

Broadcasting Jan 16

**THE ONLY NEWSCAST IN HOUSTON
THAT HELPS ITS VIEWERS
STAY HEALTHY, WEALTHY AND WISE.**



When people in Houston turn to Channel 2News at 5, they get a lot more than national and local news.

They get timely information on personal issues. Like health. Money. The changing family.

So whether the subject is guerilla warfare in El Salvador or new techniques of money management, Houston knows there's one program that tells it all. Channel 2News at 5.

KPRCTV HOUSTON

Go where the news is.

Petry Television, Inc., National Representative, NBC Affiliate.

AUL-SAS
RCOM 122
BLDG 1405
MAXWELL

36112

12364 MJK NOV/84

AL 36112

53rd Year 1984

INTV 84 INTV 84 INTV 84
INTV 84 INTV 84 INTV 84
84 INTV 84 INTV 84

FIRST-RUN, FIVE-A-WEEK AND
HILARIOUS!



ANYTHING
FOR MONEY

Have you ever considered what people will or won't do for cold, hard cash? This is the unprecedented comedy show that captures people being asked to face outrageous situations—all for money!

These hilarious, real-life challenges will guarantee "Anything For Money" and your station the all-important, comedy-loving men and women 18-49 audience—the demographics that advertisers crave. To this unique comedy, we add the backdrop of a game show—with all the advantages of viewer involvement but without the traditional disadvantage of older-skewing demographics.

This strong combination—hilarious.comedy first and game show format second—insures stations the ideal total audience delivery. If there were ever a comedy concept that was fool-proof, "Anything For Money" is it!

There's only one thing people will do for money. Anything!



TELEVISION DOMESTIC DISTRIBUTION

FIRST-RUN, FIVE-A-WEEK AND HOT!



IN STYLE

Success. Wealth. Power. Fame.

How do the super rich really live? "In Style" is a fascinating trip into a seldom-seen world where the celebrated do what most people only get to dream about.

It's a daily peek at the world of private jets, stretch limos, exotic locales, executive suites, extravagant restaurants, lavish homes and the most beautiful people in the world!

We'll travel the world to show who's in, who's out, what's hot and what's not.

It's more than just fluff—it's compelling and entertaining and attracts young adults—the audience most sought by advertisers. Now—a high-appeal, sexy show that promises glamour for women and adventure for men! From the people who bring you the pace, polish and excitement of "Entertainment Tonight"!



Every Day Is
Independents' Day
at Paramount!

1

OFF-NET SERIES OF THE SEASON!

FIRST NOVEMBER SWEEP
RETURNS ARE IN. EARLY
MARKET RESULTS SHOW:

- # **DETROIT / WJBK**
At 11:30 PM, M-F
In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.
- # **WASHINGTON D.C. / WTTG**
At 6:30 PM, M-F
In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.
- # **BALTIMORE / WJZ**
At 5:30 PM, M-F
In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.
- # **CINCINNATI / WXIX**
At 6:30 PM, M-F
In Women 18-34, 18-49;
Men 18-34, 18-49.
- # **COLUMBUS, OHIO / WBNS**
At 5 PM, M-F
In Women 18-34; Men 25-54.
- # **ALBANY, NY / WTEN**
At 5:30 PM, M-F
In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49.
- # **FORT WAYNE / WPTA**
At 5 PM, M-F
In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.
- # **BURLINGTON, VT / WCAX**
At 5:30 PM, M-F
In Women 18-34, 18-49, 25-54;
Men 18-34, 18-49, 25-54.

NIELSEN CASSANDRA 12/19/83

And watch for

Cheers **FAMILY TIES**

TAXI



Something funny's going on at Paramount, now and for years to come!

#1

MOVIE PACKAGE OF ALL TIME!

PORTFOLIO X



Paramount's PORTFOLIO X is packed with the most successful feature entertainment ever produced — 94% of its theatrical movies are on Variety's list of All-Time Box-office Champions, so even the "bottom" titles are top attractions.

It's a sensational spectrum of movie brilliance that will dazzle audiences of all ages — from the drama of the Oscar-winning "Ordinary People" to the thrills of "Star Trek" and the outrageous hilarity of "Airplane!"

One look at the titles tells you PORTFOLIO X is the surest investment any station can make for movie dominance through the 80's!

AIRPLANE!

THE BAD NEWS BEARS IN BREAKING TRAINING
CHEAPER TO KEEP HER

COACH OF THE YEAR

THE ELEPHANT MAN
FIRST MONDAY IN OCTOBER
FOUL PLAY

GREASE
THE HUNTER
HURRICANE
KING KONG

MIDNIGHT OFFERINGS

MOMMIE DEAREST
NORTH DALLAS FORTY
THE ONE AND ONLY
ORDINARY PEOPLE
SOME KIND OF HERD

STAR TREK: THE MOTION PICTURE
TENSPEED & BROWNSHOE
URBAN COWBOY



TELEVISION DOMESTIC DISTRIBUTION

Little House On The Prairie is bigger than ever!

Sold in 148 markets—including 9
independent stations in the top 10 markets.
50 ALL NEW HOURS AVAILABLE!

OUR 10th YEAR



The World's Leading Distributor
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
A Telt Company



Visit us at INTV
Biltmore Hotel
Suite 5225

Broadcasting Jan 16

INTV convenes in Los Angeles □ First-quarter network advertising sales shining □ Warner Amex trims back in Milwaukee □

WARNER WITHDRAWAL □ Warner Amex Chairman Drew Lewis announces proposal to scale down building of cable franchise in Milwaukee. Dallas next. Qube viability brought into question. **PAGE 39.**

RELUCTANT SUPPORT □ NCTA filing with appeals court asks for FCC to re-examine must-carry rules. **PAGE 40.**

STRONG SALES □ First-quarter network advertising sales off to a good start with daytime, evening news and late night topping the list. **PAGE 41.**

YEAREND REVIEW □ NAB President Eddie Fritts reflects on his sometimes turbulent first year in office on eve of NAB board meeting. **PAGE 42.**

MORE INFIGHTING □ Warner, Chris-Craft and Murdoch continue chess game for control of Warner Communications. **PAGE 44.**

BURNING THE UNDERBRUSH □ FCC votes to scrap regional concentration rule for broadcast stations. **PAGE 45.**

PROGRAMING MISFIRE □ NBC Entertainment President Tartikoff admits that network misjudged marketplace with fall product; vows mid-season replacements will show improvement. **PAGE 46.**

DBS UPDATE □ Where things stand and who has what in the DBS sky. **PAGE 48.**

INTV 1984 □ Independent television station

business is better than ever as industry members head to Los Angeles for their annual convention. A look at the business and programing issues independents face along with the convention's agenda and exhibitors. **PAGES 51-82.**

PARAMOUNT IN THE 80'S □ Major Hollywood production studio is putting its eggs in many baskets as the multiplicity of video outlets grows. **PAGE 90.**

CHANGING WOLD □ Wold Communications looks for new opportunities in the post-Bell era. **PAGE 118.**

PRESS PRONOUNCEMENT □ Representatives of 10 media groups announce set of principles for press access to military operations. **PAGE 122.**

SACKCLOTH AND ASHES □ USIA director Wick admits mistake in taping, as he turns over their contents to congressional committees. **PAGE 124.**

REWRITE RECALL □ FCC Chairman Fowler tells state broadcasters that revision of Communications Act is desirable but not as some in the House intend. **PAGE 134.**

TEXCAB □ Texas Cable Show set to open in San Antonio. **PAGE 139.**

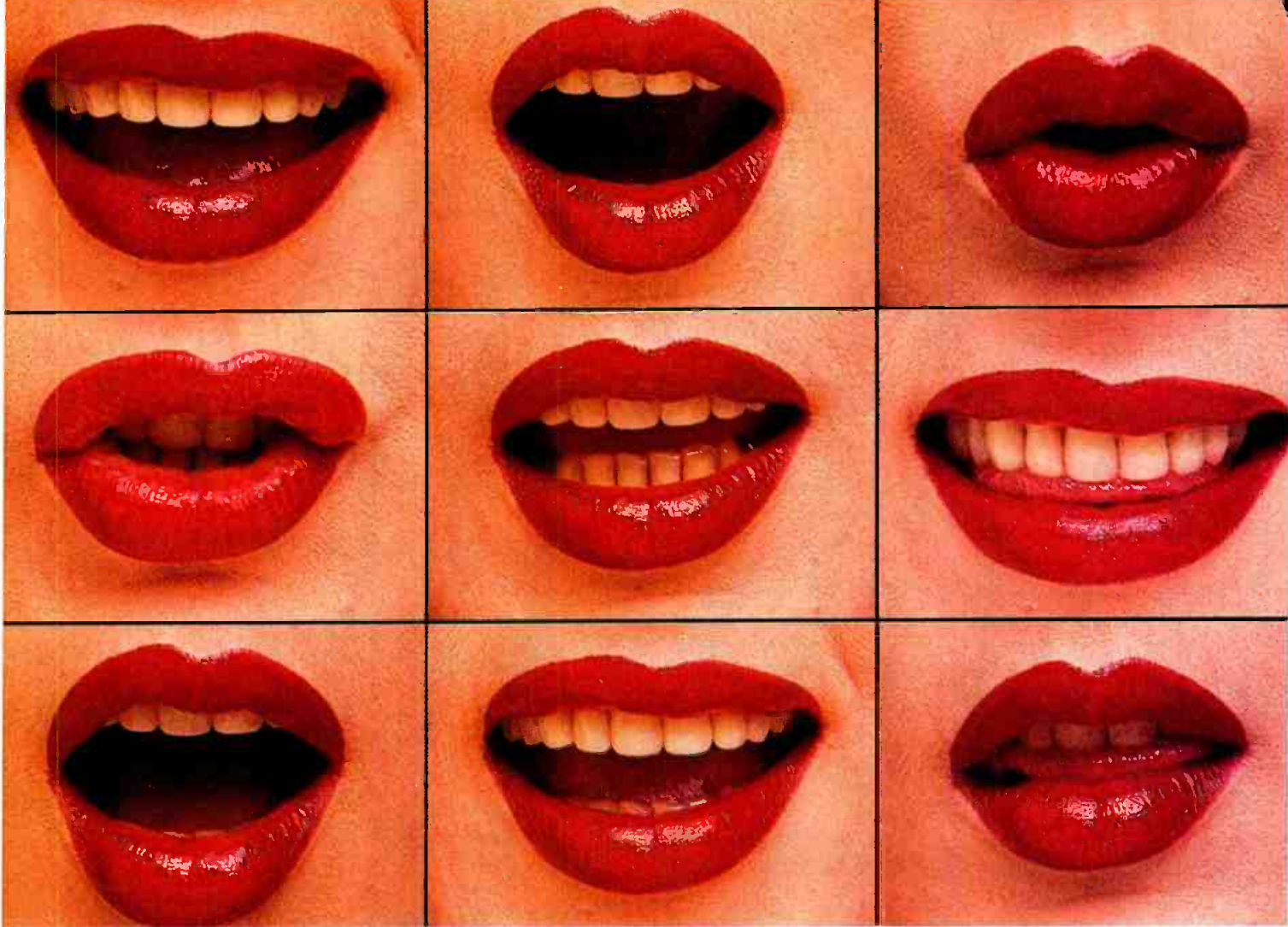
PUTTING ON THE HITS □ Michael Joseph, a man with a taste for classical music, has spent his life turning radio stations around with a top hits format. **PAGE 167.**

INDEX TO DEPARTMENTS

Business	110	Datebook	26	In Brief	168	Programing	90
Business Briefly	18	Editorials	170	Journalism	122	Riding Gain	130
Cablecastings	10	Fates & Fortunes	163	Law & Regulation	124	Stock Index	112
Changing Hands	136	Fifth Estater	167	The Media	134	Technology	118
Closed Circuit	9	For the Record	146	Monday Memo	34	Telecastings	114

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary Issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$75. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS Ampex Corp. 120-121 □ Associated Press Broadcast Services 33 □ Blackburn & Co., Inc. 136 □ BMI 95 □ Cetec Antennas 142 □ Chapman Associates 139 □ Classified Ads 153-162 □ Columbia Pictures Television 15, 16-17, 93 □ Continental Electronics 163 □ R.C. Crisler & Co. 141 □ Embassy Telecommunications 27, 28-29 □ Evergreen Programs, Inc. 96-97, 103 □ Firstmark Financial Corp. 140 □ Gaylor Broadcasting Co. 99 □ Genesis Entertainment 80-81 □ Golden West Television 11, 52-53, Third Cover □ Group W Productions 108-109 □ Heller-Oak Communications Finance Corp. 137 □ Independent Network News Fourth Cover □ Kalll & Co., Inc. 138 □ Katz Independent TV Sales 49 □ KHJ-TV 71 □ King Features Entertainment 75, 91 □ King World 111, 113, 115 □ KPRC-TV Front Cover □ KTXA-TV/KTXH-TV 125 □ Lexington Broadcast Services Co., Inc. 104-105, 106-107 □ Local Program Network 50 □ Lorimar 72-73 □ The LTV Corp. 102 □ MCATV 8, 23, 24-25, 68-69 □ Metromedia Producers 59, 60-61 □ MGM/UA Entertainment Co. 19, 20-21, 63, 64-65 □ National Telefilm Associates, Inc. 22 □ Netcom 143 □ The Newsfeed Network 88-89 □ Orion Entertainment Corp. 123 □ Paramount Television Domestic Distribution Second Cover/3, 4-5, 47 □ Primetime Entertainment, Inc. 86-87 □ Professional Cards 151 □ Scripps-Howard Foundation 131 □ Selcom Radio/Torbet Radio 100-101 □ Selttel 129 □ Services Directory 150 □ Society Bank 135 □ Standard Rate & Data Service 145 □ Joe Sullivan & Associates, Inc. 10 □ D.L. Taffner/Ltd. 117 □ Tribune Entertainment Co. 38 □ 20th Century-Fox Television 56-57, 84-85 □ USA Cable Network 126-127 □ Viacom 35, 36-37, 55, 67, 76-77, 83 □ Viscom International 18 □ Warner Bros. Television Distribution 31 □ Worldvision Enterprises, Inc. 6, 12-13 □ WOR-TV 79



"HEY! ISN'T THAT YOU-KNOW-WHO?"

Well, not quite. You see, the people who appear on the new, comedy-music series, *Puttin' On The Hits*, are really ordinary folk from everyday life who mimic and lip-sync the hit recordings of some of today's top artists—re-creating in spectacular fashion the make-up, the hairstyles, the costumes...every movement and every gesture of their favorite performers. Nothing is spared to create the illusion of the real thing!

It's fast, outrageous, wildly funny and totally unpredictable! Just imagine, hilarious put-ons of Michael Jackson, Kenny Rogers & Dolly Parton, Diana Ross, John

Travolta and Stray Cats...so ingenious you can barely tell them from the originals!

Celebrity judges award big cash prizes. But everyone is a winner as manicurists, garage mechanics, cooks, lawyers, bank tellers, students and bakers shine for one exhilarating moment in the spotlight of glamour and glitter!

Puttin' On The Hits is a perfect way to reach big audiences of young adults, teens and kids—week after week! You gotta see it to believe how good it can be!

PUTTIN' ON THE HITS

A Chris Bearde Production in association with the dick clark company, inc.

26 Originals + 26 Repeats. Available Fall 1984.

MCATV

CALL US TODAY AT (212) 605-2751.
SCREENINGS AT INTV, BILTMORE HOTEL.

Thumb up

FCC Commissioner James Quello would appear to be well positioned for another term. Somebody up there likes him: Top source last week said Chairman Mark Fowler thinks Quello deserves reappointment. Quello's current term will expire June 30 ("Closed Circuit," Nov. 21, 1983).

Bird watching

Cuba's plan to launch satellite serving western hemisphere is continuing to worry U.S. officials, even though they are confident U.S. claim to slot involved is secure. Slot is 83 degrees west, now occupied by RCA Americom's Satcom IV, and while FCC was slow in completing paperwork necessary to nail down slot with International Frequency Registration Board (BROADCASTING, Sept. 5, 1983), sources there feel they are far enough ahead of Cubans to foreclose claim by Castro government. However, worries are generated by speculation as to how Cuba will react. It could change its mind and select one of two nearby slots—86 degrees west or 79 degrees west—both earmarked for Western Union birds, but FCC has yet to begin IFRB notification process on either.

Added wrinkle is that Western Union is appealing commission decision requiring it to use 86 degrees west; it wants to replace existing bird at 91 degrees west. Another wrinkle is that second proposed satellite—technically at 78½ degrees west—would replace nine-year-old, and dying, bird, on which paperwork remains to be initiated. There is one option available to Cuba that U.S. would like it to take: reconfigure design of its satellite to avoid extending its footprint to North America; that way, U.S. and Cuban birds could safely coexist at 83 degrees west.

Other half

Female of the Species, half-hour weekly wildlife series that will attempt to offer flip side of male-dominated wildlife series popular on public TV and in commercial syndication, is being created by Embassy Telecommunications for introduction as first-run barter series at upcoming NATPE International conference. To be hosted by Eva Marie Saint, series will take factual but not entirely serious look at role of female in various species of animal kingdom, examining whether, in

words of Embassy Telecommunications President Gary Lieberthal, female "really runs the show, as she often does in the world of people."

Virginia Carter, producer of network specials, and Sherry Singer, producer with *Donahue*, have been enlisted as producers, and Anglia Television of United Kingdom will do photography. Embassy anticipates 24 original episodes, two or three of which should be ready for screening at NATPE.

Aiding enemy

Satellite Television Corp. may indirectly give large hunk of its home earth station business to company that is trying to break up STC's parent company, Communications Satellite Corp. STC announced last month that one of "preferred" suppliers of earth stations will be Toshiba. It's now learned that Toshiba's supplier of dish antennas, major component of earth stations, will be M/A-COM's Prodelin division. M/A-COM has stimulated introduction of legislation to divest Comsat of competitive services (BROADCASTING, Nov. 21).

Radio is hot

Radio Advertising Bureau's upcoming fourth annual Managing Sales Conference (Jan. 28-31) at Amfac hotel, Dallas-Fort Worth airport, is all but sold out, according to organization officials. Pre-registration as of Friday (Jan. 13) was well ahead of last year's—1,089 to 870—with only handful of rooms left at hotel. Attendance will top 1983 meeting which drew 1,050 radio executives (BROADCASTING, Feb. 7, 1983).

College tries

There's good possibility that National Collegiate Athletic Association will scrap so-called "supplementary" package of college football games seen on superstation WTBS(TV) Atlanta over past two years. College association is currently polling member schools for their interest in setting up own regional TV packages as conference or individual school activity, for airing on Saturday nights or perhaps some other evening. One catch—NCAA plan would need approval from both CBS and ABC, both under contract to televise weekly Saturday games through next season.

Networks weren't commenting last

week, but speculation was they would rather compete with regional telecasts set up by schools or conferences than with WTBS nationally. Regardless of what happens, WTBS intends to be involved with college football next year. Superstation has informed NCAA it is interested in renewing supplementary package for two more years—and at price close to what it paid first time around, \$17.6 million—if association agrees to number of revisions in contract, most of which have to do with loosening restrictions that prohibited some 50 schools from appearing on WTBS last two years. If supplementary package is scrapped, WTBS is almost certain to deal with individual school or conference.

Cutting bait

Staff morale at National Association of Broadcasters hit new low after NAB's executive committee—led by Bill Turner of Forward Communications, TV board vice chairman—voted to slash salary increase from proposed 9% to 4.8% in fiscal 1984 budget. Turner, who has taken lead on NAB budgetary matters, is becoming major force on committee. NAB staffers resent executive committee decision, sources say, because they feel it's attempt to cut costs at working level to offer bigger pay in recruiting lobbyist.

Unripe

FCC last week passed over item recommending that noncommercial broadcasters be permitted to offer subscription television service for up to 49% of their broadcast days. Item should be back on agenda soon, however, commission source said last week. Majority of commissioners support concept, but there was some haggling over how much STV should be permitted.

Trimming down

There's more in store than structural reorganization of National Association of Broadcasters membership department (see page 44). Not only is NAB planning to dissolve department and split its duties between radio and TV departments, but it's also discussing probability of using attrition to phase out its 10 regional managers who are responsible for membership sales. Plan could raise objections of some board members who feel regional managers provide valuable link between broadcasters and NAB.

Back to Vegas

After logistical headaches of Houston, the National Cable Television Association will return June 3-6 (Sunday through Wednesday) to Las Vegas for its 33d annual convention. Last week, NCTA announced the meeting's theme—"Cable: The Consumers' Choice"—and outlined its structure.

The expected 16,000 registrants will have a lot to do. The exhibit of the hardware and software suppliers, which will cover more than 200,000 square feet, will be open 27 hours during the convention. (To keep exhibitors happy, convention organizers have scheduled no conflicting events during 12 of those hours.) General sessions on Monday at 9 a.m. and Wednesday at 10:30 a.m. will be complemented by a series of "eye-opener," "breakout" and technical sessions scheduled on Monday, Tuesday and Wednesday.

Gustave Hauser, chairman and chief executive officer, Hauser Communications Inc., is chairman of the convention. The NCTA convention committee: David Baltasky, Showtime, The Movie Channel; Edward Bennett, Viacom Cablevision; Kathryn Creech, Council for Cable Information; Larry

DeGeorge, Times Fiber Communications; John D. Evans, Arlington Cable Partners; Jerry Lindauer, Prime Cable Corp.; Robert Miron, Newhouse Broadcasting Corp., and June Travis, American Television & Communications.

Coming to your town

Last year the cable industry committed itself to the pursuit of marketing excellence, as reflected in the theme of the Cable Television Administration and Marketing Society's annual conference last year. And that commitment has spawned several organizations whose expressed purpose is to promote cable and its various services to the consumer, including the Council for Cable Information, and more recently, Vidtel, which is seeking funding and participation from cable programmers and operators to launch a multicity industry promotion tour this year.

The tour would be preceded by a one-market test of the promotion concept, which Vidtel calls "Cableteria." As envisioned, Cableteria would be a traveling road show designed to entertain and inform local resi-

dents about the availability and benefits of cable in their area.

According to David Stoller, a founding partner in Vidtel, every major cable programmer and MSO has been invited to participate. The budget for a 10-city tour, said Stoller, would be about \$1 million, with cable programmers chipping in \$30,000 each, or \$3,000 per city, and operators within each marketing anteing up a combined \$30,000. Stoller said no commitment had been made, but negotiations were ongoing with a number of companies. "We're beginning to find out who is really interested and which companies really aren't," said Stoller. He hopes to have enough commitments to stage the test by spring, followed by the full tour three months later.

Among those approached was the Council for Cable Information, which declined to make a decision until its budget is approved in March. "It's kind of a novel idea," said a source with CCI. He said that "if [Vidtel] can get a few pay suppliers" to sign on, others might follow.

An HBO source said that Cableteria "strikes us as something worthwhile," but indicated HBO "would ask for changes in what they presented" before making a commitment.

A Showtime source described the concept as interesting. Although Showtime indicated it would probably not participate in a multicity tour as a program supplier, it would consider helping an operator affiliate finance its participation in its market.

Arts appointment

Arts & Entertainment Network (A&E), which will be launched as a basic cable service on Feb. 1, has named Nickolas Davatzes as president. Davatzes previously was senior vice president and group executive for Warner Amex Cable Communications where he supervised four Qube cable

SULLIVAN SOLVES.



By finding and recruiting outstanding executives who are exactly right.

Right for their assignments. Right for their responsibilities. Right for the specific business styles and environments of their new companies.

A Sullivan search is based on over twenty years of experience in communications. It is thorough, careful, and totally discreet.

From group presidents to general managers, many of the most successful executives in the broadcasting and cable television industries today were found and recruited by Joe Sullivan & Associates.

For a confidential discussion of your executive requirements, call Joe Sullivan today.

JOE SULLIVAN & ASSOCIATES, INC.
EXECUTIVE SEARCH AND RECRUITMENT

340 W. 57 St., New York, NY 10019 (212) 765-3330

The person you describe is the person we'll deliver.



Davatzes

YOU GOTTA SEE IT TO BELIEVE IT!



DECEPTION

A brand new, exciting daily half-hour game show hosted by Jim Peck where contestants try to discover which celebrity storyteller is telling the truth!

Call: **BRUCE JOHANSEN**
(213) 460-5831



GOLDEN WEST TELEVISION
5800 Sunset Boulevard
P.O. Box 500, Los Angeles, CA 90078
TWX 910-321-2928

©1984 GOLDEN WEST TELEVISION



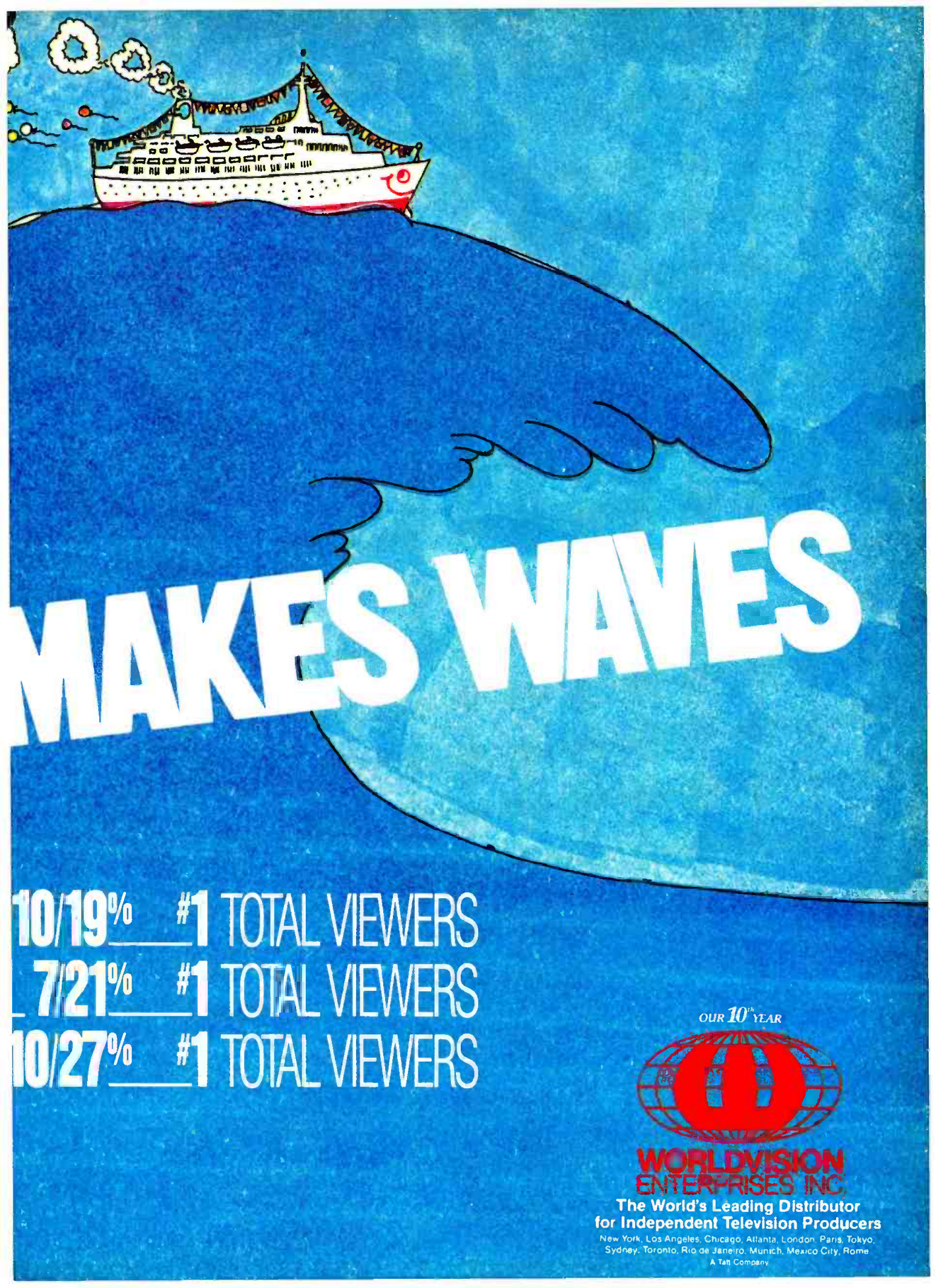
THE LOVE BOAT

...in **CHICAGO** _____ **WGN-TV** _M-F_ 10:30 PM

...in **WASH. D.C.** _____ **WTTG** _M-F_ 5:00 PM

...in **MINNEAPOLIS** _**KMSP-TV**_M-F_ 5:00 PM

Worldvision salutes INTV's 11th Annual Convention and urges you to sail with WPIX, New York; KTLA, Los Angeles; WPHL, Philadelphia; KTXA-TV, Dallas; KTXH-TV, Houston; KPLR-TV, St. Louis; KTXL, Sacramento; KPTV, Portland; KPHO-TV, Phoenix and leading independents across the country.



MAKES WAVES

10/19% #1 TOTAL VIEWERS

7/21% #1 TOTAL VIEWERS

10/27% #1 TOTAL VIEWERS

OUR 10th YEAR



**WORLDVISION
ENTERPRISES INC.**

The World's Leading Distributor
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Tait Company

operations. A&E resulted from the merger of Hearst/ABC Video Enterprises' ARTS and the RCA-Rockefeller Center Inc. Entertainment Channel.

Newspaper access

Cablevision Systems will give a Boston weekly newspaper publisher 450 free hours of access time during the next two years in return for his dropping a suit challenging his exclusion from Boston's cable bidding process.

Stephen Mindich, publisher of the *Boston Phoenix* and owner of WFNX-FM Lynn, Mass., had contested the constitutionality of a state law prohibiting a paper from owning a cable system in its primary circulation area.

At \$1,500 an hour—the basic rate established by Cablevision—the hours awarded Mindich are worth \$675,000.

Enterprising look

"I will do whatever is necessary to survive. The only way they're going to get rid of me is if they put a bullet in me." Not surprisingly, that's Ted Turner speaking, but this time he's talking to a television camera, and it's for an upcoming episode on the PBS series, *Enterprise*, titled "Ted Turner and the News War." The half-hour episode, which opens *Enterprise's* third season on PBS and airs tomorrow (Jan. 17), recounts the battle waged last year between Turner's Cable News Network and ABC/Westinghouse's Satellite News Channel. Broadcaster Eric Sevareid set the stage in his introduction to the program: "When I started out in television the networks ran a low-budget, 15-minute newscast and anchormen could walk the streets unmolested. But TV journalists became stars, and evening news shows turned into a \$350-million business. Profits got so large that it was only a matter of time before something did unto the TV networks what they did unto radio."

In an effort to show how fierce the war between the two all-news cable networks was and exactly what was at stake, *Enterprise* followed both Turner and Lloyd



Story time Gene Linder, executive director, programming, American Television & Communications Corp. (l); David Epp, president, Genesis Cable Storytime Inc. (c), and Robert Flynn, vice president, sales, Genesis, are pictured above signing a contract that will make available to all of ATC's 105 cable systems (representing a potential 2.3 million subscribers) the Canada-based video-only "storybook service." The agreement was reached at the Western Cable Show in Anaheim, Calif., Dec. 15, 1983, and will allow operators to carry the programming as part of their basic service or as a tier or premium-pay program. Genesis began satellite transmission over Satcom III-R Nov. 1, 1983.

Werner, senior vice president at Group W Satellite Communications, as they pitched their respective services to prospects ranging from advertising executives on Madison Avenue to cable system operators at last year's National Cable Television Association convention, in Houston. The program shows Turner and Werner in a competitive heat as they scramble to sign up more subscribers and exchange barbs along the way. In addition, the styles and backgrounds of Turner and Werner are briefly compared: Turner, the champion yachtsman turned television entrepreneur, versus Werner, the Queens native who becomes one of the industry's leading salesmen. The program also emphasizes Turner's determination to

beat the broadcast networks at their own game.

In the end, after Turner buys SNC for \$25 million and then shuts it down, both men wax philosophical. "It was a dream," Werner recalls, "and when a dream dies, it dies hard. So from an emotional standpoint, when the decision was made: 'We're going to close this down,' it was like the end of the world. But it was a solid business decision... If you put the money that we were spending in the bank today, you'd be well ahead by 1990. If you put it into SNC you'd be lucky to break even by 1990. We didn't win, but then I don't know if we lost—a few bucks here and there..." Turner, for his part, relates the experience to the discovery of the New World. "I didn't know what was going to happen... I did it for the adventure... Like Christopher Columbus, he didn't know exactly where he was going..."

Winter reading

A new book dealing with the relationship between the performing arts and the cable industry gives a revealing look of the life and death of CBS Cable. Author Kirsten Beck, in "Cultivating the Wasteland," devotes one chapter to CBS's ill-fated cable channel, interviewing both present and former CBS executives. She cites as reasons for the venture's demise poor planning and few or no market studies. Beck writes that CBS expected \$40 million in advertising sales but realized only \$8 million. Beck's conclusions: CBS Cable was "a high-class boutique operation in an environment where street vendors were the dominant form of commerce."

Others chapters examine cable access, local franchising and how to get performing arts fare on cable channels. The book is published by the American Council for the Arts, New York. The price is \$14.95.

More on copyright. Now that the Court of Appeals has upheld the Copyright Royalty Tribunal's decision raising the rates the larger-market cable systems will have to pay for certain distant signals (BROADCASTING, Jan. 9), the Copyright Office is moving to prepare the new statement-of-accounts forms that will be needed.

David Leibowitz, policy planning advisor to the register, said the office is hoping that the new forms will be ready by June.

The forms will reflect the new rate structure resulting from the repeal of the distant signal and syndicated exclusivity rules, so affected operators will have to pay the 3.75% rate for the newly permitted signals—and a surcharge for airing syndicated programming they no longer have to black out. Since operators have continued to make copyright payments based on the old rates through 1983, systems affected also will be responsible for making additional payments to reflect the copyright increase and the surcharge.

Although there was one report that a key question would be whether systems will be charged interest on additional payments, Leibowitz said that subject had not been raised before the Copyright Office. "If someone raises the issue formally, we'll have to consider that at the appropriate time," Leibowitz said.

Office figures indicate that copyright payments have been steadily on the increase. The figure, for first half of 1983 (without interest added in), amounted to \$22,426,356. The figure, also without interest, for the second half of 1982 was \$21,118,943. For sake of comparison, the pools during earlier periods, also calculated without interest, follow: first half 1982—\$19,130,559; second half 1981—\$16,318,917; first half 1981—\$13,755,720; second half 1980—\$10,306,323; first half 1980—\$9,720,974; second half 1979—\$8,332,535; first half 1979—\$7,565,321; second half 1978—\$6,736,049; first half 1978—\$6,192,292.



★ **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





© 1993 AMBLIN ENTERTAINMENT INC.

HART TO HART

SOLD: 42 MARKETS!
Including all of the top 10!

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
CLEVELAND
DALLAS
HOUSTON
PITTSBURGH
MIAMI
MINNEAPOLIS
TAMPA
ST. LOUIS
DENVER
SACRAMENTO
INDIANAPOLIS
HARTFORD
PHOENIX

WOR-TV
KHJ-TV
WBBM-TV
WCAU-TV
KTZO
WSBK-TV
WJBK-TV
WRC-TV
WKYC-TV
KNBN-TV
KTXH
KDKA-TV
WCKT
KMSP-TV
WTSP-TV
KMOX-TV
KWGN-TV
KOV
WRTV
WVIT
KPHO-TV

SAN DIEGO
KANSAS CITY
MILWAUKEE
ORLANDO
NEW ORLEANS
MEMPHIS
ALBANY, N.Y.
LITTLE ROCK
SHREVEPORT
TOLEDO
JACKSONVILLE
FRESNO
SYRACUSE
SANTA FE
ROCHESTER, N.Y.
AUSTIN
LAS VEGAS
RENO
CHICO-REDDING
MEDFORD
GLENWOOD SPRINGS, CO.

KCST-TV
KCTV
WITI-TV
WOFL
WGNO-TV
WMC-TV
WNYT
KARK-TV
KSLA-TV
WTVG
WJXT
KSEE
WTVH
KSAF-TV
WHEC-TV
KVUE-TV
KLAS-TV
KAME-TV
KRCR-TV
KOBI
KCWS

A RONA II and Spelling / Goldberg Production
in association with

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



Business Briefly

RADIO ONLY

Allen Canning Co. □ Two-week flight will begin in late January in three Texas markets—Dallas, Houston and San Antonio—to promote Picante peas and beans. Commercials will be scheduled in morning, afternoon and evening drive times. Target: women, 18-49. Agency: Noble & Associates, Springfield, Mo.

ORTS Bakery □ Bread products will be spotlighted in one-week flight to begin in 15 to 20 markets in late January and in Chicago in mid-February. Commercials will be run during weekdays in daytime periods. Target: adults, 18-34. Agency: Kenrick Advertising, St. Louis.

Roses Stores □ Discount chain will begin 16-week flight in 13 markets in Southeast in late February. Commercials will be carried in all dayparts. Target: men and women, 25-49. Agency: Dusenberry & Alban, Charlotte, N.C.

TV ONLY

International Playtex Inc. □ Jhirmack hair products will be advertised in about 20 markets on West Coast for three weeks, beginning Jan. 30. Commercials will run in day and prime time. Target: women, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Godfather's Pizza □ Retail pizza chain will launch four-week flight in about 10 markets in early February. Spots will air in early and late fringe and prime time. Target: adults, 18-49. Agency: Shotwell & Partners, Charlotte, N.C.

Amtrak □ Campaign promoting national passenger service will begin today (Jan. 16) for three weeks. Spots will air in 29 markets in daytime, late fringe and

sports programming. Target: adults, 18-plus. Agency: Needham, Harper & Steers, New York.

Gorton's □ Light Recipe entrees and Fish Market Fresh frozen fish will be promoted in first- and second-quarter buy beginning today (Jan. 16) and running through March 25. Commercials will air in 15 and 10 markets, respectively, in daytime and early and late fringe. Target: women 25-49. Agency: Laurence, Charles & Free, New York.

Pro Golf Distributors □ Golf clubs and balls will be promoted in flights beginning this week and airing weekly through April and September. Spots will run in six markets during golf tournaments, weekends and late news. Target: adults, 25-54. Agency: Varon Advertising, Southfield, Mich.

Dunlop Sports Co. □ Golf equipment will be promoted in month-long campaign beginning this week in key Sunbelt markets. Commercials will air in golf tournaments. Target: frequent golfers. Agency: J. Walter Thompson, Atlanta.

DeBeers □ Diamond jewelry will be spotlighted in six- and four-week campaigns beginning Feb. 13 or Feb. 27 depending on market. Commercials will air primarily in Southwest markets (Oil Belt) with some markets in South and California in late news. Target: adults, 25-54. Agency: N W Ayer, New York.

AT&T □ Long-line international use will be highlighted for both residence and business calls. Residence campaign is full-quarter buy airing in nine markets, including New York, San Francisco, Los Angeles and Chicago. Spots will air in



Changes at DM&M. D'Arcy-MacManus & Masius Worldwide began 1984 with two changes aimed at strengthening its position. It has created a seven-member worldwide management team reporting to board chairman Hal Bay and a board of directors, and has unveiled a new corporate emblem to be used in DMM's 46 offices throughout the world. The new team consists of Alvin Hampel, who assumes new duties as corporate executive vice president and director of creative services for DMM Worldwide, while continuing as chairman of DMM/New York; Peter T.W. Redsell, who has been named to new post of New York-based chief operating officer for agency network outside North America from his previous position as chairman of DMM's European division; Stephen P. Arbeit, corporate executive vice president and director of multinational client services; Craig D. Brown, who continues as corporate executive vice president and chief financial officer; David A. Dee, who has been London-based vice chairman of D'Arcy-MacManus & Masius Worldwide since February 1982 and Alan R. Pilkington, corporate executive vice president and director of business development for DMM's global network. The new position of chief operating officer for North America division also will be included in this team. Bay will serve in this role until an appointment is made.

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

prime time, late news and late fringe. Target: adults, 18-49, and ethnic audiences. Business flight will begin Feb. 6 and run through March 25 in four markets: New York, Los Angeles, Houston and Miami. Commercials will air in sports, late news and late fringe. Target: men, 25-54. Agency: N W Ayer, New York.

AT&T □ Promotion of phone service to Canada, titled "Canada Effort," will begin



**Over 97 stations
across the country
have hit
the fast lane.**



TELEVISION

© 1984 MGM/UA Entertainment Co. All Rights Reserved.



MGM/UA #1



GOT THE PICTURE?

Rocky
The Black Stallion
Brass Target
The Champ
Comes A Horseman
Convoy
Diner
Doc
The Dogs Of War

The End
Eye Of The Needle
Fiddler On The Roof
F.I.S.T.
From Noon Till Three
The Great Train Robbery
He Knows You're Alone
Hero At Large
Hide In Plain Sight

Invasion Of
The Body Snatchers
The Long Riders
The McKenzie Break
Revenge Of The Pink Panther
Tarzan, The Ape Man
2001: A Space Odyssey
Rocky II



TELEVISION

AdVantage

Batter up. W.B. Doner & Co., Baltimore has been awarded account for Home Team Sports Network, new regional pay-TV channel that will cablecast Baltimore Orioles (baseball) and Washington Bullets (basketball) and Capitals (hockey) games in six-state area: Maryland, Virginia, North Carolina, Pennsylvania, Delaware and West Virginia. Initially, company will design startup material for client targeted to cable system operators and then move to consumer awareness campaign on broadcast TV and newspapers. Programing will debut with Orioles' opening game April 4.

Merger urge. Creamer Inc., New York, and Humphrey Browning MacDougall Inc., Boston, have signed agreement to merge into new agency called HBM/Creamer Inc. Don Creamer, chairman of Creamer, will become chairman and chief executive officer of combined operation. Ed Eskanderian, president of HBM, will serve as president and chief executive officer. Amalgamation will result in agency with billings of \$300 million, with about \$200 million from Creamer and \$100 million from HBM. In 1982, Creamer billed \$75 million in broadcast while HBM billed almost \$60 million. Among Creamer's major accounts are Stouffer, Alcoa, Canada Dry and Sheraton hotels. HBM's principal accounts include Parker Bros., A&W Beverages, Subaru Dealers of New England and Keds Corp.

Big gun. Home Box Office has launched major advertising campaign, budgeted at more than \$20 million and described as "largest in cable industry." Effort spotlights national consumer advertising on prime time network television, spot television, basic cable and print. According to John Billock, HBO senior vice president, marketing, almost \$15 million will be spent in first half of 1984 to build early momentum. Campaign features new theme, "There's No Place Like HBO," developed by company's new agency, BBDO, New York. Network spots will run on NBC and CBS; spot TV in 20 major markets and cable advertising on USA Network, Cable News Network, WTBS(TV) Atlanta, ESPN and Black Entertainment Television.

Katz on move. Katz Communications has moved to new quarters in Charlotte, N.C., at 6525 Morrison Boulevard, Suite 400, 2821-3514, (704) 365-4485.



Dick Jolliffe

NTA

Vice President,
National Sales Manager
wishes you a
successful 1984.

Visit with Dick at NATPE '84
NTA Exhibit, 404 Post Street

National Telefilm Associates, Inc.
12636 Beatrice Street, P.O. Box 66930
Los Angeles, California 90066-0930
Telephone: (213) 306-4040
Telex/Twx: 910 343 7417

in early February and run through remainder of first quarter. Spots will air in 12 markets, mostly on East and West coasts, in news and early and late fringe. Target: adults, 25-54. Agency: N W Ayer, New York.

RADIO AND TV

7-UP □ Year-long flight for 7-UP soda and Diet 7-UP will begin in early February in seven TV and 16 radio markets including St. Louis; New York; Quincy-Hannibal, Mo., and Syracuse, N.Y. TV spots will air in daytime and early and late fringe. Radio buy will air 6 a.m. to 7 p.m. during weekdays. Target: teen-agers and adults, 12-34, and adults, 18-49 (diet). Like cola will also be promoted in February. Spots will air in same TV markets and in 13 radio markets, in day and prime time on TV and in tap time on radio. Target: people, 18-34. Agency: N W Ayer, New York.

United Jersey Banks □ Corporate campaign for financial services will begin on TV in mid-January for 15 weeks and on radio from early February through 1984 in New York and Philadelphia. Commercials will air in early morning, late fringe, late news and sports programing on TV and during morning and evening drive times on radio. Target: business executives. Agency: Corinthian Communications, New York.

Broadcasting Publications Inc.

Founder and Editor
Sol Talshoff (1904-1982)

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

The Fifth Estate Broadcastings

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

Lawrence B. Talshoff, *publisher*.

Editorial

Donald V. West, *managing editor*.
Leonard Zeidenberg, *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, Jeanne A. Omohundro, *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*.
Phillippe 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*.



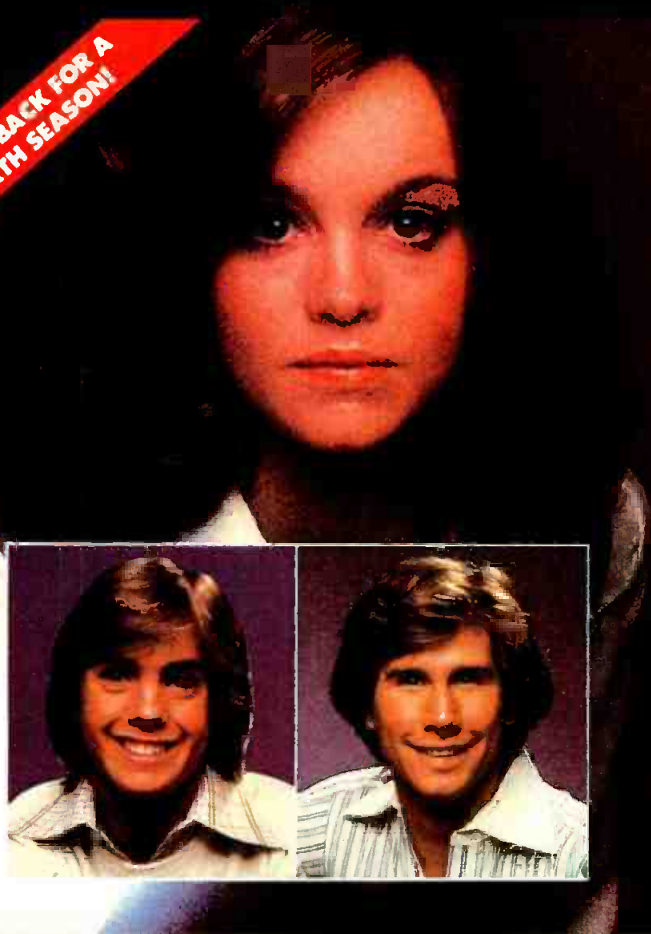
AB American
Business
Press Inc.

Founded 1931. *Broadcasting-Teletexting* * introduced in 1946. *Teletexting* * acquired in 1961. *Cablecasting* * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1984 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

ADVERTISER-SUPPORTED PROGRAMMING YOU CAN COUNT ON!

COMING BACK FOR A
FOURTH SEASON!



SECOND SEASON...ALL
NEWLY-RELEASED EPISODES!



© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED

HARDY BOYS/ NANCY DREW MYSTERIES

After three incredibly successful seasons in syndication, we're bringing this ABC network series back for a well-deserved fourth! Shaun Cassidy, Parker Stevenson and Pamela Sue Martin star!

SWITCH HOLLOWS

Following a smash first season in syndication, we're bringing this stylish action hour from the CBS network back for a second year with all newly-released episodes. Stars Robert Wagner and Eddie Albert!

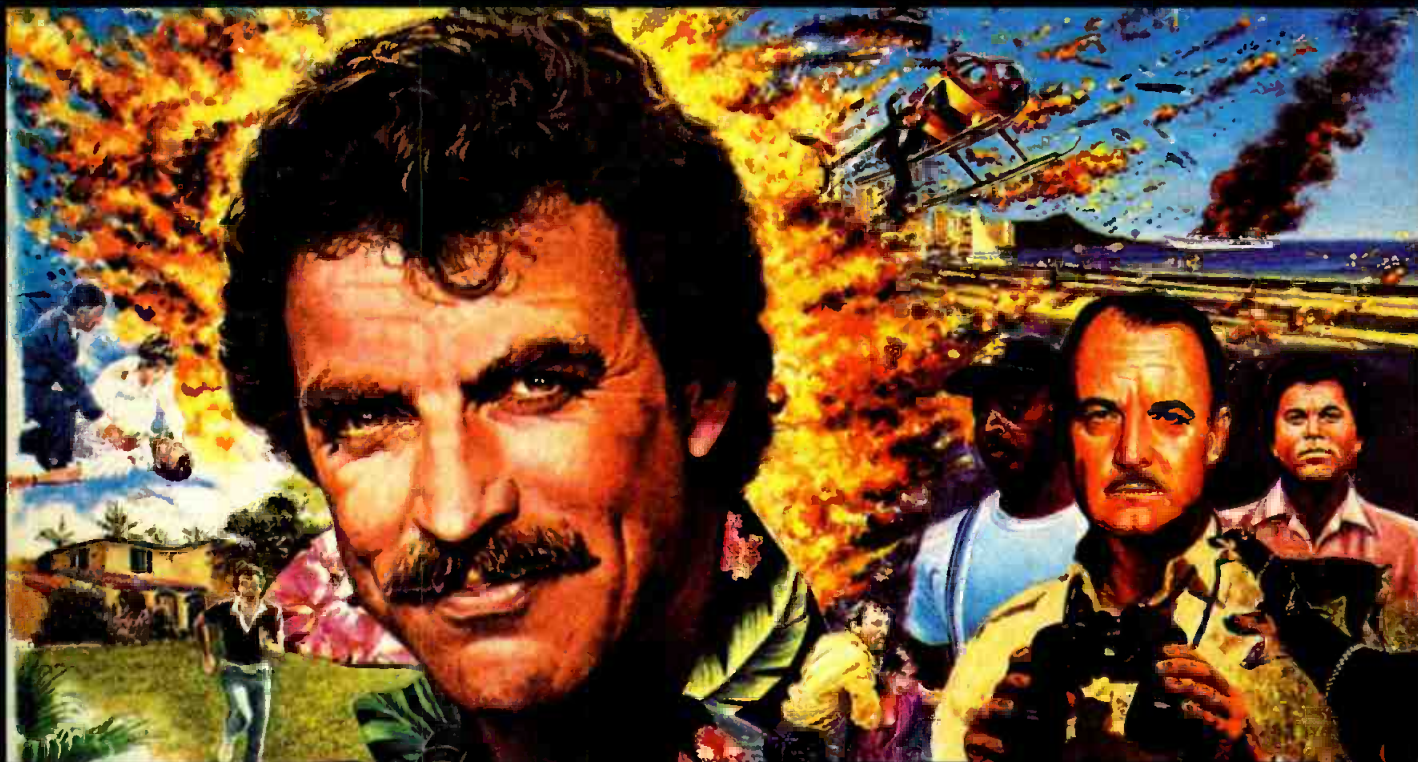
AVAILABLE FALL 1984

FOR MORE INFORMATION, CALL (212) 605-2751, TODAY!

MCA TV

VISIT US AT INTV, BILTMORE HOTEL

MCA TV'S DECLARATION



MAGNUM Tom Selleck—America's favorite—stars in America's premiere syndicated series! Available Fall 1986.

PUTTIN' ON THE HITS This first-run, half-hour comedy-music show features real people from everyday life in hilarious lip-sync put-ons of today's top recording stars! A sure winner among young adults, teens and kids. Available Fall 1984.



QUINCY It's all here—mystery, action, Emmy-winner Jack Klugman and big numbers in its first year in syndication!



UNIVERSAL'S MOST WANTED LIST The giant movie hits—*Jaws II*, *The Four Seasons*, *The Electric Horseman*, *Smokey And The Bandit II*, *Conan The Barbarian*, *The Jerk*, *The Deer Hunter*, *Nighthawks* and more!

FOR INDEPENDENTS '84

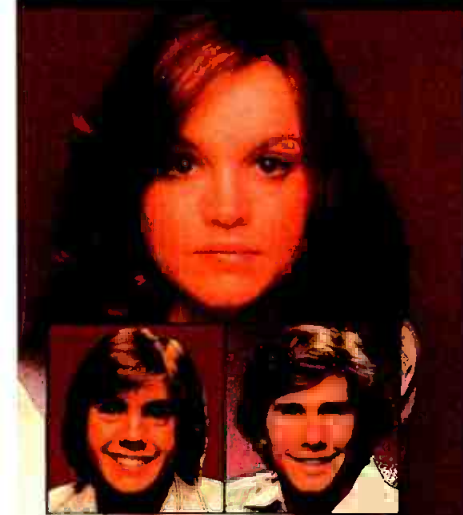
Here's a superb selection of syndicated and advertiser-supported programming that can—during this leap year—give you a real jump on your competition!



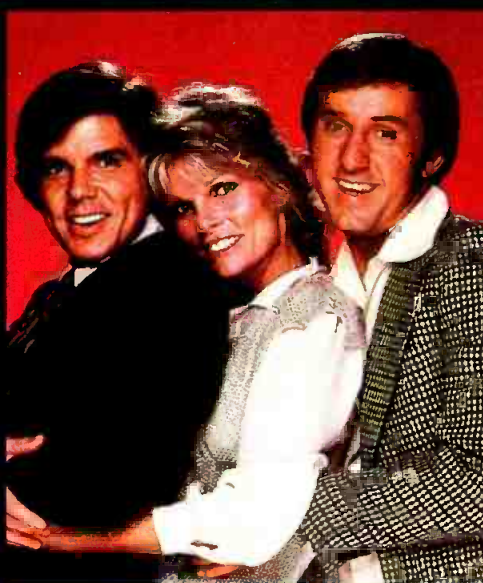
SWITCH Following a smash 1st season in syndication, Robert Wagner and Eddie Albert are coming back for a 2nd season of advertiser-supported programming, with all newly-released episodes of this stylish, action series!



VOYAGERS! Its outstanding network performance among children and teens points to big syndication numbers for this weekly hour advertiser-supported, sci-fi/fantasy adventure. Available Fall 1984.



HARDY BOYS/NANCY DREW MYSTERIES Coming back for an unprecedented 4th season of advertiser-supported programming. 46 superbly-produced episodes that zero-in on young adults, teens and children.



THAT'S INCREDIBLE Network TV's most successful action-oriented reality hour. More than 800 astounding feats of *pure action* that syndication audiences love to watch. Hosted by John Davidson, Cathy Lee Crosby and Fran Tarkenton. Available as an hour series and in a new, half-hour format.



PLUS The BJ/Lobo Show, Buck Rogers, House Calls, The Hit List, Quest For Gold, Wendy Woodpecker

MCATV

This week

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**—New York chapter, National Academy of Television Arts and Sciences, drop-in dinner. Topic: Maintaining high quality standards on soap operas. Copacabana, New York.

Jan. 17—International Radio and Television Society newsmaker luncheon, "Ratings or Responsibility—the Challenge to Talk Radio." Waldorf-Astoria, New York.

■ Indicates new or revised listing

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—Women in Communications, New York chapter, meeting. Equitable Life Insurance Building, New York.

Jan. 17—Third meeting of technical group of Advanced Television Systems Committee, on enhanced 525 television. National Association of Broadcasters headquarters, Washington.

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 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—American Women in Radio and Television newsmaker luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Capitol Hilton, Washington. Information: (202) 457-4517 or Dottie Townsend, (202) 223-3466.

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

■ **Jan. 18**—Ohio Association of Broadcasters news directors forum. Columbus Hilton Inn North, Columbus, Ohio.

■ **Jan. 18**—American Women in Radio and Television, Houston chapter, luncheon meeting, "The Creative Angle—Putting It All Together." Sakowitz Post Oak, Houston.

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. 19**—Southern California Broadcasters Association luncheon. Hollywood Holiday Inn, Los Angeles.

■ **Jan. 19**—Federal Communications Bar Association dinner meeting. Speaker: FCC Commissioner Mimi Weyforth Dawson. Washington Marriott, Washington.

■ **Jan. 20**—Louisiana Association of Broadcasters luncheon with Congressman John Breaux (D-La.). Holiday Inn Central, Lafayette, La.

Jan. 20—Pacific Pioneer Broadcasters luncheon meeting. Sportsmen's Lodge, Los Angeles.

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

Jan. 21—Kansas Association of Broadcasters management conference. Midtown Holiday Inn and Holiday, Wichita, Kan.

Jan. 21-22—Meeting of National Academy of Television Arts and Sciences board of directors and officers. St. Regis hotel, New York.

Major Meetings

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

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

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

Jan. 29-Feb. 1—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

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

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

March 7-10—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—National Public Radio annual conference. Hyatt Regency, Arlington, Va.

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

April 29-May 2—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—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. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2—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—American Advertising Federation na-

tional 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—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—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. 12-15**—Cable Television Administration and Marketing Society 10th annual conference. Waldorf-Astoria, New York.

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

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

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

Sept. 21-25—10th International Broadcasting Convention. Metropole Conference and Exhibition Center, Brighton, England.

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

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

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

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

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

Also in January

■ **Jan. 23**—New York chapter, National Academy of Television Arts and Sciences, drop-in dinner. Topic: Group W's Hour Magazine. Copacabana, New York.

Jan. 23-27—MIDEM '84, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Sesiowski, 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: Mary Alice Dwyer-Dobbin, VP-programming, Lifetime, new 24-hour cable channel created by merger of Cable Health Network and Daytime. Copacabana, New York.

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

Jan. 25—"Advertising and Cable: Beyond the New Frontier," sponsored by Southern California Cable Association and Advertising Club of Los Angeles. Luncheon speaker: Robert Wussler, executive VP, Turner Broadcasting System Inc. Beverly Hilton hotel, Los An-

Archie Bunker's Place...



COPYRIGHT © 1983 EMBASSY TELECOMMUNICATIONS

The face that reshaped television comedy
97 Episodes. Available January 1984.

DISTRIBUTION EXCLUSIVELY THROUGH  EMBASSY TELECOMMUNICATIONS

1901 AVENUE OF THE STARS, SUITE 1601 • LOS ANGELES, CALIFORNIA 90067 • 213-553-3600

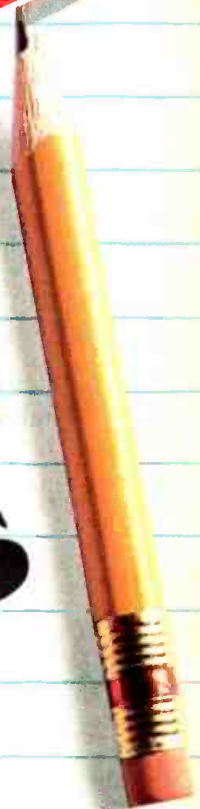




Available
Now - For
Fall 1986.

153 Half Hours

the Facts of Life



DISTRIBUTED EXCLUSIVELY THROUGH
 **EMBASSY TELECOMMUNICATIONS**
1901 Avenue of the Stars, Los Angeles, CA 90067 • (213) 553-3600

© 1983 Embassy Telecommunications

Stay Tuned

A professional's guide to the intermedia week (Jan. 16-22)

Network television □ PBS: (check local times) *American Playhouse**: *The Ghost Writer* (P. Roth), Tuesday 9-10:30; *Style Wars* (documentary on graffiti artists), Wednesday 9-10 p.m.; *Family: Refuge or Prison* (documentary), Wednesday 10-11 p.m.; *Reilly: Ace of Spies* (12-part drama), Thursday 9-10 p.m.; ABC: *The American Music Awards*, Monday 9-11 p.m.; NBC: *A Matter of Sex* (drama on sex discrimination), Monday 9-11 p.m.; *The Master** (crime/drama), Friday 9-10 p.m.; CBS: *Super Bowl XVIII*, Sunday 4:30-conclusion.

Radio □ CBS Radio: *Super Bowl XVIII*, Sunday 4:30-conclusion.

Cable □ HBO: *Annie* (musical/movie), Saturday 8-10 p.m.; Showtime: *A Talent for Murder* (play), 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; *Critic's Choice*, a series of screenings, Jan. 17 (Tuesday)-Feb. 25.

*indicates a premiere episode



'Annie' on HBO

geles. Information: Ad Club of Los Angeles, (213) 382-1228.

Jan. 25—Women in Communications. New York, meeting. Speaker: Sandi Freeman, CNN. Essex House, New York.

■ **Jan. 26—New York chapter, National Academy of Television Arts and Sciences**, forum. "The Business of Television: In the New Technology Scramble, Who Gets the Money, Who Has the Power?" Waldorf-Astoria, New York.

■ **Jan. 26—Philadelphia Cable Club** monthly meeting. Adams Mark hotel. Bala Cynwyd, Pa. Information: Cheryl Taylor, (215) 667-6155.

Jan. 26-27—"Computers and the Shaping of Communications Policy," tutorial sponsored by *Washington Program, Annenberg School of Communications*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

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. Amlac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1—National Religious Broadcasters 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." President Reagan scheduled to address convention. 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.

Jan. 31—Deadline for entries in *Global Village* 10th annual documentary festival, supported by *National Endowment for the Arts* and *New York State Council on the Arts*. Information: Global Village, 454 Broome Street, New York, N.Y., 10013; (212) 966-7526.

February

Feb. 1—New York TV Academy general membership

meeting. RCA Recording Studios, New York.

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. Participants and speakers include Metromedia's Robert Bennett; former CBS Inc. President Dr. Frank Stanton; CBS's Thomas Leahy and Peter Kohler; NBC's Arthur Watson and Robert Blackmore; Warner Brothers' Ed Bleier; Radio Advertising Bureau's William Stakelin, and Robert Alter of Cable Advertising Bureau. 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 Erlicht, ABC. Waldorf-Astoria, New York.

■ **Feb. 2—Ohio Association of Broadcasters** Dayton managers' luncheon. Dayton Marriott Inn, Dayton, Ohio.

Feb. 2-3—"Alternative Distribution of Technologies: The Technological Basis of Local Competitive Entry," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Headquarters of Washington Program, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

Feb. 3-5—Northwest Broadcast News Association annual meeting. Sheraton-Ritz hotel, Minneapolis.

■ **Feb. 3-5—South Carolina Broadcasters Association** winter convention. Sheraton Downtown, Charleston, S.C.

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.

Feb. 6-7—Michigan Association of Broadcasters winter conference. Harley hotel, Lansing.

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. 8—New York chapter, National Academy of Television Arts and Sciences, meeting. Speaker: Larry Kirkman, executive director, AFL-CIO's labor institute of public affairs. Copacabana, New York.

■ **Feb. 8—Ohio Association of Broadcasters** Cincinnati managers' luncheon and election year workshop. Westin, Cincinnati.

Feb. 9-10—"Alternative Local Distribution Technologies: The Technological Basis of Local Competitive Entry," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

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. 10-12—California Chicano News Media Association** fifth annual "Journalism Opportunities Conference for Minorities." University of Southern California, Davidson Center, Los Angeles. Information: (213) 743-7158.

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

■ **Feb. 14-15—Wisconsin Broadcasters Association** annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

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*. Informa-

Errata

Group W Productions' half-hour animated strip, **He-Man and Masters of the Universe**, was incorrectly listed as **weekly program** in Jan. 9 story on Nielsen's Cassandra report on November ratings.

□

National Radio Broadcasters second annual radio programming survey revealed that **4%**, not 2%, of responding AM stations are **broadcasting in stereo** with **23%**, not 20%, indicating **switch shortly**. Data was incorrectly reported in the Jan. 9 issue of BROADCASTING.

VOLUME 24

Warner Bros. Television Distribution
A Warner Communications Company



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

■ **Feb. 15**—Deadline for entries in Los Angeles Area Emmy Awards of *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Boulevard, suite 800, North Hollywood, Calif., 91602; (213) 506-7880.

■ **Feb. 16**—15th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Americana hotel, Fort Worth.

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

Feb. 16-17—"Segmenting the Media Markets: The New Broadcast Technologies," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, suite 750, Washington. Information: (202) 484-2663.

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. 22—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Frye, executive producer, *World News Tonight*. Copacabana, New York.

■ **Feb. 22**—*Ohio Association of Broadcasters* radio programmers conference. Dublin Stouffer's, Dublin, Ohio.

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—*American Advertising Federation* West Coast "Advertising and Public Policy Seminar." Beverly Hilton hotel, Los Angeles. Information: Janet Kennedy, (415) 421-6867.

Feb. 23-26—*Technology Entertainment Design (T.E.D.) Communications Conference*. Keynote speaker: Frank Stanton, 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. 23-26—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

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

Feb. 28-29—"Cable Television and Satellite Broadcasting," conference sponsored by *Financial Times*, London. InterContinental hotel, London. Information: Financial Times Conference, Minister House, Arthur Street, London, EC4R 9AX; telephone, 01-621-1355.

