 35-54 and adults, 25-44. Agency: Hunter-Barth, Santa Ana, Calif.

Flaky Jake's □ Introduction of new



Something fishy. E. I. duPont is launching an advertising campaign in television, cable television, radio and print next month to promote its Stren fishing lines. Created by NWay Inc., New York, the duPont commercial urges anglers to use all three types of Stren with the promise: "Great fishing starts with Stren." Television spots will be placed in various sports and other syndicated programs that reach predominantly adult male audiences. Similarly, radio commercials will run on various syndicated radio series. On cable television, Stren spots will be carried on outdoor programs. Advertising will be concentrated in South, Southwest and north Central regions of the U.S. All advertising is flighted throughout 1984.

gourmet hamburger restaurant chain will begin Jan. 12 and run throughout first quarter in Reno, Los Angeles and Seattle. Commercials will air 6 a.m.-7 p.m. on weekdays and 10 a.m.-3 p.m. on weekends. Target: adults, 25-44. Agency: Evergreen Media Inc., Edmonds, Wash.

TV ONLY

Union Planters Bank □ Two-week corporate campaign will begin Jan. 1 in

Chattanooga, Memphis and Nashville, as start of flighted campaign for 1984. Spots will air in news, prime access and some prime time. Target: adults, 25-54. Agency: Walker & Associates, Memphis.

NOW □ Membership drive for National Organization for Women will begin Jan. 5 for six weeks in eight to 10 major markets. Commercials will air in various dayparts. Target: all women. Agency: Beber, Silverstein & Partners, Miami.

White Lilly □ Flour will be promoted in first-quarter flight beginning Jan. 9 in approximately five markets. Spots will air in various dayparts. Target: women, 25-49 and homemakers. Agency: Tucker Wayne & Co., Atlanta.

Ring Around Products □ Agricultural seeds will be promoted in four-week flight to start in mid-January in three markets. Commercials will be scheduled in sports, news and prime time. Target: men, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

Rep Report

To Selcom Radio: WHAT(AM)-WWDB(FM) Philadelphia, from Christal; KQKK(FM) Stockton/Manteca, Calif., from Christal; KNAA-FM Reno/Sparks, Nev. (no previous rep); KYAK(AM)-KGOT(FM) Anchorage, and KIAK(AM)-KQRZ(FM) Fairbanks, Alaska, both from Masla Radio; WSGA(AM)-WZAT(FM) Savannah, Ga., from Katz Radio.

□

To Masla Radio: WMRE(AM) Boston, from Katz Radio; KCLM(AM) Redding, Calif., from Weiss & Powell; WOKB(AM) Winter Garden, Fla., from R.A. Lazar.

□

WSUL-FM Monticello, N.Y.: To Weiss & Powell from Market 4 Radio.

□

KTDK(AM)-KJYO(FM) Oklahoma City: To Blair Radio from Major Market Radio.

□

WEYQ-FM (formerly WMOA-FM) Marietta, Ohio: To Regional Reps (no previous rep).

□

KXYZ(AM) Houston: To Caballero Spanish Media from P/W Radio.

□

WMGC-TV Binghamton, N.Y.: To Seltel from Avery-Knodel Television.

Yes, we help television stations bring the world back home.

Our international services are unexcelled:

- On-location news crews anywhere on earth.
- Film and videotape footage of world events since 1896!
- Standards conversion via ACE.
- Satellite distribution around the globe.
- And more.

Viscom 212-307-7315

INTERNATIONAL

U.S. subsidiary of Visnews, Ltd., the world's largest television news agency.
International Building - Rockefeller Center - 630 Fifth Avenue, 22nd Floor, New York, NY 10111

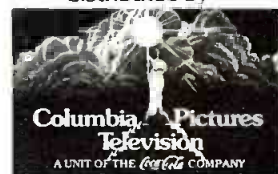


★ BENSON ★ IN '84

A MAN FOR ALL PEOPLE.

BENSON appeals to men, women, teens and kids. Robert Guillaume stars. Available now for Fall '84.

A Witt-Thomas-Harris Production
distributed by



HOW TO AVOID A FORMAT FAUX PAS

There has been mounting confusion over which combination camera/recorder format to choose. And for obvious reasons. With the addition of so many new formats, nobody wants to make a mistake that can range from thousands to millions of dollars.

But if you follow these simple steps, you'll never get caught with your wallet, or your neck, in the proverbial wringer. **LOOK FOR EVOLUTION. NOT REVOLUTION.**

Apparently, many manufacturers feel it's in their best interest to have you replace your existing U-matic™ equipment with their new stand-alone systems.

At Sony, we think it's foolhardy to leave you no option but to make a 180° turn and orphan your existing editing suite. So we designed Betacam™ as an evolutionary system. One that easily and efficiently plugs into what's come before.

This Sony theory of peaceful coexistence allows you to enter the world of one-piece camera/recorders at your own pace. And in this way you not only protect your existing

U-matic investment. You gain field equipment that's more compact and portable, and a dramatic improvement in technical performance. Furthermore, dramatic improvements are also on the horizon for Sony U-matic. The evolution of both these formats is planned and it's total.

FIND A ½" SYSTEM THAT'S WHOLE.

For those of you who want to capitalize on the outstanding technical performance of an overall ½" system, scrutinize carefully the complete system from Sony.

After all, who else has a portable color field player like our BVW 20? Or our ½" edit-recorder, the BVW 40, which looks and feels like the Sony U-matic equipment you're accustomed to using? And who else promises an ongoing commitment to ½" system expansion and refinements that you will see next year and every other year?

BE PENNY-WISE

WITHOUT BEING POUND-FOOLISH.

The Sony Betacam system has proven itself on both the



iring line in Nicaragua and the fifty-yard line at the Super Bowl.

That's because our format was chosen to be optimum for both ENG and EFP, which is why Betacam is not just the lightest, smallest, most compact $\frac{1}{2}$ " system you can buy (as well as the least expensive), but its picture quality rivals 1".

Whatever you've been told you might gain from the various $\frac{1}{4}$ " formats, when and if they become available, will be totally erased by the fact that $\frac{1}{4}$ " is not at all suitable for high-quality EFP. Which means, if you purchase $\frac{1}{4}$ " for ENG, you'll no doubt have to purchase an entire new system for field production.

THERE'S SAFETY IN NUMBERS.

With over 1,000 Betacams already sold to key end users, Betacam is virtually the worldwide de facto standard now.

We believe Betacam is outselling all the others by such a wide margin because it's better than all the others by such a wide margin. It's the only camera/recorder that focuses on the big picture. A picture that includes your existing investment;

your need for both ENG and EFP; your desire for light weight and high quality; and a total system approach.

If you want to make sure you'll own the standard of excellence in the years ahead, insist on the camera/recorder from the people who created the standard of excellence in the years past.

For a demonstration, in New York or New Jersey call (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; and in the West (213) 841-8711.

SONY
Broadcast



Radio business. Newly created Audience Image Marketing, Los Angeles-area advertising and marketing agency and division of Dancer Fitzgerald Sample Inc., has been retained by KIQQ(FM) Los Angeles for marketing research and advertising services. KIQQ, owned by Outlet Broadcasting, is first client for unit, formed last September to provide services to radio, cable, television and program production companies.

Advertising in threes. Procter & Gamble, American Greetings and Kimberly-Clark have signed to advertise on Lifetime cable television network which begins operations in February. P&G will sponsor (via Dancer, Fitzgerald & Sample, New York) *Infants and Toddlers*, 26 half-hours; American Greetings (through Doyle Dane Bernbach, New York) has signed for *Reflections*, series of dramatic readings, and Kimberly-Clark will sponsor *Mother's Day*, half-hour program that explores challenges of motherhood (through Ogilvy & Mather).

Local TV ads gain. Estimated advertising expenditures for local television increased by 15% in first nine months of 1983 to \$2.1 billion, according to Television Bureau of Advertising. Citing data supplied by Broadcast Advertisers Reports, TVB said largest percentage gain by category was 45% for appliance stores, followed by medical and dental services, up 42%; builders and real estate agents, up 40%, and home improvement contractors, up 39%. Leading local retail advertisers for first nine months were McDonald's Corp., up 7% to \$74,519,700; PepsiCo. Inc., up 42% to \$36,019,100; Pillsbury Co., up 67% to \$35,132,000, and Wendy's International, up 60% to \$21,174,000.

ESPN additions. More than 30 advertisers placed orders with the Stamford, Conn.-based sports network in November, according to Robert M. Jeremiah, director, advertising sales. Eleven first-time advertisers include: DataPoint (computers), Scholl Inc., First National Monetary Corp, Gortex (rain repellent), Hanes, *Power of Living* (book), Northwestern Mutual Life Insurance, Tonka Toys, Toshiba, Virgin Island Tourism Board and Volley-Mate.

A.M. meeting. The Radio Advertising Bureau, in conjunction with the Radio Broadcasters of Chicago, is planning a morning radio sales "rally" on Thursday, Jan. 12, for area radio stations as well as advertising agencies and their clients. The meeting, expected to attract 600 people, will run from 9 to 11 a.m. at the First Chicago Center.

Pat Weaver/ MDA Broadcast Journalism Awards

Established in 1979, these awards recognize and encourage programming that increases public understanding of muscular dystrophy and related neuromuscular diseases and stimulates public support of MDA's efforts to conquer these diseases. Entries must be material aired between January 1 and December 31, 1983, post-marked no later than February 15, 1984, and sent to:

Craig H. Wood, Director
Public Health Education
MDA
810 Seventh Avenue
New York, NY 10019



Muscular Dystrophy Association

Spaulding Sports Worldwide □ Golf clubs and balls will be advertised in two-week flight in 17 markets, starting in late January. Commercials will be carried in news, sports and fringe periods. Target: men, 25-54. Agency: Hill, Holliday, Connors, Cosmopoulos, Boston.

J.M. Smucker Co. □ Fruit preserves will be spotlighted in four-week flight to be carried in top 100 markets, starting in early February. Spots will air in daytime, news and talk programming. Target: women, 25-54. Agency: Wyse Advertising, New York.

RADIO AND TV

Jack in the Box □ Fast-food restaurant will air identity campaign in 30 markets beginning Dec. 26 in flighted campaign scheduled through September 1984. TV spots will air in early and late fringe, prime time and sports programming. Radio campaign began in end of November and runs concurrent with TV flight. Target: adults, 18-49. Agency: Advanswers, St. Louis.

Sanderson Farms □ Miss Goldy chicken will be spotlighted in 10-week campaign airing in 15 markets, beginning in early January. Commercials will air in all radio and TV dayparts. Target: adults, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

Broadcasting Publications Inc.

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

The Fifth Estate Broadcasting

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

Soi Taishoff, *editor-in-chief (1904-1982)*.
Lawrence B. Taishoff, *publisher*.

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Donald V. West, *managing editor*.
Leonard Zeldenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
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.

Senior Editorial Consultants

Edwin H. James (Washington)
Rufus Crater (New York)

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*.
Charles Mohr, Ruth Windsor,
sales managers.

Hollywood

Tim Thometz, *sales manager*.

Circulation

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

Production

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

Administration

David N. Whitcombe, *vice president/operations*.
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. Dittingo, *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-Televasting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

The Rush is on.

A Spectacular 13-Hour Mini-Series from Western-World Television

Sweeping Saga of the Australian Frontier

In the finest tradition of "The Thorn Birds" and "A Town Like Alice" comes "RUSH." A bold story of courage and compassion, this gripping tale of Australia's own historic Gold Rush will rekindle America's romance with the frontier.

Compelling Story of Human Drama

From every corner of the world people came in search of freedom and a chance to begin anew. They were driven men and desperate women, mad with lust for wealth. Willing to gamble everything in their obsession for gold—and power.

Rich in History and Non-Stop Action

From the spectacular to the profound, "Rush" demands a

viewer's attention. And fulfills expectations with magnificent promise. From the sweeping Australian landscape to the legendary lives that weave the passionate story, "RUSH" is a vivid portrayal of a memorable era, a courageous continent, an unforgettable past.



**WESTERN-WORLD
TELEVISION, INC.**

10490 Santa Monica Boulevard
Los Angeles, California 90025
213/475-5500
Telex: 910-342-6712

A large, close-up photograph of a gold bar. The word "RUSH" is embossed in large, bold, capital letters across the center of the bar. The bar is surrounded by other gold bars, some of which are partially visible in the foreground and background. The lighting is dramatic, highlighting the texture and sheen of the gold.

A public affairs programming commentary from Barry Chase, PBS, Washington

Devising a broader purpose for 'The Crisis Game'

During the week of Nov. 21, ABC's *Nightline* ran a series of broadcasts called "The Crisis Game." The purpose of "The Crisis Game" was to give viewers a behind-the-scenes glimpse at how top government officials might react to a geopolitical crisis by asking former officials to play the roles of actual officials facing such a crisis. The hypothetical crisis *Nightline* posed was a developing military confrontation between the U.S. and USSR over post-Khomeini chaos in and around Iran. The "players" included former Senator and Secretary of State Edmund Muskie as President, former Secretary of Defense Clark Clifford as secretary of state, and former Secretary of Everything James Schlesinger as secretary of defense. These role-playing former officials (and others, totaling a dozen or so) were placed in a cabinet-room setting and asked to play out their roles just as they would if the hypothetical crisis were real—complete with hypothetical intelligence reports on Soviet troop movements in or near Iran, "back-channel" communications with the Soviets and realistic-seeming press coverage of the crisis as it unfolded during a month or so of Soviet moves, U.S. countermoves, etc.

Among the most interesting elements of "The Crisis Game" was its fly-on-the-wall view of how "President" Muskie conducted himself—how he used his senior advisers, how he fostered or failed to foster an open atmosphere for the expression of views and, most important, how and on what basis he reached his "decisions." Had Muskie really been President and the hypothetical crisis real, his decisions would have carried life-or-death significance for us all.

While it was fascinating to watch "The Crisis Game," it would, of course, be even more fascinating to see a real situation like this with a real President and a real presidential staff. That kind of on-the-spot journalism would obviously be impossible, but it does suggest another idea from which tremendous benefit might be gained—the possibility of conducting one or more such "Crisis Games" and asking each major *candidate* for President to play.

This seemingly bold proposal rests on the observation that the truly crucial business of a real President is to make the right decisions under the most extreme pressure. In the most fundamental sense, that is what a President is for, and that is why most Americans find it so important to develop a sense of "the man" or (soon, one expects) "the woman" who would ask us to place his or her finger on the hot-line receiver and the nuclear button. If the primary attribute of a good President is the ability to make the right decision at the



Barry O. Chase is director of news and public affairs programming for the Public Broadcasting Service. He joined PBS in 1976 as associate general counsel. In 1978 he became director of current affairs programming and he was named to his current post in 1981. A graduate of Yale College and Harvard Law School, Chase also spent five years as an attorney specializing in communications law and First Amendment issues.

right time about matters of global importance, the skills of a campaigner or even a debater are much less relevant than the courage, endurance, discussion-fostering and decision-making qualities that the role-playing "President" showed or failed to show during "The Crisis Game."

Accordingly, my proposal is to invite each of the major declared presidential candidates to engage in a "Crisis Game" type of exercise on the same day, with up to a dozen or so advisers of his own choosing to provide views as if they were incumbent officials or unofficial advisers. Each candidate would be asked to create a crisis management group as similar as possible to the kind of group he would, if elected, gather during an actual crisis. On the same day, at the same time, each candidate and set of "advisers" would gather in identical White House-like surroundings to receive word of an identical hypothetical crisis (which could be domestic or geopolitical) and begin making the required decisions in response. Each group would be given, say, three hours to make initial decisions about how to respond to exactly the same hypothetical crisis. And, of course, each group would be videotaped using exactly the same camera placements and production values. If there were, say, five candidates, the result would be five three-hour tapes showing how each candidate and staff performed.

Among the benefits of such an exercise would be, first, a chance to see what kinds of people each candidate gathered. It is a sad fact of all presidential seasons that we rarely get to appreciate the people around a candidate until very late in the contest, if at all. Yet these individuals, or others probably very much like them, will have the ear of the President if their candidate is elected. Whether the characteristics of these people are, by themselves, a valid basis on which to cast or withhold our vote, we ought to know whether they include new faces, old faces, a range of views, minorities, women, academics, journalists, rich people, poor people, or what have you. Right now, we have virtually no direct access to a would-be President's preference in advisers, and no campaign appearance or televised "debate" is going to help us very much.

The second and even more significant benefit would of course be a chance to watch the candidate perform under circumstances that approximate those of a real presidential-scale crisis. And in this way, as each three-hour segment was broadcast, we would have an opportunity to directly compare the performances of the candidates. Was candidate A as clear-headed about how to proceed as candidate B? Did candidate C show as much willingness to listen to fresh ideas as candidate D? Did candidate E exhibit as schooled a sense of history as candidate F?

Clearly, there are some problems with this proposal—one being convincing the candidates to play and the other being the possibility of tipping a would-be President's hand to a potential adversary should that candidate become President and a scenario like the "Crisis Game" actually develop. Both of these drawbacks, however, already exist to some degree with the Great Debate format pioneered by candidates Nixon and Kennedy in 1960, and followed later by Ford and Carter and, most recently, Carter and Reagan. Indeed, the problem of "tipping off" a potential adversary exists every time a candidate opens his mouth on a geopolitical issue. Such are the costs of an open society and an open election process, but it seems that whatever extra costs there are to the "Crisis Game" method of candidate evaluation, they are more than outweighed by the extra insight that would be available to American voters.

Because it would be such an extreme departure from past practice, it might seem that the "Crisis Game" proposal is unlikely to be adopted, or even attempted. But the Great Debate idea seemed almost as radical in 1960. And with the stakes so high and the format so accessible, shouldn't journalists, broadcasters and just plain folks be thinking of significant new ways to take the measure of the man or woman who would be our chief executive?

"EPISODIC HOURS DON'T WORK!"

SOURCE: Solomon, 1970 Edition:
The Book Of Programming, Chapter 17:16

1 DALLAS

7 DYNASTY

9 FALCON CREST

10 HOTEL

12 KNOTS LANDING

17 HILL ST. BLUES

SOURCE: Nielsen Through 12/4/83 and the
American Viewing Public

**89 Smart Stations Know Who To
Listen To Starting Next Fall...**

Unbeatable
DALLAS

**Yesterday, today...
and tomorrow.**

LORIMAR®

This week

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

Also in December

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

Dec. 30—FCC deadline for comments on proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

■ Indicates new or revised listing

January 1984

Jan. 4—Deadline for submitting papers for *National Cable Television Association* technical sessions during association's annual convention in June. Papers should be sent to Wendell Bailey, vice president for science and technology, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036; (202) 775-3637.

Jan. 5—FCC deadline for reply comments in TV deregulation proceeding. FCC headquarters, Washington.

Jan. 6—Deadline for entries in 21st annual National Student Production Awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, department of telecommunications, Ball State University, Muncie, Ind., 47306; (317) 285-5232.

Jan. 8-10—*California Broadcasters Association* mid-winter convention. Keynote speaker: FCC Chairman Mark Fowler. Speakers also include radio talk show host Larry King and Mutual Broadcasting System Presi-

dent Martin Rubenstein. Sheraton Plaza hotel, Palm Springs, Calif.

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. 9**—Deadline for entries in George Foster Peabody Awards for public service by radio and TV, sponsored by *University of Georgia, School of Journalism and Mass Communications*. Information: (404) 542-3785.

■ **Jan. 9**—Deadline for entries in *Sigma Delta Chi* Distinguished Service Awards for outstanding achievements in journalism. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

Jan. 10—*New York Market Radio Broadcasters Association* radio sales seminar. Grand Hyatt hotel, New York. Information: (212) 935-3995.

Jan. 10—*New York chapter, American Women in Radio and Television*, seminar, "Advertising Trends Projections." Clairol headquarters, 345 Park Avenue, New York.

■ **Jan. 11**—*Illinois Broadcasters Association* board of directors meeting. Springfield Hilton, Springfield, Ill.

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

Jan. 11—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Julius Barnathan, president, broadcast operations and engineering, ABC, on 1984 winter Olympics. Copacabana, New York.

■ **Jan. 12-13**—*Corporation for Public Broadcasting* board meeting. CPB headquarters, Washington.

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: AWRIT, (202) 296-0009.

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

■ **Jan. 16**—Deadline for entries in JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia* and *JC Penney Co.* Information: (314) 882-7771.

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

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

Jan. 17—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Sheraton Jetport hotel, Allentown, Pa.

Jan. 17—*Southern California Cable Association* meeting. Speaker: Ron Castell, Satellite Television Corp. Airport Hilton, Los Angeles.

Jan. 17-19—39th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Hilton hotel, Macon, Ga.

Jan. 18—*Pennsylvania Association of Broadcasters*

Major Meetings

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.

■ **March 27-28**—*Cabletelevision Advertising Bureau* annual advertising conference. Sheraton Center, New York.

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 Convention Center, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

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

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

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

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

Oct. 28-Nov. 2, 1984—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

Nov. 7-9, 1984—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

Nov. 18-21, 1984—*AMP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEAM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7, 1984—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.



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radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.

Jan. 18—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Robert Wussler, executive VP, Turner Broadcasting System. Copacabana, 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. 19—Pennsylvania Association of Broadcasters radio and TV sales seminar. Howard Johnson Motor Lodge, Monroeville, Pa.

Jan. 20-21—Colorado Broadcasters Association 35th annual winter meeting and awards banquet. Sheraton Denver Tech Center, Denver.

Jan. 23-27—MIDEM '84, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Seslowsky, Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791; (516) 364-3686.

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

Jan. 25—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Bruce Johnson, president, Hears/ABC/Viacom Entertainment Services (HAWES). Copacabana, New York.

Jan. 25—New Jersey Broadcasters Association semiannual sales seminar. Holiday Inn, North Brunswick, N.J.

Jan. 27-29—Florida Association of Broadcasters annual midwinter conference. Ponce de Leon Lodge, St. Augustine, Fla.

Jan. 28-31—Radio Advertising Bureau's managing sales conference. Speakers include John Naisbitt, author of *Megatrends*; Dr. Norman Vincent Peale, author and lecturer, and Richard DeVos, co-chairman, Mutual Broadcasting System, and president, Amway Corp. 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, Washington.

Jan. 30—Deadline for reply comments on FCC proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

Jan. 31—Deadline for entries in 16th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Caroline Croft, (202) 628-1300, 1031 31st Street, N.W., Washington 20007.

February 1984

Feb. 1—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: James Jimirro, president, Disney Channel. Copacabana, New York.

Feb. 1—Deadline for entries in Gavel Awards, sponsored by American Bar Association, recognizing media contributions toward increasing public understanding and awareness of American legal system. Information: Margaret Reilly, ABA, 33 West Monroe Street, Chicago, 60603; (312) 621-1730.

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

Feb. 2—International Radio and Television Society newsmaker luncheon, featuring three network entertainment division presidents: Brandon Tartikoff, NBC; Bud Grant, CBS; and Lewis Eriicht, ABC. Waldorf-Astoria, New York.

Feb. 5—Deadline for entries in "Mark of Excellence" contest, recognizing student reporters, editors, broadcasters, cartoonists and photographers, sponsored by Society of Professional Journalists, Sigma Delta Chi. Information: Virginia Holcomb, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611; (312) 649-0224.

Feb. 5-7—Louisiana Association of Broadcasters annual convention. Hilton hotel, Baton Rouge.

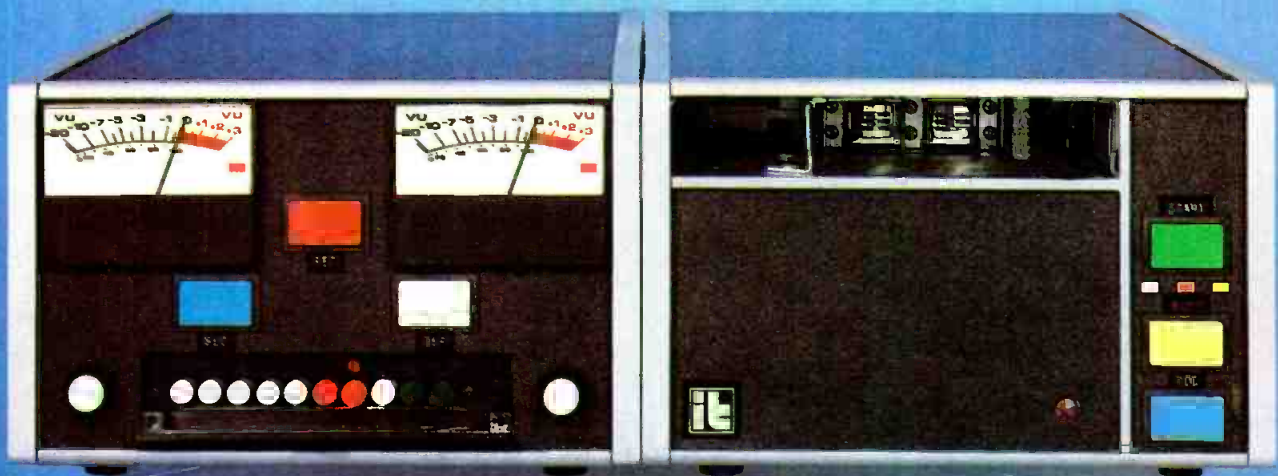
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Feb. 7—West Virginia Broadcasters Association sales seminar. Sheraton-Lakeview Resort, Morgantown, W. Va.

Feb. 7—New York chapter, American Women in Radio and Television, seminar, "Computers and the Communications Field." Clairol headquarters, 345 Park Avenue, New York.

Feb. 7-8—Arizona Cable Television Association annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 8—Broadcast Pioneers "Mike Award" dinner. Hotel Pierre, New York.

Feb. 8—West Virginia Broadcasters Association sales seminar. Charleston Marriott, Charleston, W. Va.

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

Feb. 10-11—18th annual Society of Motion Picture and Television Engineers television conference. Theme: "Image Quality—A Time for Decisions." Queen Elizabeth hotel, Montreal. Information: (914) 472-6606.

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

Feb. 15—Deadline for entries in Broadcasters Promotion Association's International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

Feb. 15—Deadline for entries in Vanguard Awards, for "programs presenting positive nonstereotypical portrayals of women," sponsored by Women in Communications. Information: (512) 346-9875.

Feb. 15—Deadline for entries in Wilbur Awards, honoring excellence in "presentation of religious values by radio and television stations and producers, sponsored by Religious Public Relations Council. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

Feb. 15—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by Athens Center for Film and Video and supported by grants

Errata

Ratings for WLS-TV's 6 p.m. news did not decline according to Arbitron between November 1982 and November 1983, as reported in BROADCASTING, Dec. 12. In Arbitron, 6 p.m. news rose from average 7 rating/12 share to 8.4/15. Dec. 12 report also listed wrong figures for Chicago standings in earlier news periods. Correct figures: WBBM-TV averaged 12.5/25 in Nielsen and 9.8/20 in Arbitron, compared with 9.2/19 and 8.2/18 for WMAO-TV and 7.4/15 and 8.7/19 for WLS-TV. WBBM-TV was down in both services in early news, while its two competitors were up in both services.

from National Endowment for the Arts, Ohio Arts Council and Ohio University College of Fine Arts. Information: (614) 594-6888.

Feb. 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Westin St. Francis, San Francisco.

Feb. 16-19—"Communications and the New Technologies," 13th annual communications conference. Howard University, Washington.

Feb. 21-23—Washington Journalism Center's Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

Feb. 23—National Association of Broadcasters nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.

Feb. 23-26—Technology Entertainment Design (T.E.D.) Communications Conference. Keynote speaker: President Emeritus of CBS Inc. Participants include Steve Sohmer, senior VP, NBC Entertainment, and Carl Spielvogel, chairman and chief executive officer, Backer & Spielvogel Advertising. Monterey Conference Center, Monterey, Calif. Information: Judi Skalsky, (213) 854-6307.

Feb. 28—International Radio and Television Society Gold Medal banquet. Waldorf-Astoria, New York.

March 1984

March 1-3—15th annual Country Radio Seminar, sponsored by Organization of Country Radio Broadcasters. Opryland hotel, Nashville. Information: (615) 327-4488.

March 5—Society of Cable Television Engineers ninth annual spring engineering conference, "System Reliability 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 6—Pennsylvania Association of Broadcasters Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

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

March 11-13—Ohio Cable Television Association annual convention. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

March 13—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

March 13-15—National Association of Broadcasters state association presidents and executive directors conference. Marriott hotel, Washington.

March 14—New York Market Radio Broadcasters Association ninth annual "Big Apple Radio Awards." Sheraton Center hotel, New York.

March 14-16—Arkansas Cable TV Association annual convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

March 21—Illinois Broadcasters Association college seminar. Illinois State University, Normal, Ill.

March 22-23—Georgia Cable Television Association 16th annual convention. Ritz-Carlton Buckhead, Atlanta.

March 27-28—Cabletelevision Advertising Bureau annual advertising conference. Sheraton Center, New York. Information: (212) 751-7770.

March 27-28—LPTV West '84, West Coast conference and exposition for low power TV, sponsored by National Institute for Low Power Television. Disneyland hotel, Anaheim, Calif. Information: John Reilly, (212) 966-7526, or Don DeKoker, (203) 852-0500.

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

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

April 1984

April 3-4—Illinois Broadcasters Association spring meeting. Springfield, Ill. Information: (217) 787-6503.

April 3-5—International Teleconference Symposium, co-sponsored by Comsat, AT&T, ITT World Communications, RCA Global Communications, TRT Telecommunications Corp. and Western Union International. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

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

April 4-6—Indiana Broadcasters Association Spring

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1984 Broadcast Schedule

Date	Event	Date	Event
Feb 12	ARCA 200/Busch Clash	May 20	Budweiser 500
Feb 16	UNO Twin 125's	June 3	Budweiser 400
Feb 18	Goody's 300	June 10	Van Scoy 500
Feb 19	Daytona 500	June 17	Gabriel 400
Feb 26	Miller Time 400	July 4	Pepsi Firecracker 400
Mar 4	Hodgdon/Carolina 500	July 14	Busch 420
Mar 11	Daytona 200	July 22	Like Cola 500
Mar 18	Coca-Cola 500	July 29	Talladega 500
Mar 25	Miller Time 500	Aug 12	Champion Spark Plug 400
Apr 1	Valleydale 500	Aug 25	Busch 500
Apr 8	Nanhwern Bank 400	Sept 2	Southern 500
Apr 15	Transouth 500	Sept 9	Wrangler Santorset 400
Apr 29	Virginia National Bank 500	Sept 16	Delaware 500
May 6	Winston 500	Sept 23	Goody's 500
May 12	Marty Robbins 420	Sept 30	Holly Farms 400
		Sept 21	Hodgdon/American 500
		Oct 28	Cardinal 500
		Nov 4	Atlanta Journal 500
		Nov 18	Winston Western 500
		Dec 13	NASCAR Winston Cup Series Awards Banquet

Note: Dates and names of events are subject to change.

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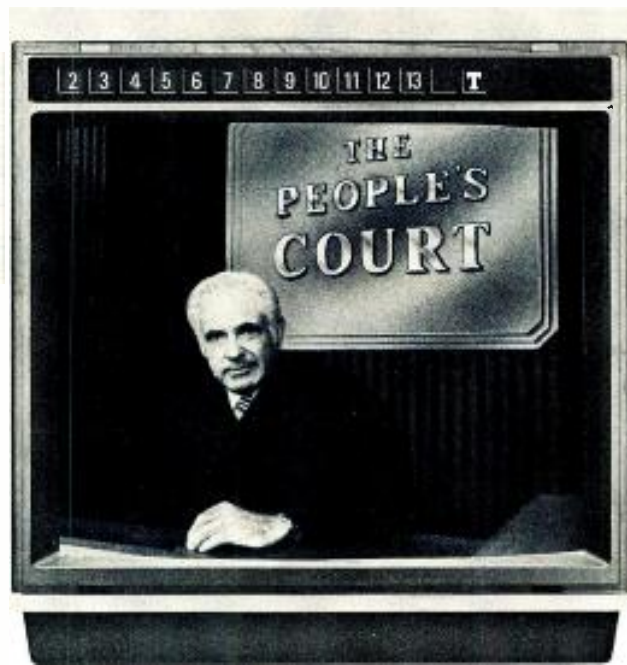
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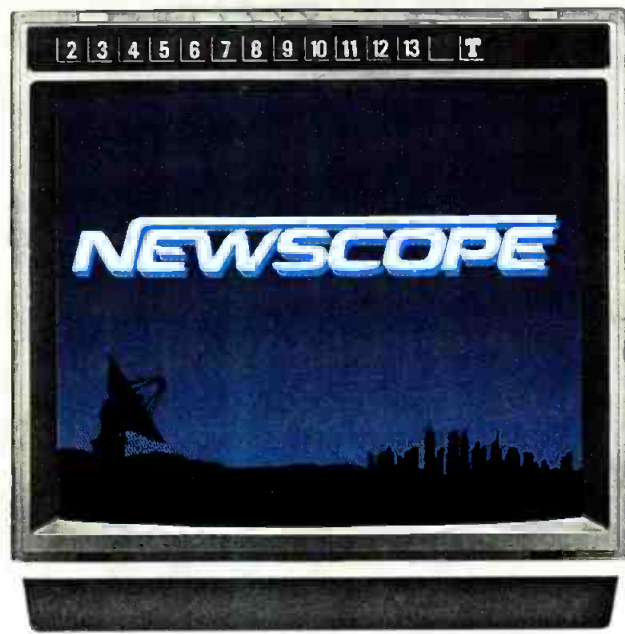
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Stay Tuned

A professional's guide to the intermedia week (Dec. 19-25)

Network television □ PBS: (check local times) *Promises: Portrait of an Alcoholic*, Thursday 9-9:30 p.m.; *Christmas at Pops* (orchestra), Friday 10-11 p.m.; ABC: *Automan** (crime/drama), Thursday 8-9 p.m.; *Masquerade** (crime/drama), Thursday 10-11 p.m.; *Kalidikimaka: Christmas in Hawaii* (special), Sunday 12:30-1:30 p.m.

Cable □ Arts: *A Christmas Carol* (Charles Dickens), Tuesday 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Fred Astaire: The Television Years*, 25 hours of dance specials, now-Jan. 28; *A Tribute to Burr Tillstrom (Kukla, Fran & Ollie)*, now-Jan. 7, 1984; *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17.

*indicates a premiere episode

conference. Clarksville Marriott Inn, Clarksville, Ind.

April 8-10—West Virginia Broadcasters Association spring meeting. Oglebay Park, Oglebay Lodge, Wheeling, W. Va.

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

April 8-14—International Public Television Screening Conference, INPUT '84, hosted by South Carolina Educational Television Network. Francis Marion hotel, Charleston, S.C.

April 16-18—Videotex '84, organized by London Online Inc. Hyatt Regency, Chicago. Information: (212) 279-8890.

April 19-20—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

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

April 23-29—Pennsylvania Association of Broadcasters annual spring convention. Sheraton Mullet Bay Resort, St. Maartin, Netherlands Antilles.

April 24-29—20th annual MIP-TV (*Marche Internationale 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 25—Broadcast Pioneers George Foster Peabody Award luncheon. Hotel Pierre, New York.

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

May 1984

May 1—Broadcast Pioneers annual breakfast. Las Vegas Hilton, Las Vegas.

May 4-6—Illinois News Broadcasters Association spring convention. Holiday Inn Mart Plaza, Chicago.

■ **May 5-9**—Eurocast '84, cable and satellite television exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

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

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

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

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

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

June 1984

■ **June 3-6**—National Cable Television Association

annual convention. Las Vegas Convention Center, Las Vegas.

■ **June 3-6**—Television workshop sponsored by JCPenney-University of Missouri. UM campus, Columbia, Mo. Information: (314) 882-7771.

June 10-15—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas.

Disillusioned

EDITOR: ABC Television has proved, through its screening of *The Day After*, that anything can be romanticized and dramatized, including legitimate news programs.

Over the years, I developed appreciation for ABC-TV news programing. It presented solid, reliable fact—at least as solid as human beings are capable of.

This upward trend toward credibility was, in my opinion, destroyed when ABC-TV confused news fact with program hype. *Nightline*, a program that earned its reputation for solid news, reported in-depth by Ted Koppel, devoted an entire program to the hype of *The Day After*. That movie was not news. It was entertainment programing aired to make money for the entertainment division. To produce a one-hour promo for a movie through the news division is deceptive, unfair and deceitful.

I'm all for making money, but to cheapen a supposedly legitimate news program by creating a non-news extravaganza is shortsighted and manipulative. It takes years to build a believable news organization and only an hour to destroy it.

I have singled out *Nightline*, but *World News Tonight* is also guilty of this gross misrepresentation of hype as fact. Needless to say, it will be a long time before I can watch ABC News again without wondering if I can believe what I see and hear.—Richard J. Hayes Jr., attorney, Bath, Me.

About time

EDITOR: Why is it that the United States broadcasting industry has not introduced the use of the modern, efficient 24-hour clock in

■ **June 13-14**—Illinois Broadcasters Association annual trip to Washington, for visits to Congress, FCC and associations. Information: (217) 787-6503.

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

■ **June 14-16**—Iowa Broadcasters Association annual convention. Hilton hotel, Sioux City, Iowa.

June 17-19—"Adult Radio Forum," presented by Burkhardt/Abrams/Michaels/Douglas and Associates. Fairmont hotel, New Orleans. Information: (404) 955-1550.

■ **June 21-23**—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

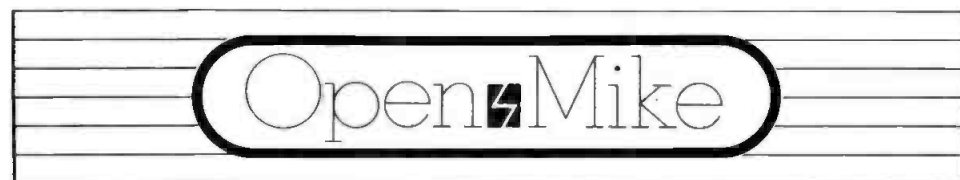
June 24-27—Virginia Association of Broadcasters annual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

June 27-30—Florida Association of Broadcasters annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—National Press Photographers Association "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

July

■ **July 19-20**—Broadcast Financial Management/Broadcast Credit Association board of directors meetings. Westin hotel, Seattle.



announcing radio and television broadcasts? I am aware that this issue is a victim of the "chicken and egg" syndrome, but in reality it is all "chicken."

No single industry appears to have the determination to abandon the use of the archaic a.m.-p.m. method of expressing time schedules. Neither can we expect leadership from a gutless Congress on this subject.

The radio and television broadcasting stations in practically every other country now use the 24-hour clock for all scheduling purposes that are of interest to the listening public.—Louis F. Sokol, Boulder, Colo.

Can of worms?

EDITOR: No one believes more than I in industry deregulation and one's right to set his own operational modus operandi—fully satisfied, of course, that he performs in the public interest.

The FCC's decision to stop making judgments about the aberrant meaning of call letters is to be applauded (BROADCASTING, Dec. 5). But I can see a lot of operators going to court to prevent competitors from intentionally confusing the rating services with call-letter imitations of stations that have labored long and promoted heavily for their "numbers."

What's going to stop someone on Long Island from calling his station WPLI or WVLI? Our WBLI(AM) is rated number one on Long Island in the last Arbitron, and Arbitron could care less about legitimate ascription.

The commission has willed us a serious problem. And, in all likelihood, some heavy legal fees.—Martin F. Beck, chairman, Beck-Ross Communications Inc., Rockville Center, N.Y.

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On Saturday mornings, children all over America are being entertained by a unique new CBS-TV series, "Benji, Zax and the Alien Prince." What makes this show unique is more than a lovable dog. It's the fact that this Mulberry Square Productions project is the first network series

entirely shot and edited on ½-inch tape. And the system they selected was Panasonic Recam.

One of the reasons Joe Camp selected Recam is its incredible YIQ M-Format picture quality. Another reason is its portability. It makes changing scenes and locations fast

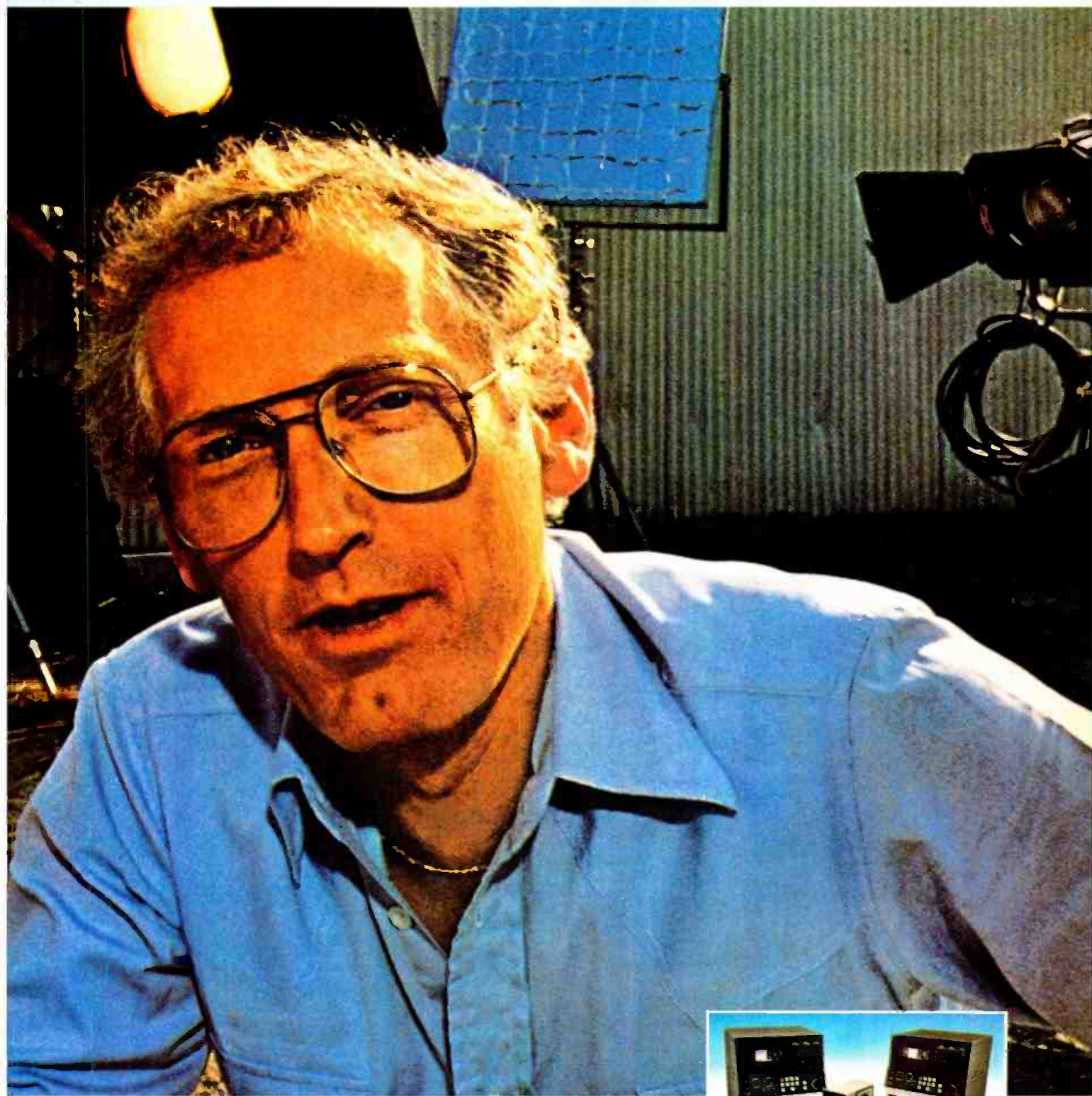
and easy. And that's important on a tight production schedule.

What's more, this "Benji" production utilizes Recam's remarkable ½-inch off-line editing system, after which, each show is transferred to 1-inch for television broadcast.

Recam was also selected by ABC

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Joe Camp, *Creator of Benji.*



Sports to record their momentous ascent of Mt. Everest for "The American Sportsman." And by the producers of the epic science-fiction film "Dune" to record "The Making of Dune" for TV broadcast in 1984.

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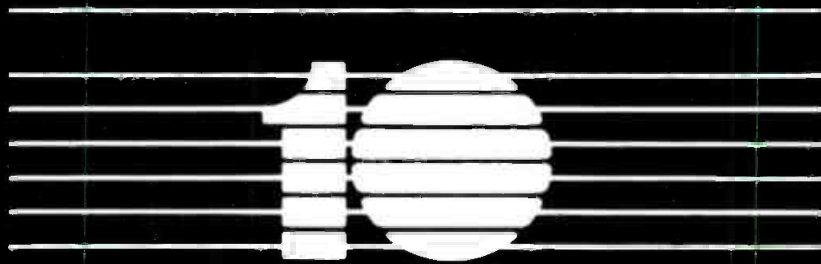
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Broadcasting Dec 19

Vol. 105 No. 25

TOP OF THE WEEK

Cable confronts its problems in California

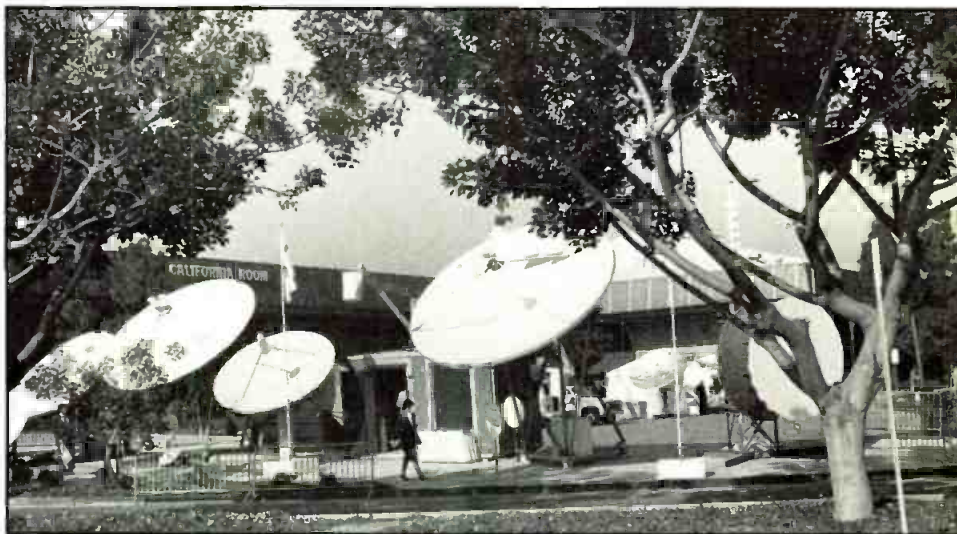
The mood is serious at both NCPC and Western Show as industry ponders shakeouts in programming services, ways to increase penetration and continuing struggle with cities

It was hard to hold on to one's perspective in the cable business last week. With many of the medium's heavy hitters—although conspicuously far from all of them—in Los Angeles and Anaheim, Calif., for two major cable shows, there was an opportunity to parade many of cable's principal problems as well as to tout its continuing virtues. Not surprisingly, the bad news seemed to predominate.

Of the two shows, the mood at the first—the National Cable Programming Conference, sponsored by the National Cable Television Association—was the more somber. Expansion of cable program services has come virtually to a halt, and the economic underpinning of those that remain is (a) shaky and (b) subject to still more change as the industry adjusts to new pricing policies. Consolidation was becoming the better part of valor for a number of services that are hanging in—as, for example, the new Arts & Entertainment venture and the new Lifetime as well as the absorption of Spotlight by Showtime/The Movie Channel (see page 37).

Attendance at NCPC was down significantly from last year—1,020 versus 1,600, a circumstance attributed to a format change that eliminated hospitality suites by program suppliers as well as the general softening of business. But the conference chairman, Turner Broadcasting Executive Vice President Robert Wussler, was unfazed. "It's not perfect," he told BROADCASTING. "But if you're going to be in the programming business you need a forum around which to discuss programming. One set of tactics may be better than another, and it may take five years to shape it up. But we're serious about programming and we mean to maintain the franchise." Wussler said that Turner's WTBS(TV) Atlanta superstation had agreed to carry the industry's ACE awards for two more years. (The ACE's—Awards for Cable Excellence—closed the programming conference on Monday evening; see story, page 62).

Aside from consolidations, the most im-



portant programming news revolved around price increases being asked of cable operators by the various services. The most controversial was that instituted by Ted Turner for his various channels—the WTBS superstation, the Cable News Network and CNN Headline News. Turner met with several hundred cable operators at breakfast in Anaheim last Wednesday—during the Western Cable Show—to explain his rationale and field their questions. Among the more critical: why Turner's original subscribers are required to pay increases while those systems that were affiliated with Satellite News Channel (which Turner bought out this fall) are guaranteed old rates, and why those systems that carry Turner on a pay tier are

charged at 100% of basic. Turner said the price increases were justified on cost alone, noting a loss of \$100 million for CNN thus far in addition to the \$25 million required to buy out the SNC competition. And he said that if cable operators don't take the service they'll one day find it competing against them on a direct broadcast satellite. Everywhere one turned, in both Los Angeles and Anaheim, the emphasis was on basic cable. Speaker after speaker denounced the heavy user strategy that had characterized the medium's marketing efforts in recent years, when the emphasis was on maximizing dollars from individual homes. Now cable senses that increasing its

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basic penetration of the marketplace is the key not only to profitability but to long range viability.

One also sensed a stiffening of industry resolve on subjects related to regulation and the First Amendment. Panels on the latter subject were standouts both at NCPC and at the Western Cable Show (pages 44 and 56). It appeared the industry may be looking to the First Amendment to free it from a body of rules it finds increasingly burdensome, if not stifling. One speaker at NCPC offered his opinion that 90% to 95% of all cable regulations are unconstitutional, and there was a feeling that, before all is said and done, cable may decide to try to clear away those entanglements.

And, of course, there was the question of the cable bill, now seeking to make its way through the House as H.R. 4103. Thomas Wheeler, president of the National Cable Television Association, told a luncheon audience at the WSC that cable has the "momentum" up for passage of 4103 but that the industry at large must help the efforts being made by the NCTA in Washington to overcome opposition from the cities and the telephone interests (see story, page 37).

In remarks to BROADCASTING as last week's western cable activities were drawing to a close, Wheeler emphasized the basic soundness of that medium. "The crepehanging about cable by some in the media now is as ill-founded as were those crazy

blue-sky stories of several years ago," he said. "The industry is more profitable than it's ever been. Yes, some of the weaker elements in the industry have been weeded out. But that's just left the rest of the organism stronger than ever."

Wheeler said that cable was going through the normal phases of a product life cycle. At first there's a lot of activity and excitement and thrashing about. Then, he said, the marketplace starts to function and the sorting out and settling down begin, before the product enters the mature phase of its growth. "We're on the cusp of maturity," he said.

Attendance at the Western Show also was down—from 10,550 in 1982 to 9,800 this year. Exhibitors, nevertheless, appeared satisfied with the activity, although some complained of the absence of the principal officers of their client companies. It was believed that as many companies were represented as in earlier years but that fewer delegates from each had made the trek West.

The week's loudest laugh—and in the view of some, perhaps its most perceptive comment—came from Dan Brenner, legal assistant to FCC Chairman Mark Fowler, who was a panelist at the Western Show. Reflecting on his earlier service with another FCC chairman (Charles Ferris) whose governing philosophy was "let a thousand technologies bloom," Brenner remarked that "Unfortunately, at the moment, a thousand technologies seem to be going kaput." □

denying cable operators the right to adapt a business plan based on changed circumstances." This was a reference to the NLC's modification of its original compromise agreement enabling its support last summer of S. 66.

However, Wheeler warned that "NCTA is not prepared to issue a series of unilateral modifications from the agreement without obtaining appropriate quid pro quo for the industry we represent. If cities feel it is important to recapture concessions that they made at the bargaining table, concessions for which we in turn made concessions, then all issues in the compromise will be fair game for renegotiation."

For example, Wheeler singled out franchise fees, rate regulation relative to non-must-carry signals and requirements of institutional network construction as areas that would be re-examined if the compromise were to be opened to new discussions. The "questionable policy" of government ownership of cable systems would also be looked at if negotiations are renewed, according to Wheeler.

But Wheeler reserved his harshest criticism for "a group of highly vocal cities that dissent from the leadership of the NLC and some of the former operating companies of the Bell telephone system," which he described as apparently "committed to obstructing the development of any national cable policy." This group, which Wheeler said includes the U.S. Conference of Mayors, is taking "an irresponsible approach to the formulation of national policy and I believe has been recognized as such in the Congress."

Wheeler labeled H.R. 4299, the "Cable Consumer Protection Act" introduced by Representative John Bryant (D-Tex.) and supported by the U.S. Conference of Mayors, "a wish list, not a compromise." He also criticized Pacific Telephone, another H.R. 4103 critic, for alleged participation in "a coordinated national campaign" to keep cable competition out of activities PacTel and other telephone companies are seeking to engage in involving cable-related services. "PacTel's version of 'regulatory parity' means that the government should act to keep us from competing with them while acting to put the telephone company into the cable television business," Wheeler charged.

Although the NCTA executive is confident that industry-supported legislation will pass in the House, Wheeler said that "NCTA will immediately petition the FCC for a rule-making pre-empting all state and local regulation of all cable services beyond the regulation directly related to use of streets and public rights-of-way and the protection of public health and safety" if the legislative process breaks down. "We will [also] accelerate our actions in the courts," Wheeler promised.

"What it all boils down to is this," Wheeler concluded. "Economics and ingenuity should govern the future of cable television. The public interest is best served by the efficient functioning of the consumer marketplace, not the aberrations of the local political marketplace." □

Wheeler lashes out at H.R. 4103 foes

NCTA president says cable will not make further concessions without some movement on NLC; says association will ask FCC for rulemaking pre-empting all state and local cable regulation

Opponents of proposed national cable legislation that would substantially deregulate the industry "have resorted to sham, collateral attack, and unabashed exercise of raw political strength" in their attempts to derail passage of a federal cable telecommunications act, National Cable Television Association President Thomas E. Wheeler charged last Thursday in a Western Cable Show luncheon address.

"Their influence should not be overestimated," Wheeler advised. "We have momentum. The groundswell of support for national cable legislation continues to gather strength with Congress and, more important, that support continues to be translated into action."

Wheeler reported that H.R. 4103, the companion to the cable bill passed last June by the Senate (S. 66), now has broad support throughout the House, including a majority in the Energy and Commerce Committee, where the bill is now pending.

Conceding that H.R. 4103 still has powerful opponents, including the National League of Cities, Wheeler said the NCTA remains "willing to sit down with representatives from the nation's cities to explore fur-

ther refinements to this legislation. I firmly believe that acceptable solutions can and will be found in a spirit of compromise."

Wheeler summed up the problem his organization faces with the National League of Cities this way: "They demand the unilateral right to walk away from an agreement based on changed circumstances but insist on



Wheeler

Showtime purchases Spotlight

Lifetime and Arts & Entertainment make debuts at Western Show

Cable conventions have habitually been the sites of choice for the introduction of new programming services. By 1983, however, introduction has been superseded by consolidation.

Last week cable operators got their first close-up look at two new consolidations: Lifetime (Daytime and the Cable Health Network) and Arts & Entertainment (Arts and The Entertainment Channel). And the fate of Spotlight, the proprietary pay movie service of four major MSO's scheduled to go dark on Feb. 1, 1984, was resolved.

At an impromptu news conference in the press room at the National Cable Programming Conference in Los Angeles last week, Mike Weinblatt, president of Showtime/The Movie Channel Inc., announced that the number-two pay programmer had reached agreements with the Spotlight owners to absorb the pay service's 784,000 subscribers and to acquire the assets of Times Mirror Satellite Programming Inc., which manages Spotlight. The TMSA assets include two protected transponders on Galaxy I.

Spotlight is a partnership of Cox Cable Communications Inc., Storer Communications Inc., Tele-Communications Inc. and Times Mirror Cable Television Inc. It was founded by Times Mirror Cable in May 1981; the others signed on in December 1981.

Weinblatt would not reveal any financial



details, but the buyout was not inexpensive. The two transponders alone were purchased for \$28 million by TMSA in 1981.

Assuming the Spotlight subscribers are willing to substitute either Showtime or the Movie Channel, Weinblatt said, the collective subscribership of the two services will jump 10% from 7 million to 7.7 million.

In a prepared statement, John F. Cooke, president of Spotlight, said the service was simply not economical. "Spotlight would not have been able to sustain acceptable profitability given its relatively low number of potential subscribers and the differing commercial objectives of the partners," he said. "Without a more substantial level of financial commitment, the venture would not have been able to justify necessary expenditures for film license fees, pre-production financing and made-for-pay television movies. The prospects for obtaining additional subscribers...[by] marketing outside the four partners' cable systems were not favorable because of the additional costs associated with [it]."