Feb. 28—*Association of National Advertisers* television advertising workshop. Luncheon speaker: James Duffy, president, ABC-TV. Plaza hotel, New York.

Feb. 29—*Association of National Advertisers* media workshop. Luncheon speaker: Frank Gifford, ABC Sports. Plaza hotel, New York.

Feb. 29—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Al Jerome, president, NBC Television Stations Division. Copacabana, New York.

Feb. 29—*Broadcast technology chapter, Institute of Electrical and Electronics Engineers*, meeting, "Technical Careers in Broadcasting," with executives of ABC

Inc. United Engineering Center, New York.

March

March 1—Deadline for entries for *Action for Children's Television* program and PSAs awards. Entries can be sent to Kathleen Ehrlich, ACT, 46 Austin St., Newtonville, Mass. 02160

■ **March 1**—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

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

■ **March 1-4**—*CBS Radio Affiliates Association* board meeting. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

March 1—Deadline for entries for *Action for Children's Television* program and PSAs awards. Entries

Continued on page 144.



Cooperate, not consolidate

EDITOR: Last week a joint announcement was made by me as president of NRBA and Eddie Fritts as president of NAB regarding two areas that our associations have proposed to work on together: radio legislation and one radio convention.

I feel that the proposal to bring the NAB's Radio Programming Conference into NRBA's Radio Convention and a cooperative effort to try to achieve meaningful radio legislation is in the best interest of our industry. That was the extent of our cooperative proposals. Both matters must be approved by our respective boards of directors.

I'm concerned by BROADCASTING's Jan. 9 coverage of this development suggesting that somehow these two efforts will lead to a merger between NRBA and NAB.

Nothing could be further from the truth. The only merger possibility we've been discussing is with the Daytime Broadcasters Association, which is considering becoming a part of NRBA.

The need for a separate, radio-only organization was the basis for the formation of NRBA and today—25 years later—that need has never been greater. Our membership continues to increase, reflecting that need. Merger—no! Cooperation on matters important to radio—yes!—*Bernie Mann, president, National Radio Broadcasters Association, Washington.*

Frustration

EDITOR: I can't remember the last time an article generated as much spirited discussion as did Jim Snyder's "Monday Memo" (BROADCASTING, Dec. 12, 1983). If I had a dime for each time I said, "Hey, did you read in BROADCASTING about...?" and people finished the sentence with... "Oh, the thing about local news"... I'd be rich.

Furthermore, Mr. Snyder has really hit the old nail right on the head. I was reading it and thought: "How simple it is to do things the right way." Then I came to work, and I must tell you... things are not done the correct way in the 105th market.

I agreed with everything that was said in that damned article, but I can't figure out what I (a lowly anchor/producer for the 10 o'clock news) can do to see it changed. I find

it incredibly frustrating to know there's a better way, and yet not be able to implement it.

I understand how the public gets angry with the media. I get angry, too. I'm personally sick and tired of seeing 'news stars' and not broadcast journalists. I pick out whom I respect—and those are the people I try to learn from. The day I feel I know it all, or think of myself as a reader, is the day I leave.

I certainly hope to see more of the Snyder philosophy of local news.—*Rebecca Kottmann, KKTV(TV) Colorado Springs.*

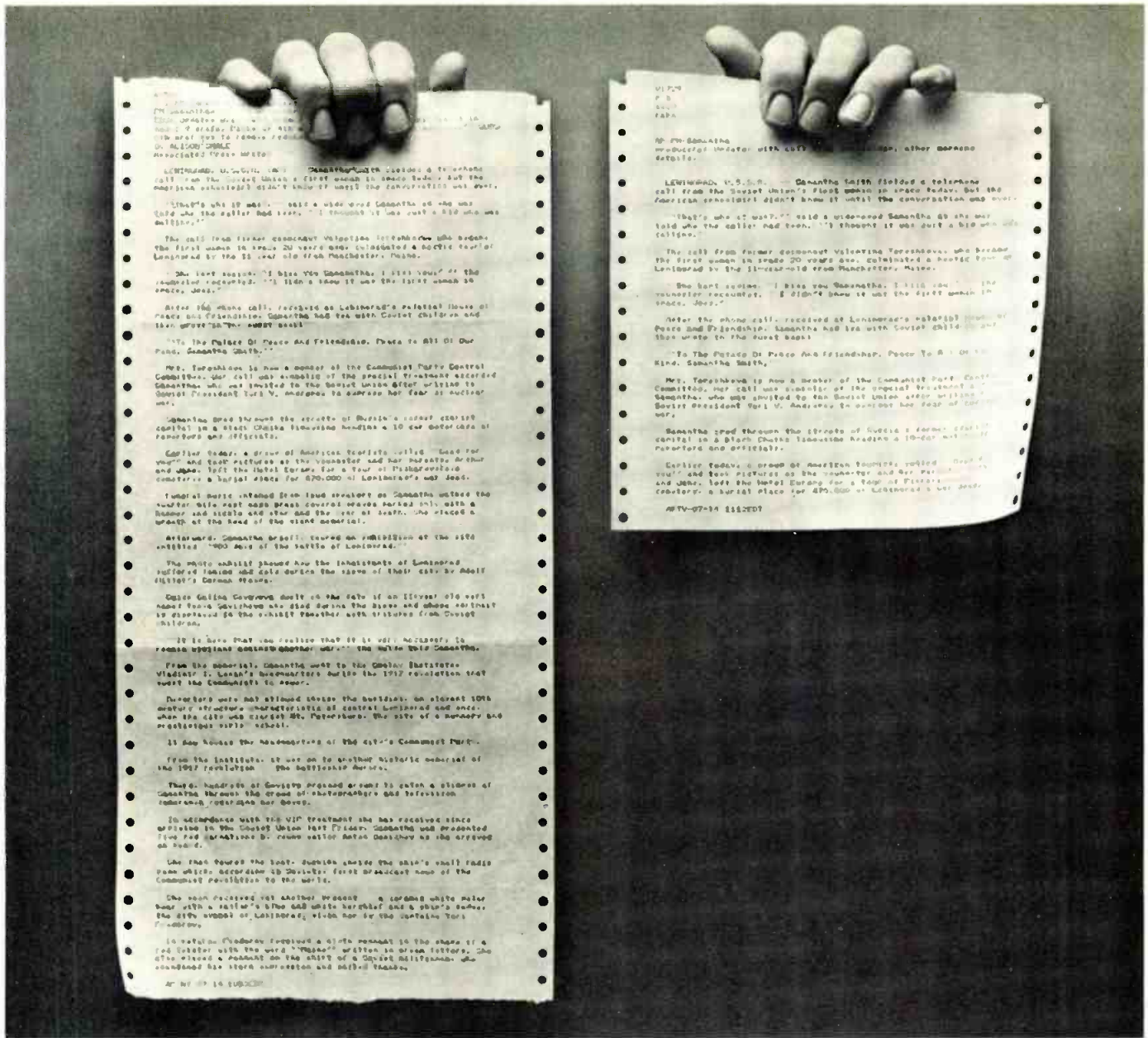
In memorium

EDITOR: Bob Lemon died in the last week of 1983, after a distinguished career as a broadcaster and after a life that earned respect from all who knew him ("Fates and Fortunes," Jan. 9, 1984).

Bob Lemon was general manager of WMAQ-TV for more than a dozen years, when channel 5 led Chicago television. He brought Floyd Kalber out of Omaha to anchor the local news, and in the 60's, for years, the audience at 10 p.m. totaled more than all other stations combined. He was among the first local station managers to support a strong local news effort while recognizing the potential audience growth.

He ended a long and respected career with NBC, by serving as president of the NBC Radio Network in the early 70's. After retirement from NBC, he became a member of the Field Enterprises board, and taught a graduate course at the Medill School of Journalism at Northwestern University. Though as conversant with Plato as with a balance sheet, Bob Lemon squeezed through high school, and took special pride in his title of adjunct professor at Northwestern University because he had not graduated from college.

A memorial service was conducted in Bloomington on Jan. 2, and his ashes were taken to the country church nearby which he was helping restore. Friends may remember Bob Lemon by sending contributions to the "Old Dutch Church Restoration Fund," c/o Becky Johnson, Monroe County State Bank, 210 East Kirkwood, Bloomington, Ind. 47401.—*Russ Tornabene, executive officer, The Society of Professional Journalists, Sigma Delta Chi, Chicago.*



APTV.

The long and the short of it.

Your news service is an integral part of your newsroom. And no two TV stations use the AP news report exactly alike.

You've been editing it to your needs, and that takes extra time and energy. That's why APTV is so valuable. It's designed for the TV newsroom.

APTV is the industry's most popular high-speed news wire — used by 123 of the nation's top TV news operations. And it's rapidly becoming the industry standard for electronic newsrooms.

What makes APTV so appealing is the news arrives already edited for use by your staff. No 3rd write-thrus. No newspaper gossip columns.

Many stories are shorter and more to the point. But the big stories still come packed with the background material that can turn a faraway happening into a local news event.

Sure, APTV is the only high-speed service that delivers air-ready news, longer in-depth versions and plenty of updates that are great for day to day coverage. But APTV is

even a better buy now as you plan coverage of the Olympics, primaries, conventions and the general election.

On top of everything else, APTV comes complete with our reputation for quality, dependability and unmatched accuracy.

So, to make a long story short, turn to APTV. It's the best thing to happen to TV news in a long time.

For details, call Glenn Serafin at the Broadcast Services Division

AP of Associated Press.
202-955-7200

Associated Press Broadcast Services. Without a doubt.

A communications finance commentary from Charles Marantz, A.G. Becker Paribas Inc., New York

Finding the dollars to finance DBS

BROADCASTING magazine, through extensive reporting on the subject, has made its readers familiar with direct broadcast satellite (DBS) service. For inhabitants of many rural areas, service from high-power DBS will offer the first relatively inexpensive opportunity to receive a television signal of any kind. Other, more heavily populated areas, will receive a wider variety of program material where currently there is little or no choice.

In addition to direct reception by homes and offices, DBS signals can also be "down-linked" by commercial broadcast, cable, low-power, multipoint distribution and satellite master antenna television systems which, in turn, can relay the DBS programming to system viewers. In many instances, DBS will probably complement, rather than compete with, existing modes of television program delivery.

Though most informed opinion holds that entertainment program services will drive the DBS industry, DBS also has the potential to emerge as one of the major purveyors of text services to both homes and offices.

A marketing study prepared for Direct Broadcast Satellite Corp. by Satellite Systems Engineering Inc. broadly examined the possible demand for DBS service. Estimates of low, middle and high market demand were formulated. The middle market estimate alone places the total number of DBS-receiving terminals in use at more than 20 million by 1990.

The technology is in place for DBS, and the potential market is certainly attractive. The major remaining hurdle—by far—is arranging the financing for the hundreds of millions of dollars required to construct and operate a DBS system.

Technological breakthroughs and deregulation have combined to create unusual investment opportunities, such as DBS, in the communications industry. To take advantage of this situation, a communications company should be exploring methods of increasing its investment capacity while limiting its risk. Among the principal methods used to achieve these objectives in other industries are project financing and joint venture arrangements. Aware of these opportunities, the investment banking house of A.G. Becker Paribas has recently established a separate communications specialty within its project finance group.

An experienced, independent financial adviser can make a significant contribution to successful project design and optimal financing. This is particularly so for DBS and other large communications systems, given the vast amounts of capital required and the need to design investor security arrange-



Charles Marantz is a vice president in the project finance group of A.G. Becker Paribas Inc., a New York investment banking firm. He is currently managing Becker Paribas's financial advisory engagement for Direct Broadcast Satellite Corp. Prior to joining Becker Paribas, he was with the investment banking unit of Citicorp for six years and earlier served for four years as a project finance specialist with Freeport Minerals Co.

ments appropriate to the projects and responsive to the capital markets. Ideally, that adviser should be experienced in both technological and financial disciplines to best assist a communications company to increase its investment capacity while limiting risks.

Project financing methods and joint venture arrangements have the potential to dramatically increase a company's debt capacity by allowing the off-balance sheet treatment of debt and the exclusion of contractual credit support obligations from the definition of indebtedness in a project owner's indentures.

Joint venture arrangements can also substantially reduce sponsor liability through the sharing of operating and financial risks. Equally significant, project financing methods can effectively lower a project's cost of capital by allowing more efficient use of various tax benefits and by employing much greater leverage (ratio of debt to equity) than is customary in conventional corporate credit financing. The last is critically important since a project company—usually a newly formed partnership, an unincorporated joint venture or a corporation—does not, by definition, meet conventional creditworthiness criteria.

Traditionally, project financing has been associated with large, complex ventures in the energy, extractive and process industries such as oil and natural gas pipelines, metals mines and chemical processing plants. A

project financing normally involves a start-up venture in which internal cash generation is expected to be the prime source of repayment of financial obligations (such as debt, leases, etc.) and of return on equity investments. Complex structures and contractual arrangements designed by the financial adviser are used to allocate risks among the various parties involved in the project—owners, contractors, insurers, suppliers, lenders, customers, governments, etc.

As a new, grass-roots development, the typical project company lacks the established history of management, operations, sales and performance that lenders like to see in their borrowers. The typical project also represents a concentrated effort involving one product at one location with the attendant risks of all the eggs in one basket. The project company also frequently has legal title only to the fixed assets of a project yet to be constructed. These characteristics suggest the existence of project risks in areas such as supply, completion, operations, regulatory matters and marketing.

A checklist of basic questions a potential investor must ask about any project financing could fill several pages. Who pays for cost overruns? Is the technology proved? How will disputes be settled? Is the operator legally obligated to stay and run the facility until the financing obligations are fully repaid? What is the break-even point? Can the project be shut down by regulatory authorities? Who will buy the output? At what price? For what period? The list is long and basic because the risks are there—but so may be some very bountiful rewards.

Telecommunications ventures such as DBS provide an almost ideal vehicle for project financing methods. From this perspective, they can be thought of as pipelines carrying information instead of oil or natural gas. Conceptually, the contractual arrangements, binding pipeline venture participants into a structure providing credit support for lenders, have their counterparts in a telecommunications venture. In the case of DBS service, there are logical roles to be played by programmers, satellite manufacturers, satellite project managers, receiver manufacturers and retailers in providing answers to the basic questions concerning project risks.

Financing the large capital requirements of new communications ventures such as DBS will provide an exceptional challenge for investment bankers. Innovative techniques are clearly called for. Project financing methods and joint venture arrangements have successfully raised huge amounts of capital for the various natural resources industries. The time has come to make the benefits of these financing devices available to the communications industry and thus help it to meet its full, exciting potential in the '80s and '90s. ■

BIZARRE

You have to see it to believe it...



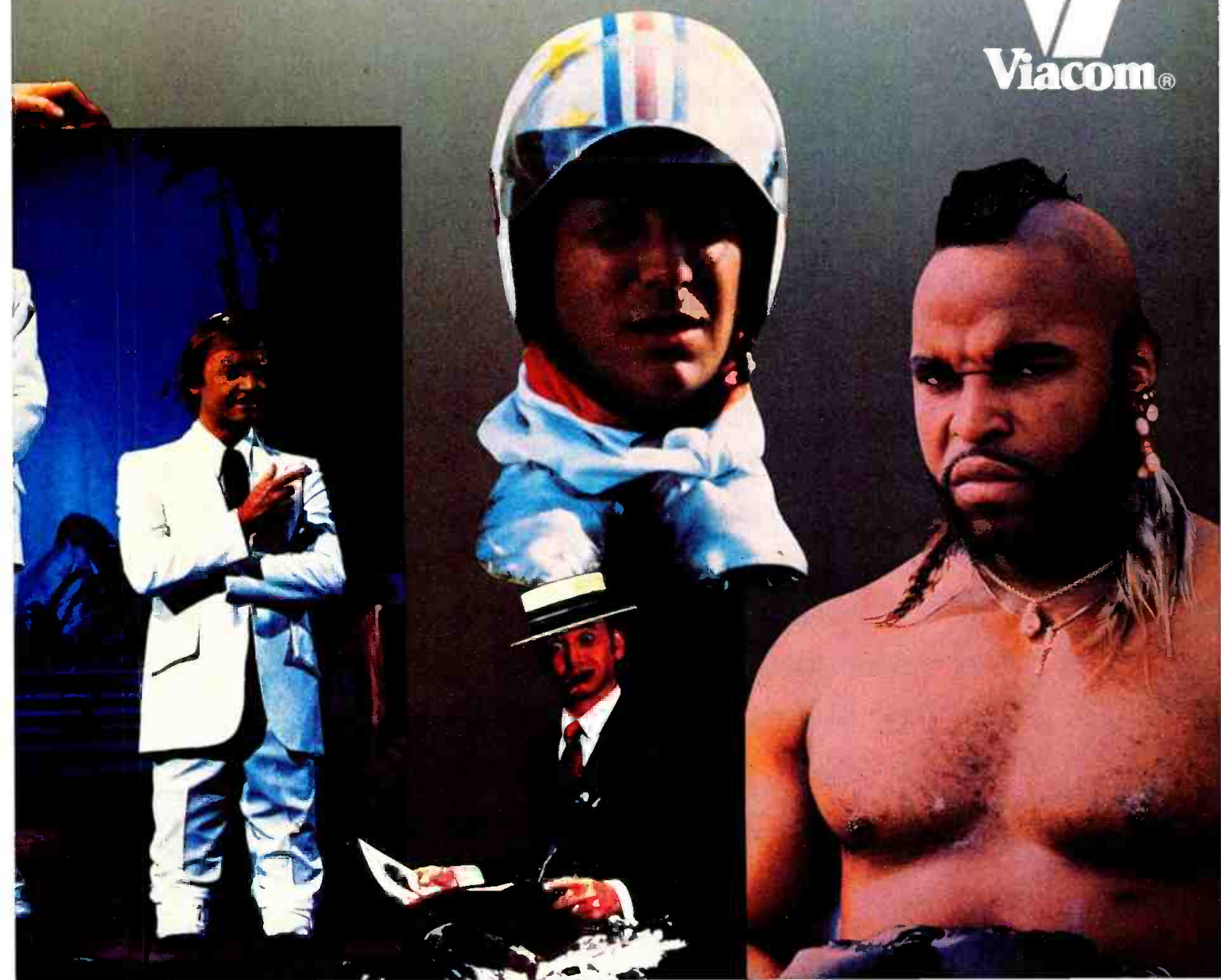


SEE IT AT **INTV** AND BE A BELIEVER

Once you see Bizarre you'll agree that it's out of bounds, out of sight, out of its senses. Host John Byner and company aim this half-hour comedy series straight for the absurd, wherever it happens—from sports to politics, censorship, the economy and ye gods, what next? Nothing is safe from their skits and sketches and nonstop satire. "Bizarre" is a star: already a proven success.

BIZARRE

**100 completed, first-run half hours.
A definite go for Sept. 1984.**





These 59 markets are about to have an affair with

A MARRIED MAN

This includes 44 of the top 50 markets.

New York WPXI
 Los Angeles KCOP
 Chicago WGN
 Philadelphia WPHL
 San Francisco KBHK
 Boston WBZ
 Detroit WXON
 Washington, D.C. WTTG
 Dallas KTXA
 Cleveland WUAB
 Houston KTXH
 Pittsburgh WPGH
 Miami WTVJ
 Seattle KCPQ
 Minneapolis KMSP
 Atlanta WANX
 Tampa WTOG
 St. Louis KPLR

Denver KWGN
 Sacramento KCRA
 Indianapolis WTHR
 Baltimore WBFF
 Hartford WTXN
 Portland, OR KPTV
 Phoenix KPHO
 San Diego NETV
 Cincinnati WXIX
 Nashville WSMV
 Milwaukee WVTU
 Kansas City KSHB
 Orlando WOFL
 New Orleans WGNO
 Buffalo WKBW
 Grand Rapids WOTV
 Birmingham WTOO
 Memphis WPTY
 Oklahoma City KOKH
 Salt Lake City KTVX
 Louisville WDRB

San Antonio KMOL
 Norfolk WAVY
 Charleston WVAH
 Harrisburg WGAL
 Albany WXXX
 Greensboro WGGT
 Mobile WPMI
 Fresno KAIL
 Jacksonville WJXT
 Green Bay WLRE
 Lincoln KHGI
 Lansing WFSL
 Lafayette, LA KADN
 Monterey KSBW
 Binghamton WICZ
 Bangor WVII
 Jackson WBBJ
 Honolulu KHON
 Anchorage KTUU
 Fairbanks KTTU

These stations include the following major groups:

Cap Cities
 Chris-Craft Television/
 United Television
 Group W
 Meredith
 Metromedia
 Tribune Broadcasting
 Wometco

Call (312) 222-4486, in New
 York Call (212) 557-7800.



**TRIBUNE
 ENTERTAINMENT**
 Company

435 N. Michigan Avenue
 Chicago, IL 60611

Broadcasting Jan 16

Vol. 106 No. 3

TOP OF THE WEEK

Franchise promises come back to haunt Warner

MSO proposes major reduction in services for Milwaukee; other Warner cities to follow; Qube all but dead in the water

In the aftermath of the heated big-city franchising battles of the past several years, losing applicants were often heard to mutter that the winning bidder promised more than it could deliver and that it would one day have to renege on its promises or face financial ruin. It seems the losers were right.

In what is certainly the most dramatic evidence of the fact, Drew Lewis, chairman of Warner Amex Cable Communications traveled to Milwaukee last week to tell the city it won't deliver the state-of-the-art system it had pledged to build when it won the franchise in 1982.

But Warner Amex is not alone. Other major cable MSO's building big-city cable systems throughout the country have been pleading with local cable officials for relief. The beleaguered operators are seeking more flexibility in setting rates and trying to get out of agreements to provide extravagant services and facilities.

What sets Warner apart from the other MSO's is the magnitude of its problem and the aggressive style of its chairman. Warner seems to be in trouble in all seven of its large metro cable systems: Milwaukee, Dallas, suburban St. Louis, suburban Chicago, Pittsburgh and Houston. And instead of quietly and gradually negotiating modifications in the franchise agreement to make the big-city systems economically viable, Lewis is confronting city officials in full view of the public.

"Everybody is renegotiating," said one cable operator, who asked not to be identified. "That's normal. The only difference in the case of Warner Amex is that it is bringing the whole issue to the press. That's a tactic to make the cities appreciate that some changes are necessary." Warner apparently thinks its plight will be more believable "if the cities read it in enough newspapers," he said.

Commenting on the Lewis approach, David Andersen, corporate director of public relations for Cox Cable, said "You don't have to ruffle feathers. We have renegotiated in New Orleans, Tucson, Vancouver and Omaha, and we have done it without hurting our relationship with those cities. We have partnerships rather than adversary relationships with the cities. That's the communications process."

National Cable Television Association President Tom Wheeler tried to put things in perspective. "Some of Warner's original

ideas turned out not to be business ideas," he said. To make sure consumers receive fundamental cable service, he said, Warner had to "scale things back."

After meeting with Milwaukee city officials last Thursday, Jan. 12, Lewis told a press conference he had submitted a proposal that would allow Warner to:

- Build a single-cable, 54-channel system instead of the dual-cable, 108-channel system originally proposed.
- Reduce the number of local access channels from 18 to six.
- Reneg on its commitment to provide its Qube two-way interactive service. (Qube had been considered the heart of Warner's metro system concept and was a leading factor in its winning of numerous big-city franchises.) The only interactive service to be retained, Lewis said, would be a pay-per-view channel, which would provide another revenue stream.
- Eliminate, for now, all local origination facilities.
- Derive access support payments, now running into the millions, from the 5% franchise the city collects from the company. (Payments, originally, were to have been paid by Warner in addition to the franchise fee.)
- Raise subscriber rates.
- Form a joint venture with Viacom Cable to jointly run that company's 14 suburban Milwaukee systems and Warner's city system. (Lewis said that the two companies had been discussing a host of options toward that

end and were still in negotiations [BROADCASTING, Jan. 2]).

Lewis said that if the proposals were implemented, the cost of building the system would be reduced from \$94 million to \$68 million.

Robert Welch, director, office of telecommunications for the city of Milwaukee, which oversees the city's cable operations, said the proposal represents an "unconscionable affront to the people of Milwaukee."

Lewis contended that the reductions in channel capacity and system services would better enable the company to obtain the necessary financing to build the franchise. He said that talks with the financial community had "confirmed that limited partnership financing will be more readily available for the Milwaukee system under our proposed plan." He added that financiers had also "underscored the importance of expanding the universe of potential customers by 'clustering' our system with those in neighboring suburban communities to obtain additional economies of scale."

Lewis assured Milwaukee officials that with the channel reduction, subscribers will still be offered the same number of entertainment channels as initially promised. "There simply aren't enough entertainment programming services available or contemplated to fill more than 40 channels," said Lewis. He cited research conducted by the company which found that regardless of channel capacity "36 channels account for virtually all subscriber viewing." Assuming that the finding is accurate, Lewis said that "neither subscribers nor cable operators should have to pay for increased capacity."

Welch admitted that Lewis was "open and forceful about the difficulties he's encountered" since becoming chairman of Warner, but he added that "frankness and candor are not acceptable substitutions for broken promises." Lewis countered that broken promises are a necessary result of "economic trends in the cable industry," which he said developed "to the point where we believe the system currently planned for Milwaukee will not be economically sound unless the suggestions we are proposing are implemented."

Welch argued, however, that the circumstances Lewis described "were neither unforeseen nor extraordinary," and said there was little justification for Warner's proposal. Nevertheless, Welch said Warner would be allowed every opportunity to present its case. He said public hearings will be announced shortly.

In less dramatic fashion, Warner has



Lewis

asked to make significant changes in its Pittsburgh system, where costs are running far ahead of those projected. According to city cable official Richard Emenecker, local Warner officials are balking at building a 90-mile institutional loop and have asked for permission to charge cost for installation of services at institutions and commercial buildings.

Officials within Warner expect that Lewis may soon go to Cincinnati and Dallas to offer service reduction there as well. There was no immediate word on what Lewis may have in mind for Warner systems in Houston, suburban Chicago and suburban St.

Louis.

As for Qube, WA sources explained the service will probably not evolve as initially envisioned and survive only as a pay-per-view vehicle. And what of interactive programming and home banking and shopping? "There will be a reduction, over all, in those efforts, but that's been happening all year," offered one source, because of a lack of advertiser demand for those services. As a result, it's expected that WA will soon announce the abandonment of a proposal to interconnect all the company's Qube systems by satellite. At this point, the network is virtually inactive.

What impact Warner's move will have on the cable bill is uncertain. The legislation now pending before Congress would, in part, allow cable operators to renege on franchising promises if they can prove that significant changes in technology or the marketplace make them untenable. It's the feeling of some that Lewis's action hurt the chances of such legislation becoming law. A Capitol Hill source said Lewis's tactics certainly give the cities, which are opposing the legislation, "a lot of ammunition." And an official of the National League of Cities said it should "have a somewhat negative impact" on legislation prospects. □

NCTA's conscientious objection to must-carry

Cable association asks appeals court to force FCC to review rules on grounds they violate First Amendment rights of cable operators, but it does so with reservation: there are economic, political reasons that favor status quo

The National Cable Television Association has reluctantly joined Turner Broadcasting System Inc. in asking the U.S. Court of Appeals in Washington to order the FCC to launch a rulemaking to eliminate or radically modify the must-carry rules.

In a 22-page brief filed last week, the leading association of cable operators told the court that the FCC should be made to "undertake a re-examination of the must-carry rules," saying that the rules, which require cable systems to retransmit local broadcast signals, are a violation of cable operators' First Amendment rights.

"The FCC must-carry rules mandate that cable television operators carry specific broadcast stations, and thereby intrude on the operator's discretion to choose programming," the brief concluded. "Cable operators share the full protections of the First Amendment enjoyed by editors and publishers of the print media. The FCC's must-carry rules should, therefore, be closely scrutinized for their constitutional validity."

That the brief is not strongly worded, intimating or implying its points rather than laconically asserting them, apparently stems from NCTA ambivalence toward launching an attack on the must-carry rules. According to NCTA Executive Vice President Jim Mooney, there are political and economic factors that argue against the NCTA's "making an all-out assault" on the must-carry rules and, indeed, have kept NCTA from supporting Turner sooner. (Turner first petitioned the FCC to start a rulemaking more than three years ago.)

But however half-hearted, it is an attack. And should the FCC, under direction from the court, open a must-carry rulemaking, the NCTA will press for, if not elimination, liberalization of the rules. "I think it would be helpful," said Mooney, "if the FCC explored the question of mandatory carriage with the ultimate objective of establishing a more balanced policy than it has now."

Greg Ballard, a Washington attorney for Turner, was happy to have NCTA's support and understood the association's problems.

"We set the timing by filing. They may not have chosen this forum or way of pursuing it, but we seek a similar bottom line and always have—some relief or some modification of the must-carry rules to bring them out of the 1960's and into the 1980's."

John Summers, executive vice president and general manager of the National Association of Broadcasters, which is vehemently opposed to any changes in must-carry at the FCC, said he wasn't surprised by NCTA's move. "I think NCTA's involvement in this was somewhat inevitable. I felt the membership would eventually demand that they get involved."

Turner asked the court to force the must-carry issue on Oct. 4, 1983, after the FCC failed to take action on Turner's petition for rulemaking filed in October 1980 and a petition for expedited action on the rulemaking filed last March. In its most recent court filing, Turner argued that the rules "constitute a serious violation of cable programmers' First Amendment rights. By restricting access to cable systems, the must-carry rules substantially impair cable programmers' rights to engage in speech protected under the First Amendment." Turner, in proposing elimination or modification of the rules, is seeking room for its three programming services—superstation WTBS(TV) Atlanta, CNN and CNN Headline News—on systems that are now filled with what it says are duplicative and little-watched broadcast signals.

That NCTA's membership is not solidly opposed to must-carry rules is understandable. When channels were scarce and cable programming services plentiful, the must-carry rules were the bane of all cable operators, but circumstances and attitudes are changing. The expansion of systems' channel capacity and the failure or consolidation of numerous cable programming services over the past two years have resulted in a surplus of channels for some big-city cable operators. Some of the multiple-system operators are beginning to regard must-carry not so much as a burden, but as an opportunity to get programming for which they don't have to pay.

Some big-city operators, who are experiencing less-than-expected cable penetration, are also not particularly eager to see the elimination of the must-carry rules. The traditional thinking among cable operators has been that if the rules were dropped, broadcasters would panic and would be willing to

pay cable operators for carriage. While that may still be true in markets where cable operators have achieved high levels of penetration, the tables may be turned in cities where operators are able to sign up only around 30% or 40% of the homes. The marketplace may dictate that the cable operator pay the broadcasters.

In the political realm, NCTA is concerned that tampering with the must-carry rules would trigger a counterattack by broadcasters (with the support of program producers and distributors) against the compulsory license which permits cable operators to import distant television signals without having to pay freely negotiated copyright fees. Although the legal ties between the fate of the must-carry rules and the compulsory license are tenuous, the political ties between them are strong.

The compulsory license is predicated on the existence of the must-carry rules, said Summers. "If they try to get rid of must-carry on the regulatory level, they are undercutting their preferred copyright status they have under the compulsory license.... They are laid bare for full copyright liability."

In addition, the NCTA doesn't want to stir up any trouble for itself in Congress, where it is fighting hard to push through legislation (H.R. 4103) that would relieve it of some of the regulatory pressure being applied by local and state governments. If broadcasters feel the must-carry rules are in jeopardy, they are certain to run to Congress asking it to codify the rules. Such legislation could become linked to and impede H.R. 4103 or pending cable copyright reform legislation.

With all the good reason to steer clear, why did the NCTA get involved? According to Mooney, it was necessary simply to protect the First Amendment rights of cable operators. Turner is a cable programmer, he said, and it argues for relief in its FCC and court petition as a cable programmer. "The Turner petition downplays the rights of cable operators," he said. "The cable operators have First Amendment rights, too, and they should not get lost in the shuffle."

Turner's must-carry petition at the FCC may be moot by the time the court acts. Quincy Cable of Quincy, Wash., has appealed in the same court a fine it received from the FCC for a violation of must-carry rules, arguing that the rules violate the First

and Fifth Amendment rights of cable operators. With oral hearing on the appeal set for this week, a decision could be rendered next spring. A victory for Quincy does not necessarily mean a victory for opponents of the must-carry rules, however. Ballard said there is at least a 50% chance that Quincy will win on technical grounds "because the FCC handled it wrong." In that case, he said, the constitutional validity of the rules may not even be addressed.

Unlike NCTA, the Community Antenna Television Association, in its brief, gave Turner its unqualified support. To Turner arguments, CATA added its belief the FCC no longer has the necessary jurisdiction to impose the must-carry rules. CATA's lack-of-jurisdiction argument was set up by a West Virginia cable operator, Wacco Inc., which asked the FCC for mandatory access (five minutes an hour) on WVAH-TV Charleston, W. Va., for a Wacco-produced news-and-information program. The FCC, saying it lacked jurisdiction and was constitutionally barred from requiring such access, dismissed the request as "frivolous," Stephen Effros, executive director of CATA, said. But in the landmark Midwest Video II case, he said, the Supreme Court ruled that the FCC's jurisdiction over cable is derived from its jurisdiction over broadcasting and that regulations cannot be imposed on cable if they cannot be imposed on broadcasting. So if the FCC, by its own admission in the Wacco case, has no power to require access to broadcast stations, it doesn't have the power to require must-carry.

According to Randy Nichols, an aide to FCC Chairman Mark Fowler, the FCC has simply not gotten around to the Turner petition for rulemaking. "We have hundreds and hundreds of petitions going back seven or eight years," he said. "We deal with the ones that we consider most important and most time-sensitive."

Such explanations for inaction are irksome to Ballard. The FCC is revamping all its broadcasting rules in "a literal frenzy of deregulation, but it does not have the time, it says, to look at what is the single biggest regulatory impediment" to cable.

The FCC has the time, Ballard said, but not the heart. "They have to be getting tired of fighting battles," he said, citing the controversial network syndication-financial interest and telephone access charge proceedings.

Ironically, Fowler seems to be philosophically in tune with cable operators on the issue, Ballard said. He is vehemently opposed on First Amendment grounds to the fairness doctrine, which requires broadcasters to present conflicting views on controversial public issues, he said. "There is no way the must-carry rules can be constitutional, if the fairness doctrine is unconstitutional," Ballard said. The FCC, in arguing the Quincy case, has had to abandon some "historical defenses" of the must-carry rules to keep its position consistent with Fowler's deregulatory/marketplace philosophy. "If he had to vote on must-carry," Ballard said, "to be consistent, he would have to vote against them. Maybe that's why he doesn't bring the issue up. He doesn't want to face that." □

First-quarter TV network sales off to roaring start

Some softness reported in sports and prime time programing; prices are up for nearly all time periods as activity shows signs of comeback after poorer fourth quarter

In what is being described as some of the most ferocious sales activity in recent years, both agency buyers and network sales people are reporting an unseasonably strong first quarter. First-quarter network advertising availabilities in daytime, evening news and late night are almost entirely sold out. But prime time and sports programing apparently are less robust as advertisers decide to hold off or funnel their money into other dayparts.

The daypart that is lagging the most in network advertising sales is prime time, which agency media buyers contend advertisers are declining to buy in favor of less expensive spots in daytime, news and late night programs. Buyers also note that the situation swings wildly between networks and program packages and also depends on what schedule the advertiser seeks, when in the quarter the deal is made and what spots the network has made available.

Network sales executives report that although prime time scatter is not sold out, the market is anything but soft. H. Weller (Jake) Keever, vice president of network sales at ABC, said that cost-per-thousand in prime time scatter is up on the average of 14% to 15% over rates negotiated in upfront sales. And CBS's Jerry Dominus, head of network sales, pronounced, "We are way ahead of

where we were last year at this time."

(The national spot market is less certain. Television station representative firms report that national spot advertising is up between 11% and 13% over the first quarter of 1983. Salesman acknowledge that the sales pace in January has been disappointingly slow, but they expect it to pick up speed later in the quarter. And, it was pointed out, dollars are beginning to flow from a new service category: regional phone companies that have been spun off as a result of the AT&T divestiture.)

Each of the networks has strengths and weaknesses in first-quarter sales. The winter and summer Olympics on ABC—which Keever reports are 97% sold out—are believed to have pulled advertisers off sports programing on both CBS and NBC. "You can drive a truck through it," was the way one buyer described scatter sports sales on CBS and NBC. However, other buyers noted that it was difficult to accurately gauge the Olympics' effect on sports sales now since sports, more than any other programing, is bought on a week-by-week basis.

ABC's Keever estimated that 60% of Olympics advertising is incremental—that is, money spent above and beyond what advertisers normally budget. But one agency separately estimated that the incremental dollars are closer to 40%, a figure which it said was based on Olympic sponsors' past advertising histories and their projected 1984 increases.

However, all at ABC is not rosy. According to market participants, that network has

Western sale. Twenty-three years after Western Broadcasting Co. was begun by Dale G. Moore, the group owner was sold, subject to FCC approval, for \$116 million, to SFN Companies Inc. The definitive agreement was announced last Thursday.

Moore, who was killed two years ago in an airplane crash (BROADCASTING, Nov. 30, 1981) was, with his family, 99% owner of the Missoula, Mont.-based company which had acquired three AM's, two FM's and four TV's. The sale of Western to SFN completes the settlement of his estate, the divestiture of which had begun a few months earlier with the individual sales of KSEI(AM)-KRBU(FM) Pocatello, Idaho, for \$1.35 million ("Changing Hands," Aug. 1, 1983) and KMVT-TV Twin Falls, Idaho, for \$11.4 million ("Changing Hands," Oct. 24, 1983).

Earl E. Morgenroth, Western's president, who also replaced Moore as chairman, said that "a tremendous number of companies had contacted us about the stations, several for the sale of the entire company, including other nonbroadcast companies."

The remaining Western broadcast properties which have been purchased by SFN, a Glenview, Ill.-based educational materials company, are: WTVM(TV) Columbus (ABC, ch.9) and WJBF(TV) Augusta (ABC, ch. 6), both Georgia; KGOV(AM) Missoula and KCAP-AM-FM Helena, both Montana; WAPA-TV San Juan, P.R. (ch. 4), and Televiscentro Films Inc., a San Juan-based Spanish-language audio and video production company. The sale also involves a warehouse and 1,000-acre ranch owned by Western. Broadcasting, however, accounted for 95% of the company's revenues, which were estimated by SFN at over \$50 million last year.

SFN, whose name comes from the stock ticker symbol previously held by textbook publisher, Scott, Foresman and Co., now SFN's primary subsidiary, has made several acquisitions within the past year outside its traditional educational focus. The company's chairman and president, John R. Purcell, former president, CBS/Publishing Group, announced earlier this year the \$24-million acquisition of Broadcast Advertisers Reports Inc. (BAR), the Darby, Pa.-based advertising research company that monitors and measures radio and television advertising. SFN's net income for the year ending April 30, 1983, was \$26.5 million on sales of \$273.4 million.

Morgenroth said he and other executives will continue in their roles at SFN for perhaps a year. Morgenroth plans to eventually set up a new corporation with members of Moore's family for purchase of broadcast properties when family trusts and estates are funded.

had a difficult time clearing children's programming spots. With a fourth-quarter Saturday morning rating of 5.3, ABC is ranked second behind NBC (6.5), but ahead of CBS (4.8). Soft sales in children's programming were in part attributed to the falling off of toy and game advertisers in the post-holiday season.

One agency, which keeps track of advertising units available in the marketplace, reported at present there are about 1,200 30-second units unsold among the three networks. The agency valued that inventory at about \$80 million, or \$66,000 per spot—described as "round" numbers. The 1,200 units represent about 12% of the three networks' first-quarter inventory. However, excluding the winter Olympics, the units total 11%, the agency said.

CBS is believed to hold over 600 of those unsold units, with ABC and NBC holding just under 300 apiece, according to the agency. The reason CBS holds more, an agency negotiator explained, is because "they held up their pricing in the long term higher than the other guys."

How much money is at stake depends on how much advertisers are willing to spend in the scatter market. According to one agency that has added up the available dollars as of last week, there was about \$25 million in sponsors' budgets being negotiated across the three networks, with perhaps another \$10 million to \$15 million surfacing before the quarter ends—which still leaves about \$40 million worth of units unsold. "Somebody's going to get stuck holding the bag," one buyer commented, and then ventured that CBS, which is estimated to hold over

half the units, would be the one.

However, the buyer added, it may not be as ominous as it sounds. Networks, he noted, can use the unsold scatter time and apply it to make-goods for advertisers from the preceding quarter.

Dominus, at CBS, said he didn't tally how many unsold units CBS had, compared to the other networks. But he pointed out straight comparisons are misleading. Dominus noted that CBS has two more weeks of inventory in the first quarter than ABC because the winter Olympics pulled out two weeks on ABC, and that while it may have approximately the same number of units as NBC, CBS's are priced higher. "It takes a lot more money to fill us up," Dominus explained.

Dominus also refuted reports that CBS held back more spots in the upfront season than the other two networks. "People thought CBS held back in upfront," Dominus said, "CBS did not hold back, but CBS also did not trumpet how much it sold. CBS wrote more dollars than ABC and we believe NBC as well."

Evening news sales are reported to be especially brisk for all three networks. "It's tighter than we've seen it in a couple of years," commented Lincoln Bumba, media director at Leo Burnett in Chicago. Larry Heffner, vice president of national sales at NBC, said that the *Today* show already is sold out for the first quarter, and that daytime at NBC also is roaring.

Heffner noted, however, that while prime time is good, it's perhaps not as good as could be expected. "We're seeing good activity," he observed, "but there's always

something to sell." Asked if he thought the Olympics was pulling advertisers away from their normal strategies, Heffner replied that 40% of the Olympic advertising is *not* incremental. "That's got to be coming from somewhere," he said. Heffner also said that advertisers who went into the Olympics did so for prime time and weekend exposure, and "that's why daytime is so strong." Another network sales executive advanced the theory that for some advertisers, prime time is getting too expensive and they are moving money out of it and buying other dayparts. Agency buyers agreed with that assessment. "Some amount of money has departed prime time and gone into other dayparts," confirmed Irwin Gotlieb, vice president and manager of national broadcast buying at Benton & Bowles, New York, and Gotlieb added that the way the market has shaped up this quarter he thinks that all three networks will come out ahead of where they were last year.

Network programs where there is said to still be inventory for February include NBC's *Tonight* and the Tuesday and Wednesday night movies on CBS. But the networks reportedly are getting average prime time C-P-M rate increases of between 10% and 15% over upfront prices. Buyers add that the "cream" packages tended to exceed 15%, although there were some deals negotiated for under 10%, too. As both sales executives and agency buyers continually point out, no two deals are alike, and C-P-M increases are not arbitrary but based on what program or program packages are expected to pull versus the frequency and timing of the sponsor. □

The man of the year is the man of the week

All NAB eyes in Maui will be on performance of Eddie Fritts as association president; he's coming off a rocky year with high hopes for a better one

To National Association of Broadcasters President Eddie Fritts, "1983 was a good year"—if not one without problems. This week, Fritts and NAB's television and radio boards, who are gathering in Maui, Hawaii, for their annual winter meeting, will address some of the difficulties left over from 1983 and get a preview of the way 1984 will turn out if the Fritts team has its way.

Fritts himself was certain to be a leading item on the Maui agenda this week, whether for all the criticism he has evoked since his election or for the activist legislative course on which he has put the association since then. For better or worse, the NAB came to bear his mark in 1983, and the Maui meeting was shaping up as a forum to examine his program and his leadership.

What will Fritts tell the boards? "That we're pleased with the direction we are moving in and that we're on track," he told BROADCASTING in a wide-ranging interview last week. "We've had some ups and downs, but by and large I am very pleased with the direction we're going in. It's been a settling-

in year."

Of all the problems that plagued the new president, the most persistent one had to do with personnel. All told, the association lost or anticipates losing four of its eight senior vice presidents, and while it has now replaced two of them, the most difficult post to fill—that of senior lobbyist—remains open. Not only is there the problem of replacements, there also is a threat to the organization's continuity posed by losing so many key people so fast.

Despite the setbacks—which include congressional criticism ("You can't lobby your way out of a paper bag in the House"), the TV trends study that was introduced at the national convention and had to be buried before year-end and the organization of major television station group operators into their own Washington caucus—Fritts forges ahead. He makes a case when presenting last year's accomplishments. NAB's legislative and regulatory achievements are contained in a 28-page annual report, the first of its kind to be prepared by the NAB, that will be distributed in Maui.

NAB won a key legislative victory when President Reagan signed the Radio Marti compromise bill in October. The association also made headway in the courts early this month. The U.S. Court of Appeals in Wash-

ington reaffirmed a 1982 decision by the Copyright Royalty Tribunal to increase the rates cable television stations pay for carriage of distant television signals.

NAB's drive to attract co-sponsors of H.R. 2382—the Tauke/Tauzin broadcast deregulation bill—also proved successful, Fritts points out. More than a majority of the House, 226 members, now back the bill. And unanimous passage of the Senate deregulation bill, S. 55, is another example of NAB's success, he says.

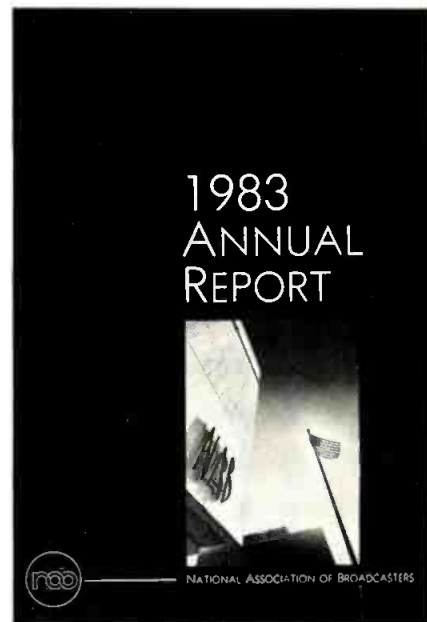
With TV deregulation on a fast track at the FCC, the Fritts NAB will keep a close watch on that agency. The association's deregulation emphasis, however, has not shifted to fit the circumstances. "We are not changing our mission. There is no lack of interest or emphasis in the government relations area. In fact it's going to continue to be stepped up," said Fritts.

"As we said all along, because of obvious difficulties in the House, we may not be able to obtain a bill that the industry could be satisfied with in its best interest.

"If legislation moves it has to be legislation that improves our lot, rather than layers on more regulation. We want to be in position to effectuate that. If we fail we are much further down the road than if we had never tried. We have shown we can garner 226 co-



Fritts and NAB's first-ever annual report scheduled to be distributed to the board on Wednesday.



sponsors. We have shown we can be aggressive. We know where our strengths and weaknesses are. We know where we can be effective and we know where we need to go to work."

Overall, Fritts believes things are looking up on the deregulation front. NAB has three things going for it: deregulation at the FCC, H.R. 2382 and "the negotiations" (referring to discussions in the House Telecommunications Subcommittee). "We're going to pick the best of the three," he said.

If Fritts planned to kick off the new year with a bang, he couldn't have done it more successfully than with NAB's announcement of plans to merge its radio programming conference with the annual convention of the National Radio Broadcasters Association (BROADCASTING, Jan. 9). Final approval, however, must come from both organizations' boards. The arrangement was made in negotiations with Bernie Mann, head of the Mann Media station group and president of the NRBA.

The announcement has already attracted the praise of an NAB member. William O'Shaughnessy, of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., in a letter to NAB's president, "You deserve all the credit for building this bridge. I am so proud that our national association under your enlightened guidance has taken those initiatives that one day may lead to the creation of a strong united voice which will speak clearly and effectively for the radio broadcasters of America."

Fritts is pleased too. "I think it is a real star in our crown. I think it's to Bernie's credit and, quite frankly, to my credit that we were able to get together and talk and lead our respective organizations to common ground. By working together and cooperating together nothing but good can flow from that."

Fritts is confident the joint effort will take off. "We have a mandate in the building to make it happen," he says. NAB, he explained, is folding its conference into NRBA's. "We are accepting their dates [Sept. 16-19] and their location [Los Angeles]."

The convention will be co-chaired by Martin Beck, chairman of the NAB radio board, and Mann.

"This is a big imposition on us," Fritts said. "It poses a financial liability with our backing out of the Hilton in Atlanta. It poses a number of difficulties with exhibitors and with conference people. We are committed, however, to making it run smoothly."

In addition to the new convention there are a number of other priorities that Fritts has outlined for 1984. The deregulation initiative in Congress is first. After that, "must-carry for television is a priority issue. We're also concerned about the cost implications on program transmission costs due to the AT&T breakup. We're concerned about broadcasters' First Amendment rights. Alcoholic beverage advertising is of great concern to us. Those are some of the issues."

Fritts has an internal agenda as well. The formation of a new management team is crucial. Within the next few weeks Fritts predicts a team will jell. "We have the nucleus of a very sound organization," he says, pointing out that a reinforcement of NAB's government relations department is in the making. There are four vacancies in the department's table of organization, including the two top management seats. "It's a department we're committed to expanding. We're opening up a 19-person office on the second floor with its own conference room with its own separate computer.

"Right now we're emphasizing a very strong and expanded government relations department [and] very strong and expanded, separate radio and separate television departments. We want a clear and separate, strong identity for television. We think we've got the right guy in the right spot for that, Dick Hollands. We want a clear and separate identity for radio. We think we have the right guy in the right spot for that, David Parnigoni."

Finding a new senior lobbyist, however, has not been easy. NAB lost its senior vice president for government relations, Steven

Stockmeyer, in October. Not only did he leave abruptly (the day after an abrasive meeting between NAB leadership and the Television Operators Caucus) but he slammed the door loudly after him ("I thought [the NAB] was 10 years behind the times. Now I realize it's 30 or 40 years behind and that it's a waste of time to try to bring them up to date").

A principal roadblock to finding a "blue-chipper" to replace Stockmeyer has been salary. Two big ones who were said to have gotten away because of dissatisfaction with NAB's offers were Jim Range, senior counsel to Senate Majority Leader Howard Baker (R-Tenn.), and former Federal Trade Commission member David Clanton.

Fritts resists suggestions that NAB may be having a hard time landing a chief lobbyist because the association itself has acquired a bad reputation in town. Among his explanations to the contrary is that "political operatives in this town have taken a significant spiral in income in the past 18 months. It's something our association is going to have to address. Not only in income insofar as top political operatives, but at all levels. It's something I am aware of and it's something the executive committee will become aware of in the future.

"We're not without candidates. The people who are really wired have cycled out with the 97th Congress. The new ones are just cycling in and it's difficult to attract them out before they get their full power base established. The real blue chippers, quite frankly, for one reason or another—mostly because of what I contend are cycles—are not available to us right now. But there are some very good people available to us."

Fritts is not discouraged by the staff resignations. "We're pleased that NAB is a target for quality personnel. I am glad to see our people are able to move upward. The timing is unfortunate for us."

Looking toward the future, Fritts will depend on NAB's long-range plan to help

guide him. The plan calls for a growing emphasis on representation and services to broadcasters. "We'll teach broadcasters how to manage better, how to take advantage of new technologies and to better utilize ratings and research firms. We'll have a new legal guide. The engineering and science department is cranking out a new engineering handbook by September and the legal guide will be out in April."

Fritts has his own ideas about what lies ahead for the industry. "A number of investors are purchasing broadcast stations for investment purposes—people whose primary business isn't broadcasting. Those people historically don't have the love or appreciation or depth of understanding that the traditional broadcaster has."

He thinks, however, that, while their commitment to the industry might not be as strong, they will continue to serve the public.

Fritts predicts the television industry will remain healthy and continue to grow but will also continue to diversify. "The traditional broadcaster is looking at diversifying, thinking of new ways to be involved in communications or ancillary businesses. I think TV, as cable continues to grow, will face increasing fragmentation and the key to all of it is that the local stations will continue to serve the local markets."

Fritts is optimistic about radio's future, too. "Radio has gone through major shakeout after major shakeout and continues to be profitable and continues to grow. Broadcasters are survivors and are very good—as innovators and creators—at being able to figure a way to get ahead. It's an exciting business and we're in exciting times." □

Baumann's in. Henry L. (Jeff) Baumann, deputy chief of the FCC's Mass Media Bureau, will be joining the National Association of Broadcasters as its new senior vice president and general counsel, succeeding Erwin Krasnow, who leaves to join the Washington law firm of Verner, Lipfert, Bernhard & McPherson on March 31.

The 39-year-old Baumann joined the FCC in 1969 after taking his law degree at Dickinson School of Law, Carlisle, Pa. He started as a staff attorney with the compliance branch of the complaints and compliance division. In 1976 he was named chief of the Broadcast Bureau's renewal branch and in 1979 he became chief of the policy and rules division there. He was named deputy chief in 1981 and has held his present position since November 1982.

Baumann is looking forward to a move to the private sector. It was a decision he reached quickly. NAB interviewed Baumann the week before he accepted the post. The position, he says, "fulfills one of my goals of mixing my legal ability together with policy, together with legislation, together with dealing with people and managing people. And I really view it as an ideal opportunity for me."

There is a catch, however. The law prevents Baumann, as a former FCC employe, from practicing before the commission or in the courts on commission matters for a year after he leaves the agency. "It's basically a prohibition against advocating a position in front of the agency. In many respects it's very minor because I can still advise, I can still participate in decision making I can be involved in issues. It really applies to signing pleadings. We don't view that as a problem."

It's too early, Baumann says, to state his views or outline a specific program. "I do view myself as an organization person, somebody who takes great delight in working very hard within an organization to better the organization." □

Phased out. On another NAB front, Larry Tierney, vice president for membership, resigned last week. (BROADCASTING reported Tierney was on the way out last year [BROADCASTING, July 18, 1983]). Tierney's resignation is part of an overall plan to dissolve the membership department and split its functions between the radio and television departments.



One round goes to Warner in fight with Murdoch

Delaware judge turns down Australian publisher's request to issue restraining order blocking stock swap that would prevent him from acquiring further Warner interest

Warner Communications won one skirmish last week in its battle to block Australian publisher Rupert Murdoch from taking control of the company.

A Delaware judge refused to issue a temporary restraining order that would have stopped the proposed stock swap between Warner and Chris-Craft Communications Inc. The judge said Murdoch's News International Corp., which owns 7% of Warner, had not shown that it would be deprived of its rights as a shareholder or suffer irreparable harm.

Meanwhile, the companies continued to slug it out in filings and counterfilings at the FCC.

As reported, Murdoch's News Corp. late in 1983 acquired a 7% share in Warner Communications through separate transactions totaling \$101.3 million. Murdoch subsequently said he would seek to acquire a ma-

majority of Warner's outstanding stock, perhaps waging a proxy battle to achieve that end. Murdoch has made clear that he is primarily interested in Warner's film library and the studio, which produces movies and television shows. Separately, Warner and Chris-Craft Industries announced an agreement that would give Chris-Craft a 19% interest in Warner in exchange for Warner's acquiring a 42.5% interest in Chris-Craft's television subsidiary, BHC. At 7%, Murdoch is Warner's largest shareholder (BROADCASTING, Jan. 9).

Murdoch filed suit in Delaware, where Warner is incorporated, seeking to prevent the proposed Warner-Chris-Craft transaction. Lawyers for Murdoch had been arguing that the deal between Warner and Chris-Craft was a last-minute attempt to block Murdoch from taking control. Warner lawyers denied that; they accused Murdoch of lying when he said his original 7% buy was solely for investment purposes.

On another front, Chris-Craft and Warner asked the FCC to disregard Murdoch's request that the agency block the proposed stock exchange (BROADCASTING, Jan. 9).

In a filing at the FCC, the two companies said Murdoch's News International was only trying to use the commission for its own ends: maneuvering itself into control of Warner. "The commission is not required to aid News International in its attempt to subordinate the public to its own private interests," the companies said.

Murdoch had asked the commission to block the proposed stock exchange between Warner and Chris-Craft, alleging, among other things, that the move would result in violations of the FCC's crossownership rules. In a supplementary filing last week, Murdoch and company said a Mass Media Bureau ruling the week before underscored its allegation that the proposed transaction would violate the commission's cable-broadcast television crossownership rules—and the need for the FCC to give the transaction its prior approval.

In the action cited, the bureau fined William D. Mounger \$2,000 for buying part of a cable system in violation of the crossownership rules. Mounger is secretary-treasurer and 8% owner of TV-3 Inc., licensee of WLBT-TV Jackson, Miss. Early last year, he bought 23% of Torrence Cablevision Corp., operator of a cable system within the broadcast station's Grade B contour. Several months after making his cable buy—and in the wake of several FCC staff inquiries—Mounger requested a waiver of the cross-

ownership rules, noting that he had placed his shares in a blind trust. The Mass Media Bureau granted Mounger a waiver for one year only, "to enable Mr. Mounger to keep his interest in Torrence in trust pending its divestiture."

According to Murdoch and company, Chris-Craft and Warner, "no doubt" have reckoned, from the Mounger case, that they will only be assessed a fine and ordered to divest, "at a convenient date, while their extraneous private interests are meantime being served by an immediate closing of their transaction."

"The FCC's responsibility, however, is to the public interest and it must utilize the power given to it by Congress to prevent clear violations of the public interest. With the knowledge that the commission now has in hand, it must take prompt and effective action to stay this transaction. Otherwise, no party will be deterred from proceeding in willful violation of the rules, knowing that all it possibly faces is later divestiture and nominal [\$20,000 maximum] fines."

In a counterfiling at the FCC, Warner and Chris-Craft said their proposed transaction would not result in a violation of the cable-broadcast TV crossownership prohibition.

Warner Amex Cable Communications Inc., which is 50% owned by Warner, owns Los Angeles-area systems serving the communities of Lake Arrowhead, Crestline, Malibu, Big Bear City and Wrightwood. Chris-Craft, through its BHC subsidiary, owns KCOP(TV) Los Angeles, and the aforementioned cable systems would fall within that TV station's Grade B contour. Warner Amex also owns cable systems serving the communities of Sandy, Hood River, and Wemme, all Oregon, and Bingen and White Salmon, both Washington, and all of those are within the Grade B contours of KPTV(TV) Portland, Ore., another BHC station.

But before the transaction is closed, Warner and Chris-Craft said, Warner will divest itself of any interest in the affected cable television systems. The parties said ownership of the systems would be held by two new corporations, one for the affected California properties, and one for the affected Oregon and Washington properties. All of the voting stock of those new entities would be held by Amex Cable Holding Co., a wholly owned subsidiary of the American Express Co., Warner's interest in the new corporations would consist of nonconvertible nonvoting stock, with no contingent control rights. Warner would exert no control over the new corporation, and no officer, director or employe of Warner or Warner Amex would serve on the boards of directors, or would be an officer or employe of those corporations, they said. Since nonvoting stock interests aren't cognizable under FCC crossownership rules, the transaction wouldn't violate the rules, they said.

On another front, BHC owns 50.1% of United Television Inc., which is the licensee of KMOL-TV San Antonio, Tex.—and that's home base for two Murdoch newspapers, the *San Antonio Express* and the *San Antonio News*. But Chris-Craft and Warner said the proposed transaction shouldn't raise a viola-

tion of the newspaper-television crossownership rules either. Warner and Chris-Craft said the FCC has ruled that minority stock interests in newspaper-broadcast crossownership situations are permitted where the reportable interest is not tied to any position in management and is otherwise not likely to result in control of the station at issue. In the case at hand, after the proposed transaction, only News International would own interests in both the newspapers and the broadcast station, and its derivative interest would amount to about one half of 1%, they said. (They said that after the proposed stock transfer, News International will own about 5% of Warner [since News International's percentage interest in Warner will be diluted when Warner issues stock to BHC]; Warner will own 20% of BHC, which owns 50.1% of United Television, the station's licensee. News International would come out with an equitable interest of about 0.5% in the station, they said.) The FCC permits an entity to own 1% of a widely held media firm—one with more than 50 shareholders—before it considers it as being owned under its ownership rules.

Even if the commission were to find that the transaction would be inconsistent with its crossownership prohibition, they said, the parties would have until 1988, when KMOL

next has to submit a renewal application, to correct the situation.

The two companies also said News International's newspaper-broadcast crossownership argument was based on a Rube Goldberg contraption. "The gist of News International's claim must be that after consummation of the agreement, News International, through its 5% interest in Warner, by some inexplicable legerdemain will be able to overcome Chris-Craft's 19% interest in Warner and the hostility of Warner's management, in order to jackknife Warner's minority interest in BHC's television stations into a controlling interest and to transform Chris-Craft's majority position into a minority interest, and thereby eliminate competition and diversity of editorial views between News International's newspapers and Chris-Craft's television station in San Antonio. This absurdly improbable argument is also audaciously ironic: By its petitions, News International is seeking to protect the public from News International itself. Its petitions are a plea to the commission to protect the public from the possibility that News International will itself manipulate its minority interest in Warner so as to suppress economic and editorial competition between its newspapers and Chris-Craft's television stations," they said. □

Regional concentration latest on FCC's dereg hit list

Commission votes to repeal or modify ownership regulation, Rivera is only dissenting vote

The FCC's regional concentration rule, which prohibits ownership of three broadcast stations when any two of them are located within 100 miles of the third (and the primary service contour of any of the stations overlaps that of another), appears to be headed for the scrap heap.

In a 4-1 vote (with Commissioner Henry Rivera dissenting), the FCC last week proposed to repeal, or at least "substantially relax," the rule. The Mass Media Bureau said total elimination was the appropriate solution. "Our judgment is that the rule should be repealed," said Andrew Rhodes, the bureau attorney who presented the item.

Before the rule was put into place in 1977, the commission examined, on a case-by-case basis, acquisitions that it thought might result in regional concentration. But it apparently has no intention of falling back on that policy. "Based on what we know at this time, we would delete the rule and the policy," said James McKinney, Mass Media Bureau chief.

Chairman Mark Fowler added that the rule had been founded on a "suspect" premise: that broadcasters could control the flow of information to the public. That premise is "extremely suspect" when the variety of means of reaching the public—for example, newspapers and magazines—are considered, he said. "I would very much think the

public interest would be served better" without the rule, Fowler said.

Rivera said he dissented for "basically" the same reasons he dissented from the FCC's notice of proposed rulemaking looking toward re-examining the need for its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (BROADCASTING, Sept. 26, 1983). The proposal at hand, Rivera said, should have underscored alternatives to outright repeal. "They really don't have any alternative to outright repeal in the document," Rivera said after the meeting. "I think they should have exhibited some more flexibility."

The rulemaking, which responds to a petition by the National Association of Broadcasters, says that the existing rule did not "accurately or consistently" identify circumstances likely to involve "undue" concentration of control. It further says that restricting the multiple ownership of stations might stand in the way of economies of scale and operational efficiencies that might permit the production and presentation of new programming, the improvement of existing facilities and the use of frequency allocations currently lying fallow because they can't be economically run without economies realized through multiple ownership.

The FCC also said the substantial growth in the number and variety of media outlets since the rule was originally adopted argued in favor of re-evaluating the need for the rule. (Since 1977, the number of radio stations has increased 18.9%, of TV stations

36.7%, for example.)

It further noted that competition has been significantly heightened by technologies like cable and the multipoint distribution service. Competition can be expected to increase, it added, with the introduction of technologies like low-power television and direct broadcast satellite service.

The FCC requested comment on how the rule should be changed, if it is not eliminated entirely. It also requested comment on the effect its duopoly and one-to-a-market rules—and non-FCC ownership limitations such as the antitrust laws—have on the need for continued regional ownership restraints.

The duopoly rule generally prohibits the common ownership of two commercial stations, whose primary service contours overlap, in the same service. The one-to-a-market rule generally limits ownership to one AM-FM combination, one commercial TV or one daily newspaper in a market (although the commission, on a case-by-case basis, may permit common ownership of a radio station and a UHF television station in the same market).

After the meeting, Robert Ratcliffe, chief of the Mass Media Bureau's legal branch, said he didn't think the FCC intended to repeal, or review the need for, either the duopoly or one-to-a-market rules. □

NBC regroup for rest of TV season

Tartikoff says network was disappointed with this year's schedule, says it will rely more on 'gut' instincts with midseason replacements

NBC Entertainment President Brandon Tartikoff, acknowledging that his network "totally missed the marketplace" with its new prime time series last fall, last Thursday (Jan. 12) expressed confidence in the potential of midseason replacement shows to improve NBC's ratings and disclosed initial programing commitments for the 1984-85 season.

In answer to questions posed to him during a Consumer Press Tour news conference at the Century Plaza hotel in Los Angeles, Tartikoff conceded he was "pretty disappointed" in the performance of most of NBC's new entries last fall. For the most part, he said, "they were executed pretty well, they went into pretty tough time periods, and didn't fare very well." Tartikoff said NBC's ratings have been essentially flat as compared with last year.

"I don't think we have changed our philosophy of entertainment," he explained in referring to new entries being added to the schedule. "We hope to be better at picking more commercial properties." As Tartikoff sees it, NBC served "too many masters in the kinds of shows that we were putting on. Serving other masters got us away from the



Tartikoff

'gut' kind of calls." He suggested that the future success of a new show may be predicted "by the way you feel in your pulse."

Tartikoff said NBC hasn't given up on two of last fall's new entries—*Jennifer Slept Here* and *The Roustlers*—that are currently on hiatus. Saturday night's *Yellow Rose* will not be moved from its current time slot in the near future, although some casting and format changes are being implemented. The NBC News program, *First Camera*, now scheduled opposite CBS's *60 Minutes*, should be strengthened by a regular 7 p.m. start-time and a revamped *NBC Nightly News* lead-in on Sundays, according to Tartikoff.

Among new programing announcements, the NBC executive said Michael Landon will star in a yet untitled prime time series and will produce made-for-television movies and mini-series for the network, some of which he will star in. The series will be one of Landon's first projects and was described by Tartikoff as "a humanistic drama" that could begin as early as next fall.

In daytime programing, NBC has signed the writer/producer team of Jerome and Bridget Dobson to develop *Santa Barbara* as a new daytime serial set in the California city of the title.

NBC will produce about 10 mini-series and more than 30 made-for-television movies for the next season, Tartikoff said. This compares with "seven or eight" mini-series and between 20 and 30 made-for-television movies expected to air this year. The increase, which Tartikoff observes among all three commercial networks, is one of the most significant trends he sees in the current programing era. The shift away from theatrical films, he noted, has become evident during season premieres and sweep periods.

Among new programs in this genre revealed by Tartikoff for the upcoming months are: *The Sun Also Rises*, a four hour mini-series based on the classic Ernest Hemingway novel (to be shown in two parts during the 1984-85 season); *Evergreen*, a six-hour mini-series based on Belva Plain's romantic novel (to be telecast next season); and *My Life as a Man*, a two-hour made-for-TV

movie based on a *Village Voice* article about a woman reporter posing as a man (to air March 12). A previously announced mini-series, *Celebrity*, and a made-for-TV movie starring Gary Coleman, *Fantastic World of D.C. Collins*, will air opposite ABC's winter Olympic programing next month.

Tartikoff discounted the suggestion that comedies are beginning to fade as a prime time genre, indicating that "10 or 12" comedies will be on the NBC roster next fall.

In answer to a question about the ability of broadcast television to match pay television's liberal content guidelines, Tartikoff said he believes broadcast networks drift "three or four degrees to the left [each season], just as society does." Lobbying by the Coalition for Better Television and other reform-minded groups contributed to "a bland pallor on a lot of programing" several years ago, Tartikoff said, and may have helped escalate the loss of network share. He noted that NBC "has never yanked a program" because of such pressures, although the network has lost advertising revenues in some instances. One *Quincy* episode cost the network \$300,000 and last March's *Special Bulletin* made-for-television movie resulted in a \$1-million drop-off in advertising, he disclosed.

During a separate Wednesday evening news briefing, NBC News vice president for political and special programing, Gordon Manning, confirmed that current NBC News President Reuven Frank will oversee 1984 election and political convention coverage for the network, even though current PBS President Larry Grossman will officially take over Frank's job in May. Manning said the decision is a combination of Grossman's desire to defer to Frank's experience in such coverage and the fact that much of the development and planning for NBC News's coverage is already under way. "We will be working for Reuven Frank," Manning told the assembled television writers. "That's one aspect [of news] Larry [Grossman] says he is not going to worry about," he said.

Manning disclosed that former *Nightly News* co-anchor Roger Mudd has not been added to NBC's election coverage schedule pending the outcome of Mudd's negotiations with NBC management over terms of his role as chief political correspondent for the network.

Manning also said that NBC News will not alter its policy of projecting winners in political races in states where all or a majority of polls have closed. The network will also exercise the option of projecting the winner of the presidential race before polls have closed in Western states when it deems it appropriate.

"We haven't really seen any evidence that there has been a significant effect [on voter behavior] one way or the other" as a result of such projections, Manning insisted.

Manning said NBC News is currently studying a proposal advanced by the Public Broadcasting Service whereby NBC and other commercial networks would assist the noncommercial service in providing technical facilities enabling PBS to provide gavel-to-gavel coverage of the political conventions this year. □

ENTERTAINMENT

TONIGHT / THIS WEEK

America's #1 first-run series soars to new heights in its third season! The early November reports show incredible increases over year-ago programs as well as phenomenal Shares like these: 47 for Women 18-49 in Jacksonville, 42 for Men 18-49 in Beaumont-Port-Arthur, and 41 for Women 18-49 in Tampa-St. Petersburg! And the pronounced Young Adult skew prevails coast to coast!

UP UP AND AWAY!

Continuing growth... top Ratings and Shares, and strong young demographics are three good reasons advertisers are paying premium prices for the most prestigious series in syndication - ENTERTAINMENT TONIGHT!

THE LOCAL MARKET STORY

NEW YORK WABC 7:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	14	20	15
Nov. '82 Share (various)	10	11	10
UP	40%	82%	50%

MIAMI WSVN 7:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	23	27	27
Nov. '82 Share (ET)	18	19	19
UP	28%	42%	42%

BUFFALO WGRZ 7:00 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	28	35	39
Nov. '82 Share (ET)	25	29	33
UP	12%	21%	18%

LOUISVILLE WHAS 7:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	24	40	36
Nov. '82 Share	21	26	24
UP	14%	54%	50%

TULSA KOTV 6:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	30	25	27
Nov. '82 Share (ET)	19	18	20
UP	58%	39%	35%

ALBANY-SCHENECTADY/ WNYT 7:00 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	22	32	25
Nov. '82 Share (ET)	17	29	22
UP	29%	10%	14%

DALLAS WFAA 10:30 PM, T-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	24	28	25
Nov. '82 Share (various)	19	16	19
UP	26%	75%	32%

THE NATIONAL STORY

	1983 Rating	1982 Rating	
ET	11.0	9.5	UP 16%
ETW	6.4	5.6	UP 14%
ET/ETW	17.4	15.1	UP 15%



Mary Hart & Ron Henderson of ENTERTAINMENT TONIGHT



Alan Arthur & Dixie Whitley of ENTERTAINMENT THIS WEEK

* NSI CASSANDRA Nov. 1983
* NTL 11/28 12/4/83 vs. 11/29 12/5/82



Sorting out the DBS proposals

While eight companies have FCC approval to launch the new direct-to-home service, how many will survive is not clear

If plans always became reality, homes equipped with small, low-cost earth stations within the continental U.S. (CONUS) would be able to receive up to 43 channels of television beamed from high-power communications satellites by the end of this decade.

The eight companies authorized by the FCC in late 1982 to enter the direct broadcast satellite business have proposed building and launching 21 satellites to offer 43 channels of national service.

But, as entrepreneurs of the Fifth Estate know as well as those in other industries, plans are as likely to become so much scrap paper as they are reality. No one knows how many of the eight will go ahead with its plans and no one knows how many channels, if any, Americans will be able to receive from broadcast satellites in 1990.

So far, of the eight, only Comsat and its Satellite Television Corp. have shown that they have what it takes to move their plans from the drawing board to the field. Comsat has been working (and pouring millions of dollars into) the project since 1978. STC has awarded a contract to RCA Astro-Electronics for the construction of two three-transponder satellites it needs to broadcast six channels of service in the eastern half of CONUS beginning in 1986 as the first phase of a six-channel national service. To protect its market and gain some operational experience, STC plans to lease five transponders on SBS IV, a medium-power fixed satellite, to offer a five-channel service in the Northeast starting later this year. The urgency of getting into the market early was underscored last November when United Satellite Communications Inc. launched a medium-power DBS service using the Canadian fixed satellite, Anik C-II.

CBS looks as though it might go ahead in partnership with STC. By combining their

systems, CBS and STC could offer up to 12 channels of service by the end of 1987 to the eastern half of CONUS and later to the entire CONUS. (CBS has long envisioned DBS as a medium for high-definition television and has developed a system for broadcasting HDTV over two not-necessarily-contiguous DBS channels. An HDTV service could be phased in over time since the HDTV signal would be compatible with conventional DBS receivers.)

How serious CBS is about its plans is difficult to determine. It told the FCC two

high-power satellites. While willing to go ahead with some of the spadework, Ford apparently will not begin building the satellites until DBSC comes up with some money and a firm contract is signed.

Of the remaining four companies, Western Union and RCA Americom certainly have the money, but they have yet to show a willingness to spend it on their DBS systems. Video Satellite Systems and Graphic Scanning Inc. have presented no evidence of moving forward on their plans.

When the FCC granted the eight permission to build the first of their satellites in 1982, it set a deadline by which the eight had to have awarded contracts for their satellites

DBS channels by orbital slot

	Eastern half of CONUS (Degrees West Longitude)			Western half of CONUS (Degrees West Longitude)	
	101	110	119	148	157
CBS	6	—	—	6	—
DBSC	10	—	—	10	—
Graphic	—	—	2	2	—
RCA	6	—	6	6	6
STC	6	—	—	6	—
USSB	6	—	—	6	—
VSS	—	—	6	6	—
Western Union	—	4	4	4	4
Totals	34	4	18	46	10

weeks ago that it had signed a contract with TRW Inc. for the construction of its first (eastern half of CONUS) satellite, which would cost between \$75 million and \$100 million. But the contract appears at this point to be nothing more than a relatively modest agreement by which TRW will continue its development work on the satellite pending CBS's final decision on whether to go ahead with its plans.

The only other authorized DBS companies showing signs of one day being in the DBS business are United States Satellite Broadcasting and Direct Broadcast Satellite Corp. USSB, a subsidiary of Hubbard Broadcasting, and DBSC have been actively searching for investors. DBSC has signed a \$240-million "memo of understanding" with Ford Aerospace for the construction of two

or started construction of their satellites. Only STC has satisfied the "due diligence" test. A company's failure to meet the deadline means loss of its construction permit. After one extension, the deadline is now July 17.

At the Regional Administrative Radio Conference in Geneva last summer, the U.S. was allocated 32 channels at eight different orbital slots. For various technical and economic reasons, most of the DBS companies have requested orbital slots at 101 degrees west longitude to serve the eastern half of CONUS or the Eastern and central time zones and at 148 degrees to serve the western half of CONUS or the mountain and Western time zones. Five companies requested 34 channels at 101 degrees and eight asked for 46 at 148. □

Up in the air with DBS

DBS permittee	Operational satellites	Transponders per satellite	Coverage of each satellite	Channels of service	Orbital slots (west longitude)
CBS	2	6	Half CONUS*	6	101,148
DBSC	2	10 ¹	Half CONUS	10 ¹	101,148
Graphic	2	2	Half CONUS	2	119,148
RCA	4	6	Time zone	6	101,119,148,157
STC	3 or 4 ²	3 or 6 ²	Half CONUS	6	101,148
USSB	2	6	Half CONUS ³	3 ³	101,148
VSS	2	6	Half CONUS	6	119,148
Western Union	4	4	Time zone	4	101,119,148,157

* CONTinental U.S.

¹ Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

² STC plans to provide six channels of service to the Eastern half of CONUS through two co-located three-transponder satellites at 101 degrees west longitude; it plans to provide similar service to western half of CONUS through two three-transponder satellites or, more likely, one six-transponder satellite at 148 degrees.

³ Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 101 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone.

Independents

State of the Art 1984

KATZ INDEPENDENT TELEVISION

People Make The Difference

Selling independent stations effectively takes the concentrated efforts of strong management, sales, marketing, research and programming specialists. Katz Independent Television has them all.

Katz Independent has the most experienced management team, the most aggressive sales force and the most sophisticated independent sales support and marketing operation in the business.

Katz Independent is the best because we have the best people—people who are committed to maximizing sales opportunities. People who are dedicated to the growth of independent stations.



Katz Independent Television . The best.

KATZ INDEPENDENT TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC

THE NEW LOCAL PROGRAM NETWORK LOOKS GOOD NO MATTER WHERE YOU SIT.

“Any news producer could very easily use LPN in any newscast. They’re superb kinds of pieces that any station would be proud to run.”

Spence Kinard,
KSL-TV, Salt Lake City



“You only have so many resources at a station. LPN allows a greater quality of production that can be extended over a greater number of programs.”

Bob Jones,
KING-TV, Seattle



“LPN puts a station in touch with the country at a very grass roots level. For the financial risk involved, the upside is terrific.”

Jim Coppersmith,
WCVB-TV, Boston



Local Program Network offers you something you can't get from any other service. Variety.

Our stories can be used in morning talk shows, magazine formats, public affairs programs and your noon, early and late news. And you can edit our weekly reel into a locally produced program of its own.

We even take care of some of the editing for you.



Most of our stories come in both long and short versions. To get a demo cassette of LPN programming, call George Back at (212) 696-1812, David Fox at (212) 532-2684 or Joan Marcus at (213) 937-1254.

Or if you would prefer a word of mouth recommendation, call any of your associates at our member stations. They'll tell you how good LPN looks from where they sit.

KING-TV
Seattle

KRON-TV
San Francisco

KSL-TV
Salt Lake City

WAGA-TV
Atlanta

WBTV-TV
Charlotte

WCCO-TV
Minneapolis

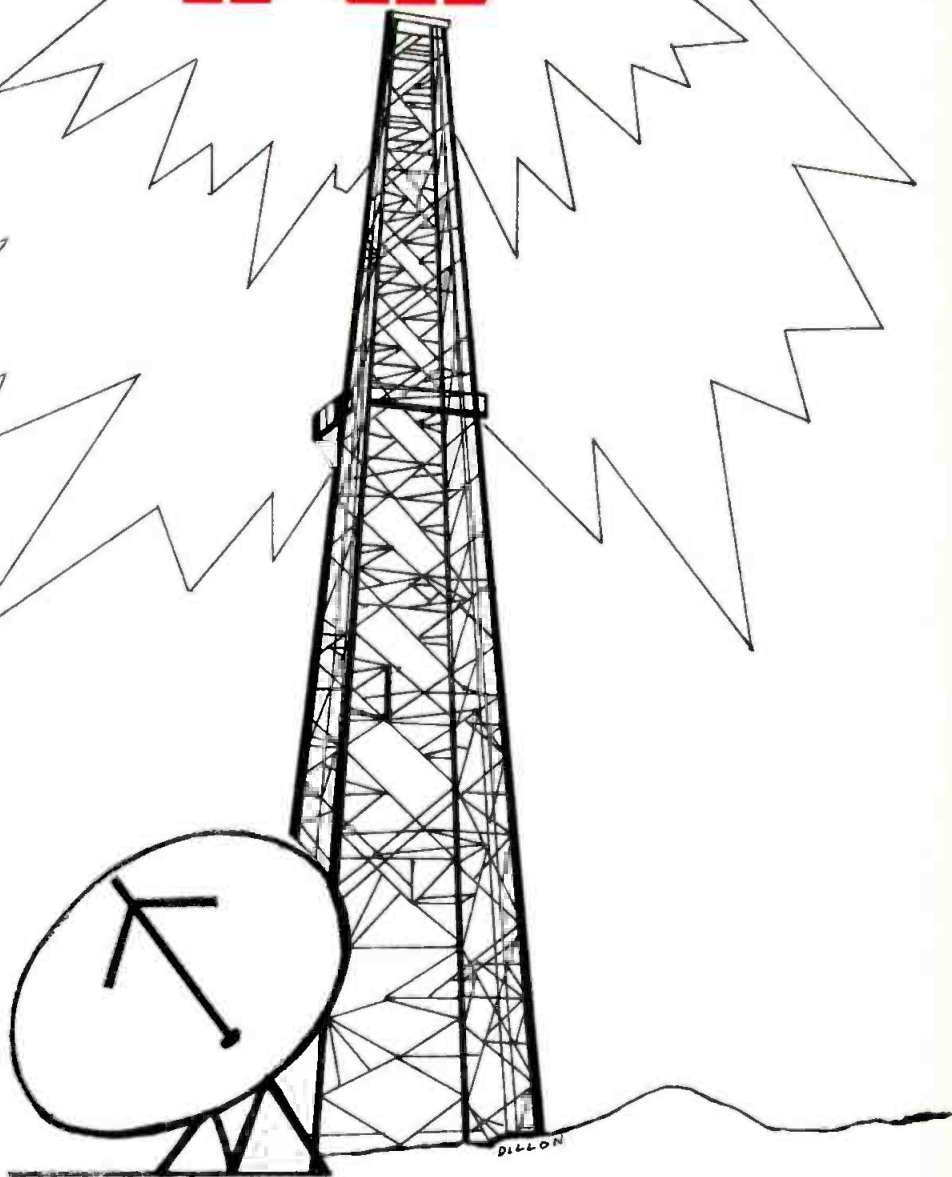
WCVB-TV
Boston

WDVM-TV
Washington

Special Report

INTV

The networks may be plagued by viewer erosion and the cable industry by a loss of momentum, but the independent television station business continues its upward spiral of success. As the Association of Independent Television Stations meets this week in Los Angeles, its celebration will be tempered by the realization of the problems profitability brings. To independents, a major step toward continued success would be a favorable resolution to the financial interest and syndication rules. That issue goes hand-in-hand with the problem of finding quality product in a shrinking program environment. A review of the current world of independents commences on page 54.



WE'RE PROUD OF THE CRITICAL ACCLAIM GIVEN TO "woman to woman" ...

"woman to woman" is certainly a step in the right direction for commercial daytime television...it is handled with intelligence. And it beats a steady diet of game shows."

John O'Connor, New York Times

"woman to woman" looked very promising in its debut...it's the classic coffee klatch but the truth is that we men may have the most to learn by listening."

Lee Margulies, Los Angeles Times

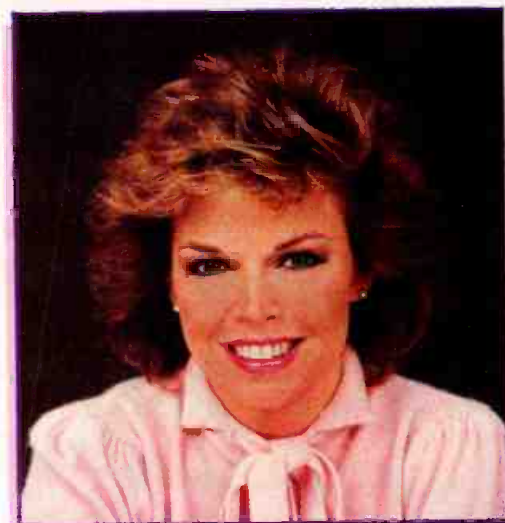
HOWEVER, WE ARE EQUALLY PROUD TOUGHEST CRITICS — OUR VIEWERS,

"This program better last several years — what a fabulous alternative to the soapies!"

Milwaukee viewer

"The candid discussion coupled with the first rate hostessing by Pat Mitchell make for a long-needed, long-awaited program for and *about* women."

Atlanta viewer



hosted by Pat Mitchell



OF THE RESPONSE OF TELEVISION'S

"I feel as though I have a room full of friends talking to me every morning."

Philadelphia viewer

"It is such an enlightening program and it certainly improves my day and my outlook on myself."

Tampa viewer

"In all the differing points of view there is a unifying theme that women in the United States have much sensitivity to life's important issues."

New York viewer

"I love 'woman to woman'. It's a big improvement over the 'Jackson'/'Donahue' program previously in that time slot"

Chicago viewer

"You help us all to realize that others care and are facing similar problems. May we congratulate you for such a fine show."

Montclair, N.J. viewer

**Call: BRUCE JOHANSEN
(213) 460-5831**



GOLDEN WEST TELEVISION

5800 Sunset Boulevard
P.O. Box 500 Los Angeles, CA 90078

©1983 GOLDEN WEST TELEVISION

Independents on a roll they hope won't stop

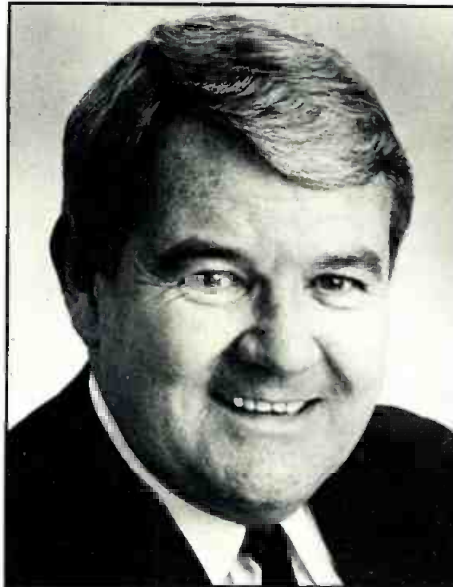
Stations are reporting growing revenues and ratings; foremost on their minds at INTV conference is fin-syn fight with networks

Whatever else can be said about independent television, the numbers show an industry that has seen explosive growth over the past five years. According to the Association of Independent Television Stations (INTV), the number of commercial independent outlets in operation from 1979 through 1983 has more than doubled to about 195 stations.

But the industry's growth has not been limited to an expansion of physical assets. Ratings growth and a near doubling of independent annual revenues since 1979 to a little more than \$1.9 billion, are also making the investment in independent TV by many entrepreneurs, group owners and others, well justified, and even attractive.

And independent television's boom years appear to be only starting, although managers in the business caution that in order for the business to remain vital and continue to give affiliated stations a run for their money, it must continue to develop program sources that will keep audiences tuned in to the medium. That's why the continuing battle between the networks on one side and independents and the Hollywood production community on the other over repeal of the FCC's financial interest and syndicated exclusivity rules remains foremost on the minds of many attending this week's INTV convention in Los Angeles.

"It's far and away the surpassing issue," said Ted Adams, senior vice president, Taft Broadcasting and general manager, WCIX-TV Miami, who will moderate a session at the INTV convention addressing the ongoing debate. "It comes down to network control of programing—holding a *M*A*S*H* out of the [off-network] marketplace, for example," he said. Adams said it was "unrealistic" to think that the networks, if suddenly



Somerville

allowed to distribute their programing in the syndicated marketplace, which the rules in question now prohibit, would not hold back the most attractive program properties. "It wouldn't be in their best interests not to do so," he contended. Meanwhile, the networks argue that with burgeoning program and operational expenses, coupled with the fact that alternative sources of program supply are readily available, it's unfair to bar their participation in the syndicated market or prohibit them from seeking financial interests in programs made by outside producers.

Programing may be of paramount importance to independents, but there are other concerns as well. Among them is that while independents stations are popping up left and right, national representative firms have been declining in number. Thus, some independents, especially in smaller markets, are having a difficult time obtaining the services of a national rep.

Another concern, particularly within INTV ranks, is that newer independents and those soon to go on the air be apprised of what they are getting into and have the basic tools and skills to thrive and be profitable. That concern was to be addressed at an all-day seminar sponsored by INTV in Los Angeles last Friday (Jan. 13), the day before the convention officially began.

On the business side, independents did not do as well in 1983 as some had expected. In a survey compiled last year by the National Association of Broadcasters, independent station operators were predicting perhaps a 25% increase in sales for 1983. As it turned out, last year was not quite the banner year that had been hoped for, but it was far from shabby. INTV estimates that independent sales actually increased about 16% overall in 1983 with a 21% rise in national spot sales (accounting for about 24% of the total spot TV pie) and a 12% increase in local sales.

The total spot television market in 1983, INTV estimates, was about \$8.1 billion,

with indies pulling in about \$1.9 billion of that. No figures were available for local sales. INTV estimates that in 1984, total spot TV sales will rise to almost \$9.4 billion and that independents will retain a 24% share of those revenues, with a total of perhaps close to \$2.3 billion. That would be a 19% increase over 1983.

"All signs point to the soundness of the industry," said Herman Land, INTV president. "We are now entering the real age of independent television. Whether it turns out to be a golden age is the real question." Land said that INTV estimates that by the end of 1985, independents will have revenues totaling more than \$2.5 billion, or a 26% share of all spot and local sales, and that by 1990, independent sales will more than double last year's pace, totaling perhaps more than \$4.6 billion.

Robert Somerville, vice president, sales, for Metromedia, said that INTV's 16% overall sales gain in 1983 is probably "a bit high" in terms of how the more established stations in larger markets fared. But he sees growth in the 15%-to-17% range. That's a couple of points shy of INTV's projection of about 19% in 1984.

Two spot categories that Somerville sees growing significantly for independents in the near term are financial and investment firms and computers, which up to now have poured the bulk of their ad dollars into network placements.

Although independents appear to have made great strides in sales in the last five years (with gains of 14% in 1979 and 1980, 24% in 1981, 22% in 1982 and 16% in 1983), there are those who see much room for improvement, particularly on the local sales front. Typical of those taking that posture was James Dowdle, president and chief executive officer, Tribune Broadcasting Co. Independents, said Dowdle, have not done an adequate job of bringing new advertisers into the local television marketplace. And



Adams



Land

THE GANG'S ALL HERE!



You bet the gang's all here! Mary Tyler Moore, Ed Asner, Gavin McLeod, Ted Knight, Cloris Leachman, Valerie Harper, Betty White, and Georgia Engle. The most famous cast of characters ever assembled for a television series is here to entertain you.

The gang that's good for 26 Emmy awards, five separate network hits and a solid rating performance is waiting to go to work for you in any daypart.

Call now. You don't want them working for the competition...it may be dangerous.



The Mary Tyler Moore Show

168 Half-Hours

See Fox



M*A*S*H

First in syndication ratings (all shows).
255 half-hours.



THE FALL GUY

First run syndication Fall '86. The smash ABC series.



TRAPPER JOHN

First run syndication Fall '84. Pernell Roberts and Gregory Harrison star in the hit CBS series.



BATMAN

First in its time period, first two weeks in New York. 120 half-hours.



First.



A CASE IN POINT

First run syndication, new for Fall '84. Unique audience participation courtroom drama. Half-hour strip.



FOX MYSTERY THEATRE

First run syndication, new for Fall '84. Original suspense thriller films from Hammer. Thirteen 90-minute movies.



CHARLES DICKENS CLASSICS

First run syndication Fall '85. The most popular tales, starring Uriah Heep, Ebenezer Scrooge, and more. Six animated 90-minute specials.



Twentieth Century Fox Television gives you over 100 programming choices. New for Syndication, Off Network, Specials and Movies.

From the vast Fox movie library, our Films of the Century offer over 600 titles, from 30's classics to 80's hits.

Your audiences will enjoy our all time family favorites like Planet of the Apes, Dobie Gillis, Lost in Space and Land of the Giants. And much more, like The Best of the Midnight Special and Fox Hollywood Theatre '84.

In fact, if you see Fox first — you may get to see Los Angeles second.



TELEVISION

INTV '84
The Biltmore
Suite 6219

perhaps more important, he noted, competing cable and radio industries are doing just that. Some aggressive radio stations, he said, "are bringing in new accounts every day." Acknowledging that the problem, in part, is due to "complacency," Dowdle preferred to look at the situation as a "tremendous opportunity" for local television sales staffs.

Despite the fact that independents as a group have seen solid sales gains in the past five years, many new stations, particularly in smaller markets or stations located on the periphery of markets measured by Nielsen or Arbitron, are having difficulty securing the services of a national representative firm.

With a few exceptions, most of the executives following the situation polled by BROADCASTING last week indicated that there is a definite need for at least one and probably more national representative firms specializing in independent stations. And several proposals, some of which will be discussed at this week's convention, are in the making to meet that demand.

James Johnson, vice president and general manager of KFTY(TV) Santa Rosa, Calif., a three-year-old independent located on the fringe of the San Francisco market, will meet with representatives of more than 30 other stations at an informal gathering during the INTV convention to discuss various solutions to the problem.

Aside from the basic shortage of available rep firms, said Johnson, two other underlying causes of the problem can be cited. First, many existing representatives prefer to "specialize" in affiliated station business, to the exclusion of independents. Second, reps for the most part "hesitate to take on the long-range project of building [smaller market or fringe independents] from the ground up."

At the INTV meeting, Johnson will share with those attending how KFTY arrived at what he describes as a "partial solution" to the problem of securing adequate representative services. In addition to establishing a sales office in San Francisco, the station has been able to secure the part-time services of two freelance time salesmen—one to represent it in New York and another to act on its behalf in Los Angeles. "If it turns out at the meeting," said Johnson, "that just a handful

of other stations are doing the same thing [in other cities], then combined we'd have 10 or 12 offices around the country."

Another television executive, Bill Tynan, former president of Metromedia's in-house rep firm, Metro TV Sales, disbanded last year in favor of representation by Katz, will also be at INTV to discuss the possibility of his establishing a new rep firm designed to serve independents. But so far, he acknowledged, his applications for financing have been turned down. "Finding financing has proved harder than I thought it would be," he said. Potential investors in broadcasting, he said, "would rather invest in stations than in a person-oriented activity like representation," despite the fact that he figures he could have the new company paid off in three years.

Nevertheless, Tynan believes "the time is right" for an independent-specializing rep firm. And while many existing reps don't see the potential of stations such as Johnson's KFTY, Tynan said the possibility of "alternatives to the usual compensation method" (commission) that might make representing such stations worthwhile. One example he suggested is the "retainer approach," where the station pays an up-front sum to justify the rep's spending time to make a "very difficult sell."

Others have also raised the possibility of offering reps equity interests in new or fringe independents as compensation. Tynan questioned that approach, unless some way were found to convert that interest into operating capital that could then be invested in the rep firm.

Another plan is one being prepared by the New York-based representative, Adam Young Inc., to establish a separate subsidiary to serve independents only. In fact, the company had hoped to launch the subsidiary last fall, but sources indicate that Richard Maloney, who had been tapped to run the new venture, and the Young Inc. management could not agree on certain terms and parted company. Vincent Young, the president of Adam Young Inc., said that "everything is done" except for finding someone to run the new operation, to be known as National Independent Specialists. Young is reluctant to state a target date, other than some time in 1984.

Although independents need rep firms willing to specialize in the particular needs and interests of that business, Young suggests that certain stations may always be forced to fend for themselves. "You can't open the door to all of them," he said. "For some, quite honestly, it doesn't make sense from a national point of view."

Another alternative is the establishment of a rep firm owned cooperatively by participating clients. Both station operators and rep executives see potential in the idea. "It may be a solution," said KFTY's Johnson. "We have thought about it," said Young. "It's one of the best things the industry could do."

Given the intense proliferation of new independents in the past several years, is it reasonable to expect some form of shakeout in the years ahead? It's obviously a question INTV has thought about, and one that was to

be addressed in part at last Friday's opening workshop. "Undoubtedly, some may not make it," acknowledged INTV's Land. "It's a rough go, but the prognosis is good. And [independents] have acquired a lot of knowledge and I think we're a little more prepared than in the past."

John Serrao, who has established five independent stations, most recently WPMT(TV) York, Pa., put together last Friday's new independent station workshop, designed for stations up to three years old. "There are a lot of new independents out there that could go under financially," said Serrao. "I'm not predicting a wave of failures," he added, "but you can't expect to be profitable in the first year." It's the basics of station operation and startup that the workshop was intended to reinforce. As an example, Serrao noted many new operators going on the air underestimate the cash it takes to keep a station running before the revenues begin to flow in. In a survey of some stations participating in the workshop, he said, "half were undercapitalized." And adequate funds are available from lending institutions. Serrao said, "They were just going into it on a shoestring."

A key element to making it in the business, said Serrao, and one emphasized at the workshop, is to "avoid the sins—like making sure your tower is high enough. It's a dumb little thing, but if the tower isn't high enough, you're sunk."

Serrao agreed with other executives on the need for improved independent station representation. His survey indicated that 65% of those polled were either dissatisfied with or had trouble getting a rep firm. He said that at least one large independent rep firm and perhaps two smaller ones might be needed to relieve the shortage of representation.

All things being equal—that is, if independents are successful in their efforts to retain the financial interest and syndication rules—Land is optimistic about his industry's future. "Who knows what will happen under DBS conditions" he said, "but we think we'll do well." In part, that position is based on his belief that the business does not lack for imaginative and creative thinkers. "We have to ride with and be part of change; we can't just sit by." □



Johnson

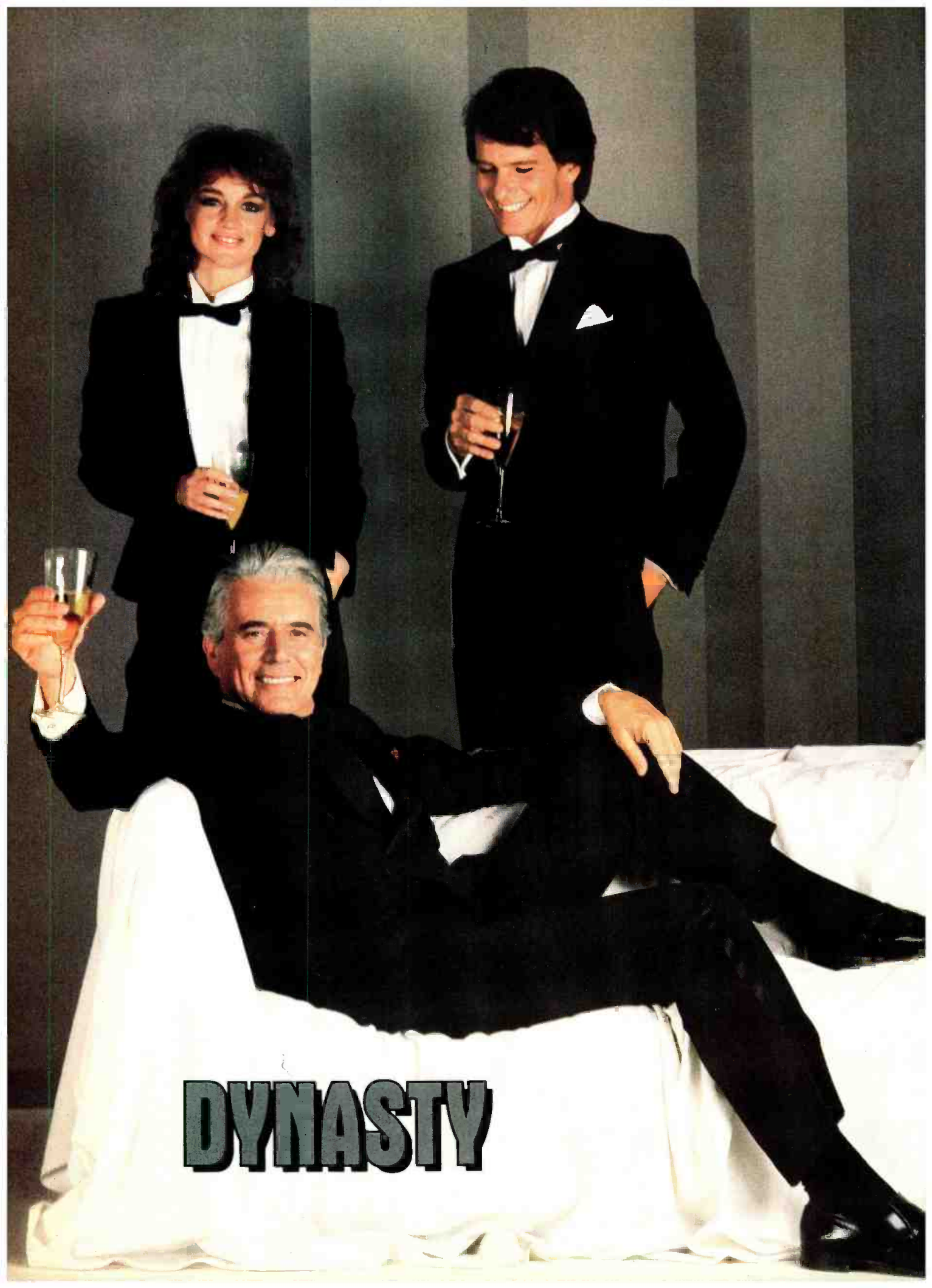


Serrao

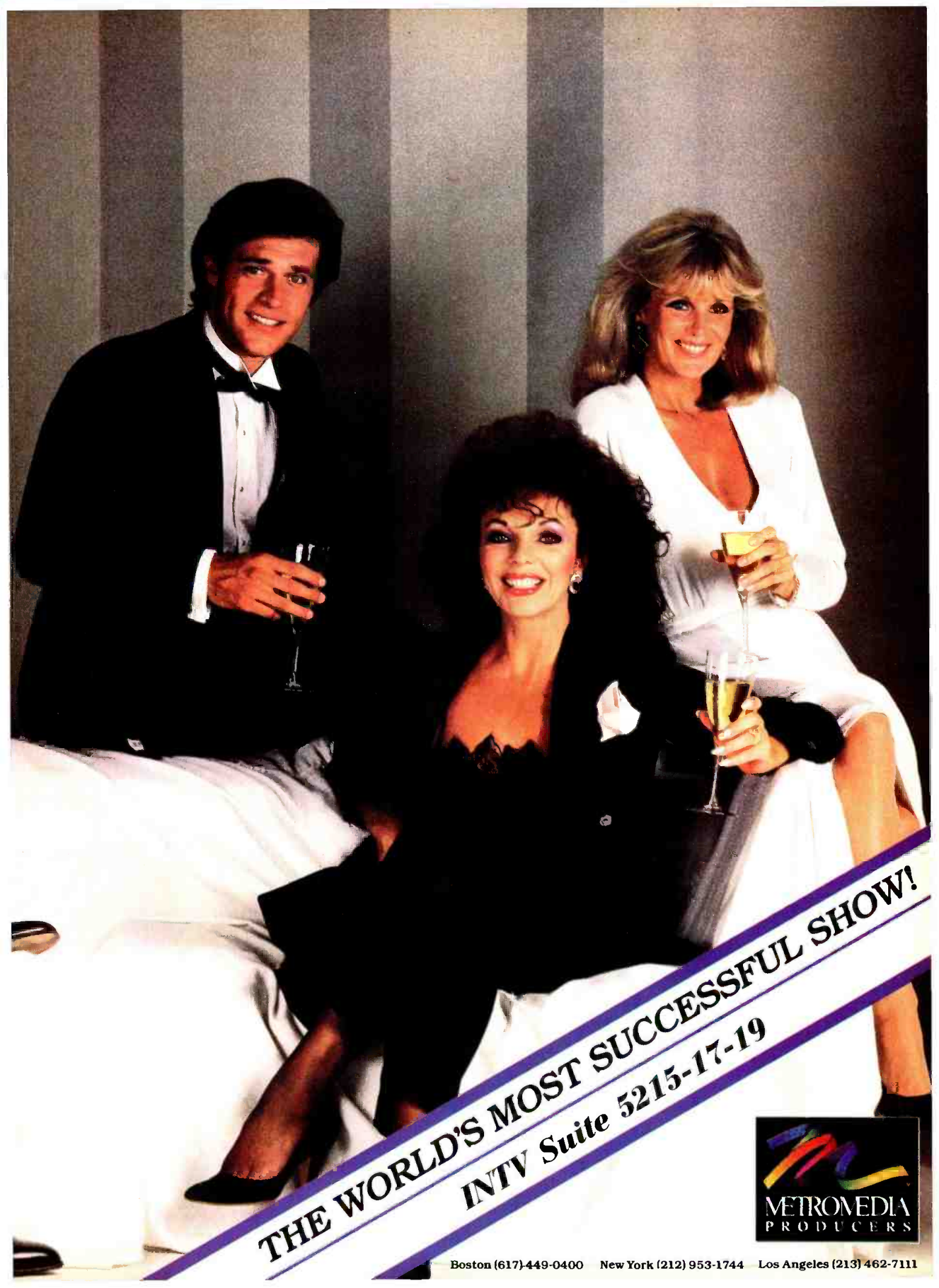


DYNASTY

The Toast of Seven Continents



DYNASTY



THE WORLD'S MOST SUCCESSFUL SHOW!
INTV Suite 5215-17-19



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



The Los Angeles Biltmore

Spirit of independents: INTV convenes in L.A.

Record attendance expected for annual meeting; debate on fin-syn, workshops to fill five-day agenda

The 11th annual Association of Independent Television Stations convention—the principal debate forum and industry reunion of independent television station operators—is expected to set an attendance record this week: More than 800 are registered. Much of next season's syndicated programming will be introduced during the five-day event at the Los Angeles Biltmore hotel.

The INTV membership currently includes 103 independent stations plus about 17 "interim members," reports Herman Land, INTV president. Interim members are stations that have been granted a construction permit but are not yet on the air. Land said INTV has added about 20 members since its previous annual meeting in Los Angeles a year ago.

Land said this year's registrants include a number of media brokers and bankers, many setting up suites, in what he believes is a reflection of the "explosive growth" of independent television stations over the past two years.

Nine general sessions covering everything from the fundamentals of what new independent operators should know to the tricks of the trade learned by experienced independent operators are part of INTV's five-day schedule. The convention got under way last Friday (Jan. 13) morning with a

workshop designed to help newcomers to independent television station operation make their way through the programing, financing and engineering problems confronting them.

Saturday morning's lineup was slated to include a review and update on INTV's position on the proposed repeal of the FCC's financial interest and syndication rules. Presenting INTV's case were to be Edward Adams, general manager of Taft Broadcasting's WCIX-TV Miami, and the INTV fin-syn "negotiating team" of Mel Blumenthal from MTM Enterprises and Dean Burch, former FCC chairman who is now a Washington



Fowler

attorney. Saturday was also scheduled to feature a live, via-satellite, two-way conversation with FCC Chairman Mark Fowler. The exhibition floor was to open at noon.

On Sunday, afternoon sessions were to be held for the first time in INTV history. The morning sessions were to begin with two meetings: the first on how selling advertising on independent television stacks up against that on other media, the second on the future of sports on independent television. Two concurrent afternoon sessions were to cover topics ranging from the advantages of direct response advertising on independents to national and local independent "success stories." Also to be explored: programing research and management decision-making.

Monday morning is earmarked for separate meetings with general managers, sales managers and program directors topped off with a late-morning general session on station promotion techniques. The exhibit floor is open Monday afternoon; no sessions are scheduled.

Tuesday morning's general session features how the "impresarios" perceive the programing future of independents. Moderated by Steve Bell, vice president and general manager of KTLA(TV) Los Angeles, the impresario-panels include Bob Bennett, president of Metromedia Broadcast and Production; Larry Gershman, president of MGM/UA Television; Al Masini, president of TeleRep, and Harry Siegel, chairman of Lexington Broadcast Services. A second

Flame

We're gonna live forever!



TELEVISION



30 PROVEN THEATRICAL MOTION PICTURES

ALL THE FINE YOUNG CANNIBALS
BLOW-UP
BOYS' NIGHT OUT
BUTTERFIELD 8
CAT ON A HOT TIN ROOF
THE CINCINNATI KID
DOUBLE TROUBLE
ESCAPE FROM FORT BRAVO
GIGI
GO NAKED IN THE WORLD

GUNS FOR SAN SEBASTIAN
HOT RODS TO HELL
HOTEL PARADISO
KING OF KINGS
KING SOLOMON'S MINES
LES GIRLS
MADE IN PARIS
MOGAMBO
THE NAKED SPUR
NORTH BY NORTHWEST

OPERATION CROSSBOW
POINT BLANK
QUO VADIS
SEVEN WOMEN
SILK STOCKINGS
TAKE THE HIGH GROUND
A THUNDER OF DRUMS
TRIBUTE TO A BAD MAN
VIVA LAS VEGAS
WHERE'S POPPA?

MGM/UA

Vintage

I



TELEVISION

morning session will focus on issues Congress and independent stations and includes a panel of congressmen.

Tuesday afternoon sessions will cover news programming on independents and "the world of shrinking options" regarding off-

network, movie and first-run syndication for the independent operator. □

The complete agenda follows:

Friday, Jan. 13

Continental breakfast. 8:30-9 p.m.

General session. 9 a.m.-12:30 p.m.; 1:30-4 p.m. *New Independent Station Workshop.* Music room. Moderator: John Serrao, WPMT-TV York, Pa. Panelists: Gene Adelstein, KZAZ(TV) Tucson, Ariz.; Edward Aiken, Pety Television; James Alchenberger, Columbine Systems; Herb Altman, Herb Altman Communications Research; John Bailie, WWS(TV) Jacksonville, Fla.; Ted Baze, KGMC(TV) Oklahoma City; Michael Finkelstein, Odyssey Partners; Alice Frentz, Shawmut Bank.

Board meeting. 4-6 p.m. Suite 3-337.

Saturday, Jan. 14

Continental breakfast. 8:15-9 a.m. Biltmore foyer.

Welcoming ceremony. 9:15-10:15 a.m. Biltmore bowl. Welcome: Eugene McCurdy, WPHL-TV Philadelphia. *Financial Interest and Domestic Syndication Rule: Where We Stand.* Moderator: Edward Adams, WCIX-TV Miami. Negotiating team: Mel Blumenthal, MTM Enterprises; Dean Burch, Pierson, Ball & Dowd. *The New Frontiers of Independent Television.* Herman Land, INTV president.

General session. 10:15-11:15 a.m. Biltmore bowl. *Independent Television and Tomorrow's Media Mix.* Moderator: Howard Kamin, INTV. Panelists: Lawrence Cole, Ogilvy & Mather; Bill Harvey, Media Science Reports; Marcella Rosen, N W Ayer.

Satellite session. 11:20 a.m.-noon. Biltmore bowl. Live via satellite: *A Two-way Conversation* with FCC Chairman Mark Fowler.

Screenings. Noon-6 p.m. Exhibition rooms.

Reception and dinner. 7-10 p.m. Biltmore foyer and bowl.

Sunday, Jan. 15

Continental breakfast. 8:15-9 a.m. Biltmore foyer.

General session. 9:30-10:45 a.m. Biltmore bowl. *Confrontation: Media Buying Versus Independent Selling.* Moderator: Robert Jones, INTV. For the buyer: Jack Deitchman, Ogilvy & Mather; Gary Pranzo, Young & Rubicam; Yolán Toro, BBDO. For the seller: Cathy Egan, Katz Independent Television; Rich Feldman, KCOB-TV Los Angeles; Larry Vanderbeke, MMT Sales.

General session. 11 a.m.-noon. Biltmore bowl. *The Future of Sports on Independent Television.* Moderator: John Moffitt, WUAB(TV) Cleveland. Panelists: Fred Botwinik, Katz Sports; Robert Briner, ProServ Television; Charles Fruit, Anheuser-Busch; A.E. Patterson, California Angels.

Luncheon. 12:45-2 p.m. Crystal room. Speaker: Victor Kiam, Remington Products.

Concurrent sessions. 2:30-3:25 p.m. *The Basics of Vendor Support.* Renaissance room. Moderator: Paula Benko, INTV. Panelists: Ron Inman, WROG(TV) St. Petersburg, Fla.; Charlie Pittman, Jefferson-Pilot Retail Services. *Direct Response Advertising and the Independent Station.* Roman room. Moderator: John King, INTV. Panelists: Alvin Eicoff, A. Eicoff & Co.; Si Sanders, Wunderman, Ricotta & Kline.

Concurrent sessions. 3:35-4:30 p.m. *National and Local Independent Success Stories.* Gold room. Moderator: Paul Williams, INTV. Panelists: Harry Delaney, KTVT(TV) Dallas-Fort Worth; Chuck Dunning, XETV-TV San Diego; Tim Gilbert, KWGN-TV Denver; Hal Katz, Vitt Media International;

Gary Plumlee, KMPH(TV) Fresno, Calif. *Research for Programming and Management Decisions.* Music room. Moderator: Donna Miller, INTV. Panelists: Roger Cooper, Roger Cooper & Associates; Peggy Filis, Information & Analysis; Harvey Gersin, Reymor & Gersin; Dot Stein, WDCATV Washington.

Monday, Jan. 16

General managers' breakfast meeting. 8-9:20 a.m. Music room. Moderator: Charles McFadden. WTM-TV Winston-Salem, N.C. Special Guest: FCC Commissioner Mimi Weyforth Dawson.

Sales managers' meeting. 9:30-10:50 a.m. Colonnade room. Moderator: Michael Eigner, KTLA(TV) Los Angeles. Presentations: Howard Kamin and Robert Jones, INTV. Panelists: Alvin Leill, WVT(TV) Milwaukee; Kathy Saunders, WPGH-TV Pittsburgh; Robert Stroud, WANX-TV Atlanta.

Program managers' meeting. 9:30-10:50 a.m. Gold room. Moderator: James Pratt, KGMC-TV Oklahoma City. Panelists: Don Lacy, KSTW(TV) Seattle-Tacoma, Wash.; Stuart Powell, KSHB-TV Kansas City, Mo.; Barbara Smith, WPMT-TV York, Pa.

General session. 11 a.m.-12:15 p.m. Biltmore bowl. *Promoting the Independent Station.* BPA promotion prize winners, INTV promotion awards. Executive producer: Mort Slakoff, MCA. Presenters: Frank Fletcher, WUAB(TV) Cleveland; Phylis Seifer, WNEW-TV New York.

Screenings. 12:15-6 p.m. Exhibition rooms.

Tuesday, Jan. 17

Breakfasts. 8-9 a.m. Directors and distributors—Music room. Congressional and FCC staffers—Renaissance room.

General session. 9:15-10:30 a.m. *The Impresarios Look at the Independent's Program Future.* Biltmore bowl. Moderator: Steven Bell, KTLA(TV) Los Angeles. Panelists: Robert Bennett, Metromedia; Lawrence Gershman, MGM/UA; Alfred Masini, TeleRep; Henry Siegel, Lexington Broadcast Services; Daniel Wilson, Wilson Productions.

General session. 10:45-11:45 a.m. *The Congress and Independent Television.* Biltmore bowl. Moderator: James Hedlund, INTV. Panelists: Representatives Jim Bates (D-Calif.), Carlos Moorhead (R-Calif.), Tom Tauke (R-Iowa), Matthew Rinaldo (R-N.J.).

Luncheon. 12:45-2 p.m. Crystal room. Speaker: Barry Goldwater (R-Ariz).

General session. 2:30-3:10 p.m. *The Role of Independent TV News.* Biltmore bowl. Moderator: Bob Wormington, KSHB-TV Kansas City. Panelists: John Corporon, INN; Pat Servodidio, RKO General; Phil Brady, CNN. Commentator: FCC Commissioner James Quello.

General session. 3:15-4:30 p.m. *Syndication: Off-network, Movies and First-run—The World of Shrinking Options.* Biltmore bowl. Moderator: Kevin O'Brien, WTTG(TV) Washington. Panelists: Henry Gillespie, Turner Program Services; Leonard Koch, Syndicast Services; Gary Lieberthal, Embassy Telecommunications; Richard Robertson, Telepictures Corp.; Lucille Salhany, Taft Broadcasting.

Gala dinner party. 7-10 p.m. MCA TV/Universal stage 28.

On hand. BROADCASTING's editorial and advertising departments will be represented at the Association of Independent Television Stations convention. Making their headquarters in the Los Angeles Biltmore hotel will be Kathy Haley, John Lippman, Richard Mahler, Tim Thometz, Don West and Ruth Windsor.

Comic Strips



The Mary Tyler Moore Show



The Bob Newhart Show



FASCHER PRODUCTIONS
All in the Family



The Best of the Beverly Hillbillies



Gomer Pyle



Hogan's Heroes



Family Affair



The Andy Griffith Show



The Dick Van Dyke Show



I Love Lucy



The Honeymooners



Petticoat Junction

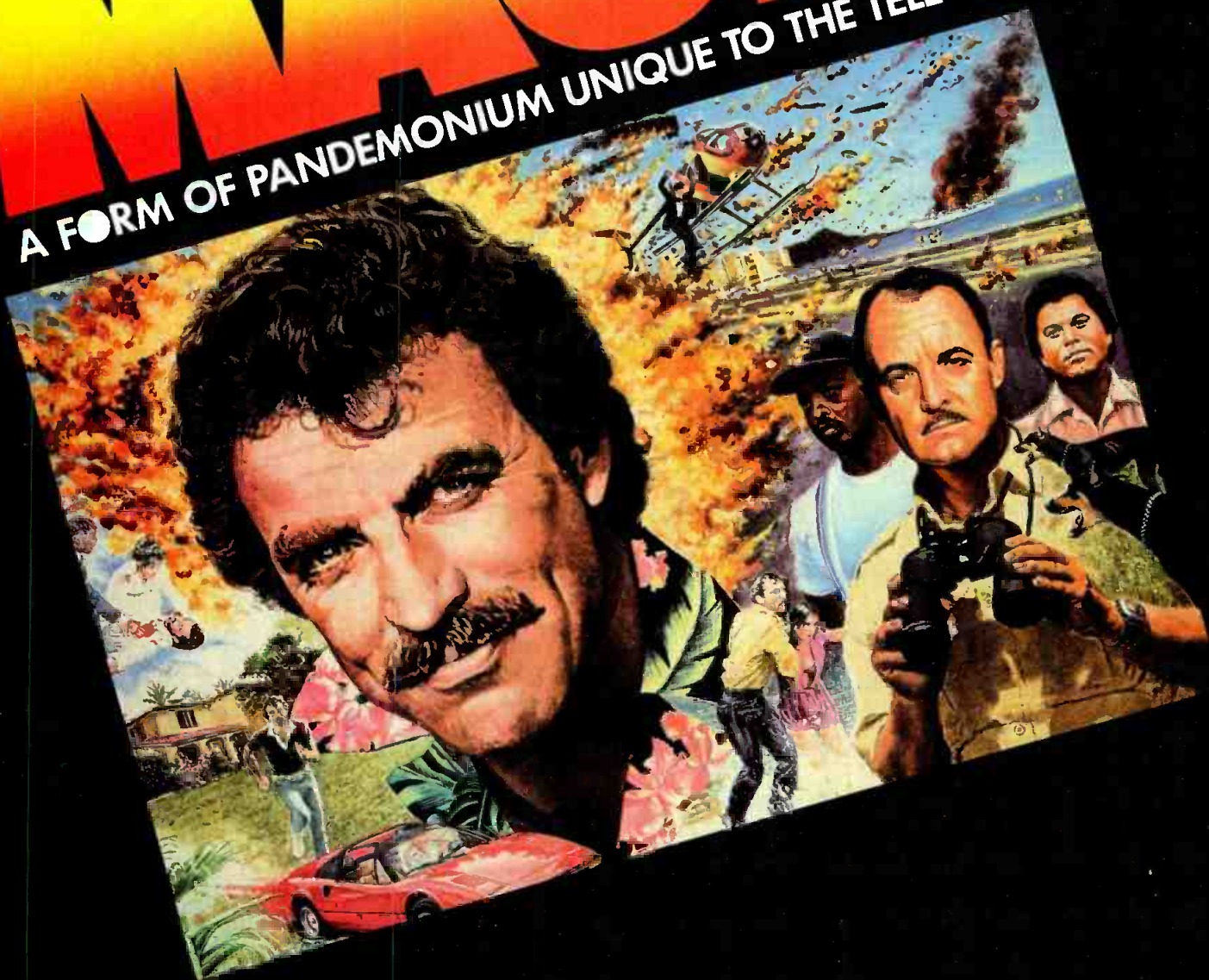


My Three Sons



MAGNUM

A FORM OF PANDEMONIUM UNIQUE TO THE TELEVISION BUSINESS.



MAGNUM

72 Magnummarkets...
with more to come!

New York
Los Angeles
Chicago
San Francisco
Boston
Detroit
Washington, D.C.
Cleveland
Dallas/Ft. Worth
Houston
Pittsburgh
Miami
Minneapolis
Atlanta
Tampa/St. Petersburg
Denver
Baltimore
Sacramento
Portland
Indianapolis
Hartford
Phoenix

San Diego
Kansas City
Cincinnati
Milwaukee
Nashville
Charlotte
Buffalo
Orlando
New Orleans
Columbus, Ohio
Memphis
Grand Rapids
Raleigh
Oklahoma City
Providence
Salt Lake City
Huntington/Charleston
Louisville
San Antonio
Lancaster/Lebanon
Norfolk
Birmingham
Greensboro
Albany
Little Rock

Shreveport
Tulsa
Knoxville
Mobile
Fresno
West Palm Beach
Syracuse
Albuquerque
Jacksonville
Green Bay
Rochester
Lexington
Honolulu
Huntsville
Johnstown/Altoona
Austin, Texas
Springfield, Missouri
Las Vegas
Augusta
Savannah
Charleston, South Carolina
Columbus, Georgia
Montgomery
Binghamton
Boise

MAGNUM
MCATV

INTV Biltmore Hotel/Suite 6357

Programming 1984: scarcity in some time periods; continued eye on acquisition costs

Game shows returning as major force; repeated exposure of films on other media is taking the shine off feature packages

Many of the people traveling to this week's Association of Independent Television Stations annual convention will be TV programmers, both from independent and network-affiliated stations, who are hoping to get an early reading on the developing marketplace for next fall's programming. The marketplace they find, according to industry sources, will be bigger but less diverse than that of last season in first-run and smaller than ever before in off-network.

Program syndicators will fill 56 exhibition rooms at this year's INTV convention, up from 42 last year. In addition, 79 syndication companies will be represented without formal screening rooms, up from 56 last year. Network affiliates, who have been attending the INTV convention in growing numbers in recent years, are expected to be more visible than ever this year, driven to attend by increasing competition for viable first-run product and by the quiet growth of pre-season group screenings, such as those held last week by Gannett Broadcasting, McGraw-Hill Broadcasting and an ad-hoc group of smaller operators, the TV Screening Group.

Because the shortage of programming is becoming a critical issue in the expanding independent TV universe, INTV has made programming a central theme of its convention this year. Saturday and Monday will be left free of convention activities from noon to 6 p.m. for screening. In addition, major sessions will be presented on such topics as the future of sports in independent TV, programming research, innovations for the future, news on independents and the "shrinking world" of syndication. Addressing those topics will be such industry leaders as Bob Bennett, president of Metromedia Broadcasting and Productions; Larry Gershman, president, MGM/UA Television; Al Masini, president, TeleRep; Henry Siegel, chairman, Lexington Broadcast Services, and John Corporon, president, Independent Network News.

Independent station programmers attending this year's convention say they are more open than ever to the possibility of investing in first-run programming, primarily because the cost of off-network has skyrocketed as the number of independents competing for it has increased.

Most new first-run programs proposed for next season have been tailored to the affiliates, and although programmers expect the field to widen to include more shows for independents by next month, when the industry's biggest programming convention, NATPE International, is set to take place, they also predict independents will experiment more next season with first-run shows that traditionally would have had no place on

an independent.

Game shows, the predominant genre offered for first-run stripping in early fringe and access on affiliates next fall, will likely end up on some independents in daytime, according to a number of programmers, including Jay Isabella, vice president for programming at TeleRep, New York, who believes many independents will try to program daytime more competitively in the coming season. Others note that in the highly competitive Los Angeles market, independent KCOP(TV) has had some success this season with programming game shows in daytime.

Many independent programmers are expressing interest in music video shows, according to Dick Thiriot, executive vice president, Film Service Corp., a firm that consults a number of prominent stations and groups about program buys. Thiriot and Isabella warn, however, that the target audiences of most music video music shows are likely to be narrow and quite young, making them vehicles primarily for post-midnight clearances.

Stations' programming needs among both independents and affiliates vary greatly from market to market and, although programmers are reluctant to generalize about where demand lies in any given season, many are pointing now to late fringe as an area that is "wide open."

Both *Thicke of the Night*, launched this season by MGM/UA, and *Madame's Place*, launched the season before by Paramount Television, had very high clearances in late fringe, notes Isabella. That *Madame's Place* lasted only half the season and *Thicke's* survival beyond that is not yet assured, has many programmers looking for alternatives.

Independents have traditionally programmed off-network in late fringe, but record-shattering prices paid this fall for such off-network shows as MCA Television's *Magnum P.I.* and more recently Embassy Telecommunications's *Facts of Life* have assured that by the time those shows are available for airing, in 1986 and beyond, they will be too expensive for stripping in late fringe, according to Steve Currie, operations manager, KOIN-TV Portland, Ore., and a former president of NATPE International. Adding to the demand for late fringe fare is a growing number of affiliates of all three networks that are either pre-empting or delaying late fringe network fare in favor of syndication, in which more inventory can be sold by the station.

Candidates for late fringe for next fall include Viacom's half-hour comedy, *Bizarre*, which has been airing on the Showtime pay cable network, and has been edited for broadcast television, and Blair Entertainment's off-network episodes of *SCTV*.

In addition to late fringe programming, affiliates are looking for cost-effective programming for early fringe, according to Jon Gluck, vice president for programming, MMT

Sales Inc., New York, who believes game shows, which are relatively inexpensive to produce, require little ongoing promotion, and tend to have long-life franchises, will be tapped to fill the demand in many markets. The return to game shows is a return to a traditional, cost-effective format that has proved successful in the past, said Gluck, who added that stations are increasingly concerned about slipping profit margins in the face of rising program costs.

The return to game shows also represents a retreat from much of the experimentation with other forms, primarily talk shows, that has gone on in recent years, according to some programmers, who note that programs like the Bennett Group's *BreakAway*, Golden West Television's *Woman to Woman* and MGM/UA's *Thicke of the Night* have been exciting efforts but have produced little success in the ratings.

About the only experimentation being proposed for next fall is in half-hour soap operas, according to Matt Shapiro, associate director of programming, MMT Sales. Telepictures and Metromedia have teamed to offer one of them, entitled *Rituals*, which will be available for screening at INTV. Western World Television is offering the other, *Together Again*, produced in association with Mexico's largest TV network, Televisa. Although both are being proposed for stripping in access, Shapiro believes soaps demand habitual viewing, which makes them much more suitable for early fringe. What's more, soaps take years to develop sizable audiences, said Shapiro, and the best lead-ins are probably network afternoon soaps on affiliated stations.

While feature films remain a staple of independents, many programmers are beginning to question their long-term viability as vehicles for prime time. Prior exposure of newer films on pay cable and home video is lessening their value for syndication, according to Lev Pope, president of WPIX Inc., New York, who said that although independents will probably continue to depend heavily on features for several years, they will be closely tracking their ratings performance.

First-run children's programming will be in demand among independent stations and new offerings for next season to have surfaced so far include Group W Productions's *Fat Albert and the Cosby Kids*, Lexington Broadcast Services's *Heathcliff* and ALMI Television's *Rocky Joe*. □

Exhibitor list

The following is a list of exhibitors for the INTV convention at the Los Angeles Biltmore. An asterisk denotes a program new to the market this year.

Acama Films **6134**
14724 Ventura Blvd., Suite 610, Sherman

RKO TELEVISION

California Senate Rules Committee Resolution

By Senator David Roberti

RELATIVE TO COMMENDING **KHJ-CHANNEL 9**

WHEREAS, The economic health of California is dependent in large measure on the success of entrepreneurs, including those of the minority sector, who form the cornerstone of our economic structure; and

WHEREAS, During the summer of 1984, approximately 700,000 people will travel to Los Angeles for the 1984 Summer Olympic Games and, during that time, millions of dollars will pour into the Los Angeles area small business sector; and

WHEREAS, On August 2, 1983, in order to prepare the business community for the impact the Games will have on the local economy, the Senate Select Committee on Small Business Enterprises, chaired by Senator David Roberti, sponsored a day-long conference—entitled "Shaping Up for '84" which covered a myriad of topics, provided a forum for a variety of speakers, and in which nearly 400 businesses participated; and

WHEREAS, **KHJ-Channel 9**, a co-sponsor of the event, contributed extensively to the success of the program and, as a tribute to the civic responsibility which it displayed through its affiliation with, and promotion of, the conference, is deserving of the highest commendations of the people of the state; now, therefore, be it

RESOLVED BY THE SENATE RULES COMMITTEE, That the Members take great pleasure in commending **KHJ-Channel 9** on the community service which it provided to the Los Angeles area in serving as co-sponsor for, and in helping to publicize, the Small Business Conference, "Shaping Up for '84"; and be it further

RESOLVED, That a suitably prepared copy of this resolution be transmitted to **KHJ-Channel 9**.

Senate Rules Committee Resolution No. 1327 adopted September 20, 1983

David Roberti

CHAIRMAN
SENATOR—23RD DISTRICT



CONSIDERATION.