Weinblatt said the partners' decision to cut a deal with Showtime/The Movie Channel will give their subscribers a "positive choice."

At the Western Cable Show, both Lifetime and Arts & Entertainment, scheduled to premiere Feb. 1, made their debut to the cable community. Lifetime is the combination of Daytime and the Cable Health Network (BROADCASTING, Dec. 12).

The final agreement that brought Arts & The Entertainment Channel together was not completed until Monday evening, Dec. 13, the day before the Anaheim show opened, according to Raymond Joslin, president of Hearst Cable Communications, who unveiled the new service at a Wednesday press conference. The service will combine the best programming of the two original services: BBC programming, Broadway plays, comedy shows, classic films and performing arts fare. A&E will be run by ABC Video Enter-

prises, Hearst and RCA Corp. Rockefeller Center Inc., which held an interest in the original Entertainment Channel, will be a shareholder but an inactive member of the management team, executives said.

The service will not be free to cable operators. Those who take it for one year will be charged seven cents per subscriber. A three-year plan is also available, with operators to be charged five cents per subscriber the first year, six cents the second year and seven cents the third.

The service will be available either from 8 p.m. to 4 a.m. on Satcom III-R, where it would follow Nickelodeon, or from 8 a.m. to 4 a.m. on Westar V. Although Arts has 13 million subscribers now, the service is expected to launch with 9 million subscribers, as A&E executives start from scratch renegotiating MSO contracts. Joslin said agreements have been signed with 14 MSO's representing 6.5 million homes to date, and talks with the other 6.5 million are ongoing. □

Fight for dereg

That's advice given cable operators by congressmen during panel on H.R. 4103

H.R. 4103, the bill that would deregulate the cable industry, received much attention last week in Anaheim and congressmen in panel sessions addressing the measure urged the industry to increase its lobbying effort in order to gain passage.

The bill's opponents, principally the nation's cities and telephone companies, have already mounted, as Mickey Leland (D-Tex.) said, "an extremely rigorous campaign" to block the measure.

In addition to the issues, congressman after congressman made the point that peace with Energy and Commerce Committee Chairman John Dingell (D-Mich.) is an unavoidable prerequisite for the bill's passage.

There was no shortage of free advice. Congressmen Thomas Luken (D-Ohio) and Bill Richardson (D-N.M.) said time was of the essence. Richardson's advice was to "strike early" in the session, before Congress gets sidetracked with other bills and the political conventions in July. Luken said the industry "should move now" and, injecting a note of realism, added, "Its objective should be obtainable."

Thomas Tauke (R-Iowa) said it was important for cable operators to explain to House members why Congress needs to step in on this issue. Although he said that "today the votes aren't necessarily there to win," he felt overall the bill stood "a reasonably good chance" of passage. Looking down the road, however, Tauke foresaw problems: "Undoubtedly [there will be] a fairly difficult [House-Senate] conference on the issue."

Leland told operators to keep the dialogue with the cities going, but he was not hopeful the two sides would be able to reach agreement again. He urged the cable industry to keep the votes it has in its fold and lobby the congressmen who are already being lobbied

by the cities. Leland said city officials in his district, including the mayor of Houston, have lobbied him heavily. And he said that kind of pressure in an election year is eroding the support cable has on the issue. He pointed to co-sponsor Cardiss Collins (D-Ill.), whose support of the measure may give way to higher political realities, he said, because she is in a tough re-election contest.

Leland and Congressman Howard Nielson (R-Utah) both thought that the division in the ranks of the National League of Cities would help cable's cause. Nielson said the NLC had taken "some unreasonable" positions on other matters, indicating that Congress may not be as apt to listen to it now. He advised operators to meet with congressmen and, in answer to a question on what cable operators can do to help win passage, urged them to urge congressman to send "Dear Colleague" letters to enlist support.

Nielson brought a newspaper clipping from a Provo, Utah, paper (in his district) that said Ralph Nader had come out against the bill. He said if the bill is construed as anticonsumer, some of the support it has from congressmen who have strong consumer advocate voting records may erode.

Both Leland and Tauke stressed the need for cable not to overcompromise. If the industry gives any more, they said, the bill may not be worth passing. In addition to the opposition from the cities and telephone companies, Congressman Dan Coats (R-Ind.) saw obscenity "as a potentially explosive issue." Tauke attached an amendment that allows local operators jurisdiction over obscenity on local access channels. But Coats saw parts of the obscenity section that opponents may attack and he advised the industry "to retain some constitutional lawyers on that subject."

One questioner asked whether the broadcast deregulation bill and H.R. 4103 would be merged. Luken and Leland said that was unlikely. Tauke also was skeptical, although he said he would not stand in the way of such a merger. □

Converter news the talk of Western Show

Announcements at Anaheim include General Instrument's purchase of Tocom, while Oak and Times Fiber form joint venture

The mergers and joint ventures that have marked the software side of the cable television business over the past two years have spread to the hardware side. At last week's Western Cable Show in Anaheim, Calif., General Instrument announced it has signed a letter of intent to purchase Tocom Inc. for approximately \$28 million, and Oak Communications Inc., a subsidiary of Oak Industries and Times Fiber, announced they have formed a new venture—Oak-Times Systems Corp.—to jointly market their cable products.

Under the terms of the Tocom-GI deal, Tocom shareholders will receive \$3.50 worth of GI stock for each of their eight million shares. The closing of the deal, which is expected by next April, is subject to "the execution of a definitive agreement and the approval of appropriate regulatory bodies."

Oak-Times Systems will receive initial funding from its parents of \$5.5 million—\$500,000 in "seed money" and \$5 million in "advance commission against sales." Its president will be Michael J. Shaughnessy, former vice president of sales and marketing for Oak Communications.

In addition to agreeing to acquire the stock of Tocom, said Tocom President Michael R. Corboy, GI has already provided Tocom with \$3 million in much needed cash and will come up with an additional \$2 million before the deal is closed. The cash will allow Tocom to bring its new Eclipse addressable converter (model 5503) to the market. Without money worries, he said, "we can go out and market the heck out of it," he said. "The employees are excited by the opportuni-

ty to show the things we can do." Corboy said Tocom would operate as a wholly owned subsidiary of GI and that its management would remain intact.

"The cost of research and development, coupled with the slowdown in cable television equipment sales, presented Tocom with the necessity of raising capital to fund the increase in production of our new 5503... converter," said Corboy. "We will now have the financial support and credibility of General Instrument behind Tocom to enable us to effectively market, sell and support our products."

Oak-Times Systems will act as the marketing and service organizations for Oak's line of set-top converters and converter/decoders and Times Fiber Mini-Hub star-switched systems. By developing software that will permit simultaneous control of Oak's set-top and Times Fiber star-switched systems, Shaughnessy said, Oak-Times will be able to offer cable operators a "hybrid alternative." In some instances, "the situation will warrant a fully set-top approach," he said. "In others, a full switched network may be more practical. And in some cases, a hybrid application using both will be warranted." In urban builds in particular, he said, cable operators are "likely to experience a broad range of subscriber density and churn" that may make the hybrid system the most cost-effective way to go.

Said Everitt A. Carter, chairman and chief executive officer of Oak Industries: "The needs of the industry will be met effectively by marrying the marketing of our two product lines. These will provide a cost-efficient solution to new build and rebuild construction demands."

Larry DeGeorge, chairman and chief executive officer of Times Fiber Communications Inc., echoed Carter's thoughts. "By combining our technologies," he said, "we will provide cable operators with a new dimension in compatible components for a hybrid system, using established and proved hardware and software."

According to Tocom, its Eclipse baseband converter has been successfully field tested at Sammons Communications's system in

Fort Worth. The unit, it said, features a single-board VLSI design for high reliability and performance and 450 mhz (66-channel) capacity. It sells for around \$125. The first shipments are scheduled to go out in January to Upper Valley Telecable of Idaho Falls, Idaho, and a Daniels & Associates system in Baton Rouge.

To get their joint venture off to a good start, Oak and Times Fiber introduced new products at the show for it to sell. Oak unveiled its new Sigma encryption system with Sigma One converter/decoders. Meanwhile, Times Fiber announced the development of a "second generation" of its star-switched technology, Mini-Hub II.

According to Oak, the Sigma system, which is addressable, provides three levels of security: The audio is digitally encrypted, the baseband video is scrambled and the video scrambling commands are encrypted. The Sigma One box can handle 450 mhz (or 64 channels) and should be ready for delivery in April 1984. The system can be upgraded for impulse pay-per-view and other interactive services.

In other converter news:

■ Kanematsu-Gosho Inc. announced that the New York Times Cable Co. is installing its Spucer II two-way baseband addressable converter in 8,000 homes in Cherry Hill, N.J., following a six-month test of the equipment. If all goes well, NYT will finish the installation of the first batch of decoders by the end of January and begin installing them in an additional 18,000 homes.

■ World Video Library Inc., Fort Worth, introduced the Time Machine, a one- or two-way addressable converter/decoder system with on-command pay per view capability. The on-command PPV requires a lot of channel capacity, but it allows the subscriber to choose among several movies at the top of each hour. The system also automates both program ordering and customer billing. The converter/decoders can handle 54 channels. □

White House sues CPB over Hanley nomination

Suit by Justice seeks to seat Republican appointed by Reagan but rejected by CPB board

In an action that appears to be primarily a matter of principle—to both sides involved—the Reagan administration filed suit Dec. 14 to compel the Corporation for Public Broadcasting to let a Reagan appointee, William Lee Hanley Jr., join the CPB board of directors.

Hanley, a Republican and New York businessman, was appointed by President Reagan during the Senate recess to succeed Democrat Gillian M. Sorensen, whose term expired last year. Hanley's term would expire March 1, 1984, or at the end of the next session of the Senate, whichever comes first. His appointment was sidetracked on



Cable 2001. Despite competition from MDS and DBS, cable will maintain its dominant role in pay television at least through the end of the century. That optimistic view of cable's future emerged from the Western Cable Show's last panel, which included (l-r): Burt Harris, Harris Cable Corp.; moderator Paul Maxwell; Burt Staniar, Group W Cable, and Raymond Joslin, Hearst Cable Communications. Harris predicted, however, that cable would not be able to knock out MDS and DBS. The alternative pay media will carve out small niches for themselves, he said. Staniar said that cable penetration would reach 80% by 2001, permitting cable to cut deeply into broadcast viewership. While equally optimistic about cable future, Joslin said cable operators must turn their attention to serving their subscribers.

Sept. 15 when a majority of CPB board members refused to let him join the board without Senate approval.

In *U.S. and William Lee Hanley Jr. vs. CPB and Gillian M. Sorensen*, the administration asked the District Court for the District of Columbia to oust Sorensen. It also asked that CPB "recognize the status and authority" of Hanley as "a duly appointed member" of the CPB board. The administration charges that CPB is "infringing the constitutional and statutory power of the President to appoint members" to the board.

The next—and only scheduled CPB board meeting before March 1—is Jan. 13, making prompt court action necessary if Hanley is to take his seat on the board. The administration has asked for a preliminary and permanent injunction, which would permit Hanley to be recognized with full authority as a CPB director and allow him to participate in the January meeting. However, U.S. District Court Judge Thomas Flannery, who has been assigned the case, has not yet set a hearing date. According to a court spokesman, unless the administration requests a separate motion for an immediate injunction, the

court is unlikely to take action for 60 days.

CPB defended its earlier position, which it said is based on Article II of the Constitution and provisions of the amended Public Broadcasting Act of 1967. The latter states that directors of CPB must be "appointed by the President, by and with the advice and consent of the Senate."

Hanley passed through Senate confirmation hearings on Nov. 7 (BROADCASTING, Nov. 14), but was never confirmed by the full Senate. Senator Lowell Weicker (R-Conn.), Hanley's senior home-state senator, and chairman of the Labor, Health and Human Services and Education Appropriations Subcommittee, which has jurisdiction over public broadcasting, blocked the nomination on the Senate floor because of Hanley's "rigid, conservative" politics, his recess appointment and reasons involving Connecticut state politics, according to a Weicker aide. According to CPB, under Senate rules, once the Senate adjourned on Nov. 18, "Hanley's nomination... was returned to the White House for such further consideration as the President deemed appropriate." □

within total pay households."

Ogilvy noted that pay subscriptions remain healthy despite a drop in average viewing levels. The agency says broadcasters should be "alarmed" by the pay figures in Tulsa, and adds:

"Don't believe those who say that pay television has run out of steam and that the networks are rebounding. Pay TV is the driving force in the cable industry and Tulsa shows it's getting stronger.

"In the next few years, as pay television penetration expands, it will have the finances to meet the high prices that top-rated programs will command, even without advertising revenues."

Ogilvy observes that it is "surprised" by the good performance of UHF station KOKI in Tulsa. The agency says it has spoken to the station manager and learned that KOKI is aiming to become a regional independent in the Oklahoma/Arkansas area. Accordingly, it built an antenna twice the height needed for the market, and then sought to obtain programming with strong local and regional appeal.

"KOKI's success in Tulsa suggests that independent stations can become an even more powerful force," Ogilvy remarks. "However, current regulations, including the rule of sevens, could prevent groups such as Metro-media and Westinghouse from controlling a sufficient base of stations which could be necessary to finance original programs." □

TV viewing in Tulsa: a microcosmic analysis

Ogilvy & Mather study shows decline in affiliate shares and growth of independent station; drop in pay TV also shown, but agency warns broadcasters not to be deceived—pay TV is driving force in cable

Ogilvy & Mather, New York, released an analysis last week of television viewing in Tulsa, Okla., showing that shares of network affiliates there are eroding in noncable homes and in limited-capacity cable households (12 channels), but are growing modestly in wide-capacity (36 channel) homes.

Ogilvy based its examination on Nielsen data for May 1981, 1982 and 1983. It reports that affiliate shares in Tulsa noncable homes, for example, dropped in early fringe (3:30-6:30 p.m.) from 90 in 1981 to 78 in 1983; in prime time from 90 to 88 and in late night from 91 to 88.

"We traced this decline to the growth of the local independent—KOKI(TV)," O&M remarks.

Between 1981 and 1983, KOKI's shares increased from 6 to 19 in early fringe; from 5 to 9 in prime; from 4 to 10 in late news, and from 3 to 11 in late night.

The decline in affiliate shares in Tulsa's limited-capacity cable homes is illustrated by these figures: shares in early fringe fell from 78 in 1981 to 60 in 1983; from 71 to 68 in prime time this year; from 85 to 76 in 1983 in late news, and from 66 to 64 in late night.

Ogilvy explained these declines by saying that "the addition of new basic and pay cable services to those systems, plus the strength of KOKI, increased audience fragmentation."

In 36-channel cable households, affiliate shares fell from 56 to 50 in 1983 in early fringe but climbed in prime from 55 to 58, in late news from 62 to 65 and in late night from 50 to 62.

Ogilvy took note of the large share increase in the late night period, saying that on a national basis, network shares declined. It said this was the only instance in which national data did not correspond to the agency's findings in Tulsa. A spokesman said that although there was no ready explanation, it could deal with local conditions in the month of May.

The spokesman said there were no surprises in the findings, although there was some reason to believe that network shares would be higher in view of the decline in pay TV shares. The analysis shows that the pay cable share of viewing rose in early fringe from 2 in 1981 to 4 in 1983, but declined from 25 to 12 in prime time, from 14 to 10 in late news and from 18 to 11 in late night.

"The fall-off in pay television during May was not unique to Tulsa," Ogilvy comments. "National ratings for pay TV between May 1982 and 1983 substantiate this drop. According to Nielsen's Cable Status Report, prime time shares went from 22% to 17%

Editor's note. BROADCASTING takes its annual editorial holiday next Monday (Dec. 26). The next issue of the magazine is the annual double issue on Jan. 2 featuring a look back at major Fifth Estate events of 1983 and a look ahead at what 1984 has in store in technology, programming, advertising, journalism, government and business.

Structure committee gives NAB approval

Report finds organization's setup generally satisfactory; recommends adding lobbyist each for radio, TV

A special committee appointed by the National Association of Broadcasters to review the association's structure has decided that the NAB, in its present form, is just about right for its jobs.

The structure committee, reporting to the NAB executive committee last week, recommended that the existing organization remain intact, except for the addition of two second-level lobbyists, one for radio and one for television, and the creation of an executive policy council.

The committee rejected a proposal advanced before his retirement by Peter Kenney, veteran NBC Washington vice president and NAB board member, that separate lobbying organizations be established for radio and television (BROADCASTING, June 20 et seq.). It also rejected proposals for the creation of a federation with independent radio and television divisions.

The committee was aided in its deliberations by the management consulting firm of Arthur D. Little.

Its two principal recommendations would install under the senior vice president for government relations a senior specialist in radio and a senior specialist in television and would set up a policy council consisting of the NAB president, executive vice president, and senior vice presidents for govern-

ment relations, radio and television.

The role of the policy council would be: "to identify major legislative and regulatory issues facing NAB; to devise appropriate strategy and goals to respond to these issues; to assess major industry trends and the opportunities they create for the NAB; to assign roles in achieving joint governmental relations strategies, or separate and differentiated radio and television strategies whenever these are required, within NAB; and to negotiate complementary roles external to NAB."

The council would meet "at least monthly." It would report to the executive committee. Copies of the structures committee's re-

port will be sent to members of the NAB's joint radio and television boards in preparation for discussion during their meeting in January in Maui, Hawaii.

The committee said it found little support for a federation or for the establishment of separate lobbying operations for radio and television. The structures committee foresaw difficulties with both approaches. Not only would they add significantly to the association's budget, it was said; they would "increase the difficulty of coordination and of full cooperation on issues of mutual concern, because the staffs are separated."

The study was based on interviews with former and present industry leaders, NAB

staff, and on a membership survey conducted in 1983. "The member survey proved to be of limited usefulness on questions of identifying differing interests among NAB members," the committee said. "On the question of representation, 96.5% of the 1,350 respondents found NAB representation to Congress valuable or very valuable. Some 93.5% rated representation to the FCC, other federal agencies and courts at this level. These responses underline the reality that NAB's major purpose is to represent the broadcasting industry to government," it said.

In addition, the committee ordered the staff to conduct a cost analysis of all propos-

Charting the competition Sunday

Prime-time network television's second season began to unfold last Thursday (Dec. 15) with the premiere of two new action-adventure series on ABC-TV, *Automan* and *Masquerade*, both from 20th Century-Fox Television. The rest of the second season, which will bring 15 new series, or 12 and one half hours of new programming, to the three-network lineup, will unfold over the month of January, starting with ABC-TV's new half-hour comedy, *Foul-ups, Bleeps and Blunders* and NBC-TV's new action adventure, *Legmen*, both on Tuesday, Jan. 3, and ending with CBS-TV's premiere of *Four Seasons*, a new half-hour comedy created by Alan Alda, on Sunday, Jan. 29. CBS is introducing five new series, ABC is launching four and NBC, seven. An asterisk indicates a new show, two asterisks indicate a new time slot and a dagger denotes a series that previously had a short run.

	ABC	CBS	NBC
7:00			
7:30	Ripley's Believe It Or Not	60 Minutes	First Camera
8:00		Four Seasons* (Jan. 29) one-hour premiere Feb. 5-regular	
8:30	Hardcastle & McCormick	One Day At a Time	Knight Rider
9:00		Jeffersons	
9:30		Alice (Jan. 29)	
10:00	Movie		Movie
10:30		Trapper John, M.D.	
11:00			

Network's regroup for the new year

The three major networks have just about completed rearranging their prime time line-ups in preparation for the second season, set to unfold primarily in January. Of the 22 new series that premiered this fall, nine have been canceled and three put into hiatus, to be returned, possibly this spring. In addition, two returning series, ABC-TV's *9 to 5* and CBS-TV's *Goodnight, Beantown*, have been canceled, bringing the total of prime time series hours permanently excised so far to eight-and-a-half, slightly more than the seven eliminated last season at about this time.

ABC-TV decided late last week to replace *Just Our Luck*, a half-hour comedy that premiered this fall at 8 p.m. Tuesday, with a new program, *Foul-Ups, Bleeps and Blunders*, starting Jan. 3. As have a number of highly successful specials on both NBC-TV and later ABC-TV, *Foul-Ups* will feature funny out-takes from Hollywood productions in a variety format. NBC-TV last week added an hour-long program to its Monday-night lineup that will utilize along with funny out-takes, favorite commercials, practi-

Monday

	ABC	CBS	NBC
8:00			TV's Bloopers * Commercials and Practical Jokes (Jan. 9)
8:30	That's Incredible	Scarecrow & Mrs. King	
9:00		AfterMASH	
9:30		Newhart	
10:00	Movie		Movie
10:30		Emerald Point N.A.S.	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Foul-ups, Bleeps & Blunders (Jan. 3)		
8:30	Happy Days	The Mississippi	The A Team
9:00	Three's Company		
9:30	Oh, Madeline		Riptide * (Jan. 3) 9-11 p.m. special
10:00		CBS Tuesday Night Movies	
10:30	Hart to Hart		Remington Steele
11:00			

Wednesday

	ABC	CBS	NBC
8:00		Domestic Life * (Jan. 4)	
8:30	The Fall Guy	Empire * (Jan. 4)	Real People
9:00			Facts of Life
9:30	Dynasty		Night Court * (Jan. 4)
10:00		CBS Wednesday Night Movies	
10:30	Hotel		SL Elsewhere
11:00			

als. The plan to create two government relations departments was judged to run \$744,000, or 8% higher than the present budget. The broader reorganization into a federation with separate radio and television divisions was priced at \$2 million to \$3.6 million. The committee said the "modest" changes it proposed would cost an extra \$40,000 to \$70,000 per year.

The "drastic" changes that the committee rejected would "move NAB to positions of reduced flexibility," the committee said, "at a time of accelerating change in the technologies, corporate forms, and regulatory structures affecting broadcasting."

The new government relations specialists

envisioned by the committee would work together on issues where no differences existed. NAB's senior vice presidents for radio and television also would be consulted when the specialists are selected.

The report also suggested that:

■ NAB use the expertise of its members and professional lobbyists when necessary. "In short, the association should marshal the strongest team necessary, augmenting staff resources as needed."

■ The roles of NAB's senior vice presidents for radio and television be defined by the policy committee and approved by the executive committee. The committee suggested that those offices include contact with

board member and station operators, overall representation of radio and television members interests, and consultation with vice presidents for membership, and the senior vice president of research and planning. The committee left long-range planning to the NAB's futures committee.

The futures committee co-chairmen are Martin Beck, Beck-Ross Communications, and Jerry Holley, Stauffer Communications. Members are Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; Stanley W. McKenzie, KWED-AM-FM Seguin, Tex.; W. Frank Harden, State Telecasting, and Dudley S. Taft, Taft Broadcasting. The committee is to be dissolved after its report to the board. □

cal jokes and a variety of other comic segments. No new episodes of *Just Our Luck* have been ordered ABC has ordered no new episodes of *Just Our Luck*, and, according to a spokesman, will probably return the series only in reruns late in the season.

So far, ABC has canceled two hours of prime time programming, and put one hour, the action-adventure series, *Lottery*, into hiatus. Canceled, along with *9 to 5*, are *It's Not Easy*, a half-hour comedy that averaged a 10.6 rating/16 share during its four-week run, and *Trauma Center*, an hour-long medical drama that averaged an 11.7/18. *Lottery's* season-to-date average is 12.8/20.

Last week, NBC-TV finished drafting its second-season lineup by canceling five series introduced this fall, putting two, *Jennifer Slept Here* and *Rousters*, on hiatus and announcing plans to premiere six new shows. The network also announced it would move four series, including *Remington Steele* and *We Got It Made*.

Canceled from the NBC lineup, in addition to *Bay City Blues*, which received its cancellation two weeks ago (BROADCASTING, Dec. 12), are three hour-long series, *Boone*, *For Love and Honor* and *Manimal*, and a half-hour comedy, *Mr. Smith*. *Boone* has averaged an 11.2 rating/17 share season-

to-date, while *For Love and Honor* has averaged an 8.4/15 and *Mr. Smith*, a 9.9/17. *Rousters* has averaged a 9.5/16 and *Jennifer Slept Here*, a 10.1/16.

Replacing *Boone* as NBC's Monday night 8-p.m. lead-in will be *TV's Bloopers, Commercials and Practical Jokes*, an hour-long comedy/variety series that will include the kinds of spoofs that have scored ratings successes in specials on NBC and, more recently, ABC. Slightly less than half of each installment will be filled with bloopers, commercials and jokes, however, according to Brandon Tartikoff, president, NBC Entertainment. The rest will include man-on-the-street comedy, segments on funny animals, stand-up comedy and other features now in development. *TV's Bloopers, Commercials and Practical Jokes* is being hosted by Dick Clark and Ed McMahon and produced by Johnny Carson's Carson Productions and Dick Clark Productions.

On Tuesday, NBC is moving *Remington Steele* into the 10 p.m. slot vacated by *Bay City Blues* and putting a new action-comedy series, *Riptide*, into the 9 p.m. slot. Produced by *A Team* producer, Stephen J. Cannell Productions.

Night Court, a new, half-hour comedy produced by Starry Night Productions with

Warner Brothers Television, will premiere in January at 9:30 p.m. Wednesdays, replacing *Family Ties*, which will move to Thursdays at 8:30 p.m. *We Got It Made*, bumped from Thursdays at 8:30 p.m., will move to Saturdays at 9 p.m. where it will team with *Mama's Family*, moved from Thursday at 8:30 p.m., to replace *Rousters*.

Night Court stars Harry Anderson in the role of an eccentric judge who presides over a Manhattan court and deals with a "family" of defense and prosecuting attorneys, a bailiff, court clerk and other assorted oddballs. Reinhold Weege, formerly producer of *Barney Miller*, is executive producer of the series. NBC will premiere an all-new lineup on Fridays in January.

NBC has replaced the all-new Friday lineup it premiered this fall with another all-new lineup, this one composed of two action comedies and *The New Show*, a comedy/variety at 10 p.m. that showcases new talent (BROADCASTING, Dec. 5).

The night starts at 8 p.m. with the first action comedy, *Legmen*, starring Brice Greenwood and John Terlesky as college students who work part-time for a down-and-out private eye, played by Don Galfi. Richard Chapman, Bill Dial and Andrew Mirisch are executive producers for Univer-

Thursday

	ABC	CBS	NBC
8:00			Gimme a Break
8:30	Automan * special 90-min. premiere Dec. 15	Magnum, P.I.	Family Ties ** (Jan. 5)
9:00			Cheers ** (Dec. 15)
9:30	Masquerade * special 90-min. premiere Dec. 15	Simon & Simon	Buffalo Bill * (Dec. 15)
10:00			
10:30	20/20	Knot's Landing	Hill Street Blues
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson		
8:30	Webster	Dukes of Hazzard	Legmen * (Jan. 20)
9:00			
9:30	Blue Thunder * (Jan. 6)	Dallas	The Master * (Jan. 20)
10:00			
10:30	Matt Houston	Falcon Crest	The New Show * (Jan. 6, experiment)
11:00			

Saturday

	ABC	CBS	NBC
8:00			Diff'rent Strokes
8:30	T.J. Hooker	Whiz Kids ** (Jan. 7)	Silver Spoons
9:00			We Got It Made * (Jan. 7)
9:30	Love Boat	Air Wolf * (Jan. 28) two-hour preview 9-11 p.m. on Sun., Jan. 22	Mama's Family ** (Jan. 7)
10:00			
10:30	Fantasy Island	Mickey Spillane's Mike Hammer * (Jan. 28) Special two-hour preview Thurs., Jan. 26	The Yellow Rose
11:00			

Breaking point. The dispute over a consensus broadcast deregulation bill in the House may be coming to a head. A key member of the House Telecommunications Subcommittee, Tom Tauke (R-Iowa), says he wants to resolve the dispute as soon as possible and has asked the subcommittee's chairman, Tim Wirth (D-Colo.), for a meeting in early January on the matter. The subcommittee tried before the congressional recess, last month to resolve its differences over legislation, but failed to reach an agreement. (Subcommittee staff members have been working to arrange a meeting during the recess.)

"As I indicated at our last meeting on broadcast reform legislation, I believe that our attempts to reach a consensus are at a critical point," Tauke wrote. The congressman maintained that the issues have been thoroughly discussed. "Now we need to determine whether or not these positions can be reconciled in one consensus measure," the letter said. "This kind of make-or-break-it meeting *among the participants to the original agreement is necessary, I believe, in order to bring our discussions to a timely and favorable conclusion.*" Tauke wrote (italics his).

sal Television.

The night's second action comedy, *The Master*, follows at 9 p.m. *The Master* is a tongue-in-cheek show about the only American ever to master Ninja, the ancient art of oriental warriors. Lee Van Cleef, who starred in such Clint Eastwood westerns as *The Good, The Bad and The Ugly* and *For a Few Dollars More*, appears in his first starring role in a TV series, and Timothy Van Patten, known from his role in *White Shadow*, plays a young drifter. □

Clean slate time in fin-syn talks

Networks and producers are working up 'fresh proposals' as they try to meet Fowler's Jan. 31 deadline

The hunt for a resolution of the controversy over the FCC's financial interest and syndication rules was continuing last week, but out of the glare of publicity and in apparent recognition that the proposals put forward thus far by either side will not do. As Jack Valenti, president of the Motion Picture Association of America and principal spokesman for those seeking to preserve the rules, put it last week, "We'll put fresh proposals on the table." A network spokesperson indicated that went for the networks, as well.

A meeting between the two sides that was scheduled for last Wednesday—it would have been the third—was canceled, "by mutual consent," according to Valenti, after he and Everett Erlick, executive vice president and general counsel of ABC, conferred by telephone early in the week. However, "that doesn't mean we're not talking, at all levels," Valenti said. "We're starting fresh with brand new proposals."

Valenti, who has been part of a team including representatives of the independent television stations, producers and a variety of other interests who are fighting to preserve the rules barring networks from the syndication business and from obtaining financial interest in the programs they acquire, said he has put some ideas "on paper." He said he wants "to run them by 10 or 12 people." The network spokesperson said the networks also are "putting together new proposals."

Indications were that the two sides were taking a new, more deliberate approach in their effort to reach an accord, one made

possible by the additional time they have been given. They had been operating under what appeared to be a Nov. 18 deadline, the date the Senate and House were scheduled to adjourn for the remainder of the year. The House had already passed legislation to prevent the commission from acting on its proposal to repeal the rules, and the Senate was expected to follow suit. However, just as the Senate Commerce Committee was about to act on the bill, FCC Chairman Mark Fowler yielded to Senate pressure and agreed to suspend consideration of the issue until May. The Senate Commerce Committee is on record with a commitment to resume work on moratorium legislation by March 15 if it appears one of the parties is bargaining "in bad faith." But both Fowler and the senators involved in the agreement say they expect the two sides to complete negotiations before that date, by Jan. 31 (BROADCASTING, Nov. 21).

Given that time frame, Valenti said he would have an opportunity to confer with the interested parties on his side on various proposals. And he said that, unlike their first two sessions, the two sides would inform each other of their new proposals before meeting again. Thus, each side would be prepared to deal on an informed basis with the other's proposals.

The two sides have a considerable gap to close. The networks are insisting on regaining the right denied them when the rules were adopted in 1970 to engage in syndication. The independent stations particularly

oppose return on anything but a limited basis. The producers have suggested that, in return for the right the networks are demanding to negotiate for financial interest in the programs they acquire, they give the producers involved a share of the advertising revenues the programs earn. The networks flatly rejected anything involving revenue sharing. The last meeting ended with Valenti suggesting that the two sides abandon the proposals for syndication and revenue sharing and focus on the financial interest rule. What, he asked, would the networks "give" to negotiate a financial interest in a program (BROADCASTING, Nov. 14)?

Hanging over the negotiations is the prospect of the issue being passed back to the FCC or to Congress if the two sides cannot reach agreement. Valenti expressed some concern about the commission regaining control of the issue. "Fowler is their man," he said. On the other hand, he has reason to feel comfortable if Congress resumes work on the issue; the pro-rules side won five straight votes in both houses. And Valenti said he is keeping key members of both houses—Commerce Committee representatives and the leadership—"intimately informed" of developments.

Congress is not the producers' only ally. They have a friend in the White House. President Reagan directed the Justice and Commerce Departments to abandon long-held positions in favor of the FCC's repeal of the rules and to support legislation providing for a two-year moratorium on commission action (BROADCASTING, Nov. 7).

Last week, one of the government officials who had been forced into the changed position expressed confidence his original position was correct and said it should prevail. William Baxter, who is resigning as chief of Justice's antitrust division, was asked at a farewell news conference on Thursday if he regretted that the FCC has been prevented—temporarily if not permanently—from repealing the rules. "There is no reason to feel we have a substantial hiatus here," he said. "We have a delay for a time to look at the situation to see if the analysis is sound. I think it was and that these rules should be removed." □

Obscenity issue postponed. The FCC still thinks Section 315 of the Communications Act, which prohibits broadcasters from censoring appearances of legally qualified candidates, doesn't mean broadcasters have to air obscenities. But it didn't get around to making that ruling, as it was scheduled to, last week ("Closed Circuit," Dec. 12).

The problem isn't the ruling's bottom line. According to FCC officials, there was some concern, however, that "language" in the ruling needed to be cleared up. It also was believed that the commission should give a "more definitive" statement of how parties would be expected to deal with actual situations that could arise as a result of the ruling.

The issue was raised because Larry Flynt, publisher of *Hustler* and announced candidate for the Republican presidential nomination, had said he would use clips from X-rated movies in campaign commercials. The FCC was expected to argue that Congress had not intended Section 315 to supersede the criminal code, which is where the federal statute against broadcasts of obscenity resides.

There was some speculation that the commission might opt to withhold a ruling now that Flynt has said he's not running for the office. (Flynt made that announcement in a press release. But he also said he is considering running for a congressional seat at a later date "because I can raise more hell there.") The indications, however, are that the commission will forge ahead. For one thing, the ruling has been requested on Capitol Hill by Representative Thomas Luken (D-Ohio) and others; for another, there's no guarantee Flynt won't change his mind again. "I think that anybody who can divine the state of Larry Flynt's mind probably ought to receive a Nobel Prize in psychiatry," said Bruce Fein, FCC general counsel.

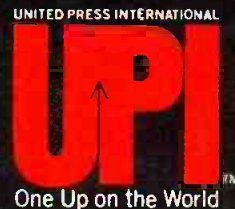
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Widening cable's revenue base

Suggestions at Western Show include improving basic and pay, getting into DBS, data transmission, security, PPV

For a cable industry that seems to have come up against a high dam in attempts to create new revenue streams, a panel session devoted to that subject would seem to hold high interest. And so it did last Wednesday at the Western Cable Show in Anaheim, Calif. The answer, however, is less than revolutionary. Cable's main revenue potential remains its number-one standby: basic cable.

The first to say so was Gustave Hauser, the former Warner Cable chief who now heads his own company, Hauser Communications Inc.

"Despite prognostications," he said, "many sophisticated players believe both ba-

Instead, he said, the emphasis must be placed on cable's traditional businesses, indicating that if United can show a 1% increase in basic service, that would deliver \$1.4 million to gross revenues and \$550,000 to the bottom line.

Colin Watson, president of the Canadian-based Rogers Cablesystems Inc., expressed excitement about pay per view, principally on the basis of the company's experience with 16,000 hotel rooms in Toronto. He said revenue had increased 30% when the systems were programed to allow impulse buying, and said Rogers expects such PPV efforts "to continue to be a handsome form of incremental revenue." He also reported successful efforts at downloading TV games through the cable networks. And talking of security, he reported a project in Syracuse, N. Y., that has 1,000 subscribers paying \$10 a month for a relatively simple system that, among other merits, doesn't lend itself to disconnections.

Watson said the growing population of personal computers among the public is go-

Worrying about cable TV's First Amendment protection

Western Show panelists disagree over fairness doctrine obligations, access channels as tradeoffs

The same First Amendment-cable connection that caught the attention of National Cable Programming Conference delegates in Los Angeles last Monday morning (see page 50) was still pulling them in on Tuesday afternoon in Anaheim, this time at the Western Cable Show. The discussion was more legalistic but no less compelling.

Moderator Tracy Westen, late of the Federal Trade Commission and now a law professor at the University of Southern California, as well as in private practice, set the

Western Cable Show

sic and pay cable can be improved, before we come to the new services." But when he did come to them, the first in line was pay per view. Hauser cited the explosion in home video, through videocassette recorders, as the primary example of how cable is failing to take advantage of "this great growth industry."

Hauser cited direct broadcast satellites as another potential revenue source, with cable supplying the basic program material to airborne entrepreneurs. After that, he listed data transmission and interactive capability as major possibilities. "Many of the best and most enduring businesses develop slowly," he said in encouragement.

Fred Vierra, president of United Cable Television, cast a more pessimistic light on things, particularly in terms of immediate potential from new revenue streams. Among the things for which he holds out little hope soon: pay per view, data transmission and security. PPV, he said, won't get off the ground until the major program suppliers commit to it on a consistent basis and at a price the industry can handle. Regarding data, the critical missing link is operator expertise, he said. "We have a better mousetrap but we don't know how to take advantage of it.

"What we need," he said, is for a "major MSO to make a commitment, or to enter a joint venture with telephone companies, or to form a cable consortium to share the risks." Security is growing, but very slowly, Vierra said, and short-term, he doesn't look for any breakthroughs.

ing to make possible a two-way future for cable television "more rapidly than many believe."

Moderator Allen T. Gilliland, president of Gill Cable, stepped in on his own to praise the possibilities of advertising as a major revenue stream for cable. And while he didn't get much argument, neither did he get much support from the panel. The attitude seemed to be that advertising had its place in the revenue pie, even an expanding one, but that for now cable may do better emphasizing those services with which it is most familiar and expert. "We're going to get better at the advertising opportunity," said United's Vierra.

All the panel turned with interest to the subject of expanded basic, a rapidly growing marketing development in cable brought on by more and more basic program suppliers either charging for their services or increasing existing rates. Said Hauser: "We can't get the money we need to pay them so that they can stay alive. What do they want most? To be on basic and stay advertising-supported or go on a tier? This is one of the most fundamental questions we will face in the next year," he said. His own guess: that cable will have no choice but to charge the subscriber and forget the advertising for now.

How much money can cable operators hope to get from their typical subscribers? The average is now \$18 a month, said Hauser, but many systems are now past \$30, and, in his view, there's no predictable upper limit. □

stage by noting that while there is already a large body of precedent limiting the First Amendment rights of the broadcast media, in cable it is largely a loose ball, with ample opportunity to make things right—or try to—before that medium follows broadcasting into a restricted speech environment. Among the issues he cited for resolution: whether cities can censor for indecent, as opposed to obscene, speech, and whether the act of franchising itself violates the First Amendment.

Henry Geller, now director of the Washington Center for Public Policy Research and a long-time communications policy activist from within and outside government, said it's difficult to discuss cable's First Amendment dimension because the medium is a hybrid: sometimes it looks like broadcasting, sometimes it looks like common carrier, sometimes it looks like telepublishing. Of the three, the last named is the best from cable's point of view, in that it parallels the print model. The broadcast model, of course, is the worst. Geller's own view is that "Tornillo is the norm," referring to the Florida case in which the Supreme Court said newspapers owe no obligation to afford access.

Geller added, however, that he thinks the setting aside of access channels is a reasonable condition of the franchise process. "It markedly serves the First Amendment to do so," he said. On the other hand, he said, the franchise authority cannot be used to impose the fairness doctrine.

John Witt, the city attorney of San Diego,



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reviewed a number of content cases relating to cable and then concluded: "There are a whole lot of people out there who will get up in arms if you program indecent material. They don't care what the courts say." And when they do arise, Witt said, cable cannot expect to find city officials standing by the medium.

Harold Farrow, of the law firm of Farrow, Schildhouse, Wilson & Rains, said he was "distressed" that the rights of the industry must be dealt with on the level prescribed by indecency and obscenity cases ("The industry's future should not turn on whether we can put a naked lady on the television set"), but said he was nevertheless encouraged that the industry was doing more to stand up for itself. He would go still further.

One of the key rights, guaranteed not by the First but by the Fifth Amendment, he said, is the protection against confiscation of private property without due process. Farrow gave no quarter to questioners who suggested that access channels were a legitimate quid pro quo for the franchise award. Noting that cable systems were essentially being granted the rights to use a city's streets, he said studies show that such privileges cost the city nothing, and hence no recompense is merited.

Farrow charged cable operators with failure to exercise the First Amendment rights they now fear losing. "Until we use the power of the press it's a form of hypocrisy to claim the protection of the First Amendment," he said. "A lot of short-sighted cable operators afraid of competition are afraid to stand up for their rights. [In the process] they face the threat of extinction of these rights altogether." □

Fiber optics: in future of cable, panelists agree

Media General's Switzer sees use of fiber optic technology as decade away, but predicts stereo TV will take hold in few years; quality in cable engineering also stressed

The "ultimate" cable system of the future will incorporate a central switching network, fiber optic cable and all-digital technology, according to industry veteran Israel Switzer, an engineering consultant to Media General of Fairfax county, Va.

Switzer, active in cable engineering since 1954, told a Wednesday morning Western Cable Show audience that the rate of technological change in the industry "depends on how successful we are as a business."

Panelist Switzer said most cable systems are being built "in an extremely conservative manner," which in the current era means "tree-and-branch, broadband systems that are not very efficient. Cable companies are not interested in going out on a limb technologically." As an example, he noted that fiber optics technology will take at least a decade to take hold in the cable industry

because it must be both "debugged" and overcome resistance from the engineering community at large.

Commenting on competing technologies, Switzer predicted teletext "will be a valid service" and direct broadcast satellites will provide "more grist for our 100-channel cable mill" and become "a more formidable" source of competition than multipoint distribution systems and low-power television. Both of the latter, he argued, are "the poor man's subscription television" and should not pose a significant threat to cable.

The principal impact of DBS, Switzer believes, will be on a reorientation of engineering standards prompted by delivery of better television images to consumers.

"The fact is, 99.9% of the people in this country haven't yet seen a good 525-line picture," Switzer contended. He downplayed the near-term impact of 1125-line, high-definition television, instead predicting that "high-fidelity component television," taking advantage of technical refinements, will begin capturing consumer interest during the next two to three years. "Stereo [television] sound is also going to improve," Switzer declared.

Digital, he continued, will become "the lingua franca" of the cable industry, including digital audio transmissions to replace existing "mediocre stereo [cable] radio service." If there proves to be a market for pay audio, Switzer said, the technical quality will need to be improved.

"I am a little disappointed in the lack of long-term strategy in the cable industry," Switzer said, adding that "technical changes tend to come from the manufacturers, who seem to feel less secure than the cable operators."

Another panelist, Times Mirror Cable engineering vice president, David Randolph, also predicted a rosy future for fiber optics in cable, particularly for local drops to homes from switched networks. The introduction of fiber optics, he said, will depend upon cost-efficiency issues that will be resolved as optical cable prices decline and coaxial cable costs continue to rise. Randolph predicted the cable system of the future would have 45 mhz capacity into the home and be bi-directional. He suggested that future cable systems have capacity for additional sets in the home and nonvideo services such as home security. Randolph, like Switzer, also predicted that the relative low cost-per-channel of cable will give the medium a distinct advantage over entertainment programming competitors for at least 10 or 15 years. He noted that bandwidth capacity is increasing toward more than 100 channels for a reduced cost per channel.

Rick Clevenger, director of corporate engineering for Cox Cable Communications, told the audience he believes there needs to be an emphasis on "quality" in cable engineering as opposed to continued innovation. A balance between the two, Clevenger believes, will help control problems associated with capital investment and obsolescence involving technological evolution. The competition created by the innovations may have a disruptive impact on the industry overall, he warned. Nevertheless, Clevenger sees the trend toward fiber optics gaining momen-

tum.

The director of research and development for TeleCommunications Inc., Tom Elliot, presented a paper prepared by the company's engineering director, David Willis, in which Willis cautioned that "probably a very low percentage of cable subscribers will elect to buy the more exotic services" offered in the future. He backed up this contention by noting that about half of consumers given the cable option elect not to subscribe, and fewer than half of subscribers buy even one pay cable program service. Willis noted that "the overabundance of channels" has created financial problems for some cable firms due to the high cost of building and maintaining systems with fallow channels. He also argued in favor of improving the quality of existing technical services. □

Selling cable without numbers

The challenge presented at a panel session on local advertising was selling without numbers. Panelists provided insights into what is being done to bring local advertising dollars to cable without the benefit of ratings.

One suggestion was promotions. Virginia Westphal, director of advertising sales at Viacom Communications, described a promotion with Nikon. A 26-episode, half-hour series about photography was shown on a local origination channel by Viacom. Nikon provided 75% co-op advertising support and donated a \$350 camera for a giveaway promotion. Westphal said it received thousands of entries.

Mitzi Lehano, sales manager of Oceanic Cable in Honolulu, said promotional giveaways for concert tickets done in conjunction with MTV brought 8,000 participants. She said the experience showed that people are watching, but also warned those techniques won't work forever.

Richard Radford, regional manager of advertising sales for Group W Cable systems in the Los Angeles area, said salesmen "have to stress the value of the product." And he told cable operators not to be intimidated by retailers who want to see ratings and share figures. Radford echoed Westphal's comments to rely on a system's own research and the generic research to present cable's case.

There was unanimity on the panel that the only way to find and keep good salespeople was to compensate them well. But that proved to be easier said than done. Art Breyfogle, advertising sales manager at Fresno Cable TV, Fresno, Calif., said personnel with prior media background are the most desirable. He said he pays between 17% and 20% commission. "If you don't pay enough, they won't stay," he said.

Westphal and Radford said that often they can only pay salaries equal to the secondary radio stations in town. Radford said top radio salesmen in Los Angeles can make upwards of \$100,000, which is out of a cable operator's price range. Lehano said one technique she uses to find good candidates is to discourage job applicants during inter-

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views. If they still want the job, she said, "then you know they are already highly motivated." Lehano said she tries to hire those with radio backgrounds, finding them more aggressive than their television counterparts.

The panel and audience got a chance to hear from the other side of the fence when a national advertiser representing a restaurant chain advised the cable industry to do four things: work on creative promotions; understand the total media plan an advertiser/retailer has in mind; show research and sales results to advertisers and explain the environment cable offers, and work on establishing interconnects.

Packaging of services was a technique often suggested during the discussion on rate cards. Breyfogle said that 50%-60% of the time, advertising is spread over all the basic services the system carries. And often he will fill remaining availabilities with ads whose contracts have already been fulfilled. He said he doesn't call them bonuses but instead refers to them as "extras."

One cable operator in the audience said he offers only package deals, and if advertisers only want MTV, they have to pay a premium. It discourages the individual buy in favor of spreading the spots over more services, he said. □

Boosting cable revenue by putting program packaging to work

Cable operators tell success stories of increasing pay and basic subscribers, reducing churn through marketing programs

Three cable system operators expressed cautious optimism during a Tuesday panel session about the ability of program packaging strategies to boost revenues and increase pay penetration. All agreed that it is easier to acquire cable customers than it is to retain them, sharing a common industry concern about the need to stabilize churn rates.

Paul Lenburg, vice president of ASI Inc., a market research firm specializing in cable, told the Western Cable Show audience that most cable subscribers are homeowners and do not disconnect for purposes of moving nearly as often as renters. In fact, Lenburg claimed 70% of moves are made by renters and that only 6% of all households have new residents during a typical year. Moving, therefore, should not be considered a major cause of disconnects.

According to Lenburg's research, most potential cable customers surveyed would consider an "ideal" cable service as including pay services and costing them an average of \$25 per month. In establishing a program package he recommended operators avoid overpricing, assess customer attitudes, evaluate the marketplace, and carefully deter-

News views. By providing television news 24 hours a day, CNN newsman Daniel Schorr told cable operators at the Wednesday luncheon of the Western Cable Show, CNN is helping to alleviate the American public's growing animosity toward the news media, particularly television news. "What people are angry about is that [network television news] orders them around and doesn't give them choices," he said. When a viewer wants to catch up on the news, he said, he or she must do so at specific times that have been prescribed by the networks.

The public's antipathy toward the media came to the fore shortly after the U.S. invasion of Grenada, he said. Instead of condemning the government's decision not to allow the press to cover the invasion, he said, many Americans applauded it. "It lifted the cap off a problem that has been there a long time," he said. In the wake of the invasion, the message many Americans sent to the news media was: "You people have gotten too big for your pants. We don't want you."

The public believes television news is insensitive, hypocritical and only concerned with "superstars" and rating points, he said. What's more, he said, the enormous salaries pulled down by the superstars—from Barbara Walters's \$1 million to Dan Rather's \$8 million—tend to alienate them from the public. "Unfortunately, there is a residue of truth" in the public's negative assessment of television news, he said. "Television is big... and there is a tendency to regard news... as a kind of product, a polished product." The news programs are becoming "increasingly glossy," while their content becomes "decreasingly important."

CNN helps by being sensitive to the public's needs and wants, he said. CNN doesn't tell viewers when they have to tune in to see the news, and its anchors are not superstars. "They don't stand in the way of the news," he said. "On CNN, the news comes first; they help provide it."

Rebuilding a sound relationship between the people and the news media is essential, Schorr said. "If they don't come to trust newspeople," he said, "this country is going to be in big trouble."

mine what should be included in the programming mix.

"The value of cable television is not perceived unless experienced," Lenburg asserted. "Because television is a low involvement medium, just getting the viewer to sample your product is your major goal."

Mark Greenberg, vice president/marketing for Prime Cable Corp., agreed with Lenburg's observation that many residents in areas served by mature cable systems are unaware of what program services may be available to them. As an example, he cited Prime's Hoboken, N.J., franchise, which had achieved a 42% basic and 80% pay penetration after 10 years. A new marketing/packaging campaign was launched after the new owners determined that subscriptions had stagnated at about 19,000 basic subscribers, with 70% of these reporting that they had initiated contact with the cable operator rather than the other way around. Attempts to introduce new pay services had not been very successful (The Movie Channel attracted 10% and GalaVision garnered 7% of basic subscribers).

"We're a utility in some ways, but a discretionary one at best," Greenberg said. "Our customers still don't understand—or care particularly—about the distinctions between program services."

Prime is attempting to improve the picture by expanding to a 36-channel system (from 12 channels), opening new offices, surveying customer preferences, installing addressable boxes and streamlining the administration of the system. The system's goal is to increase pay penetration to 200% and basic penetration by 50%. Greenberg said it is too early to determine how far along Prime is in realizing those goals.

Doug Jarvis, president of Jack Barry Cable's Los Angeles franchise, said the verdict is also not in on his system's packaging and discounting effort. He said in-house research has concluded that economics "was not the primary reason for disconnects," with sub-

scribers who receive two pay services clearly the most stable. A system-wide survey also revealed that churn was not a function of time and that subscribers using remote boxes were much less likely to disconnect.

Jarvis sought a reduction of system-wide churn to 2% a month, noting that if churn remained at the 3-3.5% level any packaging campaign would have been "a waste of money."

The campaign the Barry system settled on involved a free installation and service offer to new customers, a new payment structure encouraging multipay subscriptions, and telephone canvassing of virtually all current subscribers to assess attitudes toward cable services. Jarvis said the initial results have been favorable, with pay penetration increasing from 126% to 152% during the past six months. Churn among both basic and pay subscribers has also been reduced dramatically, he said, cautioning that results must be evaluated over time.

Jerry Maglio, executive vice president of marketing and programming for Daniels & Associates, reported on efforts to improve penetration in a mature Baton Rouge system passing 110,000 homes.

Daniels introduced a new pricing structure (encouraging step-ups from basic pay and from single to multipay), added four new pay and several basic program services and offered addressable boxes to subscribers with two or more pay channels. The results, according to Maglio, yielded increases in basic penetration from 22.3% to 41.6% and pay penetration from 39.3% to 101.3% during the year-long campaign. Per-subscriber average revenues increased from \$15.13 a month to more than \$20.

"We must start segmenting the people in our marketplace," Maglio believes, through such techniques as upgrading mailings to basic-only subscribers and door-to-door sales. "Packaging must appeal not only to the heavy user, but to those interested in single-pay, basic services or ancillary services. □

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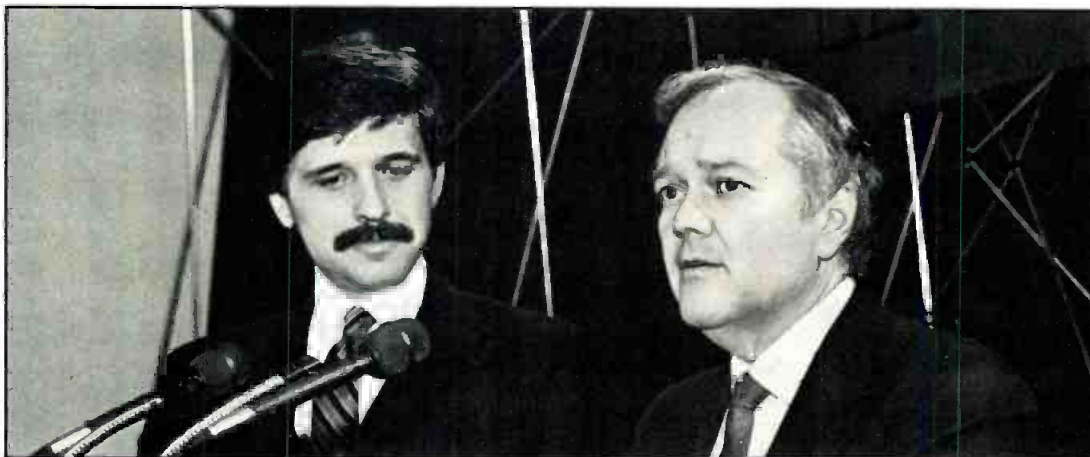


THE

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PALACE

National Cable Programing Conference



NCPC MC's Tom Wheeler and Bob Wussler

Pay cable programers spell out their game plans

Programing, scheduling, churn are main topics at NCPC

Pay cable programers demonstrated their multimillion-dollar commitments to original programing in a series of videotape presentations at the opening session of the National Cable Programing Conference, and answered emphatically the question: What's new in pay programing?

"A whole hell of a lot is new," summed up Thomas Wheeler, president of the National Cable Television Association, which sponsors the annual conference. The programers' video show, he said, "should put an end to the crepe hanging. . . . Cable programing is alive, well and growing."

But not without its problems. Signing up and keeping subscribers are ongoing struggles for all the services and, indeed, provide the impetus behind the move into more and more original programing for some of them.

HBO, Cinemax and Showtime, essentially movie services, believe they need ever-larger batches of original and exclusive programing to distinguish themselves from one another and to limit movie duplication, a major cause of subscription cancellation (churn). The Playboy Channel and The Disney Channel have, from their beginnings, relied on original programing to round out their schedules. Not joining the rush to original programing is The Movie Channel, which hopes to carve out its niche in the market and remain distinctive by being an all-movie service.

Following the videotape presentation, which ran far longer than conference organizers had wished, the programers took questions from two cable operators who joined them on a panel and, still later, from reporters.

The programers are pouring millions of dollars into original programing. Frank

Biondi, who oversees HBO and Cinemax for Time Inc., said those services spent \$50 million on original programing in 1983 and will spend "considerably more" next year. Paul Klein, president of The Playboy Channel, said around \$15 million has been spent on fresh programing for the adult-oriented service. And Jim Jimirro, president of Walt Disney Telecommunications, said the Disney Channel spent around \$30 million to achieve the "critical mass" of original programing to launch the service earlier this year and will spend between \$35 million and \$50 million in 1984. Only Mike Weinblatt, president, Showtime/The Movie Channel, declined to reveal original programing costs, saying only that Showtime would spend more in 1983 than in 1982 and more in 1984 than in 1983.

HBO has the most ambitious original programing plans. According to Biondi, the service will present 11 or 12 original movies next year. Most are being produced in foreign countries, he said, because the U.S. motion picture studios have refused to "deficit finance" films. What's more, he said, foreign production is more economical. "It's expensive to produce here and probably less expensive to produce there, wherever 'there' is," he said. "And the quality of the crafts—[in foreign countries] is improving dramatically."

HBO's Premiere Film Division, which is responsible for producing the original films, is apparently having troubles. HBO is replacing Jane Deknatel as head of the division. A successor has yet to be selected, Biondi said, and "it's possible that Jane will continue to play some role." The discrepancy between how many original films HBO will present next year and how many it has promised, he said, is due solely to the press reporting the opinions of "more optimistic" executives at HBO, he said. As far as he is concerned, he said, "we are right on

schedule." The number of original films will jump to 18 in 1985 and 24 in 1986, he said.

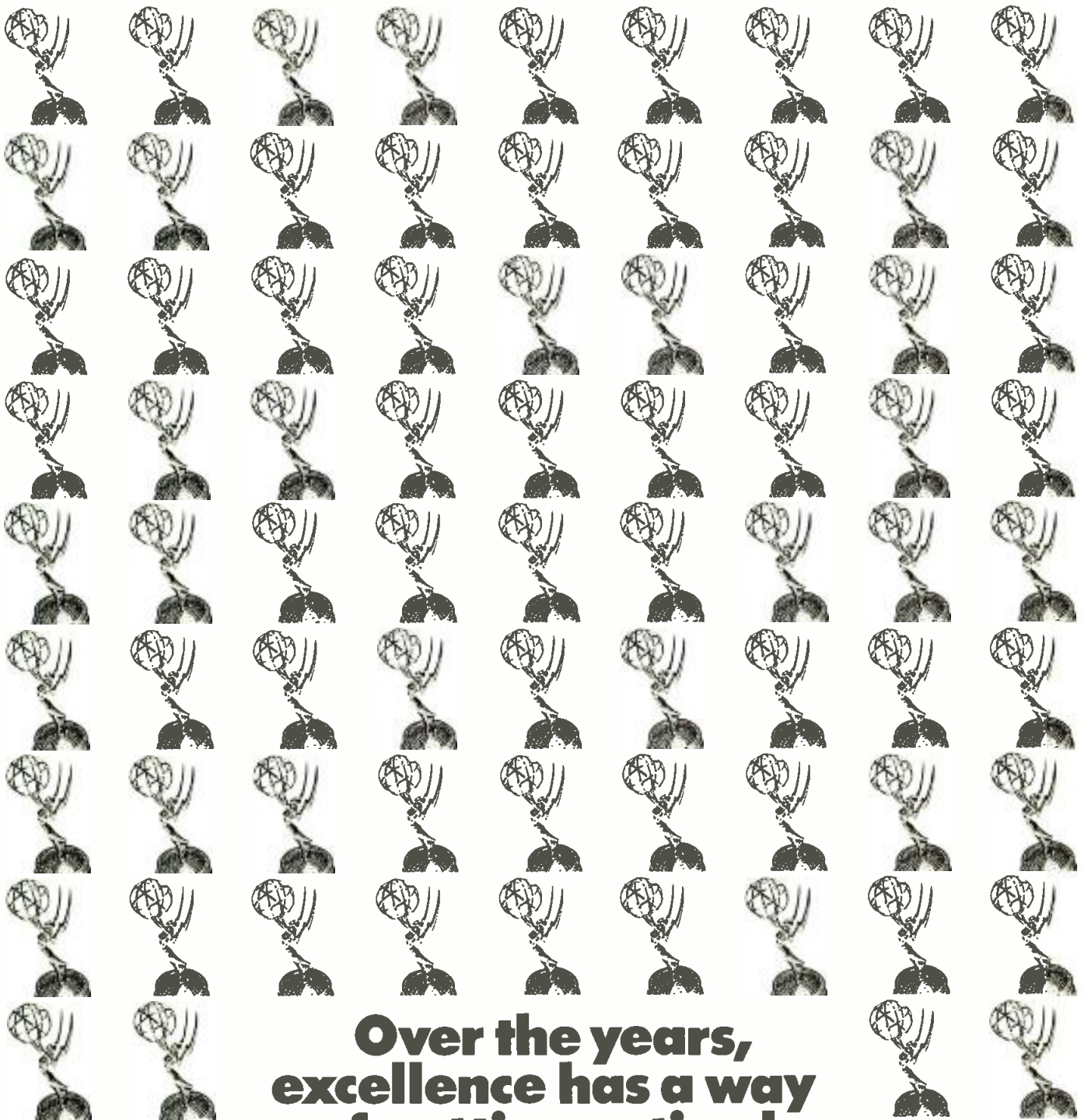
Cinemax is undergoing a more dramatic "personality change," Biondi said. The service, which was born as an all-movie complement to HBO, has been beefed up with series, features and such original programing as new episodes of *SCTV*, the comedy series that achieved considerable popularity during a run on NBC. "The audience reaction has been terrific," he said.

Jimirro is particularly proud of The Disney Channel's original programing, which, he said, now totals 908 "episodes," or 568 hours. Such programing is needed to limit repetition of the canned Disney programs, now the heart of the service's schedule, and to reach "significant minorities [of viewers] who were not being adequately served by [the] programing that existed."

The Disney Channel hopes to reach one of the "significant minorities" with *Steve Allen's Music Room*, a series of one-hour music specials that will premiere next spring. Hosted by Steve Allen, the show will feature music and conversation with Steve Lawrence, Eydie Gorme, Melba Moore, Henry Mancini and others. Jimirro said it is a "sophisticated, quality show" that would never have found a place on network television.

The Playboy Channel is heavily committed to original programing. "We have to be original," Klein said, pointing out that, unlike The Disney Channel, the Playboy Channel doesn't have years of off-network programing to draw upon. Among the programs highlighted on Klein's videotape was a feature on a condom factory and *Women on Sex*, an explicit talk show.

Although Showtime claims to have plenty of original programing, Weinblatt was more interested in talking about the all-movie The Movie Channel during the session. The service, he said, will become "the ultimate movie theater, open 24 hours a day." He



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Over the years, excellence has a way of getting noticed.

ABC Sports has just been awarded 8 more Emmys, bringing its total since 1965 to 76—more than the other two networks combined.

This year, ABC Sports has continued its award-winning ways, capturing eight Emmy Awards. In addition, "The American Sportsman" became the first sports series to be nominated for—and awarded—six Sports Emmys in a single year.

For the third straight year, *The American Sportsman* won the *Outstanding Edited Sports Series/Anthologies*. Honored were: Roone Arledge, Executive Producer; John Wilcox, Senior Producer; Chris Carmody, Coordinating Producer; and Bob Nixon and Curt Gowdy, Sr., Producers.

And this year it also took home awards for: *Special Classification of Outstanding Program Achievement* John Wilcox, Producer/Director; *Special Classification of Outstanding Innovative Technical Achievement* David Breashears, Randy Hermes, Allan Wechsler,

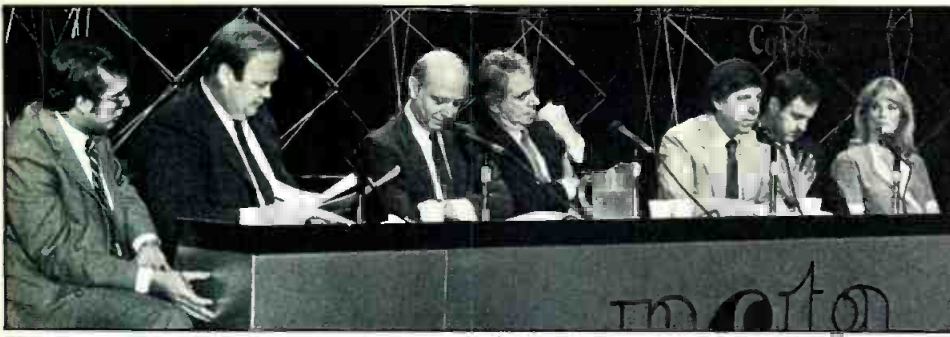
John Wilcox; *Associate Directors* Angelo Bernarducci, Jean MacLean; *Writing* George Bell, Jr.; *Cinematographers* Kurt Diemburger, David Breashears.

For the second time in its two full seasons on the air, the critically acclaimed **ABC SportsBeat** was awarded an Emmy for *Special Classification of Outstanding Achievement in Sports Journalism*. Howard Cosell is Senior Producer. Ed Silverman, Producer/Managing Editor. Michael Marley and Pete Bonventre, Producers. Rob Beiner, Maury Rubin and Noubar Stone, Directors.

And ABC's **Wide World of Sports** was also honored with an Emmy in the *Special Classification of Outstanding Program Achievement* category for the "Great American Bike Race" segment. Roone Arledge, Executive Producer. Dennis Lewin, Coordinating Producer. Larry Kamm, Producer and Director. Peter Lasser, Director.

Congratulations to all the people who, year in and year out, have contributed to making ABC Sports America's most honored sports team.

ABC SPORTS 



Maglio, Charlton, Weinblatt, Klein, Jimirro, Biondi and moderator Chris Curle

promised a different movie every night and a separate satellite feed for the mountain and Pacific time zones beginning sometime next February.

In a press release passed out at the conference, Jim Miller, vice president, program planning and scheduling, Showtime/The Movie Channel Inc., spelled out plans for scheduling the two services as a dual-pay combination. "With the elimination of same-day duplication, cable operators will notice a marked difference in the performance of [the services] in a dual pay environment," he said. "Both channels will be scheduling movies at the same time that attract different audiences. During prime time, for instance, Showtime might play a film of general interest, while The Movie Channel is showing a thriller."

Weinblatt stressed that The Movie Channel is not like Cinemax. While Cinemax is designed as a supplement to HBO, he said, The Movie Channel is planned to stand "as a foundation service." The number of movies shown on the service will be increased by 50% next year, he said, and many of them will be exclusive.

John Carlton, senior vice president, programming, marketing and sales, Warner Amex Cable Communications, one of two cable operators on the panel, was concerned about pay churn. He suggested that one cause of churn may be the programmers' habit of "front-end loading"—scheduling new programs or motion pictures at the beginning of the month and repeating them at the end when subscribers are writing their checks to the cable company. Weinblatt acknowledged the problem and promised to "spread out" fresh programming throughout the month.

The panel's other operator, Jerry Maglio, executive vice president, Daniels & Associates, wanted to know why Disney decided to hold back its "best feature-animation products" from the cable service. The primary reason, said Jimirro, is 10 million videocassette recorders. The last thing Disney wants is millions of copies of "Snow White and the Seven Dwarfs" and "Fantasia" floating around, he said. He added that there are only around 20 "animated classics" not available to The Disney Channel and said that if the service can't succeed without them it can't succeed with them. "We have to have a consistent level of programming," he said.

Because the videotape presentation ran long, the operators were not able to ask many questions, but the few they did ask betrayed the antagonism that continues to mark the relationship between operators and programmers. The "friction" was picked up on

by Wheeler, who advised both parties: "The challenge of this industry ought to be less of the 'me' and more of the 'we.'" Cable operators and programmers should work "together to meet their common goals." □

Basic cable success plan

Panelists are told that to make basic services flourish, operators must beef up service and promotion, set goals of 50% penetration in five years

"The onus is on us," market researcher Paul Lenburg told cable programming executives during a Sunday NCPA session on the problems of viewer retention. "The subscriber wants not to be hassled, not to be made uncomfortable in his or her use of television," he said.

Insisting that television is an entertainment service most consumers spend little time actively thinking about, the senior vice president of ASI Market Research urged operators to increase their service to subscribers and potential subscribers as a means of minimizing dissatisfaction with the medium. Lenburg presented results of research studies by his firm which found that the percentage of new cable subscribers perceiving cable programming as a good value dropped from 42% to 22% within six weeks of installation. He cited a separate finding that 82% of those seeking additional information from their cable operators had experienced some difficulty in getting through to system personnel.

"We are in the business of enhancing the consumer's use of television," Lenburg stressed, adding that following installation, service is the primary customer consideration. Other common concerns, he said, are programming quality, cost of the service, conservation of time (in use of cable) and convenience. Lenburg urged program services to work more closely with operators in promotion and marketing, although he argued that most new subscribers already have a positive interest in cable programming.

Another panelist, Cabletelevision Advertising Bureau President Robert H. Alter, presented results of CAB's "Cable America" study (BROADCASTING, Dec. 12) and urged that "the cable industry set as a key goal achieving a 50% share of audience for cable programming in cable households within five

years.

"While the current priority is rightfully on marketing to build cable's subscriber base, it has now become equally important that systems more aggressively merchandise cable programming services to current subscribers," Alter said.

If the 50% share were reached, Alter claimed advertising revenues for basic cable networks "would increase dramatically." With an increase in advertiser rather than system support, a flow of "attractive basic programming" would be assured, the number of disconnects and amount of churn would diminish, and local advertising revenues would grow, Alter said.

Alter predicted that combined subscriber-ship of the advertiser-supported cable networks would reach 266 million by January 1984, a 6.3% annual growth rate. The audience share for basic cable networks, combined with superstations, reached 19% for the first nine months of 1983, compared with a 20 share for CBS, 19 for ABC, and 18 for NBC, according to CAB research. The office claims an 11 share for basic cable services alone during the same period. The prime time network share overall, Alter estimated, is about 80% for noncable, 58% for all cable, and about 53% for pay cable homes.

The final speaker, Group W Cable President Burton Stanier, agreed that increased levels of service and promotion are needed by the local cable operator if basic cable networks are to succeed.

"We're in the programming and customer service business," he said, "not in the program distribution business." The "profit potential is enormous" for local operators and national programmers, Stanier concluded, if cooperation can be achieved in promoting and merchandising the program services. □

Sports on cable: mixed bag to cable operators

Although sports programming can be popular among cable viewers negotiating rights can be difficult

An NCPA panel session on cable and sports came to the conclusion that the marriage of the two is here to stay, but operators and programmers will have to be resourceful in figuring out what to sell and how to sell it.

Whether on the national, regional or local level, sports programming produces its own problems and opportunities. The national cable sports network perspective was represented by Kay Koplovitz, president of the USA Cable Network, and Bill Grimes, president of ESPN.

One of Koplovitz's problems is negotiating television rights for sports teams and leagues. USA has a successful relationship with the National Hockey League, Koplovitz said, because of USA's exclusive access to many league games and the Stanley Cup finals. But other negotiations are more complex, she said, because the rights holders



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have so many pay windows from which to choose. Koplovitz was openly critical of superstitions that televise sports nationally but, unlike USA or ESPN, don't have to pay for national rights. To her, it was one more problem sports leagues did not deal with.

Joe Smith, president of Warner Amex Home Sports Entertainment, was less reserved in his comments. He said the National Basketball Association has "a Mickey Mouse approach" to selling rights, and called the NBA "a very difficult league to deal with." One league rule that allows the sale of rights only within 150 miles of a city may cover enough homes in New York, Smith said, but in Dallas, where Warner Amex owns a cable franchise, 150 miles only covers a lot of "jackrabbits," thus restricting the number of viewers.

Smith warned that what would work in one market may not work in another. Both he and Edward Bennett, executive vice president of Viacom Cablevision, cited research that found Cleveland would not support a regional pay sports or local network. "People aren't interested in sports there," Bennett said. Panelists also agreed that having a winning team is an important factor.

Bennett recited his company's successes: a 90-game, \$120 package of the NBA Seattle SuperSonics on a local sports network and the Sportschannel in New York that carries the NHL's Islanders. Bennett said penetration is running 6%-7% in Seattle with virtually no churn. And the system is selling its local advertising availabilities in the Sonics games.

One pending court decision that could change the face of sports on cable is the challenge to the National Collegiate Athletic Association to negotiate a rights package for all schools collectively. If schools are allowed to negotiate individually with local or regional sports networks, the face of the industry could be changed for the better, panelists agreed. Smith was particularly excited about the prospect of Southwest Conference football games. Warner covered the Oklahoma-Texas football clash as a pay-per-view event, he said, and it sees college sports as a key ingredient in any cable sports network.

Bill Grimes, ESPN's president, said his network has been in preliminary negotiations with some college conferences in the event the court decision opens up the bidding. Such a decision, Grimes said, "will be a boon to the industry."

One note of caution was sounded by Charles Fruit, vice president, corporate media, Anheuser Busch, which is assembling a regional sports network in the Midwest. He said major schools have grown accustomed to receiving a lot of money from rights contracts, and if local and regional cable sports networks enter the rights bidding process,

"expectations may be higher than the marketplace can match."

Grimes was bullish on the United States Football League, saying it was the highest rated program on ESPN last year and that he "had every reason to believe it will continue to grow." Grimes also reported healthy news on the local advertising front. He said 180 systems were selling local avails in October 1982, but the figure has risen to 420 systems as of this month.

There was disagreement concerning the rift between program supplier and operator over costs. Koplovitz said two revenue streams (advertising and a fee charged cable operators) were essential for the financial health of the USA Network. Koplovitz said the advertising climate had improved "but it doesn't improve fast enough." Grimes said cable operators are responding positively to his network's rate increases.

But Bennett, as a cable operator, did not agree. He said operators are caught in the middle, and are forced to pass the rate increase on to consumers or move programming up a tier. And he seemed to point a finger at Madison Avenue when he said that the promise of basic cable "was that advertisers were going to pay... [and they] didn't come through." □

Program production costs continue to pose problem for cable business

Producer Landsburg advises against competing with broadcast networks because budgets are not compatible; Hearst/ABC executive says cable should team up with advertisers to produce cable programming

Panelists at a Monday morning NCPC session agreed that the costs of producing programming for advertiser-supported services are rising, but no consensus emerged as to how to contain costs or increase revenues to improve programming.

Turner Broadcasting's vice president for special projects, Terrence McGuirk, said the Cable News Network's recent per-subscriber rate increase was symptomatic of a trend toward increased programming costs being passed on to the cable operator and, indirectly, to the cable consumer. He emphasized the need to strive for the production values that viewers have been conditioned to expect by watching broadcast network programs. McGuirk said that CNN competes against an average of 22 other services per system,

making it difficult to attract audience shares of interest to advertisers.

"The only way we're going to grow is through an increase in carriage," McGuirk said. "In short, fees must be maintained" to cover program production costs.

John C. Malone Jr., president of Telecommunications Inc., agreed consumers will pay for basic cable's programming costs in the long run, although the cable industry itself is in the "Solomon-like" position of having to decide whether to carry services that may have limited or no potential for advertiser support. He noted that current rate regulation procedures make it difficult for operators to pass along increased program acquisition costs to subscribers. In the near term, Malone predicted a shakeout of program services will continue, with some established networks (such as CNN) being viewed as necessities and others having difficulty breaking in.

Hollywood independent producer Alan Landsburg, chairman of Alan Landsburg Productions, told the audience he and his fellow producers welcome the opportunity to "show our stuff" to the cable industry. He advised services to avoid imitating the broadcast networks. "You can't be 'me too,'" Landsburg emphasized. "You can't duplicate a \$350,000 half-hour situation comedy on a \$6,000-per-week budget."

Mary Alice Dwyer-Dobbin, vice president of Hearst/ABC Video, reassured Landsburg that producers would not be asked to bear the burden of program financing, although she acknowledged that cable services are generally able to pay only "break-even" production fees.

She predicted basic cable will continue collaborations with advertisers in program development and production, terming that method Hearst/ABC's "most successful yet for adding [production] income."

Dwyer-Dobbin said her service prefers going to the advertiser before asking for more cable system contributions although she said the latter is not outside the realm of possibility in the future.

An advertising agency executive on the panel, Robert (Buck) Buchanan, executive vice president of J. Walter Thompson, said he is continuing to push cable advertising to his clients, stressing cable's opportunities for experimentation, creativity and targeted messages. He said the specialized nature of much basic cable programming creates an ambience that enhances the advertising climate for many sponsors.

"I think we [advertisers] carry a bum rap for not supporting cable systems," Buchanan said. As an example, he said his agency had supported CBS Cable and was "as disappointed as anyone" when it went under.

Buchanan added that advertising agencies "are not any more fond of ratings than anyone else" and challenged cable program services to offer alternative means of evaluating the impact of messages delivered on their networks.

"The doomsayers are wrong," Buchanan concluded, contending that the news media "overhyped" cable several years ago and are overstressing its failures and mergers today. "I think the future is a lot more rosy than a lot of people in the press tell us today," he said,

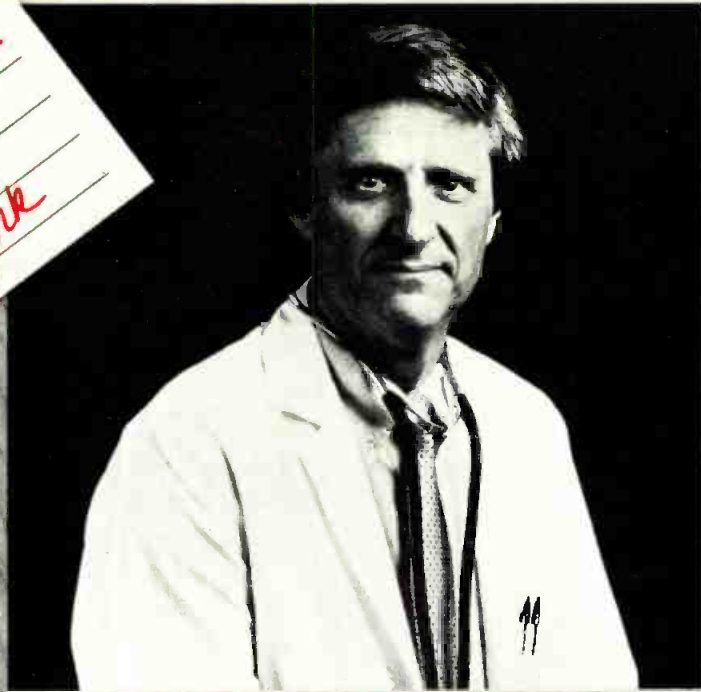


Bennett, Smith, Koplovitz, Grimes, Fruit and moderator Ed Bleier

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Dr. Timothy Johnson

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 KADN, Lafayette

KCIK, El Paso
 WQRF, Rockford
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 WDIO, Duluth
 WTWO, Terre Haute
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 WAOW, Wausau
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 La Crosse
 KCAU, Sioux City
 WOAY, Beckley
 WABI, Bangor, ME
 KIMO, Anchorage
 WMDT, Salisbury
 KJCT, Grand Junction
 WTLW, Lima
 WAGM, Presque Isle
 KTTU, Fairbanks
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Dr. Johnson is also featured on ABC's "Good Morning America"
*ARB (10/23/83) **NSI (11/11/83)

Weekly Half Hours & Program Packages



to spontaneous applause.

"Basic cable cannot be allowed to falter," insisted NCTA President Thomas Wheeler, commenting on Monday's discussion of programming costs at a Monday morning programming conference session. "Everyone in the [cable] industry has a financial stake in

the success of basic services."

Wheeler framed rising programming costs as a consumer issue and therefore "a public policy question." He argued that consumers, not politicians, should have control of cable system rates and urged that rate regulation be taken out of "the political marketplace." □

Mounting the assault on broadcast networks

Turner, Levin, Block and Blay predict ABC, CBS and NBC will suffer rating and audience losses from advertiser-supported and pay cable, independent stations and videocassettes

The plutocracy of the three broadcast networks that has ruled television for the past three decades is giving way to a democracy, in which power is spread among independent broadcasters and other new media as they attract growing numbers of consumers, or so the newcomers see it.

Some of the emerging challengers were assembled on a panel for the last session of the National Cable Programming Conference. They included Andre Blay, chairman, Embassy Home Video (videocassettes); Gerald Levin, group vice president, the video group, Time Inc. (pay cable programming); Ted Turner, president, Turner Broadcasting System Inc. (advertiser-supported cable programming), and Dick Block, executive vice president, Metromedia (independent broadcasting).

According to Levin, the networks' audience "will continue to be cannibalized by alternative forms of television." The erosion in the networks' overall audience share has not yet "stabilized," he said. The networks will one day find it difficult to achieve a 40 share, he said. (According to BBDO Inc., the networks' share now stands at 78 [BROADCASTING, Dec. 12].)

The broadcast networks still dominate the business as a result of their distribution system, which reaches virtually every television home in the country, Turner said. But by 1990, cable programmers will reach between 75% and 80% of the nation's homes through cable affiliates and direct broadcast satellites, which will beam programming directly to homes, Turner said. With that kind of penetration, he said, cable programmers will be able to "bid for major" programming along with the networks.

At the same time, the number of videocassette recorders (VCR's) is growing at a tremendous rate and ad hoc networks of inde-

pendent (and some affiliated) broadcast stations are becoming commonplace. With stations in New York, Chicago and Los Angeles, Block said, Metromedia now has a "power base" that will give the company "a new and exciting ability" to produce original programming and distribute it widely. (Robert Wussler, chairman of this year's NCPC and executive vice president of Turner Broadcasting System, also participating in the session, said that if the FCC loosens its multiple ownership rules, it will allow companies like Metromedia to own stations in a dozen or more major markets and to further extend and strengthen their power bases.)

Once the grip of the broadcast networks is weakened, Turner said, "a number of different companies will have an important place in the video marketplace." Which become dominant will depend solely, he said, on which can attract viewers. "Obviously, the consumer will call the shots," he said.

Sensing the potential demise of the old order, the broadcast networks have, in various ways, tried to get in on the new media. ABC, for instance, has introduced TeleFirst. It plans to broadcast during the early morning hours scrambled motion pictures, which would be recorded on half-inch VCR's. The subscribers would descramble the programming and view them at their convenience.

Blay called the TeleFirst service "a bold experiment," but said he didn't think "it is going to make it." Levin said the service had a "certain logic." If VCR owners are willing to go to a store and buy or lease tapes, he said, it stands to reason that they would be willing to receive the same material electronically. But the service is difficult for the consumer to deal with, he said. "I think that could be a problem." If it turns out the electronic delivery of videocassettes is a business, however, cable will surely follow ABC into it, he said. (Pointing out that he regularly tapes movies off the pay networks, Turner twitted Levin by telling him HBO is already in that business.)

Some of the newcomers are working together to upset the broadcast networks. According to Block, Metromedia now depends on Turner's Cable News Network for world-

wide news coverage. What's more, he said, the two companies are jointly developing programming, including a five-part series on Douglas MacArthur called *America's Caesar*. The only way Metromedia can offer the same kind of programming as the networks, he said, is by making co-production deals with cable programmers or with the producers themselves.

But today's cooperation may turn into tomorrow's competition. Once the networks' dominance is shattered, he said, the real battle may be between the cable networks and the ad hoc broadcast networks "to see who does the best job of winning viewership or subscribership."

Despite the bright future painted by the panelists, Turner reminded his audience that advertiser-supported cable programming is still a "tough business"—made so, in part, by hard-dealing cable operators and competitive religious networks.

The religious services, he said, "shake down people for their religious beliefs." They are promising people "front row seats in heaven and using the money to buy *Let's Make A Deal*," he said.

Many cable operators from the start resisted paying per-subscriber, per-month charges to carry Turner's CNN. But referring to his buyout of Satellite News Channel, CNN's only competitor in cable news, last October, Turner said the operators are "not as tough as they were 120 days ago." The relationship between cable programmers and operators is like a marriage, he said. "There will always be problems. . . [But] we need the cable operators and they need us." □

Tricky questions abound over cable's First Amendment rights

At NCPC panel Packwood predicts it will be 10 years until legislation is finished; Hefner decries franchising authority opposition to Playboy

There's growing concern within the cable television industry over its relationship with the First Amendment. Dilemmas that have beset the broadcasting industry for many years are now emerging to capture the attention of many in the wired nation. Nowhere was that more evident last week than at the National Cable Programming Conference in Los Angeles, where a panel session on that subject proved more provocative than many matters of greater bottom line appeal.

Leadoff witness was Senator Bob Packwood (R-Ore.), who described his plan to remove the statutory burdens that now make it possible to deny full First Amendment protections to the broadcast media. Packwood related his earlier plan to expand the First Amendment or to write a new one—an initiative abandoned after it became clear the journalistic establishment feared that opening the subject might well lead to a loss of

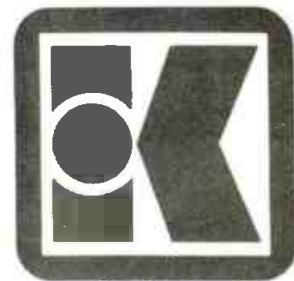


Turner, Levin, Block, Blay and moderator Don Farmer

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 ira Lerner WPBN-TV Julie Leslie Brigid Lesser Mike Levy WPCF-FM Bob Levenstein Elise Levin WPEC Rose Levin Don Levinson KPLC-TV
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Packwood, Hefner, Cooper, Baruch and moderator Sandi Freeman

press freedom rather than its expansion. Packwood said he anticipated success in the Senate for his current efforts, and then a succession of compromises with the House until workable legislation is achieved, perhaps 10 years from now.

But the First Amendment issue wasn't really joined until Christie Hefner, president of Playboy Enterprises (parent of the Playboy Channel), expressed her view that it was the right of the consumer to receive diverse programming, not that of the cable operator to provide it, that was paramount. Answering her own question as to whose First Amendment was under discussion—the programmer's, the operator's or the consumer's—she said that “ultimately, we're dealing with the rights of the consumer.” Hefner said there was a tendency to form “unholy alliances” between operators and franchising authorities to deny the Playboy Channel access to systems. In the process, she said, they substitute their judgment for that of the community.

Ralph Baruch, chairman of Viacom International, disagreed strongly. It is the operator's right to be a “video editor” that was at issue, he said, although emphasizing that the relationship between the system and the subscriber was a private contract. Baruch expanded the discussion to take in access channels, which he called a taking away of the operators' property without due process. But as for choosing among programs for carriage on cable systems, Baruch said the call was up to the operator, as long as he took into account the Supreme Court rulings on obscenity.

John Cooper, counsel for Time Inc.'s Video Group, was quick to remind the audience just what that standard was. It was set down in *Miller v. California*, and held obscenity to be a work that “the average person, applying contemporary community standards, and taken as a whole, would find appeals to prurient interest... and lacks serious literary, artistic, political or scientific value.” Much that's on cable today could not survive that challenge, Cooper said.

Cable's good fortune is that it generally is perceived to involve a voluntary act between subscriber and system, and is not tarred with the brush of “pervasiveness” that jeopardizes broadcast media, Cooper said. Moreover, he said, cable has been, until now, “pretty fortunate” in those content cases brought against it.

Cooper also noted that emphasizing “rights of public” in First Amendment matters is a “two-edged sword.” It is the right to speak, not the right to be heard, that has constitutional protection, he said, calling the so-called right to be heard “a very dangerous

concept.”

Later, at a post-panel press conference, Hefner emphasized that her difference with some cable operators was not hard and fast. So long as the operator “feels free” to make a judgment for or against Playboy Channel, she is satisfied. It is when some form of government intrusion through the franchising authority is evident that she feels her own position has been compromised. Hefner said Playboy was on systems of every MSO but those of Group W.

It all boils down to hesitation on the part of the operator because he fears retribution from the franchise authority, Baruch said, arguing that there would be no problem if regulators could not regulate the content of cable.

Time's Cooper had the last word. “From 90% to 95% of all cable regulation is unconstitutional,” he declared. □

Madison Avenue called on to sell cable TV

McCann-Erickson chosen by CCI to build image of cable as the media choice of discriminating viewer; \$5-million campaign

Can cable television be sold in the same way as Coca-Cola or Preference by L'Oreal hair coloring? The Council for Cable Information thinks so. The industrywide consortium formally announced last week at the National Cable Programming Conference that McCann-Erickson Inc., the New York-based advertising agency, would develop and execute a \$5-million media campaign to improve cable's image and boost subscriber-ship.

Although McCann-Erickson has yet to produce any of the ads for the campaign, it says it knows what it is going to do: 1) posi-

tion cable as an alternative leisure time activity that is part of an active and involved life style, and 2) build a desirable identity for cable by highlighting those who find regular cable viewing a rewarding experience.

According to Hank O'Brien, senior vice president, management representative, McCann-Erickson, the campaign will be designed to overcome many consumers' fear of “turning into a TV zombie.” If the campaign is successful, added National Cable Television Association President and CCI Vice Chairman Tom Wheeler, consumers will no longer have to apologize for buying cable television. Instead, they'll say: “You've only got commercial [broadcast] television. I'm more discriminating. I've got cable TV.” That's the kind of message CCI is going to get out,” Wheeler said.

The national campaign will be designed to serve as an “umbrella” for complementary local campaigns directed by system operators. “Use of CCI's campaign at the local level will be critical to our success,” said Daniel Ritchie, chairman of CCI and chairman and chief executive officer of Westinghouse Broadcasting & Cable. “To make such tie-ins possible, our advertising concept must be attractive and useful to local operators. With the added impact of their local advertising budgets, the national campaign can have a much broader effect on consumer attitudes.”

According to CCI President Kathryn Creech, the complementary local campaigns will be developed through the cooperation of several trial systems. The experience, assuming it is successful, will act as a model for developing local campaigns at other systems throughout the country.

CCI officially tapped McCann-Erickson at a meeting of the group's executive committee two weeks ago in Denver. The selection culminated a four-month search conducted by a CCI task force of cable marketing executives. The task force winnowed the original field of 42 agencies that expressed interest in the account down to six and then, in early November, to three. Each of the three received \$20,000 to produce “creative materials” for three final presentations three weeks ago.

According to Ritchie, CCI now comprises 81 companies, including cable operators and programmers, equipment manufacturers and other cable-related businesses. When the formation of the group was announced last June, she said, only 24 companies had signed up. Ritchie said the CCI members have anted up \$840,000 in seed money, far in excess of CCI's goal of \$750,000. CCI now is setting up a dues structure for its members that will generate the millions of dollars needed to launch the campaign.

Ritchie said the McCann-Erickson campaign will “literally transform the way people think about cable television,” turning many negative attitudes about the medium into positive ones. Creech gave some examples: “More of the same” will be transformed to “allows selectivity”; “too much repetition” will become “television on demand,” and “active people don't need it” will change to “it's the best use of leisure TV time.”

Ritchie underscored the need for the CCI



Ritchie

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and the advertising campaign. "Even though we pride ourselves on our role in the communications industry," he said, "we are sometimes guilty of being poor communicators."

McCann-Erickson, which maintains 100 offices in 64 countries, claims to be the world's fifth largest ad agency, with billings of \$1.8 million. Among its more successful campaigns: "Coke is it"; "Because I'm worth it," for Preference by L'Oreal; "Wouldn't you really rather have a Buick?"; "Sony. The one and only"; "Shearson/American Express: Minds over money," and "Exxon. Quality you can count on." □

Five views of videos

NCPC panel reviews problems and potential of music video

Much of the discussion of an NCPC panel on music video centered on ways to preserve this newcomer, which has quickly become a major programming force in cable and is spreading to other distribution systems.

The panel consisted of a video producer, a record company executive, a cable programmer, a musician and his attorney. Simon Fields, who has produced videos for Michael Jackson, Culture Club, Dolly Parton, the Rolling Stones and the Clash, said record companies need a stronger say in the production of music videos. He said feature film and commercial directors are becoming involved in making videos and he did not think that was a good sign. "Creativity [in video] was born of economy," he said, warning that overproduction could hurt the new programming form.

Videos have made just as great an impact on record companies as on the cable industry. Jim Mazza, president of Capitol Records, said his budget will increase from \$1 million to \$7 million next year for "visual support" for artists on his label. "Visual support is an essential matter of life now," he said. Mazza said videos have helped create superstars who probably would not have achieved that much success without them. Although videos are distributed free by the record companies, Mazza said Capitol has done some research into charging for videos, given the increasing production costs.

Bob Johnson's Black Entertainment Television has been airing its own music show, *Video Soul*, which carries predominantly black urban contemporary artists. Johnson said that nothing was more important for black artists than exposure and that he airs every video that record companies send him.

Mickey Shapiro, an attorney with M.R.S. Enterprises and video producer for Fleetwood Mac, said videos are not in the best interests of every artist and cautioned record companies against pressuring their artists to make videos. "Musicians are not actors," he said, warning that decisions should be based on what is in the best interest of the band, not of the record company or MTV.

Shapiro was accompanied on the panel by Mick Fleetwood, founder and drummer of

Fleetwood Mac. Fleetwood filmed a one-hour video two years ago called *The Visitor*, which was taped during a tour of Africa. Fleetwood said it illustrated the fact that all videos don't necessarily fit into the three-minute pattern usually seen on MTV or conventional TV.

While cable operators and programmers see

videos as a bright star on the horizon, panel members representing the record industry were more wary, for with the new format's rewards come problems. Retaining music integrity was their overriding concern. To them, the creative process should start with music, and then, only if appropriate and feasible, should it be followed by a video. □



ACE honors the best

"On with the best" was the theme of this year's National Cable Programming Conference and that was exemplified by the Monday night presentation of NCTA's annual ACE awards for top cable performances and programming. The ceremonies were carried live over superstation WTBS(TV) Atlanta from the Coconut Grove in Beverly Hills. The show was produced by the Dick Clark Co. and was hosted by comedian David Steinberg.

Seventy-seven awards were handed out, with HBO garnering the most (19), followed by Showtime (12), The Entertainment Channel (6), ARTS (6), CNN (3), WTBS (2) and, with one each, Daytime, The Disney Channel, Nickelodeon, Bravo and The Nashville Network.

A complete list of the winners follows.

Division I: Excellence in Local Programming

Rogers Cablesystems of Portland, Portland, Oregon. Adam Haas, programming director □ Overall commitment to local programming.

Group W Cable Manhattan, New York. *Nowhere to Sleep: The Homeless*, Nancy Solomon, producer □ Documentary.

Group W Cable Manhattan, New York. *SRO*, Nancy Solomon, producer □ Public affairs or magazine show.

Valley Cable Vision, Seymour, Conn. *Auto Emissions Forum*, Mary Raccuia, producer □ Community events coverage.

Palmer Cablevision, Naples, Fla. *Winter Swamp Buggy Races*, Bob Michael, production manager □ Sports events coverage.

Group W Cable Manhattan, New York. *Manhattan Gold*, Richard Derman, producer □ Sports.

Group W Cable Manhattan, New York. *Before the Reviews*, Robert Katz, producer □ General entertainment or variety: music.

Viacom Cablevision of Nashville, Nashville. *If I Live to See Next Fall*, Deana Deck, producer □ Dramatic presentation.

Valley Cable TV, Encino, Calif. *Un-tattoo You*, Sharon Goldenberg and Sandra Stein, producers □ Educational or informational.

Cablevision of Orange, Orange, Calif. *Rumplestiltskin*, Chapman College communications department, producer □ Children's or family programming.

Group W Cable Manhattan, New York. *An ARC Gospel Easter*, Thomas D. Adelman, producer □ Programming for a special audience.

Valley Cable TV, Encino, Calif. *Rasgado en Dos*, Claire McCance, Alan McGlade and John Helmore, producers □ Innovative programming genre.

Rogers Cablesystems of Portland, Portland, Ore. *Reaching Out*, Sarah Barnett, producer □ Documentary series.

Cable Atlanta/MetroChannel 13, Atlanta. *Profiles in Action*, Bobby Thomas, producer □ Public affairs or magazine show series.

Viacom Cablevision Pacific Northwest, Everett, Wash. *Sea-fair '82*, Rick Portin, producer □ Community events coverage series.

Cablevision of Connecticut, Westport, Conn. *Cablevision News 12*, Shannon Crowson, producer □ News series.

Vision Cable Television Company, Bergen County, N.J. *Channel 10 News*, Mark Allen, program director □ News series.

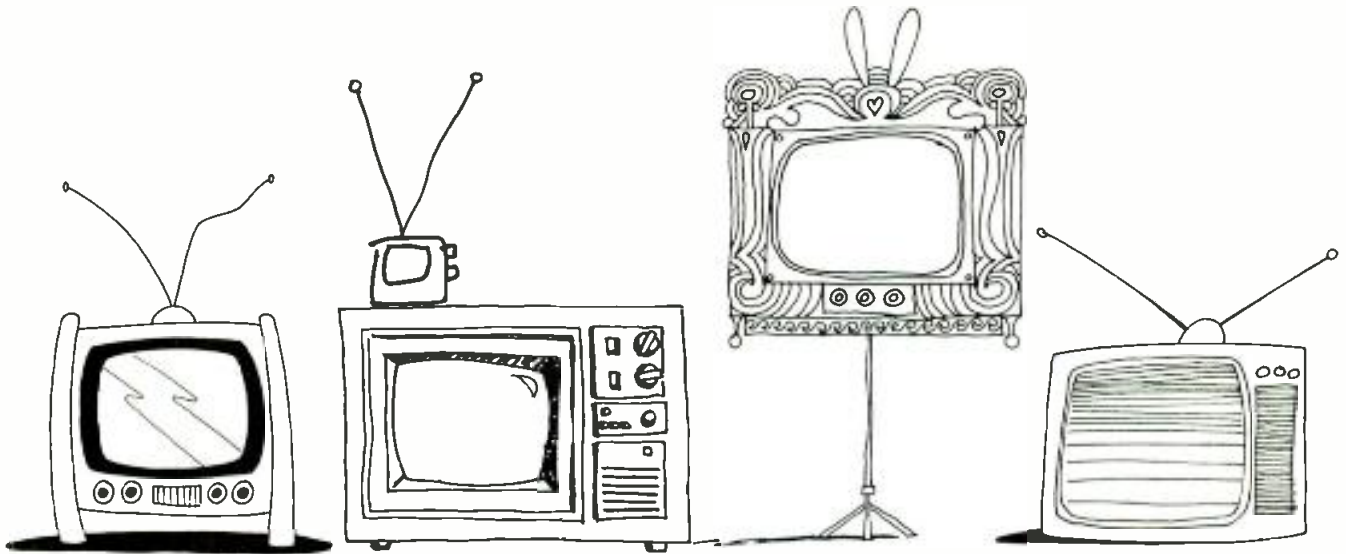
Teleprompter of El Paso, El Paso. *El Paso Diablo Baseball*, Steve Putnicki, producer □ Sports event coverage series.

Cox Cable San Diego, San Diego. *Sports Week San Diego*, Carl Wilson, producer □ About sports series.

Minnesota Cablesystems Southwest, Eden Prairie, Minn. *Edina Police Report*, Eric Felton, producer □ Educational or informational series.

Rogers Cablesystems of Portland, Portland, Ore. *Get Moving*, Sandra Peabody, producer □ Children's or family programming series.

Rogers Cablesystems of Syracuse, Syracuse, N.Y. *WHAT-TV*, John Orentlicher, executive producer □ Innovative program-



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Division II: Excellence in Regional Programming

SportsVision of Chicago, Chicago, *Chicago White Sox/American Baseball League Coverage*, James A. Angio, Bryan Selp, Michael Klein, Richard J. Woldow & Aldo Perri, producers □ Sports coverage.

Group W Cable, Santa Monica, Calif., *Confessions of an Irish Rebel*, Ardle Ivie, executive producer □ Entertainment.

Division III: Excellence in National Programming

Showtime Entertainment, *Divorce: Kids in the Middle*, Carol L. Fleisher, producer □ Documentary.

Cable News Network, *Poisoning for Profit*, Peter Arnett, producer □ Public affairs or magazine show.

Hearst/ABC ARTS, *To Dance for Gold*, Jack Healy, executive producer □ News or special events coverage.

Home Box Office, *World Figure Skating Championships: Exhibition of Champions*, Jeffrey Peyton Goff, producer □ Sports events coverage.

WTBS, *1982 Peachtree Road Race*, Dick Dodson, producer □ Sports events coverage.

WTBS, *It's a Long Way to October*, Glenn Diamond, producer □ About sports.

Hearst/ABC ARTS, *Seventh International Tchaikowsky Competition*, Robert Dalrymple and Ken Locker, producers □ General entertainment or variety: music.

Home Box Office, *Not Necessarily the News #2*, John Moffitt and Pat Tourke Lee, producer □ General entertainment or variety: comedy.

The Entertainment Channel, *Sweeney Todd*, Archer King, Bonnie Burns and Ellen Krass, producers □ Theatrical—musical.

Home Box Office, *The Deadly Game*, Edie & Ely Landau and Hillard Elkins, producers □ Theatrical—nonmusical.

Showtime Entertainment, *The Paper Chase: The Second Year—The Birthday Party*, Lynn Roth, executive producer □ Dramatic presentation—60 minutes or less.

Hearst/ABC ARTS, *Long Day's Journey into Night*, David Low, producer □ Dramatic presentation—over 60 minutes.

Home Box Office, *The Terry Fox Story*, Robert Cooper, producer □ Dramatic presentation—over 60 minutes.

Home Box Office, *Consumer Reports Presents: The Not-for-Kids-Only Show*, Aram Boyajian, producer □ Educational or informational.

Showtime Entertainment, *Faerie Tale Theater: The Tale of the Frog Prince*, Shelly Duvall, executive producer □ Children's or family programming.

Home Box Office, *Braingames*, Eli Noyes & Kit Laybourne, producers □ Innovative programming genre.

Bravo, *The Life of Verdi*, An RAI production □ Documentary series.

Hearst/ABC Daytime, *Daytime*, Mary Alice Dwyer-Dobbin and Alyce Finell, producers □ Public affairs or magazine show series.

Cable News Network, *CNN Headline News*, Paul Amos, executive producer □ News series.

The Nashville Network, *American Sports Cavalcade*, John Mullin, producer □ Sports events coverage series.

Home Box Office, *Inside the NFL*, Ross Greenburg and Louis Schmidt, producers □ About sports series.

Home Box Office, *Not Necessarily the News*, John Moffitt and Pat Tourke Lee, producers □ General entertainment or variety: comedy series.

Showtime Entertainment, *The Paper Chase*, Lynn Roth, executive producer □ Dramatic series presentation—60 minutes or less series.

The Entertainment Channel, *The Animal Express*, Sanford H. Fisher, Richard Schreier & Hal Lewis, producers □ Educational or informational series.

Home Box Office, *Fraggle Rock*, Duncan Kenworthy, producer □ Children's or family programming series.

ARTS—Hearst/ABC Video Services, *ARTS*, Curtis Davis and Mary Alice Dwyer-Dobbin, directors of programming □ Programming series for a special audience.

Showtime Entertainment, *Faerie Tale Theater*, Shelley Duvall, executive producer □ Innovative programming genre series.

Division IV: Excellence in National Performance and Craft

Showtime Entertainment, Frank Sinatra, *Sinatra: Concert for the Americas*, Paramount Video, producer □ Best performance by an actor in a variety program.

Showtime Entertainment, Cher, *Cher—A Celebration at Caesars*, Paramount Video, producer □ Best performance by an

actress in a variety program.

Showtime Entertainment, John Moffitt for *Rick Springfield in Concert*, Famous Dog Productions, producer □ Best achievement in directing a variety program.

The Disney Channel, Peter Clemens for *Contraption*, Acme Game Shows, producer □ Best achievement in art direction in a variety program.

Home Box Office, Frances Dafoe for *Rich Little's Robin Hood*, Kragen Associates/Canadian Broadcasting Company, producer □ Best achievement in costume design in a variety program.

The Entertainment Channel, Ken Billington for *Broadway! A Special Salute*, Lorimar Productions, producer □ Best achievement in lighting in a variety program.

Home Box Office, Matt Neuman, Larry Arnstein, Rich Hall, David Hurwitz, Thomas Kramer, Elaine Pope and Ron Richards for *Not Necessarily the News*, John Moffitt, producer, and Pat Tourke Lee, co-producer □ Best Achievement in writing in a variety program.

The Entertainment Channel, George Hearn for *Sweeney Todd*, RKO Videogroup, producer □ Best performance by an actor in a theatrical-musical program.

The Entertainment Channel, Angela Lansbury for *Sweeney Todd*, RKO Videogroup, Producer □ Best performance by an actress in a theatrical-musical program.

The Entertainment Channel, Terry Hughes for *Sweeney Todd*, RKO Videogroup, producer □ Best achievement in directing in a theatrical-musical program.

Home Box Office, Alan Bates for *Separate Tables*, Edie and Ely Landau Inc., producer □ Best performance by an actor in a theatrical-nonmusical program.

Home Box Office, Julie Christie for *Separate Tables*, Edie and Ely Landau Inc., producer □ Best performance by an actress in a theatrical-nonmusical program.

Home Box Office, Peter Hunt for *Bus Stop*, 20th Century-Fox, producer □ Best achievement in directing in a theatrical-nonmusical program.

Home Box Office, Julia Trevelyan-Oman for *Separate Tables*, Edie and Ely Landau Inc., producer □ Best achievement in art direction in a theatrical program.

Home Box Office, Jane Robinson for *Separate Tables*, Edie and Ely Landau Inc., producer □ Best achievement in costume de-

sign in a theatrical program.

Home Box Office, George Riesenberger for *The Rainmaker*, Paramount Pictures Corporation, producer □ Best achievement in lighting in a theatrical program.

Hearst/ABC ARTS, Earle Hyman for *Long Day's Journey Into Night*, ABC Video Enterprises/Low Enterprises Inc., producer □ Best performance by an actor in a dramatic presentation.

Hearst/ABC ARTS, Ruby Dee for *Long Day's Journey Into Night*, ABC Video Enterprises/Low Enterprises Inc., producer □ Best performance by an actress in a dramatic presentation.

Home Box Office, Ralph Thomas for *The Terry Fox Story*, Robert Cooper Production, producer □ Best achievement in directing in a dramatic presentation.

Showtime Entertainment, Michael Erier for *Faerie Tale Theater—The Nightingale*, Shelley Duvall, executive producer □ Best achievement in art direction in a dramatic presentation.

Showtime Entertainment, J. Allen Highfill for *Faerie Tale Theater—Rapunzel, The Nightingale, The Tale of the Frog Prince*, Shelley Duvall, executive producer □ Best achievement in costume design in a dramatic presentation.

Showtime Entertainment, George Eisenberger and Mark Levin for *Faerie Tale Theater—The Nightingale*, Shelley Duvall, executive Producer □ Best achievement in lighting in a dramatic production (tape).

Home Box Office, Michael Reed for *Phillip Marlowe—Private Eye*, David Wickes Television, Ltd./London Weekend Television, producers □ Best achievement in lighting in a dramatic presentation (film).

Showtime Entertainment, Lee Kalcheim for *The Paper Chase: The Second Year—Spreading It Thin*, 20th Century-Fox Television, producer □ Best achievement in writing in a dramatic presentation.

Nickelodeon, Fred Newman for *Livewire*, Warner Amex Satellite Entertainment Company, producer □ Best performance by a program host.

Cable News Network, Sandi Freeman for *Freeman Reports*, Sandi Freeman, producer □ Best performance by a program hostess.

Nickelodeon, Janelle Morris, Kristen Kroeger and Ted Gannon for *Kids' Writes*, Warner Amex Satellite Entertainment Co., producer □ Special achievement award.



Call to arms on dereg. Congressmen at an NCPC breakfast panel were confident of full committee and house passage of the cable deregulation bill, H.R. 4103, but they warned the industry should be ready to battle those interests that will seek to block the measure.

It was Edward Markey (D-Mass.) who identified the foes: the cities, telephone companies and "the rest of the world." Franchise renewal will be "the overriding issue" in the full committee as far as the cities are concerned, he said. The telephone companies and the rest of the world, which he defined as religious groups objecting to provocative programming, satellite master antenna television system operators unhappy over provisions in the bill for cable access to apartment buildings, and the National Association of Broadcasters, which might try to get the FCC's must-carry rules codified, did not stand much chance of blocking the legislation, Markey said.

But Wayne Dowdy (D-Miss.) warned against overconfidence. With all the recesses scheduled, including those for the political conventions next summer, Congress's time on the bill will be cut short, and a delay in passage is not inconceivable, he said. "The mayors are a potent political group," he said, and may be able to forestall legislation.

Republicans Mike Oxley (Ohio) and Robert Whittaker (Kansas) spoke of the broad-based support behind the bill (all four congressmen were co-sponsors). Oxley advised cable operators to lobby their congressmen on the bill. As a part of that lobbying, Markey told operators to explain to legislators why the bill would spur greater programming commitments once operators can count on some stability in franchise renewal.

Whittaker said if cities didn't accept the bill, they might find the FCC pre-empting municipal rights to regulate cable as it did with SMATV operators. (BROADCASTING, Nov. 14).

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Paine Webber examines media's present, future

Representatives of some of largest communications companies meet in New York to give financial analysts rundown on state of the industry

More than 150 security analysts and representatives from the Fifth Estate financial community assembled in New York last week for the 11th annual Paine Webber Mitchell Hutchins Inc. Outlook for the Media conference. Those attending came from all segments of telecommunications. The four-day affair included overview panel sessions on the state of the broadcasting, cable, advertising and publishing industries. Chief executives and financial officers from 17 different media companies gave presentations on the outlook for their companies.

Broadcasting: ad revenues up 10%-11% in 1983, according to CBS's Poltrack, but 1984 sees boost of more than 15% due to Olympics; typical radio station, which showed losses last year, up 300% this year

Broadcasters squared off against advertisers and others who challenged the continuing vitality of radio and television. In a panel that reviewed where the industry stands today, and where the industry will stand tomorrow, the analysts were encouraged to be bullish.

David Poltrack, vice president, CBS Broadcast Group, reported that CBS has forecast a 1983 gain of between 10% and 11% in network television advertising revenues. The fourth quarter will improve 15% to 16%, Poltrack said, but much of that gain is attributable to the return of a full schedule of NFL football. Discounting the NFL, he said, would yield a gain of 11%.

In 1984, Poltrack said he foresees increases of 15% to 16% over 1983. Since much of that is the result of extraordinary gains generated by Olympic advertising, Poltrack said a normalized gain is more like 12% to 13%.

But Poltrack said it was important "to go beyond the numbers" and look at the underlying assumptions upon which he based his projections. Poltrack noted that the new priority in business today is a shift of emphasis away from financial management and to "aggressive marketing." Although the reasons for the shift are many, Poltrack said it should not be overlooked. "We believe that one of the major reasons that the fourth quarter of 1983 has come in below our original estimates is that, rather than initiate aggressive marketing programs to take advantage of the economic recovery, many firms chose to protect the bottom line for calendar year 1983, postponing enhanced marketing programs to 1984," Poltrack said.

Poltrack said that how well advertising revenues in network television finally perform in 1984 will depend on the marketers' perception of the medium, and what immediate gains they realize. Contrary to what futurists have claimed about the erosion of television as a mass-market medium, Poltrack reminded the analysts that network viewing in 1983 will be up over 1982 levels, both in prime time and daytime, with shares holding about the same. "What does seem obvious to us is that the numerous forecasts of 1990 shares around the 60% level and



Poltrack



Stevens

significant declines in absolute network audiences are unrealistic," Poltrack said.

Gary Stevens, president of Doubleday Broadcasting, reported that the radio business had reversed its course since the last time he addressed the analysts a year ago. At that time, Stevens recalled, "radio station operations were recording a continuing string of plummeting profits." Since then, Stevens reported, the National Association of Broadcasters has collected data that now shows that the profit margins at the typical radio station increased 300%, to 9.4%, and the number of stations reporting a net loss

dropped from 42% to 33%. Stevens said he found the news that margins have improved "especially heartening" because last year he related how rising promotion costs were taking a big bite out of profits. "This seems to have leveled off sharply—operators have begun to realize that audiences are less influenced by heavy promotion when all stations do it simultaneously."

Stevens predicted the FCC's limit on the ownership of broadcast stations to seven AM's, seven FM's and seven TV's "will go soon." Stevens said that will have the effect of raising the value of large-market stations, while reducing or holding the value of stations in medium-sized markets. Smaller market stations will continue to trade at current levels, Stevens said, since the goodwill factor is not as important.

Once the cap is lifted, Stevens predicted, the "big operators" will move in and add to their major market groups. The value of top-10 market stations will also increase since inventory is limited, and "what can be bought will be expensive." Stevens noted that conversely medium markets will "no longer be safe from big operators invading their turf, since large owners will no longer have to worry about sacrificing a slot that would count against a limit, [and] will have to lower the goodwill and intangible value as a factor in determining their worth in a sale."

The past year has seen a trend of big name group operators "unloading unprofitable or marginally performing radio stations," Stevens noted. Stevens said that NBC, ABC, CBS, Group W, Multimedia, Metromedia, Doubleday and General Electric have all shed stations that were not performing up to par this year, and the trend will continue in 1984. □

Cable: positive outlook for industry as whole; MSO's need to work on marketing approaches

Don't swallow those horror stories you read about the cable industry—that's what some of the industry's leading financial executives told analysts on a special panel exploring the financial dimensions of the cable industry. Yes, they agreed, the shake-out of programming services can be expected to continue, but such developments do not mean business is bad for the operator of cable systems.

The MSO has its own problems, however. Glenn A. Britt, senior vice president of finance at ATC, said the problems for MSO's are principally marketing problems. "After very little experimentation, the industry grabbed on to a sales technique that seemed to offer the highest revenues as soon as possible," Britt said. The technique he described is "top-down selling"—where the salesman pushes the most expensive premi-

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um above the moderately priced tiers in the hopes of scoring a bigger commission. Britt told analysts this technique has had the effect of signing a lot of new customers at the beginning, but then having them downgrade or disconnect after the novelty wore off.

To combat that problem, Britt told the analysts that ATC has developed a new marketing technique called "bottom-up selling," where the salesman first tries to gauge the customer's needs and wants and then sells accordingly. "Once people get hooked on cable they will buy more services over time," Britt said. Britt also noted that ATC research revealed that 35% of its full-service customers didn't know that lesser levels of service were available. "Worse yet," Britt added, "our market research says we lose lots of potential customers who would like to buy basic or maybe a basic tier but they think it's not available so they don't buy a cable service."