DALLAS
SOLD IN 93 MARKETS

EIGHT IS ENOUGH

ROWAN & MARTIN'S
LAUGH-IN

AND SOON

KNOTS LANDING

FALCON CREST

MAR®

SUITE 5307 AT THE BILTMORE

Oaks, Calif. 91403

Shogun Warriors (130)*, The Explorers (14)*, Martial Arts Theater (39), Acama Star I and II (20 each),Proudly Presents (120)*, Grand Old Country (260)*, Bill Burrud's Wonderful World of Travel (26)*, Bill Burrud's World of Adventure (26)*, Death Valley Days (260)*, Trails West (130)*, Western Star Theater (104)*, Call of the West (52)*, Super Country Superstars (3)*, Rich Little Salutes: The Cowboys and Bing Crosby*. **Staff:** John Cosgrove, Barrett McKee, William Morrison, James Sowards, Davy Rosenzweig.

Alan Enterprises 6129
26170 Pacific Coast Hwy., Malibu, Calif. 90265

American Caesar*, Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130), The Wizard of Oz*, The Promotables (15)*. **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Chris Buchanan.

Almi Television Productions 5129
1585 Broadway, New York 10036

Rocky Joe (65)*, Great Comedy from Great Britain (32)*, Eight-Pack (8)*, Scenes from a Marriage (6), Oklahoma, South Pacific, Jennifer's Journey, The Entertainers, American Life, Enchanted Evenings, Almi Eight-Pack. **Staff:** Charles Larsen, Linda Lieberman, Mary Voll, Elizabeth Gallo.

Arlington Television Sales 5112**Barris Industries 6209****Blair Entertainment 6303**
1290 Avenue of the Americas, New York 10104

Cisco Kid (156), SCTV (156), Divorce Court, Celebrity Revue (120), That's Life (130), The Rovers (24), Let's Make a Deal (200), Pitfall (130), Broadway to Hollywood, Peter Marshall Salutes the Big Bands, Four Girls Four, Michel Legrand & Friends, Songs of Christmas, Astonishing Odyssey, Keystone Comedies (79), Wake Up the Echoes—A History of Notre Dame Football, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be. **Staff:** Richard Coveny, Tony Brown, Warren Bahr, Len Ringquist, Jim Weathers, Joe Middelburg, Monte Lounsbury, Tony Fasola, Steve Hackett, Rhian Rhodes, Alan Berkowitz, Phil Kent, Dorothy Hamilton, Linda Prozeller.

Cannon Television 5212
6464 Sunset Blvd., Suite 1150, Hollywood, Calif. 90028

Flirtation package (13), Heartwarmers (8), Challenge (16), Night Fright (8), Wild West (27), Hello Kaye. **Staff:** Charles Simon, John Pardoš, Eileen Garrett.

Chapman Television 6111**Claster Television Productions 5216****200 E. Joppa Rd., Suite 400, Towson, Md. 21204**

Great Space Coaster (180), Romper Room and Friends (100), Bowling for Dollars, G.I. Joe—A Real American Hero I and II (5 each)*, Transformers*, Charmkins, My Little Pony*. **Staff:** John Claster, Sally Bell, Janice Claster.

Colbert Television Sales 5207, 09
1888 Century Park East, Suite 1118, Los Angeles 90067

All About Us (24), Inter/Acter, Breakaway, Joker's Wild (185), Tic Tac Dough (185), Nipsey Russell's Juvenile Jury (36), Celebrity Bullseye (195), Lassie (192), The Rifleman (168). **Staff:** Dick Colbert, Jack Barry, Larry Lynch, Ritch Colbert, Meri Bentley, Jill Siegel, Dan Enright, Richard Kline, Skip Alexander, Jack Donahue.

Columbia Pictures Television 6218
Columbia Pl., Burbank, Calif. 91505

Hart to Hart, Benson, Police Story, Volume 4* (23), TV 20* (20), Charlie's Angels, Soap, Fantasy Island, Barney Miller, Carson's Comedy Classics, Police Woman, Starsky & Hutch, SWAT, What's Happening, Carter Country, Family, 18 feature packages, miniseries, cartoons and other series. **Staff:** Joseph Indelli, Richard Woollen, Steve Astor, Janet Bonifer, Richard Campbell, Diana Wilkin, Mitchell Sallitt, David Mumford, Herb Weiss, Ken Holland, Jay Silha, Stewart Stringfellow, Jack Ellison, Tim Overmeyer, Noranne Frisby.

DFS Program Exchange 6232
405 Lexington Ave., New York 10174

Staff: Jack Irving, Susan Radden, Wally Chateauvert, Tim Strosahl, Beth Feldman.

Direct Response Marketing 5206**Embassy Telecommunications 6307-11**
1901 Avenue of the Americas, Suite 666, Los Angeles 90067

Facts of Life (153)*, Archie Bunker's Place (92)*, Diff'rent Strokes (144), One Day at a Time (187), The Jeffersons (207), Maude (141), Professionals (52), Sanford and Son (136), Good Times (133), Pete 'n' Gladys (72), Entertainer of the Year (15), and 149 other features, Silver Spoons, Gloria, Square Pegs, Double Trouble*, Andy Williams Christmas special, The Wave, Please Don't Hit Me Mom, Stepping Out: The Debolts Grow Up, Upon This Rock, The Rock Show, Sultans of Soul, Mahalia*, Grace Kelly Story, Eleanor First Lady of the World, Invasion of Privacy, Norman Lear & Alex Haley's Palmerstown, But It's Not My Fault, Facts of Life Goes to Paris, Band on the Run, Crystal Eyes, Ishi*, Billie Jean*, Maude, Sanford, All That Glitters, All's Fair, Hello Larry, Highcliffe Manor, In the Beginning, Joe's World, Mary Hartman Mary Hartman, The Magical World of Gigi*. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Marty Ozer, Leslie Tobin, Corey Bender, Meade Camp, Christopher

Egolf, Michael Mellon, Stephen Morley-Mower, Deborah Willard, Robert Oswaks.

Entervision 6310
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Tribute to Fists of Fury, Sultans of Swat, Rock Show. **Staff:** Kris Gangadean.

Fisher Fever 5204**Four Star/Gold Key 5310-12**
19770 Bahama St., Northridge, Calif. 91324

Big Valley, Wanted Dead or Alive, Wonderful World of Magic, Zane Grey Theater, Thrillseekers, Dick Powell Theater, Odyssey Package (14), Bill Burrud's Quest (4), Main Events II (15), Dazzledancin*. **Staff:** Joseph Doyle, Robert Neece, Robert Dickehuth, Steve Rosenberg, Rod Sterling, Ben Barry.

Genesis Entertainment 5230
245 Perimeter Center Pwy., Suite 420, Atlanta 30246

Staff: Gary Gannaway, Bob Webb, Jeff Kinney, Charles Keyes, Betsy Green.

GMA Research Corp. 6112**Golden West Television 5308**
5800 Sunset Blvd., Los Angeles 90028

Deception*, Woman To Woman, Scared Straight, Gene Autry movie package, Hollywood Christmas Parade, Wall Street Journal Consumer Newline, American Video Awards (co-distributed with All-American Television). **Staff:** Anthony Cassara, Bill Schickler, Bruce Johansen, Bette Alofsin, John Garofolo, Tim Noonan, Bill Cameron, Dick Gold, Greg Nathanson.

Hunt Jaffe Productions 5352**Katz Sports 6224**

One Dag Hammerskjold Pl., New York 10017
The Olympiad (22), Talkin' Baseball. **Staff:** Pat Garvey, Ed Papazian.

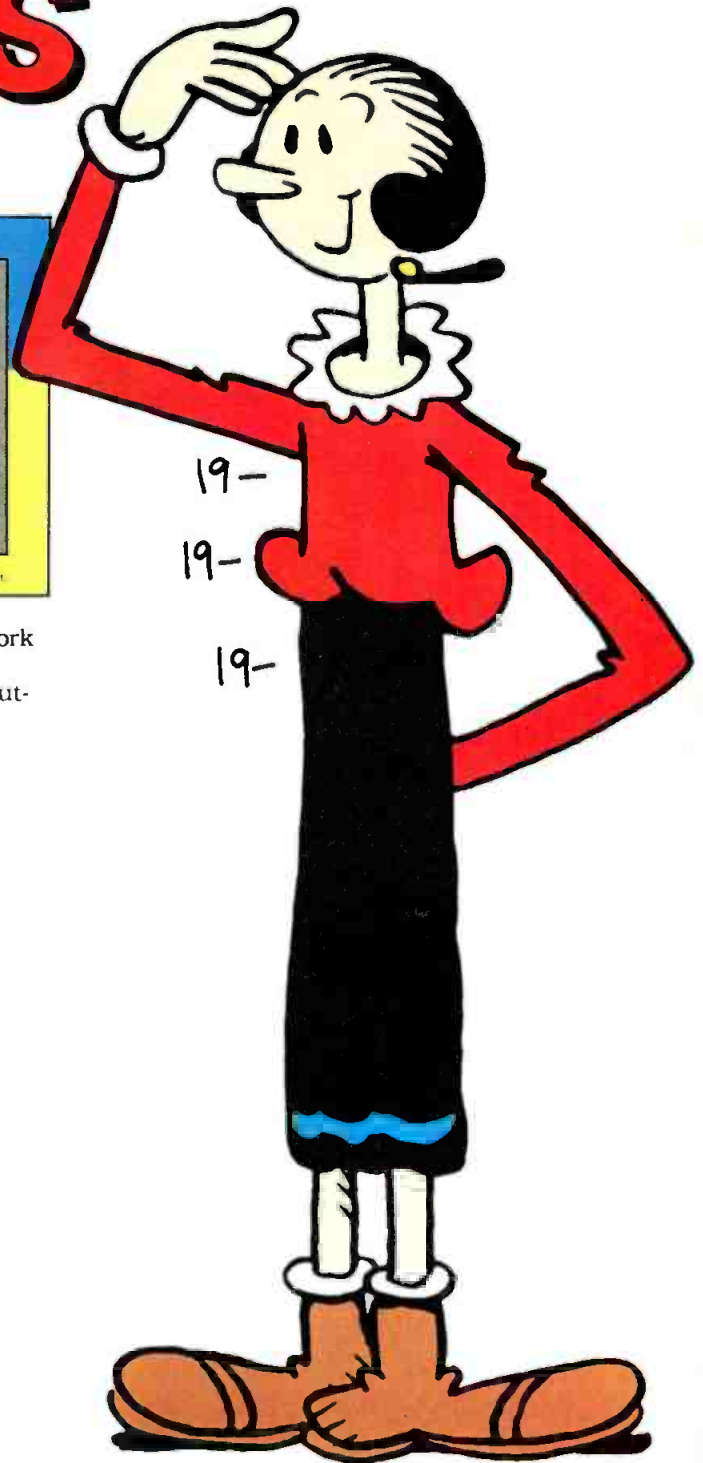
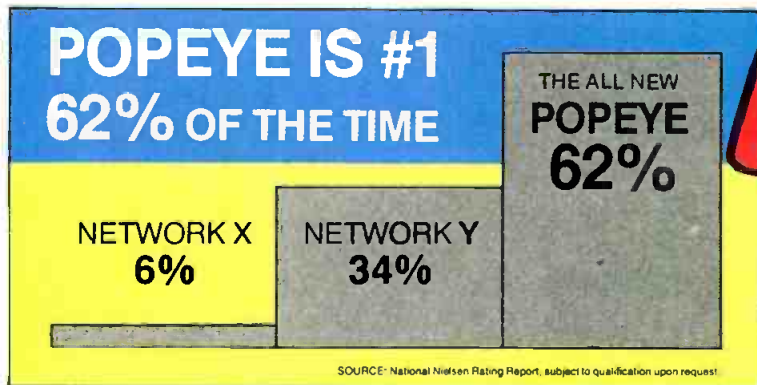
King Features Entertainment 6226-30
235 E. 4th St., New York 10017

The Performers (15), All New Popeye (192), Original Popeye (220), Cool McCool (20), Beatles (39), Beetle Bailey (50), Barney Google & Snuffy Smith (50), Krazy Kat (50), Animated Flash Gordon (24), Perspective on Greatness (26), Hearst Reports (345), The Original Flash Gordon (4), Blondie (28), Linehan & Co. (130), T.V. Time Capsule, The Butcher, Hints from Heloise, Original Flash Gordon (40), Blondie (26), Vic Braden's Tennis for the Future (13). **Staff:** William Miller, Len Soglio, Chips Barrabee, Steven Weiser.

Lexington Broadcast Services 6204
800 Third Ave., New York 10022

The Greatest American Hero (42)*, Tales from the Darkside*, Rock Palace (35)*, Heathcliff (65)*, This Is Your Life (39)*, Fame*, Too Close for Comfort*, Breakaway*, Poochie*, Get Along Gang*, Golden Link*, Greater New Orleans Golf Classic*, Miss American Teen-ager Pageant*, From Hawaii with Love*, Family, Super-

IMPROVE YOUR FIGURES



In the 5 seasons that *The All New Popeye* appeared on network (1978-79 to 1982-83), Popeye either tied or was rated the #1 program in its time slot a whopping 62% of the time by far outdistancing the other two networks combined!



 **King Features Entertainment**

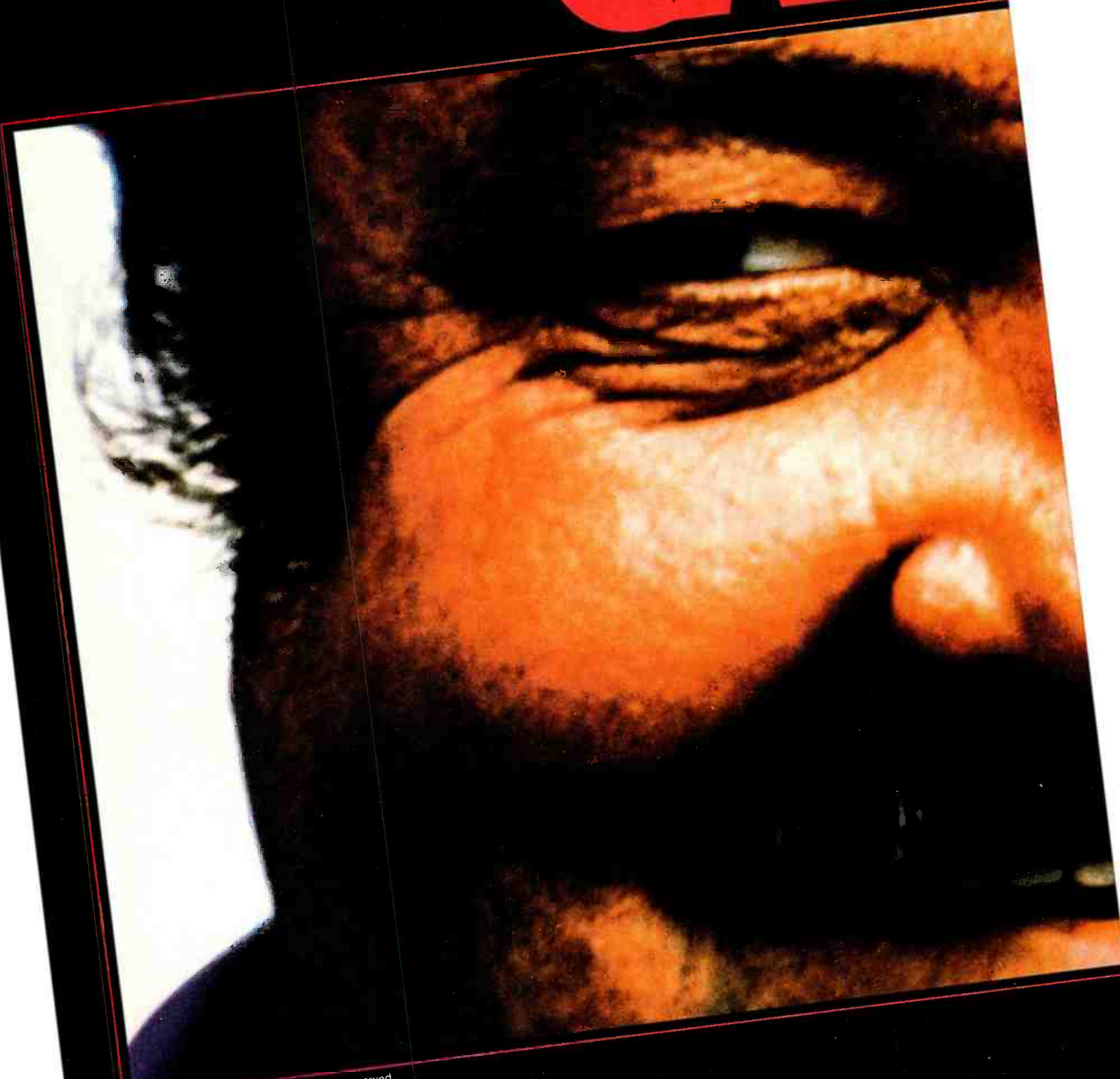
A subsidiary of The Hearst Corporation

235 East 45th St., New York, N.Y. 10017 Phone: 212-682-5600 Telex: 7105812391
London Phone: (01) 434-1852 Telex: 266570 Los Angeles Phone: (818) 889-2047

1983 King Features Syndicate, Inc. Worldwide Rights Reserved

Why settle for a Magnum

CAN



© 1983 Viacom International Inc. All rights reserved.

... when you can have a

NON!



CANNON
124 HOURS
AVAILABLE NOW



friends, How the West Was Won, Inspector Gadget, LBS's Children's Theater, LBS Movie of the Month, Health Field, America's Top Ten, Rowan and Martin's Laugh-In, Test Specials, Peter and the Magic Egg, Strawberry Shortcake, Woman to Woman, In Search of. **Staff:** Henry Siegel, Robert Turner, Dan Greenblatt, John Ranck, Roger Lefkon, Paul Siegel, Mike Weiden, David Friedman, Louis Granelli, Bobbie Marcus, Wendy Phillips, Ethan Podell, Robert Unkel, Donna Barrie, Christopher Gordon, Bruce Casino, Steven Pappas, Alan Strumwasser.

Local Program Network 6312

Lorimar 5307
3970 Overland Ave., Culver City, Calif. 90230

Laugh-In (130), Dallas (150), Eight is Enough (112), Lorimar I (25), Lorimar II (25), Lorimar III*, Lorimar—Allied Artists Film Library, Sci/fi Horror Package (34), Bomba the Jungle Boy (13), Time Capsule: The 1932 Los Angeles Olympic Games, Vincent Price's Dracula*. **Staff:** Ken Page, Pat Kenney, Chuck Atkins, Reid Davis, Marty Mills, Jack Garrison, Bruce Genter, Maury Lanken, Dennis Greshman, Dalton Danon, Linda Sheldon.

MCA TV 6357, 59
445 Park Ave., New York 10022

Magnum (129)*, Puttin' on the Hits (52)*, Voyagers (50)*, Million Dollar Movie Game (52)*, Universal's Most Wanted List (23)*, That's Incredible (165)*, Quest for Gold (50)*, Switch (50)*, Road to Los Angeles Year II (25)*, House Calls (57), BJ/Lobo Show (86), Memories with Lawrence Welk Year II (52), Brand New Woody Woodpecker & Friends (175), Olivia Newton-John—Let's Get Physical, Hardy Boys/Nancy Drew Mysteries (46), Quincy (148), Buck Rogers (37), Incredible Hulk (85), Rockford Files (125), Baretta (82), Kojak (118), Adam-12 (174), Alfred Hitchcock Hour (93), Alfred Hitchcock Presents (268), Alias Smith & Jones (43), Bionic Woman (58), Bold Ones (98), Dragnet (98), Emergency (136), Ironside (198), It Takes a Thief (65), Jack Benny Show (104), Leave It To Beaver (234), Love That Bob (173), Major Adams (138), Marcus Welby M.D. (172), McHale's Navy (138), Munsters (70), Name of the Game (76), Woody Woodpecker & Friends (185), Rod Serling's Night Gallery (97), Run for Your Life (86), Six Million Dollar Man (108), Virginian (225), Wagon Train (32), Rich Man Poor Man Book 1 (12), Novels I and II, 23 movie packages. **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Marc Grayson, Chuck Gerber, Bob Davis, Phil Conway, Paul Hoffman, Tom Maples, Carl Runge, Bill Smith, Jim Kraus, Richard Nailing, David Brenner, Bobbi Fisher, Stephanie Beatty, Jeffrey Hatcher.

Metromedia Producers Corp. 5215-19

5 TV Place, Needham Branch, Boston 02192

On Stage America (2 hours weekly)*, Stan Brock's Expedition: Danger*, Dynasty (118)*, Merv Griffin Show, Thicke of the Night, Miller's Court, Healthbeat, Vega\$ (68), Avengers (26), Untamed World (156), Presidential Command Performance, Assassins Among Us, Cancer Confrontation, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior, Little Gloria ... Happy At Last, Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, Premium I (8), Premium II (12), Premium Plus (28), MPC (20), Carry On... (11), Groovy Ghoulies and Friends (104), Crusader Rabbit (13), My Favorite Martian, Fantasy Island (111), Charlie's Angels (115), Starsky and Hutch (92), Family (86), Strike Force (19), S.W.A.T. (37), Movin' On (44), Dynasty (37), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), movies of the week. **Staff:** Robert Bennett, Chet Collier, Paul Rich, Bruce Marson, Regina Dantas, Carl Menk, Pat Pattison, Susan Bender, Jim Ricks, Bill Featherstone, Ed Hawkins, Grant Norlin, John Carson, Jack Duffield, Dale Sheets, Ron Geagan.

MGM/UA Television 5357
1350 Avenue of the Americas, New York 10019

Fame, Thicke of the Night, ChiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (128), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), Gilligan's Island (98), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Outer Limits (49), The World of Mother Teresa, 28 motion picture feature packages, Pink Panther (226), Tom and Jerry (308), MGM/105, Bugs Bunny & Warner Bros. cartoons (327), Popeye (234), Crime Does Not Pay (48), Our Gang (52), Passing Parade (69), Pete Smith Specialties (89), Circus Parade (140), The Citadel (10), Gavilan (10), Seven Brides for Seven Brothers (22), McClain's Law (16), Flamingo Road (37), Chicago Story (14), The Yearling (52), Pandemonium (13), Meatballs & Spaghetti (13), Gilligan's Planet (13), Sean (13), Studs Lonigan (6), Gabriela (132), George Washington (8), We Got It Made, Empire, For Love and Honor, New Adventures of Gilligan, Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, James Bond: The First 21 Years, The Making of Rocky III, Separate Tables, Cutter to Houston (9), Banjo the Woodpile Cat, The French Atlantic Affair, Kids from Fame Special, World of Entertainment, Logan's Run (14), plus other specials. **Staff:** Lawrence Gershman, Joseph Tirinato, Susan Swimer, William Kunzel, Peter Newgard, William Trotter.

Mizlou Television Network 6229

535 Fifth Ave., New York 10017

N.A.S.C.A.R. Auto Racing (7)*, Stroh's Fight of the Month (8)*, College Rodeo Finals (1)*, Fun Moments in Sports (2)*, National Bowling (3)*.

Muller Media 5303
23 E. 39th St., New York 10016

Heroes & Heroines (15), Family Rainbow Theater (12), Super Action 10, Premiere Showcase (10), Cinema Greats (15), American Diary, Cheryl and Friends, Movie Mania, Masters of the Martial Arts (26), Fabulous Follies (36), Just for Laughs (13), Real McCoys (224), Car Care by Lucille. **Staff:** Robert Muller.

National Telefilm Associates 6212
12636 Bearice St., Box 66930, Los Angeles 90066

A Currier & Ives Christmas*, Storybook Theater (5), Betty Boop (100), George Pal Puppets (42), Little Lulu (26), Max Fleischer Color Classics (35), Noveltoons (43), Best of NTA (120), Horror (35), John Wayne Classic Westerns (30), Kung Fu Gold (13), Mystery/Suspense (393), Nostalgic Musicals (47), Nostalgic Westerns (455), Paramount Short Subjects (500), Republic Serials (71), Roy Rogers' The Great Movie Cowboys (26), Science Fiction (34), Bonanza (260), Dean Martin (26), Flip Wilson (26), High Chaparral (98), Laramie (60), Laredo (56), Car 54 Where Are You? (60), Get Smart (138), Loretta Young (192), T.H.E. Cat (26), Victory at Sea (26). **Staff:** Bud Groskopf, Arthur Gross, Dick Jolliffe, Barry Bernard, John Herrin, Terez Kiely, Scott Lanken, Mickey Georgianna, Joe Termott.

OPT/TPE 6207
919 Third Ave., New York 10022

Lifestyle of the Rich and Famous (52)*, Key to Rebecca (4-hour mini-series)*, Jennie's War (4-hour mini-series)*, Star Search, Solid Gold (52), Solid Gold specials (3), Helen Keller: The Miracle Continues, A Woman of Substance, Sadat, Blood Fued, Smiley's People, A Woman Called Golda. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Mike Weiser, Bill Bee, Dick Waller, Ken Kagen.

Orion Entertainment 5208
1875 Century Park East, Los Angeles 90067

New High Rollers (260)*, Twenty Minutes Workout (65)*, King* (6-hour mini-series), Best of Saturday Night (104), Monsters on the Prowl, 17 New Color Adventures, Children's Showtime, A.I.P. Feature Group, Addams Family (64), Avengers (83), Green Acres (170), Mr. Ed (143), Prince Planet (52), Sherlock Holmes (24), Sinbad Jr. (130), Touch of Music (6), Lorne Greene's Last of the Wild (78), Johnny Sokko & His Flying Robot (26), Adventure Package (8), Dominant 10 (6), Fantastic Science-Fiction Theater (14), Films for the 70's, Volume I (22), Ghoularama I & II (24), Holiday Storybook Fables (2), Miscellaneous Features (4), New Science Fiction (13), Outstanding Adventures (8), Sci-Fi (51), Strongmen of the



WHY PRIMETIME IS THE RIGHT TIME FOR NEWS

Now viewers in the tri-state area can take their time getting home. Unwind. Relax over dinner. And then watch the news.

Thanks to WOR-TV's NEWS 9: PRIMETIME at 8PM. It's the right news at the right time. Late enough to avoid the rush hour newscasts earlier in the evening. Yet early enough to cover the day's events when audiences are still alert and ready for the news.

With the most modern up-to-date news gathering facilities in the country, NEWS 9: PRIMETIME features New Jersey and New York's best news. Live. Fast. Comprehensive. And right.

Anchored by the award-winning team of Tom Dunn and Sara Lee Kessler. The score on

sports with Jimmy Myers. And the complete weather picture with Lloyd Lindsay Young.

This is the news viewers have been waiting for. NEWS 9: PRIMETIME. The right news. The right time. The right people.



Tom Dunn

Sara Lee Kessler

Lloyd Lindsay Young

Jimmy Myers

NEWS 9: PRIME TIME

The right news at the right time.

WOR-TV

RKO TELEVISION

\$

10 MI

It's never been done before

CLASSIC COUNTRY FEATURING STARS OF THE GRAND OLE OPRY

- Bill Flynn, WJBK Detroit □ John Gluck, KLRT Little Rock □ Gary Vautin, Cal Bollwinkel, Jack Matranga, KDVR Denver
Rusty Durante, Bob Brewer, KNAT Albuquerque, KVVU Las Vegas □ Tim McDonald, WTVZ Norfolk, WRLH Richmond,
WJTM Greensboro/Winston-Salem/High Point, WMKW Memphis □ Dean Woodring, KTAH Portland, KABD Seattle
Dick Ballinger, KNBN Dallas/Ft. Worth □ Herman Ramsey, WANX Atlanta □ Art Hook, KEKR Kansas City, WKCH Knoxville
Gene Wilkins, KTTY San Diego □ Berl Golub, Mike Starr, WMOD Orlando □ Dave DeArmond, WLOS Asheville/Greenville
Vince DeLuca, WJRT Flint/Saginaw □ Tom Moody, WPEC West Palm Beach □ Ray Davis, WNFT Jacksonville
John Williams, Fred Paxton, WPSD Paducah/Cape Girardeau □ Larry Gantz, Birney Blair, KHQ Spokane
Hal Edwards, Bill Evans, WRCB Chattanooga □ Joe Jerkins, Al Helton, KVUE Austin □ Don Moeller, KYTV Springfield, MO
Ed Lamy, WAFB Baton Rouge □ Jim McCormick, KVII Amarillo □ Hugh Roche, KTVE Monroe/EI Dorado
Bill Fauch, WTWC Tallahassee □ A. C. Wimberly, KAMC Lubbock □ Doyce Elliott, KOSA Odessa □ Robert Miller, KALB Alexandria
Larry Campbell, KVHP Lake Charles □ Bob Ward, WTOK Meridian □ Walter Goins, KXLI St. Cloud □ KAVT, Austin, MN
WNUK, Green Bay □ WAFF, Huntsville □ WXOW, La Crosse/Eau Claire □ WKDW, Madison □ WAOW, Wausau
Rick Schudiske, WCMU Alpena/Mt. Pleasant □ WSKG, Binghamton □ John Flanzer, WCFE Burlington/Plattsburgh
David Dial, WNIN, Evansville □ Susan Howarth, WUFT, Gainesville □ Sharon Blair, CONNECTICUT NETWORK, Hartford/New Haven
WQED Pittsburgh □ Jeff Gable, WCBB Portland/Poland Springs □ Glenn Gough, WNPE Watertown/Carthage
Jerry Franklin, WGBY Springfield, MA □ Byron Knight, WISCONSIN NETWORK, La Crosse/Eau Claire, Madison, Wausau

WILD, WILD WORLD OF ANIMALS & WORLD WAR II GI DIARY

- KNAT Albuquerque □ KVII, Amarillo □ WINK, Ft. Myers □ KVVU, Las Vegas □ KDVR, Medford
WCCO, Minneapolis/St. Paul □ KTAH, Portland □ KTTY, San Diego □ KPIX, San Francisco □ KCTS, Seattle/Tacoma
WTWC, Tallahassee □ WCMU, Alpena/Mt. Pleasant □ ARKANSAS NETWORK, Ft. Smith, Jonesboro, Little Rock
WGBH, Boston □ WNED, Buffalo □ KOOD, Bunker Hill □ CONNECTICUT NETWORK, Hartford/New Haven
KERA, Dallas/Ft. Worth □ WTVS, Detroit □ WUCM, Flint/Saginaw □ WUFT, Gainesville □ WGBC, Grand Rapids
IOWA NETWORK, Cedar Rapids/Waterloo, Davenport/Rock Island, Des Moines, Mason City, Ottumwa, Sioux City
WNEO, Kent/Alliance □ WKAR, Lansing □ KCET, Los Angeles □ WDCN, Nashville
NORTH CAROLINA NETWORK, Greensboro/Winston-Salem/High Point, Greenville/New Bern, Raleigh/Durham, Wilmington
NORTH DAKOTA NETWORK, Fargo, Minot/Bismarck □ WQED, Pittsburgh □ KAET, Phoenix □ WXXI, Rochester
KVIE, Sacramento/Stockton □ WGBY, Springfield □ WNIT, South Bend/Elkhart □ WFSU, Tallahassee
WGTE, Toledo □ WISCONSIN NETWORK, La Crosse/Eau Claire, Madison, Wausau

LLION

by a Syndicator in its First Year!

Thank You!

Classic Country
featuring stars of the Grand Ole Opry[®]
60 markets - 29.31% HH

Wild, Wild World of Animals
48 markets - 33.16% HH

World War II: G.I. Diary
38 markets - 25.49% HH



A Division of Gannaway Enterprises

10100 Santa Monica Blvd.
Los Angeles, CA 90067
(213) 277-1170

245 Perimeter Center Pkwy.
Suite 420 • Atlanta, GA 30246
(404) 393-9248

Gary Gannaway, President

Bob Webb, VP - East Coast Sales
Bill Pastuch, - Southeast Sales

Jeff Kinney, VP - Midwest Sales
Jerry Weaver, VP - Public Television

World (21), Special Action Features Volume 1 (12), Star Time Theater (17), Winning Hand (25), World of the Macabre (8), Young Adult Theater (12) Real Life Adventures (2). **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Arthur Hasson, Larry Hutchings, Thomas Cerio, Jack Allen, Donald Frehe, Rick Jacobson, Jim Ricks.

Panasonic Industrial Co. 6352

Pappas TeleProductions 6355

Paramount Television 6225
1 Gulf & Western Pl., New York 10023

Anything for the Money*, In Style*, Stars with the David Steinberg*, Jesse Owens Story*, Entertainment Tonight, Taxi, Cheers, Portfolio VII, IX and X, Taking Advantage, Mork & Mindy, Laverne & Shirley. **Staff:** Rich Frank, Randy Reiss, Bob Jacquemine, Steve Goldman, Kevin Tannehill, Greg Midel, Sid Cohen.

Primetime Entertainment 5233

485 Madison Ave., New York 10022

Primetime 1 Package (17). **Staff:** Robert Shay, Harvey Reinstein, Albert Hartigan.

Samuel Goldwyn Co. 6233

Silverbach/Lazarus Group 6210

Syndicast Services 5203

2 W. 45th St., New York 10036

Barbara Mandrell & The Mandrell Sisters, Olympic Gold, Celebrity Fun Cruise, Rhythm & Rawls, 1984 Mrs. America Pageant, Salute To America, The New Victor Awards, Barbara Mandrell Halloween Special, Thank Goodness-Thanksgiving, The Man in the Santa Claus Suit, An American Christmas Carol, Barbara Mandrell Christmas Special. **Staff:** Leonard Koch, Sheldon Boden, Harold Comings, William Koblenzer, Garry Lepkanich, Terry Paolillo, Bernie Schulman, Cyndy Wynne, Jay Whalen.

D.L. Taffner 5229

31 W. 56 St., New York 10019

Thames Originals, Three's Company, Too Close for Comfort, World at War, Hollywood, Beny Hill Show. **Staff:** Don Taffner, Dick Cignarelli, Mike Fahn, Rosemary Berry.

Telepictures Corp. 5123-27

15303 Ventura Blvd., Sherman Oaks, Calif. 91403

Rituals (52)*, All New Let's Make a Deal*, Eureka Stockade*, New Dick Van Dyke Show/Mayberry R.F.D. (150)*, Littlest Hobo (100)*, People's Court, Love Connection, Newscape, N.I.W.S., More Real People (195), Here's Lucy (144), My Favorite Martian (107), Telepictures 2 (27), Telepictures 1 (13). **Staff:** Dick Robertson, Jim McGillen, Jody Shapiro, Scott Carlin, Jim Martz, Mark Robbins, Diana Foster, Alicia Windroth, Jeanine Kadow, Bob Lloyd, Michael Newsom, Robert Barnett.

The Good Life 6216

200 Park Ave., Suite 1702, New York 10166

The Good Life. **Staff:** Bill Tenebruso, Mi-

chael Kerans, Mitch Glatt, John Horne.

Tribune Entertainment Co. 5224-5226

435 N. Michigan Ave., Suite 1632, Chicago 60611

At The Movies (52), A Married Man (2)*, U.S. Farm Report (52), Martin the Emancipator, Third Annual Gospel Music Excellence Award, For Your Precious Love: Mother's Day Special, Cornelia Connelly*, Nadia*, Martin the Emancipator*, family specials, Chicago Cubs baseball. **Staff:** Sheldon Cooper, Joseph Antelo, Dick Moran, Anne Rodgers, Toby Rogers, Leslie Lillien, Peter Marino, Allan Grafman, Jim Smith, Liz Firalio, Carol Forace, Patricia Sullivan.

Turner Program Services 6308

1050 Techwood Dr., Atlanta 30318

CNN Television, Cousteau Amazon*, Cousteau Odyssey, Cousteau North American Adventures, Black Beauty*, Last Convertible*, Women in White*, Centennial*, Star Cade*. **Staff:** Henry Gillespie, Robert Schuessler, Thomas Todd, Paul Wischmeyer, Bob Rierson.

TV Station Music License Comm. 5111

Twentieth Century-Fox Television 6219

Box 900, Beverly Hills, Calif. 90213

Dance Fever, M*A*S*H, Best of the Midnight Special, Batman, Fall Guy, Trapper John, Hollywood Gift of Laughter, Hollywood Theater '84, On and Off Camera II, Century V through XI, Fox 1 through 4, Shirley Temple, Super Sixty-Six, Special '42, Being Your Best, Voyage to the Bottom of the Sea. **Staff:** Steve Roberts, Robert Morin, Joseph Greene, Bob Buchanan, Stanley DeCovnick, David Skillman, Gary Grandolph, Jim Puffer, Denny Juravic, Al Shore, Tony Bauer, Joe Weinflash.

Twentifirst Century Distribution 6110

1650 Broadway, Suite 807, New York 10019

Staff: Art Schweitzer, Hank Guzik, Donna Pastor.

U.S. Chamber of Commerce 5232

Viacom Enterprises 5218

1211 Avenue of the Americas, New York 10036

Bizarre, Cannon, Gunsmoke, Hawaii Five-O, The Rookies, Mary Tyler Moore, Bob Newhart, The Alvin Show, The Harlem Globetrotters, The New Adventures of Mighty Mouse, I Love Lucy, Honey-mooers, Twilight Zone, Hogan Heroes, Andy Griffith, Gomer Pyle USMC, Wild Wild West, My Three Sons, Dick Van Dyke. **Staff:** Robert Glaser, Joseph Zaleski, Jack Kelley, Paul Kalvin, Dennis Gillespie, Andrea Cetera, Frank Brown, Milt Strasser, Frank Flanagan, David Campbell, Dennis Emerson, James McCormick, Brooks Carroll, Al Miller, Joe Di-Salvo.

Warner Bros. Television 6127

4000 Warner Blvd., Burbank, Calif. 91522

Scruples (6)*, Volume 24 (18)*, 13 Classic Thrillers II (13)*, TV I (13)*, Volume 23

(20)*, Bugs Bunny & Friends (100), Porky Pig & Friends (156), Alice (164), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard, Harry O (44), Wonder Woman (61), Kung Fu (62), Waltons (221), FBI (234), Tarzan (57), Maverick (124), Roots (12), Roots: The Next Generations (14), Pearl (6), Phenomenon of Roots, Specials of the '70's (30), Volume 22 (38), Volume 21 (26), FBI Story (4), Volume 20 (30), Volume 19 (12), Volume 18 (28), Volume 17 (23), Volume 16 (19), Volume 15 (7), Volume 14 (4), Volume 13 (25), Volume 2A (22), Volume 1A (22), 13 Classic Thrillers (13), Tarzan features (32), The Bowery Boys (48), Starlite 6 (25), Starlite 5 (28), Starlite 4 (30), Starlite 3 (30), Special Features (17). **Staff:** Mauro Sardi, Paul Simon, Ken Fournier, John Chickering, Dee Euoberg, Dan McRay, John Laing, John Bryan, Charles McGregor, William Hart, Ed Donaldson, Bill Seiler, John Louis.

Western-World Television 5134

Worldvision Enterprises 5225

660 Madison Ave., New York 10021

Barnaby Jones (177), Little House on the Prairie (216), Love Boat (140), The Invaders (43), The Fugitive (120), Dark Shadows, Man From Atlantis, Doris Day Show (128), The Rebel (76)*, Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (94), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104)*, Wendy and Me (34), Don Lane Show, Range Rider (78)*, Annie Oakley (80)*, Buffalo Bill Jr. (42)*, Adventure of Champions (26)*, Take My Word for It, Holocaust (10), Against the Wind (13), Prime I (10), II (16), III (16), IV (26), V (26), VI (19), VII (25), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. At the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jackson Five (23), Jerry Lewis Show (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), King Kong (26), Lancelot Link Secret Chimp (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13)*, 18 specials. **Staff:** John Ryan, Howard Lloyd, Randy Hanson, Burt Rosenburgh, Bill Baffi, Jim Thomson, John Barrett, Paul Danylik, Jesse Weatherby, Marty Weisman.

WW Entertainment 5359

205 E. 42d St., New York 10017

WW Entertainment I (16), Best of Groucho, Century: The Story of Our Time, Black Belt Theater I, II and III. **Staff:** George Hankoff, Lou Israel, Frank Stanton, Ami Witt, Vicki Joe Hoffman.

Ziv International 5305

COMIC RELIEF

Newhart is hot and we've got him in the original show that made him a star.

With a performer Q score 44% higher than average and a brand new network hit, Newhart is bigger and better than ever before.

Add some fun and laughter to your program schedule... Add The Bob Newhart Show... Now!

The Bob Newhart Show

142 Half-Hours



Source: 1983 Performer Q Study, Marketing Evaluations, Inc.

© 1984 Viacom International Inc. All rights reserved.

See Fox

For National Advertiser



FOX HOLLYWOOD THEATRE '84

In 1983, Fox Hollywood Theatre ran in 150 markets, including all of the top 40. Our 1984 offering will reach a minimum 80% of U.S. households — with dramatically low CPMs.

This is perfect primetime entertainment, from the suspense of *Eyewitness* and the fantasy of *The Lost World* to the classic appeal of *Miracle on 34th Street*.

8 films, with limited showings through Dec., 1984.

DANCE FEVER — YEAR 7

Television's hottest entertainment show keeps your viewers on their toes with the latest dances from all around the U.S. For the seventh year in a row, America's top dancing couples will compete for big cash prizes and national fame.

Guest celebrity judges pick the winners, and the country's most popular music acts perform for your audience.

26 new half-hours.



First.

Supported Shows.



TELEVISION

ON & OFF CAMERA

Hosted by popular Tom Bosley, Year 2 of On & Off Camera takes your viewers behind the scenes of Hollywood to meet famous stars and relive magic moments.

From Gable, Bogart and Bergman to today's Paul McCartney, Dolly Parton and Sylvester Stallone, the themes of On & Off Camera take us from the classics to Hollywood's latest movies.

5 new half-hour specials, with limited showings through July, 1984.

INTV '84
The Biltmore
Suite 6219



PRIMETIME

TODAYS TOP THEATRICAL & TELEVISION STARS—INCLUDING:



ROGER MOORE



CAROL BURNETT



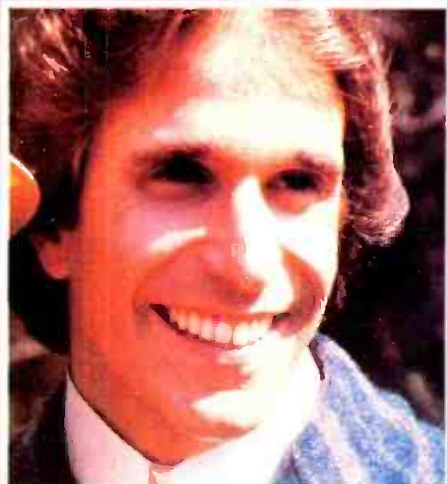
GARY COLEMAN

17 WINNING FEATURE FILMS!

- **AN AMERICAN CHRISTMAS CAROL**
Henry Winkler
- **THE BUSHIDO BLADE**
Richard Boone, Frank Converse, James Earl Jones, Toshiro Mifune
- **CHU CHU AND THE PHILLY FLASH**
Alan Arkin, Carol Burnett
- **DADDY, I DON'T LIKE IT LIKE THIS**
Talia Shire, Burt Young
- **GRADUATION DAY**
Christopher George
- **THE LEGEND OF WALKS FAR WOMAN**
Raquel Welch, Bradford Dillman
- **MOTHER AND DAUGHTER**
Tuesday Weld
- **MY BODYGUARD**
Chris Makepeace, Matt Dillon
- **NIGHTMARE**
Richard Crenna, Patty Duke Astin, Vic Morrow
- **ON THE RIGHT TRACK**
Gary Coleman, Maureen Stapleton
- **THE SEDUCTION OF MISS LEONA**
Lynn Redgrave, Brian Dennehy
- **THADDEUS ROSE AND EDDIE**
Johnny Cash, Bo Hopkins
- **THAT LUCKY TOUCH**
Roger Moore, Shelley Winters
- **TRAVIS LOGAN, D.A.**
Vic Morrow, Hal Holbrook, Brenda Vaccaro
- **VISIONS OF DEATH**
Telly Savalas, Monte Markham
- **WHEN SHE WAS BAD**
Cheryl Ladd, Robert Urich
- **ZORRO, THE GAY BLADE**
George Hamilton, Lauren Hutton

ONE

**NEW
AT INTV
SUITE 5233**



HENRY WINKLER



RAQUEL WELCH



GEORGE HAMILTON

**PRIMETIME ONE
IS THE PERFECT PACKAGE**

- **NEW FOR SYNDICATION**
- **THE RUNS & YEARS YOU NEED**
- **IMMEDIATE AVAILABILITIES**

**PRIMETIME
ENTERTAINMENT, INC.**

An RPTA Company

485 Madison Avenue • New York, NY 10022 • (212) 355-7070
Harvey Reinstein *Vice President, Syndication Sales*

THE UNITED

HARD NEWS:

NEWSFEED is on the move! Today we're over 100 stations strong and the nation's only exclusive local news network.

A network of news professionals—including member stations in 20 of the top 20 markets—dedicated to giving you custom coverage of the stories you need whenever and wherever they occur.

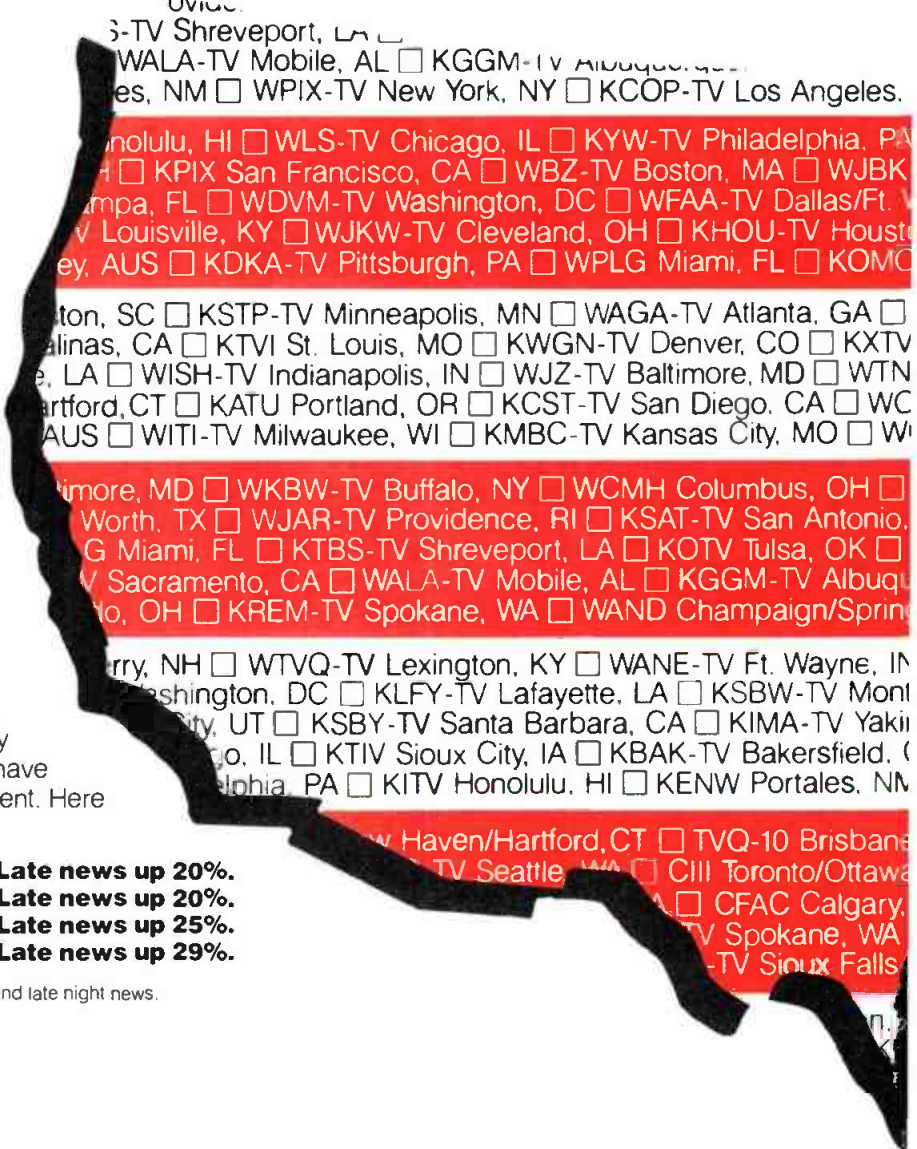
- Breaking news!
- Breaking sports!
- Breaking weather video including satellite pictures and actual weather events!
- Custom Washington coverage!
- Request coverage!
- Satellite delivered **7 days a week.**

HARD FACTS:

NEWSFEED member stations across the country are reporting impressive ratings gains in both early and late news and at NEWSFEED we're proud to have done our part in supporting them in this achievement. Here are just a few examples:*

WJBK-TV Detroit.	Early news up 25%.	Late news up 20%.
WPLG Miami.	Early news up 18%.	Late news up 20%.
WITI-TV Milwaukee.	Early news up 13%.	Late news up 25%.
WANE-TV Fort Wayne.	Early news up 40%.	Late news up 29%.

Source: A.C. NIELSEN Nov. 82–Nov. 83 Comparative ratings early and late night news.



OF NEWS

STATES

Now over 70
stations strong!



It's results like these that make NEWSFEED membership an absolute must in today's highly competitive news environment. Hard Facts. That's NEWSFEED. It's flexible, economical, custom-tailored to meet your needs. The NEWSFEED Network gives you the news you need—when you need it.

HARD TO IGNORE.

- You can't ignore the impressive ratings gains!
- You can't ignore the impact of a satellite-delivered news network on the quality of your product!
- You can't ignore the nation's only reliable seven day news service!
- And you can't ignore the strength of 73 stations working together!

Remember, NEWSFEED is exclusive—only one station per market!

To find out how you can join the NEWSFEED Network, contact your group W Productions representative or Richard Sabreen, Vice President, General Manager, The NEWSFEED Network, 90 Park Avenue, New York, N.Y. 10016, or call (212) 983-6500.

See us at NATPE!

NEWSFEED

THE NEWSFEED NETWORK

Paramount's formula for success: program for many media

The Hollywood studio has gone with the flow to produce not only movies but also television shows for networks, syndication, access, pay cable, home; leading the efforts are Frank and Reiss

There's a new generation in Hollywood: men and women in their 30's and 40's who grew up with television. Not just as viewers, but as industry professionals. Lately they have begun taking over the executive suites of Hollywood studios, and the industry will never be the same.

One studio frequently mentioned as a prime example of a successful mix of "old" and "new" Hollywood is Paramount Pictures Corp., which has done well in recent years with such successful box-office performers as "Flashdance," "Trading Places," "An Officer and a Gentleman" and "Terms of Endearment."

In the marketplace for broadcast television programming, Paramount currently produces two of first-run syndication's most successful programs, the prime access strip, *Entertainment Tonight*, and the weekly *Sol-*

id Gold, and it is trying to launch two more strips and another weekly program for next season and a number of specials for later this season. It is actively negotiating with a consortium of station group owners about the formation of a once-a-week prime time entertainment network, that, if successful, could offer viewers and advertisers a significant alternative to conventional network television.

As early as 1929, Paramount was experimenting with television. The stock market crash put a damper on the effort, but the studio was back in 1939 with two experimental TV stations, in Chicago and Hollywood. Within 10 years, Paramount was deeply involved in television program production.

The studio's commitment to programming for the small screen continues in the 1980's in a broad range of categories under the guidance of the 41-year-old Richard H. Frank, the Paramount Television Group president whose background includes time spent as president of the broadcast division of Chris-Craft Industries, general manager of Chris-Craft's KCOP(TV) Los Angeles, and

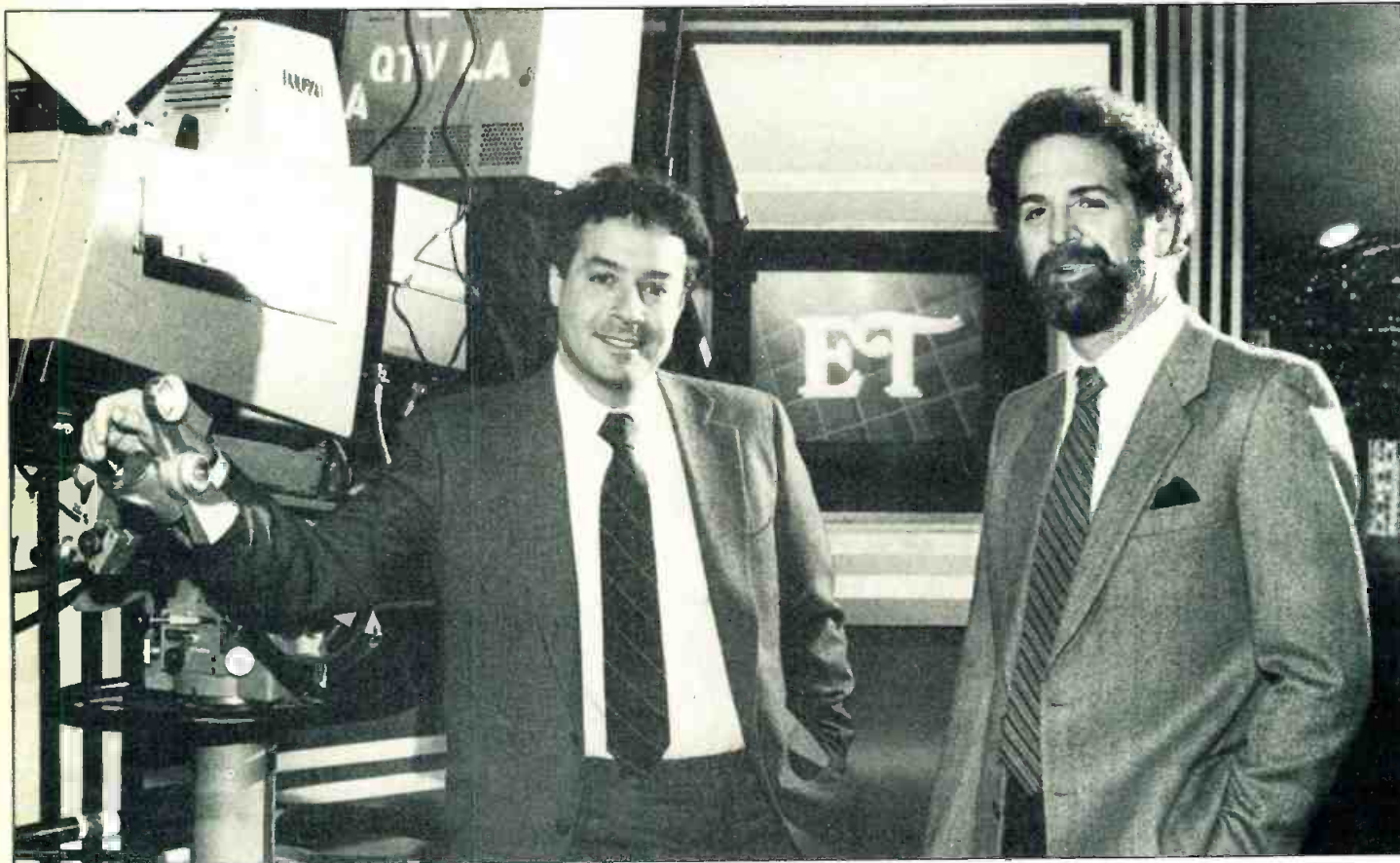
general sales manager of KTLA(TV) Los Angeles, which Paramount used to own.

"Paramount has proved that it doesn't take programming lightly," Frank says, when asked to outline the studio's television philosophy. "It doesn't do programs randomly, and it executes everything it says it will. Many years ago that is the goal we aimed for, and I think we've delivered."

Frank went to Paramount in 1977 and has headed various television production units within the company since then. Last July he was named to his current position as part of a consolidation that put him in charge of all Paramount production, distribution and marketing of television programming: for broadcast networks, first-run and off-network syndication, foreign markets, cable TV and home video.

Paramount is considered an industry pacesetter, several rival studio executives agreed when asked about Paramount's standing in Hollywood's creative community. "They're ahead of most important trends," emphasized one.

An example is the deal that Paramount signed with Showtime/The Movie Channel



Reiss and Frank



King Features Entertainment

P R E S E N T S

THE PERFORMERS

AN EXTRAORDINARY PORTFOLIO OF MOTION PICTURES.

King Features Entertainment's portfolio of outstanding theatrical motion pictures and television films with some of today's top award winning television and motion picture personalities.

BIG BOX-OFFICE STARS:

Ellen Burstyn, Peter Fonda, Teri Garr, Dudley Moore, Mary Tyler Moore, Robert Preston, Lynn Redgrave, Jenny Agutter, Bryan Brown.

... IN CRITICALLY ACCLAIMED BOX-OFFICE HITS:

Academy Award Winner *An American Werewolf In London*

"Everything a movie should be!"—*Philadelphia Inquirer*

"Bloody good show!"—*Miami News*

"An irresistible movie."—*Seattle Post*

Split Image

"... as hypnotic and suspenseful as a first rate thriller can be." —*Rex Reed*

"An important film in a time when they're scarce." —*Charles Champlin, L. A. Times*

AND POPULAR TELEVISION STARS:

Edward Asner, Lynda Carter, Gary Coleman, Robert Conrad, Mike Farrell, Robert Guillaume, and Dennis Weaver.

... IN TOP-RATED TELEVISION FILMS that the critics loved too:

The Choice

"Sleekly produced and tellingly directed... Susan Clark is simply grand." —*Variety*

A Town Like Alice

"The year's 'Roots'." —*Phoenix Gazette*

"1981 International Emmy Award Winner." —*N. Y. Times*

Outstanding stars. Outstanding films. King Features Entertainment proudly presents *The Performers*. They're waiting to perform for you.

Have them perform

See us at the Biltmore Hotel in Suite 6226

King Features Entertainment

A SUBSIDIARY OF THE HEARST CORPORATION

235 East 45th St., New York, N.Y. 10017 Phone: 212-682-5600 Telex: 7105812391

London Phone: (01) 434-1852 Telex: 266570 Los Angeles Phone: (818) 889-2047

© 1984 King Features Entertainment, Inc. Worldwide Rights Reserved.



Winds of War



Entertainment Tonight

Inc., which gives the latter and the two pay cable services it comprises, exclusive pay cable rights to just about every theatrical film the studio produces in the next five years (BROADCASTING Dec. 19, 1983, and Jan. 2). The agreement, which could yield Paramount revenues of between \$600 million and \$700 million, may represent a turning point in the history of pay cable licensing arrangements—the start of a transformation to an exclusive medium. And there are those who believe the deal will keep Showtime and The Movie Channel going in the uphill struggle against HBO for additional pay subscribers.

The 62-acre Paramount lot on Melrose Avenue is humming with activity. Besides an ample feature film schedule, the studio is currently producing in virtually all television genres, including network series, mini-series specials, pay and basic cable, first-run strips and made-for-home video programming.

"We're able to take a long-term view of things," Frank explains. "We're able to take gambles when we feel like it and take time to develop things properly. It's a committed company policy, and it has really paid off."

The studio makes some mistakes, of course. *Madame's Place*, for example, lasted only one season as a first-run syndicated strip in 1982-83. The show, about a tart-tongued ventriloquist's dummy, never caught on and was canceled.

"Even though we dropped it, nobody was embarrassed by the execution of *Madame's Place*," declares Randy Reiss, 38, president of Paramount Television Domestic Syndication since 1981. "We can guarantee execution and distribution, but we can't guarantee what the viewers will want to see."

Reiss, like Frank, is part of the young breed of television-oriented executives. One of Paramount's youngest presidents, he followed Frank to Paramount from KCOP, one of four independent VHF stations in Los Angeles. Prior to that stint as the station's national sales manager, Reiss had worked in television sales in New York.

With an estimated \$140 million tied up in

television production this season, Paramount is a big player in the television programming business. It has a \$60-million stake in first-run product, and plans to parlay \$100 million into production and acquisition of programming for a proposed mini-network, if it can come to terms with several station groups with which it has been negotiating for a proposed start in 1984. Indeed, Paramount's high profile comes when its fortunes in network series production have fallen off, lending fuel to the rumors (denied by Paramount) that it is gearing up for a wholesale competitive venture against the networks.

"I don't believe there ever can be a fourth network on a full-time basis," Frank says. "There aren't enough independent stations around to get that."

Reiss believes independent stations are not interested in a full-time network: "They just want to be a mini-network."

The "mini-network" envisioned by Paramount would begin with the distribution of a three-hour block one night each week for 52 weeks. Programming would include feature films, made-for-television movies, series, specials and other first-run programming.

"We will be going to the marketplace just as the three networks do," Reiss explains. "We have asked for lists [of theatricals] from all the studios. We are analyzing the movies that are available and will be an active bidder for product."

Son of 'V'. NBC-TV announced last week that it is producing an additional six hours of *V*, a drama that garnered the network's highest mini-series ratings during the 1982-83 season. The new six-hour, three-part mini-series will be shown next spring, preceded by a rebroadcast of the original four-hour drama shown May 1-2, 1983. Key cast members will return for the follow-up program, which continues the story of an alien invasion of Earth and the resistance movement formed to combat it.

Features from the theatrical division of Paramount will be considered, although NBC-TV recently acquired some of the studio's most popular releases (including "Flashdance" and "48 Hours") for its own viewers.

The four station groups involved in the mini-network discussions—Chris-Craft, Gaylord, Tribune and Taft—reach some 40% of U.S. television homes and could provide the clout needed to attract other independent stations and major national advertisers. The service, which Reiss and Frank emphasize is still in the development stage, would be made available on a barter basis, with Paramount retaining commercial time for sale to national sponsors.

Paramount has made a name for itself in the syndication business as an aggressive partner with advertisers and stations in the development, sales and distribution of new programming.

Entertainment Tonight and *Entertainment This Week*, launched in 1981, have become two of the most successful programs in first-run syndication, despite stumbling badly in their first few months. One minute of the daily half-hour show and five minutes of the one-hour weekend version are retained for national advertisers, with local stations keeping five minutes in each for local sale.

National sales for *ET*, as the series are known, are handled by TeleRep, with capital costs for an ambitious \$2.5-million earth station construction project prior to launch spread among Paramount and its partners, Cox Broadcasting and Taft Television Productions. Sixty of the 135 stations airing the programs were assisted by the partnership in order to obtain live transmission via satellite.

"For all practical purposes, *Entertainment Tonight* is a mini-network," Rich points out. "I think that's just one step that nonnetwork first-run syndication has taken. It is a compilation of different types of stations that form, for the given moment, an interconnected network."

Satellite delivery is not the only way syn-

Some of the
most-watched shows on television
are filled with people, places, and things...
that never were.

Imagine what will happen
when the fantasies are real.

Introducing
**THE
GOOD
LIFE™**

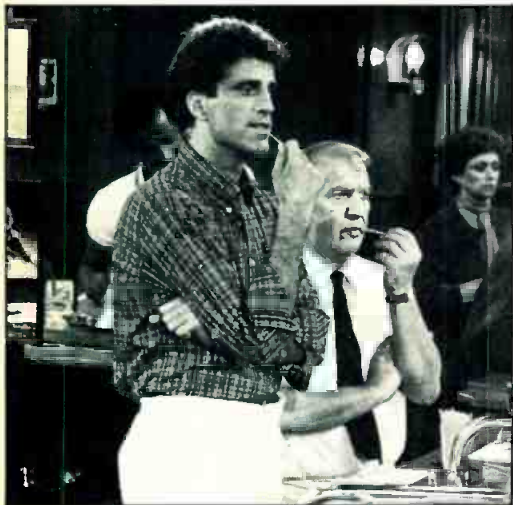
©1984 The Good Life

THE MOST LUXURIOUS HALF HOUR ON TELEVISION

AVAILABLE FOR CLEARANCE SEPTEMBER 1984

EARL GREENBURG PRODUCTIONS
IN ASSOCIATION WITH KENYON & ECKHARDT, INC.
AND COLUMBIA PICTURES TELEVISION

COME BE A PART OF "THE GOOD LIFE" AT INTV



Cheers



Happy Days

dication has changed. The financial stakes have grown much larger.

Paramount shocked the industry during the late 1970's when it began charging previously unheard-of prices for off-network series such as *Happy Days*. The syndicator felt such fees were justified, based on production costs and the increase of viewers attracted to the mostly independent stations that played the series. First-run syndicated product has taken advantage of the audience built up by the successful off-network shows and the parallel demand by advertisers for more national exposure through barter. Frank believes this has changed the syndication business.

"When we [at Paramount] first started, there was a stigma attached to the word syndication. There was a stigma attached to the independent station. The people in the advertising agencies would say, 'The people who watch independents are not the same people who watch network affiliates and therefore we'll pay you a lower cost-per-thousand,'" Frank recalls. "But now the advertisers and their agencies have learned that the people who watch independents are exactly the same as those who watch network-affiliated stations. They've gotten used to buying national spots on shows like *Entertainment Tonight* and *Solid Gold*. There is no longer this put-down in cost-per-thousand."