Peter Newell, senior vice president at Capital Cities Cable, reported that the company is excited about its cable investments, which began in 1980. In Capital Cities' newly built franchises, Newell said it is seeing penetration at about 2%. After a few years, Newell estimated, penetration should reach 50% to 60%. "The key to growth in both new and old franchises is more sophisticated marketing," Newell commented. He echoed Britt and noted that "what's so encouraging about the potential for cable growth in the future is that cable marketing has been so totally unsophisticated in the past." Capital Cities, he explained, has hired a marketing consultant from the package goods industry to help it pave new ways to market cable.

Newell reassured that cable companies stand a good chance of winning the new media battles against such potential competitors as DBS because cable supplies more channels of programming at the same or lower prices. Furthermore, he said, "none of the serious DBS companies suggest their programming is going to be better in quality than that which is available on cable."

Still, Newell predicted possible partnerships down the road between the cable operator and the DBS marketer. Cable can rally an effective marketing force, Newell said, and may take over some of the marketing job for DBS in those areas too remote to be served by cable. Newell also said he foresees a stabilization in the future of basic cable programming services. And those that survive, Newell suggested, "will find that cable companies need them enough that they're

going to be willing to subsidize them at practically any cost, until they can get themselves on their feet."

A model of the revenue and earnings margins on a per-subscriber basis of three different sized cable systems was presented by David K. MacDonald, director of the New York Times Co.'s newly formed cable group, NYT Cable TV. MacDonald laid out models for 12-channel, 35-channel and 55-channel cable systems, showing the corresponding profit and loss statements on a per-subscriber basis that are typical of each.

MacDonald explained that 12-channel cable systems average the highest profit margins per subscriber, principally because these systems do not require the amount of capital investments that larger systems do. For example, MacDonald said that 12-channel systems on the average generate revenue per subscriber of \$15.35, while expenses per subscriber come to only \$6.20, yielding a per-subscriber net profit of \$9.15 before taxes and depreciation.

The 35-channel systems, MacDonald said, operate at an average 40% profit margin. Cable operators must charge less for basic service with 35-channel systems since most are located in suburban markets and subscribers, who have a choice of other media outlets, are reluctant to pay more. MacDonald said that \$8.50 is an average per-subscriber basic revenue fee, but after pay services, additional set hookups, installation revenue and advertising revenues are added, the average per-subscriber revenue fee comes to \$22. However, a 35-channel system also has greater expenses, since salaries and wages go up, plus more amplifiers must be installed along lines, technical maintenance rises, which brings the total expenses on a per-subscriber basis to \$13.20—leaving a net profit of \$8.80.

Profit margins fall substantially with the larger, 55-plus channel system, MacDonald explained. To begin with, cost of basic service on the average falls to \$5 per subscriber. "Why?" MacDonald asked. "Because these are new franchises and the cable industry in their wisdom gave away the most profitable products in their first tier," he answered. Again including pay service revenues, installations, additional sets and advertising, the per-subscriber revenue on the average comes out to \$22.50—"very little more, by the way, despite the substantially increased capital costs, than the 35-channel system," MacDonald noted. But per-subscriber expenses increase to \$16.50, to generate a net

profit of \$5.85.

MacDonald pointed out that the figures he was presenting were averages based on models, and actual figures could be different regarding any particular system.

MacDonald concluded that the 35-channel system will, in the end, make out the best because it can remain the most flexible. The 12-channel system, he predicted, will be facing a rebuild when its franchise renewal comes up, and the 55-channel-plus system probably promised more than it can deliver, but faces the erosion of its margins as the costs of basic and satellite services continue to soar. □

1983 was a good year for advertising, but 1984 could be even better, predicts McCann-Erickson's Coen

U.S. advertising expenditures are expected to hit \$85.4 billion in 1984, an increase of 13.8% over 1983 indicated levels, reported Robert J. Coen, senior vice president at McCann-Erickson. Coen unveiled his report at a panel session dedicated to the advertising climate during the Paine Webber 11th annual "Outlook for the Media" conference. Coen added that, based on current information, advertising expenditures in the U.S. should reach about \$75.1 billion in 1983, up 12.7% over 1982 levels and significantly higher than the 9.2% gain previously estimated.

"Advertising spending in 1983 was stronger than many of us predicted a year ago when we were expecting a slow economic recovery," Coen said. "The economy improved sooner and more intensely than we expected and by mid-1983 advertising activity turned sharply upward."

Of the total \$75.1 billion 1983 advertising, Coen estimated \$42.3 billion was in national advertising and \$32.8 billion in local. Direct mail was the dominant force in national advertising expenditures, Coen said, accounting for \$11.8 billion, while network television tallied \$6.9 billion (up 12.5%) over 1982, compared to spot television expenditures of \$4.8 billion (up 10.5%) and with total radio at \$1.3 billion (up 12%). The rest of the national advertising expenditures were divided among magazines, newspapers and "other media."

In the local advertising expenditures category, Coen estimated newspapers took the big chunk—\$17.5 billion (up 14.5% over 1982), followed by other various local media expenditures at \$11 billion (up 13.2%) and local television advertising expenditures at \$4.3 billion (up 14%).

Coen said he upgraded his previous estimates on national broadcast advertising expenditures from \$13 billion, or an 11% increase over 1982, to \$14.2 billion, or a 12% increase.

If anything, Coen pointed out, his estimates are probably lower than the final analysis. On a 10-year average of his "outlook" versus "actual" estimates, Coen showed his average yearly forecast of total U.S. advertising expenditures posted an increase of 9.6%, compared to an average yearly "actual" increase of 11.8%.

But 1984 could be another 1976, Coen



Britt



Newell



MacDonald

SportsVision is changing leagues. So, our award-winning players are becoming free agents.

Beginning January 1, 1984, SportsVision will be working directly with OnTV and cable systems. Due to this change, SportsVision will no longer be operating from its present studio. A 1983 Emmy award-winning team of producers, associate producers, writers, and other pros will be available for your 1984 roster.

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Age 33, broadcast and print background. Emmy winner; UPI Awards; Pulitzer nominee. Five hundred hours news production Chicago network-owned station. Former columnist Chicago Sun-Times. News, sports or entertainment.

PRODUCER

Age 34 with a law degree, seven years sports and news production at a Top Three market network-owned station. Two Emmys, one DuPont award, 16 other broadcast awards. Equally at home with sports or hard news.

PRODUCER

Age 30 with five years sports and news production at a Top Three market network-owned station. Emmy winner. News or sports.

ASSOCIATE PRODUCER

Age 24, studio and remote experience, excellent writing/organization skills. Communications degree from Wisconsin. Seeks news, sports, advertising or production company position.

ASSOCIATE PRODUCER

Age 25, studio and remote experience, extensive remote sports production, Top 30 market station background. Communications/journalism degree from Bowling Green. Strong videotape work. News, sports or entertainment.

ASSOCIATE PRODUCER

Age 23, studio and remote experience, extensive network sports production, Top Four market network-owned station background. Communications major Temple University. Prefers remote work, strong videotape editing skills.

ASSOCIATE PRODUCER

Age 31, studio experience, strong but relatively inexperienced television writer with radio background. Prefers sports, radio or television; highly organized record-keeping.

WRITER

Age 22, primarily studio experience, strong scripts. B.A. degree Tulane University. Seeking large/medium market writer position or smaller market on-air sports job.

WRITER

Age 23, creative scripts, more than 200 remote truck associate director assignments, strong videotape editing. Broadcast degree Marquette University. Prefers sports and remotes.

WRITER

Age 24, primarily studio experience, strong scripts. Accounting/finance degree Illinois. Extremely fast and good. Very interested in local cable television. Fortran computer language training.

WRITER

Age 30, English and French majors, overseas study, five years middle management with Chicago based major airline. Seeking another television production position.

COMMERCIALS/TRAFFIC

Age 24, marketing degree Michigan State. Seeking broadcast sales, program promotion or commercial and traffic supervision. Videotape/commercial editing.

COMMERCIAL SALESMAN

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added, a time when advertising expenditures grew at twice the pace of the economy. Much of the increase, he said, will be fueled by 1984 Olympic and election advertising expenditures, which should put the demand for media space and time at a premium. "The broadcast media will be the main beneficiaries of this extra stimulus," Coen said. □

Company vignettes from Paine Webber

Following are summaries of corporate presentations made to security analysts at Paine Webber's 11th annual Outlook for the Media conference. The capsules include only the presentations made by companies with major Fifth Estate interests. Presentations were usually made by the company's chief executive officer or chief financial officer, with assistance from heads of major operating divisions.

Harte-Hanks

Harte-Hanks has adopted a new strategy for operating its radio division—to run AM-FM combinations only (as evidenced by the divestiture of two of the company's stand-alones in Portland, Ore., and Memphis, with a third in Birmingham, Ala., on the block) in principal markets. And, with two "no-growth" years for radio in 1981 and 1982, says William Moll, senior vice president and chief executive officer, broadcasting and entertainment, Harte-Hanks, the new strategy appears to be "on target." He said revenues would be up 17% for the radio division in 1983 to about \$31 million, "with substantially improved" operating margins.

The Harte-Hanks television group has also performed solidly in 1983, said Moll, indicating that the four stations in the group will generate revenue of about \$46 million by the end of this year, up around 12%. And although the fourth quarter has softened somewhat on the national spot level, he said, "we'll make our budgets." Moll estimates that in 1984 the TV group will produce revenues 15%-17% higher than in 1983, while radio revenues will be up 10% to 12%, given election and Olympic activities.

Harte-Hanks owns cable systems, primarily in the suburbs around Houston, passing 87,500 homes with a basic subscriber count now totaling about 38,600. It manages other systems and, in 1984, will likely exercise an option to purchase Ultracom, an MSO based in Montgomeryville, Pa., with systems in eight states but primarily in the Philadelphia and Miami areas. Ultracom now has about 70,000 basic subscribers.

For the first nine months of 1983, operating revenues for Harte-Hanks have increased 13% to \$322 million. The broadcasting and entertainment division (which includes cable for accounting purposes) accounted for 22% of those revenues, the company's newspaper division, 46% and the consumer direct marketing division 32%. Operating income rose 10% for the nine-month period to about \$56 million, of which newspapers accounted for 54%, consumer direct marketing, 19% and broadcasting and entertainment 27%.

The company projects that broadcast and cable revenues will be up 16%-19% in 1984.

Knight-Ridder

Knight-Ridder Newspapers Inc. completed the purchase of its fifth VHF outlet from General Electric in late November for \$37 million. Operating revenue for KRN for the nine-month period ended Sept. 30, 1983, totaled \$1.064 billion, up 10.4%. Broadcast operating revenue for the same period totaled \$33.1 million, up 8.2%. The company indicates that it will not reveal advertising revenue figures or subscriber figures for its Viewtron videotext experiment in South Florida until the trial (which began in November) has been in operation for perhaps six months. The south Florida test has 60 participating advertisers and 50 information providers with a home banking service expected to come on line in January. James Batten, president, KNR, said some difficulty has been encountered in updating and handling the large volume of advertising frames on the system, but that the bugs were being worked out of the system. While Viewtron appears to have "dramatic upside potential," he said, the company's prospects do not "rise or fall with Viewtron. We are overwhelmingly a newspaper company. And that suits us just fine."

Cox Communications

Cox Communications' 1983 revenues will be more than \$610 million, 18% above last year's \$515 million, reported James W. Wesley, Jr., vice president of Cox Communications and executive vice president of that company's radio group. Wesley said Cox expects to post 1983 earnings of between \$2.60 and \$2.65 per share, compared to \$2.31 per share last year. That estimate will be increased by nonrecurring gains realized from the sale of its St. Clair Shores, Mich., cable system, Wesley said. Cox spent about \$183 million on additions to plant and equipment this year, Wesley reported, down from 1982's peak of \$247 million. In 1984, Wesley said, that figure will be about \$157 million, barring further acquisitions or franchise awards, and will drop even lower in 1985. Cash flow from continuing operations is expected to increase to \$200 million in 1983 from \$180 million in 1982, Wesley said, resulting in an end of the year debt-to-capital ratio of about 29%. Wesley noted he was talking about real, after-tax cash flow, net income before depreciation, interest and taxes. On the cable side, David R. Van Valkenburg, president of Cox Cable Communications and vice president of parent Cox Communications, reported that basic subscriber levels are 1.4 million as of September, and that pay service subscribers have reached 1.5 million. Revenues for the first nine months are running 30% ahead of last year, Van Valkenburg said, which in 1982 totaled \$262 million. Gross profits for the first nine months are up 36.5%, he said, while gross margins rose 1%. Van Valkenburg added that a 48% rise in depreciation, however, has cut operating income to a 23% increase. Cox has been able to renegotiate cable franchises and will realize over \$3.6 million in cost savings. However, Van Valkenburg said losses in the four markets where Cox is building new cable systems—Omaha; New Orleans; Tucson, Ariz., and Vancouver, Wash.—will equal about \$6 million, including about \$2 million in franchise fees. Van Valkenburg said Cox hired McKinsey & Co. to conduct a companywide study on the churn problem.

Media General

Media General Inc.'s broadcast interests include three TV stations: wjks-tv Jacksonville, Fla.; wcbd-tv Charleston, S.C., and wxfl(tv) Tampa, Fla., in the 17th and 11th ranked markets, respectively. David L. Jordon, vice president for finance, said that at present broadcasting accounts for about 15% of the company's overall revenues, while newspapers account for about 43% with the balance in newsprint operations. The strategy for the 1980's, Jordon said, is an expansion of the company's communications interests. To that end, he reported, Media General has spent over \$160 million in the past year to acquire two television stations (wjks-tv and wcbd-tv), the former William B. Tanner Co. (now Media General Broadcast Services), and including its investment in Fairfax Cable Television. The Fairfax, Va., system, which at present has about 6,000 subscribers Jordon said, is expected to generate about \$141 million in revenues by 1986. The company borrowed about \$40 million this year to help it along with the construction of its Fairfax cable system, he reported, which brings the company's total debt to about \$70 million. Jordon added he expected the debt to rise to about \$100 million at its peak, but projected the company would have zero debt by 1987, as the cable system is showing very encouraging signs of growth, and as an example he said the system is collecting an average of \$33 per subscriber just for the premium services. In regard to the problems with its media services subsidiary, Jordon reminded the analysts that only an investigation is under way and to date no charges have been filed against the company. Given the nature of the time service business, Jordon said, it would be about March of next year before Media General could determine if the allegations had a significant impact on business. Jordon noted that the William B. Tanner Co. had survived six separate audits by two different accounting firms, an Internal Revenue Service audit and a Securities and Exchange Commission check before the FBI disrupted operations there earlier this year. (BROADCASTING, Aug. 15).

Tribune Company

On Oct. 12, Tribune Co. went public, selling out its initial stock offering of 7 million shares (plus an additional 700,000 shares) in just one day. "It was the largest public offering for an industrial company since Ford [Motor Co.] went public 25 years ago," said Stanton R. Cook, president and chief executive officer of Tribune, at the company's presentation before analysts at last week's Paine Webber media outlook conference in New York. It was the company's first formal presentation before analysts since going public.

Tribune realized net proceeds of \$125 million (\$205 million gross) from that stock offering which it has used to reduce the company's debt, purchase wgno-tv for \$21 million, and to fund "other capital projects," according to Cook. One of those projects may be the \$32-million acquisition of wanx-tv Atlanta that the FCC approved earlier this month, and which, Wilson told analysts, would be completed "early in the new year." Completion of the deal will bring Tribune's total number of TV's, all independents, to five, including wgn-tv Chicago, wpxj(tv) New York and kwgn-tv Denver.

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Our cash sales increased over \$35,000 the first four weeks we used your Video Sales Training Course. This month billing is up to almost \$20,000 above our highest month ever. That gives 1,000 percent return on our cash investment in only 30 days. Merrill Lynch should listen to you!

Thanks again, Pam. You said the small investment for your video sales training would be the best money our station could invest. And with over ten times return on our money with the first month, I agree. With our investment recouped already we will still have you in house "for free" for years to come.

Sincerely,
Nanette
Nanette C. Guerin
General Manager

Temporarily 80% Trade

May 13, 1983

Ms. Pam Lontos
Pam Lontos, Inc.
7055 Merriman Parkway
Dallas, Texas 75231

KISS 94FM

Dear Pam:

Pam Lontos is the best thing ever to happen to KISS 94 FM!

Last fall, the sales staff and I attended one of your seminars. The following month we increased our already healthy billing by over 60%! It's gotten better from there, too, including big first quarter profits in what is a seasonal market here!

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Sincerely,

Mark
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July 8, 1983

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PAM LONTOS, INC.
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Dallas, Texas 75231



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In the three days since we began the course, our station has had the most sales per day in its history! Sales are up a whopping 316% over average days. In my twenty years in radio I've never seen anything like it, Pam!

I admit that I was reluctant to make the investment at first, but I'm convinced it's the wisest move we could ever have made toward dramatic sales increases!

We love you, Pam and the entire sales staff is looking forward to completing the video course (they come in at night, on their own time, because they're so excited with it).

Cordially,

Bill

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\$450 million to upgrade several of its newspaper printing facilities and broadcast operations, as well as build a new newsprint mill in Canada. Some of that spending, plus about \$75 million attributed to the restructuring of the *New York Daily News* to keep it afloat, resulted in a 76% decline in profits for the company in 1982. Earning that year totalled about \$24 million. Tribune rebounded nicely so far in 1983, when, for the first three quarters, net income totalled \$35.2 million, or 99 cents per share, on revenues of \$1.15 billion. That compares to a net loss of \$26.6 million for the first three quarters of 1982, on revenues of \$1.04 billion.

The company's broadcast, cable and entertainment group had nine-month operating revenues totaling \$190 million in 1983, up 29% from the comparable period last year. Operating profits for the group in that period were \$37.6 million, more than double last year's \$12.5 million. The gains are attributed to higher revenues and improved operating margins at WGN-TV and WPX(TV), and the improved operating performance of the Chicago Cubs, which the company bought in 1981. (Cubs games account for 7% of WGN-TV's program schedule and provide the single biggest source of advertising revenue for the station.)

Tribune Co. Cable acquired six franchises in 1982, which the company will spend \$60 million on annually over the next several years. While the company remains very open to additional broadcast acquisitions, it has no current plans to acquire more cable systems. Its 16 franchise areas encompass 750,000 households, with a current total of 144,000 basic subscribers. By 1986 or 1987 the company projects it will have

400,000 basic subscribers. It's projected that the cable unit will reach break-even perhaps by the end of 1986.

Capital expenditures next year will total \$180 million companywide.

Multimedia

1983 has been an active year for Multimedia in broadcast station and cable trading. In February, it took over the operation of KSDK-TV St. Louis which it acquired in exchange for WXII(TV) Winston-Salem, N.C. and WFBC-TV Greenville, S.C., and \$9 million in cash, which it will lay out in 1984. It has also made deals to sell its radio properties in Little Rock, Ark., KAAY-AM-FM, and Louisville, Ky., WAKY-AM-WVEZ-FM, which the company expects to close in 1984. Early next year Multimedia also expects to close on its deal with American Television and Communications Inc., to purchase several cable systems in the suburbs of Oklahoma City with subscribers totaling 70,000 for about \$22.5 million.

Walter Bartlett, president and chief operating officer of Multimedia, indicated that the company's five-station television division, unlike the apparent industry trend, got off to a slow start in 1983 but has picked up significantly in the third and fourth quarters. The broadcast division, for the first nine months of the year has generated revenue of \$91.6 million, up 14.8% from last year, although third-quarter gains were up about 17.6%. The company's cable division, with more than 215,000 basic subscribers, had nine-month operating revenues of \$38.7 million, climbing 64.7%.

Bartlett said that while its independent

wzTV(TV) Nashville will experience the challenge of two new independents in 1984, the company expects that station and KSDK-TV to be the television group's leading revenue producers in 1984, with its three other stations, in Cincinnati; Marion, Ohio, and Knoxville, Tenn., experiencing "less growth."

Multimedia's involvement with SportsTime, a Midwestern regional pay sports joint venture with Anheuser-Busch and TeleCommunications Inc., will cost the company between five cents and 10 cents per share in 1984 and about half that in 1985, said Donald Barhyte, vice chairman and chief financial officer of Multimedia. He said he expects the venture to be profitable by 1986.

Companywide revenues for Multimedia in 1984 will probably increase 12% or 13%, primarily from its cable operations, but with "strong contributions" from the other divisions as well.

Lee Enterprises

Lee Enterprises is a diverse Davenport, Iowa-based company primarily involved in three areas: publishing, broadcasting and the distribution of plastic printing plates. The company recently launched a "new ventures" division. Its first project: "Callitco," audio delivery of informational data such as news, financial reports and sports, via telephone. It was launched Nov. 28 in Los Angeles through an arrangement with the *Los Angeles Times*, and is under the direction of Robert Ross, who made the presentation.

Total revenues for Lee Enterprises for fiscal 1983 was \$172.6 million—up more than 7% from the previous fiscal year.

Journalism 4

TV war coverage: military security vs. public's right to be informed

At Washington seminar, administration officials point out that when informing U.S. citizens, TV may inform enemy as well; press spokesmen admit TV gear is obtrusive, but emphasize it gives 'most of the people their news'

For military and civilian officials attempting to plan for press coverage of combat situations, television adds another dimension or two to their problems. There is the possibility of television providing not only the folks back home but also an enemy a look behind American lines. Television also provides planners with logistical headaches. Then there is the question of whether television has imposed restrictions on limited war as an American foreign policy option.

Reagan administration officials and members of the press discussed those matters at a seminar in Washington on "The Media and

International Affairs." It was one of a series of seminars being sponsored by a Chamber of Commerce-affiliated taxpayer's lobby, the Citizen's Choice National Commission on a Free and Responsible Media. For the most part, the discussion focused on the restrictions the administration imposed on media coverage of the U.S. invasion of Grenada, but it also spilled over into other, even murkier areas.

The Defense Department's principal spokesman, Michael I. Burch, mentioned the likelihood of television crews seeking authority to set up earth stations in combat areas. "These," he said, "would give the enemy live pictures behind American lines," a prospect certain to chill American commanders' enthusiasm for the press. Television also poses another problem for him, Burch said. It requires "a correspondent, a cameraman and a soundman—three people," as opposed to the one person a newspaper or wire service would need.

The question of the policy problems television poses was raised by David Gergen, outgoing director of communications for the White House. "The question is whether television hasn't changed the nature of what we do and imposed limits on American foreign policy," he said, and "whether, when you

bring cameras in, you cut off an option for limited combat." Gergen said it is not for government to deal with those questions, "But the networks should be involved in a self-examination of what they cover and don't cover."

To Edward Fouhy, ABC News Washington bureau chief and a member of the panel, "the First Amendment freedom is not divisible" between print and electronic press. "We're all in this together. I concede because of our technical requirements, we are a problem. But we also give most of the people their news."

The administration policy in the Grenada affair—barring the news media from the island for the first two and a half days of the operation—took considerable fire during the session, not only from the press representatives, Fouhy and Jack Nelson, of the *Los Angeles Times*, who attacked it as only another in a series of what they considered moves by the Reagan administration to clamp down on the flow of information to the public, but also from Richard Holbrooke, vice president of Public Strategies, a Washington-based consulting firm and an assistant secretary of state for Asian and Pacific Affairs during the Carter administration. He said the ban on the press was a

mistake—"a tight pool" of reporters accompanying the military in the early stages "would have worked." But he saw the ban as the product of military officers who, he said, wish they could have imposed such restrictions during the Vietnam war and who envied the tight control British Prime Minister Margaret Thatcher's government imposed on coverage of Britain's war to regain the Falklands from Argentina.

Even Gergen was less than enthusiastic about the policy the administration followed in dealing with the press. He said "mistakes were made"—specifically, in not informing press spokesmen and, as a result, causing them to deny flatly that an invasion was to take place. He noted the press-coverage ban was justified by the administration on grounds of protecting security—lives of American students on the island were said to be in danger—and the safety of the press corps members. And he said the administration believes its actions were correct. But Gergen seemed to have his doubts. "I would have preferred the press in much earlier," he said.

Whether such a policy will be followed in the future was left in some doubt. White House Chief of Staff James Baker III has said it would. And Burch last week did not rule out a replay of the Grenada policy. But, he said, it would be imposed only under circumstances "identical" to those the U.S. faced in Grenada, including the presence of Americans who might be taken hostage. "But I don't expect that to happen... There is no policy to exclude the press from all future military operations." □

Washington state exit polling law challenged by news groups

Networks and two dailies contend law prevents them from reporting valuable information about political process

Politicians and voters around the country are searching for ways to prevent the media—particularly the networks—from projecting election results before the polls close. Last spring, Washington was believed to have become the first state to deal with the issue by adopting a law explicitly banning exit polling. Last week, the constitutionality of that ban was challenged in court.

ABC, CBS, NBC, *The New York Times* and the Everett (Wash.) *Daily Herald*—all of which have engaged in exit polling in the state—filed a complaint in U.S. district court in Tacoma, Wash., asking for a declaratory ruling that the law violates the First Amendment guarantee of a free press and the equal protection clause of the 14th Amendment. They also asked the court to ban enforcement of the law.

The law bars exit polling and public opinion polling within 300 feet of a polling place on election day. It was adopted overwhelmingly by the Washington legislature in re-



Press viewpoint. "I don't think there is a crisis" in public attitudes toward the press, CBS *Evening News* anchor Dan Rather told a Los Angeles World Affairs Council audience last Tuesday (Dec. 13). He said he thinks use of the word "crisis" is overworked but he did concede there is increasing concern about freedom of the press, "including a level that says there is too much freedom of the press in this country." During a question-and-answer session at the Biltmore, Rather said the real issue is whether the Reagan administration's attitudes toward the news media are significantly different from the public's.

Rather (far right) was joined on the panel by CBS News correspondents (l to r) Tom Fenton, Lesley Stahl and Robert Schieffer.

White House reporter Stahl responded to the same query by saying changes in public attitude toward the press are cyclical and current displeasure will probably subside over time. In an earlier statement, Stahl termed President Reagan "a stunningly resilient politician" who is "truly awesome at grasping victory from the jaws of defeat." Stahl said she is most impressed by Reagan's ability to "shift gears on policies and never be labeled inconsistent." The President, she says, "is just like stainless steel. The negatives just slide right off him."

sponse to a request by the state's secretary of state who maintained that voter turnout is held down when results are projected and announced in the media before the polls close. The projection of results while polls are still open is the aspect of exit polling that concerns politicians, voters and voting officials generally.

The complaint does not refer specifically to the projection of results. It speaks of election day voter polls as "the most reliable and accurate method for gathering information from voters themselves on election day about how and why they have voted." But the state law, the complaint adds, bars the media "from gathering and reporting truthful and significant information about the political process to the general public."

The complaint contends that the law violates the First Amendment in "impermissibly" restricting speech and commentary of

the media about the electoral process "on the basis of its content," and in being "unconstitutionally overbroad" in prohibiting the media from "gathering and reporting truthful and significant information about the political process." The complaint says the law violates the equal protection clause of the 14th Amendment in prohibiting polling within 300 feet of the polls while at the same time permitting other communications.

The case is bound to be watched closely by voting officials throughout the country who share Washington state's concern about early projection of election results. And Washington officials last week expressed confidence the state's ban would pass judicial muster. "We think it's a good law and not in violation of the Constitution," said Frank Mendizabal, public information officer for the secretary of state. "We intend to defend it vigorously in the courts." □



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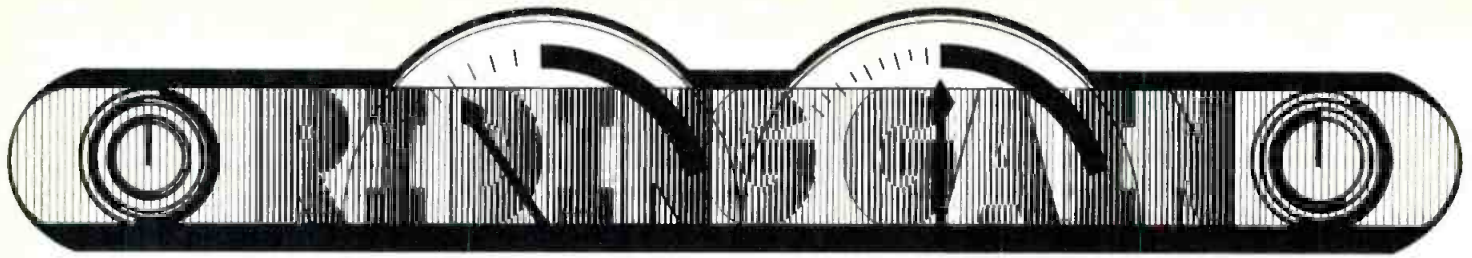
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Play ball

CBS Radio has signed a new contract with major league baseball extending the network's exclusive coverage of baseball's All-Star Game, league championships, and World Series over its traditional network for five more years beginning with the 1985 season. The reported \$31-million agreement came just three months after CBS announced a one-year extension of its present three-year contract with major league baseball, reportedly worth \$9 million, through the 1984 season. To secure the new deal, CBS had to outbid both ABC and NBC.

Arbitron agitation

The Arbitron Radio Advisory Council, after heated discussion with Arbitron officials over the company's proposed computer-delivered monthly ratings, Arbitrends ("In Brief," Dec. 5), passed a resolution calling for cancellation of the new service because it "has the potential of causing severe market confusion." That means, according to council chairman and vice president/general manager of WGAY-AM-FM Washington, Ted

Dorf, that any fluctuation in ratings on a month-to-month basis will cause "havoc" for local stations trying to set ad rates for advertisers and ad agency buyers. Arbitron, however, said it will go forward with plans to provide computerized monthly ratings next March in the 23 measured markets for the winter 1984 rating period. Those numbers will represent four demographic categories: persons, 12-plus; men, 18-plus; women, 18-plus, and teen-agers.

The meeting concluded with the election of Edward T. Giller, president of WFBG(AM) Altoona, Pa., as the new advisory council chairman for next year.

New from networks

Affiliates of NBC's Source and RKO Radio will be able to choose from a wide selection of new programming packages beginning next year.

On the long-form side, The Source will soon offer a variety of recorded concerts via four new 90-minute series. *For Rockers Only* will be concert presentations described as "the best in heavy metal groups" such as AC/DC and Iron Maiden; *Top of the Rock* will feature top AOR acts such as Billy Idol,

Heart and Quarterflash; *Catch a Star* will present hit-oriented contemporary artists including Al Jarreau, Air Supply, Donna Summer and Men Without Hats, and *Command Performance* will showcase "cross-over" contemporary performers such as The Moody Blues and Hall & Oates. The Source's new program lineup for next year also includes a three-hour weekly nostalgia series called *Flashback* ("Riding Gain," Dec. 12).

Based on input from its program advisory boards, RKO Radio Networks has revamped short-form Lifesound features on both RKO I and RKO II with the introduction of 10 new weekday programs beginning Jan. 2. The new RKO I features targeted for 18-49-year-olds are: *Private Session*, a 90-second montage of talk and music from contemporary hit artists; *Sound Check*, 60-second stories behind the artists and songs topping the CHR charts; *Smart Money*, a 60-second financial advice program to be aired on Mondays, Wednesdays and Fridays; *Beat the System*, a 60-second consumer advice feature set for Tuesdays and Thursdays, and *Mind Games*, a 60-second pop psychology "journey."

Programs for RKO II (25-54-year-old audience) are: *Newsline*, a 60-second look at a major news or feature story; *The Money File*, four two-minute reports covering daily business investment and economic news; and *Behind the Music* and *Checkin' In*, 90-second profiles of adult contemporary and country artists, respectively.

RKO also announced that John Gabriel, star of ABC-TV's *Ryan's Hope*, will host the twice-daily 60-second *Soap Opera Update* series offered to affiliates of both RKO I and II. The feature is one of the first Lifesound programs launched when the network made its debut in fall 1979.

Furniture flap

The owner of furniture stores in Piqua and Troy, both Ohio, has sued WPTW-AM-FM Piqua for \$14 million in damages, citing breach of contract and violation of federal antimonopoly laws.

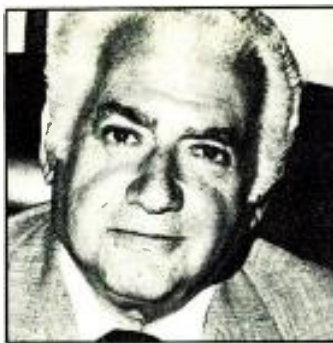
The plaintiff, Coss Inc., which owns two unclaimed freight stores and furniture warehouses, alleges that the stations increased their rates last March by 25% to 100% and notified Coss in August they would not accept advertising from the stores after Nov. 30.

Coss is suing for business it claims the stores could lose. It said radio advertising is more effective than newspaper or magazine advertising and that Dayton radio stations are too far away to be effective advertising vehicles for the stores. Coss contended that WPTW-AM-FM, the only radio station in Piqua, holds a market monopoly.

Mike Canter of Columbus, the attorney representing the stations, said the suit was entirely without merit and said Coss tried to



Unstuck wicket. Plans for a nationwide celebrity croquet tournament benefitting National Public Radio as well as the Croquet Foundation of America were announced at a press conference at New York's Plaza hotel. As many as 40 personalities from television, motion pictures, sports and politics are expected to participate in the matches scheduled for the weekend of March 17-18 at St. Andrew's Country Club, Boca Raton, Fla. Chairman of the event, author George Plimpton, predicted the fund-raising effort could generate upwards of \$1 million. He noted that more than 100 individual and corporate contributors will pay a minimum of \$7,500 each to participate, with corporate team sponsorships available for a minimum donation of \$32,000. The proceeds are to be split, with NPR receiving 75%, and the Croquet Foundation 25%. At the conference were (l-r): Douglas Bennet, president, NPR; Jack R. Osborn, president, Croquet Foundation of America; Jerome V. Ansel, president, St. Andrews Charitable Trust, and Plimpton.



Sol Taishoff (1904-1982)
Editor-Chairman, BROADCASTING



Ray Scherer
Vice President, Washington

December 19, 1983

Dear Fellow Broadcasters,

I am writing to ask your support in the advancement of electronic journalism and, at the same time, to honor the memory of our old friend, the late Sol Taishoff, editor of BROADCASTING.

In his will, Sol bequeathed \$25,000 to the National Press Foundation as seed money for an annual award for distinguished electronic journalism. We have chosen to name it the Sol Taishoff Award, and it will take its place alongside the Press Club's annual Fourth Estate Award, which has been conferred upon such eminent journalists as James Reston, Theodore H. White and Walter Cronkite.

A word about the National Press Foundation. It was founded in 1975 by members of the National Press Club of Washington. It sponsors a wide variety of educational programs for journalists, students and journalism educators. Its good works are numerous. The Foundation is a respected and expanding presence in the world of journalism.

The Sol Taishoff Award will emphasize the Foundation's role in both the electronic and print media. It will recognize the high journalistic standards that Sol observed in his own work and vigorously encouraged among others. It deserves the help of others who have a stake in the future of broadcast journalism.

Recipients of the Sol Taishoff Award will receive a cash prize and medal each year at a National Press Foundation dinner.

I hope I have made the case for your support. Your contribution should be made out to "The Sol Taishoff Award" and sent directly to the National Press Foundation, National Press Building, Washington, D.C. 20045. Contributions are tax deductible.

Contributors of \$1,000 or more will be registered as Charter Associates of the National Press Foundation and listed on a plaque to be installed in the National Hall of Journalism in the renovated National Press Building.

If you have any questions, please call me at RCA, Washington, (703) 558-4244, or the Foundation's chief executive officer, Joseph Slevin, at (202) 638-6867.

We hope we can count on you for a generous contribution.

Yours,

Ray Scherer

set prices for the advertising and impose conditions under which it could be run.

The complaint was filed with the U.S. District Court of Dayton.

Children's time

Beginning next October, the Columbia, S.C.-based Southern Educational Communications Association (SECA) is planning to launch The Children's Audio Service. The 13 90-minute, noncommercial programs comprising original productions as well as material airing on public radio stations will be targeted to 8-10-year-olds. A major goal of the project, which is being funded through a \$125,000 grant from the National Endowment for the Humanities, is to teach children skills related to the humanities, said Virginia Fox, SECA president and project director.

Market By Market sale

Golden West Broadcasters Chairman Gene Autry announced the sale of Market By Market Research System, a market research company specializing in radio, to a new corporation headed by Gil Bond, who will serve as president. Bond had been president of the firm, which he created for Golden West in 1971. Market By Market, which will re-

main based in Los Angeles, has clients in advertising, trade associations, publishing and broadcast networks, as well as radio. Terms were not disclosed.

Puerto Rican denial

An FCC decision rejecting an application for an FM station—it would have been the first radio station to serve Adjuntas, P.R.—has been affirmed by the U.S. Court of Appeals in Washington. The court upheld the commission's determination that Anibal Sotomayor's application for a station in Adjuntas did not meet the criteria of the commission's 15-mile rule, under which communities not assigned a channel according to its table of assignments could, under certain conditions, apply for a channel assigned to a listed community within 15 miles. In Sotomayor's case, the listed community was Ponce. The court also upheld the commission's refusal either to amend the table or, alternatively, to waive the requirements of the 15-mile rule. The court said both actions were within the commission's discretion.

Sharing down under

The Australian Broadcasting Corp. (ABC) and CBS/Broadcast International have

reached an agreement whereby ABC will have access to all CBS Radio News material aired during its regularly scheduled newscasts as well as special reports, public affairs broadcasts, political convention and election coverage and unscheduled breaking stories. CBS says it expects an audio closed circuit line to be established between CBS and ABC offices in New York and Washington, allowing newsfeeds to be made instantly available to ABC correspondents for incorporation in their daily reports to Australia. The arrangement also calls for ABC to make its news stories available to CBS.

Playback

Eastern Public Radio, a nationwide public radio program distributor based in Boston, will shift its headquarters to the offices of WYNC-AM-FM New York beginning next month. "EPR's fundraising activities for the past nine months have been based in New York. The move allows us to consolidate our operations," said Ceci Sommers, EPR board chairman and station manager of WOED-FM Pittsburgh. In conjunction with the move, Peter Low, program group manager of WNYC, has been named to the new position of president of EPR.



Akronites remember. Akron, Ohio, long known as the home of major tire companies, the Soap Box Derby, the pro bowling championships and various new wave musical groups including Devo, now has a Radio Hall of Fame to add to the list. On Oct. 26, 40 Akron radio pioneers were inducted into the hall. According to C.S. (Doc) Williams, curator of the display and former newsman at WADC(AM) Akron (now WSLR(AM)), a committee will annually select candidates "60 years of age or older... who have excelled and contributed to the development of radio broadcasting in the greater Akron market area."

Those inducted this year include (seated, l-r): Kenneth E. Halteman, former newsman at WCUE(AM) and WAKR(AM); Jack Ryan, announcer, WAKR; Agnes Heinrich, widow of Louis (Lou Henry) Heinrich, both singers on WHKK(AM) and WADC; Eleanor Krannich Taylor, widow of Edgar S. Taylor (program director and announcer at WJW(AM), now in Cleveland) and director of a women's orchestra that played on WFJC(AM), WJW

and WADC; Fred C. Bock, former program host on WADC, and Phyllis Simms, now a vice president with Group One Broadcasting Co., and former secretary and scriptwriter at WAKR.

Standing, l-r: Williams; William L. Pierson, former sports broadcaster, WHKK; Henry A. Pawlak, former country singer on WHKK and country music disk jockey; Irwin L. Knopp, former chief engineer at WAKR; Johnny Martone, orchestra leader for WADC, WJW and CBS Radio; Walter Henrich, former announcer at WADC and WDBN(FM); Robert B. Wilson, former announcer and station manager at WADC; Bob Wass, former announcer at WADC; Wayne Johnson, former announcer at WJW; Harry Dennis, former chief engineer at WJW; Harold (Red) Hageman, former announcer at WADC; Robert Wylie Gates, sports announcer at WADC; Denny Thompson, orchestra leader whose performances were broadcast on various Akron stations, and Samuel W. Townsend, founder of WJW.

Orion still hanging tough, says its president

Intelsat competitor-to-be may hunker down for long fight if NTIA report becomes policy

Thomas McKnight says Orion Satellite Corp., which is seeking FCC authority to establish a private satellite communications service that would link the U.S. and western Europe, is not considering "throwing in the towel." McKnight, who is president of Orion, said last week that was not what he meant when he said it might be necessary for Orion to "reconsider" its position if reports of a draft of a National Telecommunications and Information Administration report prove out ("Closed Circuit," Dec. 12). He said various "options" could be considered. Even moving Orion to a foreign port seemed a possibility.

The draft report that generated talk of "reconsideration" constitutes the NTIA staff's recommendation of the position the parent Commerce Department might take on the policy implications raised by the applications of Orion and International Satellite Inc. for authority to provide trans-Atlantic communications service by satellite. The document has not been made public. But one aspect that has leaked and is particularly disturbing to Orion is a conclusion that the Intelsat agreements would require the U.S. to coordinate the applications with Intelsat to insure they are technically compatible with the international organization and would not cause it economic harm. McKnight feels the coordination process would be lengthy and, given Intelsat's expressed hostility to new ventures like Orion, unsuccessful. Orion insists that since it intends to provide "specialized" services and not operate as a common carrier, as Intelsat does, only its technical coordination is required.

What would Orion "reconsider" if confronted with the technical and economic coordination the NTIA staff is said to feel would be required? McKnight said it would not drop out of the contest and that one option would be enlarging "dramatically" the size of the applicant, to bring in new investors, from the U.S. and Europe, to provide the resources necessary to "endure" what he believes would be "a long-term process." At present, some 80% of its stock is held by 13 shareholders, many of them with cable television interests.

McKnight also said Orion is convinced Intelsat's "monopoly" of trans-Atlantic communications satellite service will be broken—he cited France's Telecom and the United Kingdom's Unisat, though neither has proposed transocean service—and added, "I want this company to be present when it is." But he said that if the U.S. requires

economic as well as technical coordination with Intelsat, it would "send a signal to both sides of the Atlantic that the U.S. has chilled the ability of its entrepreneurs to prepare and operate a satellite system based in the U.S."

Would Orion consider moving its base of operations abroad? He declined to deal with the question. "I would prefer not to get into whether we would rule it out," McKnight said.

Meanwhile, a Commerce Department official expressed the view McKnight's concern over the coordination issue is misplaced. "Coordination is not a great problem," he said. It need not be lengthy, he said. (The Intelsat Agreements set a six-month deadline for coordination, but it would be possible for member countries, relying on other provisions, to stretch out the process.) And the restrictions that the staff suggested be placed on Orion—that it not be allowed to offer telephone service to the public, which it had not intended in any case—would make successful coordination likely. Message toll service accounts for about 85% of Intelsat's trans-Atlantic business.

The same source said Orion should be

pleased with the staff's recommendation that the proposed service be considered in the national interest. The alternative, he noted, would be to hold that it is not in the national interest.

Last week, a ripple of interest passed through the international telecommunications community with word from the International Frequency Registration Board, in an "advance publication" notice, that France intends to launch fixed satellites into orbital locations at 37.5 degrees west longitude and 32 degrees east longitude. According to the information provided the IFRB and forwarded to the U.S., the satellites would operate in the ku band (12/14 ghz) and offer "specialized services" within metropolitan France. On its face, at least, the proposal—which amounts more to a staking out of a claim than to a formal commitment—does not suggest a French challenge to Intelsat's monopoly position in the Atlantic region. However, Intelsat officials see the announcement regarding the slot at 37.5 degrees west—which is one of two Orion has intended to occupy—as an indication France wants to position itself to enter trans-Atlantic satellite communications service in the event the opportunity presents itself. France, he said, "is reacting to the environment being created" by the Orion and ISI applications. "They are protecting their options on the basis of a remote 'maybe.'" □



All stereo. WTTW-TV Chicago and Telesonics Inc. of Glen Ellyn, Ill., have broken new frontiers with the presentation of the channel 11 station's entire program schedule in stereo sound. The broadcasts began in mid-October and the station claims to be the first in the nation to offer such stereo. The stereo broadcasts will also enable WTTW and the manufacturer to further test and develop the system on which they have already worked for six years. Initially, the stereo signal is received through set-top converters that can be connected to home stereo systems. Ultimately, the reception equipment is to be built into TV sets at the time of manufacture. At a press demonstration last Monday (Dec. 12), the set-top converter was demonstrated by Larry Ocker, vice president of engineering for WTTW and president of Telesonics.

Changing Hands

PROPOSED

WKBM-TV Caguas (San Juan) and WLUZ-TV Ponce, both Puerto Rico □ Sold by American Colonial Broadcasting Corp. to Telepictures Corp. and others for \$8.6 million (see "In Brief," Dec. 12).

KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California □ Sold by Lincoln and Sylvia Dellar to Commonwealth Broadcasting Co. for \$5 million, including real estate and \$750,000 noncompete agreement. **Sellers**, husband and wife, also own KPRL(AM)-KDDB(FM) Paso Robles, Calif. **Buyer** is owned by general partners: Claude C. Turner, Michael T. Thorsnes, Vincent J. Bartolotta, John F. McGuire and Michael D. Padilla. Turner (professional name: Dex Allen) is general sales manager at KSON-AM-FM San Diego and has 20% interest in KKBZ-AM-FM Santa Paula, Calif. Others are partners in San Diego law firm bearing their names. KMEN is on 1290 khz, 5 kw full time. KGGI is on 99.1 mhz with 4.1 kw and antenna 1,534 feet above average terrain. **Broker: Chapman Associates.**

WECA-TV Tallahassee, Fla. □ Sold by Allen Communications to Tallahassee-27 Limited Partnership for \$3.8 million. **Seller** is owned by E.C. Allen, Tallahassee businessman who has no other broadcast interests. **Buyer** is owned by general partner, U.S. Commu-

nications Group, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, at Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMOD(TV) Melbourne, Fla., and Janas is limited partner in three TV's. WECA-TV is ABC affiliate on channel 27 with 1,416 kw and antenna 867 feet above average terrain. **Broker: Chapman Associates.**

WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. □ Sold by Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for \$2.1 million. **Seller** is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. **Buyer** is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJW(FM) Orlando. Davis is Orlando attorney. WAMR is on 1320 khz with 5 kw day and 1 kw night. WRAV is on 92.1 mhz with 3 kw and antenna 315 feet above average terrain. **Broker: Chapman Associates.**

KIST(AM) Santa Barbara, Calif. □ Sold by KIST Properties Ltd. to Cross Creek Communications for \$1,407,750, including assumption of \$1.21-million promissory note. Station was previously sold to former owner and holder of promissory note, J.P. Wardlaw ("Changing Hands," Sept. 5), but before completion of transaction was re-sold to Cross Creek. **Seller** is owned by Stanley Neimark, president. It has no other broadcast interests. **Buyer** is owned by James Olerich, account executive at CBS's KNX(AM) Los Angeles, and yet to be named limited partners. Olerich has no other broadcast interests. KIST is on 1340 khz with 1 kw day and 250 w night. **Broker: Chapman Associates**

WSIP-AM-FM Paintsville, Ky. □ Sold by Big Sandy Broadcasting Co. to S.I.P. Broadcasting Co. for \$1,036,000. **Seller** is owned by Paul G. Fyffe, who has no other broadcast interests. **Buyer** is owned by Terry E. Forcht who also owns WDBL-AM-FM Springfield, Tenn., and WAIN-AM-FM Columbia and WHIC-AM-FM Hardinsburg, both Kentucky. WSIP is on 1490 khz with 1 kw day and 250 w night. WSIP-FM is on 98.9 mhz with 31 kw and antenna height 600 feet above average terrain.

WHSI(FM) Wilmington, N.C. □ Sold by Jefferson-Pilot Broadcasting Co. to WMFD Inc. for \$1 million. **Seller** is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C.,-based insurance company, newspaper publisher and group owner of five AM's, four FM's and two TV's. It is also selling co-located WWIL(AM) (see below). **Buyer** is 80% owned by Carolina Bottlers, local Pepsi Cola bottling company, equally owned by Donald R. Watson and Carl B. Brown. Other owners are Lee W. Hauser and H. Bretton Blizzard (10% each). Hauser is former manager at WCHL(AM) Chapel Hill, N.C.; Blizzard owns Wilmington lighting store. **Buyer** earlier this year purchased co-located WMFD(AM) for \$500,000 ("Changing Hands," Feb. 21). WHSI is on 97.3 mhz with 100 kw and antenna 560 feet above average terrain.

WTNC(AM)-WEYE(FM) Thomasville, N.C. □ Sold by Radio Thomasville Inc. to Hi-Toms Broadcasting for \$805,000. **Seller** is owned by Donald W. Curtis. He recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., for stock worth \$2.8 million, to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," July 25). He also intends to sell WTAB(AM)-WKSM(FM) Tabor City, N.C., of which he owns 90%. **Buyer** is owned by William C. Boyce Jr. (30%), who is Raleigh, N.C., piano and organ store owner. Other owners are all employed by WBBB(AM)-WPCM(FM) Burlington-Graham, N.C.: Glenn Thompson (30%), as assistant manager; Charles Anderson Poole (25%), as general manager, and George B. Wilkes III (15%), as FM's sales manager. None have other broadcast interests. WTNC is 1 kw day-timer on 790 khz. WEYE is on 98.3 mhz with 3 kw and antenna 250 feet above average terrain.

KELP(AM) El Paso □ Sold by Good News Broadcasting Co. to McClatchey Broadcasting for \$590,000. **Seller** is owned by Gary L. Acker, who owns KWAS(FM) Amarillo, KPAS(FM) Fabens and KFIX(FM)[CP] Laredo,

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all Texas, and KRIZ(FM) Roswell, N.M.. He also owns 60% of WROS(AM) Jacksonville, Fla. Buyer is owned by Arnold McClatchey, who is former general manager of KYMS(FM) Santa Ana, Calif., and veteran radio announcer. KERP is 1 kw daytimer on 1590 khz. It has construction permit to increase power to 5 kw day.

WWIL(AM) Wilmington, N.C. □ Sold by Jefferson-Pilot Broadcasting Inc. to Echo Broadcasting Corp. for \$450,000. Seller is also selling co-located WHSL(FM) (see above). Buyer is owned by James Capers Jr., who is currently vice president in charge of seller's Wilmington and Greensboro, N.C., radio properties. WWIL is on 1490 khz with 1 kw day and 250 w night.

WYSE(AM) Inverness, Fla. □ Sold by Oz Broadcasting Inc. to Duke Roberts Broadcast Consultants Inc. for \$350,000. Seller is owned by John O'Donnell (51%) and Loren Zimmerman (49%). Neither has other broadcast interests. Buyer is owned by Robert D. Stoehr, Florida-based broadcast consultant. He sold WAPR(AM) Avon Park, Fla., two years ago for \$300,000 ("Changing Hands," Aug. 17, 1981). WYSE is 5 kw daytimer on 1560 khz. Broker: Walker Media & Management.

WTJM(FM) Pineville, Ky. □ Sold by John O. McPherson to Pine Hills Broadcasting Inc. for \$300,000, including note for \$225,000. Seller has no other broadcast interests. Buyer is equally owned by W.R. (Bud) Carrigan and wife, Janis M., Donald Yoakum and his wife, Ruth. W.R. Carrigan is manager of WTJM, and Janice Carrigan is station's traffic manager. Donald Yoakum is Middlesboro, Ky., furniture store manager, and Ruth Yoakum is employed at Middlesboro hospital. W.R. Carrigan also is 33% owner of WBCV(AM) Bristol, Tenn. WTJM is on 106.3 mhz with 780 w and antenna 750 feet above average terrain.

WSTR-AM-FM Sturgis, Mich. □ Sold by Water Wonderland Broadcasting Co. to Communications & Cablevision for \$300,000. Seller is group of 12 investors headed by Roy C. Engelhardt, president, and S. Franklin Horowitz, vice president. Horowitz also has 27% interest in WCEN-AM-FM Mount Pleasant, Mich. It is also selling its 80% interest in cable TV systems in Sturgis and Fawn River, Mich., to same buyer for \$1.6 million (see below). Buyer is subsidiary of Michigan Energy Resources Co., public-utility holding company, headed by Paul Schreur, president. It owns 4,800-subscriber cable system in Frenchtown, Mich. WSTR is on 1230 khz with 1 kw day and 250 w night. WSTR-FM is on 93.3 mhz with 1.4 kw and antenna 390 feet above average terrain.

WPUL(AM) Bartow, Fla. □ Sold by Deco Broadcasting Corp. to Thomas Thornburg for \$220,000. Seller is principally owned by John Locke, who bought station out of receivership two years ago for \$310,000 ("Changing Hands," Sept. 28, 1981). Locke also owns WBKF(FM) Macclenny, Fla., and is court appointed receiver of WDLF(AM) DeLand, Fla. Buyer is general manager of WIPC(AM) Lake Wales, Fla., and has no other broadcast interests. WPUL is on 1130 khz with 2.5 kw day.

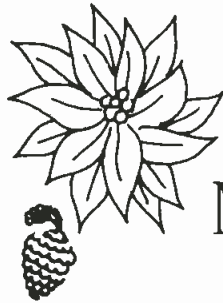
WZTQ(AM) Hurricane, W. Va. □ Sold by Cosmic Communications to Miliken Investment Corp. for \$200,000, including noncompete agreement and assumption of approximately \$125,000 in debt. Seller is equally owned by John M. Thompson, J. Thomas Stanley and Eugene C. Ellison, who bought station last year for \$110,000 ("For the Record," Sept. 13, 1982). None have other broadcast interests. Buyer is owned by James S. Miliken and relatives. Miliken is owner and general manager of WSGB(AM), Sutton, W. Va., which buyer also owns. It is also permittee for new FM on 97.1 mhz at Sutton. WZTQ is 5 kw daytimer on 1080 khz.

APPROVED BY FCC

WANX-TV Atlanta □ Sold by Continental Broadcasting Network to Tribune Broadcasting Co. for \$32 million 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, and WXRJ(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. Buyer is subsidiary of 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. WANX-TV is independent on channel 46 with 2,333 kw visual, 233 kw aural and antenna 1,170 feet above average terrain.

WFRL(AM)-WXXQ(FM) Freeport and WSOY-AM-FM Decatur, both Illinois; and WLAP-AM-FM Lexington, Ky. □ Sold by Illinois Broadcasting Co. to WSOY Inc. for \$8 million. Seller is owned by Lindsay and Shaub families, who are liquidating company. F.M. Lindsay is president. They formerly owned Lindsay-Shaub Newspapers Inc., which they sold to Lee Enterprises in 1979. Buyer of WSOY-AM-FM and WLAP-AM-FM is owned by C.R. Griggs, executive vice president of Illinois Broadcasting. Buyer of WFRL(AM)-WXXQ(FM) is owned by Griggs (65%), and James D. McQuality and Larry S. Ward (17.5% each). McQuality is general manager of Freeport stations. Ward is technical supervisor of Freeport and Decatur stations. WFRL is daytimer on 1570 khz with 5 kw. WXXQ is on 98.5 mhz with 19.6 kw and antenna 150 feet above average terrain. WSOY is on 1340 khz with 1 kw day and 250 w night. WSOY-FM is on 102.9 mhz with 54 kw and antenna 450 feet above average terrain. WLAP is on 630 khz with 5 kw day and 1 kw night. WLAP-FM is on 94.5 mhz with 50 kw and antenna 640 feet.

WLCS(AM)-WQXY-FM Baton Rouge and KQXY(FM) Beaumont, Tex. □ Sold by Air Waves Inc. to Louisiana Broadcasting Corp. for \$4.1 million cash plus lease of land. Seller is equally owned by Lamar Simmons, president; Gene Nelson, State National Life Insurance Co. of Louisiana, Hans Sternberg and family, and Jessie (J.B.) Chapman. It has no other broadcast interests. Buyer is equally owned by Robert Clark, Kent An-



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derson and Richard E. Oppenheimer. Clark is Houston attorney. Anderson is executive vice president of Allied Bank Shares Inc., Houston. Oppenheimer is general manager of KIXL(AM)-KHFI(FM) Austin, Tex., which buyer owns. Buyer also owns KWKI(AM)-KKIK-FM Big Springs, KBFM(FM) McAllen and KDVE(AM) Beaumont, all Texas, and WZEW(AM) Fairhope, Ala. WLCS is daytimer on 910 khz with 1 kw. WQXY-FM is on 100.7 mhz with 100 kw and antenna 690 feet above average terrain. KQXY is on 94.1 mhz with 69 kw and antenna 600 feet above average terrain.

WVJS(AM)-WSTO(FM) Owensboro, Ky. Sold by Owens on the Air Inc. to Leonard and Claire Tow for \$3 million. Sellers are Pauline H. Steele and Robert H. Steele, brother and sister, trustees of estate of V.J. Steele Jr. Neither has other broadcast interests. Buyers are husband and wife. Leonard Tow is president and half owner of MSO, Century Communications Corp., which purchased stations along with CATV in Owensboro—16,700 basic and 9,700 pay subscribers—for total of \$17.5 million. Century is spinning off stations to Tows because co-owner, Sentry Insurance Co., already owns seven AM's and six FM's through subsidiary Sentry Broadcasting Inc. Neither Leonard nor Claire Tow has other broadcast interests. WVJS is on 1420 khz with 5 kw day and 1 kw night. WSTO is on 96.1 mhz with 100 kw and average height 1001 feet above average terrain.