The two executives dispute the claim made by some, backed by the results of a recent Blair Television study (BROADCASTING, Nov. 28), that the dramatic growth in bartered syndication has siphoned off more revenues from spot television than network.

"I think they're overreacting," Reiss maintains. "I think that barter represents only a small percentage of dollars that come out of spot. Those dollars for shows like *Solid Gold* and *Entertainment Tonight* come out of network advertising and spot is not affected."

Reiss insists that barter is necessary to produce the kind of programming independents and affiliated stations are demanding in first-run syndication.

"If they, as an industry, said they'd rather pay us more money for fewer spots in the

programs I'd say, 'Terrific.' I'd rather do that because it makes my job easier. I don't have to have advertising staff and sell time. But at this point, the stations won't do that."

In an interview, Paramount's senior vice president of sales in the domestic distribution division, Robert Jacquemin, said the company is "making a major commitment to advertising-supported programming in 1984." The studio recently hired Robert Gutkowski, former vice president of programming for the Entertainment and Sports Programming Network, an advertiser-supported cable program service, to head its New York advertising sales office. Gutkowski, who spent more than 10 years at NBC-TV sales there, joins two other Paramount sales executives in Manhattan.

The redoubled barter sales effort will involve four first-run projects Paramount has scheduled for production next year, including *The Jesse Owens Story*, a four-hour special scheduled to premiere early next July and being financed primarily by four advertisers (Toyota, the only one yet announced). Between \$5 million and \$6 million (of the \$25 million allocated for new product this year) is reportedly in the pipeline for *The Jesse Owens Story*, with another \$200,000 to be spent on national promotion of the program.

Paramount has drawn unusual concessions from stations in selling *Jesse Owens*, an approach that studio executives insist is needed to insure top quality. Paramount plans to retain six national commercial minutes per hour during the special, rather than the usual five. It also wants to retain those minutes for three or four plays of *Jesse Owens*, depending on the station.

Whenever possible, Paramount seeks long-term commitments from advertisers and station groups. For a daily strip it will make deals calling for a 52-week, 260-episode commitment instead of the 13-week or 26-week deals more commonly seen in the industry. The studio may also push for placement in specific dayparts and repeat broadcasts of one of its productions.

Last year, Paramount invested an estimated \$2 million in start-up of *Taking Advantage*, a weekly, personal finance series pro-

duced in association with *Business Week* magazine and McGraw-Hill Broadcasting. The studio retains five 30-second spots in the program for national sponsors. In another example of alliance-building, Paramount's has obtained access to *Business Week's* editorial material for the program, which could become a daily strip in 1984.

"Last year we only did one new half-hour first-run series [*Taking Advantage*]," Reiss points out. "We already had two successful first-run shows on the air [*Entertainment Tonight* and *Solid Gold*], and we didn't think we had the personnel to handle those two programs and more than one new show. We don't want to overextend ourselves."

In 1984, with four new positions under John Goldhammer, Paramount's senior vice president of (syndicated) programming, the studio's plate will have more on it.

Expected in the coming year from Paramount are *Stars: with David Steinberg*, two separate hour-long specials receiving up-front financing from the Shulton USA division of American Cyanamid; *In Style*, a half-hour, life-style magazine strip being developed in association with Fairchild Publications (publisher of *Women's Wear Daily* and a division of Capital Cities Communications), and *Anything for Money*, a half-hour comedy/game strip with sponsors yet unnamed. Also in development are a serialized daily drama, *City of Angels*, and a half-hour "reality" strip from Cable Health Network co-founder Dr. Art Ulene.

Another genre receiving attention from Paramount is first-run mini-series. Although the studio has met with critical and rating success in many of these ventures, Frank insists the studio loses money on them.

"We produce them for other reasons," he says, ticking off *Shogun*, *Washington Behind Closed Doors* and *The Winds of War* as example of the studio's achievements. "We do them because they allow a number of the creative elements on our lot who associated with Paramount to get into creative endeavors that are different from their normal, everyday work. They let them expand themselves, and they bring a certain prestige and attention to the studio. We believe that there should be some important product as well as

TUNE IN TO THE REAL FACTS.

*YEAR AFTER
YEAR, MOST
OF THE MUSIC
PLAYED ON RADIO
IS LICENSED
BY BMI.*

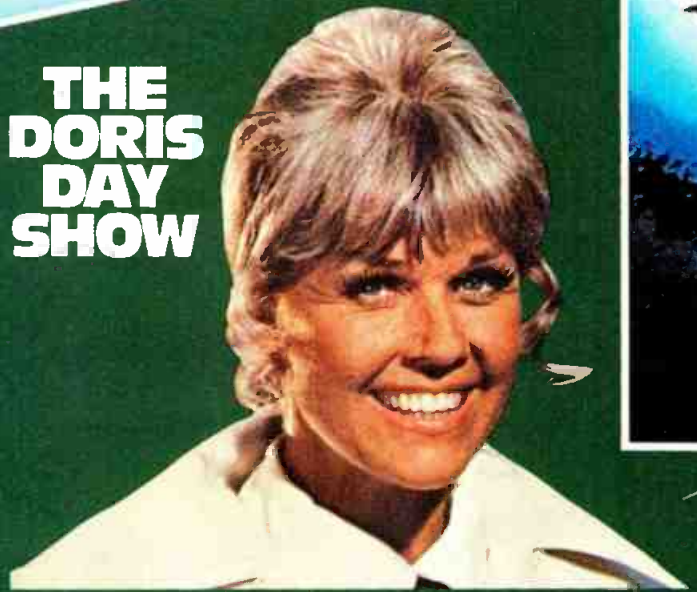
BMI

We bring you the music
that brings in
your audience.



THE INVADERS

THE
DORIS
DAY
SHOW

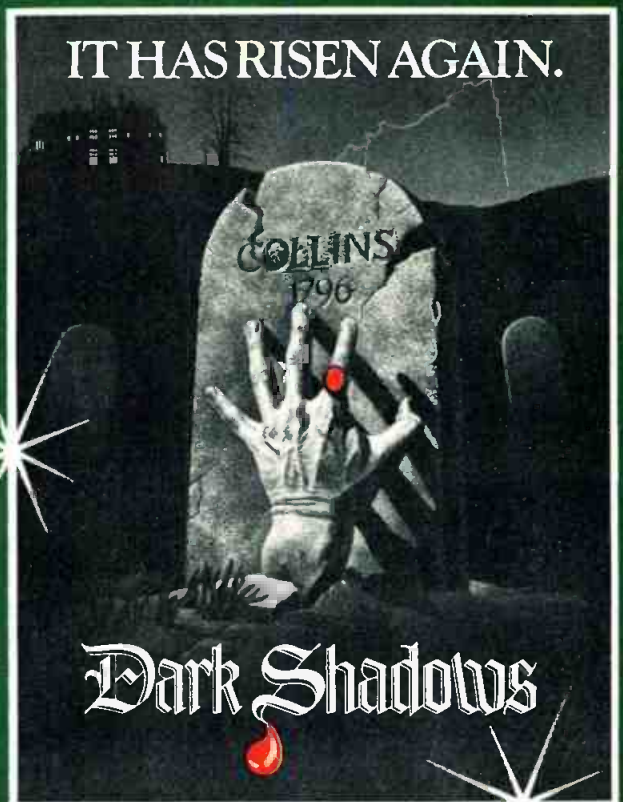


ONE STEP

BEYOND

The startling adventure
into the world of
psychic phenomena.

IT HAS RISEN AGAIN.



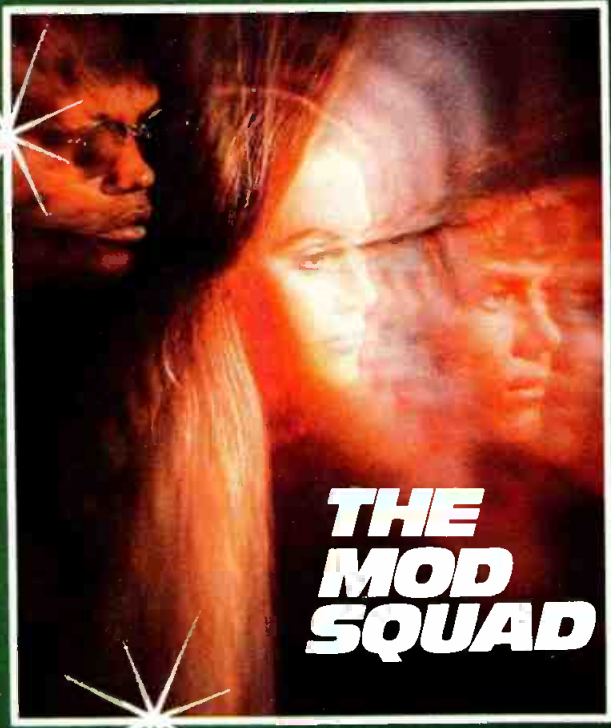
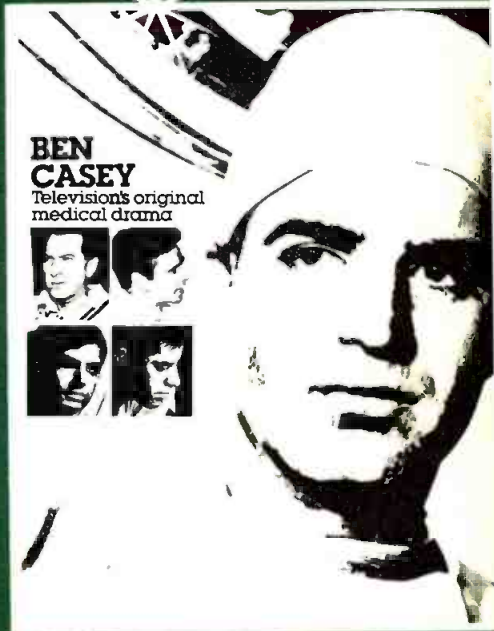
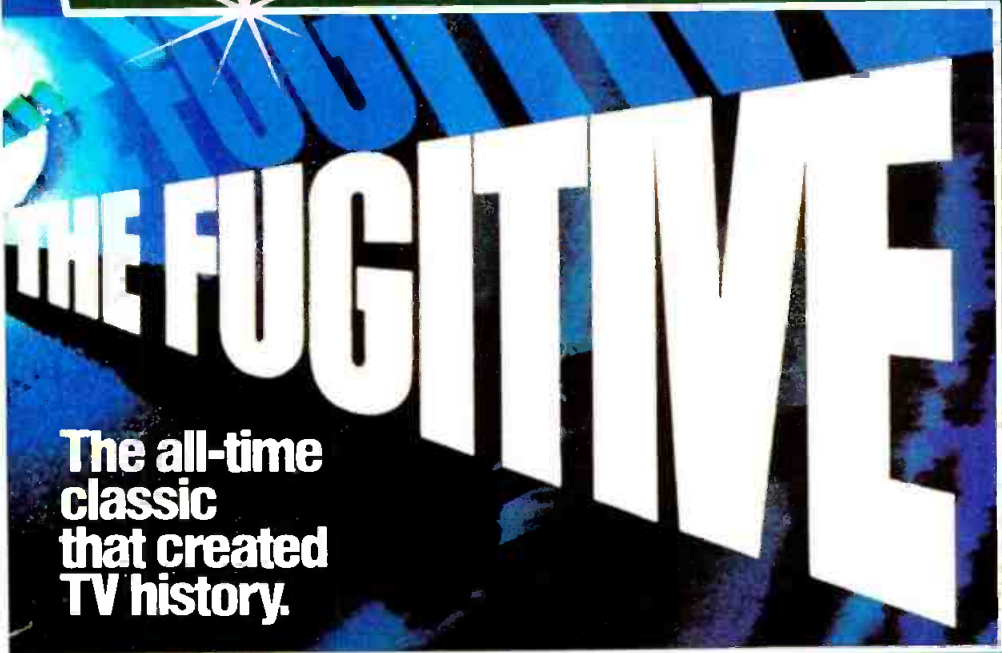
Dark Shadows

EVERGREEN PROGRAMS INC.

A DIVISION OF WORLDVISION ENTERPRISES INC.
650 Madison Ave., New York, N.Y. 10021 • (212) 832-3838
9465 Wilshire Blvd., Beverly Hills, CA 90212 • (213) 273-7667
A Telt Company

EVERGREENS

from
Worldvision



commercial product in the mix of work that we do."

The latest in this vein is an order from CBS-TV for a 12-hour mini-series, *Space*, being written by Stirling Silliphant for broadcast during the 1984-85 season.

Apart from *Space*, Paramount has four series pilots on order or in development for ABC, two for CBS, and the possibility of NBC reviving *Live... in Person*, a short-order variety series that aired on the network last September during prime time.

In network prime time, Frank concedes Paramount has recently had its share of ups and downs. "I would like to be stronger than we are now," he says. "I am hopeful that we

will be by the time we get to next fall." Paramount's network television division, headed by Richard Weston, produces five half-hour comedies currently airing: *Happy Days* and *Webster* on ABC; *Cheers* and *Family Ties* on NBC. It is widely rumored that *Happy Days*, which has become the longest-running series on the air with 255 episodes (four more than *M*A*S*H*), will not be back next fall. Officially, no decision has been made. *Happy Days* has been a profit center for Paramount, drawing record prices in off-network syndication and spawning such prime time spin-off series as *Mork and Mindy*, *Joanie Loves Chachi* and *Laverne & Shirley*. Other off-network product currently

includes *Taxi*, *Star Trek* and will soon include *Family Ties* and *Cheers*.

Although Paramount is not afraid to spend money on its original programming—the studio claims to lavish \$21 million a year on *Entertainment Tonight* and *Entertainment This Week*—its executives are pragmatic.

"We are in the process of building three [video] tape stages on our lot," Frank points out. "This is the first phase of a major conversion to tape at Paramount." Frank also feels Paramount is "tremendously more efficient" than the networks in program production. Asked about the trend among some nonnetwork producers to go outside the country, Frank insisted that his studio "is not

CBS wins week, NBC's 'Riptide' moves network into second

Due to big wins on Monday and Tuesday nights provided by the Orange Bowl football game and a special two-hour premiere of a new series called *Riptide*, NBC was able to nudge ABC out of second place and close the week ending Jan. 8 one-half of a rating point ahead of ABC with a 16.5 rating and a 25 share. According to Nielsen, CBS came in first with a 19.1/29 for the 15th week of the 1983-84 season, while ABC came in third with a weekly prime time average of 16/24.

CBS won Thursday, Friday and Sunday, while Wednesday and Saturday went to ABC and NBC took Monday and Tuesday. In the past 15 weeks, CBS has won 12 and ABC has won three.

Six of the top 10 shows were CBS's, while three were NBC's and one was ABC's. Season-to-date averages for CBS are 18.2/29, for ABC 17.27 and for NBC 15.1/24.

In the evening news race, CBS maintained its decisive lead with a 15/25, compared to ABC 12.2/20 and NBC's 11.8/20.

NBC captured Monday night (Jan. 2) with its carriage of the Orange Bowl (23.5/38), yielding it a 23/33.2 for the evening. ABC's carriage of the Sugar Bowl did considerably less (8.8/13), yielding that network its third-place position for the evening with an average 8.6/12.3. CBS, with ninth-ranked *AfterM*A*S*H* in the lineup, pulled up second with 20.9/30.5.

Powered by the third-ranked *A Team* (25.3/36) and the 12th-ranked *Riptide* premiere (22.3/35), NBC placed first Tuesday night with an average 23.3/35.4. With no shows in the top 20, ABC placed second with 17/25.4 and CBS third with 13.8/20.3.

Wednesday went to ABC, fueled by fifth-ranked *Dynasty* (23.9/35)

and 14th-place *Hotel* (21.8/36) following to give it an average for the night of 22.1/33.9. Two premieres on CBS, *Domestic Life* (15.3/23) and *Empire* (14.3/21) lost out to ABC's *Fall Guy* (20.6/31). NBC's premiere of *Night Court* (16.9/25) ranked 36th for the week, and helped to yield NBC an average of 15.2/23.3 for the night, behind CBS's 16/24.6.

Second-place *Simon & Simon* (25.4/38) and fourth-place *Magnum P.I.* (24.5/36) plus 15-ranked *Knot's Landing* (21.8/36) catapulted CBS into first place Thursday night with an average 23.9/36.7. NBC, with its Wednesday lineup never falling below a 23 share, averaged a 16.5/25.3 over ABC's 13/19.6.

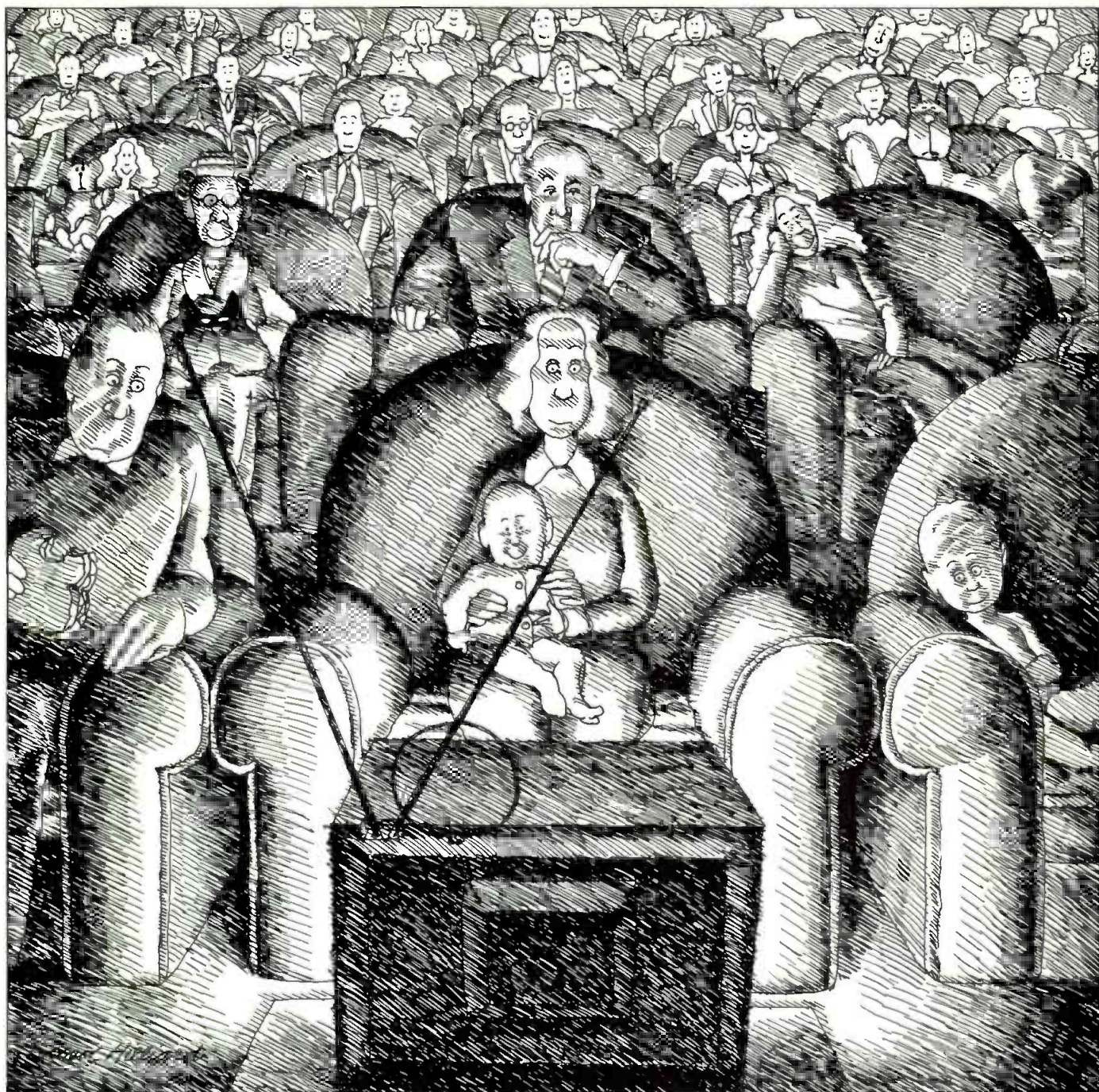
Elevated by first-place *Dallas* (25.4/39) and 11th-ranked *Falcon Crest* (22.5/38) gave CBS Friday night with an average 22.2/35.3 compared to ABC's 17.7/28.5 and NBC's 9.6/15.3. But ABC's *Benson* earned its highest rating of the season (19.1/30) as did *Webster* following it (19.9/31) to win their half-hour 8-9 p.m. time period against the *Dukes of Hazzard* on CBS and "The Jerk," the Friday movie of the week on NBC.

In a night when each of the networks followed their normal lineups and didn't introduce any new programs, Saturday night went to ABC with an average 18.9/31.1, while CBS came in second with 15.6/25.2 and NBC third with 12.3/20.2.

With a strong Sunday lineup of regular series programming that never dipped below a 26 share and which included sixth-ranked *60 Minutes*, CBS won the night with an average 20.9/31.5. NBC's Sunday night movie, "Bronco Billy" (15.7/25) was able to beat out "Slap Shot" on ABC (15/24), NBC averaged 15.8/23.8 compared to ABC with 14.9/22.3. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	25.4/39	25.	Facts of Life	NBC	19.2/28	49.	AFC Championship Post	NBC	15.0/24
2.	Simon & Simon	CBS	25.4/38	26.	Embarrassing Moments	ABC	19.2/27	50.	Slap Shot	ABC	15.0/24
3.	A Team	NBC	25.3/36	27.	Benson	ABC	19.1/30	51.	Diff'rent Strokes	NBC	14.7/24
4.	Magnum, P.I.	CBS	24.5/36	28.	Dukes of Hazzard	CBS	18.6/29	52.	Hart to Hart	ABC	14.3/23
5.	Dynasty	ABC	23.9/35	29.	Three's Company	ABC	18.6/27	53.	20/20	ABC	14.3/23
6.	60 Minutes	CBS	23.6/36	30.	One Day At A Time	CBS	18.5/28	54.	Empire	CBS	14.3/21
7.	Orange Bowl	NBC	23.5/38	31.	Death Hunt	CBS	18.3/30	55.	Silver Spoons	NBC	14.0/22
8.	Newhart	CBS	23.5/33	32.	Alice	CBS	18.0/26	56.	Last of Survivors	CBS	13.8/21
9.	AfterMASH	CBS	23.5/33	33.	Blue Thunder	ABC	17.9/28	57.	Andy Rooney Takes Off	CBS	13.7/19
10.	AFC Championship 7-7:18	NBC	22.9/37	34.	Knight Rider	NBC	17.5/25	58.	Automan	ABC	13.0/19
11.	Falcon Crest	CBS	22.5/38	35.	Emerald Point, N.A.S.	CBS	17.2/27	59.	Ripley's Believe It Or Not	ABC	12.2/19
12.	Riptide	NBC	22.3/35	36.	Night Court	NBC	16.9/25	60.	We Got It Made	NBC	11.6/19
13.	Jeffersons	CBS	22.3/32	37.	Hardcastle & McCormick	ABC	16.9/24	61.	Masquerade	ABC	11.6/17
14.	Scarecrow & Mrs. King	CBS	21.9/31	38.	Fantasy Island	ABC	16.8/29	62.	St. Elsewhere	NBC	11.4/19
15.	Knots Landing	CBS	21.8/36	39.	Gimme A Break	NBC	16.7/25	63.	Mama's Family	NBC	11.4/18
16.	Hotel	ABC	21.8/36	40.	The Gauntlet	CBS	16.6/28	64.	Yellow Rose	NBC	11.0/19
17.	Rose Bowl	NBC	21.1/30	41.	Family Ties	NBC	16.4/24	65.	Whiz Kids	CBS	10.1/16
18.	Trapper John, M.D.	CBS	20.9/34	42.	Oh Madeline	ABC	16.3/25	66.	New Show	NBC	9.7/16
19.	Love Boat	ABC	20.8/33	43.	Real People	NBC	16.1/24	67.	The Jerk, Too	NBC	9.6/15
20.	Fall Guy	ABC	20.6/31	44.	Matt Houston	ABC	16.8/27	68.	Sugar Bowl	ABC	8.8/13
21.	Webster	ABC	19.9/31	45.	Bronco Billy	NBC	11.5/25	69.	First Camera	NBC	7.4/11
22.	Goodnight, Beantown	CBS	19.6/29	46.	Hill Street Blues	NBC	15.8/26				
23.	Cheers	NBC	19.6/28	47.	Domestic Life	CBS	15.3/23				
24.	T.J. Hooker	ABC	19.2/31	48.	Buffalo Bill	NBC	15.3/23				

* Rating represents average of game runover plus 4-minute post-game show



GAYLORD IS INDEPENDENTLY WEALTHY.

KTVT Dallas/Fort Worth, KHTV Houston,
WUAB-TV Cleveland/Lorain, WTV Milwaukee,
and KSTW-TV Seattle/Tacoma.

Gaylord brings in millions of viewers with our independent stations. Because we give audiences what they want. A wealth of movies, syndicated programs, kids shows and major league sports coverage.

That's why people have their eyes on Gaylord's independents. Shouldn't you?

Call us and we'll help you enrich your numbers. At rates that won't cost a fortune.

Represented nationally by
TELEFLEX KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WTV Milwaukee

GB Gaylord
Broadcasting
Company

Selcom Radio and Torbet Radio will continue to operate independently as radio station national sales representatives under the supervision of Lou Faust, President of Selcom, Inc.

From left to right:
Donn Winther, Executive Vice President, Selcom Radio
Barbara Crooks, President, Selcom Radio
Bob Smith, Executive Vice President, Selcom, Inc.
Lou Faust, President, Selcom, Inc.
Peter Moore, President, Torbet Radio
Mike Bellantoni, Executive Vice President, Torbet Radio

TWO GREAT REPS BECOME



Selcom radio

PROUD BUT COMPETITIVE RELATIVES



Torbet Radio

Ninety seconds of humor and humanity every weekday in '84!

Mark Shields...
On the Campaign Trail

Election year—and all the political promises, all the analysis, all the 'profound' commentary—looms ahead.

Thank goodness, then, for Mark Shields! His wisdom, wit and warmth is blessed relief from most of the political musings you'll be hearing during 1984.

Shields, nationally syndicated columnist and network commentator, brings nonpartisan good sense and incisiveness to his observations of the political scene. He'll be traveling throughout the country and to both conventions to comment first-hand on the '84 campaign. And the 90-second radio journal he'll broadcast live twice each weekday starting January 2, 1984, promises to be thought-provoking and fun.

Mark Shields... On the Campaign Trail is an AP feature which will be fed for live use at 7:10 A.M. and 10:10 A.M. (Eastern Time) over the AP Radio Network, and may also be taped for later broadcast.

Add a bright note to your '84 program schedule: Mark Shields... On the Campaign Trail. For more information, contact John Sullivan at (800) 424-2302.

This program is produced by PubSat, the Public Affairs Satellite System, and is underwritten by The LTV Corporation.

Public Affairs Satellite System, Inc.



looking to run away from Hollywood to produce somewhere else. We will produce under the [union] arrangements that we currently have."

If *City of Angels* is given the green light, Paramount may produce the drama serial on tape to keep production costs down to an estimated \$50,000 per half-hour.

There are at least two specialties in which Paramount may be considered atypical. The studio has little interest in producing made-for-television movies, which Frank feels are not a profitable business. Exceptions are two-hour series pilots or specials, such as the syndicated *A Woman Called Golda*. However, that situation may change if the proposed Paramount mini-network gets off the ground.

Another enterprise the studio has not developed is overseas co-ventures, although "we'd be happy to," Frank says. "We talk to people in other countries all the time, but we've never been able to put together the kind of deal that made sense with a foreign company. We're open to it, but we just

haven't found the right mix yet."

Paramount has done two projects, both for the BBC, in which the studio invested in BBC programming (*Smiley's People* and *Tinker, Tailor, Soldier, Spy*) in return for U.S. distribution.

"Paramount doesn't need outside money," explains Reiss. "Gulf + Western is our bank per se," adding "the only place we do partnerships has really been in the first-run programming area. Our partners have always brought something to the table, such as a group of stations or a publishing company."

For both Frank and Reiss, experience in station sales and management has taught them to make decisions "based on common sense, not on tradition," as Rich puts it.

"It's very easy to sell something, get it on the air, and move on to the next project. We are not willing to do that. We want to develop long-term franchises."

That approach at Paramount, in the eyes of a friendly rival at another Hollywood production company, has yielded "an uncommon success story." □

Super Bowl set for super numbers

Redskins-Raiders clash promises to attract more than 100 million viewers, 14 million listeners; 30-second TV spots going for record price of \$450,000

The Super Bowl, already in the books as sports' premiere ratings draw, appears set to make another successful blitz on the TV numbers next Sunday (Jan. 22).

Given a matchup of the Washington Redskins and the Los Angeles Raiders—pro football's two teams with the best records and reputations for colorful on-field performances—CBS-TV expects well in excess of 100 million viewers in the U.S. alone. And to carry it off, the network has marshaled approximately 215 CBS Sports personnel and a near-record array of equipment.

CBS-TV already has set one record with its 30-second commercials in-game reportedly sold out at \$450,000 each. That price surpasses the \$400,000 charged by NBC-TV in January 1983 when it presented Super

Bowl XVII under the alternating-year agreement the networks have with the National Football League for Super Bowl coverage.

CBS-TV's upcoming Super Bowl XVIII calls for 16 cameras covering the 4:30 p.m. game in Tampa stadium, Tampa, Fla.; three on the set of *Super Bowl Today*, the two-hour pregame show that will start at 2:30 p.m., and one in a blimp overhead. Those 20 cameras will also feed into 14 videotape machines with slo-mo capability to provide highlights and replays of the game. A CMX editing system will be used for pregame features.

A Telestrator, a device used to inscribe hand-drawn diagrams and notes over a camera picture, will again be used by game analyst John Madden, who will be working with play-by-play commentator Pat Summerall.

Other planned hardware: two still-storage units that hold digital still photographs of players and coaches for instant recall on the screen; two digital video effects generators to provide special visual effects; 100 microphones; 20 miles of cable, and 100 TV monitors.

Sunday's game will be targeting on the two highest TV-rated Super Bowl (and sports) broadcasts in history: 49.1/73 in January 1982 (San Francisco 49ers vs. Cincinnati Bengals) and 48.6/69 in January 1983 (Washington vs. Miami Dolphins).

The game will also be seen live in Canada, Mexico, Australia, Italy, Japan, the United Kingdom and Venezuela, and through Armed Forces Television at military bases in 13 locations around the world. AFT will also provide coverage, on a delayed basis, to outlets in 53 countries and to ships at sea.

Terry O'Neill, executive producer of NFL broadcasts on the CBS Television Network, will produce game coverage. Sandy Grossman will direct.

The Super Bowl Today, the two-hour warmup show, will offer the commentary of



**THE ALL-TIME CLASSIC
THAT CREATED TV HISTORY...
IS RUNNING AGAIN!**

**120 Hours
Starring
DAVID JANSSEN**

THE FUGITIVE

EVERGREEN
PROGRAMS INC.

A DIVISION OF WORLDVISION ENTERPRISES INC.
660 Madison Ave., New York, N.Y. 10021 • (212) 832-3838
9465 Wilshire Blvd., Beverly Hills, CA 90212 • (213) 273-7667

A Taft Company

KIDS LO

**WE'RE THE PRIME SOURCE FOR WHOLESOME CHILDREN'S PROGRAMMING.
WITH HOURS AND HOURS OF DELIGHTS FOR YOUNG VIEWERS.
AND VALUABLE OPPORTUNITIES FOR ADVERTISERS.**



© DC Comics Inc. 1982

SUPERFRIENDS
Half-Hour Strip

The combined appeal of superheroes Superman, Batman and Robin, Wonder Woman, and more, in the immensely popular animated series that's a runaway winner in syndication.



THE LBS CHILDREN'S THEATRE
Year-Long Half-Hour Weekly Series

A treasure-chest of superbly produced animated stories, including many holiday presentations. A fresh and appealing series hosted by television and movie personality Chuck McCann.



© DIC Audiovisual 1982

INSPECTOR GADGET
Half-Hour Strip

This first-run series is already #1 with kids in its time periods everywhere. Featuring Don Adams as the voice of the bumbling Inspector Gadget.



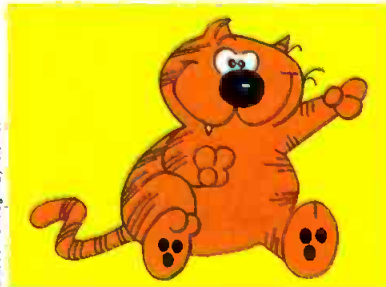
THE GET ALONG GANG
Half-Hour Special

Montgomery Moose, Dotty Dog, Zipper Cat, Bingo Beaver; the wildest, funniest gang of characters you've ever met. (They act just like kids!) From the creators of *Strawberry Shortcake*, *Care Bears*, and *Ziggy*.



**VISIT US AT INTV
BILTMORE SUITE 6208**

WE LBS.



© 1983 McNaught Synd., Inc.

HEATHCLIFF

Half-Hour Strip

A major first-run animated series based on the immensely popular comic-strip character. The 65 original half hours follow the shrewd enterprises and unlikely predicaments of this crafty cat. Featuring Mel Blanc as the voice of Heathcliff.



© M.J. 1982

POOCHIE

Half-Hour Special

From the gifted animators who created *Inspector Gadget* comes *Poochie*. She's the most appealing little dog in the whole world, and this warm-hearted adventure will captivate every young viewer.

© American Greetings Corp., 1980, 1981, 1982, 1983



STRAWBERRY SHORTCAKE/ CARE BEARS

Ongoing Series of Half-Hour Specials

This delightful series of music/fantasy specials featuring the popular Strawberry Shortcake and the irrepressible Care Bears has won the hearts of kids everywhere—and captured exceptional ratings.



PETER AND THE MAGIC EGG

Half-Hour Easter Special

A Pennsylvania Dutch boy with remarkable superhuman abilities thwarts a plot to confiscate his uncle's farm. A charming and colorful animated treat.



America's Leading
Television
Syndication
Network



**LEXINGTON BROADCAST
SERVICES COMPANY, INC.**

875 Third Ave., New York, NY 10022
(212) 418-3000 Telex 640818

GROWN LOVE LBS.



VISIT US AT INTV.
BILTMORE SUITE 6208

UPS



THE GREATEST AMERICAN HERO

One-Hour Weekly Series

An ordinary guy becomes a reluctant superhero. William Katt, Robert Culp, and Connie Sellecca star in this major off-network success from ABC. Delivers a phenomenal young adult audience.



FAMILY

One-Hour Strip

The highly acclaimed ABC off-network series about the problems and joys of raising a family. The award-winning cast includes Sada Thompson, James Broderick, Meredith Baxter Birney, and Kristy McNichol.



THE GOLDEN LINK

8 Monthly Half-Hour Specials

From the new LBS Sports Division, an exciting new series about Olympic sports and top Olympic competitors. Hosts: Bruce Jenner and Billy Kidd.

America's Leading Television Syndication Network



LEXINGTON BROADCAST SERVICES COMPANY, INC.

875 Third Ave., New York, NY 10022
(212) 418-3000 Telex 640818

**A BIG, BRIGHT SELECTION OF QUALITY PROGRAMMING.
APPEALING ATTRACTIONS FOR PROGRAMMERS AND VIEWERS.
AND IMPORTANT OPPORTUNITIES FOR ADVERTISERS.**



THE ROCK PALACE

One-Hour Weekly Series

A late-night rock happening, featuring top rock acts, flash-dancing, and off-the-wall comedy. Hosted by a major guest each week. Fast-moving, hard-driving, taped with a live audience in L.A.



HOW THE WEST WAS WON

One-Hour Weekly Series

Television superstar James Arness and an excellent supporting cast in a continuing drama set in the early American West. A major hit for ABC.



THIS IS YOUR LIFE

Weekly Half-Hour Series

Joseph Campanella hosts this all-new, first-run series from Ralph Edwards Productions. Emotional life stories with surprise guests every week. A unique, proven program concept.



TALES FROM THE DARKSIDE

Half-Hour Weekly Series

Delicious tales of terror, created for television by George A. Romero, the modern master of the macabre who directed such immensely popular horror movies as "The Night of the Living Dead" and "Creepshow."



LBS MOVIE OF THE MONTH

Monthly 2-Hour Movie Specials

The proven audience appeal of top titles from the MGM film library, featuring such box-office favorites as Elizabeth Taylor, David Niven, Robert Mitchum, Elvis Presley, Fred Astaire, and Audrey Hepburn.



THE HEALTH FIELD

Half-Hour Strip

NBC Science Reporter Dr. Frank Field and his daughter Pamela with a new magazine format for this well-established health series. Guests include medical authorities, and celebrities.

IN 1983 WE INTRODUCED

THE NO.1 STRIP THAT SENT KIDS' TOTALS SOARING IN EVERY-YES, EVERY-MARKET!

HE-MAN
AND THE
MASTERS
OF THE UNIVERSE

- NO.1 RATED CHILDREN'S SHOW
- BOOSTS TOTAL KIDS AUDIENCE IN EVERY MARKET
- OVERALL MORE THAN DOUBLES THE KID VIEWERS IN ITS TIME PERIODS

NOW CLEARED ON 115 STATIONS



Produced in the U.S.A. by

FILMATION
A DIVISION OF GROUP W PRODUCTIONS / WESTINGHOUSE BROADCASTING AND CABLE, INC.

Distributed by

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

Source: NSI Cassandra Nov. 1983, Nov. 1982

© 1984 Filmation, Mattel Inc.

THE HOTTEST AT NATPE !

Brent Musberger, Irv Cross, Jimmy (The Greek) Snyder and Phyllis George. Featured reporters: Charlsie Cante, Pat O'Brien, Dick Vermeil, Tom Brookshier, Hank Stram, John Tesh and CBS News Correspondent Charles Osgood. Ted Shaker will be executive producer, George Veras will be producer and Duke Struck will be director.

CBS Radio, for the sixth consecutive year, will be prominent at the Super Bowl, with veterans Jack Buck and Hank Stram handling play-by-play and color, respectively, starting at 4:15 p.m. That is to be preceded by a pregame show with David Stockton. Brent Musberger will provide half-time radio commentary, along with his CBS-TV chores.

Approximately 300 stations in the U.S. will carry the game broadcast, and CBS Radio expects next Sunday's audience to challenge the all-time high of 14 million listeners set two years ago. Fueling that optimism, a network spokesperson said last Wednesday (Jan. 11), is a just-released finding that CBS Radio's Monday night football in 1983 averaged nearly eight million listeners, the best overall season showing in six years. □

Top 40 turns in strong performance on FM band

Fall 1983 Arbitron ratings for New York, Los Angeles put that format first; in Chicago it's MOR/talk

Top 40, the radio format that captured listeners' attention on the AM dial in many major markets throughout the 1960's, is now pulling the big share numbers on FM, according to the fall 1983 Arbitron advances for New York, Los Angeles and Chicago ("In Brief," Jan. 9).

■ In New York, Malrite's contemporary-hit formatted WHTZ-FM (licensed to Newark, N.J.) took the market by storm as it soared into the number-one position in the new report with a 6.2 12-plus metro share (Monday to Sunday, 6 a.m. to midnight). Malrite, which purchased the station—then known as WVNJ-FM—from Sabre Broadcasting Corp. last May for \$8.5 million, launched its new sound on Aug. 2 and pulled a 2.0 overall metro share in the summer Arbitron report. But, industry observers note, the 2.0 was not a true reading of the station's performance since Malrite switched formats from easy listening to top 40 or CHR (contemporary hit radio) midway through the summer rating period.

Finishing second in the fall 1983 Arbitron was RKO's talk-formatted WOR(AM) with a 5.1 overall metro share followed by its co-owned FM outlet, urban contemporary WRKS-FM, with a 4.8 12-plus share—down from 5.3 and the top spot in the summer.

The new fall report was not particularly good, however, for New York's two other urban contemporary stations: Infinity Broadcasting's WKTQ(FM), which finished with a 3.5, down from a 4.9 last summer,

and Inner City Broadcasting's WBLS(FM) at 3.3—down from 4.7.

In the all-news battle, Westinghouse's WINS(AM) has regained the lead from WCBS(AM). The Group W station landed fourth with a 4.5 12-plus share, followed by WCBS(AM) in fifth with 3.8—down from 4.5.

ABC's top 40 rocker, WPLJ(FM), did not fare as well as its cross-river rival, WHTZ-FM. The station, which gradually switched from years of AOR to CHR last June, finished with a 3.5 share—down from 4.0 last summer and 4.3 in fall 1982. Metromedia's mainstay album-rocker, WNEW-FM, had a 2.3 overall share while its main competitor, Doubleday's WAPP(FM), registered a 3.2.

Country radio in New York lost listeners in the latest book. Mutual's WHN(AM) dropped from a 2.8 12-plus share last summer to a 1.9 while Viacom's WKHK(FM) fell from 2.3 to 2.0 in the same period.

Adult contemporary is also down in overall audience share. WNBC(AM) dropped from 3.6 to 3.0 while the co-owned station WYNY(FM) fell from 3.9 to 3.6. WPIX-FM slipped slightly, from 3.5 to 3.4.

■ Widening its lead in Los Angeles was Gannett's top-40-formatted KILS(FM). The station came in with an impressive 8.1 12-plus metro share while Talkradio KABC(AM) finished a distant second at 5.2. KILS(FM) first reached the top spot during the summer sweeps when it edged out KABC 7.6 to 7.4.

Beautiful-music-formatted stations took the third and fourth positions in Los Angeles. Bonneville Broadcasting's KBIG-FM pulled a 5.0 while KJOI(FM) registered a 4.4.

Among the stations that showed improvement from the summer book were Metromedia's AOR KMET(FM), up from 3.3 to 3.8, and Gannett's KPRZ(AM), which programs Al Ham's "Music of Your Life" nostalgia format—up from 1.8 to 3.2.

Unlike the New York market, CBS wrested the top all-news spot from Westinghouse in Los Angeles, but both gained. CBS's KNX(AM) posted a 3.7, up from 2.7 last summer, while KFVB(AM) drew a 3.5—up from a 3.2.

■ For Chicago, MOR/talk WGN(AM) maintained its hold on the market, posting a 9.6 12-plus metro followed by CBS's all-news WBBM(AM) (5.5), Bonneville's beautiful music WLOO-FM (5.3), CBS's top 40 WBBM-FM (5.1) and contemporary black WBMX(FM) (4.9).

Chicago stations that showed substantial increases in overall metro share from the summer report are Westinghouse's talk/information WIND(AM), up from 3.4 to 4.2, and Viacom's WLAK(FM) with its new adult contemporary "love song" format, up from 2.6 to 3.7. (WLAK switched from an "experimental" Bonneville easy listening sound to its new sound in early August.) Among the stations dropping dramatically in 12-plus share were Gannett's urban contemporary WGCI(FM), down from 6.2 to 4.7; NBC's country WMAQ(AM), down from 6.2 to 4.6, and progressive rocker WRXT(FM), down from 4.9 to 2.7.

Chicago's most popular album-rock station is Doubleday's WMET(FM), which topped WLUP(FM) by registering a 3.2 share to "The Loop's" 2.3. □

FOR FALL 1984 WE PRESENT

THE ACCLAIMED SHOW THAT HAS RATED NO.1 EVERY-YES, EVERY-SEASON!



FAT ALBERT

and the Cosby Kids

NO.1 IN ITS TIME PERIOD ON CBS FOR 11 CONSECUTIVE SEASONS. NOW FOR THE FIRST TIME IN SYNDICATION: 50 BRAND NEW HALF-HOURS PLUS 40 FROM ITS NETWORK RUN.

90 EPISODES FOR STRIPPING!

Produced in the U.S.A. by

FILMATION
A DIVISION OF GROUP W PRODUCTIONS / WESTINGHOUSE BROADCASTING AND CABLE, INC.

Distributed by

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

Source: NSI 1972-1983

©1984 Wm. H. Cosby Jr., Filmation

THE HOTTEST AT NATPE!

Consultant to independents makes SEC filing

Firm that has been helping put indies on the air files for public stock offering

A two-year-old company that offers a full range of development and operational services to independent television stations has filed a public offering statement with the Securities and Exchange Commission in Washington. The company, Chattanooga, Tenn.-based Media Central Inc., designs, builds, finances, staffs and purchases programs for new full-power independent stations going on the air.

According to the prospectus, Media Central provides operational services to stations in Canton, Ohio; Columbus, Ga., and Cape Girardeau, Mo., and is in the process of putting stations on the air in Honolulu; Kansas City; Appleton, Wis., and Knoxville, Tenn. Media Central Inc. provides to those independent stations assistance in construction and engineering, broadcast tower and equipment acquisition, programing acquisition and planning, accounting, data processing and regulatory compliance. Media Central says that by serving many independent stations and subcontracting work whenever possible, instead of using staff personnel, it can realize economies of scale through volume discount and standardization. That, in turn, results in substantially lower operating costs for the stations. Those savings, it said, could not be realized by stations on their own.

However, Media Central notes, it is careful to operate within FCC regulations and does not get into local programing decisions, policies or operations.

In addition, the independent stations presently served by Media Central are or are expected to be owned by limited partnerships that have or are anticipated to be capitalized by the private placement of limited partnership interests. The proceeds generated by the private placements are used to finance the construction and equipment purchase of the station, as well as to sustain its early operating losses.

Under its standard management agreement with a holder of a construction permit, Media Central said that it provides "in conjunction with and subject to control by the station owner," everything from the market survey and feasibility study; to selection of tower and studio sites; purchase or lease arrangements for the tower, antenna and transmitter; general supervision in construction of the station; acquisition of studio equipment and office furnishings; program planning and acquisition; establishment of an advertising sales program; employment of

operations personnel, all the way to implementation of an appropriate insurance program. Media Central continues to provide support once the station has started broadcasting, in everything from a review of station management to sales, marketing and programing analysis.

Media Central has the syndication of limited partnership interests handled by regional licensed brokers. To date, each station that Media Central has helped put on the air includes an average of 34 limited partnership interests. The normal investment for such an interest is \$100,000. Depreciation and station losses during development are also passed on to the investors as tax benefits.

Independent UHF stations that Media Central has either helped put on the air or is in the process of putting on the air include:

WOAC(TV) (ch. 67) Canton, Ohio; WXTX(TV) (ch. 54) Columbus, Ga.; KBSI(TV) (ch. 23) Cape Girardeau, Mo.; KHAI-TV (ch. 20) Honolulu; KEKR-TV (ch. 62) Kansas City, Mo.; WBCO(TV) (ch. 43) Appleton, Wis.; WKCK-TV (ch. 43) Knoxville, Tenn.; WUSV-TV Schenectady, N.Y., and WDBD-TV (ch. 40) Jackson, Miss.

In addition, Media Central has ownership interests to varying degrees in the Canton, Cape Girardeau, Honolulu, Kansas City and Huntsville stations.

According to the prospectus, Media Central hopes to raise \$10 million from the public sale of its common stock. Proceeds from the offering, the prospectus indicated, would be used to build a film transfer and production facility and to capitalize a subsidiary engaged in equipment leasing and sales as well as to provide general working capital. □

Bottom Line

Buying back. Capital Cities Communications Inc., New York-based group owner of 14 radio stations and six TV's, plus newspaper and cable interests, said it intends to purchase up to 300,000 shares of its common stock on occasion at market prices. Capital Cities said acquisition could have market value of about \$40 million. Stock will be retained as treasury shares and will be available for distribution under employee stock incentive plan and other corporate purposes. During fourth quarter of 1983, Capital Cities said it bought 284,000 shares of its own common stock, completing program authorized in 1980.

□

Debt settlement. Outlet Co., Providence, R.I.-based group of five TV's and six radio stations which is in process of being acquired by Rockefeller Center Inc. for \$332 million, has received \$3.5 million from CWT Specialty Stores Inc. for settlement of all its long-term debt stemming from purchase by CWT of Outlet's Women's Specialty Store Division. CWT purchased 42 stores from Outlet for \$13 million in October 1982. Repayment involved balance of notes and royalty payments due through 1992.

□

Divide and conquer. Rollins Inc., Atlanta-based group owner of three TV's and six radio stations, announced it will reorganize company into three separate entities: media, oil and gas, and consumer. Rollins said oil and gas and media operations would be spun off to separate holding companies and stock offered to Rollins shareholders. Stockholders would receive six-tenths of share in each of two holding companies for each share of Rollins stock they own. After reorganization, Rollins Inc. will continue to operate pest control business. Rollins said reorganization will help management of each business to concentrate on areas of expertise. Company also said it believes aggregate value of individual businesses exceeds market value of Rollins Inc. as whole, and reorganization will enable each business to be evaluated in marketplace like comparable companies.


□

Financial interest. Josephson International Inc., New York-based talent agency and owner of six radio stations and syndicator of *Captain Kangaroo*, has completed acquisition of Herzfeld & Stern, brokerage and investment banking firm. Acquisition was part of Josephson International's announced strategy to round out company's interests by acquiring financial services concern.

□

Postponed. Annual shareholders meeting of MGM/UA Entertainment Co., scheduled for last Saturday (Jan. 14) at studio's Culver City, Calif., headquarters, has been postponed indefinitely by Frank Rothman, chairman of board and chief executive officer, in wake of attempts by Kirk Kerkorian, firm's major stockholder, to take over company. In brief announcement dated Dec. 27 but not sent to news media until last week, Rothman said "notice of a new date and time for the annual meeting will be sent to stockholders as soon as practicable."

A Smash Hit!



RANK	PROGRAM	HH RATING
1.	Family Feud	12.3
2.	Wheel of Fortune	12.1
3.	MASH	11.2
4.	Three's Company	10.3
5.	PM Magazine	9.8
6.	People's Court	9.1
7.	Hee Haw	9.0
8.	Entertainment Tonight	8.8
9.	The Jeffersons	8.3
10.	Solid Gold	7.6

Source: NSI Cassandra, November '83.

MERV GRIFFIN PRODUCTIONS'

“Wheel of Fortune”

Distributed by

KING WORLD

Telephone: (201) 522-0100. TWX: 710-984-7961

Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Tues.	Wed.					
	Jan 11	Jan 4				(000,000)	
BROADCASTING							
N ABC	59 7/8	57	+ 2	7/8 +	5.04	12	1,755
N Capital Cities	145 1/4	141 1/2	+ 3	3/4 +	2.65	18	1,947
N CBS	70	67 1/8	+ 2	7/8 +	4.28	11	2,077
N Cox	47	46 1/4	+ 3/4	+ 1.62	18	1,331	
A Gross Telecast	61 1/2	61 1/2			13	49	
O LIN	22 3/4	21 3/8	+ 1	3/8 +	6.43	23	475
N Metromedia	34 3/8	35	-	5/8 -	1.78	29	961
N Outlet Co.	44 7/8	44 1/4	+ 5/8	+ 1.41	36	184	
O Price Commun.	8 1/2	7	+ 1	1/2 +	21.42	0	22
O Scripps-Howard	28 1/4	27 1/2	+ 3/4	+ 2.72	16	292	
N Storer	36 1/4	37	-	3/4 -	2.02	21	594
O SunGroup Inc.	6 5/8	6 1/8	+ 1/2	+ 8.16	3	5	
N Taft	58 5/8	55 1/4	+ 3	3/8 +	6.10	14	533
O United Television	14	13 3/4	+ 1/4	+ 1.81	18	164	

BROADCASTING WITH OTHER MAJOR INTERESTS							
A Adams Russell	22 7/8	24 5/8	- 1	3/4 -	7.10	21	138
A Affiliated Pubs.	41 1/8	38 5/8	+ 2	1/2 +	6.47	16	333
N American Family	19 5/8	19 1/8	+ 1/2	+ 2.61	11	268	
O Assoc. Commun.	15	14 1/2	+ 1/2	+ 3.44	0	72	
N A.H. Belo	38	37 1/8	+ 7/8	+ 2.35	12	434	
N John Blair	30 1/2	29 3/4	+ 3/4	+ 2.52	13	240	
N Chris-Craft	29 1/4	29 1/2	- 1/4	-	84	34	185
N Cowles	25 3/4	23 7/8	+ 1	7/8 +	7.85	25	102
N Gannett Co.	41 1/8	39	+ 2	1/8 +	5.40	17	3,290
N General Tire	39 3/8	37 7/8	+ 1	1/2 +	3.96	14	829
O Gray Commun.	60 1/2	60 1/2			13	30	
N Gulf United	30 5/8	29 5/8	+ 1	+ 3.37	13	884	
N Harte-Hanks	23 3/8	24	-	5/8 -	2.60	14	512
N Inalco Corp.	20	19 3/8	+ 5/8	+ 3.22	11	339	
N Jefferson-Pilot	37 5/8	36 5/8	+ 1	+ 2.73	8	809	
O Josephson Intl.	16	15 3/4	+ 1/4	+ 1.58	11	79	
N Knight-Ridder	25 7/8	26 1/2	-	5/8 -	2.35	9	1,692
N Lee Enterprises	25	24	+ 1	+ 4.16	15	336	
N Liberty	23	22 7/8	+ 1/8	+ 5.4	13	230	
N McGraw-Hill	43	42 3/8	+ 5/8	+ 1.47	18	2,155	
A Media General	58	57 1/2	+ 1/2	+ 8.6	12	403	
N Meredith	46 3/4	44	+ 2	3/4 +	6.25	13	440
O Multimedia	37 1/2	37	+ 1/2	+ 1.35	17	624	
A New York Times	25 3/4	26 5/8	-	7/8 -	3.28	6	334
O Park Commun.	22 1/4	21 1/4	+ 1	+ 4.70	18	205	
A Post Corp.	58 7/8	58 1/2	+ 3/8	+ .64	21	107	
N Rollins	19 1/4	19 1/4			23	498	
N Schering-Plough	37 7/8	37 3/4	+ 1/8	+ .33	11	2,019	
T Selkirk	13 3/4	14 3/4	- 1	- 6.77	30	112	
O Stauffer Commun.	50	50			13	50	
A Tech Operations	42 1/2	38 1/4	+ 4	1/4 +	11.11	10	39
N Times Mirror	77 1/2	75	+ 2	1/2 +	3.33	16	2,661
N Tribune	31	31			14	1,270	
O Turner Bcstg.	26 1/2	24 1/2	+ 2	+ 8.16	166	540	
A Washington Post	74	73	+ 1	+ 1.36	17	1,049	
N Wometco	43	43 1/2	-	1/2 -	1.14	26	751

SERVICE							
O BBDO Inc.	37 3/4	37 1/4	+ 1/2	+ 1.34	13	242	
O Compact Video	6 1/8	5	+ 1	1/8 +	22.50	28	20
N Comsat	32 3/4	33 3/4	- 1	- 2.96	11	590	
O Doyle Dane B.	19 1/4	19	+ 1/4	+ 1.31	15	117	
N Foote Cone & B	46 1/2	46 3/4	- 1/4	- .53	12	135	
O Grey Advertising	115	115			9	68	
N Interpublic Group	53 1/2	51 3/4	+ 1	3/4 +	3.38	12	286
N JWT Group	38	38 1/2	- 1/2	- 1.29	21	225	
A MovieLab	8 1/4	8 1/8	+ 1/8	+ 1.53	8	13	
O A.C. Nielsen	35 3/4	36 3/8	- 5/8	- 1.71	16	803	
O Ogilvy & Mather	49	48 3/4	+ 1/4	+ .51	15	214	
O Sat. Syn Syst.	9 3/4	9	+ 3/4	+ 8.33	15	56	
O Telemation	6 3/4	6 3/4			7	8	
O TPC Commun.	1 1/4	1 1/4			1	3	
A United Video	10 3/4	10 1/2	+ 1/4	+ 2.38	14	21	
N Western Union	38 7/8	36 1/2	+ 2	3/8 +	6.50	11	935

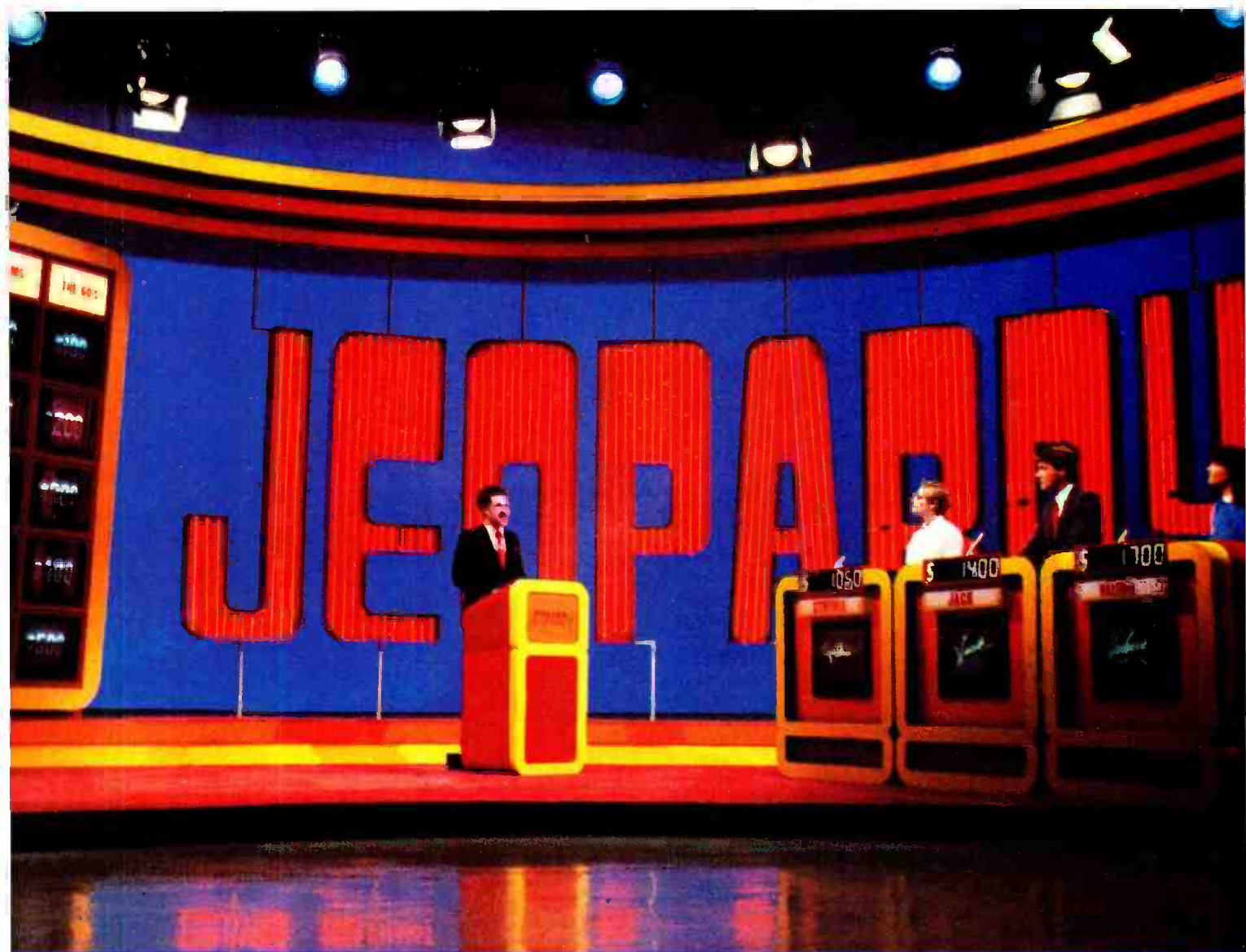
	Closing		Net	Percent	P/E	Market	Capitali-
	Tues.	Wed.					
	Jan 11	Jan 4				(000,000)	
PROGRAMING							
O Barris Indus	5 1/8	5 3/8	-	1/4 -	4.65	27	29
N Coca-Cola	53 3/8	54 7/8	- 1	1/2 -	2.73	13	7,266
N Disney	50 7/8	53	- 2	1/8 -	2.00	19	1,759
N Dow Jones & Co.	50 1/2	48 1/4	+ 2	1/4 +	4.66	28	3,236
O Four Star	7	7			7	6	
N Getty Oil Corp.	117 3/8	104 3/8	+ 13	+ 12.45	21	9,288	
N Gulf + Western	31 3/8	31 7/8	- 1/2	- 1.56	9	2,424	
O Robert Haiml	1 1/2	3 3/8	- 1	7/8 -	55.55	30	25
O Lorimar	21 1/2	22	-	1/2 -	2.27	12	110
N MCA	41 3/8	43 5/8	- 2	1/4 -	5.15	12	1,994
N MGM/UA Ent.	14 5/8	14 5/8			26	728	
N Orion	14 1/2	15 1/8	-	5/8 -	4.13	16	134
O Reeves Commun.	12 1/4	11 3/4	+ 1/2	+ 4.25	20	152	
O Telepictures	14 7/8	15 1/4	-	3/8 -	2.45	24	90
O Video Corp.	10 5/8	10 1/4	+ 3/8	+ 3.65	19	18	
N Warner	26 7/8	28	- 1	1/8 -	4.01	3	1,749
A Wrather	39 7/8	39 3/8	+ 1/2	+ 1.26	43	89	

CABLE							
A Acton Corp.	8 3/8	7 1/8	+ 1	1/4 +	17.54	29	47
O AEL	30 1/2	30	+ 1/2	+ 1.66	40	62	
O AM Cable TV	5 1/8	4 3/4	+ 3/8	+ 7.89	26	19	
N American Express	32 1/2	32 1/8	+ 3/8	+ 1.16	6	6,485	
N Anixter Brothers	23 7/8	23 7/8			33	434	
O Burnup & Sims	7	5 7/8	+ 1	1/8 +	19.14	7	62
O Comcast	23	23			22	188	
N Gen. Instrument	31 3/8	33 1/4	- 1	7/8 -	5.63	20	988
N Heritage Commun.	16 5/8	17	-	3/8 -	2.20	34	123
T Maclean Hunter X	17 1/4	17 1/8	+ 1/8	+ 7.30	24	636	
A Plco Products	12	11	+ 1	+ 9.09	39	34	
O Rogers	10 3/8	9 1/8	+ 1	1/4 +	13.69	9	229
O TCA Cable TV	14 3/4	13 1/4	+ 1	1/2 +	11.32	27	98
O Tele-Commun.	22	21 1/2	+ 1/2	+ 2.32	22	947	
N Time Inc.	60 1/8	60 1/4	- 1/8	- .20	20	3,487	
O Tocom	2 3/4	2 5/8	+ 1/8	+ 4.76	2	21	
N United Cable TV	27 5/8	22 1/2	+ 5	1/8 +	22.77	18	304
N Viacom	33 1/2	33 1/4	+ 1/4	+ .75	20	426	

ELECTRONICS/MANUFACTURING							
N Arvin Industries	26 1/4	24 7/8	+ 1	3/8 +	5.52	11	195
O C-Cor Electronics	11	11 3/4	- 3/4	- 6.38	10	37	
O Cable TV Indus.	4 1/4	4 1/8	+ 1/8	+ 3.03	19	13	
A Cetec	11	10 5/8	+ 3/8	+ 3.52	21	24	
O Chyron	16 3/4	14 1/2	+ 2	1/4 +	15.51	16	103
A Cohu	8 1/8	8 1/4	- 1/8	- 1.51	18	14	
N Conrac	17 5/8	16 1/4	+ 1	3/8 +	8.46	13	107
N Eastman Kodak	74 7/8	77	- 2	1/8 -	2.75	19	12,397
O Elec Mfg & Comm.	10 1/2	8 1/4	+ 2	1/4 +	27.27	40	30
N General Electric	57 7/8	58	-	1/8 -	.21	13	26,276
O Geotel-Telemet	2	1 3/4	+ 1/4	+ 14.28	29	6	
N Harris Corp.	39 1/2	40 5/8	- 1	1/8 -	2.76	22	1,559
N M/A Com. Inc.	21	19 7/8	+ 1	1/8 +	5.66	25	904
O Microdyne	9 1/2	9	+ 1/2	+ 5.55	31	44	
N 3M	82 3/4	84 1/8	- 1	3/8 -	1.63	14	9,712
N Motorola	135 3/8	135 5/8	- 1/4	- .18	23	5,308	
N N.A. Phillips	79	77 1/2	+ 1	1/2 +	1.93	13	1,133
N Oak Industries	6 3/8	6 1/2	- 1/8	- 1.92	2	104	
A Orrox Corp.	5 3/8	5 1/4	+ 1/8	+ 2.38	5	12	
N RCA	36	31 3/8	+ 4	5/8 +	14.74	17	2,939
N Rockwell Intl.	33 1/8	33	+ 1/8	+ .37	13	5,113	
A RSC Industries	5 1/2	5 5/8	- 1/8	- 2.22	69	19	
N Sci-Atlanta	15	14 3/4	+ 1/4	+ 1.69	750	358	
N Signal Co.s	33 1/4	33	+ 1/4	+ .75	26	292	
N Sony Corp.	15 5/8	15 1/8	+ 1/2	+ 3.30	40	3,603	
N Tektronix	74	76 1/4	- 2	1/4 -	2.95	29	1,415
A Texscan	18 5/8	19	-	3/8 -	1.97	21	115
N Varian Assoc.	56 3/8	55 3/4	+ 5/8	+ 1.12	28	1,205	
N Westinghouse	55 1/4	54 1/4	+ 1	+ 1.84	11	4,837	
N Zenith	37 1/4	36 1/4	+ 1	+ 2.75	16	815	
Standard & Poor's 400	189.12	188.05	+ 1.07	+ 0.57			

Notes: A-American, N-N.Y., O-OTC and T-Toronto (Canadian dollars). Some prices by Shearson/AE, Wash. Common A stock unless otherwise noted. P/E ratios based

on S&P's estimated earnings. If no estimate is available, figures for last 12 months are used. "0" in P/E ratio is for deficit. Footnotes: * Three-for-two split, effective Jan. 5.



SEEING IS BELIEVING!

Screen the all-new "Jeopardy!" hosted by Alex Trebek, and you'll know.

This 11-year network daytime hit is destined to be the big winner among new first-run strips for the 1984-85 season.

Call today for a look.

Jeopardy!

A MERV GRIFFIN PRODUCTION

Distributed by

KING WORLD

Telephone: (201) 522-0100. TWX: 710-984-7961



TELECASTINGS



From down under

Telepictures has secured worldwide rights for *Eureka Stockade*, an Australian made-for-television movie about a miners' rebellion in the early days of Australian independence. The movie, done by Australia's Crawford Productions, is one of the most expensive ever produced there. Telepictures will try to sell it on an ad hoc network basis for viewing in an early June window, following the networks' May sweeps. The company also said it will seek to sign network affiliates along with independents for national broadcast.

Take off

Young performers who mimic the routines of stars performing their hit records will take center stage in a new, half-hour weekly series being proposed by MCA-TV for first-run barter syndication next fall. *Puttin' on the Hits*, to be produced by Dick Clark and Chris Bearde, will feature parodies of such stars as Michael Jackson, Kenny Rogers, Dolly Parton, John Travolta and Stray Cats. A pilot is to be available for screening at the upcoming annual conventions of both the Association of Independent Television Stations and NATPE International.

Second round

Another 35 weeks of first-run episodes of *Love Connection* have been ordered by Telepictures Corp., which premiered the strip last fall in association with Eric Lieber Productions. The half-hour series, currently clearing more than 135 markets, will be sold for a second year at the upcoming INTV and NATPE conventions, according to Telepictures.

New life

Lexington Broadcast Services has signed two agreements, one with Andrews & Associates, New York, and another with Ralph Edwards Productions, Los Angeles, for clearing television stations and selling national barter advertising on two versions of the *This Is Your Life* series.

LBS's project with Andrews calls for LBS to handle national sales and help with station clearances on first-run *This Is Your Life*, effective Jan. 2. The syndicated series went on the air last September and is now carried in 68 markets, with national advertisers including Lipton, *Sports Illustrated*, Columbia Coffee and Sterling Drug. Bill Andrews, president of his own syndication firm, said "LBS deals with advertising agencies every day and happens to be good at getting barter advertising."

LBS's agreement with Edwards Productions covers 130 original half-hours of *Life*, produced in 1951-60, broadcast live and

never syndicated. LBS will handle station clearances and cash/barter sales. Among major celebrities on this version are George Burns, Jack Benny, Lou Costello, Frances Farmer, Robert Stack, Jesse Owens and Stan Laurel and Oliver Hardy. Re-runs of *Life* are being offered for a fall 1984 start.

Good shepherds

Group W's six television stations—KDKA-TV Pittsburgh, KPX(TV) San Francisco, KYW-TV Philadelphia, WBZ-TV Boston, WJZ-TV Baltimore and WPCO-TV Charlotte, N.C.—have joined in a national search for missing children. The stations are airing special messages throughout the broadcast day featuring photographs and information on missing children. The descriptions are up-



CHILDFIND

dated weekly through CHILDFIND, a non-profit New Paltz, N.Y.-based organization. The announcements are produced at WJZ-TV, and fed to stations via Group W's *Newsfeed* satellite uplink in Philadelphia.

More music video

Group W Productions and Bob Banner Associates have announced plans to produce *HOT*, a syndicated first-run half-hour strip featuring music videos and introduced by a robot and other characters. An exact 1984 start-up date has not been announced, although a pilot is expected to be completed by year's end. *HOT* will be distributed daily via satellite and will feature the "top 20" new music selections each week. Banner's production company currently produces two other first-run syndicated series: *Solid Gold* and *Star Search*.

Open for business

Comsat subsidiary Satellite Television Corp. has opened its programming offices in New York at 1212 Avenue of the Americas. The 30- to 40-person programming staff will be headed by Richard M. Galkin, senior vice president. The 13,000-square-foot office will house executive offices, conferences, scheduling and screening rooms.

New book

Plans for publication of a four-volume International Encyclopedia of Communications have been announced by the Annenberg School of Communications at the University of Pennsylvania and Oxford University Press. It will include original articles by several hundred leading scholars around the world. It will take five years to produce and is expected to cost more than \$5 million. Erik Barnouw, founder of the film division at Columbia University, will be the editor.

Settled

The FCC Mass Media Bureau has approved the \$4.875-million distress sale of WHCT-TV (ch. 18) Hartford, Conn., by Faith Center Inc. to Interstate Media Inc. Faith Center's KHOF-TV San Bernardino, Calif., has gone off the air. The FCC Review Board, meanwhile, has affirmed an initial decision dismissing Faith Center's renewal application for KVOF-TV San Francisco. An administrative law judge had dismissed the application after the licensee failed to answer questions and produce documents needed to prepare for comparative hearings. Faith Center originally had filed a petition seeking distress sale of all three stations after the 1977 renewal application for KHOF-TV was designated for a hearing on the grounds of alleged fraudulent fund raising (BROADCASTING, May 25, 1980). Interstate is owned by Joseph F. Jones, a Los Angeles radio consultant and former director of minority affairs at KHJ(AM)-KRTH(FM) Los Angeles.

Adult entertainment

New York-based Private Screenings, an adult program distributor, has signed an agreement with Oak Media Corp. to supply adult films for Oak's ON-TV subscription television and satellite services. Under the terms of the agreement, which becomes effective Feb. 1, Private Screenings will take over acquisition, editing and packaging of ON-TV's "adults only" late-night programming service plus development of three adult-oriented pay-per-view events during the coming year. The agreement gives Oak final approval over product supplied by Private Screenings.

Olympic benefit

NBC-TV plans to air a three-hour special, *The Stars Salute the U.S. Olympic Team*, March 5, based on three separate fund-raising events that seek to raise at least \$4 million for the U.S. Olympic Committee. Production expenses for the program are being picked up by Procter & Gamble, which will also donate \$10,000 to the USOC in the name of every act appearing in the special. About 100 performers are expected to take

THE NEW VIDEO MUSIC ENTERTAINMENT STRIP

CASH IN ON THE NEW MUSIC VIDEO PHENOMENON. THE HOTTEST ACTS IN MUSIC TODAY WILL BE FEATURED EVERYDAY ON "CLIPS".

"CLIPS", THE ENTERTAINMENT INFORMATION SHOW HOSTED BY THE INCOMPARABLE LISA LEE, WILL CAPTURE AND DOMINATE THE YOUTH IN YOUR MARKET.

CLIPS



PREMIERING FALL '84
MERV GRIFFIN PRODUCTIONS
IN ASSOCIATION WITH
NO PROBLEM PRODUCTIONS

DISTRIBUTED BY

KING WORLD

TELEPHONE 201-522-0100 TWX: 710-984-7961

part, with taping scheduled Jan. 15, Jan. 24 and Jan. 29 in California, New York and Texas.

Spreading 'Comfort'

Don Taffner Associates has added three new markets to its sale of first-run episodes of *Too Close For Comfort*, bringing the total to 56 stations and U.S. coverage to approximately 60% of TV households. The newly signed stations are KMSP-TV Minneapolis; WTOG-TV Tampa, Fla., and KCWC-TV Glenwood Springs, Colo. The series will begin weekly distribution of new episodes next spring.

More Merv

The *Merv Griffin Show* returns to prime time in the Los Angeles market beginning Jan. 16, when KTTV-TV moves the daily strip from 4 p.m. to 9 p.m. The talk show, produced by Merv Griffin Enterprises, aired in the 9-10 p.m. slot until one year ago. In making the announcement, KTTV general manager Bill White noted that the move gives the station original strip programming in prime time. The *Merv Griffin Show* will be preceded by *Entertainment Tonight* and *PM Magazine* and followed by *Metromedia News*.

Name of the game

Group W Productions has announced it will "guarantee" production of *Every Second Counts*, a first-run syndicated comedy game

strip, for fall distribution. The series, produced by Group W in association with Charles Colarusso Productions, is hosted by Bill Rafferty and features three couples in competition for up to \$20,000 worth of prizes. *Every Second Counts* is being offered on a license fee basis, with Group W retaining a 30-second spot for national sale. The program is one of four new strips being offered by Group W for the fall of 1984.

The future is now

Nicholas Johnson, the former FCC commissioner who now hosts the Public Broadcasting Service's weekly half-hour series *The*



Johnson

New Tech Times, announced last Tuesday (Jan. 10) the program will soon be joining forces with The Source and CompuServe information utilities for direct access of program-related materials to computer-equipped viewers. Johnson made the announcement at the Consumer Electronics Show in Las Vegas and later at a PBS-sponsored press conference in Los Angeles.

"With these electronic services," said the author of *How to Talk Back to Your Television Set*, "interactive television is no longer just a dream. Hopefully, this innovative experiment will begin a new trend toward more responsive television programming."

Subscribers to *The Source* and CompuServe will have access, beginning later this month, to program listings, transcripts and newspaper columns related to the series or Johnson. Users will also be able to send electronic mail to the program's producers, order books and other print materials, and submit topic suggestions to *The New Tech Times*.

A representative of WHA-TV Madison, Wis., producer of the series, also disclosed it is negotiating with commercial stations in New York, Chicago and Philadelphia for unsponsored broadcast of the show in those cities, where PBS affiliates have declined to air the six-month-old series. *The New Tech Times* currently airs on 233 PBS stations nationwide.

In the hopper

ABC Circle Films is in development on a three-hour motion picture for television based on James Michener's new novel, "Poland." ABC Circle Films is seeking a screenwriter to adapt the novel. Scholastic Productions Inc. has completed principal photography on its first feature-length motion picture, titled "Dear Lola." It is the first in a series of feature films that SPI is planning to produce for family audiences in theaters and on pay television and home video-

...Mobil Oil Corp. and public station WGBH-TV Boston have signed a co-production arrangement for the BBC to provide a minimum of 18 hours of TV programming each year for the next three years. Specific properties to telecast on WGBH-TV programs were not made known. In a separate transaction, Mobil has acquired a six-part mini-series, titled *Mounbatten: The Last Viceroy*, for telecasting in 1986. The series will be produced for England's Brent Walker Television Productions by Judith DePaul in association with Mobil. Production will resume in late January on *Two Marriages*, a series carried last summer on ABC-TV. The series, which centers on marriage, family and friendship, is scheduled to return to ABC-TV later in the 1983-84 season, with its earlier cast intact.

Riding that train

On Feb. 8, public television viewers will get a closer look at the world of trains when a new National Geographic Society special called *Love Those Trains* is aired nationally (8 p.m. NYT). Included in the program are studies of train enthusiasts—those who ride them as a way of life and those who build, collect and ride them as a hobby. It also takes a look at the history behind rail transportation and the industry today. A co-production of the National Geographic Society and WOED-TV Pittsburgh, the program is part of a \$4-million grant from the Gulf Oil Corp. Other programs funded under this grant are *Among the Wild Chimpanzees* (Jan. 11), which examines the 20-year work of Jane Goodall in Africa; *Return to Everest* (March 7), a retrospective on Sir Edmund Hillary's climb in 1953 and his subsequent dedication to the Sherpa people of Nepal, and *Flight of the Whooping Crane* (April 4), focusing on the almost extinct bird.

Captioning continues

The National Captioning Institute and the Council of the Annenberg/CPB project have contracted to close caption eight new series (97 hours) of educational telecourses to be aired on PBS beginning Jan. 14. The agreement extends through 1986.

Street artists

A public television documentary to be aired nationally on PBS January 18 will examine a newly recognized crop of New York artists—subway graffiti writers and "break dancers" (break dancing is an acrobatic-competitive dance usually done on the street). The program, *Style Wars*, will examine both forms which, according to producers Henry Chalfant and Tony Silver, have become methods of self-advertisement, "part of a suddenly rich tradition" that keeps the artists one step ahead of the city officials and Transit Authority. *Style Wars* was funded by grants from the Corporation for Public Broadcasting; the National Endowment for the Arts; the New York Council for the Humanities; Channel Four Television Co. Ltd. (U.K.), and public television stations.

Experiment for sale

Continental Telecom has closed its Manassas, Va.-based videotext experiment that provided 100 Manassas residents with the

DIRECTOR OF PERSONNEL OFFICE MANAGEMENT

Major television production distribution company seeks highly qualified, mature executive. Duties include supervision of secretarial and clerical staff, medical and life insurance program and general office management. Report directly to president of company. Top salary, bonus and fringe benefits.

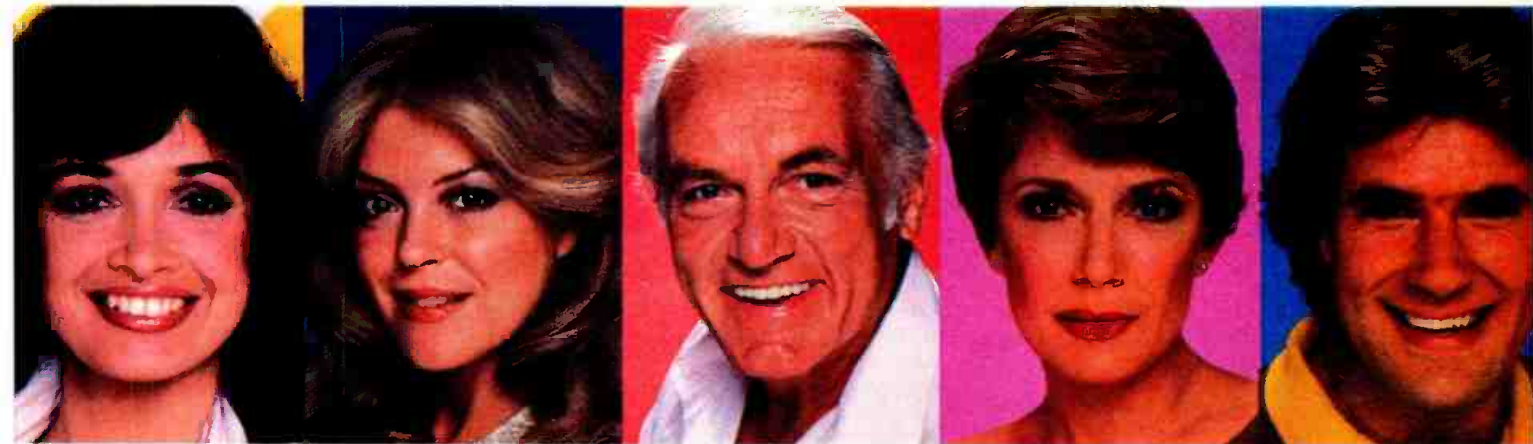
Reply to Box 112, Broadcasting

Season IV starts the week of April 2.
With more new episodes than the 22 we promised.

A complete
season of

26 all-new episodes.

"Too Close For Comfort"



Already sold... all in primetime:

WNEW New York • **KTTV** Los Angeles • **WFLD** Chicago • **WPHL** Philadelphia • **WCVB** Boston/Manchester/Worcester • **WJBK** Detroit • **WTTG** Washington D.C./Hagerstown • **WEWS** Cleveland • **KNBN** Dallas/Fort Worth • **KRIV** Houston • **WPGH** Pittsburgh • **TBA** Miami/Ft. Lauderdale • **WANX** Atlanta • **KMSP** Minneapolis/St. Paul • **WTOG** Tampa/St. Petersburg • **KPLR** St. Louis • **KDVR** Denver • **KRBK** Sacramento/Stockton • **WPDS** Indianapolis • **KPDX** Portland, OR • **KPHO** Phoenix • **KFMB** San Diego • **WTXX** Hartford/New Haven • **WXIX** Cincinnati • **WZTV** Nashville • **WITI** Milwaukee • **KMBC** Kansas City • **WOFI** Orlando/Daytona Beach • **WUTV** Buffalo • **WGNO** New Orleans • **WHNS** Greenville/Spartansburg/Asheville • **WZZM** Grand Rapids/Kalamazoo • **KSTU** Salt Lake City • **KGMC** Oklahoma City • **WYAH** Norfolk/Portsmouth/Newport News • **WXXA** Albany/Schenectady/Troy • **WGGT** Greensboro/High Point/Winston-Salem • **KLRT** Little Rock/Pine Bluff • **WALA** Mobile/Pensacola • **KNAT** Albuquerque/Farmington • **KMPH** Fresno (Visalia) • **WAWS** Jacksonville • **WPEC** West Palm Beach/Ft. Pierce • **WOWT** Omaha • **WUHF** Rochester • **KSPR** Springfield, MO • **KZAZ** Tucson (Nogales) • **WPTA** Ft. Wayne • **WKOW** Madison • **KVVU** Las Vegas • **WCBD** Charleston, S.C. • **WAOW** Wausau/Rhineland • **WXOW** Lacrosse/Eau Claire • **KTIV** Sioux City • **KVOS** Bellingham • **KCWS** Glenwood Springs, CO.

D.L. Taffner/Ltd.

NEW YORK
(212) 245-4680

ATLANTA
(404) 393-2491

CHICAGO
(312) 593-3006

LOS ANGELES
(213) 937-1144

METROMEDIA TELEVISION



National Advertising Sales by
LEXINGTON BROADCAST
SERVICES COMPANY, Inc.

latest news, classified advertisements and video games via free computer equipment connected to a phone line (BROADCASTING, Dec. 6, 1982). The ConTelVision program "was a success," according to project manager John McQueen, but "the market was not developed enough to support it." McQueen said Continental is still excited about videotext and will eventually get involved again in the business. For the present, however, it is seeking bids from those interested in buying ConTelVision's assets.

Southern support

National Public Radio is \$80,000 richer thanks to a two-year grant from the Mary Reynolds Babcock Foundation. According to NPR, the money will be used to strengthen NPR's reporting of presidential and con-

gressional elections, as well as other issues and events emanating from the South, including education, economics, health care, and nuclear waste storage and transportation. In addition, NPR will use the money for training workshops for reporters from Southern member stations and independent producers, according to NPR director of news and information programming, Robert Siegel.

The Winston-Salem, N.C.-based foundation was established in 1953 and provides funds to programs in education, social services, the environment, the arts, youth unemployment and citizen participation in the development of public policy.

Teleschool

Student enrollment in television courses increased 36% during its first year of oper-

ation, 1981-82, and usage by PBS stations nationwide increased by 34%, the Adult Learning Service of the Public Broadcasting Service said last week. According to PBS, more than 75,000 viewers registered for college credit "for one or more of the 20 telecourses offered by PBS during the 1982-83 academic year." An introductory psychology course, *Understanding Human Behavior*, with an enrollment of 13,000 students, has been the most popular telecourse offered to date, PBS said.

College-level French and physics will be aired on public TV in 1986, according to Mara Mayor, recently appointed director of the Annenberg/Corporation for Public Broadcasting Project. Yale University, which will produce the French telecourse, and the California Institute of Technology, the physics course, will divide \$5 million to produce the programs.



Satellite service in the wake of Bell breakup

Robert Wold tells how his company plans to deal with the world of communications after the divestiture

"The coming year is going to be very challenging because of the divestiture of the Bell System companies and the very confusing situation that exists all over the country in terms of what the new rates for local access channels will be."

Robert N. Wold, chairman and chief executive officer of Wold Communications, offers that assessment as his Los Angeles-based company realigns its operations in what Wold concedes is a soft satellite communications market.

"It's very obvious that the local telephone companies have little interest in providing occasional broadcast traffic," Wold said in an interview. "Indeed, they apparently find that to be an expensive and uninteresting business for them. They'd rather concentrate on full-time data circuits."

Wold, who describes his firm as "an appli-

cations packager" for satellite distribution of video and audio services, sees Wold Communications competing more directly with telephone companies in the future as it moves to eliminate "the local loop roadblock" and enter business networking. "I think that [private networks] are an area that has some promise for us and we're going to be looking hard at it in the future," says Wold. "We're not going to depend entirely on broadcasting and cable for our growth."

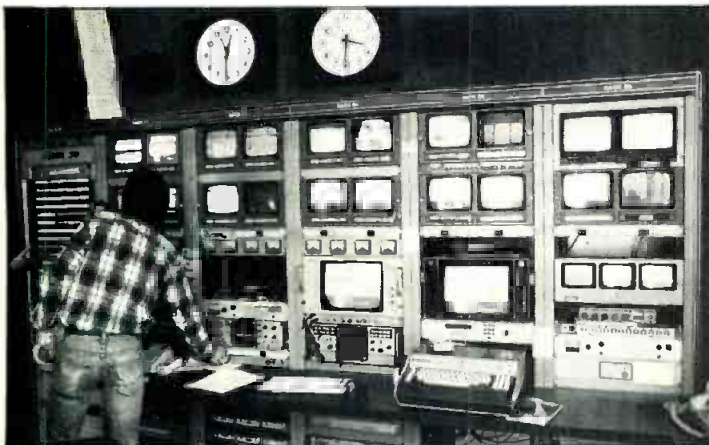
Wold's immediate concern is with pending proposals by newly created regional telephone companies for local access channel (commonly referred to as "local loop") rate increases. The proposed increases, which require FCC approval, follow the Jan. 1 breakup of AT&T, which previously handled much of the local interconnection for Wold-delivered event transmissions.

"The [proposed] rates are all over the place," Wold complained. "Some are out of sight compared with what the tariffed rates of AT&T have been for those same facilities," Wold's company, its founder says, is

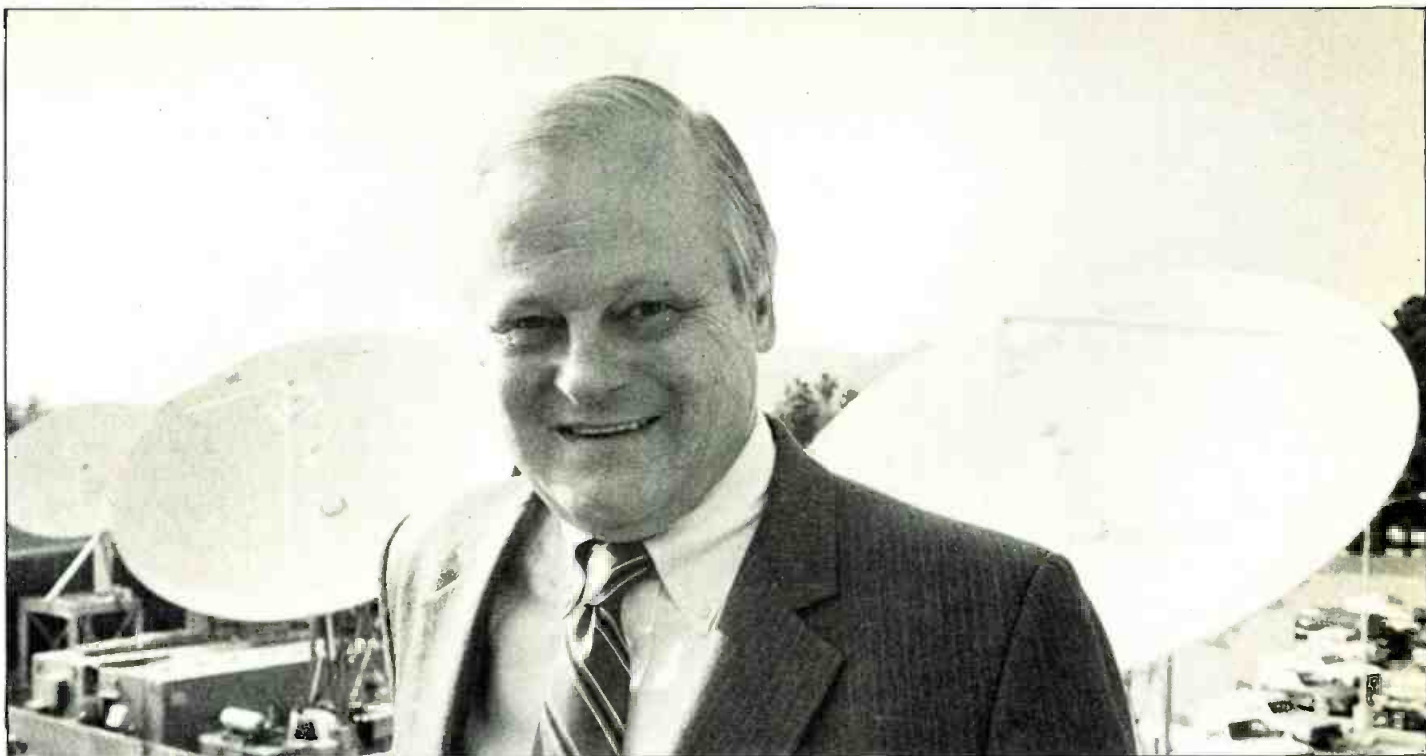
"hoping that the FCC will bring some measure of sanity to this situation." Wold is particularly distressed by the "archaic" proposal put forward by some divested AT&T units to base local loop rates on mileage, which would require that Wold and other customers determine specific distances from local exchange offices to various arenas, stadiums, concert halls and other venues.

"If these routes go through as proposed by the Bell operating companies, there will be many sports broadcasts, for instance, that would have been done that won't be done," Wold predicted. "There's no reality to it, because [local loop] transmissions are by microwave."

Where possible, the 13-year-old company bypasses the local telephone company through the use of earth stations, microwave links, control complexes and operating centers. Transportable earth stations are an effective means of getting around the local loop, Wold explains, but such uplinks are too expensive to use every day basis. Local microwave loops are more commonly avail-



Wold Communications' mission control



Robert Wold, chairman and chief executive officer

able.

One example is Wold's satellite transmission of *Sexually Speaking*, a public affairs radio program hosted by New York psychologist Ruth Westheimer, for airing on KFI(AM) Los Angeles. The Sunday night broadcast originates from Westheimer's Manhattan apartment, from which it is sent by local loop to Wold's Empire State Building operating center. The talk show is piggybacked on a video subcarrier to Wold's Hollywood downlink and fed by local loop to KFI's studios. A feedback loop using the same satellite subcarrier system allows listeners to speak directly with Westheimer or her producer husband. The same system is also used to transmit hundreds of athletic contests to radio stations each season.

Wold had hoped to announce at last month's Western Cable Show a planned venture whereby Wold Communications will help distribute two new cable superstations, a project he now says will be under way before the year is out. During the present quarter Wold expects to disclose plans for a major new satellite distribution agreement involving the newspaper industry. Wold declined to offer further details of either project, except to stress that they involve applications of new technology.

The fastest-growing segment of Wold's present business is program syndication, with the entire Westar IV 10-D transponder given over to first-run syndicated fare. The company is now filling a second transponder with such programming. Also growing is the use of satellites for localized news and sports feeds for insertion in local TV newscasts.

"Most television stations have at least one earth station," Wold said, "and their news departments are taking advantage of that. It's relatively inexpensive to do a report from a site like that and in terms of local programming it's a boon."

The trend has also become international in



Feeding ET

scope, with six Japanese television networks uniting next April to receive live news and sports transmissions from the U.S. Hawaii, which receives about 65 hours of programming a week via Wold, and Australia are also consistent customers.

The interest in localized reporting via satellite has reached such heights that Wold long ago ran out of prime time slots for feeds from this year's Democratic and Republican national conventions. The company began taking orders for local transmissions in late 1982. A similar situation exists for the 1984 Olympics, although one customer—Cuba—will be paying "hundreds of thousands of dollars" in additional fees for a round-about satellite feed from the Olympics as a result of a State Department decision not to let Wold transmit games coverage directly from Los Angeles to Havana next summer.

"They'll see it [on their monitors] as it passes overhead to Andover, Me., at a cost three to four times what they would have paid for a direct feed," Wold explained. The signal will be uplinked at Andover to Europe's Intelsat before retransmission to Cuba. "What is supposed to be a nonpolitical situation [the Olympics] does indeed have very definite political overtones on the basis of what the State Department has done," said Wold.

Wold, who founded the company in 1971, said the company's total revenues were about \$30 million in calendar 1983, an increase from \$10 million in 1981. Profits, which he declined to divulge, have not grown at a similar rate due to large capital expenditures during the same period.

"We are doing much more than buying and selling satellite time," Wold said. "We take the medium of satellite time and make applications for it. We do a marketing job for the satellite carriers that they themselves I don't think fully appreciated. They'd much prefer to sell a full-time transponder." □



SPORTS

MOVIES



MOVIES

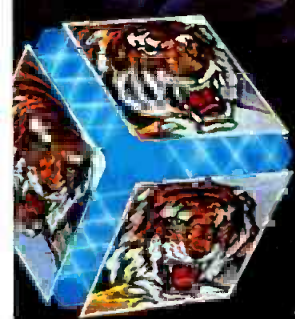
NIGHTLY NEWS

SPORTS



NIGHTLY NEWS

MOVIES



**Explore the
Whole Creative Universe
Without Leaving Your Console.**

Let the exploration begin. Put your hand firmly on the joystick of the Ampex Computerized Editing (ACE) system, and the best there is in the creative universe is at your command. ACE, your control center for the entire system. AVC, the microprocessor-based switcher. ADO, the revolutionary 3-D image manipulator. VPR-3, the world's fastest one-inch Type C VTR. And whatever else it takes to get you to your final destination.

For more detailed flight instructions about our fully integrated creative spaceship, contact your nearest Ampex sales representative.

AMPEX

Ampex Corporation • One of The Signal Companies

Atlanta 404/451-7112 • Chicago 312/593-6000 • Dallas 214/960-1162 • Los Angeles 213/240-5000 •

Why military ought to take media along

Major elements of Fourth and Fifth Estates combine to argue for no more Grenada-type exclusions

Representatives of 10 media groups have settled on a statement of principle regarding press access to military operations. The statement, as much as any document can, constitutes the media's formal response to the military decision to bar the press from Grenada during the first two days of the U.S. invasion of the island. It calls for reaffirmation of the "historic principle" that journalists should be allowed to accompany military operations and asserts that the military should include press access in their planning of military operations, with a view to protecting the interests of both the military and the press.

The statement, drafted at a meeting in New York on Tuesday, Jan. 10, was forwarded to Winant Sidle, a retired Army major general, who has been named to head a commission to consider media access to military operations. The chairman of the joint chiefs of staff, Army General John W. Vessey, called for the establishment of the commission as press criticism mounted during the early stages of the invasion, on Oct. 25 and 26, when media representatives were excluded from the scene.

Sidle, who is now chief spokesman for the Martin Marietta Corp., said the statement provides the commission "with what I hope is a unified position on the matter." He said he expects the panel, consisting of representatives of the government and the media, to be assembled "around the first week of February." He indicated that the government membership is set and that he was awaiting final word on the media representatives. The media groups are unwilling to name members to what would be a government panel; however, they have indicated a willingness to offer their views on matters with which the panel will be concerned. About a dozen are completing questionnaires Vessey sent them on those matters.

The print and broadcast groups say in their statement that since "a free society's press is not—and should not—be monolithic," no statement can be considered the position of "the press." But, they say, the statement is "the carefully considered word of the experienced individuals serving on a special committee" formed in the wake of the controversy over the military's press relations during the invasion of Grenada.

The media groups whose representatives participated in drafting the statement are the

American Newspaper Publishers Association, the American Society of Magazine Editors, the American Society of Newspaper Editors, the Associated Press Managing Editors, the National Association of Broadcasters, the Radio-Television News Directors Association, the Reporters Committee for Freedom of the Press, the Society of Professional Journalists, Sigma Delta Chi, The Associated Press, and United Press International.

The military gave two reasons for its controversial Grenada decision: the need to maintain secrecy and concern for journalists' safety. But the statement says that American journalists have been allowed to accompany American troops on military operations since the Revolutionary War, "even when those actions depended upon the element of surprise." It adds that such access furthers "the vital interest of the public" in obtaining independent accounts of the military action, "beyond those reports issued by government officials."

The statement says mission security can be protected in a number of ways—by limiting the number of journalists accompanying the troops, "by voluntary reporting restraints, by limited censorship of information that might aid the enemy," or by delaying the filing of dispatches. But exclusion of journalists, the statement adds, "never has been deemed appropriate, except in small, clearly covert, intelligence or commando-type hit-and-run operations."

The statement expresses these beliefs:

- Top-level civilian and military officials "should reaffirm the historic principle that American journalists, print and broadcast, with their professional equipment, should be present at U.S. military operations. And the news media should reaffirm their recognition of the importance of U.S. military mission security and troop safety. When essential, both groups can agree on coverage conditions which satisfy safety and security imperatives while, in keeping with the First Amendment, permitting independent reporting to the citizens of our free and open society to whom our government ultimately is accountable."

- The highest level of the civilian and military leadership "should reaffirm that military plans should include planning for press access... The expertise of government public affairs officers during the planning of the recent Grenada military operations could have met the interests both of the military and the press, to everyone's benefit."

- The commission to be headed by Sidle should consider the first two points. It should also "consult with military operations experts and make recommendations on how to assure both mission security/troop safety and prompt media access."

- Appropriate committees of the Congress should hold hearings to: "develop the historic record of media-military relations more fully...; develop the facts of the gov-

ernment's handling of media access in Grenada more fully, and demonstrate how wise leaders can satisfy always the joint imperatives of effective military operations and of a timely flow to a free citizenry by a free press of independently obtained information."

The media groups say they recognize two requirements: that the government conduct effective military operations, and that the public, through a free press, "be independently informed about the actions of its government." They add that accommodations between the government and the press have enabled them "to avoid a direct clash in the courts or in the Congress..." □

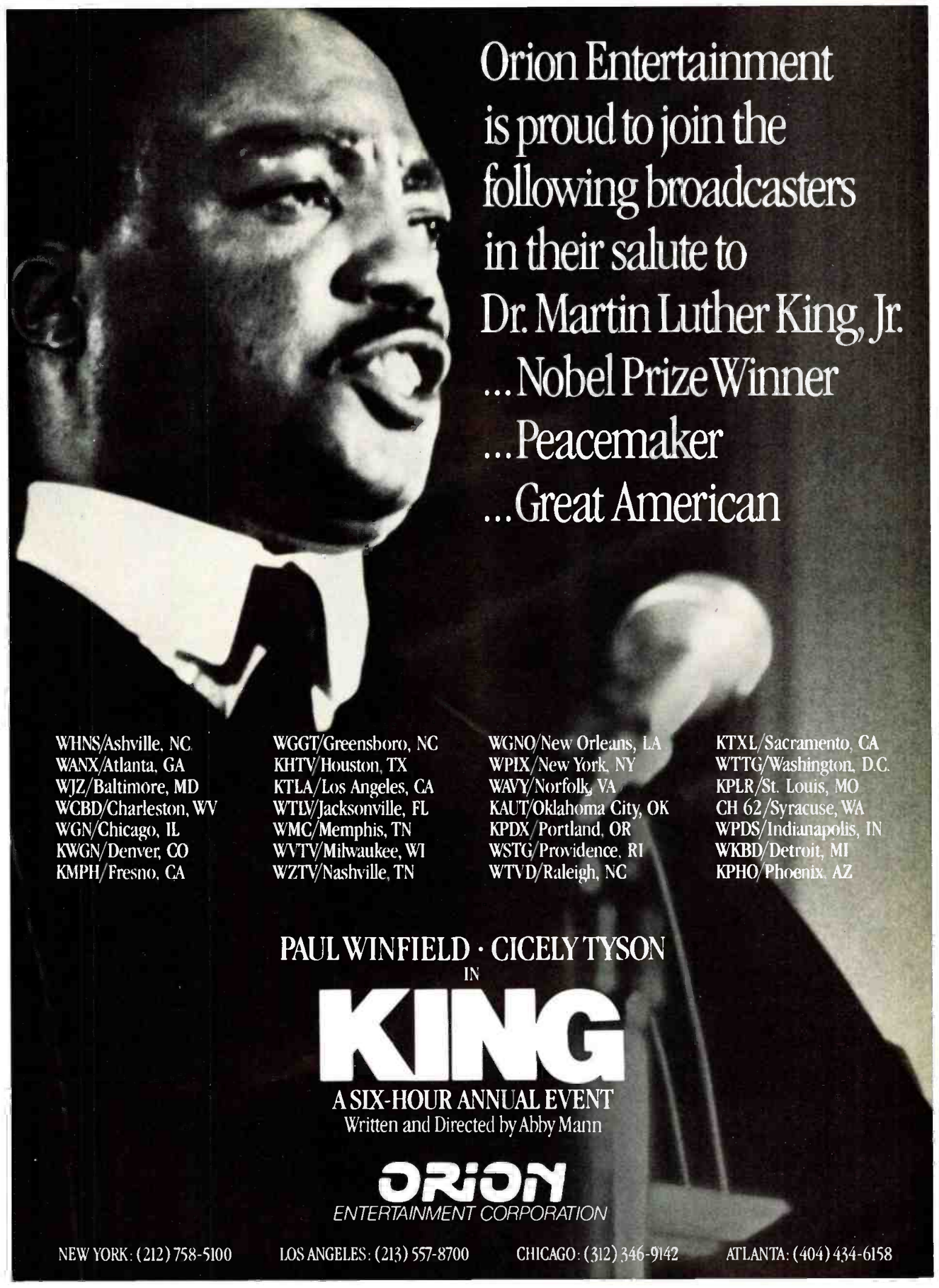
Carter criticizes Reagan's policy of handling press in Grenada

Former President Jimmy Carter believes the Reagan administration's press restrictions "are much more Draconian in nature, much more repressive in nature, than anything [Carter] remember(s) in the history of our country." Carter made the comments in an interview with his former State Department press spokesman, Hodding Carter, for the PBS television series *Inside Story*, hosted by the latter Carter. The remarks are from the Jan. 20 scheduled season premiere of the General Electric-funded program, which examines, in its opening episode, White House restrictions on the news media.

"Most of the [press] leaks that seem to bother this administration are leaks about what's going on within the administration," Carter continues. "I think they are not damaging to our country, and the oppressive steps that are being attempted to control information, as I said, are both unprecedented and unnecessary... These kinds of efforts are a carefully planned, radical departure from previous custom, compared to any administrations who've served before."

The Reagan administration's restrictions on access to Grenada during last October's U.S. invasion were defended in the program by Secretary of Defense Caspar Weinberger, who said the decision to exclude reporters during the first two days of the action was "an operational order" by the task force commander "which did not make provisions for the press but made it clear there [would be] no noncombatants along." White House Chief of Staff James Baker, also interviewed by Carter, said his "personal view" is that "we [the administration] took too long to get the press in there [Grenada] on an unrestricted basis."

Carter screened and discussed the segment last Tuesday (Jan. 11) during the Consumer Press Tour at the Century Plaza hotel in Los Angeles. □



Orion Entertainment
is proud to join the
following broadcasters
in their salute to
Dr. Martin Luther King, Jr.
... Nobel Prize Winner
... Peacemaker
... Great American

WHNS/Ashville, NC
WANX/Atlanta, GA
WJZ/Baltimore, MD
WCBD/Charleston, WV
WGN/Chicago, IL
KWGN/Denver, CO
KMPH/Fresno, CA

WGGT/Greensboro, NC
KHTV/Houston, TX
KTLA/Los Angeles, CA
WTLV/Jacksonville, FL
WMC/Memphis, TN
WVTV/Milwaukee, WI
WZTV/Nashville, TN

WGNO/New Orleans, LA
WPIX/New York, NY
WAVY/Norfolk, VA
KAUT/Oklahoma City, OK
KPDX/Portland, OR
WSTG/Providence, RI
WTVD/Raleigh, NC

KTXL/Sacramento, CA
WTTG/Washington, D.C.
KPLR/St. Louis, MO
CH 62/Syracuse, WA
WPDS/Indianapolis, IN
WKBD/Detroit, MI
KPHO/Phoenix, AZ

PAUL WINFIELD · CICELY TYSON
IN

KING

A SIX-HOUR ANNUAL EVENT
Written and Directed by Abby Mann

ORION
ENTERTAINMENT CORPORATION

NEW YORK: (212) 758-5100

LOS ANGELES: (213) 557-8700

CHICAGO: (312) 346-9142

ATLANTA: (404) 434-6158

Bowed but not beaten

USIA chief Charles Wick turns over contents of taped conversations to congressional committees; admits to making mistake but refuses to resign

Charles Z. Wick, director of the U.S. Information Agency, last week chose sackcloth and ashes as the costume in which to face the controversy generated by the disclosure that he had taped telephone conversations without, in some cases, telling the other party (BROADCASTING, Jan. 2). In turning over 81 transcripts and four cassettes of telephone conversations and related material to two congressional committees investigating the matter, he expressed his apology to anyone harmed by the practice, said it was "unfair," and admitted to issuing "misinformation" on the issue. He also confessed he had done a "very dumb thing." But with President Reagan unequivocally supporting him, Wick was emphatic in stating he had no intention of resigning.

"I freely apologize to anyone I have harmed by my taping practices," Wick said in a statement released as the USIA was turning over the material requested by the Senate Foreign Relations Committee and the House Foreign Affairs Committee. "I very much regret any embarrassment the recent revelations may have caused them."

Wick said his only purpose in taping the conversations was as a work aide. "I used recording equipment in the way others use written notes—to help me make more fully informed decisions and to convey these decisions to associates more effectively," he said. "My purpose was always to extend the reach of my own memory, never to threaten or humiliate others." But, he added, he now realizes the practice of taping calls without the knowledge of the callers "invades their privacy, and can lead to other, more dangerous practices."

Wick also said that during the first days of the controversy, the public received much information, not all of it accurate. "Some of this misinformation came from my anxiety and faulty recollection," Wick added. When *The New York Times*, which originally

broke the story of the secret taping, confronted Wick on the matter, he said he never recorded conversations without informing the other party. He later denied he had taped conversations with White House chief of staff James Baker III. Both statements proved false.

Wick discussed the matter with reporters on Monday as he left separate, closed-door sessions with the staffs of the two commit-



Wick

tees that had requested the material dealing with the taping. He said he was embarrassed for doing "a dumb thing." He was simply "trying to do a better job," he said. But, he added, "That in no way mitigates the fact it was insensitive and dumb." Wick had been advised by USIA's general counsel in 1981 to obtain the permission of other parties before taping telephone conversations—that failure to do so was a violation of a General Services Administration regulation. The violation carries no sanction.

The transcripts delivered to the two committees were of conversations recorded between July 8, 1981, and Sept. 6, 1983. Included were transcripts of conversations with former President Carter and several journalists, including CBS News's Walter

Cronkite, ABC News's Sander Vanocur and *Washington Post* columnist Mary McGrory. USIA said the practice has been discontinued and that "only a small percentage" of Wick's calls were recorded with or without the consent of the other party. But the agency also revealed that secretaries frequently made stenographic notes of Wick's telephone conversations as they listened on an extension telephone. The notes are of 83 conversations extending from May 27, 1982, to Dec. 23, 1983, about the time the *Times* broke the story regarding the secret taping. The practice of stenographic note taking without informing the other party has also been discontinued, USIA said.

The practice of secret taping of telephone conversations has been described as unethical by Baker and another top White House aide whose calls to Wick, it was reported last week, were taped, Edwin Meese III. But when reporters asked Wick if he might resign, he said, with emphasis, "Absolutely not." On Friday, Wick had been given a vote of confidence by the one person whose vote matters most—the President, a friend of long standing.

Reagan dismissed the matter as one involving Wick's failure "sometimes" to remember to tell the person on the other end of the line that the call was being recorded. Wick, the President said, "has done a splendid job...and he's going to continue there." □

More favorable comments for TV deregulation

NAB provides two studies showing expanded viewer options

The FCC's proposal to deregulate commercial television along the lines it already has deregulated radio has drawn more support in reply comments.

Broadcasters once again generally agreed that proposals to eliminate formal ascertainment requirements, logging requirements and guidelines for nonentertainment programming and commercial loading were right on target (BROADCASTING, Nov. 28, 1983).

The National Association of Broadcasters presented two more studies is said furnished support for the deregulatory proposals.

One, "Enhancing Competition and Diversity by Deregulating FCC Programming and Commercial Guidelines, Ascertainment and Logging Requirements," provided by Glassman-Oliver Economic Consultants Inc., concludes, among other things, that the public is "likely" to gain from deregulation "because licensees will be free to respond more efficiently to broad changes in viewer prefer-

Careful. The National Association of Broadcasters says that while it supports the government's efforts to resist "politicization" of the International Telecommunication Union, it urges "with equal conviction" that the government "take no action that might weaken the ability of the ITU to perform its vital technical services." NAB President Edward Fritts expressed those views last week in a letter to Secretary of State George Shultz, in connection with a study Georgetown University's Center for Strategic and International Studies is doing for the State Department on possible alternatives to ITU. The Georgetown Center had solicited NAB's views, and Fritts said the implications of the ITU study "raise some serious concerns." The Reagan administration has shown growing impatience with what it regards as the politicization of ITU. And Fritts said the actions of some countries to intrude "their own political agenda" into ITU deliberations is "regrettable." But he said, "While the universality of ITU's membership risks some political excesses, that same universality is essential for the equitable allocation and management of the electromagnetic spectrum."

NOW, AFTER JUST 9 MONTHS!



KTXA-TV 21

AND

KTXH-TV 20

ARE THE

**NUMBER 1 INDEPENDENTS
IN DALLAS/FT. WORTH & HOUSTON!**

**WE ARE THE NO. 1 INDEPENDENTS IN
DALLAS/FT. WORTH AND HOUSTON AFTER
JUST 9 MONTHS OF FULL-TIME
BROADCASTING!***

**NO MYSTERY, NO MAGIC, WE JUST WENT
OUT AND DID IT WITH DAY IN, DAY OUT
QUALITY TELEVISION!**



DALLAS/FT. WORTH



HOUSTON

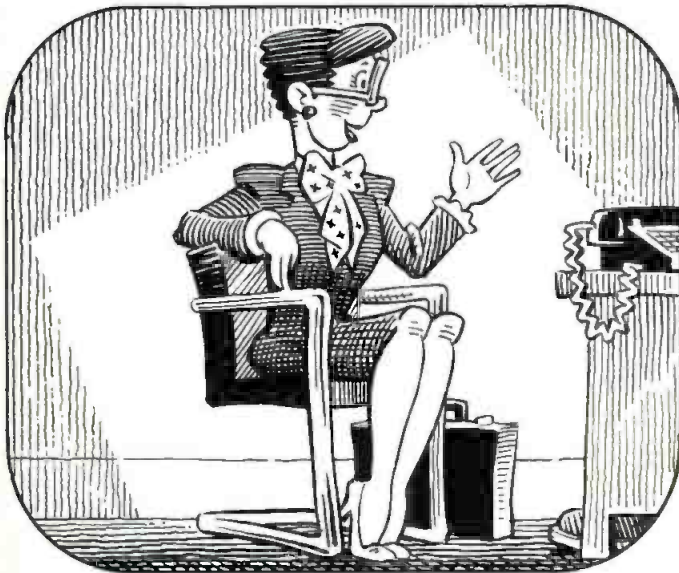
***Source: Nov '83 ARB SO/SO ADI TV HH Rating for Dallas/Ft. Worth and Houston L.M.R.**



1. MS. USA: Mr. Cable Operator, how would you like to earn a lot of extra money?



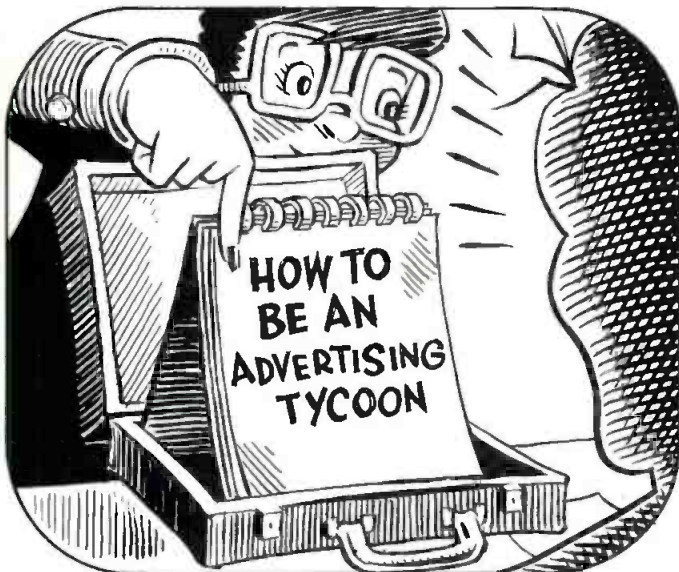
2. MR. CABLE OPERATOR: Who wouldn't?



3. MS. USA: Well, many cable operators, not unlike yourself, have made big bucks selling advertising to local businesses.



4. MR. CABLE OPERATOR: Isn't that very complicated and expensive to get into?



5. MS. USA: Don't worry, the USA Network will teach you everything you need to know to be a big time ad man.



6. MR. CABLE OPERATOR: Thanks, USA.

EARN MONEY IN OUR SPARE TIME.

Now you can make a fortune in 2 minutes.

Of course, there's a catch. You have to fill those 2 minutes with local commercials. Which is exactly what people are doing.

This year alone, cable systems will make over \$70 million* from advertising revenues. And even more excitingly, the \$70 million is being generated by only 15% of cable operators.

So for the 85% who haven't even begun, we think there's no better time than now to start bringing Madison Avenue to Main Street. And there's no place better to start than with the USA Cable Network.

We offer 2 minutes for you to sell every hour, 24 hours a day.

And since USA has a 24 hour audience, you can sell time to almost any type of business. Because USA reaches men, women, teens and children while the vertical networks reach only one kind of audience.

Plus USA has local advertising staff. And the local advertising staff has all the information you need to get started selling commercials.

What's more, we don't just send information, we'll personally teach you and your staff how to get into the ad biz. And more importantly, how to stay in it. And then most importantly, how to get big bucks out of it.

So if you're interested in earning more money, don't waste another 2 minutes. Write Ad Sales Promotion, USA Cable Network, 1230 Ave. of the Americas, NY, 10020.

It's the proven way to make sure your system is a commercial success.

*Paul Kagan Assoc. March '83.

USATM
CABLE NETWORK

WE FEATURE A 24 HOUR AUDIENCE

ences guided by the competitive processes operating in the relevant markets today."

The other, penned by NAB, is called, "Public Service Programming in the Video Marketplace." It states that local commercial and public television stations offer 14.8 hours of informational, 7.2 hours of local and 32.5 hours of total nonentertainment programming each day in the average market. In those markets where cable is readily available (that is, where there is more than 50% penetration), distant commercial and public station signals add 16.6 hours of informational, and 30.5 hours of total nonentertainment programming, to that available on local stations. "These results indicate that there is a significant amount of public service programming available in the video marketplace, even when the definition is restricted to local broadcast signals," NAB said. "Broadcast stations clearly are performing well in excess of commission guidelines for providing public service programming. Technologies such as cable, MDS, DBS and home video can only help to increase the absolute amounts of those types of programming."

ABC said the proposed deregulation was justified. Nonetheless, it asked that action on the proposals be accompanied by a further rulemaking looking toward adoption of a nonexclusive, optional definition of public interest operation that licensees can choose to follow. "This approach, overall, will eliminate regulatory requirements which have proved onerous when applied across the board, induce maximum diversity in the development of television services, and at the same time provide a reasonable basis for 'legitimate renewal expectancies,'" ABC said.

A group of TV licensees, including Buford Television Inc., Forward Communications Corp. and Television Station Partners also endorsed an optional standard, "which, if voluntarily adhered to, would provide television licensees with a basis for 'legitimate renewal expectancies.'"

The Association of National Advertisers, however, said it thought the FCC had to provide TV with "more precise" guidelines. "In regard to commercial limitations, rather than continue the current limit on commercial time (16 minutes per hour), the ANA sug-

gests that regulations be adopted by the FCC which require television broadcasters to provide the viewing public with a designated amount of pure program time per hour, while permitting the remaining time to be used for nonprogram elements, including commercials and promotional announcements, at the station's discretion. This approach would give positive direction to stations that viewers must be guaranteed a high proportion of total time . . . to news, information or entertainment if the public interest is to be served."

ANA also recommended that some sort of "consistent and reliable logging requirement" be maintained.

The Telecommunications Research and Action Center, Black Citizens for a Fair Media, Chinese for Affirmative Action, Com-

mittee for Community Access, the National Association for the Advancement of Colored People, the National Association for Better Broadcasting, the National Council of La Raza and Citizens Communication Center, still see things differently.

"The Communications Act requires that the commission affirmatively find that renewal of a broadcast license is in the public interest, and an applicant must run on its record of services to its community to obtain such approval," the groups said in a joint filing. "Deregulation, as proposed by the commission, effectively eliminates licensee responsibility and accountability to its viewers and substitutes a clearly imperfect and inadequate marketplace mechanism for the required statutory public interest determination." □

Preference for women debated

Women's groups, NRBA support FCC proposal; NBMC objects

The FCC's proposal to grant women lottery preferences has drawn a divided response.

The FCC had asked, at the prompting of Commissioner Mimi Dawson, whether it should consider women as a "minority group" under current lottery rules or whether a specific diversification preference should be established for women.

In comments filed last week, the concept drew support from women's organizations, including American Women in Radio and Television. "The commission should extend to women the benefits of other policies and resources designed to encourage minority participation in mass media facility ownership," the AWRT said.

Stella A. Pappas, an applicant for 105 multichannel multipoint distribution service licenses—who, with her husband, Harry, owns KMPH(TV)Visalia-Fresno, Calif., and KGEN(AM)Tulare, Calif.—was all for a preference. "Because grant of such a preference remedies the effects of past discrimination, while at the same time insuring future diversification of programming source and content, adoption of the preference is strongly urged," Pappas said.

The National Organization for Women Legal Defense and Education Fund urged a separate preference category for women. It warned, however, that the FCC should take steps to insure that the preference system wasn't abused. "We . . . believe the commission should take extra care in devising a plan to prevent the abuse of category preferences and thereby award licenses only to those applicants who can demonstrate that the female applicant would own and have decision-making control."

The National Radio Broadcasters Association supported the concept of including women among the groups currently entitled to a preference, but thought safeguards should be implemented to avoid abuses. "The only effective way the NRBA foresees to combat widespread abuse of the different preferences is the institution of a systematic real-party-in-interest analysis of each selectee who has received a preference," said the NRBA. "The inquiry should be designed to assure the commission that it is awarding construction permits only to those selectees who will exercise actual control and who will have bona fide financial investments in the proposed stations."

The National Black Media Coalition said Congress, in approving lottery preferences for minorities, had not provided for women. "Even if it could be accomplished in a manner not inconsistent with the act, it represents bad policy," the NBMC said.

The NBMC added, however, that it wouldn't object to a female preference that was applied only after the preference for minorities is applied, "so as to operate only against white male applicants rather than against minority applicants."

James U. Steele, who said he had lost out in a contest for a construction permit to a female applicant, said the commission's proposal would work to exclude "innocent" persons from the broadcast industry based solely on sex. "Men and women should continue to be treated equally in that process and, instead, if a finding of discrimination were to be made, it would be better corrected through assistance in credit and financial areas through . . . tax certificates and distress sales."

The American Legal Foundation said

Washington Watch

FCC review. According to FCC study released last week, commission telephone decisions and AT&T divestiture should lead to average increases in local residential telephone bills of 6% per year through 1989. Study was spurred by contentions of some that decisions would lead to doubling or even tripling of rates.

□

Reorganization. FCC has restructured office of general counsel. Name of administrative law division was changed to legal counsel division. Division includes mass media, common carrier-private radio and administrative law branches.

□

Second look. National Radio Broadcasters Association said it will petition FCC to reconsider decision to get out of business of arbitrating call letter disputes (BROADCASTING, Dec. 5, 1983). Bernard Mann, NRBA president, said delays and widely varying standards would evolve from local litigation of call sign disputes. "The commission's action is not deregulation; it is abandonment of a proper FCC responsibility," Mann said.

THE NATION'S FASTEST GROWING BROADCAST GROUP

KTXA-TV★DALLAS-FT. WORTH
KTXH-TV★HOUSTON
WBFS-TV★MIAMI

SELECTS SELTEL



Jack Mulderrig
President
SELTEL, INC.



Milton Grant
President/C.E.O.



Earl L. Jones, Jr.
Vice President/Director of Sales

**WE ARE THE #1 INDEPENDENTS
IN DALLAS-FT. WORTH & HOUSTON
AFTER JUST NINE MONTHS
OF FULL-TIME BROADCASTING!**

LOOK FOR MORE OF THE SAME IN MIAMI IN 1984

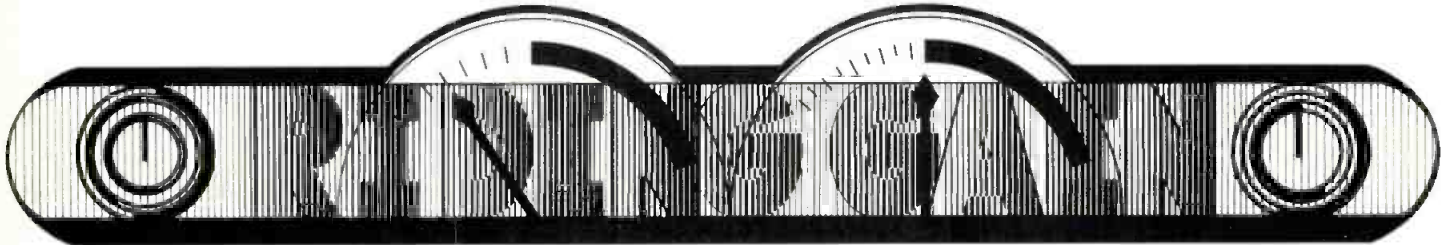
More on divestiture. The FCC last week ordered AT&T to justify a series of private line rate increases that the commission said would have a "dramatic effect" upon subscribers. Broadcasters, charging that the telephone companies are trying to use the Bell divestiture to sneak through unwarranted rate increases for television and radio transmission services, had asked the FCC to investigate (BROADCASTING, Dec. 5 and Dec. 12, 1983).

Congress had excluded women from consideration. Moreover, the ALF said it believed the FCC's current lottery preference scheme was the functional equivalent of the racial

quotas the Supreme Court had struck down in *Baake v. Regents of the University of California* (1976).

"The proposed preference for women, as

the current minority preference, is neither properly tailored to past discrimination nor an appropriate remedy for past discrimination nor based on findings of past discrimination and therefore is violative of the equal protection clause [of the Constitution]," it said. "Even assuming arguendo that Congress has the power to direct the FCC to establish preferences, Congress never intended that a preference for women be established." □



Level listening

The growth of FM listening in recent years continues to level off. That's the conclusion of an annual Arbitron Ratings study of radio listening based on spring 1982-83 reports in 10 top markets.

Arbitron, which first noted a leveling trend in FM listening two years ago, says its new study shows FM share increasing by only 2.8% from the spring 1982 survey period. Dallas-Fort Worth came in with the most FM listening last spring with a 69.4% metro share followed by Washington at 67.3%; Detroit 67.1%; Philadelphia 60.7%; Chicago 54.7%; New York and Pittsburgh 54.1%; Los Angeles 53.9%; Boston 51.3%, and San Francisco 47.7%.

The market with the highest share of AM listening in this latest study was San Francisco, pulling 42.7% of the radio audience, followed by Boston at 39.8% and Pittsburgh with 38.6%.

All figures are for total persons 12-plus,

Monday to Sunday, 6 a.m. to midnight. The new study includes for the first time stations that, according to Arbitron, are located outside its definition of "metropolitan area" but in the larger ADI (Area of Dominant Influence).

Cume questions

Radio stations need to engage aggressively in "outside" marketing (television spots, billboards, etc.) if they are going to combat cume audience erosion, according to Kent Burkhart, chairman of the Atlanta-based radio program consultancy firm of Burkhart/Abrams/Michaels/Douglas & Associates. Burkhart was responding to the results of a new radio listening study commissioned by his firm and conducted by Sante Fe, N.M.-based Owen Leach Research showing average cume erosion of 11% per year for radio stations programing in all major formats ("Closed Circuit," Jan. 2). And that includes the new "hot" formats like contemporary hit

radio (CHR), added the firm's president, Dwight Douglas.

"New cume must constantly be recruited. Otherwise, the average station would lose one-third of its cume in three years, which translates into a greater quarter-hour, 12-plus share loss," said Burkhart.

The company does not plan to release the study's findings. Rather, it will include its cume recruitment solutions in future programming proposals to client stations, said Burkhart.

Spot on rise

National spot radio advertising for January-November 1983 is up in each of the top 10 markets, according to Radio Expenditure Reports' Spot Radio Market Indicator. Houston registered the biggest jump in spot dollars with a 15.9% rise over the same period in 1982 followed by New York, 14.1%; Los Angeles, 13.7%; Chicago, 10.2%; Dallas, 9.9%; Boston and Philadelphia, 9.1%; San Francisco, 8.7%; Detroit, 8.0%, and Washington, 5.2%. In addition, RER noted that the top 10 markets accounted for 51.5% of all spot expenditures in the top 50 markets. The data is based on financial information supplied confidentially to RER by 15 rep companies.

Big Apple bash

On Feb. 13, Metromedia's big band/MOR WNEW(AM) New York will celebrate its 50th anniversary. According to Jack Thayer, WNEW's vice president and general manager, the station has chalked up a lot of radio industry "firsts" including: the first to broadcast around the clock; the first to introduce a two-man morning team (Gene Rayburn and Jack Lescoulie in 1946); the first to air an interview in English with Fidel Castro. In 1935 WNEW staffer Martin Block launched a 15-minute experimental program called *Make Believe Ballroom*. The show was quickly expanded to 90 minutes and remained on WNEW for many years.

All of these events have been chronicled in a new book called "Where the Melody Lingers On." The book is being sold by the station for \$15, with all proceeds going to the National ALS Foundation to help fight Amyotrophic Lateral Sclerosis (ALS).

In addition to the book, the station is plan-



Bob and Ray go public. Veteran comedians Bob Elliott (l) and Ray Goulding (better known as "Bob and Ray") have taped a series of 30-minute public radio programs featuring both "classic" and new comedy routines. The show is distributed via National Public Radio's satellite and New York-based Radio Foundation Inc. The new series contains 14 shows recorded live in front of a studio audience, according to Larry Josephson, president of the Radio Foundation. The programs, produced by Josephson, are funded in part by the National Endowment for the Arts and the Corporation for Public Broadcasting through NPR's Satellite Program Distribution Fund with additional fees from public radio outlets that clear the broadcasts.

only your best, please.



Send us your best — your program, series of programs, or series of announcements aired in 1983 to promote the public good. Any format or length is acceptable.

Competition is open to any single radio or television station, or any commonly owned group of radio or television stations in the United States. No networks, please.

Prizes totaling \$4,500

The overall broadcast winner will receive \$2,500 and a bronze plaque. The first radio runner-up and first television runner-up will each receive a \$1,000 award.

Rules

- Each entry must be accompanied by a separate authorization form, as shown.
- No entry fee or narrative statement necessary. You are, however, welcome to include an explanation, endorsement or description.
- Television entries must be submitted on 3/4" videotape cassettes only.
- Radio entries must be submitted on 1/4" audiotape, either 7-1/2 or 3-3/4 ips.
- Entries must be postmarked by Feb. 1, 1984.
- Tapes will not be returned unless requested.