KNDK(AM) Langdon, N.D. Sold by Johnson, Johnson & Laidlaw to KNDK Radio for \$500,000. Seller is equally owned by Bert and Lyle Johnson, brothers and farmers, and T.L. Laidlaw, general manager of KNDK. It has no other broadcast interests. Buyer is equally owned by William Heigaard and R. Scott Stewart, Langdon attorneys. It has no other broadcast interests. KNDK is daytimer on 1080 khz with 1 kw.

WLGN-AM-FM Logan, Ohio Sold by Logan Broadcasting to Roger Lance Hinerman for \$310,000. Seller is owned by Dannie Derol, who owns furniture store, restaurant, and other investments in Logan. Buyer, general manager of stations, has no other broadcast interests. WLGN is on 1510 khz with 1 kw day and 250 w critical hours. WLGN-FM is on 98.3 mhz with 3 kw and antenna height 240 feet above average terrain.

Other station sales approved: KXGO(FM) Arcata (Eureka), Calif.; KNGS(AM)-KKYS(FM) Hanford, Calif. ("Changing Hands," Dec. 12); KPIP(AM)-KPOP(FM) Roseville, Calif. ("Changing Hands," Dec. 12); KXTV(TV) Sacramento, Calif. ("In Brief," Dec. 12); KYOU(AM)-KRGE(FM) Greeley, Colo.; WXF(FM) Elmwood Park, Ill. ("Changing Hands," Dec. 12); WJDW(AM) Corydon, Ind.; WISH-TV Indianapolis ("In Brief," Dec. 12) and WANE-TV Fort Wayne, Ind.; WKJG-TV Fort Wayne, Ind.; WIUO(AM)-WZWZ(FM) Kokomo, Ind. ("Changing Hands," Dec. 12); *WCAE(TV) St. John, Ind.; WLCS(AM)-WQXY-FM Baton Rouge; WLIF(FM) Baltimore ("Changing Hands," Dec. 12); WKIK(AM) Leonardtown, Md.; KTCR-AM-FM Minneapolis-St. Paul ("Changing Hands," Dec. 12); KKOZ(AM) Ava, Mo.; KSRD(FM) Seward (Lincoln), Neb. ("Changing Hands," Dec. 12);

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 the chairmen, members and goals for the coming year.

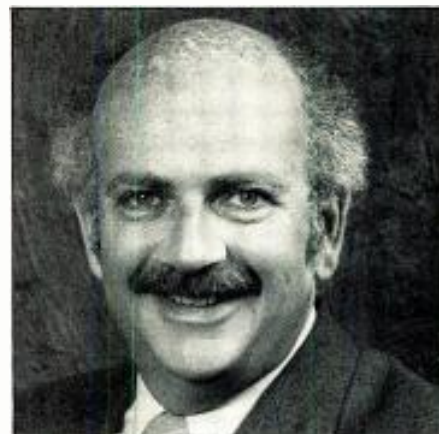
CONGRESSIONAL LIAISON COMMITTEE □ A chief role for the National Association of Broadcasters is that of industry spokesman before the Congress. But NAB staff cannot do it alone. To insure the message gets across, the association depends on its grass-roots lobbying network and NAB's Congressional Liaison Committee, which heads that operation.

The committee was formed in 1977, shortly after NAB stopped holding its annual convention in Washington. The convention provided an opportunity for broadcasters to meet with their congressmen, and Eugene Cowen, vice president, Washington, for ABC, and the committee's current co-chairman, was concerned that NAB would lose that important contact. He persuaded the NAB's boards to take action, and the Congressional Liaison Committee was the result.

Since then, Cowen has served as a co-chairman, with Edward Giller, president and general



Cowen



Giller

manager, WFBG-AM-FM Altoona, Pa., currently the other co-chairman. Representatives from both the radio and the television sides of the industry are selected to co-chair the committee. "Our principal function is to bring broadcasters in closer touch with members of Congress," Cowen said. The committee, however, is not involved in policy, Giller and Cowen stressed. Its job, Cowen explained, is to get people working. "Grass-roots lobbying is crucial," he said.

Cowen, a veteran lobbyist who has also worked on several congressional staffs, believes NAB's lobbying efforts have come a long way, but still need to be bettered. "You are always faced with problems when it comes to grass-roots lobbying," said Cowen. "Sometimes there are no crisis issues and it's difficult to get them working when they don't see the issue." He believes broadcasters can be more effective than paid lobbyists. People at the stations, he added, can develop close rapport with their congressmen.

Giller also believes grass-roots lobbying can make or break an issue. The defeat of the FCC's proposal to reduce AM spacing from 10 khz to 9 khz is an example, he says, of NAB's effective lobbying. NAB also launched a successful campaign to gain co-sponsors for the broadcast deregulation bill, H.R.2382. "We delivered more than half the Congress on the deregulation bill. That's an indication of what broadcasters can do," Giller said.

In addition, Giller thinks that TV and radio broadcasters can work together effectively on issues not directly affecting both. Giller, with strictly a radio background, was asked to lobby at the FCC on its DBS decision. He boned up on the issue and pitched in. "The point is, I know my support as a radio broadcaster meant a lot to TV guys and shows that the industry is united," said Giller.

According to Cowen, "To have the ideal grass-roots organization we need 435 [the number of congressmen in the House] well-placed broadcasters. We don't have it yet. We're getting there."

Committee members are: Cowen; Giller; Dan Calibraro, WGN Continental Broadcasting, Chicago; Gary Capps, Capps Broadcasting, Bend, Ore.; Willie Davis, KACE(FM) Los Angeles; John Dille, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; Wallace Dunlap, Westinghouse Broadcasting & Cable, Washington; Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Jerry Lyman, RKO Broadcasting, Rockville, Md.; Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Dick Oppenheimer, KIXL(AM)-KHFI-FM Austin, Tex.; Dick Rakovan, Outlet Broadcasting, Providence, R.I.; Douglas Stephens, KOEN(AM) Denver; William Turner, KCAU-TV Sioux City, Iowa; Don Wear, CBS, Washington, and J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky.

WFMV(FM) Blairstown, N.J.; WGGO(AM) Salamanca, N.Y.; WNNC(AM) Newton, N.C. and WSJW(AM) Woodruff, S.C.; KLTR(AM) Blackwell, Okla.; KOTV(TV) Tulsa, Okla. ("In Brief," Dec. 12); KFMT(FM)(CP) Pendleton, Ore.; KPUP(FM)(CP) Redmond, Ore.;

WLUY(AM) Nashville ("Changing Hands," Dec. 12); WMGL(FM) Pulaski, Tenn.; KZIP(AM) Amarillo, Tex.; KHOU-TV Houston ("In Brief," Dec. 12); WVEC-TV Hampton, Va. ("In Brief," Dec. 12), and WKEZ-FM Yorktown, Va. (see "For the Re-

CABLE

Cable system serving Brookline, Mass., municipality □ Sold by Times Mirror Corp. to Cablevision Systems Development Co. for approximately \$12 million, reflecting assets plus remainder of development costs. **Seller** is publisher of *Los Angeles Times* and other newspapers and magazines, television station group owner and MSO with 830,344 basic subscribers. Cable division is headed by Ralph J. Swett, president. **Buyer** is Woodbury, N. Y.,-based MSO, headed by Charles F. Dolan, chief executive officer, which has 350,000 basic subscribers. It also has franchise for adjacent Boston system. Brookline system will pass 23,000 housing units when completed at end of month with 100 miles of plant and 104 channels.

Cable systems serving Sturgis and Fawn River townships, both Michigan □ Sold by Water Wonderland Broadcasting Co. (80%) and Michigan CATV (20%) to Communications & Cablevision for \$1.6 million. **Seller** Water Wonderland is also selling WSTR-AM-FM Sturgis to same buyer for \$300,000 (see above). Michigan CATV is headed by Lee Droeger, general manager. **Buyer** is subsidiary of Michigan Energy Resources Co., public utility holding company. Systems pass 3,800 homes and serve 3,400 basic and 800 pay subscribers with 16 channels and 60 miles of plant.

CPB study looks at effect of cable on public TV

Growing audience of public TV is attributed in part to cable, which provides clear picture; cable subscribers are also more likely to watch public TV but less likely to contribute money

What is often perceived as a major competitor of public television—the cable industry—may be helping public television “flourish.” According to a study commissioned by the Corporation for Public Broadcasting, cable homes “are more likely to sample public television than are noncable homes.” And while cable “programming choices drained away some of the networks’ audiences, public television’s audiences have increased.”

Entitled “The Impact of the Cable Television Industry on Public Television,” the study concludes that public television’s audience growth in the past few years results from “more attractive programming, the aging of the American population” and clearer reception of public television signals especially those on UHF channels.

On the down side, according to the study, “cable households, especially pay cable homes, are less likely to [contribute] to public television.” This is accounted for, in part, because household entertainment budgets go toward cable expenses rather than to public television memberships. Also a factor: the use of cable “tuning pads” that facilitate

changing channels (especially during long pledge appeals).

The year-long study was prepared by the co-directors of the Pacific Mountain Network’s Television Ratings Analysis Consortium, David and Judith LeRoy, at a cost of \$25,000. The report is based on Nielsen ratings; two national mailing surveys (the Electronic Media Tracking Service and a survey by the Benton & Bowles advertising agency); a recent study by CBS of the apparent decline in network television audiences, and a survey of cable system operators and subscribers on their program service preference.

The study of the effects of cable on public television was one of four recent studies commissioned by CPB that examine the feasibility of using new technologies in the public broadcasting universe. The other studies are:

■ “Modularization and Packaging of Public Television Programs.” This eight-month-long study discusses alternative, “secondary” distribution methods such as cable services, videocassettes, interactive video or supplementary personal computer software, that can be used to reach broader audiences and “generate additional . . . revenues.” Prepared by John Carey, New York consultant, the study is directed at public television stations and licensees who “want to understand the implications” of these additional markets “in order to design occasional productions around potential new uses” and gives a general overview of factors relating to program-

ing for multiple uses. It cost about \$20,000.


■ “An Assessment of Low-Power Television for the Nonprofit Community.” This report, funded jointly by CPB and the Benton Foundation, took about two years to complete and cost about \$20,000. It was also prepared by Carey, and provides an overview and introduction to low-power television, with particular attention to nonprofit groups such as community colleges, local government agencies, school districts and civic associations “that cannot afford to own or manage full-power broadcast stations.” It concludes that the “strongest opportunities” for LPTV lie in “underserved TV markets,” such as rural areas and small towns. An LPTV operation, the study concludes, will require a secure financial base and additional funding sources such as viewer subscriptions, auctions, public institution contributions and underwriting from local companies.

■ “Potential Roles for Public Television Stations in the Emerging Interactive Videodisc Industry.” This study discusses market opportunities for public broadcasting in videodisks, the “most obvious” being videogames. It concludes that public broadcasting “is well equipped to provide videodisk production services to both training and educational markets. But because the educational market is unlikely to develop before the end of the decade, only training represents a viable market for commercial entry.” It took 10 months to complete and cost \$68,500. □

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4A's Len Matthews calls for ethics in political advertising

Joined by League of Women Voters and political party committees, 4A's sponsors clinic in Washington; consensus is mudslinging hurts political process and image of advertising business in general

Leonard S. Matthews, president of the American Association of Advertising Agencies, has taken to the stump in Washington in an effort to head off a repetition of what he called the all-time "low ethical level" of the 1982 political advertising campaigns.

Taking the occasion to discuss the 4A's revised code of ethics, "Political Campaign

Advertising and Advertising Agencies," Matthews was joined in an appearance on Capitol Hill by representatives of the League of Women Voters and the Democratic and Republican National Committees. He told a crowd of more than 300 political aides, assembled in the Senate Caucus Room, as well as those watching on the cable public affairs network, C-SPAN, that "it's injurious to the whole democratic process when political advertising declines to the level of mudslinging and graffiti." He is also concerned "about the impact of unethical and misleading political advertising on the public's image of advertising."

Matthews placed part of the blame for the "degeneration" of the 1982 campaigns on the growth of political action committees that are more interested in defeating particular candidates than in electing others. He noted the only constraint on political advertising is the "collective conscience" of politi-

cians and their advisers.

Matthews cited the poor showing of politicians in a July 1983 Gallup poll measuring public perception of the honesty of various occupations (advertising people ranked even lower). Noting that actions speak louder than words, Matthews said, "the best way for politicians to move up that Gallup poll in public credibility is to act more responsibly and ethically in their campaign activities."

In addition to giving guidelines for choosing an advertiser, background on federal laws regulating campaign contributions and media rates, a new 21-page 4A's booklet includes a code of "fair campaign practices" for the candidate to sign. Among the seven principles of the code, is one that condemns "the use of personal vilification, character defamation, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his personal or family life." The booklet also urges advertising agencies to

CBS wins a week of specials

Holiday and other specials and a paid political broadcast were added to the TV networks' prime time menu for the 11th week of the 1983-84 season (the week ended Dec. 11). But the networks had an above-average number of subtractions, too, in the form of coverage lost due to pre-emptions of network programs by affiliates carrying special syndicated religious and sports broadcasts. Neither the additions nor the subtractions, however, altered the by now familiar outcome: CBS won its eighth week of the season, with a Nielsen average rating/share of 17.7/28; ABC was second at 16.5/26 and NBC was third at 14.4/22.

With the pre-emptions, particularly for the Billy Graham Crusade on Tuesday and Thursday nights and for a USA-USSR hockey game Friday night, all three networks ended with below-par ratings. Nevertheless, their combined ratings were up, though just barely, from the comparable week of 1982, which had also been affected by pre-emptions. The three-network total was 48.6/76, compared with 48.3/76 in the same 1982 week.

The highest rated holiday special was *Best Christmas Pageant Ever*, an original on ABC Monday at 8-9 p.m. NYT, which scored 18.9/28 to tie (with NBC's *Hill Street Blues*) for 16th place for the week. But the highest rated special of any kind was *All Star Salute to Frank Sinatra* on CBS on Sunday, immediately following *60 Minutes*, the week's top-rated program (29.4/45). The Sinatra tribute did a 23.0/33, making it the week's eighth-ranked program.

Other specials placing in the top half of the week's rankings were a *Barbara Walters Special* on ABC Tuesday at 10-11 p.m. (19.7/33), which ranked 15th; *Winter of Our Discontent*, a Hallmark presentation on CBS Tuesday at 9-11 p.m. (17.5/27), which placed 25th, and a repeat of *Chipmunk Christmas* on NBC Friday at 8:30-9 p.m. (15.2/25), which was 34th.

Though not in the top half, an NBC special—*NBC White Paper: Journey to the Heart of China*—did uncommonly well for a news documentary. Shown Wednesday at 8-10 p.m., it generated a 13.1/20, the highest rating for an NBC documentary since *Pleasure Drugs: The American Highs* 15/26 in April 1982 ("In Brief," Dec. 12).

Of the week's 69 programs, only one failed to beat a five-minute political broadcast, on CBS Saturday at 8:55 p.m., featuring Presidential candidate Walter Mondale. The broadcast scored a 7.5/12, sandwiched in the rankings between two NBC specials that were trying to compete with *60 Minutes: Mr. T*, at 6.8/10 the week's lowest rated program, and *Deck the Halls with Wacky Walls*, whose 8.2/12 ranked 67th.

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

The season-to-date standings at the end of week 11: CBS 18.3/29, ABC 17.5/27 and NBC 15.1/24.

In the evening news race for the week, it was CBS 14.1/24, NBC 11.9/20 and ABC 11.3/20.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	29.4/45	25.	Winter of Our Discontent	CBS	17.5/27	49.	Ripley's Believe It Or Not	ABC	12.1/18
2.	Dallas	CBS	27.3/42	26.	Scarecrow & Mrs. King	CBS	17.2/25	50.	Christmas Comes to Pac-Land	ABC	12.1/18
3.	A Team	NBC	27.1/41	27.	Choices of the Heart	NBC	16.5/25	51.	Prototype	CBS	11.8/19
4.	Dynasty	ABC	25.7/39	28.	Cheers	NBC	16.4/25	52.	Just Our Luck	ABC	11.8/18
5.	Simon & Simon	CBS	24.7/37	29.	Three's Company	ABC	16.0/24	53.	Seems Like Old Times	NBC	11.7/18
6.	Falcon Crest	CBS	24.4/39	30.	Different Strokes	NBC	16.8/27	54.	St. Elsewhere	NBC	11.6/20
7.	Magnum, P.I.	CBS	24.4/38	31.	Hardcastle & McCormick	ABC	15.8/23	55.	Victory	CBS	11.4/19
8.	All Star Salute to Sinatra	CBS	23.0/33	32.	Silver Spoons	NBC	15.7/26	56.	Manimal	NBC	11.2/18
9.	Hotel	ABC	22.0/38	33.	Trapper John, M.D.	CBS	15.4/25	57.	20/20	ABC	11.1/18
10.	Knots Landing	CBS	21.8/35	34.	Chipmunk Christmas	NBC	15.2/25	58.	Benson	ABC	11.0/18
11.	Love Boat	ABC	21.5/35	35.	Dukes of Hazzard	CBS	15.1/25	59.	Webster	ABC	10.6/17
12.	NFL—Minnesota vs. Detroit	ABC	21.2/34	36.	Goodnight, Beantown	CBS	15.1/23	60.	Yellow Rose	NBC	10.3/18
13.	Remington Steele	NBC	20.7/31	37.	Coast to Coast	NBC	14.9/23	61.	For Love and Honor	NBC	9.5/16
14.	Through Naked Eyes	ABC	20.2/31	38.	We Got It Made	NBC	14.9/23	62.	Boone	NBC	9.5/14
15.	Barbara Walters Special	ABC	19.7/33	39.	Smurfs	NBC	14.4/24	63.	Trauma Center	ABC	9.4/14
16.	Hill Street Blues	NBC	18.9/30	40.	Emerald Point N.A.S.	CBS	14.3/23	64.	Matt Houston	ABC	8.6/14
17.	Best Xmas Pageant Ever	ABC	18.9/28	41.	Snow White Christmas	CBS	14.1/22	65.	Lottery	ABC	8.5/13
18.	AfterMASH	CBS	18.7/28	42.	Oh Madeline	ABC	13.7/20	66.	Cutter to Houston	CBS	8.2/14
19.	Knight Rider	NBC	18.6/27	43.	NBC White Paper	NBC	13.1/20	67.	Deck Halls w/Wacky Walls	NBC	8.2/12
20.	Jeffersons	CBS	18.5/27	44.	Gimme A Break	NBC	12.7/20	68.	Mondale Paid Political Ad	CBS	7.5/12
21.	Newhart	CBS	18.2/26	45.	Ziggy's Gift	ABC	12.7/20	69.	Mr. T Special	NBC	6.8/10
22.	T.J. Hooker	ABC	18.0/30	46.	Mama's Family	NBC	12.7/19				
23.	Fantasy Island	ABC	17.9/32	47.	Mississippi	CBS	12.6/19				
24.	Fall Guy	ABC	17.7/28	48.	Happy Days	ABC	12.3/18				

* Rating represents average of game runover plus 4-minute post-game show

refuse to work for "any candidate who has not signed or who does not observe" this code.

Supporting Matthews's claims at the Capitol Hill presentation, Nicholas Lemann, national correspondent for *The Atlantic* magazine, said television advertising dominates today's American politics, with those that conceive and produce television ads as "the most important figures in most campaign organizations. The top political advertising specialists can cause a campaign to be taken seriously just by signing on . . .," he said.

Lemann showed examples of 1982 political advertising campaigns, which he de-

scribed as often misleading and in some cases "irresponsible." Lemann, who said he had reviewed 292 advertisements from that campaign year, said the "idea of the candidate actually appearing on the screen and talking about what he thinks is a thing of the past." He noted a move in 1982 away from scripted "straight talk" ads. Instead, there is the "stand-in" or "disappearing candidate" spot, with professional actors or a friend or relative speaking for the candidate; the "made-up mini-drama" surrounding a political issue, and the ad in which "soft rock" background music and rolling grassy hills replace direct discussion of political issues.

Lemann said observing a code of ethics is one method of preventing "political ads from being fraudulent and to encourage them to deal more in honest substance." Some alternative actions that have been suggested by campaign analysts, he said, are to limit the amount of time a candidate may buy and require a "talking head" format. One proposal Lemann personally endorsed is what he called "forced peer review." This, he said, would require political ads to be aired in Washington, as well as home districts, "in hopes that the embarrassment factor" will hold politicians back from some of their "worst excesses." □

TELECASTINGS

TV universe expands

Two new television stations are going on the air in different parts of the country within the next month. Low-powered W59AT Plainview, N.Y., is scheduled to begin operation on ch. 59 at noon today (Dec. 19); KCWS-TV Glenwood Springs, Colo., is planning to go on the air on ch. 3 on Jan. 21, 1984, serving the western slope of Colorado.

W59AT will be the first low-power station in the New York area. It will begin by carrying a continuous music video format from the Satellite Program Network and will broadcast from 5 a.m. to 2 a.m. the following morning. The station will accept advertising but a spokesman said it has not yet signed any clients. He said the programming may be expanded later to include productions neglected by public television stations: instructional programming from a local college and local cultural news and public affairs offerings.

The station is owned by Bogner Broadcasting Equipment Corp., Westbury, N.Y. Michael Bogner is director of broadcast operations.

The on-air date for KCWS-TV is slightly more than a month away. KCWS-TV notes it is the first full-power television station based in the Colorado mountain regions servicing the state's mountain communities.

The station will be on air from 6 a.m. to 1 a.m. Its program schedule will include well-known syndicated series and feature film, as well as children's programs, news and informational programs and local sports coverage.

David Sontag is president and chief executive officer of the station. He is a former television writer and producer who created *James at Fifteen*, *The Paper Chase*, and *My Father's House* and has held executive posts at NBC and 20th Century-Fox Television.

Another new television station—in Anchorage—is already on the air. On Nov. 21, KTBY-TV made its debut as an independent on ch. 4. It is offering a program menu of syndicated series such as *Hawaii Five-O*, *Cannon* and *High Chapparel*, and also talk shows, movies and children's programs.

The station is owned by Totem Broadcasting Corp. Executives of the station include Mike Parker, vice president; Roy Mayhugh, station manager; Pat Hunstiger, operations manager, and Anne Hazen, sales manager.

Sports menu

Although football is king in late fall and dominates the television airwaves, hockey and golf are edging their way into the TV sports panorama.

On the football front, Turner Network Television reports that 80% of the country has been cleared for coverage of the Hall of Fame Bowl contest between the University of Kentucky and West Virginia University on Dec. 22, starting at 8 p.m. The ad hoc network of Turner Program Services will be carried in markets including New York, Los Angeles, Chicago, Philadelphia, San Francisco, Denver, Baltimore and Atlanta.

Still on football, KSDK-TV St. Louis is distributing a 30-minute sports special titled *Comin' Up Roses: The Fighting Illini*, and has completed sales to other TV stations in the region. The special was produced by KSDK-TV and features Jay Randolph, KSDK-TV sports director, as host. It will be carried on KSDK-TV on Dec. 21 at 8 p.m. and again on Jan. 1 at 10:30 p.m. Other stations will telecast the special in prime access between Dec. 29 and Jan. 2.

In hockey, World Events Productions, St. Louis, is distributing a half-hour weekly series of 20 programs of *This Week in Hockey* to both commercial television stations and cable outlets. The series has been cleared in 18 markets, including Philadelphia, Washington, Boston, St. Louis, Cleveland and Seattle, and will have its premiere this week. *This Week in Hockey* is offered on a barter basis. A national sponsor is being sought.

Looking at the sports picture in the spring, Lexington Broadcast Services' Sports Division has acquired the rights to the final round of the \$400,000 Greater New Orleans Golf Classic. It will be a live special telecast nationally on March 25, 1984, at 4-6

p.m. LBS fed the program last year to more than 100 stations. It is being offered on a barter basis.

Unclear separation

Action for Children's Television has filed a complaint with the FCC charging that WWL-TV New Orleans broadcasts of a Saturday-morning children's program, *Popeye and Pals*, violate commission regulations and policies on the separation of program and commercial matter and selling by program host. According to the complaint, the show's props include the logo of the primary sponsor, Popeye's Famous Fried Chicken Restaurant, and the program host promotes the restaurant's products and those of Pepsi-Cola and Haydel's Bakery, other program sponsors. ACT is asking that the FCC order the station to "cease and desist" from host-selling during program time. It has also asked that stage props and promotional displays advertising sponsor products be eliminated, and that programs broadcast before cease and desist order goes into effect be logged as commercial time.

International drama

Western-World Television, a Los Angeles-based television producer and syndicator, is joining with Televisa, the Mexican broadcast network and production company, in development of a new daily serial, *Together Again*. A pilot for the half-hour series is now in production, with initial plans calling for a 26-week order budgeted at \$200,000 per week, the drama will be distributed on a cash/barter basis, with Western-World tentatively planning to retain one minute per episode for national advertisers. *Together Again*, based on the Spanish-language novel of the same name by Felix B. Cignet, is intended for prime access, according to Frank R. Miller, Western-World's executive vice president for domestic distribution and program development. He estimated 60%-65% of the series would be shot on location in Mexico, Europe and the U.S. Bill Glenn,

currently directing the daytime drama, *Capitol*, for CBS-TV, has been signed to direct the new strip and casting will be handled by Hollywood-based Onorato/Franks. According to Miller, Televisa's primary involvement will be providing technical services and facilities in Mexico.

In an unrelated announcement, Western World has disclosed plans to co-produce a two-hour film, *The Saint*, with Tribune productions of Great Britain. Tribune is headed by actor Roger Moore, who starred in the original *Saint* television series, and series producer Robert Baker. Moore will not appear in the film, which will be released theatrically overseas and to cable and broadcast television in the U.S. probably in late 1984. Casting has not been announced.

Time tunnel

CBS correspondent Bill Moyers will host a new public television series of documentary specials called *A Walk through the 20th Century with Bill Moyers*. The program, which debuts Jan. 11, on PBS, will study the "major events, personalities and mores" which shape this century. Originally commissioned by CBS Cable, which ceased operation after only one program was aired, the program has since received a \$2 million grant from Chevron. Themes of the specials range from the development of modern weaponry to U.S. world fairs to Martin Luther King Jr.'s march on Washington.

Olympic arts coverage

Noncommercial KCET(TV) Los Angeles has signed a contract with the Los Angeles Olympic Organizing Committee to produce three national television specials highlighting events at the 1984 Olympic Arts festival. The latter runs from June 1 through Aug. 12, and will include 12 world premieres in music, dance and theater. KCET is seeking about \$4 million in funding, according to a spokeswoman there.

Full circle

It's almost the return of the native when Floyd Kalber takes up co-anchor duties (with Joan Esposito) on ABC-owned WLS-TV Chicago's 6 p.m. news program in January. Kalber spent 16 years as news anchor in Chicago (from 1960 to 1976) at WMAQ-TV, an NBC-owned station, before moving on to New York, initially as a news anchor on NBC's *Today* and then as network correspondent for specials and documentaries. In 1981, Kalber went into semi-retirement and has worked on several special projects. WLS-TV is third in Chicago market in 6-7 p.m. period, according to Nielsen, and second, according to Arbitron. Station hopes that Kalber, with both a national and local reputation, can boost the ratings. His salary is "competitive" with other anchors in the area, according to WLS-TV spokesman, and is believed to be in the \$700,000 range.

Beefing up news

Boston UHF station WLVI-TV has budgeted \$3 million for the first year of a 10 p.m.-10:30 p.m. newscast. The program will begin in the spring and involve a staff of about 20. Gannett, which bought the station last June, will use selections from Cable News Network to compete with the three network affiliates which air Boston news at 11 p.m.

The new programing will go head-to-head against PBS affiliate WGBH's *Ten O'Clock News*.

Nuclear rental

ABC Video Enterprises has licensed the videocassette rights to ABC's *The Day After* to Embassy Home Entertainment for distribution in the U.S. and Canada. "Preliminary indications from videocassette dealers show a high demand for this title," commented Andre Blay, chairman of Embassy Home Entertainment, in announcing the deal. A theatrical version of *The Day After* is also being released this month to theaters in France and Germany. *The Day After* will carry a suggested list price of \$39.95 on videocassette, and \$29.95 on videodisk.

Real ball

A "Double Hundred Celebration," which honored University of Nebraska head football coaches Bob Devaney and Tom Osborne for winning 100 games each in their tenures at the school, was held in Lincoln, Neb. The event drew 3,000 people, including comedian Bob Hope and singer and actor Gordon MacRea, and included a recorded message from President Reagan. The celebration was the idea of A. James Ebel, president and general manager of co-owned KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska, and was broadcast live over those stations. Proceeds from the event went to the Devaney-Osborne Athletic Academic fund.

Olympic original

Noncommercial KCET(TV) Los Angeles has received authorization from the Los Angeles Olympic Organizing Committee and Olympic Arts Festival to produce three nationally distributed television specials highlighting events from the Olympics Arts Festival during the summer of 1984. The festival, which runs from June 1 through Aug. 12, will include 12 world premieres in music, dance and theater, as well as 12 works never presented before in the U.S. The festival is being produced by the LAOOC, sponsor of the 1984 Summer Olympics in Los Angeles. The only confirmed production is *Prelude to the Olympics*, featuring a performance of the Los Angeles Philharmonic on July 27, the eve of the opening of the games.

Making deals

The Taft Entertainment Co. and Children's Television Workshop have agreed to develop and create original children's and family programing, including specials, network series, syndicated programs and pay television material. The agreement does not cover educational programing for public television.

CTW produces *Sesame Street*, *The Electric Company* and *3-2-1 Contact* for public television, while Taft's two animation divisions produce programing for the commercial television networks. Terms of the agreement were not disclosed.

In a separate development, Columbia Pictures Television expanded its commitment to daytime programing by signing producers Gary Bernstein and Larry Hovis to an exclusive contract to create daytime projects for the Burbank studio. The pair have already produced a daytime pilot for CPT entitled *Show Me* in association with Ralph

Andrews Productions. CPT currently produces one daytime serial for CBS-TV and another for NBC-TV. According to CPT President Herman Rush, the studio will continue to emphasize long-form programing, with 28 hours of movies and mini-series already committed for the 1983-84 season.

Games plan

Barry & Enright Productions is offering television stations its Inter/Acter System that enables viewers to participate in video games to be carried live by stations. The system is being offered exclusively to local stations initially as a promotional technique to build station audiences and ratings. It may be used locally for as short a time as 20 seconds or expanded into half-hour formats. Barry & Enright is developing its own live half-hour Inter/Acter System format for network and syndicated sales. Licensing arrangements for Inter/Acter Systems are being handled by Colbert Television Sales, Los Angeles.

Sign on

Eight programs, representing 13 hours of programing, will be closed captioned by the Public Broadcasting Service by the National Captioning Institute. These bring the number of hours to be closed captioned by NCI to 52½, with \$200,000 in funding allocated by the Corporation for Public Broadcasting. (The CPB grant was matched by the local public television stations.) The new programs are: *Eddie Boyd—Bank Robber*; *The Generic News*; *Healthier Babies: the Genetic Era*; *Joint Custody*; *The Kid Who Couldn't Miss*; *Making the Most of the Micro*; *Promises: Profile of an Alcoholic*, and *The Store*. *Eddie Boyd* aired in mid-October; *Making the Most of the Micro* aired Nov. 6, and *The Kid Who Couldn't Miss* aired Nov. 16. The rest will air between Dec. 14 and Dec. 29.

In the marketplace

Group W Productions will offer in syndication 90 episodes of *Fat Albert and the Cosby Kids*, consisting of 50 new episodes and 40 that have run on CBS-TV. The program is being made available for a fall start via Group W Productions in the U.S.. Filmation, a division of Group W Productions, produces the series and will handle overseas distribution of the 50 new episodes.

□

Granada Television, based in Manchester, England, has announced plans to produce a 13-part documentary series on the history of television throughout the world, with international distribution planned during 1984. A book chronicling the program's findings will be published simultaneously. Independent producer Sonny Fox is acting as U.S. consultant for the project.

□

Group W Productions has announced it is planning to introduce an original comedy game show, *Every Second Counts*, for syndication beginning in September 1984. The daily half-hour series will be hosted by Bill Rafferty, co-host of NBC-TV's *Real People*, and a stand-up comedian. A pilot of *Every Second Counts*, produced in association with Charles Colarusso Productions, is now in development for introduction at the NATPE conference in San Francisco next February.

FCC may revise its methods of processing LPTV applications

Commission rulemaking would eliminate opportunity for filing competing applications, remove rules requiring financial data

Low-power television will receive another face-lift if the FCC gets its way.

In a notice of proposed rulemaking last week, the commission proposed to change the way hopeful LPTV'ers would file for new low-power television slots. Under another proposal, applicants no longer would have to file information attesting to their financial qualifications. And the commission, after much public soul searching, also agreed to ask whether it should amend its low-power television rules to process applications for TV translators—that is, low-power television operations that don't originate programming—separately.

Perhaps the most revolutionary proposal was to change the way applicants would file for new LPTV slots. Under current rules, applications the FCC finds to be "acceptable" are placed on a cut-off list that is made available to the public. Then, anyone who wishes may submit a competing application. Under the commission proposal, however, applications for all new LPTV's would be accepted only during a specified, preordained number of days. No more would be accepted after this "window" was closed. The familiar cut-off list would be eliminated and there would be no opportunity to file competing applications.

Under the game plan, more windows would be opened after applications filed during previous windows were processed. The latter windows would be opened only for applications for channels that had not been claimed in earlier rounds.

In its proposal—which appears to track the commission's procedure for handling cellular radio applications—the FCC asked for comment on how it should define window dimensions. It could, of course, limit the size of those by restricting applications to particular geographic locations, market sizes or channel numbers.

According to Larry Miller, an attorney for the Mass Media Bureau, the main reason the commission wants to get rid of the financial qualification item is to eliminate grounds that could be used by losers in LPTV contests. The new applications procedure and elimination of the financial showing "will further expedite the processing of LPTV's and translator applications and will further expedite the delivery of this service to the public," Miller said.

The hot topic of debate, however, was whether to *ask* the public if applications for television translators, or at least certain varieties of those, should be given a priority over LPTV's.

At the meeting, Commissioner Mimi Dawson made clear that she favors asking the question, and Commissioner Henry Rivera came to her support. Both said they thought that since translators are being processed with LPTV applications, and the whole proceeding has bogged down, rural citizens who might benefit from translators might be suffering unduly. Chairman Mark Fowler, who appeared to have the support of Commissioners James Quello and Dennis Patrick, said he thought low-power television had enough "problems" without having to contemplate another change in the ground rules. Dawson and Rivera never appeared to have the votes to force the issue, but Fowler finally backed down, contending the matter didn't warrant "World War III."

After the meeting, Barbara Kreisman, chief of the FCC's LPTV branch, noted that one LPTV rule permits existing translators to change over to LPTV status simply by notifying the commission. That rule would have to be changed if translators are given the proposed priority, she said. □

Station ID's still need review, NAB tells FCC

The National Association of Broadcasters has asked the FCC to modify its decision to abandon regulatory oversight over multicity identifications by radio and TV stations. In a petition for partial reconsideration, the association recommended that broadcasters be required to provide signal coverage to areas they claim in their identifications. NAB recommended that radio stations be required to serve claimed communities with at least an 0.5-millivolt-per-meter contour for an AM, and a 1 mv/m for an FM. TV stations should be permitted to claim only those communities within their Grade A service contours, their areas of dominant influence (Arbitron) or their designated market areas (Nielsen).

The association further recommended that the agency make clear it will examine complaints disputing whether a station's coverage actually extends to an additional community mentioned in a multicity identification. NAB noted that now that the FCC has voted to stop refereeing call-sign disputes, stations can employ "sound-alike" call letters and the listing of the same cities in a joint station identification. □



Telecommunications roundup. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) appeared on C-SPAN last week (with moderator Carl Rutan, back to camera) to field questions from viewers concerned with communications issues. During the call-in program, Wirth discussed a variety of topics ranging from the AT&T divestiture, the cable deregulation bill (H.R. 4103), electronic mail, direct broadcast satellites and the FCC's multiple ownership rules. On the latter issue, Wirth said that although the "rule of sevens" prevents companies from owning more than seven AM's, seven FM's and seven TV stations, it does not address the size of those seven stations. It is important to consider "how many people one station can reach, not the number of stations."

Wirth also spoke of the need for a uniform regulatory policy for cable television and pointed out how the cable deregulation bill is essential to meeting that need.

He also attacked FCC Chairman Mark Fowler's deregulation policies. "Fowler has gone much too far in the area of deregulation. There are certain fundamental fairness issues that have been pushed to the side because of a dominate ideology of unregulation," he said.

Stock Index

	Closing Wed. Dec 14	Closing Wed. Dec 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	54 1/8	55	-	7/8 -	1.59	10
N Capital Cities	134	141	- 7	- 4.96	16	1,796
N CBS	66 1/2	69	- 2	1/2 -	3.62	10
N Cox	43	45 1/2	- 2	1/2 -	5.49	18
A Gross Telecast	62 1/4	62 3/4	-	1/2 -	.79	14
O LIN	22 1/8	22 7/8	-	3/4 -	3.27	22
N Metromedia	35	35 3/8	-	3/8 -	1.06	30
N Outlet Co.	43 3/4	44	-	1/4 -	.56	34
O Price Commun.	5 7/8	6	-	1/8 -	2.08	0
O Scripps-Howard	25 1/2	25 1/2	-			14
N Storer	35 3/8	35 3/4	-	3/8 -	1.04	21
O SunGroup Inc.	5 3/4	6	-	1/4 -	4.16	3
N Taft	49 1/2	48 1/2	+ 1	+ 2.06	12	450
O United Television	12 5/8	13 1/4	-	5/8 -	4.71	16

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	23 1/2	23 3/4	-	1/4 -	1.05	23
A Affiliated Pubs.	39 1/2	39 1/4	+	1/4 +	.63	15
N American Family	19 5/8	19 1/8	-	1/2 -	2.60	13
O Assoc. Commun.	14 1/2	13 3/4	+	3/4 +	5.45	0
N A.H. Belo	39 1/4	40 1/4	- 1	- 2.48	13	367
N John Blair	29 1/8	29	+	1/8 +	.43	12
N Chris-Craft	25 5/8	27 1/8	- 1	1/2 -	5.52	51
N Cowles	24 1/4	22 7/8	+ 1	3/8 +	6.01	23
N Gannett Co.	56 1/2	60 1/4	- 3	3/4 -	6.22	16
N General Tire	37 1/2	36 1/4	+ 1	1/4 +	3.44	14
O Gray Commun.	60 1/2	60 1/2	-			13
N Gulf United	29 7/8	32 1/4	- 2	3/8 -	7.36	9
N Harte-Hanks	23 5/8	23 1/4	+	3/8 +	1.61	14
N Insilco Corp.	19	19	-			10
N Jefferson-Pilot	38 5/8	39 3/4	- 1	1/8 -	2.83	8
O Josephson Intl.	13 3/4	15	- 1	1/4 -	8.33	10
N Knight-Ridder	24 3/4	25 1/8	-	3/8 -	1.49	7
N Lee Enterprises	24 5/8	24 5/8	-			15
N Liberty	23 1/8	24 1/2	- 1	3/8 -	5.61	13
N McGraw-Hill	42 1/2	45 1/4	- 2	3/4 -	6.07	17
A Media General	59 1/2	57	+ 2	1/2 +	4.38	12
N Meredith	42 7/8	41 3/8	+ 1	1/2 +	3.62	12
O Multimedia	37	37 1/2	-	1/2 -	1.33	17
A New York Times	84 1/2	85 3/4	- 1	1/4 -	1.45	16
O Park Commun.	22 1/4	23 1/4	- 1	- 4.30	18	205
A Post Corp.	60 1/4	59 1/4	+ 1	+ 1.68	22	110
N Rollins	17 3/4	17 5/8	+	1/8 +	.70	22
N Schering-Plough	38 3/8	38 1/4	+	1/8 +	.32	10
T Selkirk	14	14	-			30
O Stauffer Commun.	49	49	-			
A Tech Operations	38 1/4	38 3/8	-	1/8 -	.32	7
N Times Mirror	78 1/2	81	- 2	1/2 -	3.08	16
N Tribune	30 3/4	30 7/8	-	1/8 -	.40	14
O Turner Bcstg.	24 1/4	26	- 1	3/4 -	6.73	162
A Washington Post	69	70	- 1	- 1.42	16	978
N Wometco	43 1/2	42 1/2	+ 1	+ 2.35	22	760

SERVICE						
O BBDO Inc.	38 1/2	39	-	1/2 -	1.28	13
O Compact Video	4 3/4	5	-	1/4 -	5.00	22
N Comsat	30 3/4	31 3/8	-	5/8 -	1.99	10
O Doyle Dane B.	19	20 1/2	- 1	1/2 -	7.31	16
N Foote Cone & B	47 1/2	47 3/8	+	1/8 +	.26	12
O Grey Advertising	115	110	+ 5	+ 4.54	9	68
N Interpublic Group	49	50 1/2	- 1	1/2 -	2.97	11
N JWT Group	37 7/8	39 3/4	- 1	7/8 -	4.71	21
A MovieLab	6 3/4	6 1/8	+	5/8 +	10.20	6
O A.C. Nielsen	36 1/2	37	-	1/2 -	1.35	18
O Ogilvy & Mather	48 1/4	48 3/4	-	1/2 -	1.02	15
O Sat. Syn Syst.	9 1/4	9 1/2	-	1/4 -	2.63	20
O Telemation	6 5/8	7 1/4	-	5/8 -	8.75	7
O TPC Commun	1 3/8	7/8	+	1/2 +	57.14	1
A Unitel Video	9 1/2	9 7/8	-	3/8 -	3.79	13
N Western Union	36 1/2	36 5/8	-	1/8 -	.34	10

	Closing Wed. Dec 14	Closing Wed. Dec 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	4 3/8	4 1/2	-	1/8 -	2.77	23
N Coca-Cola	56 1/2	56 1/8	+	3/8 +	.66	14
N Disney	50 1/8	51 7/8	- 1	3/4 -	3.37	14
N Dow Jones & Co.	49	50	- 1	- 2.00	27	3,139
O Four Star	6 3/4	7	-	1/4 -	3.57	7
N Getty Oil Corp.	76 1/4	78 3/8	- 2	1/8 -	2.71	14
N Gulf + Western	30 1/4	31 3/8	- 1	1/8 -	3.58	9
O Lorimar	21 1/2	21	+	1/2 +	2.38	12
N MCA	39	37 3/4	+ 1	1/4 +	3.31	12
N MGM/UA Ent.	11 3/4	12 3/8	-	5/8 -	5.05	8
N Orion	15	16 3/4	- 1	3/4 -	10.44	29
O Reeves Commun.	10 3/4	10	+	3/4 +	7.50	17
O Telepictures	15 1/4	14 3/4	+	1/2 +	3.38	19
O Video Corp.	9 1/2	10	-	1/2 -	5.00	17
N Warner	22 3/4	22 1/2	+	1/4 +	1.11	3
A Wrather	35 3/8	38 3/4	- 3	3/8 -	8.70	96

CABLE						
A Acton Corp.	6 3/4	6 7/8	-	1/8 -	1.81	36
O AEL	30	30 1/2	-	1/2 -	1.63	39
O AM Cable TV	5 1/4	5 3/4	-	1/2 -	8.69	31
N American Express	29 5/8	33 3/4	- 4	1/8 -	12.22	6
N Anixter Brothers	25 3/8	25 3/8	-			35
O Burnup & Sims	6 1/2	7 3/8	-	7/8 -	11.86	7
O Comcast	22 1/2	21 7/8	+	5/8 +	2.85	22
N Gen. Instrument	30 1/2	32 1/4	- 1	3/4 -	5.42	20
N Heritage Commun.	15 1/4	15	+	1/4 +	1.66	31
T Maclean Hunter X	17 1/8	17 5/8	-			24
A Pico Products	10 1/4	9 7/8	+	3/8 +	3.79	33
O Rogers	8 1/4	8 3/8	-	1/8 -	1.49	7
O TCA Cable TV	12	12 1/4	-	1/4 -	2.04	22
O Tele-Commun.	21	21	-			33
N Time Inc.	65 1/4	64	+ 1	1/4 +	1.95	25
O Tocom	2 7/8	4 5/8	- 1	3/4 -	37.83	2
N United Cable TV	25 5/8	25 7/8	-	1/4 -	.96	19
N Viacom	33 1/2	33 3/8	+	1/8 +	.37	20

ELECTRONICS/MANUFACTURING						
N Arvin Industries	26 5/8	27	-	3/8 -	1.38	11
O C-Cor Electronics	10 1/2	10 3/4	-	1/4 -	2.32	10
O Cable TV Indus.	4 1/4	4 7/8	-	5/8 -	12.82	19
A Cetec	10 1/8	10 1/8	-			24
O Chyron	13 3/4	13 3/4	-			13
A Cohu	7 7/8	8 1/4	-	3/8 -	4.54	18
N Conrac	16 7/8	16	+	7/8 +	5.46	12
N Eastman Kodak	73 1/2	75	- 1	1/2 -	2.00	18
O Elec Mls & Comm.	9 1/4	9	+	1/4 +	2.77	36
N General Electric	56 1/2	58 3/8	- 1	7/8 -	3.21	13
O Geotel-Telemet	1 5/8	1 3/4	-	1/8 -	7.14	20
N Harris Corp.	39 1/2	39 3/4	-	1/4 -	.62	22
N M/A Com. Inc.	20	21 3/8	- 1	3/8 -	6.43	24
O Microdyne	8 3/8	8 3/4	-	3/8 -	4.28	27
N 3M	85	85 5/8	-	5/8 -	.72	14
N Motorola	134 1/8	139 7/8	- 5	3/4 -	4.11	23
N N.A. Phillips	75 7/8	75 1/8	+	3/4 +	.99	12
N Oak Industries	5 7/8	5 7/8	-			2
A Orrox Corp.	3 1/4	3	+	1/4 +	8.33	3
N RCA	34 3/4	36 1/8	- 1	3/8 -	3.80	17
N Rockwell Intl.	33 1/2	30 1/8	+ 3	3/8 +	11.20	14
A RSC Industries	5 1/4	5 3/8	-	1/8 -	2.32	66
N Sci-Atlanta	15 3/8	16	-	5/8 -	3.90	769
N Signal Co.s	32 7/8	34 1/8	- 1	1/4 -	3.66	22
N Sony Corp.	13 7/8	14 5/8	-	3/4 -	5.12	36
N Stronix	73 5/8	75 3/8	- 1	3/4 -	2.32	29
A Texscan	17 3/4	18 1/8	-	3/8 -	2.06	20
N Varian Assoc.	53 3/8	54 1/4	-	7/8 -	1.61	25
N Westinghouse	53 7/8	55 7/8	- 2	- 3.57	10	4,717
N Zenith	33	35 1/2	- 2	1/2 -	7.04	14

Standard & Poor's 400 183.69 186.82 - 3.13 - 1.67

Notes: A-ASE, N-NYSE, O-OTC and T-Toronto—in Canadian dollars. Some bid prices by Shearson/American Express, Washington. Common A stock unless otherwise noted. P/E ratios are based on Standard & Poor's estimated new year earnings. If no estimate is available, figures for last 12 months are used. "0" in P/E ratio is for deficit. Footnote: * Six for five split was payable Dec. 15. ** Letter of intent has

been signed for merger of TOCOM (NASDAQ: TOCM) into General Instrument. Holders of 7,779,000 shares outstanding will be offered \$3.50 per share in transaction, which is expected to close by April 11, 1984. With letter of intent GI has provided interim financing of \$3 million. Stock was at 7 3/4 as recently as four months ago (see "Stock Index" footnotes, Sept. 5).

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For the Record

As compiled by BROADCASTING, Dec. 5 through Dec. 9, 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. MO&O—memorandum opinion & order. MEA—major environmental action. 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

Applications

AM's

- Heflin, Ala.—Broadcast Services seeks 1020 khz, 500 w. Address: Route 4 Box 26, Heflin, Ala. 36264. Principal is equally owned by Noline T. Coefield, Elvin Henson and Robert K. Haynes. None have other broadcast interests. Filed Nov. 30.
- Leeds, Ala.—SE/USA Broadcasting Co. seeks 1030 khz, 10 kw. Address: Route 2, Box 11, Oakway Circle, Greenville, S.C. 29607. Principal is equally owned by William E. Garrison, Louis R. du Treil and Ronald D. Rackley. Garrison is vice president, engineering and government relations, Multimedia Broadcasting Co., Cincinnati-based group owner and producer. SE/USA is also applicant for new AM at Bluffton, S.C. Filed Nov. 30.
- Port St. Lucie, Fla.—St. Lucie Radio Corp. seeks 1250 khz, 500 w. Address: Route 5, Box 166, Ft. Pierce, Fla. 33450. Principals are Ray L. Sherwood (90%) and Donna C. Sherwood (10%). Filed Nov. 30.
- Westland, Mich.—Sima Birach seeks 690 khz, 5 kw. Address: 11427 Joseph Campau, Detroit, Mich. 48212. Principal has no other broadcast interests. Filed Nov. 23.
- Algood, Tenn.—Gerald Roberts seeks 1550 khz, 250 w. Address: 229 Gillen Dr., Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed Nov. 30.
- Nephi, Utah—Timothy H. Bowers-Irons seeks 1300 khz, 5 kw. Address: 35 South Main St., Nephi, Utah 84648. Principal has no other broadcast interests. Filed Nov. 30.

FM's

- Bakersfield, Calif.—Caballero Spanish Radio seeks 107.1 mhz, 3 kw, HAAT: 170 ft. Address: 310 Madison Ave., N.Y., N.Y. 10017. Principal is owned by Eduardo Caballero, who is president of Caballero Spanish Media Inc., broadcast station rep firm. He also owns KXEM(AM) McFarland, Calif. and KNEZ(AM) Lompoc, Calif. He is 40% owner of WSUA Miami, Fla., and 33% owner of KBNO(AM) Denver. Filed Dec. 2.
- Bakersfield, Calif.—Central California Broadcasting Inc. seeks 107.1 mhz, 1.68 kw, HAAT: 406 ft. Address: 999 N. Sepulveda Blvd., Suite 902, El Segundo, Calif. 90245. Principal is owned by James Payne Jr., president, and six others. It has 53% minority ownership and is also filing for new FM at Corning, Calif. (see below), and five LPTV's. Some of principals are also principals of Desert Mountain Broadcasting Inc., applicant for new FM at LaQuinta, Calif. Desert Mountain has agreement for buy out and dismissal of its app. for LaQuinta pending before ALJ. Filed Dec. 2.
- Bakersfield, Calif.—Margaret Garza seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 8523 Etiwanda-#27 Northridge, Calif. 91325. Principal has no other broadcast interests. Her father, Ramon, is program director at KWAC(AM) Bakersfield. Filed Dec. 2.
- Bakersfield, Calif.—Kems Communication Co. seeks

107.1 mhz, 3 kw, HAAT: 220.28 ft. Address: 6900-12 Seapines Dr., Bakersfield, Calif. 93309. Principal is owned by Catherine M. Swajian Abernathy (55%) and husband, David Mark (20%); Brian D. Boyle (20%) and Douglas D. Rohall (5%). Filed Dec. 2.

■ Corning, Calif.—Central California Broadcasting Inc. seeks 100.7 mhz, 50 kw, HAAT: 468 ft. Address: 999 N. Sepulveda Blvd., Suite 902, El Segundo, Calif. 90245. Principal is owned by James Payne Jr., president, and six others. It is also filing for new FM at Corning, Calif. (see above). Filed Dec. 2.

■ Corning, Calif.—Empire Broadcasting Corp. seeks 100.7 mhz, 6.2 kw, HAAT: 1,342 ft. Address: P.O. Box 995, San Jose, Calif. 95108. Principal also owns KLIV(AM) San Jose and KARA(FM) Santa Clara, both California. It is majority owned by Robert S. Kieve, president. Filed Dec. 2.

■ Corning, Calif.—Vilco Communications Inc. seeks 100.7 mhz, 50 kw, HAAT: 2,252 ft. Address: 220 Park St., New Haven, Conn. 06511. Principal is equally owned by Bennett S. Cohen and Edit E. Villarreal. Cohen's brother, Robert; Lowell T. Patton, and Charles Bowman have option to buy 49% of principal. Those three also have interest in recent buyer of CP for new FM at Weed, Calif. (see "For the Record," Dec. 12). Filed Dec. 1.

■ Fort Bragg, Calif.—Grace Through Faith Communications Inc. seeks 91.5 mhz, 383 w, HAAT: 4 ft. Address: Box 100, Fort Bragg, Calif. Counsel: Stuart B. Mitchell (Falls Church, Va.) Principal is headed by Fort Bragg-based directors: Lee E. Scaggs, minister; Mary E. Scaggs, housewife, and Kenneth McDonell, rancher. Filed Dec. 7.

■ Milpitas, Calif.—Fusion Music Inc. seeks 93.7 mhz, 3 kw, HAAT: 300 ft. Address: 550 Kiely Blvd., San Jose, Calif., 95117. Principal is nonprofit corporation headed by Steven M. Rice, president. Filed Dec. 6.

■ San Diego—Ann P. Butler seeks facilities made available by denial of renewal app. of West Coast Media Inc., licensee of KJFM(FM) San Diego (98.1 mhz, 28 kw, HAAT 640 ft.). Address: 355 West End Ave., New York 10024. Counsel: Thomas L. Siebert (Washington). Butler is anchor/reporter for WABC-TV New York. Filed Dec. 2.

■ Ocean View, Del.—DGR Communications Inc. seeks 101.7 mhz, 3 kw, HAAT: 293 ft. Address: 514 Mannakee St., Rockville, Md. 20850. Principal is owned by David J. Doherty, president, and seven others. Doherty is formerly engineer at WTVH-TV Schenectady, N.Y. Other principals include Peter Tannewald, Washington communications attorney, who also has interest in WRRU(FM) Providence, R.I.; Sandra Garner, engineer at Voice of America; Arthur Rose, engineer at WTOP(AM) Washington, and David Garner, chief engineer at WTOP. Principal is also app. for new FM at Cobleskill, N.Y., and has settlement agreement whereby six of principals would become minority shareholders in competing applicant. Filed Dec. 2.

■ Ocean View, Del.—Honey Comb Broadcasting Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 4924 North 34th Rd., Arlington, Va. Principal is equally owned by John A. Borsari, Washington communications attorney, and wife, Marilyn. They have no other broadcast interests. Filed Dec. 1.

■ Ocean View, Del.—Ms. Leigh Sandez Leverrier seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 5205 Brookway Dr., Bethesda, Md. 20816. Counsel: Jeffrey D. Southmayd (Washington). Principal has no other broadcast interests. Filed Dec. 2.

■ Ocean View, Del.—Mid-Ocean Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 15010 Carrollton Rd., Rockville, Md. Principal is owned by Suzanne E. Purcell. Her father, Robert L., Washington-based communications consulting engineer, owns WDMV(AM) Pocomoke City, Md.; owns 50% of WBZY(AM) New Castle, Pa., and is applicant for four MDS. Filed Dec. 1.

■ Ocean View, Del.—Ocean View Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 3954 Peachtree Rd., Atlanta, Ga. 30319. Principal is owned by Daryl Hagan (51% voting stock; 20% equity) and Dain Schult (49% voting stock; 80% equity). Neither has other broadcast interests. Filed Dec. 2.

■ Ocean View, Del.—Ocean View Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 1339 30th St. N.W., Washington D.C. 20007. Principal is equally owned

by Susan S. Liberman and Wanda Lynne Dayton. Dayton is general manager of WSUL-FM Monticello, N.Y. Liberman's husband, Howard, has interest in app. for new TV at Honolulu and in app. for new FM at Washington, mutually exclusive with renewal app. of WGMS-FM Washington Filed Dec. 2.

■ Ocean View, Del.—Susan Marie Beth Romaine seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 10114 Day Avenue, Silver Spring, Md. 20910. Principal is account executive for WGAY-AM-FM Silver Spring, Md. She has no other broadcast interests. Filed Dec. 2.

■ Ocean View, Del.—Seashore Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2, Box 188, Frankford, Del. 19945. Principal is headed by Barbara A. Solano, president. Counsel: Roy F. Perkins Jr. (Washington). Filed Dec. 2.

■ Mary Esther, Fla.—Contemporary Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 6448, Pittsburgh, Pa. 15212. Principal is equally owned by Larry G. Fuss Sr. and Rebecca R. Barney and has 50% minority ownership. Fuss operates Pittsburgh-based broadcast consulting firm. Barney is Meridian, Miss., retail clerk. Principal also has app.'s for new FM's at Delhi, La. (see below), and Marion, Miss., and for TV at Flagstaff, Ariz. Filed Dec. 1.