ROY W. HOWARD AWARDS

Here is my best...
Station or Group

Address _____

Materials enclosed

_____ video cassettes for television.
(no.)
_____ audio cassettes for radio.
(no.)
_____ audio reels for radio.
(no.)

(Tapes will be returned only if requested)

I authorize submission of the accompanying material for the Roy W. Howard Public-Service Awards:

(Signature of officer or manager)

Send to:

ROY W. HOWARD AWARDS
c/o FRED CORRIGAN
WEWS
3001 EUCLID AVENUE
CLEVELAND, OH 44115
216-431-3952



**SCRIPPS-HOWARD
FOUNDATION**

(Please enclose separate authorization form for each entry)

ning a golden anniversary celebration at New York's Felt Forum on the night of Feb. 13. Among the performers scheduled are Vic Damone, Margaret Whiting, Tony Bennett, Mel Torme and Peggy Lee.

Ready to go

The FCC last week said it will start accepting applications from FM broadcasters to permit common carrier services on their subcarriers. Applications proposing a paging service must be filed on FCC form 401. Applicants who want to provide fixed services should contact the FCC's domestic facilities division to determine whether and how the rules apply. Common carrier services can be provided by the broadcast licensee or by another entity. In both cases, the broadcast licensee must file an application and remains responsible for compliance with the FCC's technical rules. The application has to disclose whether the licensee or another entity will be the common carrier service provider.

'Frisco switch

The dust has settled in San Francisco, where a multi-station switch has changed formats and personnel at three major stations. Venerable KSFO(AM), recently sold by Golden West Broadcasters to Seattle's King Broadcasting, brought back a host of former KSFO personalities last Dec. 13 and modified the station's big band format to "a more traditional middle-of-the-road with a strong personality base," according to marketing director Gary Fiset. The new lineup includes Gene Nelson, Carter B. Smith, Russ Syracuse, Sam Van Zandt, Al "Jazzbo" Collins, Dick Conte and Celeste Perry. George McManus, formerly with KCBS(AM) there, takes over as news director. Long-time morning man Jim Lange is among those who have left KSFO as a result of the switch.

King simultaneously moved its "contemporary light hits" format from KYA(AM) to the new KYA-FM, formerly KLHT(FM). In the pro-

cess, Bonneville Broadcasting has changed KYA(AM) to KOIT(AM), a beautiful music companion to its co-owned KORT-FM. Both Bonneville and King are using in-house formats on the four outlets they now own in San Francisco.

HH&P activity

Hiber, Hart & Patrick, Pebble Beach, Calif.-based radio research and consultancy firm, has signed former Bonneville Broadcasting System chairman and chief executive officer, John Patton, to sell the company's research and marketing services. Plans call for Patton to work out of his office in Tenafly, N.J., at first but later move to the firm's Laurel, Md., branch.

Separately, company president Jhan Hiber told BROADCASTING that he and Senior Vice President Larry Patrick have received a major credit line from a financial institution to purchase broadcast properties and are looking to acquire at least two radio stations this year.

More news

Southern California residents will soon have another all-news station choice if the plans of Saul Levine, president and general manager of jazz-formatted KKGQ(FM) Los Angeles, remain on schedule. Levine says he is looking to launch an all-news format over a daytime AM station he is currently constructing in Hesperia, Calif.—some 60 miles northeast of Los Angeles. Levine, who has already signed an affiliation agreement with Atlanta-based CNN Radio, says the new station will be a 1,000-watt directional outlet radiating toward Los Angeles. Levine has applied to the FCC for the call letters KKAR for the new property, which is targeted to commence operation July 1.

The Los Angeles area is currently served by two full-time all-news outlets: CBS's KNX(AM) and Westinghouse Broadcasting's KFWB(AM).

NPR structure debate

A National Public Radio committee, formed last year to study possible changes in structuring of the public radio system, convened a series of public hearings this week with an eye toward discussion of the subject at a meeting Feb. 26-28 at the Wingspread Conference Center, Racine, Wis. The Select Committee on System Structures and Services begins hearing testimony tomorrow (Jan. 17) in Los Angeles, with similar sessions later in the week in Seattle, Denver, Kansas City, Atlanta and Newark, N.J. The NPR-sponsored committee, which also includes representation from public stations that are not NPR members and independent producers, is re-evaluating public radio's current structure in program production, distribution, nonbroadcast activities, training, program funding, promotion and other domains.

NPR Board President Donald Mullally, general manager of WILL-AM-FM Urbana, Ill., is proposing to invite members of the select committee and representatives of other public radio entities to the Wingspread center with the hope that specific proposals may be advanced for action at the annual Public Radio Conference April 8-12 in Arlington, Va. NPR President Douglas Bennet is expected to attend the Wingspread session.

Noble switch

Noble Broadcast Consultants, San Diego-based radio program syndicator, announced last week that it will transfer all client contracts and marketing services of its "Great Gold" and adult contemporary formats to Canoga Park, Calif.-based Drake-Chenault Enterprises. "Great Gold" airs on eight stations, the adult contemporary format on two.

"The move follows our decision to redirect the company into station acquisition," said Noble Executive Vice President John Lynch. Noble is said to be interested in acquiring KJO(FM) Los Angeles from Beatrice Foods Co. for a price reported in excess of \$17 million ("Closed Circuit," Nov. 28, 1983).

Translator concern

In a resolution, the National Association of Broadcasters executive committee said it didn't think the FCC should grant FM translator applications until it reviews the "role of FM translators and... any low-power FM service in the overall system of radio broadcasting." The committee said about 1,000 FM translator applications have been submitted to FCC in recent months, "perhaps in anticipation of the FCC's possible inauguration of a low-power FM radio service." The committee said the study should "focus on the serious interference potential of these stations and the need for clear technical standards prior to any expansion of the traditional FM translator service."

News notes

Washington Broadcast News Inc., a radio news program syndicator based in the nation's capital, has signed a three-year agreement with Mutual Broadcasting to transmit Mutual's daily (Monday-Friday) *Washington Wrap* newscast via satellite to Mutual affiliates nationwide at 6:05 p.m. NYT. *Washing-*



Mayor's hour. The Chicago Association of Black Journalists is sponsoring a new monthly radio program featuring Mayor Harold Washington addressing issues facing the Chicago community. The one-hour show, called *The Mayor's Report*, will be aired the fourth Saturday of each month, from 9 a.m. to 10 a.m., over six black-oriented area radio stations: WBEE(AM), WBMX(FM), WGCI-AM-FM, WJPC(AM) and WMPP(AM). Finalizing plans for the new program in the offices of Mayor Washington are (l-r): Charles Sherrell, general manager, WBEE; Kerner L. Anderson, general manager, WBMX; Lafayette Jones, president, Smith, Jones & Associates, a national management firm; Charles Mootry, vice president and general manager, WJPC; Mayor Washington; Lynn Norment, president, Chicago Association of Black Journalists and an associate editor of *Ebony* magazine; Marv Dyson, president and general manager, WGCI, and Allen Wheeler, general manager, WMPP. The broadcast originates from the studios of WJPC.

ton Wrap, described as a public affairs-oriented broadcast presenting "good stories that because of time and content restrictions are rarely used on network newscasts," has been used by AP Radio for more than a year and a half, and will continue to be offered to APR affiliates in morning drive time. Addition of the Mutual evening drive time transmission means the newscast will reach approximately 2,400 radio stations, said Dick Doty, *Washington Wrap* writer and anchor.

Time for 'Good Time'

The format currently airing over Belo Broadcasting's KROX(AM) Dallas, "Good Time Rock 'n' Roll," will soon be offered to stations nationally by Detroit-based Media Strategies, according to its president, Fred Jacobs. The format, which features rock hits from the late 1950's to the early 1970's, was developed by both Jacobs and Tom Bender, current operations director for KROX. However, when the format goes national, it will feature some "currents," noted Jacobs. "Good Time Rock 'n' Roll" will be a live-assist consultancy format.

'Business' for radio

Business Times, a cable television financial news service airing reports each weekday morning over ESPN, will expand its services to radio with a live 30-minute roundup and analysis of the day's business news, both national and international, followed by a 10-minute update for the next day's morning

drive time. Called *The Business Times Market Report*, the broadcasts will be anchored by Robert Cohen, former business editor for the UPI Radio Network. *Business Times* initially plans to market its new service to stations—mostly AM facilities—in the top 25 markets.

Radio remembered

Jim Jordan and the late Marian Jordan, better known to radio listeners as Fibber McGee & Molly, received the 1,773d star in the Hollywood Walk of Fame on North Vine Street last month. Dedication ceremonies



Molly and Fibber McGee

took place Dec. 21, 1983, just a few blocks from the NBC studios where the radio program originated in 1935. *Fibber McGee & Molly* ran until 1960, and was the top-rated radio program for seven of its 25 years.

Playback

Dallas-based TM Communications is offering stations, on a market-exclusive basis, a new 90-second radio series called *Golden Moments—An Olympic Retrospective*. "The program reveals little-known Olympic highlights, dramatic or amusing," said Buddy Scott, TM senior vice president. There are 120 programs in the series.

Classical commercial cuts

Classical-formatted WOXR-AM-FM New York has reduced the air time devoted to commercial messages by about 15%, according to Warren Bodow, station president. That reduction, however, will not be "across the board," Bodow said. Commercial time will be cut by as much as 40% during some hours while other time periods retain their present schedule, he noted.

Bodow cited a recent audience attitude survey commissioned by WOXR, which is owned by the *New York Times*, as the reason for the action. It indicated that listeners wanted to hear more periods of uninterrupted music as well as selections that are familiar, Bodow said. Under WOXR's new approach, which went into effect Jan. 1, most of the newscasts heard at the top of the hour are no longer followed by commercial spots.

SPORTS • NEWS • TELECONFERENCING • RELIGIOUS EVENTS • PROGRAM DISTRIBUTION • LIVE ENTERTAINMENT

LARGE TRANSPONDER INVENTORY • FIXED UPLINKS COAST TO COAST • LARGE SCREEN PROJECTION
TRANSPORTABLE UPLINKS AND DOWNLINKS

EX'CELLENCE

(ĕk'sə-ləns) *n.* the state, quality or condition of excelling; superiority, best, peerless, unequalled, unparalleled, invaluable, first-rate

Excellent

PERFORMANCE WHEN IT COUNTS!

NETCOMTM
LIVE WORLDWIDE SATELLITE TELEVISION

When you need the best in television transmission, no one does it better!
SEE US AT NATPE, BOOTH 803

These are a few of the major events whose broadcasters have chosen NETCOM for excellent performance in 1984:
OLYMPICS: European Broadcasting Union (30 countries), Australia 10 Television, ARD-TV (West Germany)
REPUBLICAN AND DEMOCRATIC NATIONAL CONVENTIONS: European Broadcasting Union, C.B.S., Taft Broadcasting
SUPERBOWL: C.B.S.

OFFICES AND FACILITIES IN SAN FRANCISCO, BURBANK, ATLANTA, WASHINGTON, D.C., AND NEW YORK
For information call toll-free (800) 423-2085. In California call (213) 841-8855

Fowler sees need for new act

FCC chairman tells state group that rewrite of 1934 Act is desirable—but not the way House leaders have in mind

FCC Chairman Mark Fowler, contending that "Congress is headed in the wrong direction" with broadcast deregulation, suggested last Monday that a rewrite of the 1934 Communications Act may be needed to prevent future commissions from "turning the clock back" through deregulation. Fowler's remarks came in an address to a meeting of the California Broadcasters Association at the Sheraton Plaza hotel in Palm Springs.

Fowler called proposed House legislation that would impose programing criteria on broadcasters "a great leap forward into the 1940's" and insisted such requirements are "not just folly, [they are] something that no newspaper would tolerate for a single moment." Fowler says his goal is to make broadcasters "indistinguishable" from the print media in a regulatory sense and he promised he "will take deregulation to the limits of the existing law."

During a question-and-answer session following his prepared speech, Fowler chided broadcasters for their low-key response to his deregulatory proposals.

"The broadcasters are amazingly docile when it comes to Washington," Fowler said. "You could be so potent in Washington if you chose to be." He confessed to sometimes feeling "a little bit alone" on some battles for regulatory relief. Said Fowler: "I don't see alot of support on some of these things."

Asked what the FCC might do if state and local authorities begin to move into regula-

tion abandoned by the commission, Fowler said some issues, including FM sub-carriers and cable franchise fees, will be looked at closely by the FCC in upcoming deliberations. "We will not sit idly by" while state and local agencies move into those areas, he said. "We think that the marketplace works best and will not hesitate in certain areas to pre-empt [nonfederal authorities]."

Surveying the FCC docket for 1984, Fowler predicted action on the rule of sevens "within the next few months" and suggested a compromise might be reached with those opposed to its complete repeal. He said the FCC hopes to take action "before the NAB convention [April 29]" on a pending proposal that would allow Class IVAM broadcasters to increase nighttime power to 1 kw. Fowler said he is optimistic about the chances of an agreement being reached with Mexico to allow the power increase. As for the financial interest and syndication rules, Fowler would only say "if [producers and networks] don't reach an agreement, I suppose we will move forward [at the FCC]."

The financial interest and syndication rules were to have been the subject of a convention debate between former FCC Chairman Richard Wiley, now an attorney representing CBS Inc., and Motion Picture Association of America President Jack Valenti, who supports retention of the rules. Ongoing negotiations prevented both parties from discussing the matter in any detail.

Wiley confirmed a report in BROADCASTING Jan. 9 that CBS "came pretty close to reaching an agreement with Hollywood" on the rules, "but it didn't come off." Wiley would only say that "talks are still going

on," declining to give specifics.

Valenti said he remains "hopeful" that an agreement can be reached by Jan. 31, when results of the meetings are to be turned over to the House Telecommunications Subcommittee. Valenti criticized Fowler for having "blinkered vision" on the fin-syn debate. "All we want is a level playing field," he insisted. "The networks dominate the prime time and are tilting the playing field."

Wiley said he is satisfied with much of Fowler's deregulatory activity and expressed regret that "a deregulatory and pro-competitive president" had overruled Fowler's stance on the issue "in favor of his Hollywood cronies."

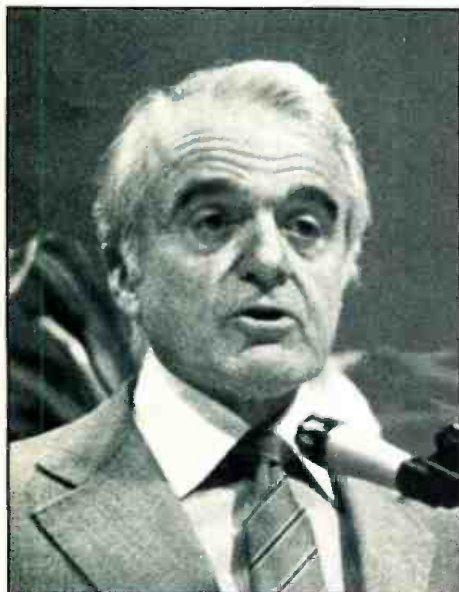
Both men offered some predictions of their own for 1984.

Valenti, who sees the videocassette recorder universe expanding to 45 or 50 million homes within the next six years, is worried about the consumers' deletion of commercials, which could lead to rate reduction requests by major television advertisers.

"My son hasn't seen a television commercial in two years," Valenti joked, confessing his home is equipped with "all the latest electronic gadgetry." He said the VCR has the potential to "devastate" the home entertainment marketplace if protection for other media is not put in place.

Other "possible blights" on the horizon, in Valenti's view, are piracy of program material and a tendency of the law to lag behind new communications technologies.

For his part, Wiley said deregulation should continue at the FCC, "but it isn't always going to be easy." He pointed out that



Valenti



Fowler



Wiley

WHEN THE COMMUNICATIONS INDUSTRY NEEDS FINANCING, THEY COMMUNICATE WITH SOCIETY BANK.

Companies in the communications industry find us easy to talk to. Because at Ohio based Society Bank, we've been providing communication-related companies with financial guidance and support for more than 40 years.

When your station needs financing, we hear you.

When radio and television station owners need funds for acquisitions, construction, or equipment purchases, they turn to Society Bank. For more than four decades, Society has provided capital and loans for stations from coast-to-coast.

We keep cable systems in the picture.

The cable industry and other non-traditional delivery

systems are growing faster than ever. And Society is helping these companies keep pace with that growth.

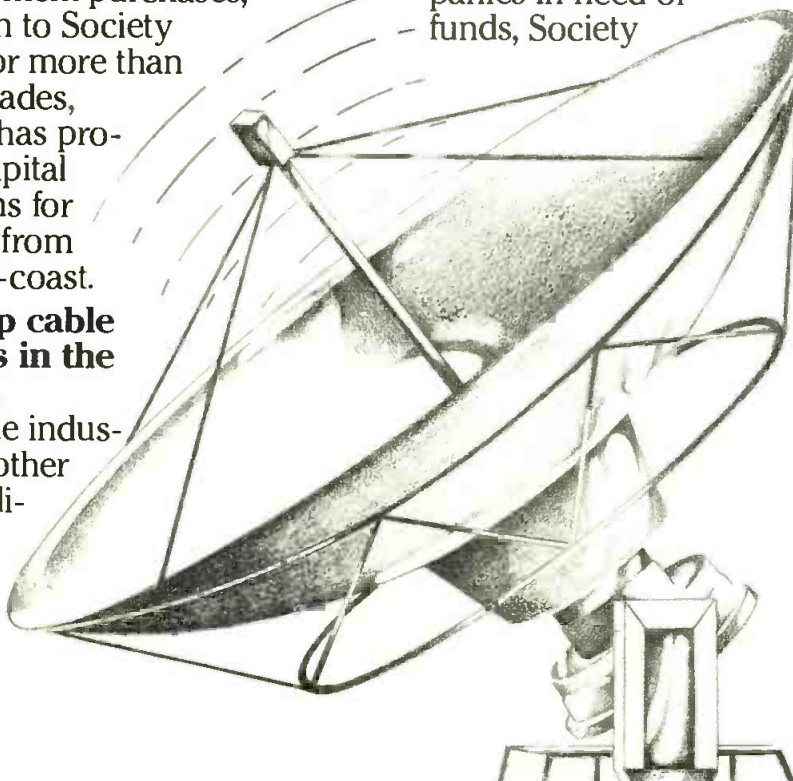
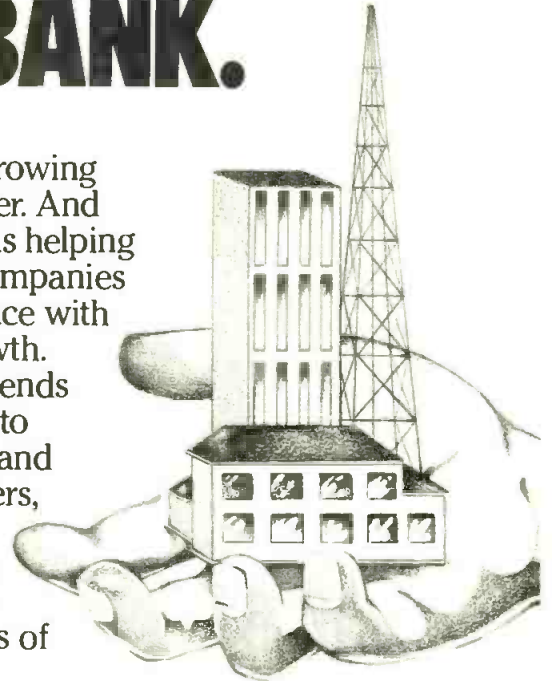
From headends and wiring to computers and transponders, Society is helping to build the companies of the future.

We're investing in your industry's future.

For communications companies in need of funds, Society

can make equity contributions or investments. And financing can be arranged to meet your company's cash flow and capital needs.

At Society Bank, we're doing everything we can to provide your industry with the financial products and services it needs. So if you're looking for a bank that can customize a financial plan for your business, talk to us. No matter how you communicate, we speak your language. For more information or an appointment, call Kevan Fight in Cleveland at (216) 622-8613 or Jolen Cameron at (216) 622-8665.



Society BANK

Member F.D.I.C.

On the tube. President Reagan will appear on ABC, CBS and NBC at 10:55 p.m. NYT on Jan. 29 to announce his intention to seek re-election. The five-minute program, which will be taped in the Oval Office, will cost the Reagan-Bush re-election campaign committee an estimated \$500,000, according to a committee spokesman.

duction requests by major television advertisers. "My son hasn't seen a television commercial in two years," Valenti joked, confessing his home is equipped with "all the latest electronic gadgetry." He said the VCR has the potential to "devastate" the home entertainment marketplace if protection for other media is not put in place.

Other "possible blights" on the horizon, in Valenti's view, are piracy of program material and a tendency of the law to lag behind new communications technologies.

For his part, Wiley said deregulation should continue at the FCC, "but it isn't always going to be easy." He pointed out that many regulations—such as those governing equal employment opportunity and political messages have been established with the interests of politicians in mind and thus will require political muscle to be altered or repealed. For that reason, he said, broadcasters may not win significant broadcast deregulation from the House and the Senate during an election year.

The next "hot" deregulatory topics at the FCC, according to Wiley, will be the rule of seven's and the VHF drop-in proposal. Wi-

ley feels there are few opportunities for VHF drop-ins without signal degradation of existing stations and believes a compromise may ultimately emerge on the 7-7-7 question. Crossownership rules, he said, will also generate controversy as the FCC begins to consider modification.

Wiley echoed Fowler's concern that too few broadcasters are making their views known at the FCC. "The FCC needs your help," he contended. "You ought to be able to go to the FCC without fear of a regulatory backlash." Wiley later confided that, when chairman, "nothing had more impact on us than when a broadcaster came in and told me why he thought one of our rules was wrong or unnecessary."

During a Monday luncheon address, Mar-

tin Rubenstein, Mutual Broadcasting System president, characterized confrontations between media and government as "an overwhelmingly positive phenomenon." Rubenstein said the tension should be considered a part of the "checks and balances" envisioned by the nation's founders.

"I am convinced that a synergism results when 'just the right amount of tension' exists between the media and government," he concluded. "Each party is appropriately wary, appropriately accusatory and appropriately concerned... I believe that [our founding fathers] would observe the ongoing confrontation between the media and government and smile approvingly. Perhaps even George Orwell would confess that things are not exactly as he had feared." □

Changing Hands

PROPOSED

WAPA-TV San Juan, P.R.; WTVM(TV) Columbus and WJBF(TV) Augusta, both Georgia; KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana □ Sold by Western Broadcasting Co. to SFN Companies Inc. for \$116 million (see "Top of the Week").

WEZL(FM) Charleston, S.C. □ Sold by WEZL Inc. to Price Communications for \$3.9 million cash. Price does not include real estate, tower or receivables. **Seller** is owned by William O. Jones, president, Charles N. Barton and William Dixon. Barton also has interest in WSSC(AM) Sumter, S.C. Others have no

other broadcast interests. **Buyer**, owned by John Price, Salt Lake City-based real estate developer, also owns four AM's and five FM's. WEZL is on 103.5 mhz with 100 kw and antenna 700 feet above average terrain. **Broker: R.A. Marshall & Co.**

WZID(FM) Manchester, N.H. □ Sold by Sallie Jo Lyons to Sunshine Broadcasting Inc. for \$2,750,000, including \$750,000 note. **Seller** has no other broadcast interests. **Buyer** is owned by George Silverman. He also owns WMGX(FM) Portland, Me. His wife, Sunnie G., is applicant for new FM at Belfast, Me. WZID is on 95.7 mhz with 10.5 kw and antenna 930 feet above average terrain.

KYNO-AM-FM Fresno, Calif. □ Sold by Radio KYNO Inc. to Brown Broadcasting Co. for \$2.5 million plus quick assets. **Seller** is owned by L. E. Chenault, co-chairman of Drake-Chenault Enterprises Inc., Los Angeles-based radio program producer and distributor. **Buyer** is owned by Willet H. Brown (70%), his son, Michael J. Brown (25%), and Philip A. Melrose (5%). Willet Brown owns KPQP(AM)-KGB-FM San Diego, and with daughter, Laurie Kim, and Michael Brown also owns KXOA-AM-FM Sacramento, Calif. Melrose is general manager of KXOA. KYNO is on 1300 khz with 5 kw day and 1 kw night. KYNO-FM is on 95.5 mhz with 50 kw and antenna 320 feet above average terrain.

WTGI(FM) Hammond, La. □ Sold by Tangi Broadcasting Inc. to Keymarket Communications of Louisiana Inc. for \$1.8 million. Previously announced sale of station ("Changing Hands," Nov. 28, 1983) was never completed. **Seller** is owned by Ron Strother, president (65%), and Donald Lobell (35%). Neither has other broadcast interests. **Buyer** is equally owned by Paul H. Rothfuss and Kerby E. Confer. They also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WDIX(AM)-WIGL(FM) Orangeburg, S.C.; and are 45% owners each of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. They are 31% owners each of buyer, subject to FCC approval, of WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. ("Changing Hands," Dec. 12, 1983). Confer also owns 50% of KSSN(FM) Little Rock, Ark., and has interest in WGKX(FM) Memphis, recently bought for \$3.2 million ("Changing Hands,"

Davis Fowler Corporation

and

Weaver Broadcasting

have acquired

KLOK-FM

(formerly KGO-FM)

San Francisco, California

for

\$5,500,000

from

American Broadcasting Company

We are pleased to have served as broker
in this transaction.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.,
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

1/16/84

Feb. 28, 1983). WTGI is on 103.3 mhz with 100 kw and 500 feet above average terrain. Broker: Blackburn & Co.

WCCF(AM)-WQLM(FM) Punta Gorda, Fla. □ Sold by DeBeau Broadcasting Inc. to Ogden Broadcasting of Fla. Inc. for \$1,175,000 including \$725,000 note and \$275,000 non-compete agreement. Seller is owned by Larry DeBeau and wife, Mildred M. They have no other broadcast interests. Buyer is subsidiary of The Ogden Newspapers Inc., Wheeling, W. Va.-based publisher of 15 newspapers. Owned by G. Ogden Nutting, president and treasurer, and 17 others, it also owns WGSN(AM)-WNMB-FM North Myrtle Beach, S.C.; WAMT(AM)-WAJX(FM) Titusville, Fla., and WTON(AM) Staunton, Va. It is also applicant for four LPTV's. WCCF is 1 kw daytimer on 1580 khz. WWLM is on 92.7 mhz with 3 kw and antenna 156 feet above average terrain. Broker: Stan Raymond & Assoc.

KWFC(FM) Springfield, Mo. □ Sold by Baptist Bible College Inc. to Big Chief Broadcasting Co. of Fayetteville Inc. for \$925,000, including \$625,000 note. Sale is contingent on FCC approval of seller's pending application for new co-located noncommercial FM. Purchase does not include tower, which will be leased rent-free for 10 years, studio or studio equipment. Seller is nonprofit, fundamentalist college with 1,300 students. Buyer is owned by Levoy Patrick Demaree, who also owns KFAY(AM)-KKEG(FM) Fayetteville, Ark., and WMBH(AM)-KKUZ(FM) Joplin, Mo. His son and daughter are licensees of KKID(AM)-KAZZ(FM) Sallisaw, Okla. KWFC is on 97.3 kw with 100 kw and antenna 480 feet above average terrain. Broker: John D. Mitchell & Associates.

WOMP-AM-FM Bellaire and WNXT-AM-FM Portsmouth, both Ohio □ Sold by T/R Inc. to Ardrey Media Ltd. for \$850,000 cash, including five-year noncompete agreement. Seller is equally owned by Clay Littick and Jane Bridgins. Neither has other broadcast interests. Buyer is owned by Robert C. Ardrey (60%) and wife, Sherrie (40%). Robert Ardrey is vice president/sales of Drake-Chenault, Los Angeles-based radio program producer. Sherrie Ardrey is new homes division manager for Los Angeles office of realtor, Coldwell Banker. WOMP is 1 kw daytimer on 1290 khz. WOMP-FM is on 100.5 mhz with 13.5 kw and antenna 520 feet above average terrain. WNXT is on 1260 khz with 5 kw day and 1 kw night. WNXT-FM is on 99.3 mhz with 900 w and antenna 490 feet above average terrain.

WWHB(FM) Hampton Bays, N.Y. □ Sold by EFEM Inc. to South Fork Broadcasting Corp. for \$825,000, including two-year noncompete agreement. Seller is equally owned by Richard H. Brown and Lloyd A. Werner. Brown is vice president and general manager of Katz Independent Television, national TV station representative firm. Werner is senior vice president, sales and marketing, Group W Satellite Communications, wholly-owned cable programming subsidiary of Westinghouse Broadcasting & Cable Inc. Buyer is owned by Edward Simon, president, and his brother, Paul Simon, singer and songwriter (33.3% each); television producer Lorne Michaels (18.2%) and his

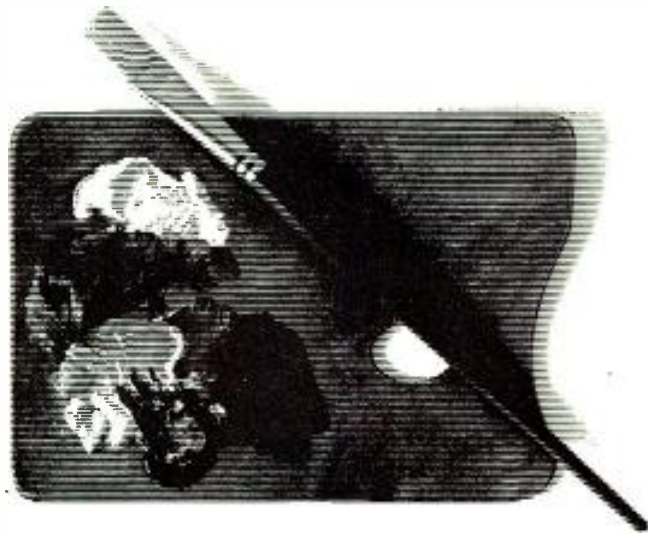
wife, Susan Forrestal Michaels (15.1%). WWHB is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

KNEU(AM) Roosevelt, Utah □ Sold by Golden Circle Broadcasting Inc. to County Gold Broadcasting Inc. for \$419,419, including \$390,000 note. Seller is owned by brothers: Tommie E., Joe A., and Jimmie N. Reidhead. None have other broadcast interests. Buyer is equally owned by Joseph L. Evans, and wife, Teddie R. He is mobile home and recreational vehicle sales representative. She is computer programmer for Mountain Bell. KNEU is 5 kw daytimer on 980 khz.

WSEB(AM)-WSKP-FM Sebring, Fla. □ Sold by

Harry J. Morgan to Highlands Broadcasting Ltd. for \$400,000, including \$250,000 note and \$100,000 noncompete agreement. Seller also owns WSKT(AM) Knoxville, WKCE(AM) Harriman and WSVU(AM) Dunlap, all Tennessee. Buyer is owned by Robert J. Connelly (20%) and Highlands Broadcasting Corp. (80%). Highlands is equally owned by brothers: William B., Robert A. and John M. Spottswood Jr. They are also trustees of Spottswood family trust, which owns WKWF(AM)-WVFK(FM) Key West, Fla., where Connelly is general manager. All four are principals in applicant for new FM at St. Johnsbury, Vt. Connelly also has minor interest in WWNH-AM-FM Rochester, N.H. WSEB is on 1340 khz with 1 kw day and 250

Knowing what it is does not tell you how to use it.



A paintbrush in the hands of a Sunday painter is an amusement. But in the hands of a master, it is an expressive medium. The difference is more than talent and reputation, it is creativity and expertise.

Heller-Oak's experience in lending money to the communications industry is why we feel "Professionalism is Priceless." We bring to each meeting the willingness and the flexibility to make things work. If you need this kind of professionalism, call Chris Flor at 312/621-7665 or Matt Breynne at 312/621-7638.

"Professionalism is Priceless"

finance is more than lending at

Heller-Oak Communications Finance Corp.

105 West Adams Street, Chicago, IL 60603

w night. WSKP is on 105.5 mhz with 3 kw and antenna 150 feet above average terrain.

WFY-TV (CP) Syracuse, N.Y. □ Sold by Orion Pictures Corp. and Harvey Seslowsky to Figgie Communications Inc. for \$316,000, including \$215,000 note. **Seller** is owned by Orion (85%) and Seslowsky (15%). Orion is subsidiary of Orion Pictures Corp., Los Angeles-based motion picture and television program producer. Seslowsky also has non-voting interest in applicant for ch. 8 at Knoxville, Tenn. **Buyer**, headed by Saul Rosenzweig, president, is subsidiary of Figgie International Holdings Inc., Willoughby, Ohio-based, publicly traded diversified manufacturer, which recently sold WLIX-TV Onondaga, Mich. ("Changing Hands," April 8, 1983). Rosenzweig is also principal in buyer, subject to FCC approval, of WJBM-AM-FM Jerseyville, Ill. ("Changing Hands," Jan. 2). WFY-TV has permit for channel 43 with 1,350 kw visual, 135 kw aural and antenna 870 feet above average terrain.

KCDR(AM) Cedar Rapids, Iowa □ Sold by Cedar Rapids Broadcasting Co. to Dulaney Broadcasting Inc. for \$300,000 cash, including three-year noncompete agreement. **Seller** is majority owned by G. Dale Cowle. He also owns KASS(AM)-KCCQ(FM) Ames, Iowa, and is half owner of KKJO(AM)-KSFT(FM) St. Joseph, Mo. **Seller** bought station for \$760,000 ("Changing Hands," Aug. 11, 1980). **Buyer** is owned by Mike Dulaney, station's general manager (66.6%), James W. Young and Eugene J. Downie (16.7% each). Young and Downie are equal owners of co-located KTOF(FM). KCDR is on 1450

khz with 1 kw day and 250 w night.

KOAK-AM-FM Red Oak, Iowa □ Sold by Red Oak Radio Co. to Montgomery County Broadcasting Co. for \$260,000. **Seller** is owned by R. Stephen Looney, president, and three others. Looney also has minor interest in KLFQ-FM Lyons, Kan. Others have no broadcast interests. **Buyer** is owned by Michael G. O'Connor and his wife, Phoebe J. (30% each); Paul W. Ahrens and Edward F. Bock (20% each). Michael O'Connor, who is sports director at KTIZ-TV Sioux City, Iowa, and Ahrens each own 10% of KCHE-AM-FM Cherokee, Iowa. Bock has minority interest in Cumberland, Me.-based group owner, The Fuller-Jeffrey Group, which also owns WOKQ(FM) Dover, N.H.; KJY(FM) Ankeny-Des Moines, Iowa; WBLM(FM) Lewiston, Me.; has part interest in KCCY(FM) Pueblo, Colo., and recently bought KPIP(AM)-KPOP(FM) Roseville, Calif., for \$3.5 million ("Changing Hands," Dec. 12, 1983). Bock also has interest in WCCI(FM) Savanna, Ill. Phoebe O'Connor is administrative employe at Midwest Region Inc., Sioux City, Iowa-based insurance company. KOAK is 250 w daytimer on 1080 khz. KOAK-FM is on 95.3 mhz with 3 kw and antenna 97 feet above average terrain. *Broker: Chapman Associates.*

WCEA(AM) Newburyport, Mass. □ Sold by WBNP Limited to WCEA Corp. for \$230,000, including noncompete agreement. **Seller** is owned by Jerome Kaplan, Nancy Anderson, Gilbert Weinberger and Arnie Rubin, president, who bought station two years ago for \$295,000 ("Changing Hands," April 18,

1982). None have other broadcast interests. **Buyer** is group of investors headed by Alvin Goldstein, president, and Christopher Ryan, vice president. Goldstein is Newton, Mass.-based real estate investor. Ryan is former reporter at WRKO(AM) Boston. WCEA is 500 w daytimer on 1470 khz. It has application pending to change frequency to 1450 khz and change hours of operation to unlimited.

□ Other proposed station sales include: KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California ("Changing Hands," Dec. 19, 1983); KGOE(AM) Thousand Oaks, Calif. ("Changing Hands," Jan. 9); KLGT(FM) Breckenridge, Colo. ("Changing Hands," Jan. 9); WWJF(FM) Fort Lauderdale, Fla. ("Changing Hands," Oct. 24, 1983); WAMR(AM)-WRAV(FM) Venice (Sarasota) Fla. ("Changing Hands," Dec. 19, 1983); KIPO-AM-FM Lihue, Hawaii; WJBM-AM-FM Jerseyville, Ill. ("Changing Hands," Jan. 2); KLBA(AM) Albia, Iowa; KLPL-AM-FM Lake Providence, La.; WLLI-TV(CP) Kalamazoo, Mich.; KOYN(AM) Billings, Mont.; WVNH(AM) Salem, N.H. ("Changing Hands," Jan. 9); KMIN(AM) Grants, N.M.; WPET(AM) and WRQK(FM) Greensboro, N.C. ("Changing Hands," Dec. 12, 1983); KXOL(AM) Fort Worth ("Changing Hands," Dec. 5, 1983), and KSCR(AM) Renton, Wash.

APPROVED BY FCC

KTVQ-TV Billings, KXLF-TV Butte, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana □ Sold by Montana Television Network to S.J.L. Inc. for approximately \$20 million cash. **Seller** is owned by Joseph S. Sample and family. It has no other broadcast interests. **Buyer** is headed by George D. Lilly, former vice president, television operations, of Ithaca, N.Y.-based group owner, Park Broadcasting. Investment is being arranged by T.A. Associates, Boston-based venture capitalist group. It has no other broadcast interests. KTVQ is CBS affiliate on channel 2, with 100 kw visual, 10.2 kw aural, and antenna 670 feet above average terrain. KXLF-TV is affiliate of ABC and CBS on channel 4 with 100 kw visual, 20 kw aural, and antenna 1,890 feet above average terrain. KRTV is affiliate of CBS and NBC on channel 3 with 100 kw visual, 10 kw aural and antenna 590 feet above average terrain. KPAX-TV is primary affiliate of ABC and CBS on channel 8 with 257 kw visual, 49 kw aural and antenna 2,150 feet above average terrain.

KCKC(AM) San Bernardino, Calif. □ Sold by 1350 KC Inc. to KINL Inc. for assumption of liabilities worth \$2,221,075 and \$200,000 cash. **Seller** is majority owned by Jack L. Siegal, who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000 ("Changing Hands," March 28, 1983). He also owns KNTF(FM) Ontario, Calif. **Buyer** is owned by Jerome P. Maltz, Woodland Hills, Calif., businessman who has no other broadcast interests. KCKC is on 1350 khz with 5 kw day and 500 w night.

WRTA(AM) Altoona, Pa. □ Seventy-eight percent sold by three stockholders to David R. Wolf, owner of other 22%. Wolf is paying sellers \$228,725 cash and is conveying to them his 22% ownership (valued at

KING BROADCASTING COMPANY

has sold

KYA-AM

San Francisco, California

to Bonneville International Corporation

For \$3,500,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations



Kalil & Co., Inc.

3438 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

\$680,000) in certain real estate and WMBT(AM) Shenandoah, Pa., now owned with sellers. **Sellers** are Martin F. Malarkey, Washington-based cable consultant; Louis H. Murray, general manager of WRTA and WMBT, and Pennsylvania National Bank and Trust Co., trustees for estate of John Miller, each with 26%. **Buyer** is president of both radio stations. WRTA is on 1240 khz with 1 kw day and 250 w night.

WJQY(FM) Chickasaw, Ala. □ Sold by Phillips Radio Inc. to EJM Broadcasting for \$923,000. **Seller** is owned by William H. Phillips, WJQY general manager (30%); wife, Patsy (20%); Houston L. Pearce (30%), and wife, Voncile R. (20%). It is also applicant for new FM at Mary Esther, Fla. Pearce has interests in four AM's and three FM's. **Buyer** is owned by Edmond J. Muniz. He also owns WYAT(AM) New Orleans and WAIL(FM) Slidell (New Orleans), La. WJQY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KRIG(AM) Odessa, Tex. □ Sold by BBC Broadcasting Inc. to Permian Basin Broadcasting Co. for \$800,000. **Seller** is owned by Jim Blakemore, who has no other broadcast interests. **Buyer** is owned by L.E. Hawkins and son, W.L.; Gene Garrison, Ray Henry and John Northcut. Hawkinses own KURV Edinburg, Tex. Garrison and Northcut are Edinburg bankers; Henry is Edinburg investor. KRIG is on 1410 khz full time with 1 kw.

WSYD(AM) Mount Airy, N.C. □ Ninety-seven percent sold by Reidsville Printing Co. Inc. to Billy Bruce Hull for assumption of two notes valued at \$690,000. Other three percent is owned by Arthur Eaton, Mt. Airy businessman. **Seller** is owned by William M. Oliver Jr., and wife Cornelia J., who have no other broadcast interests. Olivers purchased their share one year ago for \$700,000 ("For the Record," Sept. 27, 1982). **Buyer** is former assistant manager at WSYD who left station three years ago. He also owns Mount Airy record stores, restaurant and club. WSYD is on 1300 khz with 5 kw day and 1 kw night.

WJYL(FM) Jeffersonville (Louisville), Ky. □ Sold by Publicast Communications Inc. to Sheridan Broadcasting Corp for \$630,000 cash. **Seller** is owned by James A. Patterson (77.76%) and A. Robert Doll (21.24%), who have no other broadcast interests. **Buyer** is Pittsburgh-based owner of Sheridan Broadcasting Network, majority owned by Ronald R. Davenport. He also owns WUFO(AM) Amherst, N.Y., and WAMO-AM-FM Pittsburgh. WJYL is on 101.7 mhz with 3 kw and antenna 400 feet above average terrain.

WPBM-AM-FM Aiken, S.C. □ Sold by Air South Inc. to Community Broadcast Associates for \$500,000. **Seller** is headed by president, Diane Foskett, who is also majority owner. It has no other broadcast interests. **Buyer** is headed by David Shoumacker, anchor for WJLA-TV Washington, as general partner. He is also general partner in WGMD(FM) Rehoboth Beach, Del., and WXVA-AM-FM Charleston, W. Va. Shoumacker will own 30% of WPBM-AM-FM with remainder owned by 10 limited partners including Washington Redskins quarterback, Joe Theismann, and WJLA-TV consumer re-

porter, Paul Berry. WPBM is daytimer on 1300 khz with 500 w. WPBM-FM is on 95.9 mhz with 3 kw and antenna 200 feet above average terrain.

□ Other approved station sales include: WLVN(AM) Luverne, Ala.; WMPC(TV)(CP) Mobile, Ala.; WUNI(AM) Mobile, Ala.; KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona; KSQU-FM Weed, Calif.; WCOP(AM)

Warner Robbins, Ga.; KNIC(AM) Winfield, Kan.; WSTL(AM) Eminence, Ky.; KMGH-FM Montivideo, Minn.; WXXX-AM Hattiesburg, Miss.; WGVA(AM) Geneva, N.Y.; WCHI(AM) Chillicothe, Ohio; KDBF(AM) Eugene, Ore.; WYLQ(AM) Kingston, Tenn.; KEGG(AM) Daingerfield, Tex.; KISO(AM) El Paso, and KZLN(TV) Harlingen, Tex. (see "For the Record," page 148). □

Texas Cable Show opens its doors

Attendance and exhibitors, following industry trend, is down slightly

The Texas Cable Show, which opens a three-day run at the San Antonio Convention Center on Wednesday (Jan. 18), will not escape the malaise that has infected the cable television industry over the past year.

Bill Arnold, executive secretary of the Texas Cable TV Association, which sponsors the annual event, said attendance will probably drop from last year's 2,650 to between 2,200 and 2,400.

Since early last year, most cable trade shows have been reporting smaller crowds, Arnold said, and "there's no reason why we shouldn't experience the same trailing off." He attributed the problem to the industry's "general belt tightening," which has caused training and travel budgets to be slashed, and the lack of exciting new hardware or software.

The Texas Show's exhibition, however,

will be relatively unaffected, Arnold said. Although the buyouts and mergers among hardware and software suppliers over the past year will cause the number of exhibitors to dip slightly, to around 175, he said, almost all the exhibit space—around 40,000 square feet—has been sold. The exhibitors will represent some 190 product lines, he said.

The convention is planned around the exhibitors, which will have the cable operators all to themselves on Wednesday afternoon and Friday morning. What's more, the panel sessions will be few.

The 12 panel sessions:

- Texas state taxes—Don R. Turlington, Don R. Turlington & Associates (moderator); Kenneth E. Graeber, state property tax board, and William J. Burnette, Bexar county appraisal district.

- Long-term and short-term marketing—Nimrod Kovacs, United Cable Television Corp. (moderator); Sarah Levinson, Group W Cable; Neal Litvack, Home Box Office; Phil Knudsen, Austin Cablevision, and Rick

LET CHAPMANS' 30 YEARS OF EXPERIENCE GO TO WORK FOR YOU

Texas Metro AM/FM Combo **\$2,250,000**
Oil-rich regional center—Profitable Contact Bill Whitley
(214) 680-2807

Montana Metro AM/FM Combo **\$1,400,000**
Industrial trade center—Profitable Contact Greg Merrill
(801) 753-8090

Georgia Metro Fulltime AM **\$450,000**
#1 station in market—owner moving Contact Bob Thorburn
(404) 458-9226

Chapman Associates

nationwide mergers & acquisitions
1835 Savoy Drive, Atlanta, GA 30341 (404) 458-9226

Celebrating 30 Years of Integrity

Mardock, United Cable.

■ Signal security—Earl Langenberg, Cablesystems Engineering Inc. (moderator); Dan Pike, Prime Cable Corp.; Jody Schields, United Artists Cablesystems Corp., and Jim Wilbanks, Wehco Video Inc.

■ Legislative and regulatory update—Michelle Craft, Jacksboro Cable TV Inc. (moderator); Ed Burakowski, National Cable Television Association; Gary Christensen, Washington attorney, and Steve Effros, Community Antenna Television Association.

■ Marketing research—Howard Horowitz, Opinion Research Corp. (moderator); Michael Cohen, Warner Amex Satellite Entertainment, and Mark Greenberg, Prime

Cable Corp.

■ Signal leakage—Robert Luff, United Artists Cablesystems Corp. (moderator); Richard D. Breen, FCC; Hugh Bramble, United Artists Cablesystems; Frank Settle, Rogers Cablesystems Corp., and Bob Dickinson, E-COM.

■ Converter theft—John Mankin Jr., Cablevision of Waco (moderator); Jerry Bridges, Cablevision of Waco, and Robert Tweedell and Ralph Childs, The Network.

■ System auditing—Mark Poche, Harte-Hanks Communications Inc. (moderator); Charlie Jetton, Times Mirror Cable Television, and Mark Prendeville, Heritage Cablevision.

■ System architecture—Hank Cicconi,

Sammons Communications Inc. (moderator); Willem Mostert, Magnavox CATV Systems Inc.; Norman Friedrich, C-COR Electronics Inc.; Ron Solomon, Century III Electronics Inc.; Ron Polomsky, GE Comband, and Bill Pearson, Bill Kitchen and Irene Burke, all Pico Products Inc.

■ Local advertising—Mel Gilbert, Snyder Community Antenna TV (moderator); Polly Dunn, Columbus TV Cable Corp.; Joseph Gans, Cable TV Co.; Lou Parsons, Videodisc Broadcasting Co.; Jack Roundtree, Satellite Channel Media, and Jayne Greenburg, Cable News Network.

■ Rebuild marketing—Mark Greenberg, Prime Cable Corp. (moderator); Sam Hodshire, Rogers Cablesystems of Texas Inc.; Russ Barnes, Austin Cablevision, and Jeff Wade, Showtime/The Movie Channel Inc.

■ Data services—Jim Randolph, Warner Amex Communications of Dallas (moderator); Steve Calvaruso, Warner Amex of Dallas; Howard Hershowitz, Ungermann, Bass; Clayton Moore, Scientific-Atlanta, and Les Read, Sammons Communications Inc.

TCTA President Jerry Craft will welcome delegates to the show on Thursday morning. He'll be followed by Kathryn Creech, president of the Council for Cable Information. According to Arnold, TCTA is a member and backer of CCI.

The show's organizers have scheduled tennis and golf tournaments on Tuesday and Wednesday and a luncheon speech from Texas humorist James "Doc" Blakely. The two pay cable programers will take turns entertaining the Texas cable operators. Home Box Office will present singer Brenda Lee on Wednesday evening and Showtime/The Movie Channel, singer Janie Fricke on Thursday evening. □

LET'S MAKE A DEAL!

FIRSTMARK HAS THE BUYERS, SELLERS AND FINANCING.

Just tell us what you need. As a broker/financer of broadcast or cable TV property transactions, we can handle all or any part of your transaction. Our 24 years of experience in the industry have given us a list of buyers and sellers and more in-service experience than you'll find anywhere else. Add to that our unique capability to finance the same transactions we broker and you've got a solid deal, put together and financed by one experienced company. That can save time, money and confusion for everyone involved.

We have the contacts and the money. All you have to do is throw the switch. Call Firstmark. Ask for Bill Van Huss.

Firstmark Financial

Firstmark Financial Corp. Communications Finance Div.
110 E. Washington Street Indianapolis, IN 46204
(317) 262-5858

Telecommunications development is goal of Caribbean group

New consortium seeks ways to
foster growth of area's media

Three Americans determined to help knit together the Caribbean nations through the technology of communications satellites have organized the Caribbean Basin Telecommunications Consortium. Its principal focus will be television communications development, but it will explore as well prospective joint-user benefits related to telephone, radio, print media and data transmission development.

The nonprofit organization, incorporated in Washington, is an outgrowth of the Caribbean Basin Telecommunications Conference, held in Ocho Rios, Jamaica, in May, under the auspices of the Caribbean/Central American Action. The Americans involved in establishing the consortium—all of whom had played a role in that conference—say their motivation was to insure that the work of the conference was continued.

Robert Shaheen, who through Northern Communications Associates has cable television interests in North and South Dakota

and Michigan and who initially proposed the consortium, is president. He has had experience in the financing and operation of communications systems in Africa. The other Americans involved are Alyse Lynn Booth, executive vice president, who in her former role as director of communications for Caribbean/Central American Action, had organized the first Caribbean Basin Telecommunications Conference, and Eric H. Smith, vice president and general counsel, who practices law in Washington and who is a former senior vice president and general counsel of the Public Broadcasting Service.

Along with the consortium, an advisory board composed of ministers of communications of several Caribbean countries and others involved in telecommunications, was established. It will meet in February to begin drafting an agenda for the consortium. The co-chairmen are Armando Vargas, Costa Rica's minister of information, and Michael Henry, who occupies the same post in the Jamaican government. Other members are John Stubbs, minister of telecommunications and industry, Bermuda; Michael Rudder, chairman of the Caribbean Broadcast Union; Louis Morenos Jr., vice president of Chase Bank of Panama; Harry Myers, general manager of the Caribbean News Agency, and John Figueredo, vice president for Latin America and the Caribbean, Bank of America.

Caribbean leaders at the Ocho Rios conference had expressed concern that rapid telecommunications advances might undermine cultural diversity and increase social disparities. Shaheen last week said the purpose of the consortium is to "mobilize the financial, technical, and other resources of the region to integrate the television market in the Caribbean basin." Efforts will be made to promote the development of local programming that can be exchanged, via satellite, among the countries of the region; Shaheen spoke specifically of news and sports programming. And a collateral goal is to guard against erosion of the area's cultural values by American television programming, which spills over from satellites beaming it to audiences in the U.S.

Shaheen is providing the initial financing for the consortium. But it expects to obtain funding from foundations and the international development banks, as well as from the countries involved. Shaheen hopes fi-

ancial aid from those institutions will spark aid from private sources. The consortium's ambitions are not small. Shaheen, acknowledging the figures were "off the top of my head," said the consortium would need \$6 million to \$10 million for transponders alone and that over the next 10 years, the total requirement would range from \$100 million to \$500 million."

The consortium's long-term objectives are said to include: 1. Developing earth station facilities for the Caribbean Basin; 2. Stimulating regional programming production. (The consortium is said to be assisting the Caribbean Broadcast Union and UNESCO with a series of documentaries on Caribbean countries.) 3. Upgrading existing television transmission facilities. 4. Increasing the flow of information on telecommunications issues and development throughout the Caribbean Basin by disseminating a newsletter in English and Spanish. 5. Creating resource centers to provide video and audio equipment for television and radio production and personnel training.

The consortium at present involves individuals, rather than governments. However, Shaheen said the effort must "proceed on a government level." He also said the consortium might suggest it serve Caricom (Caribbean Community, an organization of 26 island states that cooperate in trade and other matters) as the telecommunications unit provided for in its charter.

Besides the consortium and the advisory board, a U.S. advisory group is being estab-

lished. Members who have agreed thus far to serve are Peter B. Johnson, executive director of Caribbean/Central American Action; Susan Herzog, president of Diversified Resources Inc.; Bert Cowlan, a communications consultant, and John Lent, professor of communications, Temple University. □

FCC OK's PBS plan for ITFS network

Plans for a Public Broadcasting Service national narrowcast network moved closer to fruition when the FCC granted 82 PBS applications in the Instructional Television Fixed Service (ITFS). The nationwide system would be used for distribution of instructional and informational programming for public and private organizations—linking the ITFS stations through PBS's satellite distribution network.

Voting for the proposal were Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson and Dennis Patrick. Commissioner Henry Rivera dissented.

This national network would eventually carry a "full-blown," self-supporting service, according to William T. Reed, PBS's senior vice president for educational services. It would be targeted to junior and senior high schools, colleges and universities and businesses. It would provide instruc-

Age suit. A class action suit filed Friday, Jan. 6, against UPI, on age discrimination grounds, on behalf of a group of employees (including some members of the UPI Radio Network) laid off last February (BROADCASTING, Feb. 14, 1983). The suit, filed in Southern District Court in New York, seeks job reinstatements, back pay, benefits they would have received, plus liquidated damages. John L. Van Horne, an attorney, who, with Edward J. Quinlan, represents plaintiffs, said at least 50 employees were terminated, of which 42 were in the protected age class (aged 40 to 70). UPI officials said they would have no comment except to categorically deny that UPI engages in age discrimination.



Full service financial counseling
to the broadcast industry.
EXCELLENCE. INTEGRITY. EXPERIENCE.

R.C. CRISLER & COMPANY
CINCINNATI, OHIO

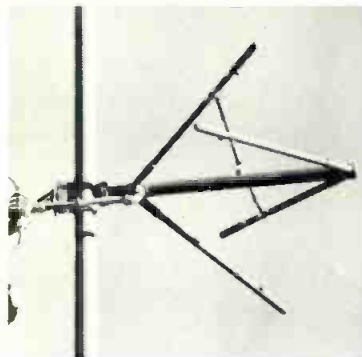


Cetec Antennas

**WHY BUY JUST
AN ANTENNA?
WITH A CETEC
ANTENNA YOU GET:**



★ HIGH QUALITY ★
TWO YEAR WARRANTY
PERFORMANCE THAT'S
UNEQUALLED
RECOGNIZED SUPERIORITY



In today's competitive FM market, you have no reason to consider an antenna that's not the very best. That means a tried and proven Cetec antenna. Over one thousand JSCP Penetrators have built this reputation, and other Cetec models support higher or lower power requirements.

**NOW, DON'T YOU WISH
YOU HAD A CETEC?
THE EDGE IN PERFORMANCE!**

**CALL THE FACTORY
OR YOUR CETEC DEALER**

Cetec Antennas
6939 Power Inn Rd.
Sacramento, CA 95828
Tel: (916) 383-1177
Telex: 377 321

tional, educational, cultural and professional training and informational video material throughout the country, but with local input. The last would be facilitated by assigning, upon request, the licenses of the ITFS stations to the member PBS station serving the community where the proposed ITFS station would be located, Reed said.

The National Narrowcast Service, as it is being called, would cost about \$10 million to \$12 million for equipment to set up the network in 100 cities, Reed said, with financing coming from foundation grants and from local funding efforts.

The granted applications, originally filed in 1982, are expected to provide additional revenues by leasing, for profit, "excess capacity" on their channels (BROADCASTING, Oct. 26, 1981).

PBS has scheduled a two-year demonstration project beginning next September, using 17 existing microwave systems to provide a mini-preview of NNS. The demonstration is

to be a fact-finding mission and is expected to help determine some of the costs of NNS, as PBS looks to the implementation of its full national microwave service. With the announcement of the FCC grants, however, the demonstration may be modified in length, Reed said.

According to an FCC announcement, Microband (a licensee of about 100 stations in the multipoint distribution service), challenged PBS's motives behind the applications, voicing concern that NNS was an effort by PBS to "warehouse" ITFS channels in order to prevent the FCC from reallocating them to other services. (The ITFS band currently allocates 20 television channels exclusively for nonprofit entities and institutions and is limited to instructional, educational and training purposes.)

Microband also challenged PBS's legal and financial qualifications to be an ITFS licensee and "the appropriateness" of PBS's proposed programing, the FCC said. □

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

MEMBERSHIP COMMITTEE □ As the new technologies (low-power TV, DBS, MDS, etc.) continue to expand, the need for representation on Capitol Hill and before the FCC also is likely to grow. And it's no surprise that some low-power TV operators and DBS applicants want to join the National Association of Broadcasters. For years NAB membership was limited to conventional over-the-air broadcasters, but the birth of new technologies has forced the association to think about its membership criteria. To help facilitate the process, NAB's membership committee is charged with working out the details to include new members.

"We're working on making room for the new folks," says the chairman of the committee, Dean Sorenson, president, KCCR(AM)-KNEY(FM) Pierre, S.D. Last year the committee took up the question of NAB membership for LPTV operators. It devised a rate structure that would permit LPTV stations to join NAB on an associate membership basis. "We decided that we would treat low-power like any TV station, but with only a slightly different rate structure," Sorenson says. LPTV stations are not represented on NAB's TV board.

He noted that some NAB members feared the association might be flooded with new LPTV stations. "We wanted to make sure we made room for them but that they wouldn't dominate the association." However, LPTV applications at the FCC are not being processed as quickly as expected and only a few (fewer than 10) LPTV stations are NAB members. In the future, when LPTV membership reaches a significant level, Sorenson says, a committee will be established to examine adding an LPTV seat to the NAB TV board.

DBS is this year's major item on the committee's agenda. Members will examine the issue during NAB's joint board meeting in Maui, Hawaii, this week. Also in Maui the committee is slated to recommend that NAB's 1984 radio dues structure remain the same and that television dues be increased no more than 7%. In the past NAB based its TV dues structure on the FCC's financial figures, which are no longer gathered.

While most of the committee's emphasis is on the new technologies, members are also focusing on NAB's TV and radio memberships. During the past two years, NAB's radio membership nosedived. "We've lost some stations," says committee member, Fred Conger, KWBW(AM)-KHUT-FM Hutchinson, Kan. Conger believes the drop reflected the economic problems the radio industry faced. Since then NAB's Larry Tierney, vice president of membership, said the association gained 63 new radio members last year and 33 more joined this month. (Roughly 4,500 radio and 703 television broadcasters belong to NAB.)

Membership committee members other than Sorenson and Conger include: Bill Bengston, KOAM-TV Pittsburg, Kan.; William Faber, wxFL(TV) Tampa, Fla.; Robert Hynes, NBC vice president, legislative liaison; Kenneth MacDonald, MacDonald Broadcasting, Saginaw, Mich., and Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa.



Sorenson

For the Record

As compiled by BROADCASTING, Dec. 28 through Jan. 6, 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

- Wisilla, Alaska—Shirley C. Bumpous seeks 1360 khz, 5 kw-D, 5 kw-N. Address: Rt. 11, Box 145, Lubbock, Tex. 79407. Principal has no other broadcast interests. Her son is engineer for KLBJ-AM-FM radio at Austin and 50% owner of app. for new FM (BPH-820317AA). Filed Jan. 4.
- Granby, Colo.—High County Radio seeks 930 khz, 500 w-D. Address: P.O. Box 206, Hayden, Colo. 81639. Principal is owned by Robert D. Zellmer Jr. and wife, Rebecca Salazar Zellmer. They also own KRZD(AM) Hayden, Colo., and are applicants for new class A FM's at Hayden and at Springerville, Ariz. Filed Dec. 14.
- Floyd, Va.—Gallimore Electronics Inc. seeks 1030 khz, 2.5 kw-D. Address: Highway 221 P.O. Box 36, Willis, Va. 24380-0036. Principal is owned by Dale W. Gallimore and family, who have no other broadcast interests. Filed Dec. 27.

FM's

- Bakersfield, Calif.—Gloria Tackett seeks 92.1 mhz, 1.585 kw, HAAT: 425.25 ft. Address: 9225 Palm Ave., Bakersfield, Calif. 93308. Principal has no other broadcast interests.
- Bakersfield, Calif.—Paul Yang seeks 92.1 mhz, 1.68 kw, HAAT: 406 ft. Address: 685 E. California Blvd., Pasadena, Calif. 91106. Counsel: Putbrese & Hunsacker (Virginia). Principal has no other broadcast interests. Filed Jan. 5.
- Pueblo, Colo.—Better Broadcasting Corp. seeks 107.9 mhz, 100 kw, HAAT: 281.4 ft. Address: 4211 N. Elizabeth, Pueblo, Colo. 81008. Counsel: Farrand, Malti & Cooper (San Francisco). Principal is owned by Joyce C. Erway (99%) and her husband, Guy S. (1%). They also own KAYK(AM) (formerly KGMQ(AM)) Pueblo. They formerly owned KXXN(AM) Santa Barbara, Calif., and are seeking to regain license of station, which is unpaid to them and which has now gone silent. Their son, Guy S. Jr., has FM app.'s for Frisco, Colo., and Honolulu, and an LPTV app. for Goleta, Calif. Filed Jan. 3.
- Pueblo, Colo.—Martec Broadcasting Corp. seeks 107.9 mhz, 100 kw, HAAT: 374.38 ft. Address: 2600 Highway 50, West Pueblo, Colo. Principal is (94.75%) owned by Martec Corp., which is equally owned by Paul T. Jones, chairman, and Samuel L. Sharp, president. Other (5.25%) is owned by Eric Damian Kelly. It is license of KIDN(AM) Pueblo, Colo.
- *Haines City, Fla.—W.L.B.C. Broadcasting and Educational Ministries of Landmark Baptist Church Inc. seeks 88.9 mhz, 9.8 kw, HAAT: 165 ft. Address: 2020 East Hinson Ave., Haines City, Fla. 33844. Filed Jan. 3.
- Key Largo, Fla.—Anita S. Magliola and Martha Sue Sellers seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 466, Key West, Fla. 33049. Magliola owns 55% of principal; Sellers owns 45%. Magliola and husband, John A.

jointly own 55% of WJIS(FM) Key West, and 50% of Camac Broadcasting Co., applicant for new FM at Ravenel, S.C. Filed Jan. 9.

- Kingsland, Ga.—M&B Broadcasters seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 14031 Inlet Dr., Jacksonville, Fla. 32225. Principal is equally owned by Albert E. Melcolum Jr. and Bernice Butler. Melcolum is sales manager for WQJK-AM-FM Jacksonville, Fla. Butler is account executive with Jacksonville, Fla., office of Merrill Lynch. Neither have other broadcast interests. Filed Jan. 5.

- Wrightsville, Ga.—Dimar Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 102 State Wrightsville, Ga. 31096. Principal is owned by Marie Coleman (75% equity; 100% voting stock) and Mary Ann Scarboro (25% equity). Neither have other broadcast ownership interests. Scarboro is sister of Gene Rogers, manager of WUFF-AM-FM Eastman, Ga., and 25% owner of WOFF-FM Camilla, Ga. Filed Jan. 5.

- *Hill City, Kan.—Kanza Society Inc. seeks 90.5 mhz, 100 kw, HAAT: 658 ft. Address: One Broadcast Plaza, Pierceville, Kan. 67868. Principal is tax exempt nonprofit corporation, governed by board, headed by Van Lynn Floyd, chairman, who is Johnson, Kan., farmer. Board is elected by contributing membership. Filed Jan. 3.

- Smiths Grove, Ky.—Faye S. Anderson seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 1354 Western Ave., Bowling Green, Ky. 42101. Principal's husband, Charles M. owns 50% of WKVL(FM) Clarksville, Tenn., and is applicant for AM at Franklin, Ky. Filed Jan. 5.

- Maurice, La.—Walton Broadcasting Inc. seeks 106.3 mhz. Address: 409 Bonnie Dr., Lafayette, La. 70503. Principal is owned by James M. Cope, secretary and treasurer (51%); Carolyn Miller, president (30%), and Cynthia Calton, vice president (20%). Cope also owns 17% of applicant for class A at Gurdon, Ark., and has filed for amendment of FM table of assignments at Humnoke, Ark. Filed Jan. 5.