■ Panama City, Fla.—Marcus D. Sloan and Charles Joseph Thompson seeks 1001. mhz, 3 kw, HAAT: 2,933 ft. Address: 108 Scotland Dr., Georgetown, Ky. 40324. Principals equally own applicant. They are also applicants for new AM at Athens, Ky. Thompson owns 40% of WSMT-AM-FM Sparta, Tenn. and applicant for new FM at Greenville, Ala., and 49% of applicant for TV at Burlington, N.J., 28 LPTV's and TV at Milwaukee. Filed Dec. 6.

■ Columbia, Ky.—Lindsay Wilson College seeks 91.1 mhz, 3 kw, HAAT: 148 ft. Address: 210 Lindsey Wilson St., Columbia, Ky. 42728. Principal is private educational institution affiliated with Methodist church. Filed Dec. 2.

■ Smiths Grove, Ky.—J. Barry Williams and Lynn B. Williams seek 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Route 13, Box 323, Bowling Green, Ky. 42101. Principal is equally owned by husband and wife. J. Barry Williams is also applicant for new AM at White Pine, Tenn. Filed Dec. 2.

■ Delhi, La.—Contemporary Communications Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Principal is equally owned by Larry G. Fuss Sr. and Rebecca R. Barney and has 50% minority ownership. It is also applicant for new FM at Mary Esther, Fla. (see above). Filed Dec. 5.

■ Galesburg, Mich.—Echo Broadcasting Inc. seeks 90.9 mhz, 18.24 kw, HAAT: 475 ft. Address: 592 Elmadale Court, Holland, Mich. 49423. Principal is nonprofit organization headed by David M. Higgins, president. It is affiliated with Moody Bible Institute in Chicago, Ill. Filed Nov. 2.

■ Kearny, Neb.—Stephen G. Kafka seeks 102.3 mhz, 1.5 kw, HAAT: 250 ft. Address: 1235 M. St., Aurora, Neb. 68818. Principal also owns KIAE(FM) Aurora, Neb. Filed Dec. 2.

■ Woodbridge, N.Y.—Jerome Gillman Inc. seeks 100.1 mhz, 570 w, HAAT: 620 ft. Address: McDaniel Road, Shady, N.Y. 12479. Principal is jointly owned by Jerome Gilliam and wife, Sasha. They also are majority owners of WDST(FM) Woodstock, N.Y. Filed Dec. 1.

■ Grand Forks, N.D.—Red River Broadcasters seeks 107.5 mhz, 100 kw, HAAT: 446 ft. Address: 3215 Chestnut St., Grand Forks, N.D. 58201. Principal is headed by Justin D. Hoberg, who is majority of KKBJ-AM-FM(CP) Bemidji, Minn., and KTYN(AM)-KBQQ(FM)(CP) Minot, N.D. Hoberg is also general manager of KNOX(AM)-KTYN(FM) Grand Forks, N.D. Filed Dec. 5.

■ Minot, N.D.—Minot Educational Broadcasting Foundation seeks 89.7 mhz, 383 w, HAAT: 121 ft. Address: 7320 Stewart Dr., Eden Prairie, Minn. 55344. Counsel: Stuart B. Mitchell (Falls Church, Va.). Principal is charitable trust headed by trustees: Y.C. Crilly, dispatcher for Burlington/Northern; Stanley Witt, oil and gas manager, Cenex, and Ed Pilch. Filed Dec. 1.

■ Beaver Falls, Pa.—Beaver Falls Educational Broadcasting Foundation seeks 90.9 mhz, 100 w, HAAT: 167 ft. Address: 3700 Lower High St. Beaver Falls, Pa. 15010. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by trustees: Waldo Vander Zwagg, pastor, Mayfield Bible Bap-

st Church; Bruce Porter, associate pastor, and George Osman, retired mill worker. Filed Nov. 29.

■ Corsicana, Tex.—Navarro College seeks 88.7 mhz, 79 kw, HAAT: 439 ft. Address: P.O. Box 1170, Corsicana, Tex. 75110. Principal is public educational institution headed by Leighton B. Dawson, Corsicana attorney. Filed Dec. 6.

■ Richlands, Va.—Richlands Educational Broadcasting Foundation seeks 91.9 mhz, 378 w, HAAT: minus 119 ft. Address: 2506 Fourth St., Richlands, Va. 24641. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Richlands-based trustees: Phillip Horton, owner of Western Auto; Jimmie Jackson, coal mine operator, and David Horton, minister and coal miner. Filed Dec. 5.

TV

■ San Francisco—Minority TV Project seeks ch. 32. App. is in conflict with renewal app. for KQEC(TV) San Francisco. Petitions to deny due Jan. 10, 1984. Address: 390 Hayes St., San Francisco 94102. Counsel: Mitchell A. Moore (Phoenix). Principal is nonprofit unincorporated assoc., headed by Otis McGee, president. McGee is San Francisco attorney who is also applicant for three LPTV's in California. Filed Nov. 1.

Actions

AM's

■ Patillas, P.R.—David Nieves Lopez app. dismissed for 780 khz, 250 w. Action Nov. 29.

■ Webb City, Mo.—Don and Gail Stubblefield granted 1100 khz, 5 kw-D. Address: Route 5, Box 36, Joplin, Mo. 64801. Principals, husband and wife, and equal owners, were also recently granted FM at Webb City (see "For the Record," Dec. 12). Action Nov. 22.

FM's

■ Yellville, Ark.—App. granted for 97.7 mhz, 2.45 kw, HAAT 328 ft. Address: Hiway 14, Box 100 Yellville, Ark. 72687. Principal is equally owned by John C. Adams; his sister-in-law, Jackie N. Jefferson, and his brother, Donald J. It also owns KCTT(AM) Yellville. Action Nov. 28.

■ Redding, Calif.—Record Plant Broadcasting Inc. app. dismissed for 97.3 mhz, ERP: 27.2 kw, HAAT: 3,632.5 ft. Action Nov. 24.

■ Chicago, Ill.—Rhea Benton-Weatherford app. returned for facilities of deleted station WFYR on 103.5 mhz, 4.2 kw, HAAT: 1,550 ft. Action Nov. 22.

■ Helena, Mont.—Goodluck Broadcasting Inc. app. dismissed for 105.3 mhz, 100 kw, HAAT: 533 ft. Action Nov. 18.

■ Omaha, Neb.—Nebraska-Iowa Broadcasting Corp. app. dismissed for interim operation authority on facilities of deleted station KEFM on 96.1 mhz, ERP: 100 kw, HAAT: 275 ft. Action Nov. 23.

■ Newark, N.J.—New City Broadcasting Co. app. dismissed for facilities of deleted station WHBI(FM) on 105.9 mhz, 1 kw, HAAT: 1,224 ft. Action Dec. 1.

■ North Charleston, S.C.—Radio Intermart Corp. app. dismissed for 96.1 mhz, 100 kw, HAAT: 939 ft. Action Nov. 30.

■ Seabrook, Tex.—Spanish Aural Services Co. granted 92.1 mhz, 1.16 kw, HAAT: 485 ft. Address: 839 Timber Cove Drive, Seabrook, Tex. 77586. Principal is owned by Roy E. Henderson, who is also majority stockholder of KYST(AM) Texas City, Tex., and is applicant for LPTV at Clear Lake City, Tex. Action Nov. 23.

■ Seabrook, Tex.—Texas Family Radio Ltd. app. dismissed for 92.1 mhz, 3 kw, HAAT: 300 ft. Action Nov. 28.

■ Seabrook, Tex.—Texas Minority Broadcasting Group app. dismissed for 92.1 mhz, 3 kw, HAAT: 292 ft. Action Nov. 28.

■ Raymond, Wash.—Pacific Broadcasting Co. granted 97.7 mhz, 230 w, HAAT 920 ft. Address: 1034 Bradford, Raymond, Wash. 98577. Principal is owned by Mary R. Gauger and four children, none of whom have other broadcast interests. Action Nov. 21.

TV's

■ Pueblo, Colo.—Arapahoe Silent Majority Inc. seeks ch. 26; ERP: 1,500 kw vis., 150 kw aur., HAAT: 480.68 ft. Address: 18100 East Berry Drive, Aurora, Colo. 80015. Principal is subsidiary of Satellite Communications Corp.; Jack Pankoff, president. It is majority owned by Pankoff and nephew, Phillip E. Pankoff. Arapahoe and wholly owned subsidiary are also applicants for LPTV's in 27 communities and six TV's: at Lewiston, Mont.; Fairbanks, Alaska; Ogden, Utah; Pueblo, Colo.; Lihue, Hawaii and Topeka, Kan. App. for TV at Wichita, Kan., was dismissed (see below).

Action Nov. 23.

■ Hartford, Conn.—Community TV of Connecticut Inc. app. dismissed for ch. 61, ERP: 4,046 kw vis., 809.2 kw aur., HAAT: 722.8 ft. Action Oct. 3.

■ Wichita, Kan.—Arapahoe Silent Majority Inc. app. dismissed for ch. 33; ERP: 2,503 kw vis., 250 kw aur., HAAT: 242.9 ft. App. for Pueblo, Colo. was recently granted (see above). Action Nov. 16.

■ Wichita, Kan.—Wichita 33 Ltd. granted ch. 33; ERP: 1,383 kw vis. 138.36 kw aur., HAAT: 1,007 ft.; ant. height above ground: 1,010 ft. Address: Suite 200, 500 Northridge Road, Atlanta 30338. Principals are Ronald E. Hayes (90%) and Juanita F. Peay (10%), who have no other broadcast interests. Action Nov. 16.

■ Paintsville, Ky.—John H. Leland app. returned for ch. 69, ERP: 4,960 kw vis., 496 kw aur., HAAT: 676.48 ft. Action Nov. 10.

■ Missoula, Mont.—James A. Bender granted ch. 17; ERP: 1,000 kw vis., 200 kw aur., HAAT: 2,615 ft.; ant. height above ground: 245 ft. Address: P.O. Box 2727 Missoula, Mont. 59806. Principal is employe of KDX(TV) KGRZ(FM) Missoula. Action Dec. 19.

■ Missoula, Mont.—Owen Broadcasting Enterprises app. dismissed for ch. 17, ERP: 1,000 kw vis., 10 kw aur., HAAT: 2,248.9 ft. Action Sept. 26.

■ Kingston, N.Y.—Ulster County Communications Corp. granted ch.23; ERP: 1,542 kw vis., 154 kw aur., HAAT: 1,619 ft.; ant. height above ground: 362 ft. Address: Lost Clove Road, Box 8, Big Indian, N.Y. 12410. Principals are Dean L. Gitter (57.9%), James E. Alexander (28.99%) and three others. Gitter is Big Indian, N.Y., real estate investor. Alexander is Oklahoma City video producer. Action Sept. 26.

■ Kingston, N.Y.—Woodstock Broadcast Group Inc. app. dismissed for ch. 63, ERP: 208 kw vis., 20.8 kw aur.; HAAT: 1,039 ft. Action Sept. 26.

■ Rapid City, S.D.—Haynes Communications Co. app. dismissed for ch. 15, ERP: 750 kw vis., 75 kw aur.; HAAT: 502.3 ft. Action Nov. 30.

■ Farwell, Tex.—Best Broadcasting Inc. granted ch. 18; ERP: 874 kw vis., 87 kw aur., HAAT: 438 ft.; ant. height above ground: 430 ft. Address: 205 9th Street, Farwell 79235. Principal is Gil W. Patschke, who owns KJUN(AM) Farwell and holds CP for new FM at Farwell. Action Nov. 23.

■ Houston, Tex.—Texas Educational Network Inc. app. dismissed for ch. 14, ERP 5,000 kw vis., HAAT: 1,093 ft. Action Oct. 12.

Ownership changes

Actions

■ KXGO(FM) Arcata (Eureka), Calif. (93.5 mhz, 245 kw, HAAT: 1,050 ft.)—Granted assignment of license from Record Plant Broadcasting Inc. to Pankonin Broadcasting Inc. for \$475,000. Seller is owned by Christopher Stone and wife, Gloria. They also own Los Angeles recording studio and bought KXGO last year for \$400,000 ("For the Record," April 19, 1982). They have no other broadcast interests. Buyer is owned by Richard Gemler, Omaha broadcast consultant; Gerald Pankonin, Omaha attorney, and his parents, Rudolph and Catherine Pankonin, who are Grant, Neb., farmers. None have other broadcast interests. Station holds CP for operation as Class C facility. Granted Nov. 29.

■ KNKS(AM)-KKYS(FM) Hanford, Calif. (620 khz, 1 kw-D, 1 kw-N; FM: 107.5 mhz, 17 kw, HAAT: 860 ft.)—Granted assignment of license from King Broadcasters Ltd. to Sunrise Communications of Central California for \$1,750,000 (BROADCASTING, Oct. 3). Seller is limited partnership headed by general partner, Lee Smith, (30% of KNKS and 39% of KKYS) who is also general manager of KNKS(AM)-KKYS(FM). Buyer is equally owned by Sunrise Media Inc. and Lartenc Investment Co. Sunrise Media's percentage is divided among Al Lobeck (58%), Raymond McCarty (20%) and Scott Huskey (16%), all former Stauffer Broadcasting executives, and James Bonfiglio (6%), a Scottsdale, Ariz., businessman. Lartenc Investment Co. is headed by Keith Gunzenhauser, president. It is wholly owned subsidiary of Central Life Assurance Co., based in Des Moines, Iowa. Action Nov. 23.

■ KPIP(AM)-KPOP(FM) Roseville, Calif. (1110 khz, 5 kw-D, and 500 w-N; FM: 93.5 mhz, 3 kw, HAAT: 299 ft.)—Granted assignment of license from KPOP Radio to The Fuller-Jeffrey Group for \$3.5 million. Seller is headed by Donnelly C. Reeves, president (91%). It has no other broadcast interests. Buyer is equally owned by Robert F. (Doc)

Fuller, Joseph N. Jeffrey Jr. and Edward F. Bock. It owns WOKQ(FM) Dover, N.H.; KJYJ(FM) Des Moines, Iowa, and WBLM(FM) Lewiston, Me., and has part interest in KCCY(FM) Pueblo, Colo. Bock owns 10% of KCHE-AM-FM Cherokee, Iowa, and 20% of WCCI(FM) Savannah, Ill. Action Nov. 23.

■ KXTV(TV) Sacramento (ch. 35; 309 kw vis, 61.7 kw aur.; HAAT 1,490 ft.; 1,549 ft. above ground)—Granted 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, WTVQ(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). Action Nov. 28.

■ KYOU(AM)-KRGE(FM) Greeley, Colo. (1450 khz, 1 kw-D, 250 w-N; 92.5 mhz; 25 kw, HAAT: 470 ft.)—Granted 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. Action Nov. 30.

■ WANX-TV Atlanta (ch. 46; 2,333 kw vis., 233 kw aur; HAAT: 1,170 ft.)—Granted 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; WXRJ(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. Granted Dec. 1.

■ WSOY-AM-FM Decatur, Ill. (1340 khz, 1 kw-D, 250 w-N; 102.9 mhz, 54 kw, HAAT: 450 ft.)—Granted assignment of license from Illinois Broadcasting Co. to WSOY Inc. for \$4,064,459. Sale is part of approximately \$8-million deal also involving WFRL(AM)-WXXQ(FM) Freeport, Ill., and WLAP-AM-FM Lexington, Ky. Allocation of consideration among stations is based on value of assets, not market value. Seller is owned by Lindsay and Shaub families, who are liquidating company. They formerly owned Lindsay-Shaub Newspapers Inc., which was sold to Lee Enterprises in 1979. Buyer is 100% owned by C.R. Griggs, executive vice president of Illinois Broadcasting. Action Dec. 1.

■ WXFM(FM) Elmwood Park, Ill. (Chicago) (105.9 mhz, 4.2 kw, HAAT: 1.55 ft.)—Granted assignment of license from WXFM Inc. to Cox Communications Inc. for \$9 million (BROADCASTING, Aug. 22). Seller is headed by Robert C. Victor, president. It has no other broadcast interests. Buyer, based in Atlanta, is publicly traded major station group and cable owner, headed by Garner Anthony, chairman of executive committee. It has sold, subject to FCC approval, WLIF(FM) Baltimore (see below), to comply with FCC multiple ownership rules. Action Nov. 23.

■ WJDW(AM) Corydon, Ind. (1550 khz, 250 w-D)—Granted transfer of control of Lifestyles Inc. from Jon D. Walsh and Dennis R. Hill (100% before; none after) to Turn-Key Broadcast Systems Inc. (none before; 100% after). Consideration: \$170,800. Principals: Sellers also have interests in application for new FM at Vincennes, Ind., and LPTV at St. Matthews, Ky. Buyer is owned by John W. Smith Jr. and Damon A. Nelson Jr. (24.5% each), John W. Smith Sr., his wife, Mary L. Smith and Angelia M. Pait (51% jointly). It also is owner of WAVV(FM) Vevay, Ind., and is applicant for new FM's at Vincennes, Ind. and Mount Vernon, Ohio. John Smith Sr., who is station engineer at WJDW, is also 20% owner of WLSO-FM Spencer, Ind. Younger Smith, Nelson and Pait are children of John and Mary Smith. Action Nov. 30.

■ WKJG-TV Fort Wayne, Ind. (ch. 33; 594 kw vis., 59 kw aur.; HAAT: 770 ft.)—Granted transfer of control of Thirty-Three Inc. from Wabash Valley Broadcasting Corp. (77% before; none after) to Joseph R. Cloutier Sr. (23% before;

100% after) Seller, privately held corporation, will relinquish 77% of WKJG in equal exchange for buyer's 23% share of Wabash Valley's other property. WTHI-AM-FM-TV Terre Haute, Ind. Buyer is executive vice president of licensee, president of Indianapolis Motor Speedway Corp. and other enterprises. Action Nov. 23.

■ WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV; ch. 8; 316 kw vis., 42.7 kw aural; HAAT: 990 ft.; WANE-TV; ch. 15; 144 kw vis., 28.2 kw aural; HAAT: 830 ft.)—Granted transfer of control of Indiana Broadcasting Corp. from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for \$104.9 million. Two stations are part of six-station deal between two companies for total \$606 million (BROADCASTING, June 27). Seller is subsidiary of Dun & Bradstreet Corp., New York-based corporation engaged in business information, marketing services and specialty publishing. It has no other broadcast interests. Buyer is Dallas-based newspaper publisher. It has also sold, subject to FCC approval, the two stations at same price, and working capital, after holding them for a "legal instant" (see below). It also owns WFAA-AM-TV and KZEW(FM) Dallas, and recently bought KOA(AM)-KOAQ(FM) Denver for \$22 million ("Changing Hands," May 30). It has also sold, subject to FCC approval, WTVC(TV) Chattanooga, and KFDM-TV Beaumont, Tex., for \$49 million, to keep from exceeding station ownership limits ("In Brief," Oct. 10). Granted Nov. 28.

■ WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV; ch. 8; 316 kw vis., 42.7 kw aural; HAAT: 990 ft.; WANE-TV; ch. 15; 144 kw vis., 28.2 kw aural; HAAT: 830 ft.)—Granted transfer of control from A.H. Belo Corp. (100% before; none after) to LWVI Broadcasting Inc. (none before; 100% after) for \$104.9 million and working capital ("Changing Hands," Sept. 5). Seller will own stations for a "legal instant" (see above). Buyer is subsidiary of LIN Broadcasting, a publicly traded New York company, which also owns five AM's, five FM's and five TV's. It is also radio common carrier and specialty publisher. Action Nov. 28.

■ WIOU(AM) and WZVZ(FM) Kokomo, Ind. (1350 khz, 5 kw-D, 1 kw-N; FM: 93.5 mhz 3 kw, HAAT: 340 ft.)—Granted assignment of license from Booth American Co. to Kokomo Community Service Radio Inc. for \$1,550,000. Seller is owned by John L. Booth and family. It also owns three AM's and six FM's. 11 cable systems and SMATV system in Belleville, Mich. Buyer is majority owned by David C. Keister, president. It also owns three AM's and three FM's. Action Nov. 22.

■ *WCAE(TV) St. John, Indiana (ch. 50, 603 kw vis. 120 kw aural, HAAT: 417 ft.)—Granted 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. Action Nov. 23.

■ WFRL(AM)-WXXQ(FM) Freeport, Ill. (1570 khz, 5 kw-D, DA: 98.5 mhz, 19.6 kw, HAAT: 150 ft.)—Granted assignment of license from Illinois Broadcasting Co. to WFRL Inc. for \$54,000 plus \$446,000 liabilities. Sale is part of six-station package deal (see Decatur, Ill., above). Buyer is owned by C.R. Griggs (65%), James D. McQuality and Larry S. Ward (17.5% each). McQuality is general manager of Freeport stations. Ward is technical supervisor for Freeport and Decatur stations. Action Dec. 1.

■ WLCS(AM)-WQXY-FM Baton Rouge (910 khz, 1 kw-U; FM: 100.7 mhz, 100 kw HAAT: 690 ft.)—Granted 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 KWKI(AM)-KKIK-FM Big Springs, KBFM(FM) McAllen and KDVE(AM) Beaumont, all Texas, and WZEW(FM) Fairhope, Ala. Action Nov. 29.

■ WLAP-AM-FM Lexington, Ky. (630 khz, 5 kw-D, 1 kw-N, DA-2: 94.5 mhz, 50 kw, HAAT: 640 ft.)—Granted assignment of license from Illinois Broadcasting Co. to WLAP Inc. for \$3,743,541 plus assumption of certain liabilities. Sale is part of six-station package deal (see Decatur, Ill., above). Buyer is 100% owned by C.R. Griggs who is executive vice president of Illinois Broadcasting Co. Action Dec. 1.

■ WVJS(AM)-WSTO(FM) Owensboro, Ky. (1420 khz, 5 kw-D, 1 kw-N; FM 96.1 mhz, 100 kw, HAAT: 1,001 ft.)—Granted assignment of license from Owens on the Air Inc. to Leonard and Claire Tow for \$3 million. Sellers are Pauline

Summary of broadcasting as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	186	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	535	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
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

H. Steele and Robert H. Steele, brother and sister, trustees of estate of V.J. Steele Jr. Neither has other broadcast interests. Buyers are husband and wife. Leonard Tow is president and half owner of MSO, Century Communications Corp., which purchased stations along with CATV in Owensboro—16,700 basic and 9,700 pay subscribers—for total of \$17.5 million. Century is spinning off stations to Tows because co-owner, Sentry Insurance Co., already owns seven AM's and six FM's through subsidiary Sentry Broadcasting Inc. Neither Leonard nor Claire Tow has other broadcast interests. Granted Nov. 29.

■ WLIF(FM) Baltimore (101.9 mhz, 13.5 kw, HAAT: 960 ft.)—Granted assignment of license from Cox Communications Inc. to Island Broadcasting Co. Inc. for \$5,750,000 (BROADCASTING, Aug. 22). Seller has bought WXF(M) Chicago (see above). Buyer is headed by Alan S. Beck, president and former general manager of WLIF, who also has interest in WALK-AM-FM Patchogue, N.Y. Action Nov. 23.

■ WKIK(AM) Leonardtown, Md. (1370 khz, 1 kw-U)—Granted assignment of license from Continental Radio Corp. to J.B.J. Communications Inc. for \$249,656 (BROADCASTING, Oct. 10). Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president; John H. Swain, and Joseph Salta. It has no other broadcast interests. Action Nov. 18.

■ KTCR-AM-FM Minneapolis-St. Paul. (690 khz, 500 w-D, DA: FM: 97.1 mhz, 50 kw, HAAT: 150 ft.)—Granted assignment of license from Hennepin Broadcasting Associates Inc. to Parker Communications Inc. for \$3.45 million. Seller is owned by Albert S. Tedesco, who also owns KDUZ-AM-FM Hutchinson, Minn. Buyer is owned by John B. Parker, president, and wife, Kathleen (50% each). They also own KIKI(AM)-KMAI(FM) Honolulu and recently sold KOWL(AM) South Lake Tahoe, Calif. ("Changing Hands," Aug. 22). Action Nov. 18.

■ KKOZ(AM) Ava, Mo. (1430 khz, 500 w-D)—Granted assignment of license from Ava Broadcasting to KKOZ Inc. for \$130,000. Seller is owned by Joseph E. Jindra, president, and eight other Kansas residents. Buyer is owned by Joseph Alan Corum (27%), his brother, Charles Arthur (27%); their mother, Mrs. Joseph Arthur Corum (15%); Robert L. Honea Jr. (27%); and A. Dale Wendland (4%). Joseph Alan Corum is currently station manager at KOYY(AM)-KSPG(FM) El Dorado, Kan. Action Nov. 30.

■ KSRD(FM) Seward (Lincoln) Neb. (96.9 mhz, 100 kw, HAAT: 610 ft.)—Granted assignment of license from KSRD Radio Co. to MusicRadio of Nebraska for \$864,000. Seller is general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT(AM) Denton, and KDNG-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is

general manager of WSLC-AM-WSLQ(FM). Buyer is owned by Donald Cavaleri (60%) and Stephen Kushner (25%). Cavaleri was previously general sales manager WPGC-AM-FM Morningside, Md. Kushner is currently program director at WBZZ(FM) Pittsburgh. Action Nov. 23.

■ WFMV(FM) Blairstown, N.J. (106.3 mhz, 3 kw, HAAT: 860 ft.)—Granted transfer of control of Park V Broadcasting from Joseph P. Sherikjian (51% before; 50% after) to Dennis Feely (49% before; 50% after). Consideration: \$150,000. Seller is Joseph P. Sherikjian, former director of acquisition and new product development at ABC Radio Enterprises, who has no other broadcast interests. He recently bought WFMV for \$560,000 (BROADCASTING, June 27). Buyer is former director of engineering for TalkRadio and has no other broadcast interests. Action Nov. 29.

■ WGOO(AM) Salamanca, N.Y. (1590 khz, 5 kw-D)—Granted transfer of control of Communications Inc. from John R. Newman (100% before; none after) to Gary L., and Theresa Livingston (none before; 100% after) for \$263,500. Seller has application pending to buy WZNG(AM) Cypress Gardens, Fla. (BROADCASTING, Sept. 26). Buyers are Gary Livingston (80%) and wife, Theresa (20%). Gary Livingston is currently operations manager at WUUU(FM) Rome, N.Y. Action Nov. 23.

■ WNNC(AM) Newton, N.C.; WSJW(AM) Woodruff, S.C. (1230 khz, 1 kw-D, 250 w-N; 1510 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Newton-Conover Communications from certain shareholders (51.8% before; none after) to other shareholders (48.2% before; 100% after). Consideration: price to be based on book value of stock. Sellers are Charles R. Lingafelt and wife, Glenna T. (17.25% each); Edmond B. Fitzgerald and his wife, Emily W. (8.5% each). Charles T. Lingafelt also has interest in WMNA-AM-FM Gretna, Va. Buyer is owned by David B. Lingafelt, general manager WNNC, and wife, Janet W., assistant general manager at station. Newton-Conover Communications Inc. is buying back stock owned by four sellers, leaving buyers with complete ownership. Action Nov. 30.

■ KNDK(AM) Langdon, N.D. (1080 khz, 1 kw-D)—Granted assignment of license from Johnson, Johnson & Laidlaw Inc. to KNDK Radio for \$500,000. Seller is equally owned by Bert Johnson, and brother, Lyle, both farmers, and T.L. Laidlaw, general manager of KDNK. None has other broadcast interests. Buyer is equally owned by William Heigaard and R. Scott Stewart, both Langdon attorneys. It has no other broadcast interests. Action Nov. 30.

■ WLGN-AM-FM Logan Ohio (1510 khz, 1 kw-D, 240 w-CH)—Granted assignment of license from Logan Broadcasting to Roger Lance Hinerman for \$310,000. Seller is owned by Dannie Derol, who owns furniture store, restaurant, and other investments in Logan. Buyer, general manager of stations, has no other broadcast interests. Action Nov. 29.

■ KLTR(AM) Blackwell, Okla. (1580 khz, 1 kw-D)—Granted assignment of license from Indian Nation Broadcasters Inc. to Action Media Inc. for \$115,000 cash including noncompete agreement. Seller is headed by Don M. Kelly, president. He is also 95% owner of KUSH(AM) Cushing, Okla. and is permittee for new FM in Liberal, Kan. Buyer is owned by William Stanley Bivin, president (70%), and Mary Jane Kelly (30%). It is licensee of KLOR-FM Ponca City, Okla. Granted Nov. 30.

■ KOTV Tulsa, Okla. (ch. 6; 100 kw vis., 20 kw aural; HAAT: 1,310 ft.; ant. height above ground 1,135)—Granted 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). Action Nov. 22.

■ KFMT(FM)[CP] Pendleton, Ore. (103.5 mhz, 100 kw, HAAT: 970 ft.)—Granted assignment of license from Faith Media Inc. to Andrew F. Harle and Cheryl L. McAnally for \$55,223, including \$40,000 noncompete agreement. Seller is nonprofit corporation, headed by David L. Jones, president. It has no other broadcast interests. Buyers own 50% each. They also own KTI(X) Pendleton. Action Dec. 19.

■ KPUP(FM)[CP] Redmond, Ore. (106.5 mhz, 100 kw; HAAT: 537 ft.)—Granted assignment of license from Peregrine Broadcasting Co. Inc. to KBND Inc. for sum not to exceed \$25,000. Seller is owned by Bruce Bischof, Sun River labor lawyer who has no other broadcast interests. Buyer is equally owned by Douglas D. Kahle and Edwin Tornberg. Both Tornberg and Kahle have interests in WABS(AM) Arlington, Va.; WFIA(AM)-WXLN(FM) Louisville, Ky.; KBND(AM) Bend, Ore.; WBRI(AM) Indianapolis, and WXIR(FM) Plainfield, Ind. Tornberg is owner of communication management consultant company in Washington. Kahle is also part owner of KFIA(AM) Carmichael (Sacramento), Calif. Buyer is also applicant for new FM and low power TV at Bend, Ore. Action Dec. 2.

■ WLUY(AM) Nashville (1300 khz, 5 kw-U, DA-N)—Granted assignment of license from Mooney-WMAK Inc. to WNQM Inc. for \$700,000. Seller is 100% owned by Sun-

Group Inc., Knoxville, Tenn.—based group owner, headed by George P. Mooney, president. It also owns WSEV(AM)-WMYU(FM) Sevierville, and WYHY(FM) Hendersonville, both Tennessee, and WERC(AM)-WKXX(FM) Birmingham, Ala. Buyer is headed by Fred P. Werstenberger (64%), who is also majority owner of WVOQ(AM) New Orleans and WMQM(AM) Memphis. It also has pending application for WITA(FM) Knoxville, Tenn. Action Nov. 23.

■ **WMGL(FM) Pulaski, Tenn.** (98.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Medium Rare Inc. to Pulaski Broadcasting for \$350,000, including \$75,000 cash. Seller is owned by Jay Austin (50%), Robert Lochte and wife, Katie (50%). All three work at WMGL: Austin as sales manager, Robert Lochte as general manager and Katie Lochte as news director. It is permittee for a new commercial TV in Greenville, Tenn. Buyer is owned by S. Hershel Lake (55%) and wife, Geraldine Vaughn (35%), and Ronald Ray McNeil (10%). S. Hershel Lake owns newspapers in Carthage, Tenn.; Haleyville, Ala., and weekly *Giles Free Press*, Pulaski. Geraldine Vaughn Lake is bookkeeper at Carthage paper. McNeil is manager of Tennessee Press Association in Knoxville. It is licensee of WSKR(AM) Pulaski. Action Nov. 29.

■ **KZIP(AM) Amarillo, Tex.** (1310 khz, 1 kw-D)—Granted assignment of license from Plains Broadcasting Inc. to Del Norte Inc. for \$270,000, including \$240,000 cash. Seller is owned by Ken Williams, president and general manager of KZIP. Buyer is owned by Cruz Gilivaldo Lopez, manager and part owner of Midland, Tex., restaurant (49%), and Manuel L. Veloz Sr., cook (51%). It has no other broadcast interests. Action Nov. 30.

■ **KHOU-TV Houston (ch. 11; 316 kw vis., 47.9 kw aur.; HAAT: 1,440 ft.)**—Granted transfer of control of Gulf TV Corp. from Corinthian (100% before; none after) to A.H. Belo (none before; 100% after) for record \$342 million. Two stations are part of six-station deal between the two companies for total \$606 million (see above). Action Nov. 17.

■ **WVEC-TV Hampton, Va.** (ch 13; 316 kw vis., 31.6 kw aur.; HAAT: 980 ft.; 1,028 ft. above ground)—Granted 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). Action Nov. 28.

■ **WWNR(AM) Beckley, W. Va.** (620 khz; 1 kw-D, 500 w-N)—Granted 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. Action Dec. 2.

Facilities changes

AM applications

Tendered

■ **WASG (1160 khz) Atmore, Ala.**—Seeks CP to increase power to 50 kw and change to DA-D. Ann. Nov. 28.

■ **WZOB (1250 khz) Fort Payne, Ala.**—Seeks CP to increase power to 5 kw. Ann. Nov. 29.

■ **KCAB (980 khz) Dardanelle, Ariz.**—Seeks CP to increase power to 5 kw. Ann. Dec. 5.

■ **KIQI (1010 khz) San Francisco**—Seeks CP to change hours of operation to unlimited by adding 2.5 kw-N; install DA-2, and make changes in ant. sys. Requests waiver of sections 73.37 (A9) and 73.37(E) of rules. Ann. Dec. 5.

■ **KAPB (1370 khz) Marksville, La.**—Seeks CP to make changes in ant. sys. to increase tower height and decrease radiation. Ann. Dec. 5.

■ **WXXX (1310 khz) Hattiesburg, Miss.**—Seeks CP to increase power to 5 kw and redescribe TL. Ann. Nov. 29.

■ **KJPW (1390 khz) Waynesville, Mo.**—Seeks CP to increase power to 5 kw. Ann. Dec. 8.

Accepted

■ **KNTA (1430 khz) Santa Clara, Calif.**—Seeks CP to make changes in ant. sys. and to change TL. Requests waiver of section 73.37 of rules. Ann. Nov. 28.

■ **KSKI (1340 khz) Haily, Idaho**—Seeks MP (BP-800428AE, as mod.) to make changes in ant. sys. and change TL. Ann. Dec. 5.

■ **KSAT (936 khz) Marianas Islands**—Seeks CP to make changes in ant. sys. and change TL. Ann. Nov. 28.

■ **New (870 khz) Bethany, Mo.**—Seeks MP (BP-821026AE) to change main studio SL. Requests waiver of section 73.1125(B)(2). Ann. Dec. 1.

■ **KISD (880 khz) Medford, Ore.**—Seeks app. for review of mod. of CP (800827AC) to change main SL. Requests waiver of section 73.1125(B)(2) of rules. Ann. Nov. 29.

■ **KAPE (1480 khz) San Antonio, Tex.**—Seeks CP to change ant. sys.; add tower, and change facilities to 1480 khz with 2.5 kw-D with pre-sunrise. Ann. Dec. 1.

■ **KJET (1590 khz) Seattle**—Seeks MP (BP-820714AE) to change TL. Ann. Dec. 5.

■ **WBKV (1470 khz) West Bend Township, Wis.**—Seeks MP (BP-820721AI, as mod.) to augment nighttime radiation pattern. Ann. Dec. 1.

FM applications

Tendered

■ **WRFS-FM (106.1 mhz) Alexander, Ala.**—Seeks CP to change ERP to 27 kw and change HAAT to 254 ft. MEA under section 1.1305. Ann. Nov. 29.

■ **KCHV (93.7 mhz) Coachella, Calif.**—Seeks CP to change TL; change ERP to 26.5 kw; change HAAT to 640 ft., and make changes in ant. sys. Ann. Dec. 7.

■ **KBOB (98.3 mhz) West Covina, Calif.**—Seeks CP to change TL; change ERP to 0.500 kw; change HAAT to 750 ft., and make changes in ant. sys. Ann. Dec. 8.

■ **KLIR (100.3 mhz) Denver**—Seeks CP to change TL; change HAAT to 1,302 ft., and make changes in ant. sys. Ann. Nov. 28.

■ **KCSU-FM (90.5 mhz) Fort Collins, Colo.**—Seeks CP to increase ERP to 100 kw and make changes in ant. sys. Ann. Dec. 8.

■ **KWBI (91.1 mhz) Morrison, Colo.**—Seeks CP to change ERP to 100 kw and make changes in ant. sys. Ann. Dec. 8.

■ **WAFB (106.3 mhz) Clewiston, Fla.**—Seeks CP to change TL; change ERP to 1.3 kw; change HAAT to 460 ft., and make changes in ant. sys. Ann. Dec. 5.

■ **WGNE-FM (98.5 mhz) Panama City, Fla.**—Seeks CP to change TL; change HAAT to 1,544 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 1.

■ **WJST (93.5 mhz) Port St. Joe, Fla.**—Seeks CP to change TL; change HAAT to 1,500 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 7.

■ **WADM-FM (92.7 mhz) Decatur, Ind.**—Seeks CP to change TL; change HAAT to 300 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 7.

■ **KRNA (93.9 mhz) Iowa City, Iowa**—Seeks CP to change TL; change HAAT to 1,903 ft., and make changes in ant. sys. Ann. Nov. 29.

■ **KBCM (95.5 mhz) Sioux City, Iowa**—Seeks CP to change TL; change HAAT to 1,000 ft.; change TPO, and make changes in ant. sys. Ann. Dec. 5.

■ **KSEZ (97.9 mhz) Sioux City, Iowa**—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Ann. Dec. 5.

■ **WTGI (103.3 mhz) Hammond, La.**—Seeks CP to change TL; change HAAT to 100 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 25.

■ **KROK (94.5 mhz) Shreveport, La.**—Seeks CP to change TL; change HAAT to 1,00 ft., and make changes in ant. sys. Ann. Dec. 8.

■ **WYXX (96.1 mhz) Holland, Mich.**—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 500 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 29.

■ **WKLT (97.7 mhz) Kalkaska, Mich.**—Seeks CP to change TL; change ERP to 0.90 kw; change HAAT to 558 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 8.

■ **WITL-FM (100.7 mhz) Lansing, Mich.**—Seeks CP to change TL; change ERP to 28.3 kw; change HAAT to 625 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 25.

■ **KPBM-FM (94.5 mhz) Poplar Bluff, Mo.**—Seeks CP to change ERP to 100 kw and HAAT to 1,005 ft. MEA under section 1.1305. Ann. Dec. 5.

■ **KMJM (107.7 mhz) St. Louis**—Seeks CP to change TL; change HAAT to 1,019 ft., and make changes in ant. sys. Ann. Dec. 8.

■ **KTTS-FM (94.7 mhz) Springfield, Mo.**—Seeks CP to change TL; change HAAT to 98,788 ft., and make changes in ant. sys. Ann. Dec. 7.

■ **WOW-FM (94.1 mhz) Omaha**—Seeks CP to change TL; change HAAT to 1,538 ft., and make changes in ant. sys. Ann. Dec. 8.

■ **WSRQ (94.5 mhz) Eden, N.C.**—Seeks CP to change TL; change ERP to 100 kw horiz., 88 kw vert.; change HAAT to 1,532 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 8.

■ **WAPP (103.5 mhz) Lake Success, N.Y.**—Seeks CP to change ERP to 5.8 kw and change to nondirectional pattern. Ann. Dec. 1.

■ **WFUV (90.7 mhz) New York**—Seeks CP to change TL; increase HAAT to 500 ft.; change trans. and transmission line, and make changes in ant. sys. Ann. Nov. 28.

■ **WCSE (92.3 mhz) Asheboro, N.C.**—Seeks CP to change ERP to 100 kw horiz., 91.98 kw vert., and change HAAT to 1,010 ft. MEA under section 1.1305. Ann. Dec. 1.

■ **WBCY (107.9 mhz) Charlotte, N.C.**—Seeks CP to change TL; change HAAT to 1,700 ft., and make changes in ant. sys. Ann. Nov. 28.

■ **WGNI (102.7 mhz) Wilmington, N.C.**—Seeks CP to change TL; change HAAT to 1,066 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 25.

■ **WYMJ-FM (103.9 mhz) Beavercreek, Ohio**—Seeks CP to change TL; change ERP to 1.5 kw; change HAAT to 405 ft., and make changes in ant. sys. Ann. Nov. 25.

■ **KGCG-FM (99.5 mhz) Henryetta, Okla.**—Seeks CP to change ERP to 100 kw. Ann. Dec. 8.

■ **KMOD-FM (97.5 mhz) Tulsa, Okla.**—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 744 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 29.

■ **KFMJ (96.9 mhz) Grants Pass, Ore.**—Seeks CP to change TL; change HAAT to 2,178 ft., and make changes in ant. sys. Ann. Nov. 25.

■ **KJSN (92.5 mhz) Klamath Falls, Ore.**—Seeks CP to change TL; change ERP to 60 kw; change HAAT to 1,013 ft., and make changes in ant. sys. Ann. Nov. 29.

■ **WPTG (90.3 mhz) Lancaster, Pa.**—Seeks CP to change TL; change ERP to 4.52 kw; change TPO; change trans., and make changes in ant. sys. Ann. Dec. 8.

■ **WIOB (99.9 mhz) San Juan, P.R.**—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 329.07 meters, and make changes in ant. sys. Ann. Nov. 25.

■ **WQLO (98.7 mhz) Beaufort, S.C.**—Seeks CP to change TL and make changes in ant. sys. Ann. Dec. 1.

■ **WCOS-FM (97.9 mhz) Columbia, S.C.**—Seeks CP to change TL; change ERP to 100 kw horiz., 88 w vert., change HAAT to 985 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 1.

■ **New (106.7 mhz) Granbury, Tex.**—Seeks mod. of CP (BPH-8011211AE) to change TL; change HAAT to 985 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 28.

■ **KYKR-FM (93.3 mhz) Port Arthur, Tex.**—Seeks CP to change TL; change HAAT to 1,089 ft., and make changes in ant. sys. Ann. Nov. 25.

■ **WPVA-FM (95.3 mhz) Colonial Heights, Va.**—Seeks CP to change TL; change ERP to 2.5 kw; change HAAT to 328 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 7.

■ **KNBQ (97.3 mhz) Tacoma-Seattle, Wash.**—Seeks CP to change TL; change HAAT to 1,480 ft., and make changes in ant. sys. Ann. Nov. 28.

■ **WQTC-FM (102.3 mhz) Two Rivers, Wis.**—Seeks CP to change city of license to Manitowoc, Wis.; change ERP to 2 kw; change HAAT to 373 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 1.

Accepted

■ **WZYP (104.3 mhz) Athens, Ala.**—Seeks CP to change HAAT to 1,050 ft. Ann. Dec. 5.

■ **WAHR (99.1 mhz) Huntsville, Ala.**—Seeks CP to change ERP to 100 kw and HAAT to 985 ft. Ann. Dec. 9.

■ **KKD1-FM (102.3 mhz) Sheridan, Ariz.**—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Dec. 7.

■ **KMZK (106.3 mhz) Sun City, Ariz.**—Seeks CP to change HAAT to 300 ft. and change TL. Ann. Dec. 7.

■ **KARZ (106.1 mhz) Burney, Calif.**—Seeks mod. of CP (BPH-791108AD) to change HAAT to 1,981 ft. and ERP to 100 kw. Ann. Dec. 7.

■ **KDNO (98.5 mhz) Delano, Calif.**—Seeks mod. of CP (BPH-810514AL) to change HAAT to 500 ft. and change

height of tower. Ann. Dec. 7.

- KZLA-FM (93.9 mhz) Los Angeles—Seeks CP to change TL. Ann. Dec. 5.
- KBZT (94.9 mhz) San Diego—Seeks CP to change TL; decrease HAAT to 701 ft., and increase ERP to 21.8 kw. Ann. Dec. 5.
- KRKY (92.1 mhz) Castle Rock, Colo.—Seeks CP to change TL; change ERP to 0.450 kw. and change HAAT to 789.6 ft. Ann. Nov. 29.
- KSPZ (92.9 mhz) Colorado Springs—Seeks CP to change ERP to 83 kw; install new ant. and transmission line; change TPO, and install new trans. Ann. Dec. 5.
- KGBS (96.1 mhz) Greeley, Colo.—Requests waiver of section 73.1201(B)(2) of rules to identify as "Greeley-Fort Collins" Greeley, Colo. Ann. Dec. 9.
- KPPL (107.5 mhz) Lakewood-Denver, Colo.—Seeks mod. of CP (BPH-820618AK) to change HAAT to 1,241 ft. Ann. Dec. 5.
- WELE-FM (105.9 mhz) Deland, Fla.—Seeks CP to change TL and change HAAT to 1,000 ft. Ann. Nov. 28.
- WRNG (96.7 mhz) Newnan, Ga.—Seeks mod. of CP (BPH-820730AN) to change ERP to 0.7 kw and HAAT to 560 ft. Ann. Nov. 29.
- New (100.3 mhz) Agana, Guam—Seeks mod. of CP (BPH-820803AM) to change TL; change ERP to 2.06 kw, and decrease HAAT to 750 ft. Ann. Dec. 7.
- KPND (95.3 mhz) Sandpoint, Idaho—Seeks CP to change ERP to 3 kw. Ann. Dec. 5.
- WEAI (100.5 mhz) Jacksonville, Ill.—Seeks CP to change ERP to 50 kw and HAAT to 322 ft. Ann. Dec. 5.
- WLVO (99.3 mhz) Mt. Zion, Ill.—Seeks mod. of CP (BPH-810313AD) to change TL; change ERP to 1.0 kw, and change HAAT to 480 ft. Ann. Nov. 28.
- WXRJ (105.5 mhz) Woodstock, Ill.—Seeks CP to decrease ERP to 0.750 kw and increase HAAT to 550 ft. Ann. Dec. 5.
- WAVV-FM (95.9 mhz) Vevay, Ind.—Seeks CP to change TL; change ERP to 1 kw, and change HAAT to 480 ft. Ann. Nov. 29.
- KJTR (101.7 mhz) Creston, Iowa—Seeks CP to change TL; change ERP to 1.6 kw, and change HAAT to 400 ft. Ann. Dec. 5.

- KZZL (99.5 mhz) Le Mars, Iowa—Seeks CP to change HAAT to 1,000 ft. and change ant. and TPO. Ann. Dec. 5.
- KWIT (90.3 mhz) Sioux City, Iowa—Seeks CP to change TPO and ant. height. Ann. Dec. 5.
- KTDY (99.9 mhz) Lafayette, La.—Seeks CP to change TL and change HAAT to 984 ft. Ann. Nov. 28.
- WNOE-FM (101.1 mhz) New Orleans—Seeks to change TL and change HAAT to 1,004 ft. Ann. Dec. 9.
- WMAR-FM (106.5 mhz) Baltimore—Seeks CP to change from DA to non-DA and change ERP to 31.6 kw horiz., 28.4 vert. Ann. Dec. 5.
- WTKS (102.3 mhz) Bethesda, Md.—Seeks CP to change TL; change ERP to 1.12 kw, and change HAAT to 480 ft. Ann. Nov. 29.
- WIRX (107.1 mhz) St. Joseph, Mich.—Seeks CP to change TL; change ERP to 2.12 kw, and change HAAT to 345 ft. Ann. Dec. 5.
- KJJO (104.1 mhz) St. Louis Park, Minn.—Seeks mod. of CP (BPH-820312AU) to change TL and change ERP to 97.6 kw. Ann. Nov. 29.
- KEEY-FM (102.1 mhz) St. Paul, Minn.—Seeks CP to change TL and change HAAT to 1,294 ft. Ann. Dec. 5.
- KYKY-FM (98.1 mhz) St. Louis—Seeks CP to change TL and change HAAT to 644 ft. Ann. Dec. 5.
- KATK (92.1 mhz) Seeks CP to increase ERP to 191 ft.; change type trans., and change FM ant. and transmission line. Ann. Dec. 9.
- WBAB-FM (102.3 mhz) Babylon, N.Y.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 235 ft. Ann. Dec. 5.
- WDJQ (92.5 mhz) Alliance, Ohio—Seeks mod. of CP (BPH-820512AB) to change ERP to 50 kw and install DA. Ann. Nov. 28.
- WBLZ (103.5 mhz) Hamilton, Ohio—Seeks CP to change ERP to 16.2 kw; change HAAT to 790 ft., and change TL. Ann. Dec. 8.
- WHIZ-FM (102.5 mhz) Zanesville, Ohio—Seeks CP to change ERP to 50 kw horiz., 49 kw vert., and change HAAT to 495 ft. Ann. Nov. 29.
- KTJA (103.3 mhz) Beaverton, Ore.—Seeks mod. of CP (BPH-830525AK) to change ERP 95 kw. Ann. Dec. 7.

- KPRB-FM (102.9 mhz) Redmond, Ore.—Seeks mod. of CP (BPH-820709AG) to change HAAT to 392.5 ft. Ann. Nov. 28.
- WFSM (99.3 mhz) Harrisburg, Pa.—Seeks CP to change ERP to 2.48 kw; change HAAT to 528 ft., and reduce power. Ann. Dec. 9.
- WRKZ (106.7 mhz) Hershey, Pa.—Seeks CP to change from DA to non-DA and change ERP to 47.3 kw. Ann. Dec. 5.
- WWKX (104.5 mhz) Gallatin, Tenn.—Seeks CP to change HAAT to 1,306 ft. Ann. Dec. 7.
- KGOL (107.5 mhz) Lake Jackson, Tex.—Seeks CP to change HAAT to 990 ft.; increase tower height; change to pole mount for FM ant.; change type ant., coaxial cable and trans. Ann. Dec. 7.
- KLTD (99.3 mhz) Lampasas, Tex.—Seeks CP to change HAAT to 300 ft. and increase tower height. Ann. Nov. 28.
- KFQX (104.9 mhz) Llano, Tex.—Seeks mod. of CP (BPH-810828AF) to change TL and change HAAT to 92 ft. Ann. Nov. 28.
- WOLD-FM (102.3 mhz) Marion, Va.—Seeks CP to change TL; change ERP to 0.158 kw, and change HAAT to 1,312 ft. Ann. Dec. 5.
- WHAJ (104.5 mhz) Bluefield, W.Va.—Seeks CP to change ERP to 100 kw; change HAAT to 2,000 ft., and change TL. Ann. Dec. 7.

TV applications

Accepted

- WNFT (ch. 47) Jacksonville, Fla.—Seeks MP to change ERP to 2,286 kw vis. and 228.6 kw aur. Ann. Dec. 7.
- KPRR-TV (ch. 14) Honolulu—Seeks MP to change ERP to 250 kw vis., 50 kw aur.; change HAAT to 150 ft., and change trans. and ant. sys. Ann. Dec. 5.

In contest

Legal activities

- Phoenix—James Dunleavy appointed special trustee of KSUN(AM) Phoenix. Nov. 10, in proceedings under chapter 11 in U.S. Bankruptcy Court for District of Ariz. (No. B 83-1514-PHX-VM). Dunleavy also filed request for authority to remain silent up to and including Feb. 21, 1984. License of station is Lorell Broadcasting Co., owned by Michael D. Levin and wife, Lori E. Filed at FCC, Nov. 21.

Et cetera

- Dennis R. Patrick was sworn in as FCC Commissioner on Dec. 2. He will fill seat vacated by resignation of Commissioner Anne P. Jones. Term will run until June 30, 1985. From 1976 Patrick was with Los Angeles law firm of Adams, Dugue & Hazeltine. From Dec., 1981 until Oct., 1983 he has been Associate Director for Legal and Regulatory Agencies, Office of Presidential Personnel, The White House. (see "Top of the Week," Dec. 5). Release of Dec. 7.
- Commission is seeking comments on its proposal to expand the nonbroadcast services permissible on AM carriers. (FCC 83-571). Notice of proposed rulemaking adopted Dec. 1.
- Commission has authorized post-sunset operation to begin immediately. Such operation is to be conducted in accordance with terms of notification to station and may not extend beyond 6:00 p.m. local time pending further international agreement. Released Dec. 2.
- General Counsel extended to Jan. 19 and Feb. 21, time for filing comments and replies, in proceeding involving amendment of rules relating to multiple ownership of AM, FM and TV stations. (General Docket 83-1009). Order adopted Dec. 7.
- Commission has revised rules pertaining to assignment of call signs for AM, FM and TV stations. Commission will eliminate Sections 73.3550 (e) (1) and 73.3550 (g) of rules. Commission will eliminate 15-day period within which all requests for relinquished call letters must be filed and placing such requests on a first-come, first-served basis. It will also eliminate Section 73.3550 (s) proscribing assignment of call letters using initials of President, former President still living, the United States of America or any of its agencies or departments unless suitable clearance is obtained. Other revisions were reported in "Top of the Week," Dec. 5. (FCC 83-573). Report and Order of Dec. 1.
- General Counsel granted request by American Women in

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Radio and Television, and extended to Jan. 6 time for filing comments on third notice of proposed rulemaking, which proposed inclusion of women as group entitled to benefit of preferences when initial licensing proceedings in mass media services are conducted by lottery. Replies are extended to Jan. 27. (General docket 81-768). Order adopted Dec. 1.

■ Commission has adopted plus/minus three degrees phase tolerance for directional AM stations; expanded use of toroidal current transformers as means of deriving current samples in directional AM station antenna systems, and provided for use of radio frequency relays in sampling element transmission lines. (FCC 83-572). Report and order adopted Dec. 1.

■ Commission upheld staff action allowing CBS Inc. to deliver programming to Canadian Broadcast stations, despite objections by Buffalo Broadcasting Inc., licensee of WIVB-TV Buffalo. (see "Telecastings," Dec. 5). MO&O adopted Nov. 23.

■ Commission has restructured its Office of General Counsel as follows: name of "Administrative Law Division" is changed to "Legal Counsel Division". Legal counsel division is divided into three functional branches: mass media branch, common carrier-private radio branch and administrative law branch. Functions and staff personnel of legislative staff are reassigned to legal counsel division, retaining in immediate office position, director, legislative affairs. (FCC 83-540). Order of Nov. 16.

Allocations

Applications

■ Red Bluff, Calif.—Wireless Associates proposes substitution of class B. ch. 239 for ch. 240A, and modification of license for station KALF(FM) at Red Bluff, to specify operation on ch. 239. Transmitter site restriction approximately 17.1 miles southwest of city. Comments due Jan. 27, 1984; reply comments, Feb. 13, 1984. Address of petitioner's counsel: Russell E. Arkin, 1120 Connecticut Ave., N.W., Suite 270, Washington, D.C. 20036. (MM 83-1295). Adopted Nov. 21.

■ Eureka, Kan.—Frederick E. Miller proposes assignment of ch. 228A to Eureka; its first FM service. Comments due Jan. 27, 1984; reply comments, Feb. 13, 1984. Address of petitioner: 815 East 13th, Winfield, Kan. 67156. (MM 83-1294). Adopted Nov. 21.

■ Paintsville and West Liberty, Ky.—Morgan Supply Co. proposed amending TV table by assigning UHF ch. 59 to West Liberty; its first TV allocation, and by changing the offset for unused noncommercial Ch. 59 to at Andrews. Comments due Jan. 23; reply comments, Feb. 7. Counsel for petitioner: Edward B. Reddy, 2033 M. St., N.W., Washington, D.C. 20036. (MM-83-479). Adopted Nov. 14.

■ Moberly, Mo.—Phillip A. Chirillo proposed assignment of FM ch. 288A to Moberly; its second local FM service. Comments due Jan. 27, 1984; reply comments, Feb. 13, 1984. Address of petitioner's counsel: John R. Wilner, 1015 Fifteenth St., N.W., Suite 1000 Washington, D.C. 20005. (MM 83-1296). Adopted Nov. 21.

■ Belmont, N.C.—Harry C. Powell, Jr. proposes assignment of UHF ch. 46 to Belmont; its first television service. Both Charles Gabriel and Central Broadcasting Co. had indicated intention to apply for ch., if assigned. Site restriction 5.8 miles west of Belmont is required. Assignment will require plus carrier offset. (MM 83-469). Adopted Nov. 21.

■ Isabel Segunda, P.R.—Doroteo Laboy requests amendment of FM Table of assignments to assign ch. 240A to Isabel Segunda. Petition for rulemaking will be treated as counterproposal in (MM 83-1142). Responsive statements should be submitted as reply comments in that docket. Address: Calle 216, HB-12, 3ra Extension Country Club, Rio Piedras, Puerto Rico 00924. Release of Nov. 28.

■ Conroe, Tex.—Evangelistic Temple seeks assignment of UHF ch. 55 to Conroe; its second television facility. Site restriction of 14.4 miles southwest of Conroe is required to avoid short-spacing to unused ch. 40 in Crockett, Tex., and to unused ch. 48 in Galveston, Tex. Comments due Jan. 27, 1984; reply comments, Feb. 13, 1984. Address of petitioner's counsel: James L. Oyster, 1544 Edgewood St., Arlington, Va. 22201. (MM 83-1293). Adopted Nov. 21.

Actions

■ FCC Erratum, correcting report and order for Soldotna,

Alaska—Substituting ch. 243 (96.5 mhz) for ch. 247 (97.3 mhz), effective Feb. 7, to correct mileage separation conflict. (MM 83-410). Adopted Nov. 21.

■ El Dorado, Ark.—Chief, policy and rules division, amended TV Table, effective Jan. 27, by substituting UHF ch. 43 for ch. 18 at El Dorado and permitted CCM Inc. to amend its app. to specify operation on ch. 43. (MM 83-466). Report and order adopted Oct. 31.

■ Paradise, Calif.—Granted UHF ch. 46; its first local television assignment. Petitioner: William M. Holdinghausen. (MM 83-471). Adopted Nov. 21.

■ Sacramento, Calif.—Commission upheld staff action substituting UHF-TV Ch. 29 for UHF-TV Ch. 15 at Sacramento and denied review requested by KKRK-TV, licensee of California Inc., licensee of KRBK-TV, ch. 31. It also denied Koplak's request for stay of effective date of action. (BC 80-755). MO&O adopted Nov. 23.

■ Bainbridge, Ga.—Granted UHF ch. 49; its first local television assignment. Petitioners: Mr. and Mrs. Sam M. Griffin Jr. (MM 83-407). Adopted Nov. 21.

■ Owensboro, Ky.—Granted UHF ch. 16; its third commercial television assignment. Petitioner: William T. Conner. (MM 83-384). Adopted Nov. 21.

■ Helena, Mont.—Chief, Mass Media Bureau, granted joint request for approval of agreement by Capital Investments, Goodluck Broadcasting Inc. and KCAP Broadcasting Inc.; granted app. of Capital for new FM station on ch. 287 (105.3 mhz) at Helena; granted app. of KCAP for modification of license for KCAP-FM, Helena, to specify operation on ch. 266 (101.1 mhz) instead of ch. 276A (103.1 mhz); dismissed Goodluck's app. for ch. 287; granted Holter Broadcasting Corp.'s app. for modification of license for KBLL-FM Helena, to specify operation on ch. 258 (99.5 mhz) instead of ch. 221 A (92.1 mhz); dismissed Capital's app. for ch. 258, and terminated proceeding. Report and Order adopted Oct. 31.

■ Wurtsboro and Woodstock, N.Y.—Effective Feb. 6, 1984, amended FM Table by reassigning ch. 261A (100.1 mhz) from Woodstock to Wurtsboro, and assigning ch. 272A (102.3 mhz) to Woodstock; amended license for WDST-FM, Woodstock to specify operation on ch. 272A. (MM Docket 83-839). Report and order adopted Nov. 14.

■ Elk City, Okla.—Granted Griffin Television Inc. reconsideration of July 22 order dismissing its proposal seeking assignment and reservation of UHF ch. 31 to Elk City and deleting of noncommercial education reservation on ch. 15 for its commercial app., and assigned ch. 31 to Elk City as its second commercial TV station. (MM 83-190). MO&O adopted Nov. 21.

■ Bamber, Batesburg, Johnston, Leesville, Manning and Saluda, all South Carolina—Chief, policy and rules division, conditionally amended, effective Jan. 27, FM Table by modifying license of WKWQ-FM, held by Ridge Broadcasting Co., to specify operation on ch. 237A (95.3 mhz) at Batesburg, in lieu of ch. 221A (92.1 mhz); by modifying license of WWBD, held by WWBD Inc., at Bamber to specify operation of ch. 221A in lieu of ch. 224A (92.7 mhz); by modifying license of WTWE held by Clarendon County Broadcasting Co. at Manning to specify operation on ch. 223 (92.5 mhz) in lieu of ch. 221. (BC 80-213, 81-171). MO&O adopted Nov. 4.

■ Livingston, Tenn.—Granted UHF ch. 60; its first local television assignment. Petitioner: Peggy Rothchild Sparks. (MM 83-416). Adopted Nov. 21.

Call letters

Applications

Call	Sought by
New AM's	
KKAR	Mount Wilson FM Broadcasters Inc., He- speria, Calif.
KISK	First Broadcasting of Nevada Inc., Reno
WGFN	Premier Broadcasting Corp., South Glen Falls, N.Y.
New FM's	
KEXC	Eastern Arizona Broadcasting Co. Eagar, Ariz.
KGMJ	High Country Broadcasting Inc., Eagle, Colo.

KOKU	Guam Radio Services Inc., Agana, Guam
*WFRS	Family Stations Inc., Middle Island, N.Y.
KWYL-FM	BBV Inc., Williston, N.D.
KLZK	Charles M. Wolfe, Farwell, Tex.
KLXQ	Southwest Mediastar Inc., Uvalde, Tex.

New TV's

KPOL-TV	J.P. Communications Inc., Tucson, Ariz.
KLJB	Davenport Communications Limited Part- nership, Davenport, Iowa
*WGVK	Grand Valley State Colleges, Kalamazoo, Mich.
WWCW	W. C. White, Christiansted, V.I.
KMTB	Mt. Baker Broadcasting Co., Anacortes, Wash.

Existing AM's

KLAZ	KOKY Little Rock, Ark.
KAAP	KBZ Santa Paula, Calif.
WBGR	WAYE Baltimore
WJCO	WDJD Jackson, Mich.
KMOZ	KCLU Rolla, Mo.
WGSL	WLSC Loris, S.C.

Existing FM's

KXXS	KEOO Paris, Ark.
KSLY-FM	KUNA San Luis Obispo, Calif.
KOKX-FM	KIMI Keokuk, Iowa
WZXM-FM	WEGS Gaylord, Mich.
WRXT	WZIR Niagara Falls, N.Y.
KKCV	KTJA Beaverton, Ore.
KQFM	KOHU-FM Hermiston, Ore.
WJSO-FM	WIDD-FM Elizabethton, Tenn.
KEYP-FM	KFML Whitehouse, Tex.
KKAT	KQPD Ogden, Utah

Grants

Call	Assigned to
New AM's	
KJUW	United Communications Network Inc., Colo- rado City, Colo.
KAAN	Jerrel A. Shepherd, New Hampton, Mo.
KGBU	Beacon Communications Inc., Florence, Ore.
KSPO	Melinda Boucher Read, Dishman, Wash.
New FM's	
KEKB	Jan-Di Broadcasting Inc., Fruita, Colo.
*WFOF	Doxa Incorporated, Covington, Ind.
KSTQ	Principals Three Inc., Alexandria, Minn.
*KBFT	Blackfeet Media Inc., Browning, Mont.
KWOX	Omni Communications Inc., Woodward, Okla.
KNLR	Terry A. Cowan, Bend, Ore.
*KBNL	Educom International Inc., Laredo, Tex.

New TV

WWTO-TV	WORD TV Inc., La Salle, Ill.
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Existing AM's

WPCK	WIRK West Palm Beach, Fla.
WWGN	WEEW Washington, N.C.
KSLR	KMAC San Antonio, Tex.

Existing FM's

KKBE	KKDI-FM Sheridan, Ark.
KBRG	KDOS Fremont, Calif.
KVUU	KYNR Pueblo, Colo.
KAKZ-FM	KYMG Derby, Kan.
WHFS	WLOM Annapolis, Md.
WLTE	WCCO-FM Minneapolis
WPGO	WAEM Charlotte, N.C.
KGAR	KTXI Mercedes, Tex.
KUUT	KABE Orem, Utah

Existing TV's

KIHS-TV	KBSA Ontario, Calif.
WMGT	KCWV-TV Macon, Ga.
KTDZ	KTAH Portland, Ore.
WKRN-TV	WNGE Nashville
KTZZ	KABD Seattle

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager. Today one station, tomorrow two, three the next year, and we are looking for a selling general manager for Washington DC gospel AM. Opportunity for executive broadcast responsibility as corporation acquires additional broadcast properties. Minimum 5-7 years in radio sales; 3-5 years management responsibilities. Resume and salary requirements to James T. McQueen, 3262 Chestnut Street, NW, Washington, DC 20015.

Los Angeles suburban FM. New owner seeks hands-on general manager with strong credentials who is both sales and detail oriented. Must have proven ability to build a team that produces results and increases revenues. Excellent long term growth opportunity. Send detailed resume with salary requirements to: Radio, P.O. Box 49650, Los Angeles, CA 90049.

General manager: CHR FM, medium TN market. Desire management caliber, sales and bottom line oriented. Modern new facility with top programming/engineering. Competitive radio and single "newspaper" market of 200,000 pop. Experience, record and references a must. Negotiable salary/incentives. Write Box H-1.

New FM in Texas medium sized city is in need of complete staff: general manager, program director, sales manager, salespeople, and announcers. Only those with prior experience and proven background, please. Apply only if you desire to be a fulltime team member of a growing organization. EOE/MF. Write Box H-23.

KQPD-FM, Ogden/Salt Lake City, Utah, is currently interviewing for a take-charge internal operations director. Must have a successful track record of marketing diagnosis, ratings achievement & management ability. Here is your opportunity to move up to the 42nd metro & position yourself with a marketing oriented, research based growing company. Contact Terry Mc Right, President, First Omni Communications, P.O. Box 9256, Ogden, UT 84409. 801-621-8200. EOE.

Christian radio group owner seeks management professional with demonstrated successful administrative/management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is well-established, over 20 years, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street., Independence, MO 64052.

Proven sales manager for new FM CHR. Rich but competitive Texas market of 250,000. EOE. Dick Fields, 915-263-7326.

Pacific northwest—are you ready to take the step from sales mgr. to GM? We offer a win-win situation—strong mid-management team and effective systems in place. We are a growth and people-oriented group. If you have a proven track record of building sales and motivating a sales staff, please call 209-222-2027.

Station manager. Search reopened. Bachelor's degree and experience in radio station management required. Management of a university public radio station preferred. Must have expertise in fundraising and fiscal management, recruitment and supervision of staff, programming for public radio and knowledge of FCC rules and regulations. Substantial benefits package. Application deadline: January 13, 1984. Send application and resume to: N. Edd Miller, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. Northern Kentucky University is an affirmative action/equal opportunity employer and actively seeks the candidacy of minorities and women.

General manager. Suburban fulltime AM station in most affluent & rapidly growing area of Georgia. Small equity purchase required, with options to buy additional stock. Candidate must be sales & bottom line oriented, have some programming creativity, & willing to take charge of this new facility. Resume, references, salary requirements to WVNF, 4445 Columns Dr., Marietta, GA 30067.

Group owner. Recently acquired regional AM and FM north of Dallas servicing the nation's no. 1 growth area. Compensation package includes salary, commission on cash flow and ownership potential in multi-million dollar property. This could be the ultimate move you've worked for. Tom Gibson, 5924 Royal Lane, Dallas, TX 75230.

Station manager. Delaware Valley. Unique opportunity for individual capable of building a results-oriented team for an established AM station. Must have program and/or sales management experience, and skills to execute a meaningful strategy of goals and objectives. Other personality qualifications: enthusiasm, integrity, and drive. Send detailed resume with salary requirements to Box H-101.

General manager—Northwest AM/FM. Medium market needs experienced sales-oriented manager. Must have a solid industry track record and previous strong-community involvement. Join a solid group operation in a great community. Send resume and earnings history to Box H-107.

HELP WANTED SALES

KPOW, Powell, Wyoming, has opening for experienced salesperson. Excellent commission plan with an honest growth situation. Call Bill Mack, 307-754-2251.

Sales account executives needed for Panama City, Florida AM/FM broadcast facility. Both stations top rated. Excellent compensation package with strong incentive programs. Market ranked 175 in the nation and moving up extremely fast. Several key sales positions must be filled immediately. Previous print or broadcast sales experience required. Resume with your success stories should be forwarded to Jim Broadus, Culpeper Communications, Inc., WPFM/3WQ, P.O. Box 1430, Panama City, FL 32402.

Major market opportunity! Milwaukee's no. 1 FM, WEZW, has an immediate opening for an experienced, successful salesperson. Send your detailed resume, highlighting your broadcast sales accomplishments, to: Sales Manager, WEZW, 735 W. Wisconsin Avenue, Milwaukee, WI 53233.

Growing company seeks experienced, successful salespeople for long term association. Excellent facilities, reputation, commissions. High standards of performance and ethics. Great Plains regional AMs and local FMs. Reply Box H-65.

Sales search—Southern Minnesota AM/FM, dominant in 9-county area, seeks 2 sales people for spring expansion. Located in Fairmont, Minnesota, the city of lakes. Previous experience helpful. Base plus graduated commission schedule, good benefits, and great facilities. We're growing fast and you can grow with us. Send resumes and references to Dick Harlan, Sales Manager, P.O. Box 491, Fairmont, MN 56301. Interviews begin mid-January, 1984.

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 in the first year, \$60,000 the second year. If qualified, please call Bob Manley, 806-372-2329.

Sales seminar. Attend late January or mid-February sessions. Professionally proven sales techniques. \$250 for 5 days. Write Results Radio, Box 741323, Dallas, TX 75374-1323.

Sales manager for growing Northeast AM/FM close to NYC. Successful sales managerial experience is important. Job entails selection, training, supervision of salespersons, developing sales promotions, selling major local/regional accounts. Compensation package open, but tied to performance. Resume, references, compensation desired to Box H-89. EOE.

Professional Sales rep. Fast rising Texas sun coast AM/FM. Looking for a real pro with a provable track record. We can match your present earnings up front and offer you an opportunity to grow and prosper in a great half million market. Guarantee, 20% commissions on direct sales, profit sharing, insurance, most expenses, and lots of perks. If you want to work and succeed with professionals, play in the surf and enjoy the sunshine, this may be the opportunity of your lifetime. If you are ready for a move up right now and you possess a good radio sales record, don't wait to write, call Don Durden, VP-GM, Pyle Communications, Beaumont, TX 409-842-2210. An affirmative action/EOE.

SE Alaska group seeks experienced radio salesperson. High income potential/benefits. Send resume to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Southern Illinois. Experienced and motivated sales help needed for small market. Sales manager possible. Reply in confidence to Box H-99. EOE.

Career-oriented account executives needed for highly rated station in major Southeast market. Great opportunity with expanding group. Write Box H-105.

HELP WANTED ANNOUNCERS

Virginia AM/FM seeks professional announcer. Good voice and delivery mandatory. News capability helpful. Experience preferred. Good opportunity with sharp, progressive operation. Tape and resume to: Program Director, WCVA/WCUL, Box 672, Culpeper, VA 22701, EOE.

Michigan A/C seeks creative, one-to-one morning personality. Excellent facility/benefits. Great path to larger markets or you may like it enough to stay. Attractive area & salary. Tape/resume to: Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

Morning drive announcer. SMN Stardust format. Daytimer. 5000 watts. Production. Remotes. Central Pennsylvania. Resume only to Box H-38.

Immediate openings for experienced newspeople and entertaining announcers. Full/part time possibilities. Recent tapes to WCNX, John Parks, Box 359, Middletown, CT 06457. EOE.

Small-medium market FM/AM contemporary country station in the Midwest looking for an experienced morning drive announcer. Must be an adult communicator. Salary \$14,000 plus to start. Send complete resume only with references to Box H-96. EOE.

Announcer needed for beautiful/easy listening. Midnight shift. Mature voice & delivery essential. Will consider minimum experience of exceptional beginner. Top-rated station. 1st class facilities. Beautiful area. Tape & resume to WRSR-FM, West Side Station, Worcester, MA 01602. EOE.

Florida FM, medium market, in need of experienced only air personalities. Country format. Call Fay, 305-723-1240. Equal opportunity employer.

Mornings. Top 25 market. Your chance to move up with an excellent group owned midwestern A/C station in need of a personality, or team with tremendous one-on-one skills. Must be fun, witty, topical, and adult. Voices and phones are great. We promise a top competitive income and complete support. Your talent will be intensely promoted to make you a household name. No background calls will be made without your approval. Send resumes to Box H-98.

SE Alaska group seeking experienced drive and daytime personalities. Good \$ and benefits. Adult contemporary. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Sales/announcer for small market, country format station. Salary/commission. Resume to Suzanne Childress, WKGK, Saltville, VA 24370. EOE.

HELP WANTED TECHNICAL

Hands-on engineer for small, but growing, AM-FM SE broadcast group. Must be a self starter. Resume and salary requirements to Box H-74.

Chief engineer needed by top ten market adult contemporary FM. If you have at least 5 years radio maintenance experience, know top quality, competitive sound, and how to get it consistently, and can run a clean technical operation, we would like to hear from you. This position requires first-rate management and technical skills. We are a major market group broadcaster operating in nine markets. We offer an excellent salary/benefit plan and future growth opportunities. Qualified applicants should send their resume in confidence to Box H-85. EOE.

Chief engineer. Responsible for maintenance and supervision of Lamar University's NPR radio station, non-broadcast television lab, and electronic media equipment. Prior experience necessary. Must have ability to diagnose, troubleshoot and repair electronic equipment. Salary: competitive and negotiable. Fringe benefits. Resume to: George Beverley, Lamar University, Box 10064, Beaumont, TX 77710, prior to January 31, 1984. Lamar is an EEO employer.

Chief engineer for top DC metro adult contemporary. WEZR-FM has immediate opening for highly knowledgeable chief engineer. Direct inquiries to Wyatt Thompson, 703-691-1900. Equal opportunity employer.

Chief engineer needed immediately for AM/FM radio stations in Iowa. Salary in the low \$20's. Send resume to Box H-102.

HELP WANTED NEWS

Farm director. NAFB voting membership preferred. Will accept regular farm broadcaster. Medium size market, Midwest. Send resume and salary requirements. Position available immediately. Write Box H-59.

Executive producer. 15-station satellite-interconnected network seeks experienced radio journalist. Produces/anchors nightly statewide award-winning 1/2 hour news program. Supervises reporters. Acquires program material. Supervises program budget. Initiates new programming. Markets network programs. Req: exc. journalistic credentials, written and oral communications skills. Exc. audio production skills and standards. Managerial ability. Send resume, audio cassette, 3 refs. to: D. Kaplan, Alaska Public Radio Network, 2607 Fairbanks Street, Anchorage, AK 99503. Salary open. EOE. Open until filled.

News director/WKHX-FM, Atlanta. Morning shift. Experienced in writing and rewriting news. Handle public affairs/public service programming. Good on-air skills. Tapes and resumes only to Neil McGinley, Operations Manager, WKHX Radio, 360 Interstate North, Suite 101, Atlanta, GA 30339. WKHX is a Capital Cities station. EOE/MF.

Morning news anchor for leading, adult contemporary AM/FM covering central New Hampshire and Vermont. Attractive rural towns, Ivy League college, outstanding cultural center, skiing, fishing, and more. Send complete resume, references and audition tape to Terry Boone, WNHV, White River Junction, VT 05001. EEO employer.

Ecumenical radio news agency in New York seeking "hands-on" executive director. Send resume and tape to Nelson Price, 475 Riverside Dr., #1370, New York, NY 10115. 212-663-8900.

Wanted: a sports/news combo who can do PBP and even sell the sports program. Entry level okay, but must be sports enthusiast. Send tape/resume to: Kevin Doran, WLEA, R.D. #1, Hornell, NY 14843.

Committed to local news: two anchor/reporter positions will expand department from four to six. Dynamic individuals with good judgement, writing, creativity, experience. Medium market in foothills with best equipment. 803-583-2711. T&R: Mark Kruea, WORD, Box 3257, Spartanburg, SC 29304.

Newscaster with major market potential for regional AM with coverage of Dallas market. New owner of established AM-FM combo Tom Gibson, 5924 Royal Lane, Dallas, TX 75230.

Newscaster for NJ's news leader. Must have mature voice and good writing abilities. Resume/tape to WHWH, Box 1350, Princeton, NJ 08542.

Assistant newsperson in aggressive, information oriented, small market station. Call Kyle Brown, Powell, WY 307-754-2251

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Corporate program production director needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you're a broadcast professional with talent, creativity, and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

100,000 watt public radio station (NPR affiliate) seeks music director. Responsibilities: music programming; record librarian, including budget and record orders; assists in establishing program goals and schedules; provides material for monthly guide; local, state, and national music program production. Qualifications: BA/BS communications or equivalent; minimum 2 years broadcast experience with public radio experience helpful; strong musical background with classical pronunciation expertise and announcing needed; production experience helpful. Salary: \$15,719. Deadline: January 5, 1984. Send resume and three letters of recommendation to: Chair, Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. Non-returnable tapes encouraged. The University of Florida is an equal employment opportunity/affirmative action employer that encourages applications from minority groups and women.

S.E. Alaska group seeks program director for AM adult contemporary station. Good \$ and benefits. Experienced applicants only. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Program director. Baltimore's premier country music station, WPOC FM93, looking for highly motivated, mature programmer to become part of successful management team. Must be socially apt for contact with clients, audience and community leaders both inside and out of the radio station, as well as possess a demonstrated leadership ability to help station reach new ratings and image heights. Successful candidate will be thoroughly experienced in: audience research methods and their use; music research techniques; programming for cum and AQH including music rotation and recycling techniques; creative ability to quickly react to local events with imaginative promotions both on and off the air; on-air work, preferably with country or adult contemp formats; proven ratings track record; budget development and control; hire/fire, EEO recruiting, training and critiquing of mature air personalities. Immediate opening. Send resume and cover letter, with air check to: General Manager, Radio Station WPOC, 711 W. 40th St., Baltimore, MD 21211. Include salary requirements. An EEO employer & Nationwide Communications station.

SITUATIONS WANTED MANAGEMENT

Experienced 19 year veteran with VP-GM and GSM experience in small, med. and lge. markets interested in a move in the Rocky Mts. or West. Successful turn-arounds, strong collections, good knowledge of FCC, ability to rebuild from scratch. Strong sales background with RAB, Welsh, Jennings, Lontos and International Newspaper Institute. Currently employed. Available for on site interview. Call 303-241-4447.

Unique background. 15 years of successful newspaper and radio top management experience. Excellent references. Box H-20.

Groundup experience including program director, operations manager, street sales, sales manager. Presently employed. Write Box H-76.

Former radio announcer, 33 years old, eager to return to broadcasting. Experience: 3 commercial AM stations, 2 University AM stations. Currently earning \$30,000+ as computer systems analyst. Self-motivated. College degree: BS business administration (major: finance and securities analysis). Goal — management! Willing to accept a salary cut, anything! (almost), to return to broadcasting. I want to work for you! Let's talk. All replies held in strict confidence. Roy C. Pollitt, Box 308, Prince George, VA 23875. Telephone: 804-526-3288 (best time weeknights after 6PM EST, or weekends).

General manager - small/medium market. Record of getting full potential billings and profits. Good references. Write Box H-55.

General manager. Desire return West Coast. Handle complete operation. Program promotion, sales. Excellent organizer, motivator. References. Box H-81.

General manager. Self motivated, excelling in PBP and sales. Over 30 years from announcer to owners. Invest. Texas. Box H-106.

SITUATIONS WANTED SALES

Experienced successful sales professional available now in Sunbelt. A self motivated, highly organized winner who believes in and loves to sell radio. 504-292-6797.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Seattle/Washington/Oregon. Experienced communicator with proven track record. On air/production/engineering. I am awaiting your call! Larry, 206-367-3588.

The Eagle Spirit. The right stuff you want. DJ, writer, talk, interviews, news. Adrian, 201-773-3492.

Broadcast services graduate looking for entry level position at station which serves adult contemporary market. I was taught by the best, but am always willing to learn more. Steven Yanick, 394 W. Loos, Hartford, WI 53027. 414-673-2472.

Experienced DJ working Midwest medium-large market. Go anywhere. Experienced PBP, good copy, production, news, interested in sales. Sales experience outside radio. Mike, 319-391-8291.

Talk show host: 20-year internationally known pro seeking relocation. Prefer major market, but will consider all offers. Top award winner. Personality plus wide audience appeal. Wizard on the phones. Excellent interviewer with great contacts. Need the best to boost ratings & profits? Write Box H-91.

Versatile—great for small market. Experienced in boardwork, writing, sales, prod., music. Good voice. Ross McIntosh, 2310 Dennison Ln., Boulder, CO 80303. 303-494-6541. Tape & res. available.

Staff announcer, six years experience in all types music (prefer country), PD, production, interviews, news, some play by play and sales. For tape and resume: Box 522, Cullowhee, NC 28723.

Great pipes for jock, news, and commercials. B.A. in communications and broadcast training. Willing to relocate anywhere. Any shift. Michael Kleibon, 312-652-8319.

SITUATIONS WANTED TECHNICAL

Engineer. 16 years' experience automation, AM FM stereo, construction. Seeking stable, long term employment. 419-238-4793; P.O. Box 126, Van Wert, OH 45891.

SITUATIONS WANTED NEWS

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Enthusiastic, experienced, and dedicated young man seeking position as sportscaster, announcer, or news director. Allow me to prove myself. Please call Bill, 513-833-3056; 513-833-4647.

Young, hard-working newsman with network experience will relocate to challenging position. Excellent editor/writer/reporter. Call Mike, 212-982-4266.

10 years' experience. Reporter/anchor. Los Angeles, San Francisco, Rome, Italy. Great radio voice. Christopher: 213-897-5460; 899-7989.

Newscaster. Aggressive, innovative, versatile, seeks first professional opportunity. Small markets. Larry, 313-732-1262.

News, sports, interviews. Network quality professional. Outstanding background, references. Management/air. Box H-82.

Englishman, U.S. 4 years. Age 32. Reporter, news reader. Mid-Atlantic delivery. Some experience. Needs break. Tape/resume: John Moss, Box 22141, San Diego, CA 92122.

Professional seeking a sports or news position. Energetic, knowledgeable and personable. Play-by-play experience as well. Call Andy, 305-763-1686.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced major market female programmer seeks small or medium market programing position in southern Washington state. Oldies track record, extensive musicology in fields of AOR, AC, MOR, CHR, and '50s-'60s' rock. I am interested in a stable, growth-oriented situation. References available. 415-222-6283, evenings only.

Dallas guy so old he has to use Roman numerals to add up his age seeks entry radio field. Seeks to start up and host talk-show entitled Reminiscence—a call-in, on-the-air exchange of true-life stories like The Most Frightening Moment of My Life, My Funniest Moment, Mistakes I Regret, My Greatest Challenge, Premonitions. Topics would cover human lifetime. Dave Brady, 214-223-7455. Evenings.

Have pipes-will travel. 25 yrs.' experience. Currently afternoon drive w/49 share. Top 100 mkts. only. Country or MOR. Let's talk. 512-722-2533.

TELEVISION

HELP WANTED MANAGEMENT

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.

Video TV consultant. Company now producing programming for national cable network. Needs guidance on further expansion. Consultant must know program marketing with networks and syndication and have broad experience with wide contacts in the industry. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 10389B, Beverly Hills, CA 90213-3389.

General manager: seeking a challenging opportunity? We are a growing station in the South. If you are a GM (min. 2 yrs. experience) or GSM (min. 4 yrs. experience) with strong organizational, budgeting and sales ability, send resume to Box H-24. EOE.

Traffic manager for an independent TV station in major NE market. Three yrs. of computerized traffic system experience required. An equal opportunity employer. Send resume to Box H-64.

General sales mgr. Hands-on manager in medium market, SW. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkts. within 2 yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston TX 77027.

HELP WANTED SALES

Experienced television local sales manager, ready to move into general sales management. Responsible for national sales and the supervision of local sales manager. Midwest television station ranked in the 40's. Write Box H-72.

Immediate opening for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal opportunity employer. Box H-60.

General sales manager: UHF independent in beautiful area of Florida is seeking an aggressive, experienced salesperson to recruit, train, and manage sales department. Send resume to: WBSF-TV, P.O. Box 3985, Ocala, FL 32678.

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. Immediate opportunity for an aggressive, self-starter to join one of Kansas City's top sales staffs. Candidates must have at least three years experience in media sales, preferably television. We need a "heavy hitter", preferably with a background in co-op development. Send resume to KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

Account executive: number one station in market seeking experienced advertising sales person. College degree in marketing or communications preferred. Send resume and salary requirements to Personnel Director, WTRF, 96 - 16th Street, Wheeling WV 26003, no later than December 30, 1983. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer. 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to Chief Engineer, KCSO-TV, P.O. Box 3689, Modesto, CA 95352.

Broadcasting technician—The New York bureau of a foreign broadcasting organization needs a broadcasting technician. A thorough understanding of broadcast operational practice and the ability to work under pressure to the highest professional standards is essential. Experience of Sony 3/4" tape machines would be an advantage. Frequent late evening work is envisaged. Send resume or letter of application to Box H-67.

Top 40 mid-South independent seeking engineer/technician. Must have 2-3 years experience maintaining studio equipment and VHF transmitters. 1st class or general license required. Send resume to Box H-73. EOE.

Chief engineer—major group broadcaster in Sunbelt market is seeking chief engineer for a growing television station. Thorough management and technical background required. Excellent opportunity for the right person. Only the most highly qualified people should apply. Please send resume to Box H-78. EOE, M/F.

F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel and possess good client relations. The position requires digital and solid state broadcast maintenance background. Familiar with cameras, videotape, switching equipment and audio. Some weekend and holiday work. Competitive salary, liberal overtime and major company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

Maintenance technicians. We need experienced maintenance technicians to install and service ENG and studio equipment. Microwave and computer knowledge desirable. Send resume to: Engineering Manager, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. An equal opportunity employer, M/F.

Transmitter/microwave supervisor. 3-5 years UHF experience for Austin Texas. RCA 55KW transmitter. Position available immediately. Call Gene Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7158, Austin, TX 78712. EOE.

Maintenance technicians - major East Coast production facility wants the best! Heavy video maintenance background desired. Grass Valley switchers, VTR's, cameras, CMX and satellite experience helpful. Salaries to \$50K. Send resume or call Management Search, Inc., 1710 Goodridge Drive, Suite 1420, Mc Lean, VA 22102. 703-556-0606. We specialize in video maintenance.

Christian television station has opening for a control room engineer. Must have general class license. Equal opportunity employer. Send resume to Chief Engineer, PO Box 26, Dayton, OH 45401.

Chief engineer assistant. Satellite telecommunications. Exceptional opportunity for self-starter able to work with people. Participate in maintenance, operation, design and installation of telecommunications systems, including satellite up and down links, studio production center and distribution systems. Knowledge of video theory important. Salary commensurate with experience. Metropolitan New York area. Send resume with references to Box H-100.

Chief engineer for new UHF station and production facility in Tucson, Arizona. Contact David Polan, 312-677-8300.

Move up to chief engineer - new small market TV near Nashville seeks chief to oversee maintenance of all equipment. Great opportunity for staff engineer to move up to chief. Write Box H-104.

Maintenance engineer. Knowledgeable with analog and digital circuitry. Experience with VPR-2, ACR-25, VR2000-1200 video switchers, ENG microwave, TK-76's, and Sony 3/4 inch Umatics. General FCC license and SBE certification certificate preferred. Send resume to Box H-90. An equal opportunity employer.

HELP WANTED NEWS

News producer. Experienced, innovative producer for dynamic 50's market. This is a position of responsibility. If you stand out from the rest, then send resume today to Box G-46. Equal opportunity employer.

Central Florida's dominant news station has two career opportunities. We need a photographer and tape editor. Experience a must. Send tape and resume to Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No phone calls. Equal opportunity employer.

News director: medium market network affiliate needs a winner to replace the winner we lost. Full responsibility for journalistic, personnel, and business decisions of the department. If you can direct the largest, best-equipped news department in our city and keep us ahead of tough competition, you're our person. Tell me why and tell me how much you cost. Resume/letter to Box H-68.

Producer—must have superb writing skills and solid news background. Good people skills are essential. Two years producing experience preferred. Send resume, video tape, writing samples and salary requirements to Steven D. Hammel, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Reporter/anchor. Excellent benefits and equipment. Great opportunity. Send tape and resume to KNOP-TV, Box 749, North Platte, NE 69103. EOE.

Reporter/photographer. Southwest Florida cable company seeking an experienced reporter/photographer. Send tape/resume to Personnel, Palmer Communications Centre, 333 8th Street, South, Naples, FL 33940. Equal opportunity employer.

Immediate opening for general assignment television news reporter with minimum 1 yr. experience. Send tape & resume to: Earl Freudenberg/News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

Our meteorologist is leaving for a top 10 market. We are a news leader in the Southeast with a modern weather center and the latest in equipment including graphics, color radar, satellite, etc. If you are a meteorologist, creative, and have at least 2 years on-air experience at a commercial TV station, let us hear from you. Resume to Box H-103. EOE.

News-director-anchor: Experienced mature professional who can motivate/direct news staff. #1 rated news, good equipment-small market leader. Journalism degree a plus. Resume-tape to Program Manager, KIFI-TV, Box 2148, Idaho Falls, ID 83403. EOE.

Weatherperson. Southwest Florida cable company seeking an experienced weatherperson for daily newscast. Send tape/resume to Personnel, Palmer Communications Centre, 333 8th Street, South, Naples, FL 33940. Equal opportunity employer.

Co-anchor: medium size market Midwest ABC affiliate needs co-anchor person for early and late news. Will do some reporting. No beginners please. EOE. Send resume and references to Box H-108.

General assignments reporter. Two years broadcast experience or equivalent thereof. Send tape and resume to Personnel Director, WTRF-TV, 96-16th Street, Wheeling WV 26003, no later than December 30. EOE.

Ready to move up? Send tapes and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

TV news reporter, with anchor potential, for major market network affiliate. Must be experienced journalist with on-air reporting experience. Resume and writing samples to Box H-88. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art director position. Top 10 market. Experience with Still Store System, electronic graphics; need creative individual to work for promotion department, as well as to service programming, public affairs, and sales. Budget supervision mandatory. Send resume, written samples, and salary history to Box H-41. EOE. Totally confidential.

Reporter for The New Tech Times national weekly high technology television series. Must have good on-air skills, minimum of two years as broadcast journalist, track record of fast paced reports which relay technical information into lay terms. Salary open. Send complete resume, salary history, and cover letter with videotape samples of work to Jeff Clarke, Executive Producer, The New Tech Times, 821 University Avenue, Madison, WI 53706. Previous applicants need not apply. TNTT is an EEO employer.

Commercial writer/producer. Top 25 market network affiliate seeks a self-motivated, organizer who can write copy and develop creative concepts for our local advertisers. The individual must be able to write, direct, field produce and sell his/her ideas, and complete projects within specific budget constraints. Experienced persons should send confidential resumes, commercial samples (non-returnable), demo tapes and salary requirements to General Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. No phone calls please. WVIT is an equal opportunity employer.

TV producer/direction - seeking mature individual with 2-4 years experience to direct 6PM and 10PM newscasts. Send resume and U-mat of work to Production Manager, WLUK-TV, Box 7711, Green Bay, WI 54303. EOE.

TV host/producer. Daily AM public affairs format. Top 50 market. Must be skilled in writing/editing/producing. Experienced only. Send tape and resume to Program Manager, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

TV promotion producer. Major market TV station seeking individual responsible for writing, editing and production of on-air promos, featurettes, sales presentations and program elements. Experience in copywriting and production is required, as well as ability to train and supervise. Varying hours, dependent upon production scheduling. Two to three years TV station experience required. An equal opportunity employer. Send resume and salary requirements to: P.O. Box 1406, Grand Central Station, New York, NY 10163.

TV art director - design and production of on-air and print graphics, sets, animation, department administration. College degree and 2-3 years TV graphics experience preferred. Send resume to: Personnel Dept., c/o WPGH-TV53, 750 Ivy Ave., Pgh, PA 15214. No phone calls, please. EOE, M/F.

WSMV-TV is accepting applications for a management position to head up the newly created department of production and support services. This individual will supervise, direct, and motivate all production and engineering operations personnel, and will supervise the support services functions of the station. Local, network, and syndicated programming experience is desirable, but good people-handling skills and management experience are essential. Qualified applicants should submit a resume, and brief written description of why you should be considered for the position, to Erskine Lytle, Personnel Coordinator, Box 4, Nashville, TN 37202.

Video program producer. \$27,227. The City of Miami seeks an experienced video program producer to assume technical responsibilities in the development of training and information programming for the City's fire department. Candidates should have an associate degree with coursework in television production or communications, plus six(6) years of responsible experience in video development, production or program management. An equivalent combination of training and experience is acceptable. Send resume no later than January 13, 1984, to Fire Video Producer Recruitment, City of Miami, P.O. Box 330708, Miami, FL 33133-0708.

Producer-director, minimum 1 year's experience directing fast paced newscast and commercial production. Applicant must be knowledgeable in all phases of television studio production and have potential for growth within the company. Send 3/4" demo tape and resume to Irv Johnson, Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101. M/F, EOE. No phone calls, please.

Television director: to direct 6 & 10 p.m. newscasts; supervise part-time crew; assist production mgr. and news dir. in producing station and prog. promos. Minimum one year experience; editing helpful. Send resume and tape to: Randy Mahoney, P.O. Box 4929, Victoria, TX 77903.

Director/producer. 2 years' commercial and agency experience. Hands-on switching and editing. EFP experience helpful. Growing operation in 30's market. Resume to Box H-97.

SITUATIONS WANTED TECHNICAL

Experience in management and hands-on engineering, including VTR's, cameras, transmitters, and microwave. Call 601-366-7526.

Videotape operator/ACR-25/editor. First ticket. Major & medium market experience. Scott Reichmeister, 215-464-2947.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 914-783-4432.

TV sportscaster - 2 yrs. experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213-932-1510.

On-camera pro: recent co-host of 40's market PM Magazine. Looking for challenge of bigger market as reporter or host. Strong on-camera and producing skills. Call Josh, 717-737-6322.

Anchor/reporter. Experienced, attractive, investigative correspondent. TV-radio anchor, ex-Newsweek staff writer, newspaperman, former U.S. government advisor on energy, ethnic & foreign affairs. Speak French & Spanish. Exploring long term possibilities. All market inquiries welcome. Clayton Willis, 3251 Prospect St., NW, Apt. 118, Washington, DC 20007. 202-338-3900.

Female anchor. 9 years' professional experience. Looking to return to the business after sabbatical. Call Cheryl, 918-627-2094.

New year's resolution. Hire a dedicated, professional newsman with minimum 3 1/2 years reporting & anchoring experience. Live shots. Journalism grad with 5 years print experience. That's me. All inquiries welcome. Tape and resume available on request. Box H-86.

Professional seeking a sports or news position. Energetic, knowledgeable, personable. Play-by-play experience as well. Call Andy, 305-763-1686.

5 years' radio and 1 year TV experience as reporter/anchor in Los Angeles, San Francisco, and Rome, Italy. Sharp and attractive writing, editing, and delivery. Let's talk! Christopher, 213-897-5460; 899-7989.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer-editor-videotape operator seeks full-time position. 7 years TV-radio experience. Call Charles Rakestraw, 615-272-4625.

1983 video school graduate looking for entry level position in video/film production. Knowledge of camera, audio, editing. Call Ken, 212-260-4387.

Why not try with PAL? Freshen up your production with a European member on your team! Paul Patricius, video producer from Sweden, seeking U.S. practice. Experienced in field production & editing. Contact me—I'm sure we'll make a good deal! In U.S., write c/o Unruh, 381 NE 20th St., Miami, FL 33137. 305-573-5370.

I'm the person who you're looking for. BA graduate and beaming to add to your creative team. Intern experience in TV production and news/gathering. Call Elliott Mann, 213-992-5460.

Talented young person wishes work television promotion. Innovative new ideas. All need is chance, any market. Write Tom Settle, 1101 Third Avenue, Altoona, PA 16602.

Hard working, 1983 college graduate with cable internship experience seeks TV production position. Good knowledge of sports, easy to get along with, willing to relocate. Chris Doyle, 212-261-9622.

BA with audio and lighting experience, seeks entry level position. Northeast preferred, but not necessary. Dave, 203-563-0583.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Senior internal auditor needed. CPA preferable, with several years in public accounting or expertise in the publishing field with previous auditing experience. Auditor interacts with senior management and must possess good communicative skills. Reports directly to the general auditor and will be responsible for reviewing company operations, writing audit reports and assisting in planning of audits, etc. Extensive travel throughout U.S. required. Excellent career opportunity. Salary will be commensurate with experience. An equal opportunity employer. Send resume to Box H-58.

HELP WANTED INSTRUCTION

Tenure track position in broadcast production and direction, Ph.D. preferred, M.A. required. Experience in television production. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application is Jan. 13, 1984. Send letter of application and curriculum vita to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Telecommunications: in preparation for a new Master of Arts program in telecommunications at Southern Illinois University at Carbondale, the Department of Radio-Television is seeking outstanding applicants to fill two new teaching and research positions, available Fall, 1984. Rank and salary are open and highly competitive depending on qualifications, and senior, experienced faculty are encouraged to apply. Position one is in the area of telecommunications research and programming. It includes teaching graduate and undergraduate courses in audience research and telecommunications programming, as well as conducting research and directing graduate students. Position two is in the area of telecommunications technology. It includes teaching graduate and undergraduate courses in cable television, cable marketing and management, new technologies, and telecommunications policy. Also responsible for scholarly research and directing master's candidates. Both positions require the Ph.D., evidence of successful teaching in large and small classes, and evidence of research capabilities and interests. Send letter of application, curriculum vitae, and three letters of recommendation by February 1, 1984, to Sam Swan, Chairman, Department of Radio-Television, SIUC, Carbondale, IL 62901. SIUC is an equal opportunity employer. Females and minorities are encouraged to apply.

Memphis State University has tenure-track opening for Fall, 1984, in broadcast news. Five years RTV news experience; Ph.D. preferred. Years of newspaper writing/editing a plus and might substitute for some RTV news background. Application letter by Jan. 15 to: Dr. Gerald Stone, Journalism Department, Memphis State University, Memphis, TN 38152. An EO/AA university urging letters from women and minorities.

Graduate assistant — person to study for MA in communications, beginning Summer term 1984. Annual stipend of \$8,169. Individuals with an undergraduate degree in broadcasting or related field, a 3.0 grade point average, and professional experience in radio or TV broadcast production, writing, and announcing are invited to apply. Should take Graduate Record Examination in February. Send resume to Mr. Carl Breedon, Extension Communications Specialist, GO22 McCarty Hall, University of Florida, Gainesville, FL 32611. Acceptable applicant must be approved by the University College of Journalism and Communications.

Dean. College of Journalism, Marquette University. Marquette University invites applications for the position of Dean of the College of Journalism. The College offers programs in advertising, broadcast journalism, news-editorial, and public relations with degrees at both the Bachelor's and Master's levels. Candidates must have a doctoral degree, professional experience, and significant administrative experience at the department level or its equivalent. Other requirements are teaching and research experience and the ability to develop and maintain rapport with the professional community. Understanding and commitment to the University's Jesuit, Catholic, Christian, urban character is essential. Applications should be sent by February 1, 1984, to: Dr. Jerry R. Lynn, Professor and Chair, Dean's Search Committee, College of Journalism, Marquette University, Milwaukee, WI 53233. Marquette University is an affirmative action/equal opportunity employer.

California State University, Los Angeles, is seeking an assistant, associate or full professor to teach courses in mass communication theory and research; secondary teaching interests in public relations, broadcast journalism, empirical and/or qualitative research methods. Candidate would be expected to provide leadership in developing mass communication program. Doctorate required. Research and curriculum development experience essential. Salary: \$19,044-\$35,540, depending on qualifications. Send vita and three letters of recommendation to: Dr. Margaret Fieweger, Chair, Department of Communication Studies, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032. Closing date: January 5, 1984.

University of Maryland anticipates four positions: production, effects, writing, policy. Rank and salary negotiable. Ph.D. or equivalent. Applications or information: Lawrence Lichty, RTVF, Tawes Hall, College Park, 20742.

The mass communication department of the University of Wisconsin-Milwaukee is inviting applications for a probable Fall, 1984 opening at the assistant professor rank in broadcast journalism. Ph.D. or significant and lengthy practitioner background is pre-requisite for consideration. Minority and female applications are especially and specifically invited. Letters stating interests, with vita, should be addressed to Chair, Broadcast Journalism Search Committee, at the department, Milwaukee, WI 53201. Deadline for receipt is January 30, 1984. The University of Wisconsin-Milwaukee is an equal opportunity employer.

California State University, Los Angeles, is seeking an assistant professor to teach courses in broadcasting rules and regulations, broadcast policy, history and management. Ph. D., teaching, professional and production experience preferred. Salary: \$19,044-\$22,896, depending on qualifications. Applicant deadline: January 5, 1984. Send vita and three letters of recommendation to: Dr. Margaret Fieweger, Chair, Department of Communication Studies, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032.

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.

Thomson CSF hip pack for 602 microcam in good condition. 404-874-2252.

Quantel 5000 digital special effects unit. Television Graphics, 555 Broad St., Glen Rock, NJ 07452. 201-444-2911.

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.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Ampex ATR 800-2 audio recorders in stock—your Ampex AG440-351 trade wanted. We stock Ampex, Capitol, 3M tape and carts. Call us for your best price. NorthWestern, Inc., 800-547-2252.

RCA TCR-100 cartridge tape machine, good condition. Contact Bill Orr, 614-460-3700.

Approximately 2000 A/C 45's and 300 A/C albums. Excellent condition. Used to make automation tapes. 419-238-4793.

Sony BVH 1000 A, time code generator, wave form, vectorscope, audio console, Sony monitor, rack mounted, low time. 404-874-2252.

Hitachi FP-22 UD camera, 12 x 1 macro focus lens, 6 mos. old, \$11,500. 512-342-1757.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Andrew emergency cable & connectors in stock for immediate shipment. LDF-450 & 550; HJ 7-50, 850, 24-hour, 7 days-a-week response. David Green Broadcast Consultants Corp., Box 590, Leesburg, VA 22075. 703-777-8660; 6500.

Mobile unit. 1973 International with 27' body, 30kw generator, air conditioning, custom consoles and more. Call Ray Miller, WGBY-TV, 413-781-2801.

Schafer 7,000 automation system. Complete, exc. Collins 830 FM 10K, exc. on air, available Jan. 507-825-4282.

AM Harris MW-1A, mint. Also, Gates BC5P2 5KW, CSI 2.5KW, Bauer 707 1KW, Gates 250 GY. Call M. Cooper, 215-379-6585.

FM Collins 830 G2 20KW w/Z2; also Harris 5H w/MS-15, CCA 10KW w/40 E. All are excellent. M. Cooper, 215-379-6585.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

Poika Music Unlimited now available on a barter basis exclusively in your market. Send coverage map & rate card to 323 Harrington Dr., North Syracuse, NY 13212.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

INSTRUCTION

San Francisco, FCC license. 6 weeks, 1-23-84. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Help Wanted Management Continued

THE ARBITRON RATINGS COMPANY

A rare opportunity. . .

. . . with Arbitron in our Chicago office, as Central Division Manager. As one of three Division Managers, you will be reporting to the V.P. of National Radio Sales. You will be working in an exciting environment, calling on major market broadcasters and group heads, handling the day-to-day challenge of your regional sales staff, while maintaining contact with your Southeast regional manager in Dallas.

Prior management experience a must. The person we are seeking should have at least 3+ years experience as a radio sales manager and/or general manager. You should be a self starter, possess good management skills, be ready to travel, committed to hard work, and ready to meet the challenge of a competitive environment.

We offer an excellent salary plus incentive plan, generous and comprehensive fringe benefits, and an atmosphere conducive to professional advancement. To explore this rare opportunity, send your resume to:

Richard Lamb

THE ARBITRON RATINGS COMPANY

A Control Data Company
1350 Avenue of the Americas
New York, NY 10019

An affirmative action employer.

RADIO Help Wanted Management

THE SILLERMAN MORROW BROADCASTING GROUP

has an immediate opening in its Middletown, N.Y. corporate headquarters for an experienced radio administrator. Candidates must be familiar with all phases of broadcast functions. As supervisor of administrative services for our expanding group, you'll oversee business operations at all locations. Our pace is fast; dedication and ambition is a must. This is a top level position, reporting directly to the President. Reply in confidence to:

President

Sillerman Morrow Broadcasting Group
One Broadcast Plaza
Middletown, N.Y. 10940

An equal opportunity employer

Help Wanted Management Continued

OUR CLIENT OWNS

A major market East Coast AM and needs a selling GM. The right person can make a good living and pick up a piece of the equity by making a good station better. We're frankly looking for a real gunslinger who can carry his/her own weight and likes the sound of the word "owner". Reply in confidence to Redwing Communications Management, 216 Wolfe, Alexandria, VA 22314.

Help Wanted Programing, Production, Others

WDLW BOSTON'S #1 COUNTRY STATION

is looking for a 1st class program director. Tapes/resume/salary history to Jim Murphy, Operations Mgr., WDLW Radio, PO Box 1330, Boston, MA 02254. No calls. EEO.

Situations Wanted Management

KEN PATCH

I bought WCIB in Aug., 1974, for \$250,000, increased sales from \$100,000 to \$1,000,000, & sold out last Aug. for \$2,000,000. Now I'm ready for a new challenge in broadcasting or an allied field. I'm seeking an exciting growth situation which offers a top management position & in which I can buy or earn substantial equity. I prefer East Coast from southern New England to Florida. Write or call me:

KEN PATCH
BOX 571
FALMOUTH, MA 02541
617-563-5538

MGT. TEAM

Two programming/sales professionals available for small/medium market. Currently employed at top-rated AM/FM in medium market. Perfect opportunity for absentee owner. Over 40 years combined experience in small, medium & major markets. Serious, profit-oriented inquiries only. Write Box H-94.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

Currently with radio group. Experienced all phases engineering and technical management; technical improvements, construction and satellites. Analyze data, prepare FCC forms, etc. Wish to relocate. Box H-79.

SPECIAL NOTICE: ALTERED DEADLINE SCHEDULE

The following dates will serve as classified advertising deadlines for the issues specified. **Reminder:** there will be no issue published Mon., Dec. 26, 1983.

- **WED., DEC. 21, 1983** will be the deadline for the Jan. 2, 1984 issue.
- **FRI., DEC. 30, 1983** will be the deadline for the Jan. 9, 1984 issue.

TELEVISION Help Wanted Management

PRESIDENT AND GENERAL MANAGER

South Central Educational Broadcasting Council (Pennsylvania) announces opening of search for President and General Manager of WITF-TV/FM, Harrisburg, and invites nominations and applications of highly qualified individuals. Desirable attributes include: demonstrated leadership and executive ability, proven management skills. Experience considered important. Comprehension of dimensions of public broadcasting essential. Position viewed as exceptional opportunity, requires dedication, high level of energy, ability to relate to public, community, dedicated staff and Board. Compensation competitive. Committee will respect confidentiality in consideration of candidates. Inquiries, nominations, resumes and letters of application may be addressed to Dr. Keith Spalding, Chairman of WITF Search and Selection Committee, c/o Franklin and Marshall College, P.O. Box 3003, Lancaster, PA 17604. To assure fullest consideration, complete information should be received no later than Jan. 15, 1984. WITF is an EOE.

TELEVISION CAREER OPPORTUNITIES

Get in on the ground floor!

An exciting new TV station in Ontario, CA, will air Jan. 1, 1984, to service the Los Angeles area.

IMMEDIATE OPENINGS

for experienced, qualified professionals in all staff positions, including:

- General Manager
- Broadcast Engineers
- Production Manager
- Operations Manager
- Program Director
- Sales Representatives
- Clerical

Excellent salaries & Comprehensive benefit package. We are an equal opportunity employer. Qualified applicants should send resumes to:

**HBI ACQUISITION
CORPORATION**
18103 SKYPARK SOUTH
SUITE D
IRVINE, CA 92714

IMMEDIATE LOCAL SALES MANAGEMENT OPPORTUNITY

New independent TV station needs dynamic, aggressive local sales manager with proven track record. All candidates must have local sales management experience and have sold independent TV. Ground floor operation with tremendous benefits and salary. Fabulous growth opportunity. Contact: Steve Friedheim, Director of Sales, WNOL-TV, P.O. Box 50069, New Orleans, LA 70150-0069. 504-525-3838. EOE/M/F.

VICE PRESIDENT OF TECHNICAL SERVICES

Responsible for the planning and operation of Engineering and Production areas. Lead role in planning, design and implementation of new production and transmission facilities. Monitoring of FCC compliance, coordination of station equipment and facility use. Budget and administrative management. BS in Engineering or related field, 10 years broadcasting experience including 5 years in an engineering and administrative capacity. Position reports to the president. Resumes only to:

KERA TV/FM
Personnel
300 Harry Hines Boulevard
Dallas, Texas 75201

Help Wanted Technical

VIDEO MAINTENANCE TECHNICIAN

Miami area cable company seeks full-time maintenance technician to install, maintain and repair all studio associated equipment. Knowledge in Sony BDU A 200's, 800's, 50's. Also Sony 5850's, 5800's, 4800's, 3/4 inch studio tape systems. Knowledge of studio systems and associated equipment along with cable production van. Also knowledge needed in both studio and ENG Telecamera systems. Send resume in confidence to Robert Palmer, P.O. Box 969, Providence, RI 02901. EOE.

Help Wanted Sales

LOCAL SALES MANAGER

Sunbelt network affiliated station in major market. Looking for experienced television sales manager with ability to direct sales staff, good management skills, and communication a must. Send all details in first letter. Confidentiality assured. Equal opportunity employer. Write Box H-61.

Help Wanted Programing, Production, Others



We're still looking for the right person to complement our female co-host. If you have three years' experience, and can write, produce, and present material that will keep us #1 in access, please rush your tape and resume to:

Cyndy Cerbin
KWWL-TV

500 East Fourth Street
Waterloo, IA 50703
An equal opportunity employer.



Help Wanted News Continued

NEWS PRODUCER

Number one news operation in top ten market seeking a producer for a major program. Exceptional writing and leadership skills a must. Significant experience as a major market news producer required. All responses will remain confidential. Send resume and writing sample to Box H-84. Equal opportunity employer, M/F.

Situations Wanted Management

INDEPENDENT TELEVISION MANAGER

17 years at top 10 market indy. 3 years at major affiliate, 9 years as VP/GM national consulting company in broadcast/cable. Would welcome the challenge of managing a new indy or an established one facing a new challenge. Write Box H-80.

Help Wanted Technical

RF ENGINEER MAINTENANCE ENGINEER

Immediate openings for experienced RF engineer and maintenance engineer in our Los Angeles television operating center. Applicants for the RF engineer position require hands on experience on TerraCom and/or MACOM microwave systems. Microwave path profile experience a plus. Hands on maintenance engineering position requires minimum two years experience on repair of one inch tape machines. Send resume with salary history to Bob Wean, Manager, LA TOC, Wold Communications, Inc., 6290 Sunset Blvd., Hollywood, CA 90028. EOE, M/F.



For Fast Action Use
BROADCASTING'S
Classified Advertising

PROGRAM/PROMOTION

WPDS-TV, Indianapolis' new independent, is looking for a program professional who is also interested in promotion, or a promotion professional who is ready for the step to programming. WPDS-TV is a full service, full power UHF station, equipped with the finest state-of-the-art equipment and committed to local programming, quality syndication and success. Talk to us; we're building careers, not filling jobs. Five-to-ten years experience in television necessary. Salary commensurate with experience. EEO, M/F. Send resume to:

Christopher Ouffy
President & Chief Exec. Officer
USA COMMUNICATIONS, INC.
1440 N. Meridian St.
Indianapolis, IN 46202

Help Wanted News

SPORTSCASTER

New York City network TV sports opportunity for experienced on-air talent. Must have solid history of both studio & feature work. Strong knowledge of national sports scene required. Journalistic background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, P.O. Box 825, Gracie Station, NY, NY 10018. An equal opportunity employer. Female candidates encouraged to apply.

SPORTS PRODUCER

WLWT, Cincinnati, is looking for a sports producer/assignment editor. Someone who knows more than just traditional pro sports; i.e., participatory sports, hunting, fishing, etc. If you have what it takes to be part of a growing, distinct news and sports team, send resume to WLWT, 140 West 9th, Cincinnati, OH 45202, Attn. Personnel. Equal opportunity employer, M/F.

ALLIED FIELDS

Help Wanted Sales

SALES ENGINEERS

Television Products

The Communications Industry has never been greater and competition for your talent has also never been greater. Tektronix continues its leadership position in the Television broadcast industry.

We are the industry standard—the company other manufacturers try to compare themselves to; and for all the right reasons. We've built our company on excellence of product and the belief that our people are our greatest asset. We're looking for an individual to be part of that commitment.

We have an immediate opening for a professional with a BSEE or equivalent with a strong technical background in broadcast television sales, measurements, and systems integration. This major opportunity located in our Rolling Meadows office offers significant opportunity for advancement for the right candidate. TEK offers an excellent salary, company car, commissions and advancement potential. For immediate consideration, please send resume or call: Bonnie D. Roelofs, Dept. B1219, 1551 Corporate Drive, Irving, Texas 75062, 214/258-0525.

Tektronix[®]
COMMITTED TO EXCELLENCE
An Equal Opportunity Employer m/f/h/v

Help Wanted Instruction

THE AMERICAN UNIVERSITY WASHINGTON, DC DEAN, SCHOOL OF COMMUNICATION

The American University invites applications and nominations for the position of Dean of the School of Communication, which is part of the College of Arts and Sciences. The search is for an outstanding professional with significant accomplishments in the journalism/communication industry, or for a well established educator in the field. The School is entering a developmental period and the prospective Dean must be willing and able to develop and maintain programs and resources while giving emphasis to increasingly higher standards. The School offers four program tracks at the undergraduate level: broadcast journalism, print, journalism, public communication, and visual media. At the graduate level, the School offers degrees in: journalism and public affairs, media studies and film and video. With almost 700 majors, it is one of the largest academic units at the university. The faculty are prominent professionals with extensive experience as well as accomplished communications educators. Letters of application or nomination should arrive by January 30, 1984. Address them to: Frank Turaj, Dean, College of Arts and Sciences, The American University, Washington, DC 20016. AA/EOE.

Help Wanted Management

MARKETING MANAGER BROADCAST EQUIPMENT

Manufacturer of AM, FM, TV (RF), and studio hardware. Involves future planning and supervision of current sales. Strong technical background and international sales experience required. V.P. potential. Full benefits including stock options. Our employees know of this ad.

Reply Box H-93.

Miscellaneous

THE BEATLES ARE BACK!!

The "Beatle Hideaway" is a custom-built mobile home, built and decorated to the Beatles specifications, and used as their living quarters and stage home during part of their 1964 American tour. All decorations and fixtures, even towels, dishes and accessories, are original. This vehicle has been featured worldwide on radio and TV, in newspapers and magazines. It would be ideal for a radio station remote studio, or travelling promotional exhibit, attracting big crowds everywhere. For information, please contact:

FLAGSHIP COMMUNICATIONS, INC.
11916 Glen Valley Rd.
Cleveland, OH 44141
216-526-6017

SUPER BOWL CREW

Available in Tampa, FL-January, '84. Fully equipped for ENG. New JVC "Procam"; new Sony ¾" editors. **Edit suite across from Tampa Stadium.** Contact Jay Gross Productions, 813-823-3718.

GO PIGGYBACK IN THE SUN

Lease or rent SCA from best engineered station in Palm Springs, CA area. Full backup power. All uses considered. Phil Wells, KPSI, 174 N. Palm Canyon Dr., Palm Springs, CA 92262. 619-325-2582.

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

WE PLACE TV and Video Engineers

[All Levels, But Not Operators]

COME TO THE SOURCE

Come To

KEY SYSTEMS

Westminster Road
Wilkes-Barre, PA 18702
Phone Alan Kornish at
(717) 655-1458

RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJ's, news, PD's, eng., sales. In Australia, Canada, U.S., all markets, for beginners to experienced. Introductory offer: One wk. computer list \$8.00, or save \$38.05, 7 consecutive wks. for \$17.95. A.C.A. Job Market has thousands of jobs yearly in 3 countries. A.C.A. Job Market, 452 W. Dearborn St., Dept. B., Box 945, Englewood, FL 33533.

Radio Programing

OLDIES ON TAPE A/C CHR/TOP 40 COUNTRY

Write:
Burbart/Abrams/Michaels/Douglas and Associates, Inc.
6500 River Chase Circle, East
Atlanta, Georgia 30328

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Consultants

DO YOU REALLY WANT TO SELL?

Galaxy Radio Consultants. Specialty: turn-around assistance. Transition time (P. O. to closing).

**8453 BAYRIDGE RD.
CLAY, NY 13041**

For Sale Equipment

FOR SALE OR LEASE

Ikegami HK-312E studio camera complete with Fujinon P16x17ESM lens. Vinten Mark III-A head, tripod and dolly for TV-81 cable. Also, Ikegami HK-302 studio camera w/Canon 15:1 lens. Both in excellent condition. Also, Ampex VPR-20 1" portable VTR w/TCG, P.S. and batteries and Ikegami ITC-730 color cameras. new Call Jim Landy, 609-424-4660 or Brad Reed, 617-877-9570.

Business Opportunities

FOUND MONEY FM BROADCASTERS

Enhance that bottom line — lease your SCA. Telemet America, Inc., has developed a coast-to-coast digital SCA network and wants to lease SCAs in top 40 markets for its Pocket Quote Receiver. Please call or write: F. G. Parsons, President, Telemet America, Inc., 515 Wythe Street, Alexandria, VA 22314. 703-548-2042.

ONE INCH PRODUCTION FACILITY

Located in major SE market (top 20). Full blown production company/facility. Computerized editing with DVE & CG. Small remote truck. Grossed \$600K last FY. Owner's health forces sale. Asking \$ 800K. Write Box H-87.

WORKING INVESTOR

wanted for FM station class A. Prefer sales management background. Minimum investment \$75,000. Jacksonville, Florida area. Call 904-771-1443, Mr. Grant.

Wanted To Buy Stations

TELEVISION CP's WANTED

Group owner seeks to purchase full power television construction permits or new station start-ups. Joint venture financing or full buy-out. Broker inquiries welcome. Contact Thomas Bonomo, V.P. Acquisitions, 415-989-4016.

ORION BROADCAST GROUP, INC.
44 Montgomery St.
Suite 500
San Francisco, CA 94104

WANTED

Class C FM in good market. Paul E. Reid, 404-882-1214, P.O. Box 2669, LaGrange, GA 30240.

MIDWEST PUBLISHER

is seeking to buy, for \$500,000 to \$700,000 cash, an established radio station in the Ohio-Indiana-Kentucky-Illinois area. Please reply by letter only to: Anderson Newspapers, Inc., P.O. Box 1090, Anderson, IN 46015; Attn: Publisher. Thank you.

For Sale Stations

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

HAPPY HOLIDAYS!

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963

WALKER MEDIA & MANAGEMENT, INC.

Our Arlington VA office will be closed for holiday vacation until Jan. 2, 1984.

Call John Hurlbut, 813-778-3617, or Dave Hurlbut, 618-263-3380.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Well-run fulltime Southeastern AM station located in an excellent small market. History of profitability and good cash flow. \$600,000, with \$150,000 down. Real estate included.

508A Pineland Mall Office Center. Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

MERRY CHRISTMAS!!

Hogun - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1959
16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers
Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

NEW CLASS C FM

Sunbelt market. 100,000 TSA. Partner wanted-minorities and/or females encouraged. Relocation required. Ability to train & motivate sales staff or a strong news background preferred. Send background, management philosophies & any financial qualifications to Box H-83.

Dan Hayslett
A ASSOCIATES, INC.
dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

**BILL - DAVID ASSOCIATES
BROKERS - CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

MIDWEST FULLTIME AM

Regional class III facility covering an attractive small Midwest city. 1983 revenues \$760,000. Long history of profitability. Outstanding owner/operator opportunity. Asking price \$1,250,000; terms considered. Qualified principals only, please. Write Box H-92.

WELL-ESTABLISHED COUNTRY

Format full-time station in top Southeastern market. Price just above one year gross, with great potential.
Paul E. Reid,
404-882-1214
P.O. Box 2669,
LaGrange, GA 30240.

FLORIDA

Disney World area fulltime AM. Profitable. 1.8X gross, 5.8X cash flow \$100,000 down. Call Randy Jeffery, 305-295-2572.

CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

**THIS PUBLICATION IS AVAILABLE IN MICROFORM
IN MICROFORM
International**

300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

THE HOLT CORPORATION

FM & AM - NORTHEAST
TWO WINNING FORMATS & A STRONG
CASH FLOW IN A VERY ATTRACTIVE MARKET.
EXCELLENT REAL ESTATE

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

TV CONSTRUCTION PERMITS FOR SALE

LPTV: OH, WI, MT, KY, TN, TX, WA, NV, UT.
FULL POWER: IA, MN, WV, NC, MO, CO.
SMATV: TN metro, on-air.
FM: 3 in TX.

D.R. STIMBLE ASSOC.
22 HILLTOP DR.
KIMBERLING CITY, MO 65686

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
 "Specializing In Sunbelt Broadcast Properties"
 5050 Poplar - Suite 1135 - Memphis, Tn. 38157



Wilkins and Associates
Media Brokers

NJ	AM	\$600,000	30%
WV	AM/FM	\$850,000	30%
IN	AM/FM	\$500,000	20%
MI	FM	\$310,000	20%
AL	AM	\$360,000	20%
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
MS	AM	\$30,000	downpayment
NC	AM	\$7,500	downpayment
KY	FM	\$50,000	downpayment
MO	FM	\$50,000	downpayment
FL	Class C FM		

P. O. Box 1714
 Spartanburg, SC 29304 803/585-4638



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT		
MI	Medium	AM/FM	\$2,100K	\$639K	Peter Stromquist	(312) 580-5778
NC	Medium	AM/FM	\$1,760K	\$500K	Mitt Younts	(804) 355-8702
ID	Metro	AM/FM	\$800K	\$150K	Greg Merrill	(801) 753-8090
WY	Small	AM/FM	\$800K	\$225K	Elliot Evers	(213) 366-2554
NY	Small	FM	\$700K	30%	Jim Mackin	(207) 623-1874
MT	Medium	FM	\$625K	Terms	Greg Merrill	(801) 753-8090
OH	Small	AM/FM	\$550K	\$150K	Ernie Pearce	(615) 373-8315
AZ	Small	AM	\$295K	\$75K	David LaFrance	(303) 534-3040
OK	Small	FM	\$275K	\$75K	Bill Whitley	(214) 680-2807
NC	Small	AM	\$150K	\$75K	Mitt Younts	(804) 355-8702

To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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

**DOMINANT, PROFITABLE
AM/FM—BY OWNER**

Dominant, long-established, highly respected 1,000 watt daytime AM and class C FM radio stations. 35 years' service to vast prosperous regional agri-business area of 8 counties in S. Minnesota. \$1 million sales, profitable, excellent staff, good equipment, ample land. Pioneer in Minnesota broadcasting with impressive record in community involvement over wide area. Inquiries invited from qualified buyers. Box H-95.

NORTHEAST FLORIDA FM

radio station class A. Greater metropolitan population over 600,000. \$750,000. Call Mr. Wilson, 904-252-1498, evenings only.

GREAT POTENTIAL AM

5000 watt daytimer. \$65,000 down. \$210,000, at great terms. Paul A. Stewart, Broker, 616-363-6891. 4056 Plainfield Ave, Grand Rapids, MI 49505.

**SPECIAL NOTICE:
ALTERED DEADLINE SCHEDULE**

The following dates will serve as classified advertising deadlines for the issues specified. **Reminder:** there will be no issue published Mon., Dec. 26, 1983.

- WED., DEC. 21, 1983** will be the deadline for the Jan. 2, 1984 issue.
- FRI., DEC. 30, 1983** will be the deadline for the Jan. 9, 1984 issue.

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

Raymond F. Green, executive VP and chief operating officer, Franklin Broadcasting Co., Philadelphia, named president and general manager, succeeding his father, **Franklin S. Green**, who remains chairman and chief executive officer. Franklin Broadcasting operates WFLN-AM-FM Philadelphia, and Magnetik Productions subsidiary.

W. David Chandler, general sales manager, WTIP(AM)-WVSR(FM) Charleston, W.Va., named general manager.



Stantis

George Stantis, general manager, KTTY(TV) San Diego, named executive VP of parent, San Diego Television.

Paul Aaron, general manager, KBFK(AM)-KAER(FM) Sacramento, Calif., named broadcasting director for parent, McClatchy Broadcasting Stations.

Peter Friden, general manager, KPAX-TV Missoula, Mont., joins KRTV(TV) Billings, Mont., in same capacity. **David Sample**, sales manager, KPAX-TV, succeeds Friden.

James Jensen, general sales manager, WHIO-AM-FM Dayton, Ohio, joins WZZR-FM Grand Rapids, Mich., as general manager.

Harlan Reams, from KGMC(TV) Oklahoma City, joins KCWS-TV Glenwood Springs, Colo., as general manager and VP, sales.

Barbara Sitkin, VP and general manager, California cable operations, Continental Cablevision, Boston, assumes additional responsibilities as VP and general manager of its Minnesota cable systems.

Donald Schrack, general manager, KASH(AM)-KSDN(FM) Eugene, Ore., joins KMJ(AM)-KNAX(FM) Fresno, Calif., as station manager.

Richard Hess, rector and chief executive officer, St. David's church, Wayne, Pa., joins noncommercial WHY-FM Philadelphia and WHY-TV Wilmington, Del. (Philadelphia) as director of marketing.

Robert Lewis, VP, marketing, American Cable Connection Co., Denver, joins Jones Inter-cable there as VP, marketing

Vivian Steir, writer, special projects and awards, ABC, New York, named supervisor, special projects and awards.

Diane Schilly, from First Interstate Bank, Denver, joins Daniels & Associates there as customer relations manager.

Catherine Deely, West Coast public affairs manager, Colony Communications, Providence, R.I., named program guide manager.

Marketing

Walter J. O'Brien, president and chief operating officer, J. Walter Thompson USA, New York, named vice chairman and director of



O'Brien



Peters

multinational client services for parent, J. Walter Thompson there. **John E. Peters**, vice chairman, J. Walter Thompson USA, New York, succeeds him.

Peter Greeman, senior VP, associate creative director, BBDO, New York, retires. **William Reber**, senior VP and general manager, BBDO, Minneapolis, retires. **William Weigold**, senior VP and management supervisor, BBDO, New York, succeeds Reber.

Alec Gerster, senior VP, director of media and programing, Grey Advertising, New York, named executive VP.

Richard Fitzhugh, group creative director, N W Ayer, New York, named senior VP.

Constantine Pitsikoulis, associate creative director, D'Arcy-MacManus & Masius, New York, elected VP.



Crooks

Barbara Crooks, senior VP, Western region, Selcom Radio, Dallas, named president, Selcom Radio, based in New York. **Donn Winther**, senior VP, Eastern division, Chicago, named executive VP, also based in New York.

Allan Linderman, VP, director of media, Creamer Inc., Pittsburgh, named senior VP, director of media services, Creamer, New York. **Ira Bass**, media director, Central Advertising, Fort Worth, joins Creamer, Pittsburgh, succeeding Linderman.

Robert Lee Brilliant, from Touche Ross & Co., New York, joins Benton & Bowles there as senior VP and controller.

Michael Provenzano, VP, management supervisor, Marsteller Inc., Pittsburgh, named senior VP, associate general manager.

Joseph Nicholas Curl, director of sales development, MTV and Nickelodeon, Warner

Amex Satellite Entertainment, New York, joins Country Music Television, Englewood, Colo.-based 24-hour satellite-delivered country music programing service, as VP and director of advertising sales.

Kenneth Bofinger, VP, director of production and traffic, Spiro Associates, Philadelphia, joins Lewis, Gilman & Kynett there as director of production and traffic.

Named VP's, Grey Advertising, New York: **Barbara Barrow** and **Nicholas Lemesh**, television producers, and **Doug Bartow**, art director.

Carl Le Vander, VP, associate creative director, Brouillard Communications, division of J. Walter Thompson, New York, named senior VP.

Stanley Greenburg, account executive, Blair Radio, St. Louis, named VP, office manager, succeeding **Thomas Cinqua**, retired.

Gary Epstein, president of own media representation, consulting and television production firm, Audiovid Marketing, New York, joins Satcorp., New York, as director of advertising sales. Satcorp is communications management and holding company for Campus Network, satellite-delivered, advertiser-supported network serving college campuses



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.
Experts in Executive Placement
527 MADISON AVENUE
YORK CITY
(212) 355-2672

and Black Tie Network, pay-per-view concert music and special events programmer.

Eric Weber, from own publishing company, Symphony Press, New York, joins Dancer Fitzgerald Sample there as executive VP, executive creative director.

Andrea Bleckner and Leon Hanson, account supervisors, Warwick Advertising, New York, named VP's.

James Garvie, from Southern New England Telephone, New Haven, Conn., joins Posey, Parry & Quest, Greenwich, Conn., as director, account service.

Ruth Leonard, from Group W Productions, New York, joins All-Canada Radio & Television, New York representative firm, as member of sales staff.

William Ballard, from WMRO(AM)-WAUR(FM) Aurora, Ill., joins Petry Television, New York, as account executive, saints team.

Steven Pechman, senior account executive, TeleRep, Atlanta, joins Katz American Television there as member of sales staff. **Brindell Deziura**, general sales manager, WRLH-TV Richmond, Va., joins Katz American Television, Chicago, as member of sales staff.

Rick Mills, from Storer Broadcasting's WJBK-TV Detroit, joins co-owned WITI-TV Milwaukee as general sales manager.

Thomas Roper, account executive, KDNL-TV St. Louis, joins KATZ(AM) St. Louis-WZEN(FM) Alton, Ill., as general sales manager.

Larry Chambers, local sales manager,

KRLA(AM) Pasadena, Calif., named general sales manager, succeeding **Mark Sayatovic**, resigned.

Jim Fletcher, local sales manager, WGHP-TV High Point, N.C., named general sales manager.

Don Tool, local sales manager, WHO(AM) Des Moines, Iowa, joins KRNT(AM)-KRNQ(FM) there as general sales manager.

Bob Dey, from KTVK(TV) Phoenix, joins KNXV-TV there as local sales manager.

Kirk Kopic, local sales manager, KITV(TV) Los Angeles, named local sales manager.

Ken Adkins, local sales manager, WBIR-TV Knoxville, Tenn., joins WTVK(TV) there in same capacity.

Edward Glasgow, account executive, WUHF(TV) Rochester, N.Y., named national sales manager.

Byron Elton, national sales director, KTVX(TV) Salt Lake City, joins WEWS(TV) Cleveland as national sales manager.

Bonnie Abdelnour, account executive, WOR(AM) New York, joins WPIX-FM there as national sales manager.

Richard Engberg, account executive, Katz Independent Television, New York, joins WFLD-TV Chicago as national sales manager.

Appointments, KNTV(TV) San Jose, Calif.: **Albert Delino**, art director, KERO-TV Bakersfield, Calif., to same capacity; **Bruce Coswert**, account executive, to local sales manager; and **Roxanne Robertson**, from

KJEO(TV) Fresno, Calif., succeeds Coswert.

Peter McCampbell, from WTOG(TV) Tampa-St. Petersburg, Fla., joins WLVI-TV Boston as account executive.

Programing

Appointments, Entertainment and Sports Programing Network, Bristol, Conn.: **Roger Werner Jr.**, senior VP, finance and marketing, to executive VP, marketing; **John (Jack) Bonanni**, VP and station manager, WABC-TV New York, to VP, advertising sales, and **Thomas Conway**, chief financial officer and VP, finance and administration, defunct Entertainment Channel, New York, to VP, finance and administration.

Sheldon Perry, senior VP, programing, Warner Amex Cable Communications, New York, joins Taft Entertainment Co., Los Angeles, in newly created position of senior VP, business affairs and planning.

Appointments, World Video Library, Los Angeles-based cable-pay television firm: **Gerry Jordan**, from ON TV, Los Angeles, to VP, programing; **Jeffrey Flower**, from Oak Media, Los Angeles, to director of programing, and **Joseph Sigler**, from Tandy Computers, Dallas, to VP, operations.

Jack Firestone, Eastern and Midwestern sales manager, Lionheart Television, New York, joins Satori Entertainment Corp. there as director of sales.

Appointments, USA Network, Glen Rock, N.J.: **Andrew Besch**, director of marketing, to VP, marketing; **Diane Sharon**, director of sales support services, Home Box Office, New York, to director of affiliate marketing, and **William Parrish**, manager of sales development, HBO, New York, to director of sales planning and administration.



Lambert

Michael Lambert, senior VP, pay television, Viacom Enterprises, New York, joins Home Box Office there as senior VP, HBO Enterprises.

Ronald Geagan, business administrator, Metromedia Producers Corp., Boston, named sales representative, telemarketing,

responsible for sales of syndicated properties.

Chuck Price, director of sales, Rocky Mountain region, Warner Amex Satellite Entertainment Co., Denver, joins Showtime/The Movie Channel, Dallas, as sales manager, south central region.

Frederick Kuperberg, director, legal and business affairs, television distribution division, Paramount Pictures, Los Angeles, joins Group W Productions there as VP, business affairs.

Bill Geddie, producer, *PM Magazine*, San Francisco, joins *Good Morning America*, ABC News, New York, as field producer.

Alan Cohen, from NBC Entertainment, New York, joins Jack Hilton Productions there as president.

YOU'RE KNOWN BY THE COMPANY YOU KEEP

Shouldn't your company be advertising in Broadcasting ■ ?

Even if you've been in the business for only a week, you know that Broadcasting ■ is the newsleader. It's by far the most widely quoted publication in its field. It is the recognized authority on advertising, management, broadcast journalism, programing, technology, operations, finance, and government regulation of radio, television, cable and satellite broadcasting.

Advertising deadline is 10 days prior to each Monday publication. Call today to reserve your space.

Broadcasting ■

The News Magazine of the Fifth Estate

New York
630 Third Ave., 10017
(212) 599-2830

Washington Headquarters
1735 DeSales Street, N.W. 20036
(202) 638-1022

Hollywood
1680 N. Vine St. 90028
(213) 463-3148



Pioneer spirit. Newly elected members of the board of the Broadcast Pioneers Library in Washington met with officers of the library, Ward L. Quall (second from left), of the Ward L. Quall Co., president, and Catharine Heinz (far right), library director and vice president-secretary. New directors are (l-r) Albert Warren, *Television Digest*; Nancy Dickerson, Television Corp. of America; Richard M. Schmidt Jr., of the law firm of Cohn & Marks, and Lawrence B. Taishoff, BROADCASTING. Absent from picture: Harry Smart, Blair Television, and Jack Harvey, Blackburn & Co.

Ray Klinge, manager of advertising sales, Tulsa (Okla.) Cable Television, joins Satellite Program Network there as VP, sales.

Drew Hallman, associate media supervisor, Grey Advertising, New York, joins Group W Productions there as research manager.

Ed Stecher, from Home Box Office, New York, joins Madison Square Garden Network there as director of marketing. **Cheryl Ione Brown**, manager, television operations and traffic, MSG, named director, research and sponsor relations.

Jeff Kauffman, program director, WTPA-TV Harrisburg, Pa., named group program director for parent, Sky Corp./Foster Media, owner of six AM's and four FM's. **Steve Zampana**, assistant program director, WTPA-TV, joins co-owned WEZG(AM)-WSCY(FM) Syracuse, N.Y., as program director. **Bruce Bond**, music director and promotion coordinator, WZZO(FM) Bethlehem, Pa., joins WTPA-TV, succeeding Bond.

Mike Jackson, from WHND(AM) Monroe, Mich.-WMJC(FM) Birmingham, Mich., joins WIVY-FM Jacksonville, Fla., as program director.

Patricia Dean, director, special projects, news, WBBM-TV Chicago, named manager of programming. **Oprah Winfrey**, from WJZ-TV Baltimore, joins WBBM-TV as host, *A.M. Chicago*.

Ron Swoboda, sports director and anchor, WVUE(TV) New Orleans, and former professional baseball player, joins KTVK(TV) Phoenix in same capacity.

John Dennis, sports reporter, WNEV-TV Boston, named sports director and anchor.

Le Roy Czaskos, producer-director, noncommercial WSBE-TV Providence, R.I., named production manager.

News and Public Affairs

Appointments, Associated Press: **Walter Mears**, VP and Washington bureau chief, to VP and executive editor, New York, succeeding Louis Boccardi, named executive VP, chief operating officer (BROADCASTING Dec. 5): **Robert Johnson**, assistant to president, New York, to chief of bureau, Albuquerque, N.M., succeeding **Kent Walz**, who assumes

same duties at Portland, Ore., bureau; **Kathleen Carroll**, day supervisor, Los Angeles bureau, to assistant bureau chief; **John Seidel**, business manager, broadcast news center, Washington, to broadcast executive, Iowa, Nebraska and South Dakota, based in Des Moines, Iowa; **Rich Finlinson**, anchor, KALL-AM-FM Salt Lake City, to writer-producer, Washington, and **Pat Breslin**, correspondent, Trenton, N.J., to news editor, Baltimore.

Appointments, NBC News: **Donald Bowers**, senior producer, *NBC News Overnight*, named political assignment manager, responsible for all political coverage; **Barbara Cohen**, member of news staff since June, and before that VP, news, National Public Radio, Washington, to political manager, Washington, and **Andrew Franklin**, assignment editor, Washington, to political assignment manager, New York.

Bill Vance, news director, KXAS-TV Fort Worth, joins WJBK-TV Detroit in same capacity.

Emilio Lopez Mendez, from International Broadcast Services, London, joins Spanish International Network there as bureau chief and correspondent for newly opened bureau.

Richard Landesberg, news editor, Mutual News, Washington, named charge editor.

Dean Phillips, from WBRE(TV) Wilkes-Barre, Pa., joins KCWS-TV Glenwood Springs, Colo., as news director and anchor.

Rick Gevers, executive producer, WJXT(TV) Jacksonville, Fla., joins WTOL-TV Toledo, Ohio, as news director.

Jay Moore, managing editor, WTTG(TV) Washington, joins WCTI(TV) New Bern, N.C., as news director.

Wendy White, producer, 11 p.m. news, WRC-TV Washington, named executive producer, newscasts, for station. **Charles Norton**, producer, midday news, WRC-TV, succeeds White.

Neal Stevens, from WIOD(AM)-WAIA(FM) Miami, joins WINZ(AM) there as assignment editor.

Camille Bohannon, anchor, WCFL(AM) Chicago, joins United Press International Radio Network, New York, as anchor.

Janis Kincaid, from Pikes Peak Broadcasting's KJCT(TV) Grand Junction, Colo., joins

co-owned KRDO-TV Colorado Springs as assignment editor.

Jan Thompson, executive producer, *Reel to Reel*, nationally syndicated Catholic magazine program, joins WDMV-TV Washington as senior producer, *Saturday Magazine*. **Susan Greenstein**, freelance director, WDMV-TV, joins station as full-time director.

Appointments, KXAS-TV Fort Worth: **Barbara Griffin**, from WDTN(TV) Dayton, Ohio, to 10 p.m. producer; **Ron Trumbula**, from WJBK-TV Detroit, to reporter; **Ed Martelle**, reporter, to new position of "high tech" reporter, and **Marcie Cowlshaw**, from KTVY(TV) Oklahoma City, to photographer.

Appointments, KCST-TV San Diego: **Bob Rockstroh**, producer, *Newscope*, to producer *Newscenter 39*; **Mark Heaslet**, from KSBY-TV San Luis Obispo, Calif., and **Jeff Haaland**, reporter, KNOP-TV North Platte, Neb., to assignment editors, and **Gene Cubbison**, anchor-reporter, KOGO(AM) San Diego, to reporter.

Appointments, WKYT-TV Lexington, Ky.: **Keith Ward**, noon co-anchor and 5 p.m. anchor, to co-anchor, *Newscope*; **Barbara Bailey**, noon co-anchor, to co-anchor, *Newscope*, **Brad Sprayberry**, east Kentucky bureau chief, to early morning anchor and reporter; **Ray Keaton**, member of news staff, succeeds Sprayberry.

John Palmer, anchor, *Today*, NBC News, New York, named anchor for Sunday editions of *NBC Nightly News* there.

Appointments, WHBQ-TV Memphis: **Howard**

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Ballou, from WIS-TV Columbia, S.C., to 5 p.m. anchor; **Russ Geller**, weekend news producer-reporter, to 10 p.m. producer, and **Denise Driskell**, from WAFF-TV Huntsville, Ala., to weekend producer.

Marlene McClinton, anchor-reporter, KDFW-TV Dallas, joins KATU(TV) Portland, Ore., as 6:30 and 11 p.m. co-anchor.

Suzanne Michaels, from KCBD-TV Lubbock, Tex., joins KTSM-TV El Paso as anchor.

Appointments, WLS-TV Chicago: **Mike Jackson**, from WMAQ-TV Chicago, to political reporter and substitute anchor; **Vernon Jarrett**, host, *Vernon Jarrett: Face to Face*, to news commentator; **Lonnie Lardner**, anchor, WSMV(TV) Nashville. and **Tim Ryan**, reporter, KTRK-TV Houston, to reporters, and **Steve Deshler**, meteorologist, *CBS Morning News*, New York, to weather anchor.

Timothy Tomastik, news director, KUHL(AM)-KXFM(FM) Santa Maria, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter.

Jerry Price, police officer, traffic division, Atlanta, joins WCNN(AM) there as traffic reporter.

Neill McNeill, from WKFT(TV) Fayetteville, N.C., joins WGHP-TV High Point, N.C., as reporter.

Ed Bates, from *Newscope*, Los Angeles, joins WCPX-TV Orlando, Fla., as executive news producer. **Ron Davis**, from WXFL(TV) Tampa-St. Petersburg, Fla., joins WCPX-TV as reporter.

Gary Shapiro, anchor-reporter, KAKE-TV Wichita, Kan., joins KBTU(TV) Denver as reporter, Boulder county bureau.

Technology

Marvin Eisner, executive VP, Arrow Communications, New York, joins S.A.L. communications, Melville, N.Y., manufacturer of cable equipment, as president and director, succeeding **Alan Scheinman**, who remains chairman and chief executive officer.

Dan Liberatore, director of engineering, Warner Amex Cable, Cincinnati, joins Tribune-United Cable of Montgomery County (Md.) as director of engineering.

Gordon Gummelt, field engineer, broadcast systems division, Harrison Systems Ltd., Hyattsville, Md., named to newly created position of supervisor of field operations.

Anthony Illacqua, manager, Radio Shack, Fayetteville, N.Y., joins Magnavox CATV Systems, Manlius, N.Y., as senior account specialist.

Edward Juare, chief engineer, WICE(AM) Providence, R.I., named VP, engineering, for parent, Knight Quality Group Stations.

Edward Hippe, engineering manager, KCOP(TV) Los Angeles, joins KBHK-TV San Francisco in same capacity.

Promotion and PR

Kelly Smith Tunney, director of corporate communications, Associated Press, New York, named assistant general manager, re-



Christmas honors. Members of the Washington Area Broadcasters Association gathered during its annual Christmas party (Dec. 9) to honor those who have made significant contributions to the industry. Pictured left to right: John Rohrbeck, WABA chairman and vice president, general manager, WRC-TV; John Kluge, chairman, president and chief executive officer, Metro-media; Robert Bennett, president of Metromedia Broadcasting and senior vice president, Metromedia, and Bill Dalton, president and general manager, WXTB-FM La Plata, Md. Bennett received the association's first Honored Prophet award, which recognizes Washington area broadcasters who got their start in the Washington area and subsequently made outstanding contributions to the industry. Not pictured is Vernon Custer, retired marketing director, Coca-Cola, Washington, who received the WABA's Friend of Broadcasting award. The Sol Taishoff award, which honors those outside broadcasting for contributions to the industry, was given in absentia to Senate Commerce Committee Chairman Bob Packwood (R-Ore.).

sponsible for corporate communications, public relations, promotion, advertising and special projects.

David Maciolek, researcher, ABC Spot Television Sales, New York, named manager, promotion, ABC Radio Networks there. **John Goodman**, associate producer, planning and promotion, *Good Morning America*, ABC, New York, named producer, planning and promotion.

Paul Peterson, president, Promotion Partners, Phoenix, Md., joins Emery Advertising, Hunt Valley, Md., as director, Emery Promotions Group.

Allied Fields

DeWitt Helm, senior VP, Jack Morton Productions, Washington videoconferencing and business communications firm, joins Association of National Advertisers, New York, as executive VP. Helm is seen by some industry observers as successor to ANA president, Peter Allport, scheduled to retire by mid-1985.

John Hurlbut, VP, Walker Media & Management, Arlington, Va., becomes chief operating officer and has signed agreement to purchase firm, following death of founder and president, William Walker (BROADCASTING, Dec. 12).

Dave Brewer, program director, KATT(AM) Oklahoma City, joins Jeff Pollack Communications, Los Angeles broadcast consultant, as director of programing-research.

Gary Shapiro, legislative and regulatory counsel, consumer electronics group, Electronic Industries Association, Washington, named staff VP, government and legal affairs.

Elected trustees, Museum of Broadcasting,

New York: **Barry Diller**, chairman and chief executive officer, Paramount Pictures Corp.; **Edward O. Fritts**, president, National Association of Broadcasters; **Norman Lear**, writer-producer, Embassy Television; **Michael Ovitz**, president, Creative Artists Agency, and **Sidney Sheinberg**, president and chief operating officer, MCA Inc.

James Palmer, chairman and chief executive officer, C-Cor Electronics, State College, Pa., elected to Pennsylvania Cable Hall of Fame.

Deaths

Michael (Mick) Colgen, 42, director of Public Broadcasting Service's *MacNeil-Lehrer NewsHour*, New York, died Dec. 15 of injuries suffered day before in multi-car accident while driving to work. Colgen was co-director, with Robert MacNeil and Jim Lehrer, of PBS coverage of 1973 Watergate hearings, and had been director of *NewsHour* and its predecessor, *MacNeil-Lehrer Report*, since 1979. Survivors include his wife, Ann, and two children.

Forest L. McClenning, 74, former administrative law judge and senior attorney, FCC, Washington, died Dec. 13 of injuries suffered in automobile accident Dec. 2. McClenning joined FCC in 1947 and was appointed administrative law judge in 1958, serving in that capacity until his retirement in 1975. Survivors include his wife, Ruth.

H. Linus Travers, 79, former radio announcer and executive VP and general manager, WNAC(AM) (now WEZE) Boston and co-founder of Yankee Network News Service and Yankee Television Network, died of heart attack Dec. 10 at Briarwood nursing home.

All in the family

Dudley S. Taft is the product, both personally and professionally, of a distinguished heritage. "It goes back several generations to the first member of the Taft family who came to Cincinnati," he explains. "There were two branches, because his first wife died, and he remarried."

The family descending from his second wife went into politics, or public service, as its members prefer to call it, starting with President William Howard Taft and continuing through the President's son, the late Senator Robert Taft, himself a presidential contender, and now Robert Taft Jr., who has served in both Senate and House

The other branch of the family, descending from the original Cincinnati Taft's first wife, went into news and communications, starting with a paper that evolved into the *Cincinnati Times-Star*. That's Dudley Taft's side. His grandfather, the late Hulbert Taft Sr., was editor and publisher of the *Times-Star*, and branched out into broadcasting early on, acquiring WKRC(AM) Cincinnati in 1939 at the urging of his son, the late Hulbert Taft Jr., Dudley's father, who later was instrumental in moving the company out of publishing and fully into broadcasting.

"We like to kid the other guys about going into public service," Dudley says. "We tell them that we try to make the money, and they spend it." But, "That's not really fair," he adds, family loyalty showing through. "There's been a close alliance between the two sides of the family. And Bob Taft is now on our board. We work very closely together."

Given a family tree with such impressive branches, it would have been surprising if Dudley Taft had failed to go into Taft Broadcasting.

Growing up the son of one of broadcasting's pioneers, Dudley Taft took naturally to the business, working summers in sales, engineering and assorted other jobs for the company during his college years. He also pulled a six-month hitch in the Marines and remained in the Marine Corps Reserve while studying law. He did not, however, go directly to Taft Broadcasting when he got his law degree. Instead, he practiced law in Washington with the firm of Koteen & Burt, which had Taft Broadcasting as a client.

He moved back to Cincinnati and into the corporate fold in October 1967 to do general legal work. But when his father was killed in a propane gas explosion a month later, Dudley Taft was elected to replace him on the board of directors and was named secretary as well. "Obviously," he says, "I became involved faster than I would have otherwise."

By that time, Taft Broadcasting had reached the FCC's television limit of seven



Dudley Sutphin Taft—president and chief operating officer, Taft Broadcasting Co., Cincinnati; b. April 26, 1940, Cincinnati; graduated from Taft School, Watertown, Conn., 1958; BA, American Studies, Yale University, 1962; Marine Corps, 1963, and in Marine Corps Reserve, 1963-1968; LLB, University of Virginia Law School, 1966; in law practice in Washington, 1966-67; corporate attorney, secretary and board member, Taft Broadcasting, in Cincinnati, 1967-70; vice president, corporate development, 1970-73; executive vice president, Taft parks group, 1973-76; m. Christina Bernero, May 1979; two children by previous marriage—Dudley S. Jr., 17; Thomas Woodall, 14.

stations, and was deciding where to go next.

"The general philosophy at the time, which was my father's philosophy," Dudley Taft says, "was that programing was the place to be in the long pull. He could see that methods of delivery would change—cable was coming along—but he felt that instead of chasing all those other methods of delivery, we'd [be better off] in programing, which would be in great demand."

Except for a few limited co-ventures in cable ownership, the company has continued that philosophy, concentrating its resources on programing and entertainment. It had acquired Hanna-Barbera Productions the year before Dudley Taft returned to Cincinnati. In the years since, it has added an impressive list of others and diversified into substantial holdings in amusement parks.

The parks were Dudley Taft's first major responsibility. In 1969 he arranged the purchase of the first one, Coney Island of Cincinnati. Then, under his guidance as corporate vice president for development, the company built King's Island, near Cincinnati;

and King's Dominion, near Richmond, Va.; bought Carowinds, near Charlotte, N.C., and was co-builder of Canada's Wonderland, near Toronto.

As the parks portfolio grew, Taft became corporate executive vice president in charge of it. Then his responsibilities were extended companywide with his election, in 1976, as president and chief operating officer, number two to Charles Mechem Jr., then and now chairman and chief executive.

With the parks group established, Taft's attention turned to upgrading existing properties, both in TV and in radio, with a series of acquisitions that, assuming the FCC approves the pending purchase of KEX(AM)-KQFM(FM) Portland, Ore., will give the company seven FM's and six AM's in addition to its seven TV's.

Taft Broadcasting's expansion in programing, aside from its acquisition of Hanna-Barbera in 1966, has taken place entirely during Taft's presidency. In the late 1970's the company bought QM Productions (*Barnaby Jones*, among others), and then Worldvision Enterprises, the TV syndication firm. Other additions have included Sunn Classics (*Grizzly Adams*, among others) and Herb Brodtkin's Titus Productions.

"We looked hard at the programing side of cable," Taft says, "and fortunately, I think, decided not to get into it. There's a lot of blood on the floor, and more to come, I'm afraid."

This doesn't mean that he shies from new ventures, but that he wants to approach them realistically—one of his talents, Mechem says, is "being able to deal with tough issues in a dispassionate way."

"We want to explore and enter new communications areas," Taft says. And the company has acquired minority interests, "to get our feet wet," in a cellular radio company and in a company that provides satellite hookups for business teleconferencing. He says Taft Broadcasting also wants to improve its basic broadcast holdings and is gearing up to expand them if the FCC relaxes its rule of sevens. He also wants to continue to develop the program side and especially to "become a force in prime time television."

Taft puts in 10- or 11-hour days at his Cincinnati office when he's in town, where a lot of the time he isn't because he averages two or three days a week traveling, visiting company properties, attending meetings, exploring new development prospects. He has also become more active in industry affairs; he's a founding member of the Television Operators Caucus and serves on the board and the executive committee of the Association of Maximum Service Telecasters.

And oh, yes. He's also on enough civic, business and governmental boards to risk getting himself confused with the "public service," side of the family. ■

Paramount Pictures and Showtime/The Movie Channel Inc. signed five-year pact last Friday (Dec. 16) that would give pay cable company exclusive right to theatrical films produced by Paramount during that time. Deal is valued in \$700 million range. Exclusivity would extend to 11-film package that Showtime/TMC recently gained rights to from Paramount, including four of top 10 grossing films of 1983: "Flashdance," "Trading Places," "48 Hours" and "Staying Alive." Total package will include average of perhaps 15 films per year or 75 in all.

NCAA football ratings for 1983 regular season play are in at **ABC and CBS** and pattern is similar to NFL results so far this year—**significant audience erosion.** On average, ABC's rating for its 14 telecasts was down full point, while share was down two full points, to 9.9/26. Similar story at CBS: 9.6/25 average this year compared to 10.5/28 in 1982. **On NFL front, both ABC and NBC are headed for record low ratings** averages. After 22 telecasts, NFL rating for NBC is down about 8% and expectation is network will end up with average 12.1 rating. *Monday Night Football* rating is down about 19%, with average 17.7 rating after 15 telecasts. Lowest rated year was 1970 debut season when average rating was 18.5. **CBS is suffering least** with 16.4 rating after 22 telecasts, compared to 17.2 rating year ago.

News at Metromedia was not all good last week in wake of proposal by Metromedia's senior management to take company private in leveraged buyout valued at \$1.5 billion (BROADCASTING, Dec. 12). Subsequent to announcement, **Standard & Poor's moved Metromedia onto its "credit watch" list, citing increased debt firm would incur** as result of borrowing to finance acquisition. Separately, Metromedia announced that **stockholders law suits have been filed** in Chancery Court in New Castle county, Del., where Metromedia is incorporated, against Metromedia and certain of its directors and officers, **seeking to block proposed transaction.** Metromedia said complaints alleged that formal proposal "constitutes an unlawful attempt to acquire Metromedia in violation of state laws." Plaintiffs seek injunction against proposed acquisition, damages and other relief, Metromedia said, and if deal is consummated, plaintiffs want it reversed.

Security analysts may soon have another broadcasting stock to follow. **Malrite Communications Group Inc.,** Cleveland-based group owner of six AM's seven FM's and four TV's, **filed registration statement with Securities and Exchange Commission for initial public offering** of 1,850,000 shares of common stock. At present, MCG is owned by Milton Maltz (96.88%), Carl Hirsch (2.69%) and John R. Wilson (0.30%). After offering, current stockholders will keep 78.12% interest in MCG and balance 21.88% will be offered to public. Initial public offering will be between \$14 and \$16 per share. MCG said most of \$25.9 million to \$29.6 million raised by offering will be applied to **reduction of long term debt incurred in pending acquisition of Metromedia's wxix-TV Newport, Ky. (Cincinnati)** for \$45 million, which closed last Thursday (Dec. 15).

National Cable Television Association added nation's sixth largest multiple system operator to its membership last week during Western Cable Show. **Storer Communications's** cable communications division operates systems in 18 states and claims approximately 1.3 million subscribers. According to association, all top 20 MSO's are now members.

WMAR-TV Baltimore has severed **36-year relationship with Katz Communications** by switching its representation from Katz Television American to TeleRep Inc., New York, effective today (Dec. 19). Katz declined to comment on move.

Baltimore, starting over, issued new cable television RFP last week, offering 20-year renewable franchise and specifying addressable and interactive system with at least 74 residential channels, plus institutional loop with 20 upstream and 20 downstream channels. Original RFP last year called for 100-channel residential system and 15-year franchise, among other differences, and drew applications from Caltech Cablevision, which operates system in sur-

rounding Baltimore county, and Cox Cable PortVision Baltimore City. Board of Estimate recommended Caltech proposal but city council rejected it. Caltech representative declined comment on new RFP proposal last Friday (Dec. 16); Cox Cable representative could not be reached.

Second annual National Radio Broadcasters Association programing survey, based on 3,497 responding commercial radio stations nationwide, shows **adult contemporary as year's most popular format** (29% of respondents) followed closely by country music (28%). According to survey, majority of responding stations seem content with their current formats with only 4% indicating change shortly. As for AM stereo, NRBA's survey reveals only 4% of responding 1,286 full-time AM outlets and 2% of 526 AM daytimer respondents had begun to broadcast in stereo. However, 23% of full-time respondents and 20% of daytimers said switch from monaural to stereo transmissions is in future plans.

FCC last week announced it will beef up its equal employment opportunity processing guidelines for cable television, effective Jan. 1. Under new guidelines, cable units with five to 10 full-time employes will be expected to have at least 50% parity with labor force, and 25% parity in upper four job categories. Units with 11 or more full-time employes will be expected to have 50% parity over all and in top four job categories.

In interests of clarity, **FCC should direct Bell operating companies and AT&T to limit set of tariff proposals** to factors necessary to implement divestiture and access charge decision, **according to television networks** in letter to commission last week. Network also said those tariffs should not be permitted to recover more interstate revenues than can be recovered under current tariffs. Telco tariffs addressing interstate rate increases, or other considerations, could be filed separately and "considered on an individual basis in accord with normal tariff review procedures," networks said.

National Radio Broadcasters Association and National Association of Broadcasters have said they **will petition FCC to reconsider decision to stop arbitrating call-sign disputes.** "The commission's action is not deregulation; it is abandonment of a proper FCC responsibility," said Bernard Mann, NRBA president. NAB's executive com-



Returning the pages. NBC revived a tradition when it reinstated guided tours of its TV and radio facilities at 30 Rockefeller Plaza last Monday (Dec. 12). The next night it held the golden anniversary celebration for its Guest Relations (pages) Department that was attended by approximately 1,200 former pages and tour guides. On hand outside Studio 8H for the ribbon cutting ceremony reinstating NBC's tours were (l-r): New York Mayor Ed Koch (wielding the scissors); NBC Chairman Grant Tinker, and actor and former tour guide Ken Howard.

ittee, in resolution, said commission's action would result in cases "that cannot be eliminated through reliance on local courts that are ill-equipped to resolve call-letter disputes in an efficient, timely and consistent fashion."

IC News correspondent Mary Nissenson and NBC-owned WMAQ-TV Chicago anchor Carol Marin will substitute as co-anchors for Jane Pauley on NBC Today during January. Nissenson will substitute for the first two weeks of month beginning Monday, Jan. 2, and Marin will begin Monday, Jan. 16, for two-week period. Connie Chung, anchor of NBC News's *Sunrise*, is currently substituting for Pauley who is on three-month maternity leave.

Monroe Rifkin, chairman of National Cable Television Association and owner of Rifkin & Associates, Denver-based cable acquisition and management company formed early this year ("Cablecastings," Feb. 14), is heading group buying cable system in unincorporated area of Palm Beach county, west of city of Boca Raton, Fla., for estimated \$10 million. System, being sold by Paducah (Ky.) Newspapers Inc., passes 15,000 homes and serves 9,000 subscribers with 150 miles of plant and 55 channels. Buying group also comprises Narragansett Capital Corp. and limited partners. Broker for sale was Edwin Tornberg & Co. Rifkin, who is former owner of American Television & Communications, which he sold to Time Inc. in 1978, also headed groups earlier this year buying systems in Alton, Mo., and near Jacksonville, Fla., ("Cablecastings," April 3).

Supreme Court last week, in action that removes last barrier to break up of AT&T that is scheduled to occur on Jan. 1, let stand lower court ruling approving reorganization of giant company. High court rejected arguments of California and New York that organization, as ordered, would result in sharply increased costs to telephone customers. Justice Department, which had engineered break up as settlement of its eight-year-old antitrust suit against AT&T, had opposed delay. It said delay would be "harmful to the public interest in speedily ending restraints on competition and establishing a structured, competitive telecommunications industry." AT&T said state's challenge "imperiled" reorganization plan. California and New York had argued that AT&T and not local telephone companies should pay for maintaining and installing customer equipment. Otherwise, they said, AT&T would have unfair advantage in telephone market.

Leonard Goldstein, president of Communications Satellite Corp., has expressed "serious concern" regarding published accounts of report that National Telecommunications and Information Administration has prepared on issues raised by applications for FCC authority to establish private international communications satellite systems (BROADCASTING, Dec. 12). Goldstein, in letter to NTIA and David Markey, said approach proposed in report would adversely affect Intelsat, and lead other countries to establish non-Intelsat systems, resulting in increased traffic loss for Intelsat and putting increased pressure on orbital arc and frequency resources. Goldstein, who based his letter on published accounts as well as on "discussions with NTIA officials," said NTIA recommendations apparently contemplate the possible launching of satellites—even if a finding of significant economic harm were made by Intelsat. "NTIA officials, including one who participated in preparing report, disputed that conclusion. One said there is no 'statement or implication' in report that in face of 'adverse impact finding we'd go forward.'" Another said, "If we agree there would be economic harm, we'd recommend [the proposals] not go forward."

L Hughes Communications Inc. has asked FCC to approve new Ka-band (20-30 GHz) satellite system. In application at commission, Hughes said it wanted to launch two 32-transponder satellites, each with six times capacity of existing domsats. Company is proposing to use spot beams to focus signals on 16 areas, primarily for data transfers. Company would like to co-locate satellites with two or three Ku-band satellites for which it has already filed.

Wilton Rule, vice chairman and long-time key figure at ABC Inc. who is retiring at end of year, won't be breaking his ties completely—he will continue as consultant for two years.

Tom Brookshier, NFL football announcer for CBS Sports, was relieved of duties for last weekend of regular season action, when he was to have announced Philadelphia-St. Louis game (Dec. 18). Suspension came following comment he made previous week during New Orleans vs. Philadelphia game, when he referred to University of Louisville basketball team as having "collective I.Q. of about 40." His status for 1984



at CBS is as yet undetermined. "We are treating this as an isolated instance," said Jim McKenna, vice president, CBS Sports. "After 19 years, or even after a full season, you don't take this [kind of isolated comment] and judge a guy on that alone." CBS Sports President Neal Pilson sent a letter of apology to the University of Louisville, saying that network was "embarrassed" by incident and that Brookshier's comment "did not reflect views of CBS Sports." Brookshier could not be reached for comment, but was quoted early last week as having said, "It was a stupid statement not to qualify. It was just dumb and a little flippant on my part. I kid myself sometimes about having a 40 I.Q."

National Association of Broadcasters has begun nomination process to fill 12 radio board seats and six TV board seats. Nominees, selected by elimination through mail ballots, will be announced in January and election by mail held next month. Among candidates for radio board are six incumbents and host of new contenders for other six seats to be vacated by members ineligible for re-election. Among candidates for radio board's sixth district seat is National Radio Broadcasters Association President Bernard Mann, Mann Media, High Point, N.C. On TV board, five incumbents have been re-nominated, and list also includes name of Donald D. Wear Sr., president and general manager, WHP-TV Harrisburg, Pa. Wear is father of Donald D. Wear Jr., current CBS representative on NAB television board.

National Association of Broadcasters executive committee last week endorsed resolution calling for establishment of two additional seats on NAB's radio and television boards. Resolution would permit executive committee to appoint woman and member of minority group to fill seats on each board. If plan is adopted by NAB's joint radio and television boards when they meet in January, seats become effective in June 1984.

NAB began filling some of its staff vacancies last week when it appointed new radio senior vice president, David Parnigoni, NAB's Northeast regional manager for last two-and-a-half years ("Closed Circuit," Dec. 12). He succeeds Wayne Cornils who resigned to join Radio Advertising Bureau as executive vice president. Former radio broadcaster, Parnigoni has owned and operated stations in Vermont and Connecticut and served as past president of Vermont Association of Broadcasters and chairman of NAB's now defunct radio code board.



Jim Lehrer, co-anchor of Public Broadcasting Service's MacNeil-Lehrer NewsHour, was reported recuperating late last week in Georgetown hospital in Washington after "very mild" heart attack. NewsHour spokesman said prognosis for full recovery was good and that Lehrer was expected to return to program after unspecified period of "rest and recuperation." Lehrer is 49. NewsHour correspondent Judy Woodruff was substituting for him at Washington anchor desk. Later last week, NewsHour director Michael [Mick] Colgan was fatally injured in auto accident in New York (see page 110).

Editorials

Identity crisis

Among the myriad other questions occupying the cable television industry these days, there is one that may, at first glance, seem minor and yet in the final analyses be crucial indeed. It is the question of what cable is all about, anyway.

For example, is it television? Or is cable more than television, or other than television?

The answer is important to the Council for Cable Information (CCI), which is preparing—in association with McCann-Erickson, its agency of choice—cable's first massive, national advertising campaign to position itself in the minds of the nation's consumers and, not incidentally, to sell a few subs. Indeed, it's CCI's mission to help carry cable beyond the 50% penetration of homes passed that has proved to be the locked door. The cable leaders who have been so aggressive in launching this worthwhile effort will want to make sure they've aimed it down the right way.

Readers will suspect—rightly—that the subject is raised on this page for more than casual reasons. The strong suspicion here is that cable is *not* more than television, or other than television, and that to try to sell it as such could be, at the least, counterproductive. Research on the subject says that cable is television and that the medium is at its most useful—and the satisfaction of its customers at the greatest—when it pursues a course of enhancing all the other qualities about television that the consumer holds dear. Speaker after speaker, and writer after writer on the subject, have said that the viewer is “medium insensitive,” caring not where a signal comes from, but only that he gets it when he wants it and in good order.

It is not simply concern that CCI and company get off to a right start that prompts these musings. There also is the echo of other speakers at this last week's Western Cable Show and National Cable Programming Conference who kept saying that cable must return to basic (in terms of selling the bare-bones service that goes into the home) and forget the concentration on multipay and tiering that has occupied the industry in the recent past. The wrong turn taken in that regard may have cost the medium dearly, as witness the doldrums out of which cable is trying to bestir itself today. As the saying goes, one wrong turn surely does not deserve another.

Target of opportunity

The three radio-television networks, the *New York Times* and *The Herald* of Everett, Wash., are taking something of a risk in challenging the constitutionality of a Washington state law that bans interviews with voters within 300 feet of polling places. If the plaintiffs lose, other states, especially those in Western time zones, will be encouraged to adopt similar restrictions. Still, the media had no alternative. Unchallenged, the Washington law provided the same incentive to imitation.

The principal purpose of the Washington law is to discourage broadcasters from projecting election results while some polls are still open. By the prohibition of exit polling, the legislative theory goes, broadcasters would be denied the information they need to calculate projections. What the law fails to note is that exit polling is but a recent ingredient in the projection process. Computerized massaging of actual results has been and still is the basic ingredient.

Aside from failing in its principal purpose, the law can be faulted on another count: It shuts off the voter interviews that are essential to identify the composition of the vote, knowledge that is vital to the political process. Do the politicians really want to

give that knowledge up?

Nobody has yet proved that the projection of results has made any difference in the outcome of any election, but broadcasters have been willing to concede that the mere possibility of cause and effect is reason for action. For years broadcasters have argued that the way to conduct elections in an age of instantaneous communication that cannot be cut off is to adopt a common closing hour for polls, coast to coast.

Critics of the proposal say the exit polling would defeat the purpose of the common closing. They forget that projections based on exit polling alone can be chancy indeed. With a common closing hour, broadcasters might report voting trends on the strength of exit polling while voting was still going on, but the projection of results, except in landslides, would have to await the tabulation of returns in sample precincts. The common closing remains the one sensible way to eliminate the problem that the Washington law fails to solve.

Meanwhile, the lawyers go to work in the state of Washington on a law that is both damaging and ineffective. Broadcasters will hope that it is unconstitutional too.

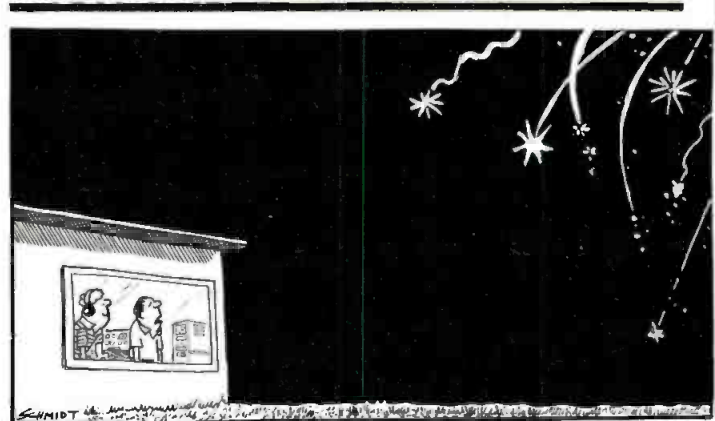
Some other day

The National Association of Broadcasters' structure committee has chosen the right word, “modest,” to describe the changes it has proposed in the NAB's management chart. The changes, explained elsewhere in this issue, may be summarized in two other words, “window dressing.”

Going in, the committee was confronted by evidence of disarray in broadcasting representation in Washington. Major television groups had decided to form an organization to represent their interests. Radio members of the NAB were worrying that misnamed deregulatory legislation, with television on its drafters' minds, would hobble radio with new restraints. Conditions are unchanged.

Yet, if the structure committee's research can be trusted, there is general satisfaction among NAB members about the way things are. Obviously, that is the way things are going to be for a while, absent an unexpected decision by the NAB boards to take stronger measures.

An NAB futures committee is empowered to deal with long-range planning. Its work has been given new immediacy by the structure committee's report.



Drawn for BROADCASTING by Jack Schmidt

“No, it's not a great Christmas promotion. Lightning hit our tower.”



holiday greetings from all of us to all of you



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