- Maurice, La.—JMJ Communications Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2 Box 432-P St., Martinsville, La. 70582. Principal is owned by John L. Peroyea and Manuel R. Broussard (40% each), and M. Jean West (20%). Peroyea is chief engineer at KMDL-FM Kaplan, La. Broussard is station manager of WAFB-FM Baton Rouge; West is news anchor at co-located and co-owned WAFB-TV. Filed Jan. 4.

- Hyannis, Mass.—Radio Hyannis Inc. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 344 Main St. Hyannis, Mass. 02601. Principal is owned by Susan D. Shanley and her mother-in-law, Barbara A. Shanley. Neither have other broadcast interests. Filed Jan. 4.

- Hyannis, Mass.—Mid-Cape Communications Inc. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 1038A East Michigan Ave., Orlando, Fla. 32806. Principal is owned by John T. Rutledge (80%), Jimmie Lou Smith and Gus R. Benitez (10% each). Rutledge is also applicant for new AM at Pleasure Park Ridge, Ky., and has been granted CP for new AM at Powell, Tenn. He also is applicant for new FM at Lockhart, Fla., but has reached settlement agreement in which he would withdraw app. Filed Jan. 4.

- Hyannis, Mass.—Marilyn Y. La Plante seeks 103.1 mhz, 3 kw, HAAT: 258 ft. Address: 7 Center St., Kingston, Mass. 02364. Principal has no other broadcast interests. Filed Jan. 5.

- Pahrump, Nev.—Minority Media of Pahrump Inc. seeks 107.5 mhz, 24.55 kw, HAAT: 3815 ft. Address: P.O. Box 2883 Gainesville, Fla. 32602-2883. Principal is owned by Eric T. Esbensen who is general counsel and secretary of American Communications Television Inc., licensee of WMNX(FM) Tallahassee, Fla.; permittee of three TV's and two MDS's, and applicant for four TV's and 14 LPTV's. Filed Jan. 5.

- Gallup, N.M.—Connie T. Catsis seeks 99.1 mhz, 100 kw, HAAT: 1,201 ft. Address: Rt. 10 Box 1045, La Tierra, Sante Fe, N.M. 87501. Principal is former vice president and promotion director of KIVA-TV (now KOBF-TV) Farmington, N.M. She and her husband, John R., each own 13% of Amo Broadcasting Co., applicant for new FM at Sante Fe. Filed Jan.

- Alva, Okla.—Marionne Elaine Martin seeks 94.3 mhz, 2.8 kw, HAAT: 312 ft. Address: 109 Aspen Drive, Alva, Okla. 73717. Counsel: Eugene T. Smith (Washington). Prin-

cipal and her husband, Lynn L., each own 25% of Martin Broadcasting Co., licensee of KALV-AM Alva. Filed Jan. 4.

- Lewistown, Pa.—Mifflin County Media seeks 105.5 mhz, 240 kw, HAAT: 903 ft. Address: R.D. 2 Box 139 Huntingdon, Pa. Principal is owned by Susan H. Van Sciver (51%), and her husband, John R. (49%). Filed Jan. 5.

- Boqueron, P.R.—Olga Iris Fernandez seeks 107.3 mhz, 3 kw, HAAT: 67.4 ft. Address: P.O. Box 3116, Coamo, P.R. 00640. Principal's husband, José David Soler and his father, brother and sister, own WCPR(AM) Coamo, P.R. Filed Jan. 3.

- Gonzales, Tex.—Rodney G. Ellis seeks 106.3 mhz, 3 kw, HAAT: 166 ft. Address: 5218 Carmen, Houston 77033. Principal has no other broadcast interests. Filed Jan. 4.

- *Seattle—Jack Straw Memorial Foundation seeks 89.5 mhz, 100 kw, HAAT: 1,141 Ft. Address: 2212 S. Jackson St., Seattle 98144. Principal is nonprofit organization headed by N. Johnson, president. It also is assignor in pending application to sell *KRAB(FM) Seattle for \$4 million ("For the Record," July 4, 1983). Filed Jan. 4.

TV's

- *Boca Raton, Fla.—Acorn Television in Action for Communities seeks ch. 63, ERP: 5,000 kw vis., 500 kw aur., HAAT: 829.48 ft.; ant. height above ground 825.6 ft. Address: 561 N.E. 79th St., #220, Miami, Fla. 33138. Principal is nonprofit Louisiana corporation. Its governing board is headed by Leon Gowans, president, who is carpenter, and Jesse Alaniz, director, who is unemployed. Filed Jan. 4.

- *Boca Raton, Fla.—Palm Beach County Educators Broadcasting Inc. seeks ch. 63, ERP: 5,000 kw vis., 500 kw aur., HAAT: 651 ft.; ant. height above ground: 662 ft. Address: 1101 South Olive Ave., West Palm Beach, Fla. 33401. Principal is nonprofit, nonstock corporation, headed by Claude H. Rhea, president. It has no other broadcast interests. Filed Jan. 3.

- Lake Worth, Fla.—Dan Mahoney seeks ch. 67, ERP: 2,544 kw vis., 507.6 kw aur., HAAT: 1,500 ft.; ant. height above ground 1,533 ft. Address: 8 Arlington Street, Auburn, Mass. 01501. Principal has interest in app.'s for new TV's at Waikuku, Wis. ("For the Record," Sept. 19, 1983), and Las Vegas.

- Albany, Ga.—Harold Yancey Edwards seeks ch. 52, ERP: 3,000 kw vis., 300 kw aur., HAAT: 452.6 ft.; ant. height above ground: 423.7 ft. Address: 204 N. Edwards, Enterprise, Ala. 36330. Principal has no other broadcast interests. Filed Dec. 3.

- Jackson, Mich.—Minority Broadcasting Inc. seeks ch. 18, ERP: 1,000 kw vis., 100 kw aur., HAAT: 315.19 ft.; ant. height above ground 263 ft. Address: P.O. Box 5778 Clearwater, Fla. 33518. Principal is religious nonprofit corporation headed by Jerry Mulkey, president, and Roger McDuff, vice president. Mulkey and McDuff, as ACB TV, also have app. for new TV at Selma, Ala. McDuff is also principal in Way of the Cross, which has app.'s for new TV's at Hutchinson, Kan., and Las Vegas and for noncommercial TV's at Big Spring, and Corpus Christi, both Texas (see below), and Ogden, Utah. Filed Jan. 5.

- Greenville, Miss.—Delta Telecasters seeks ch. 44, ERP: 1,000 kw vis., 100 kw aur., HAAT: 468 ft.; ant. height above ground: 470 ft. Address: 331 Bellford Court, Mars, Pa. 16046-9126. Principal is equally owned by Larry G. Fuss Sr. and J. Boyd Ingram. Fuss is also half owner of Contemporary Communications, applicant for new FM's at Delhi, La., and Mary Esther, Fla. Ingram is 85% owner of WWUN(AM)-WBLE(FM) Batesville, Miss. Filed Jan. 6.

- Burlington, N.J.—AGK Communications Inc. seeks ch. 48, ERP: 1,000 kw vis., 100 kw aur., HAAT: 673 ft.; ant. height above ground 480 ft. Address: 3070 Townline Road, Canandaigua, N.Y. 14424. Principal is owned by George Kimble, president, and his brother, Russell (15% each); Craig Fox (23%) and Alan Gerry (47%). It also is licensee of WAQX-FM Manlius, N.Y. Gerry owns cable systems in Massachusetts and New York. App. proposes station to be satellite of WSWB(TV)[CP] Scranton, Pa., whose principal owners include George Kimble (45%), Russell Kimble (9%), Fox and Gerry (10% each). George Kimble, Fox and Gerry also have interest in WOLF(AM) Syracuse, N.Y., and in permittee of WERF-TV[CP] Hazleton, Pa. Fox is one-third

owner of permittee of WTUV-TV Utica, N.Y. Russell Kimble is 45.3% owner of WCGR(AM)-WFLC-FM Canandaigua, N.Y. Russell Kimble is 25% owner and Alan Gerry, half owner, of WQNY-FM Ithaca, N.Y. Principals also have interest in applicants for new AM's at Cohoes and Canton, N.Y.; for new FM's at Sanibel, Fla., and Honolulu; and for new TV's at Ithaca and Jamestown, both New York. Filed Jan. 4.

■ Burlington, N.J.—BCT Communications seeks to operate facilities formerly occupied by WKBS-TV Burlington (ch. 48). Address: 120 E. 56th St. #340, New York. Counsel: Flood, Bechtel, Ward & Cole (Washington). Principal is equally owned by Susan K. Couch, Gail Trel Barker and Arthur Taylor. Couch is vice president, marketing services, Warner Amex Cable Communications. Barker is former vice president, sales and marketing, CBS Radio. Taylor is former president of CBS Inc., the Entertainment Channel, and is consultant to and executive of Rockefeller Center Inc., silent parent of Arts & Entertainment Channel. Couch and Barker also have interest in Women Owning Radio, which has filed app. mutually exclusive with pending renewal app. for WOR(AM) New York. Filed Jan. 4.

■ Burlington, N.J.—Brunson Communications Inc. seeks deleted facilities of WKBS-TV Burlington (ch. 48). Address: 2108 Dennison St., Baltimore 21216. Principal is owned by Dorothy E. Brunson, who also owns WEBB(AM) Baltimore and WIGO(AM) Atlanta. Filed Jan. 4.

■ Burlington, N.J.—Burlington TV Inc. seeks deleted facilities of WKBS-TV Burlington (ch. 48). Address: 5729 Western Ave., N.W. Washington. Counsel: Lawrence Roberts (Washington). Principal is owned by Nancy J. Davis, who has no other broadcast interests. Filed Jan. 4.

■ Burlington, N.J.—Angelo Roman seeks deleted facilities of WKBS-TV Burlington (ch. 48). Address: 601 Adams Ave., Philadelphia 19120. Principal has no other broadcast interests. Filed Jan. 3.

■ Burlington, N.J.—Spanish International Communications Corp. seeks ch. 48, ERP: 676 kw vis., 67.6 kw aur., HAAT: 720 ft. Address: 460 W. 42d St., 4th floor New York 10036. Counsel: Norman P. Leventhal. Principal is owned by Raynold V. Anselmo, president (24%); Frank L. Fouse (25%); Laura Investment Co. (20%), and 25 others. Laura Investment is equally owned by Carmela A. Burillo, Laura A. de Wachsman and Emilio Azcarraga, all of Mexico City, Mexico. SICC owns five television stations: KWEX-TV San Antonio, Tex.; KFTV-TV Hanford, Calif.; KMEX-TV Los Angeles; WLTV(TV) Miami, and WXTV(TV) Patterson, N.J. Some of principals of SICC, including Anselmo, Daniel D. Villanueva, vice president, and Emilio Nicolas, vice president and treasurer, also have controlling interest in Bahia de San Francisco, Television Co., licensee of KDTV(TV) San Francisco and KTVW-TV Phoenix, SICC, which has served Philadelphia area with translator on ch. 35, which it will soon have to vacate for full power noncommercial facility, has requested waiver of station ownership limit. Filed Jan. 4.

■ Burlington, N.J.—Western Pa. Christian Broadcasting Co. seeks facilities of WKBS-TV Burlington (ch. 48). Address: Channel 40 Building, Wall, Pa. 15148. Principal is licensee of WPCB-TV, Greensburg (Pittsburgh), Pa. R. Russel Bixler is president. Filed Jan. 3.

■ *Ponce, P.R.—Ana G. Mendez Educational Foundation seeks ch. 26, ERP: 384 kw vis., 38.46 kw aur., HAAT: 907 ft.; ant. height above ground 162 ft. Address: P.O. Box E, Rio Piedras, P.R. 00928. Principal is nonprofit corporation, headed by board of trustees. Armando Figueroa-Toro, public account, is chairman. It is licensee of *WMTJ(CP) Fajardo, P.R. Station would serve as satellite of WMTV(CP). Filed Jan. 4.

■ Big Spring, Tex.—Way of the Cross of Odessa seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,397.8 ft.; ant. height above ground: 1,462.4 ft. Address: P.O. Box 5778 Clearwater, Fla. 33518. Principal is religious nonprofit corporation headed by Roger McDuff, president and Dave Rover, vice president. Way of the Cross and McDuff also have app.'s for other new TV's, including Jackson, Mich. (see above). Filed Jan. 5.

■ Corpus Christi, Tex.—Way of the Cross of Corpus Inc. seeks ch. 38; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,404.9 ft.; ant. height above ground 1,420.4 ft. Address: 1677 Margate Drive, Lexington, Ky. 40505. Principal is nonprofit religious corporation headed by Roger McDuff, president, and John H. Leland, vice president. Way of the Cross and McDuff also have app.'s for other new TV's, including Jackson, Mich. (see above). Filed Jan. 5.

■ Logan, Utah—Logan Television Company seeks ch. 12; ERP: 316 kw vis., 32 kw aur., HAAT: 1,995 ft.; ant. height above ground: 238 ft. Address: 9779 Whiskey Run, Laurel, Md. 20707. Principal is owned by Barbara Chavez (100% voting; 20% equity) and Robert Vinson (80% equity). It is also applicant for new TV at Seaford, Del. ("For the Record," Jan. 9).

Ownership changes

Applications

■ KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California (1290 khz, 5 kw-U; FM 99.1 mhz, 4.1 kw, HAAT: 1,534 ft.).—Seeks assignment of license from Lincoln and Sylvia Dellar to Commonwealth Broadcasting Co. for \$5 million, including real estate and \$750,000 noncompetitive 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. He also has 20% interest in KKBZ-AM-FM Santa Paula, Calif., and owns one third of applicant for new FM's at Glendale and Yuma, both Arizona. Others are partners in San Diego law firm bearing their names. Filed Dec. 15.

■ KYNO-AM-FM Fresno, Calif. (1300 khz, 5 kw-D, 1 kw-N; FM: 95.5 mhz, 50 kw, HAAT: 320 ft.).—Seeks assignment of license from Radio KYNO Inc. to Brown Broadcasting Co. for \$2.5 million plus quick assets. Seller is owned by L. E. Chenault, co-chairman of Drake-Chenault Enterprises Inc., Los Angeles-based radio program producer. Buyer is owned by Willet H. Brown (70%), his son Michael J. Brown (25%) and Philip A. Melrose (5%). Willet Brown owns KPQP(AM)-KGB-FM San Diego, and with daughter, Laurie Kim, and Michael Brown also owns KXOA-AM-FM Sacramento, Calif. Melrose is general manager of KXOA. Filed Dec. 22.

■ KGOE(AM) Thousand Oaks, Calif. (850 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Conejo Broadcasting Inc. to Comedy Broadcasting Co. for \$750,000—\$347,000 cash, \$253,000 note and \$150,000 noncompetitive agreement—including real estate. Seller is principally owned by Roger Soares and James Simon. Soares is Wall-killed, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San Francisco. Buyer is limited partnership owned by Ira Barkam, general partner, and 13 limited partners. Barkam is Beverly Hills, Calif., doctor with no other broadcast interests. Filed Dec. 19.

■ KLGTFM Breckenridge, Colo. (102.3 mhz, 3 kw, HAAT: 230 ft.).—Seeks assignment of license from Summit Communications to Summit Broadcasting for \$850,000, including \$126,250 noncompetitive agreement. Seller is owned by Alfred C. Sikes; his wife, Martha H., and J. Neal Ethridge and his wife, Betty. Alfred Sikes and J. Neal Ethridge also have interests in KRMS(AM)-KYL(C)FM Osage

Beach, KJAS(AM) Jackson and KJAFQ(FM) Gordonville, all Missouri. With their wives, they are 40% owners of KGBX(AM) Springfield, Mo. Buyer is 60% owned by Ronald L. Fowler, San Diego-based beer distributor with no other broadcast interests. Other owners are L. Robert Payne and J. Allan Johnson (20% each). Filed Dec. 28.

■ WVVJ(FM) Fort Lauderdale, Fla. (106.7 mhz, 100 kw, HAAT: 900 ft.).—Seeks assignment of license from WFTL Broadcasting Co. to The Tremont Group for \$4.35 million, including \$4.18 million note. Seller is headed by buyer, Joseph C. Amatore, president and holder of approximately 35% of its stock. Other 65% is held by 17 stockholders, none with more than 10% individually held. It is also sold collocated WFTL(AM) ("For the Record," Jan. 2). Buyer is also president of Amatore Group, which owns KBGT(TV) Albion (Lincoln), KWNB-TV Hayes Center, KHGI(TV) Kearney and KSNB-TV Superior, all Nebraska; KMJQ-FM Houston, KMJM-FM St. Louis and WDRQ-FM Detroit. Filed Dec. 22.

■ WCCF(AM)-WQLM(FM) Punta Gorda, Fla. (1580 khz, 1 kw-D; 92.7 mhz, 3 kw, HAAT: 156 ft.).—Seeks assignment of license from DeBeau Broadcasting Inc. to Ogden Broadcasting of Fla. Inc. for \$1,175,000—\$450,000 cash and \$725,000 note—plus \$275,000 noncompetitive agreement. Seller is owned by Larry DeBeau and wife, Mildred M. They have no other broadcast interests. Buyer is subsidiary of The Ogden Newspapers Inc., Wheeling, W. Va.-based publisher of 15 newspapers. Owned by G. Ogden Nutting, president and treasurer, and 17 others, it also owns WGSN(AM)-WNMB-FM North Myrtle, S.C.; WAMT(AM)-WAJX(FM) Titusville, Fla., and WTON(AM) Staunton, Va. It is also applicant for four LPTV's. Filed Dec. 29.

■ WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. (1320 khz, 5 kw-D, 1 kw-N; FM: 92.1 mhz, 3 kw; HAAT: 315 ft.).—Seeks assignment of license from 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. Filed Dec. 16.

■ KIPO-AM-FM Lihue, Hawaii (1350 khz, 5 kw-U; FM: 93.5 mhz, 110 w, HAAT: 1,590 ft.).—Seeks transfer of control of Kuai Broadcasting Inc. from Michael M. Lochrie, Ernest McKie and Nancy Lochrie (42.72% before; none after) to Nanette Slavin (17.17% before; 59.59% after) for \$84,000. Buyer has no other broadcast interests.

■ WJBM-AM-FM Jerseyville, Ill. (1480 khz, 500 w-D; FM: 104.1 mhz, 50 kw, 380 ft.).—Seeks assignment of license from Tri-County Broadcasting Co. to Jerseyville Broadcasting Inc. for \$1 million cash. Sale is contingent on FCC approval of application to move FM transmitter and tower. Seller is majority owned by Janet A. Gorecki. Neither she nor other owners have other broadcast interests. Buyer is equally owned by Saul Rosenzweig and family, and Bernard Koteen and his wife, Shirley. Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., subsidiary of Figgie Holdings Inc., publicly owned manufacturer, which last year sold WLIX-TV Onondaga, Mich., for \$20.5 million ("Changing Hands," April 8, 1983), and is assignee, subject to FCC approval, of WFWY-TV(CP) Syracuse, N.Y. (see below). Bernard Koteen is Washington communications attorney. Shirley Koteen is art consultant. Filed Dec. 6.

■ KLBA(AM) Albia, Iowa (1370 khz, 500 w-D)—Seeks assignment of license from Albia Broadcasting Inc. to H&H Broadcasting Corp. for \$75,000, including seven-year noncompetitive agreement. Seller is owned by Gerald H. Estel (50%), V. Jean Rosenboom and Marvin Rosenboom (25% each). Buyer is owned by John Raymond Hallstrom (27.5%); his wife, Louis G. (20%); their daughter, Janet (5%); Lewis A. Hale (27.5%), and his wife Betty L. (20%). John Hallstrom is also 14% owner of KSMX(FM) Ft. Dodge, Iowa. Filed Dec. 29.

■ KBIZ(AM) Ottumwa, Iowa (1240 khz, 1 kw-D, 250 w-N); KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa) (ABC, ch. 3, 100 kw vis., 14.3 kw aur., HAAT: 1,080 ft.; ant. height above ground 1,101 ft.); WOKR(TV) Rochester, N.Y. (ABC, ch. 13, 316 kw vis., 47.9 kw aur., HAAT: 500 ft.; ant. height above ground 363.5 ft.); WAYY(AM) Chipewau Falls, Wis. (1150 khz, 5 kw-D); WAXX(FM)-WEAU-TV Eau Claire, Wis. (104.5 mhz, 100 kw, HAAT: 1,830 ft.); TV: NBC, ch. 13, 316 kw vis., 28.8 kw aur., HAAT: 1,990 ft.; ant. height above ground, 2,000 ft.); WLUC-TV Green Bay, Wis. (ch. 11, 316 kw vis., 47.4 kw aur., HAAT: 1,260 ft.; ant. height above ground 1,159 ft.); and WLUC-TV Marquette, Mich. (CBS, ABC, ch. 6, 100 kw vis., 20 kw aur., HAAT: 978 ft., ant. height above ground 1,018 ft.).—Seek transfer of control of Post Corp. Stations from V.I. Minahan, Roger C. Minahan, David L. Nelson et al. to Gillette Communications Inc. for \$118,550,000—\$65 per each of 1,823,846 shares outstanding. Seller is publicly

Summary of broadcasting as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	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	536	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.

owned newspaper publisher, commercial printer and group owner, which also has 20% interest in cable systems in Menominee Falls and Village of Lannon, both Wisconsin. Post's major stockholders are V.I. Minahan, president and CEO (5.3%); First Bank of S.D., N.A. trustee for children of Minahan, those of his sister, Mary Walter and of two other relatives (33.5%); David Nelson, executive vice president and chief financial officer (5.0%); Roger C. Minahan esq., director (6.3%), and Aid Association for Lutherans (4.9%). Buyer is owned by George Gillette Jr., who also owns WSMV (ch. 4) Nashville, Tenn. Because this station, in addition to five V's he is purchasing, would put him over the limited allowed by FCC rules, he intends to "enter into arrangements... to address" this matter. WAXX(FM) and WAYY(AM) lie in grade A contour of WEAU-TV, and the purchase includes daily newspaper in Appleton, Wis., which lies within the contour of WLUK-TV. Gillette states intention to address these issues also. New name of company will be Gillette Post Inc. Filed Dec. 20.

■ KOAK-AM-FM Red Oak, Iowa (1080 khz, 250 kw-D; 95.3 mhz, 3 kw, HAAT: 97 ft.)—Seeks assignment of license from Red Oak Radio Co. to Montgomery County Broadcasting Co. for \$260,000. Seller is owned by R. Stephen Looney, president, and three others. Looney also has minor interest in KLFQ-FM Lyons, Kan. Others have no broadcast interests. Buyer is owned by Michael G. O'Connor and his wife, Phoebe J. (30% each); Paul W. Ahrens and Edward F. Bock (20% each). Michael O'Connor and Ahrens each own 10% of KCHE-AM-FM Cherokee, Iowa. Bock has minority interest in Cumberland, Me.-based group owner, The Fuller-Jeffrey Group, which also owns WOKQ(FM) Dover, N.H.; KJYY(FM) Ankeny-Des Moines, Iowa; WBLM(FM) Lewiston, Me.; has part interest in KCCY(FM) Pueblo, Colo., and recently bought KPIP(AM)-KPOP(FM) Roseville, Calif., for \$3.5 million ("Changing Hands," Dec. 12, 1983). Bock also has interest in WCCI(FM) Savannah, Ill. Michael is sports director at KTIZ-TV Sioux City, Iowa. Phoebe O'Connor is administrative employe at Midwest Region Inc., Sioux City, Iowa, insurance company. Filed Dec. 16.

■ KLPL-AM-FM Lake Providence, La. (1050 khz, 250 w-D; FM: 92.7 mhz, 2 kw, HAAT: 145 ft.)—Seeks assignment of license from Fred Huenefeld Jr., trustee in bankruptcy, to Dixie Business Investment Co. for \$110,000 at public auction. Seller took over license from previous licensee Turner Broadcasting Inc., majority owned by Walter H. Turner and minority owned by buyer, Dixie. Turner Broadcasting had filed under chapter 11, in federal bankruptcy court. Buyer is SBIC, investment corporation owned by 10 Louisiana stockholders and headed by L. Wayne Baker, president, local farmer, businessman and director of Dixie Bank, one of shareholders in buyer. Filed Nov. 17.

■ WCEA(AM) Newburyport, Mass. (1470 khz, 500 w-D)—Seeks assignment of license from WNPB Limited to WCEA Corp. for \$230,000, including noncomplete agreement. Seller is owned by Jerome Kaplan, Nancy Anderson, Gilbert Weinberger and Arnie Rubin, president, who bought station two years ago for \$295,000. None have other broadcast interests. Buyer is group of investors headed by Alvin Goldstein, president, and Christopher Ryan, vice president. Goldstein is Newton, Mass.-based real estate investor. Ryan is former reporter at WRKO(AM) Boston. WCEA has app. to change freq. to 1450 and change hours of operation from D to U. Filed Dec. 22.

■ WLLT-TV(CP) Kalamazoo, Mich. (ch. 64; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,063 ft.; ant. height above ground: 972 ft.)—Seeks assignment of license from Channel 64 Inc. to Kalamazoo Partners Inc. for up to \$25,000. Seller, headed by John W. Garside, president, is equally owned by group of 11 Kalamazoo area businessmen and investors. Buyer, which will be 30% owned by seller, is 70% owned by Television Partners Inc., Nashville-based group owner headed by Steven Pruitt, president, whose 11 owners include Douglas F. Ruhe, managing director and chief executive officer of United Press International. They also own WFBN(TV) Joliet, Ill.; WFYZ(TV) Murfreesboro, Tenn., and WSTG(TV) Providence, R.I., and also have interest in WUHX-TV(CP) Norfolk, Va. Ruhe also recently bought 70% of WKAK(TV)(CP) Syracuse, N.Y. ("For the Record," Jan. 11, 1983). Filed Dec. 29.

■ KWFC(FM) Springfield, Mo. (97.3 kw, 100 kw, HAAT: 480 ft.)—Seeks assignment of license from Baptist Bible College Inc. to Big Chief Broadcasting Co. of Fayetteville Inc. for \$925,000, including \$625,000 note. Sale is contingent on seller obtaining FCC approval for new co-located noncommercial FM. Purchase does not include studio or studio equipment. Tower will be leased net free for 10 years. Seller is nonprofit, fundamentalist college with 1,300 students. Buyer is owned by Levoy Patrick Demaree, who also owns KFAY(AM)-KKEG(FM) Fayetteville, Ark., and WMBH(AM)-KKUZ(FM) Joplin, Mo. His son and daughter are licensees of KKID(AM)-KAZZ(FM) Sallisaw, Okla. Filed Dec. 20.

■ KOYN(AM) Billings, Mont. (910 khz, 1 kw-D)—Seeks transfer of control of R&R Broadcasting from Robert J.

Robinson, Michael J. Robinson and others (100% before; 48% after) to Leland Wall and William Palmer (none before; 52% after) for payment of debts not to exceed \$170,000. Buyers also have option to buy rest of shares during next three years for escalating price beginning at \$165,000. Buyers have no other broadcast interests. Filed Dec. 6.

■ WZID(FM) Manchester, N.H. (95.7 mhz, 10.5 kw, HAAT: 930 ft.)—Seeks transfer of control of The Radioactive Group Inc. from Sallie Joe Lyons (100% before; none after) to Sunshine Broadcasting Inc. (none before; 100% after) for \$2,750,000. Seller has no other broadcast interests. Buyer is owned by George Silverman. He also owns WMGX(FM) Portland, Me. His wife, Sunnie G., is applicant for new FM at Belfast, Me. Filed Jan. 4.

■ WVNH(AM) Salem, N.H. (1110 khz, 5 kw-D)—Seeks assignment of license from WVNH Broadcasting Co. Inc. to John R. Hughes and his wife, Eve, for \$275,000, including assumption of \$225,000 note. Seller is headed by J.W. O'Connor, president. It recently sold WQXQ(AM) (now WACM(AM)) West Springfield, Mass. ("Changing Hands," Jan. 17, 1983), and has no remaining broadcast interests. Buyers are also applicants for new FM's at South Burlington, Vt. John Hughes is former vice president and general manager at WEZF(TV) (now WVN(TV)) Burlington, Vt. WVNH has a pending application for full-time operation. Filed Dec. 16.

■ KMIN(AM) Grants, N.M. (980 khz, 1 kw-D)—Seeks assignment of license from KMIN Inc. to David Broadcasting Co. Inc. for \$105,000. Seller has no other broadcast interests. Buyer is owned by Dorothy D. Davis, who is also applicant for new FM's at Pagosa Springs, Colo., and Armijo, N.M. Her son, Don R. Davis, is engineer at KLTN(AM) Albuquerque and is also applicant for new AM at Los Ranchos de Albuquerque, N.M. Filed Dec. 19.

■ WFWY-TV(CP) Syracuse, N.Y. (ch. 43, ERP: 1,350 kw vis., 135 kw aur.; HAAT: 870 ft.)—Seeks transfer of control of Orion TV Broadcasting of Syracuse from Orion Pictures Corp. (85% before; none after) and Harvey Seslowsky (15% before; none after) to Figgie Communications Inc. (none before; 100% after) for \$316,000, including \$215,000 note. Seller, Orion, is subsidiary of Orion Pictures Corp., Los Angeles-based motion picture and television program producer. Seslowsky also has nonvoting interest in applicant for ch. 8 at Knoxville, Tenn. Buyer, headed by Saul Rosenzweig, president, is subsidiary of Figgie International Holdings Inc., Willoughby, Ohio-based, publicly-traded diversified manufacturer, which recently sold WLIX-TV Onondaga, Mich. ("Changing Hands," April 8, 1983). Rosenzweig is also a principal in buyer, subject to FCC approval, of WJBM-AM-FM Jerseyville, Ill. ("Changing Hands," Jan. 2). Filed Dec. 29.

■ WPET(AM) Greensboro, N.C. (950 khz, 500 w-D)—Seeks assignment of license from Mido Communications Inc. to A.H. Robins Inc. for \$750,000. Seller is equally owned by Thomas Armshaw, Donald Wilks and Michael Schwartz. Wilks and Schwartz also own two AM's and three FM's. Armshaw also owns one-third of co-located WRQK(FM), which is also being sold to same buyer (see below). Armshaw also has interest in WKOS(FM) Murfreesboro, Tenn. Buyer is publicly-owned Richmond, Va.-based pharmaceutical company, headed by E. Claiborne Robins, Jr., president, CEO, and 12.8% owner. It is also buying co-located WRQK(FM) (see below). Filed Dec. 30.

■ WRQK(FM) Greensboro, N.C. (98.7 mhz, 100 kw, HAAT: 720 ft.)—Seeks assignment of license from WRQK Inc. to Robins Communications Inc. for \$6.1 million. Seller is equally owned by Thomas Armshaw, president; Joseph Wolf and Murray Moss. They also own WKOS(FM) Murfreesboro, Tenn. Armshaw also owns one-third of co-located WPET(AM), which is also being sold to same buyer (see above). Filed Dec. 30.

■ WOMP-AM-FM Bellaire (1290 1 kw-D; FM: 100.5 mhz, 13.5 kw, HAAT: 520 ft.) and WNXT-AM-FM Portsmouth (1260 khz, 5 kw-D, 1 kw-N; FM: 99.3 mhz, 900 w, HAAT: 490 ft.), both Ohio—Seeks assignment of license from T/R Inc. to Ardrey Media Ltd. for \$850,000 cash, including five-year noncomplete agreement. Seller is equally owned by Clay Litzick and Jane Bridgins. Neither have other broadcast interests. Buyer is owned by Robert C. Ardrey (60%) and wife, Sherrie (40%). Bob Ardrey is vice president/sales of Drake-Chenault, Los Angeles-based radio program producer. Sherrie Ardrey is administrative employe of Caldwell Banker, Los Angeles. Filed Dec. 22.

■ KXOL(AM) Fort Worth (1360 khz, 1 kw-N)—Seeks assignment of license from Tetco Inc. to Metro Market Broadcasting Inc. for \$875,000. Seller is principally owned by Tom E. Turner, San Antonio, Tex., oil man. It also owns KBUC-AM-FM San Antonio, KRYS(AM)-KBCB(FM) Corpus Christi and KTON-AM-FM Belton, all Texas. Buyer is majority owned by Marcos A. Rodriguez. It also owns KESS-FM Ft. Worth, KLAT(AM) Houston, permittee of ch. 44 for Waco, Tex., and applicants for new AM's at Carrollton and Universal City, both Texas. Filed Dec. 5.

■ KNEU(AM) Roosevelt, Utah (980 khz, 5 kw-D)—Seeks transfer of control of Golden Circle Broadcasting Inc. from Golden Circle Broadcasting Inc. (100% before; none after) to County Gold Broadcasting Inc. (none before; 100% after) for \$419,419, including \$390,000 note. Seller is owned by brothers: Tommie E., Joe A., and Jimmie N. Reidhead. None have other broadcast interests. Buyer is owned by Joseph L. Evans, and wife, Teddie R. (50% each). Joseph Evans is mobile home and recreational vehicle sales representative. Teddie Evans is computer programmer for Mountain Bell. Filed Dec. 19.

■ KSCR(AM) Renton, Wash. (1420 khz, 500 w-D)—Seeks assignment of license from Dale A. Owens to Christopher H. Bennett Broadcasting for \$400,000, including \$320,000 cash. Seller is applicant for new AM station at Tigard, Ore. Buyer is owner and publisher of several Washington weekly newspapers and president of National Newspaper Publishers Association, a trade organization representing black-owned newspapers. He has no other broadcast interests. Filed Dec. 22.

Actions

■ WJQY(FM) Chickasaw, Ala. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Phillips Radio Inc. to EJM Broadcasting for \$923,000. Seller is owned by William H. Phillips, general manager of station (30%); wife, Patsy (20%); Houston L. Pearce (30%), and wife, Voncile R. (20%). It is also applicant for new FM at Mary Esther, Fla. Pearce has interests in four AM's and three FM's. Buyer is owned by Edmond J. Muniz. He also owns WYAT(AM) New Orleans and WAIL(FM) Slidell (New Orleans). Action Dec. 27.

■ WLVN(AM) Luverne, Ala. (1080 khz, 500 w-D)—Granted assignment of license from Joe R. Sport to Lew Banks and Ted Pacheco for \$25,000. Seller has no other broadcast interest. Buyers are equal partners. Action Dec. 13.

■ WMPV(TV)(CP) Mobile, Ala. (ch. 21, ERP: 1,580 kw vis., 158 kw aur.; HAAT: 1,590 ft.)—Granted assignment of license from Mobile Pensacola Broadcasters Inc. to Mobile Television Associates Ltd. for \$150,000. Seller is principally owned by Mobile Television Corp. (99%), and Samuel W. Bartholomew Jr. (1%). Mobile TV Corp. is owned by Doctor R. Crants Jr. (40%), Samuel W. Bartholomew Jr. (30%) and Joseph M. Rogers (30%). Crants has interest in KSPR(TV) Springfield, Mo. and is applicant for new TV at Daytona Beach, Fla., and for three low-power TV stations. Action Dec. 12.

■ WUNI(AM) Mobile, Ala. (1410 khz, 5 kw-U)—Granted assignment of license from Radio Station WUNI Inc. to Tillis Communications Inc. for \$475,000 plus other considerations. Seller is owned by James Kirk II, who also owns WIG(AM)-WSBI(FM) Brunswick, Ga.; WTJS(AM)-WKIR(FM) Jackson, Tenn., and KVOL(AM) Lafayette, La. Buyer is owned by country-music entertainer Mel Tillis, who also owns KIXZ(AM)-KMML(FM) Amarillo, Tex. Action Dec. 2.

■ KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona (1490 khz, 1 kw-D, 250 w-N; 99.1 mhz, 50 kw, HAAT: 2,280 ft.)—Granted assignment of license from Payne Broadcasting Inc. to Wick Broadcasting Co. for \$250,000. Consideration is allocated: KFMM \$150,000, KCUZ \$75,000 and all other assets, assignments and goodwill, \$25,000. Seller is owned by brothers, William F. (51%) and John W. Payne (49%). William Payne also owns KNOT-AM-FM Prescott, Ariz. John Payne owns 49% of applicant for new AM at Sahuarita, Ariz. Buyer is owned by Frank Newell, publisher of *Eastern Arizona Courier* (10%) and brothers Walter and Robert J. Wick, who are equal trustees of Milton I. Wick Publishing Co., newspaper publishers (90%). Action Dec. 21.

■ KCKC(AM) San Bernardino, Calif. (1350 khz, 5 kw-D, 500 w-N)—Granted assignment of license from 1350 KC Inc. to KINL Inc. for assumption of liabilities worth \$2,221,075 and \$200,000 cash. Seller is majority owned by Jack L. Siegal, who recently sold KWG(AM) Stockton and KWG(FM) Tracy, both California, for \$1,218,000 ("Changing Hands," March 28, 1983). He also owns KNTF(FM) Ontario, Calif. Buyer is owned by Jerome P. Maltz, Woodland Hills, Calif., businessman who has no other broadcast interests. Action Dec. 28.

■ KSQU-FM Weed, Calif. (100.9 mhz, 100 w, HAAT: 1,362 ft.)—Granted assignment of license from Valley FM Radio to New West Broadcasting Inc. for assumption of notes to \$13,000 and cancellation of \$50,000 note. Seller is owned by Steve Fuss. It is also applicant for new FM at Taft, Calif., and owns one-third of applicant for new FM at Los Osos/Baywood Park, Calif. Buyer is owned by Lowell T. Patton (40%), Robert M. Cohen and mother, Anne (10% each), Charles Bowman and Ted Gardner (20% each). Patton owns one-fourth of applicant for new FM at Kingman, Ariz. Action Dec. 22.

■ **WCOP(AM)** Warner Robbins, Ga. (1350 khz, 5 kw-D)—Granted assignment of license from Wafa Broadcasting Inc. to Alex Allen Carville for \$275,000. Seller is owned by Willie L. Talton (51%) and Michelle Callahan (49%). Neither have other broadcast interests. Buyer also owns WPID(AM) Piedmont, Ala. Action Dec. 27.

■ **KNIC(AM)** Winfield, Kan. (1550 khz, 250 w-D)—Granted assignment of license from Courtney Broadcasting Co. to J & F Communications Inc. for \$275,000. Seller is owned by Ira E. Courtney (51%) and wife, Betty R. (49%). They have no other broadcast interests. Buyer is owned by Judith N. Miller (51%), and husband, Frederick E. (49%). He was program and news director at KNIC. She is administrator in Winfield school district. They have petitioned for FM allocation in Eureka, Kan. Action Dec. 15.

■ **WSTL(AM)** Eminence, Ky. (1600 khz, 500 w-D)—Granted transfer of control of Radio 1600 Inc. from Richard D. and Jacquelyn B. Garlick (72% before; 72% after) to James R. and Theresa M. Tucker (none before; none after). Consideration: \$38,000. Sellers have no other broadcast interests. Buyers are husband and wife and have no other broadcast ownership interests. James Tucker was formerly program director at WAKO-AM-FM Lawrenceville, Ill. Action Dec. 15.

■ **WJYL(FM)** Jeffersonville (Louisville), Ky. (101.7 mhz, 3 kw; HAAT: 400 ft.)—Granted assignment of license from Publicast Communications Inc. to Sheridan Broadcasting Corp. for \$630,000 cash. Seller is owned by James A. Patterson (77.76%) and A. Robert Doll (21.24%), who have no other broadcast interests. Buyer is Pittsburgh-based owner of Sheridan Broadcasting Network, headed by Ronald R. Davenport. It also owns WUFO(AM) Amherst, N.Y., and WAMO-AM-FM Pittsburgh. Action Dec. 16.

■ **KMGFM-FM** Montevideo, Minn. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Western Minnesota Stereo Inc. from Jerald Hennen (100% before; 33 1/3% after) to Leland H. Winge and Richard Mohagen (none before; 33 1/3% each after). Consideration: Buyers will each invest or loan \$30,000 and arrange investments or loans for \$225,000 and assume liabilities in excess of \$225,000. Hennen is station's general manager and was general partner in limited partnership which he bought out in May. Buyers are Winge, president of Watson State Bank, and Mohagen, an insurance agent and businessman. Action Dec. 15.

■ **WXXX-AM** Hattiesburg, Miss. (1310 khz; 1 kw-D)—Granted assignment of license from Media Systems Inc. to Awareness Christian Broadcasting Inc. for \$90,000. Seller is headed by Joseph F. Tatum Jr., who bought station two years ago for \$105,000 ("For the Record," Aug. 30, 1981). It has no other broadcast interests. Buyer is nonprofit corporation, equally owned by R. Dean Hubbard, general manager of the station; his wife, Joann S., media director, Thames School, Hattiesburg, and Robert Geddie, local store owner. Action Dec. 8.

■ **KTVQ-TV** Billings, KXL-FV Butte, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana (ch. 2; 100 kw vis., 10.2 kw aur., HAAT: 670 ft.; ch. 4, 100 kw vis., 20 kw aur., HAAT: 1,890 ft.; ch. 3, 100 kw vis., 10 kw aur., HAAT: 590 ft., and ch. 8, 257 kw vis., 49 kw aur., HAAT: 2,150 ft.)—Granted assignment of license from Garyowen Corp. to S.J.L. Inc. for \$18.9 million. Seller is owned by Joseph S. Sample and family. It has no other broadcast interests. Buyer is headed by George D. Lilly, former vice president, television operations, Park Broadcasting, Ithaca, N.Y. It has no other broadcast interests. Equity financing will also be provided by limited partnerships and venture capital groups. Action Dec. 21 and 23.

■ **WGVA(AM)** Geneva, N.Y. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Seneca Lake Broadcasting Corp. to Finger Lakes Broadcasting Corp. for \$255,000 and 20% equity interest in buyer. Seller is owned by Daniel F. Gordon, who bought station in 1981 for \$450,000. Buyer is 80% owned by Louis O. Schwartz, director of American Sportscasters Association, with remaining 20% to be owned by seller. Action Dec. 21.

■ **WSYD(AM)** Mount Airy, N.C. (1300 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of Mount Airy Broadcasters Inc. from Reidsville Printing Co. Inc. (97% before; none after) to Billy Bruce Hull (none before; 97% after) for assumption of two notes valued at \$690,000. Seller is owned by William M. Oliver Jr., and wife, Cornelia J., who have no other broadcast interests. Oliver purchased station one year ago for \$700,000 ("For the Record," Sept. 27, 1982). Buyer was former assistant manager at WSYD who left station three years ago. He also owns record stores, restaurant and club. Action Nov. 30.

■ **WCHI(AM)** Chillicothe, Ohio (1350 khz, 1 kw-D)—Granted assignment of license from First Capital Communications Inc. to Baer Broadcasting Inc. for \$400,000. Seller is owned by William H. Burchett (80%) and wife, Betty C. (20%). They have no other broadcast interests. Buyer is

owned by Gary R. Baer, who is WCHI program director. Action Nov. 15.

■ **KBDF(AM)** Eugene, Ore. (1280 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Jay Communications to Constant Communications Corp. for \$350,000, including \$65,000 noncompete agreement. Seller is also selling co-located KEZL(FM) ("Changing Hands," Nov. 21, 1983). Buyer is principally owned by Frederic W. Constant, president. He is also majority owner of KTOX(AM) Boise, Idaho; KIZN(FM) New Plymouth, Idaho; permittee for KDUK(FM) Florence, Ore., and applicant for new FM at Talent, Ore. Action Dec. 21.

■ **WRTA(AM)** Altoona, Pa. (1240 khz, 1 kw-D, 250 w-N)—Granted transfer of control from certain shareholders (78% before; none after) to David R. Wolf (22% before; 100% after). Wolf is paying sellers \$228,725 cash and is conveying to them his 22% ownership (valued at \$680,000) in certain real estate and WMBT(AM) Shenandoah, Pa., now owned with sellers. Sellers are Martin F. Malarkey, Washington-based cable consultant; Louis H. Murray, general manager of WRTA and WMBT, and Pennsylvania National Bank and Trust Co., trustees for estate of John Miller, each with 26%. Buyer is president of both radio stations. Action Dec. 21.

■ **WPBM-AM-FM** Aiken, S.C. (1300 khz, 500 w-D; 95.9 mhz, 3 kw, HAAT: 200 ft.)—Granted assignment of Air South Inc. to Community Broadcast Associates for \$500,000. Seller is headed by president, Diane Foskett, who is also majority owner. It has no other broadcast interests. Buyer is headed by David Schoumacher, anchor for WJLA-TV, Washington, as general partner. He is also general partner in WGMD(FM) Rehoboth Beach, Del., and WXVA-AM-FM Charleston, W. Va. Schoumacher will own 30% of WPBM-AM-FM with remainder owned by 10 limited partners including Washington Redskins quarterback, Joe Theismann, and WJLA-TV consumer reporter, Paul Berry. Action Dec. 22.

■ **WDSC-AM-FM** Dillon, S.C. (800 khz, 1 kw-D; FM: 92.9 mhz, 100 kw, HAAT: 604 ft.)—Granted assignment of license from Cy N. Bahakel Jr. to Dailey & Associates Inc. of Florence, S.C., for \$1.55 million. Seller is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner, who bought station just three months prior for \$50,000 less. He has no other broadcast interests. Buyer is owned by W.C. Dailey, Florence real estate developer and investor, who has no other broadcast interests. Action Dec. 22.

■ **WYLQ(AM)** [formerly WTNR] Kingston, Tenn. (1410 khz, 500 w-D)—Granted assignment of license from Kingston Radio Ltd. to WYLQ Inc. for \$170,000. Seller is headed by Robert B. Blow, who also owns 80% of WHMT(AM) Humboldt, Tenn., and has CP for ch. 51 Lincoln, Neb. He also has half interest in 12 LPTV app.'s. Seller bought station earlier this year for \$22,000 ("For the Record," April 18, 1983). Buyer is owned by Vance Winstead, program director at WYLQ (70%), and William L. Smith (30%). Action Dec. 21.

■ **KEGG(AM)** Daingerfield, Tex. (1560 khz, 1 kw)—Granted assignment of license from Commercial Broadcasting Corp. to Breckenridge Broadcasting Co. for \$175,000. Seller is equally owned by Aaron L. Durham and brother, Harold L. They also own WAKI(AM) McMinnville, Tenn. Buyer is equally owned by David Bullion, Owen D. Woodward and Richard Whitworth. They also own KROO(FM) Breckenridge and KEAS(AM) Eastland, both Texas. Action Dec. 21.

■ **KISO(AM)** El Paso (1150 khz, 1 kw-D)—Granted assignment of license from Jalapeno Broadcasting Inc. to Paso Del Norte Communications Inc. for \$350,000. Seller is owned by E. Edward Henson Jr. (80%) and Jarl Mohn (20%). They also own co-located KLOZ-FM and WAVG(AM)-WLRN(FM) Louisville, Ky. Buyer is owned by Jack Rich, El Paso businessman who recently bought co-located KEZB(FM) for \$1.2 million ("Changing Hands," March 7, 1983). Action Dec. 28.

■ ***KZLN(TV)** Harlingen, Tex. (ch. 60, 36.58 kw vis., 26.58 kw aur., HAAT: 1,545 ft., ant. 1,494 ft. above ground)—Granted assignment of license from Texas Consumer Education and Communication Development Committee Inc. to RGV Educational Broadcasting Inc. for payment of \$36,000 tax liability and \$15,000 outstanding wages. Diocese of Brownsville will also forgive \$356,000 debt. Facilities are not being purchased. Station has been off air for previous six months. Seller is nonprofit education corporation headed by Francisco Briones, president and general manager. Buyer is nonprofit Texas corporation headed by Gus Barrera, president, who is chancellor of Diocese of Brownsville, Tex. Action Dec. 22.

■ **KRIG(AM)** Odessa, Tex. (1410 khz, 1 kw-U)—Granted assignment of license from BBC Broadcasting Inc. to Permian Basin Broadcasting Co. for \$800,000. Seller is owned by Jim Blakemore, who has no other broadcast interests. They bought station in 1980 for \$850,000. Buyer is owned by L.E. Hawkins and son, W.L.; Gene Garrison, Ray Henry

and John Northcut. Hawkins own KURV(AM) Edinburg, Tex. Garrison and Northcut are Edinburg bankers; Henry is Edinburg investor. Action Dec. 27.

In contest

■ **Selma, Ala.**—ALJ, Joseph Gonzalez granted motion by Central Alabama Broadcasters Inc. for summary decision and resolved financial issue against James L. Oyster; dismissed Oyster's app. for new TV on ch. 8 at Selma; renewed Central's license for WSLA-TV, ch. 8, and terminated proceeding. (MM 83-536-37). Summary decision issued Dec. 23.

■ **Sahuarita, Ariz.**—ALJ Joseph Stirmer granted settlement agreement; dismissed app. of Am-Mex Broadcasting Corp.; granted app. of El Sahuarita Broadcasting for new AM at Sahuarita, and terminated proceeding. (MM 83-693-4). MO&O adopted Dec. 19.

■ **Bakersfield and Kern county, both California**—Chief, video services division, directed Warner Amex Cable Communications to comply with section 76.59(a)(5) of rules by carrying Spanish International Communications Corp.'s TV translator station K39AB, Bakersfield, on Warner Amex cable systems at Bakersfield and Kerns county, Calif. MO&O adopted Dec. 15.

■ **Indio and La Quinta, both California**—ALJ, Joseph Stirmer granted settlement agreement; dismissed app.'s of Butterfield Broadcasting Co. and Desert Mountain Broadcasting Inc., granted app. of Claridge Corp. for new FM station at Indio, and terminated proceeding. (MM 83-756-8). MO&O adopted Dec. 21.

■ **KSOL(FM)** San Mateo, Calif.—ALJ, Frederic J. Coufal denied app. of Intercontinental Radio Inc. for renewal of license for KSOL(FM) San Mateo (107.7 mhz); denied app. of San Mateo Broadcasting Co., for new station on same channel, and granted app. of Afro-American Communications for new station on same channel. Intercontinental is 94% owned by group owner, United Broadcasting Co., whose licenses for WOOK(AM) [now WYCB(AM)] Washington and WFAB(AM) Miami, were previously denied by commission and whose license for WOOK(FM) Washington has been denied. That denial was recently upheld by Review Board (BROADCASTING, Aug. 29, 1983). (BC 81-890-92). (FCC 83D-70). Initial decision issued Dec. 22.

■ **Tahoe City, Calif.**—Review Board granted app. of Cascade Communications Co. for CP for new FM at Tahoe City on 96.5 mhz; denied competing app.'s of High Sierra Broadcasting Inc., Minority Broadcasting Co., The Women's Network and North Shore Broadcasters, and dismissed competing app. of Tahoe City Wireless Ltd. (BC 81-637-43). Decision adopted Dec. 15.

■ **Hartford, Conn.**—Chief, Mass Media Bureau, granted app. of Faith Center Inc. to assign license of WHCT-TV at Hartford to Interstate Media Corp. provided assignment is consummated within 90 days after grant becomes final. MO&O adopted Dec. 23.

■ **Orlando, Fla.**—ALJ, Walter Miller, granted app. of Metro Broadcasting Inc. for new commercial UHF on ch. 65 in Orlando; denied competing app.'s of Rainbow Broadcasting Co. for same channel and Winter Park Communications for ch. 65 at Winter Park. (MM 83-140, 142-43). Initial decision issued Dec. 14.

■ **Tampa and Bradenton, both Florida**—ALJ, Joseph Stirmer, granted agreement; dismissed app. of Last Days Broadcasting Inc. for new educational FM at Bradenton; granted app. of Diocese of St. Petersburg for new educational FM at Tampa, and terminated proceeding. (MM 83-953-54). MO&O adopted Dec. 23.

■ **Goodrich and Flint, both Michigan**—ALJ, John Frysiak granted motion by Regents of University of Michigan and dismissed app. of Genesee County Educational Radio Inc.; granted app. of University for new educational FM at Flint, and terminated proceeding. (MM 83-875-6). MO&O adopted Dec. 12.

■ **Portland, Ore.**—ALJ, Joseph Gonzalez granted app. of Cascade Video of Oregon Ltd. for new UHF TV on ch. 40 at Portland and denied competing app. of Portland Television Associates Ltd. Parent of Cascade, General American Theaters, owns 74 theaters in Oregon. It is owned by Thomas Moyer and family. (BC 82-254). Initial decision issued Dec. 12.

■ **Andrews, S.C.**—ALJ, Byron Harrison, granted agreement under which Radio Internart Corp. (75%) and Andrews Broadcasting Co. formed joint venture; dismissed app.'s of Andrews and William C. Henryhand; granted app. of Andrews-Internart Corp., and terminated proceeding. (MM 83-760-62). MO&O adopted Dec. 22.

■ **Hilton Head Island, S.C.**—ALJ, Joseph Stirmer, dis-

missed Suncoast Radio-South Carolina Corp.'s app., at request of applicant. (MM 83-158, 161-62, 164, 167-68, 170-71, 173). Order adopted Dec. 23.

■ Alpine, Tex.—Review Board upheld decision by ALJ, Joseph Stirmer, granting app. of Rio Grande Broadcasting Co. for new FM on 92.7 mhz at Alpine and denying competing app. of Big Bend Broadcasters. Big Bend owns co-located KVLB(AM). Rio Grande controls local weekly newspaper. (BC 82-559-60). Decision adopted Dec. 23.

■ Auburn, Wash.—Assistant Chief ALJ, Thomas Fitzpatrick granted settlement agreement; dismissed app. of Spanish American Radio Corp.; granted app. of Auburn Broadcasters Inc., for nighttime operation KASY(AM) Auburn (1220 khz, 2.5 kw), and terminated proceeding. (MM 83-951-2). MO&O adopted Dec. 8.

■ Spokane, Wash.—ALJ, Edward J. Kuhlman granted settlement agreement; dismissed app.'s of Read Broadcast and Clarie Cordon; granted app. of Pacific Metrocom Northwest for CP to operate on 103.9 mhz at Spokane, and terminated proceeding. (MM 83-966-8). MO&O adopted Dec. 15.

■ Tele-Communications Inc. and Mountain States Telephone and Telegraph Co.—Chief, Common Carrier Bureau denied TCI and Mountain States reconsideration of bureau actions determining that Mountain States imposed unjust and unreasonable annual rates on cable operator TCI and its subsidiaries in Colorado and Wyoming and ordering telephone company to make refunds with interest. MO&O adopted Dec. 20.

Et cetera

■ Erratum—Acceptance of the following app. and listing of cut-off date was in error. It is deleted and will be placed on subsequent cut-off list: Belmont, N.C.—Scott Neisler seeks ch. 46, ERP: 936 kw vis., HAAT: 329 ft. (MM 83-469). (BPCT-831205KH). Released Dec. 23.

■ Chairman Mark Fowler has appointed Assistant Chief Administrative Law Judge Thomas B. Fitzpatrick to serve as Acting Chief ALJ. He replaces Lenore G. Ehrig, who has retired. Fitzpatrick has been ALJ since 1974. Appointment became effective Jan. 1.

■ Meetings of three subcommittees of Advisory Committee on DBS Standards: Encryption Standards, Jan. 18, Princeton, N.J.; Transmission Standards, Jan. 19, New York, and Receiver Standards, Jan. 19, New York. Further infor-

mation is available from Bruno Pattan, Office of Science and Technology.

■ Notice of proposed rulemaking—Commission has proposed classifying changes in power, antenna location or antenna height, resulting in 50% change in service area of FM or TV facility as minor changes. Also it proposes to delete change in primary translator station from major change classification, and to substitute specific 50% benchmark with respect to permissible changes in ownership—i.e., an applicant would be required to retain more than 50% ownership interest in app. as originally filed in order to keep its file number and place in processing line. Action of Dec. 22.

■ Commission affirmed obligation of all commercial broadcast television station licensees to serve special needs of children. Commission concluded that number of video outlets, including advertiser-supported, public and pay, currently available will provide diversity in children's programs without necessity of adopting specific quantification rules or renewal guidelines. Rulemaking notice of 1980 considered rescinding or modifying the policy statement. (FCC 83-609). Report and Order adopted Dec. 22. Commissioners Fowler, Quello and Dawson, with Rivera dissenting and issuing statement; Commissioner Patrick not participating.

Facilities changes

AM applications

Tendered

■ KIEV (870 khz) Glendale, Calif.—Seeks CP to increase power to 10 kw-D; change to DA-2; change TL, and make changes in ant. sys. MEA under section 1.1305. Ann. Jan. 3.

■ KVLI (1140 khz) Lake Isabella, Calif.—Seeks CP to increase power to 1 kw. Ann. Dec. 23.

■ WENY (1230 khz) Elmira, N.Y.—Seeks CP to change city of license to Southport, N.Y.; change freq. to 1200 khz; increase power to 1 kw-N and 5 kw-D; change to DA-2, and make changes in ant. sys. Ann. Jan. 3.

■ WRNA (1140 khz) China Grove, N.C.—Seeks CP to

change freq. to 1030 khz and increase power to 1 kw. Ann. Jan. 3.

FM applications

Tendered

■ KQKZ (99.3 mhz) Mountain Home, Idaho—Seeks CP to change TL and make changes in ant. sys. Ann. Jan. 4.

■ WKDQ (9.5 mhz) Henderson, Ky.—Seeks CP to change TL; change HAAT to 922 ft., and make changes in ant. sys. Ann. Dec. 30.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Seeks CP to change TL; change HAAT to 797 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Jan. 4.

■ *KNOG (90.1 mhz) Havre, Mont.—Seeks CP to change freq. to 107.1 mhz. Ann. Jan. 4.

■ *KDCV-FM (91.1 mhz) Blair, Nev.—Seeks CP to increase power to 0.0572 kw horiz. Ann. Dec. 30.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,376.35 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Dec. 30.

Accepted

■ WKRG-FM (99.9 mhz) Mobile, Ala.—Seeks CP to change TL and change HAAT to 1,604 ft. Ann. Dec. 30.

■ KEZQ (100.3 mhz) Jacksonville, Ariz.—Seeks mod. of CP (BPH-830426AC) to change TL and change HAAT to 439 ft. Ann. Dec. 30.

■ WDJF (107.9 mhz) Westport, Conn.—Seeks mod. of CP to change SL; requests waiver of section 73.1125(B)(2). Ann. Jan. 4.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Seeks mod. of CP (BPH-820414AR) to change TL and change HAAT to 660 ft. Ann. Dec. 30.

■ New (100.9 mhz) Falmouth, Mass.—Seeks mod. of CP (BPH-811008AB) to change TL; change ERP to 2.5 kw, and change HAAT to 330 ft. Ann. Dec. 30.

■ WAAQ (102.3 mhz) Big Rapids, Mich.—Seeks mod. of CP to correct coordinates. Ann. Jan. 4.

■ WNIC-FM (100.3 mhz) Dearborn, Mich.—Seeks CP to change TL; change ERP to 31.6 kw, and change HAAT to 600 ft. Ann. Dec. 30.

■ WQRS-FM (105.1 mhz) Detroit—Seeks CP to change TL; change ERP to 16 kw, and change HAAT to 784 ft. Ann. Dec. 30.

■ New (106.3 mhz) Lakeview, Mich.—Seeks mod. of CP (BPH-830103AJ) to change TL. Ann. Jan. 4.

■ WAYL (93.7 mhz) Minneapolis—Seeks mod. of CP (BPH-81105AN, as mod.) to change TL and change HAAT to 1,294 ft. Ann. Dec. 30.

■ KDWB-FM (101.3 mhz) Richfield, Minn.—Seeks CP to change TL and change HAAT to 1,294 ft. Ann. Dec. 30.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Seeks mod. of CP (BPH-830713AL) to make changes in ant. sys. and change HAAT to 1,052 ft. Ann. Dec. 30.

■ KMAV-FM (101.7 mhz) Mayville, N.D.—Seeks CP to change ERP to 3 kw and freq. to 105.5 mhz. Ann. Jan. 4.

■ WDAO (107.7 mhz) Dayton, Ohio—Seeks CP to change HAAT to 500 ft. Ann. Jan. 4.

■ KDNG-FM (94.5 mhz) Gainesville, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,200 ft. Ann. Dec. 30.

■ KFML (99.3 mhz) Whitehouse, Tex.—Seeks CP to make changes in ant. sys.; change ERP to 1 kw; change HAAT to 500 ft., and change make and model of ant. Ann. Jan. 4.

■ WSEY (96.7 mhz) Sauk City, Wis.—Seeks CP to change TL; change ERP to 0.475 kw, and change HAAT to 1,656 ft. Ann. Dec. 30.

TV applications

Tendered

■ WSFJ-TV (ch. 51) Newark, Ohio—Seeks MP to change ERP to 720 kw vis., 72 kw aur., and HAAT to 620 ft. Ann. Dec. 30.

Accepted

■ KFTY (ch. 50) Santa Rosa, Calif.—Seeks MP (BPCT-5112/BPCT-810420KF) to change ERP to 302 kw vis., 60.4 kw aur.; change HAAT to 3,064 ft., and add 1.5 deg. of mechanical beam tilt. Ann. Dec. 23.

■ WNOL-TV (ch. 38) New Orleans—Seeks MP (BPCT-

Services

FCC DATA BASE dataworld™

AM • FM • TV • LPTV • MDS
• Tower Location/Height
• Allocation Studies
1302 18th St. N.W. Suite 502
Washington, D.C. 20036
(202) 296-4790 800-368-5754

301-731-5677

Complete
Broadcast Facility

Design & Installation



Harrison
systems Ltd.
7515 Annapolis Road Suite 411
Hyattsville Maryland 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, P.C.
(703) 841-0282

AERONAUTICAL CONSULTANTS

Tower Location/Height Studies
FAA Negotiations

JOHN CHEVALIER, JR.

AVIATION SYSTEMS

ASSOCIATES, INC.

1650 So Pacific Coast Hwy

Redondo Beach, CA 90277

(213) 316-5281

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, AL 35007
(205) 663-3709

UNUSED CALL LETTERS

CALL LETTER SYSTEMS
P.O. Box 12403
Jackson, MS 39211
(601) 961-3222

Frequency Searches, Station Listings,
FCC Applications for Educational and
Commercial FM and TV, LPTV, SCA,
MDS and Satellite Earth Stations
SPECTRUM PLANNING, INC



1850 N. Greenville Ave.
Suite 122
Richardson, TX 75081
(214) 699-3536


Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCCE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

EDWARD F. LORENTZ & ASSOCIATES
CONSULTING RADIO ENGINEERS
1334 G St. N.W. Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St. N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St. N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCCE

TELEPHONE (703) 569-7704

CARL T. JONES ASSOCIATES
CONSULTING ENGINEERS
1901 VARNWOOD COURT SPRINGFIELD VA 22153
MEMBER AFCCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W. Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCCE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCCE

DAVID STEEL & ASSOCIATES, INC.
P.O. Box 230
Main St. & Melvin Ave.
Queenstown, MD 21658
(301) 827-8725
Member AFCCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904

301 384-5374
Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCCCE

JULES COHEN & ASSOCIATES, P.C.
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCCE

CARL E. SMITH.
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040


VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCCE

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers

150 Wesley Rd
Creve Coeur IL 61611
(309) 698-3160
FW. HANNEL, PE.
Member AFCCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design, Modifications
Inspection, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P O BOX 18312
DALLAS, TEXAS
75218
Computer Aided Design & Allocation Studies
Field Engineering.
(214) 669-0294
Member AFCCCE

**RADIOENGINEERINGCO**
CONSULTANTS
NORWOOD J. PATTERSON
P.O. Box 420
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226
Member AFCCCE

D.C. WILLIAMS & ASSOCIATES, INC.
Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Pdtomac, Maryland 20854
301-983-0054
Member AFCCCE

SHERMAN & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, R D #2
Medford, N.J. 08055
(609) 983-7070

LAWRENCE L. MORTON, E.E. AND ASSOCIATES
Consulting Telecommunications Engineers
AM, FM, TV, LPTV, CATV, MDS, STL,
Cellular, Field Engineering, Computerized
Channel Searches
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
(714) 859-6015

EVANS ASSOCIATES
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS-LPTV-Satellite
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCCCE

SELLMEYER ENGINEERING
Rt. 1, Box 270
McKinney, Texas 75069
214-542-2056
Applications
Facilities Planning
Field Engineering

George Jacobs & Associates, Inc.
Consulting Broadcast Engineers
Domestic & International
Member AFCCCE
8701 Georgia Ave.
Silver Spring, MO 20910
Suite 402
(301) 587-8800

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
R.R. 12, BOX 379
WEST TERRE HAUTE, INDIANA 47885
TELEPHONE 812.535.3831

**COMSEARCH**
INCORPORATED
11503 Sunrise Valley Dr./Reston, Virginia 22091
1701 North Greenville Avenue, Suite 814
Richardson, Texas 75081
Communications Engineering Services
Harry L. Stemple, Virginia 703/620-6300
G. Pat Marr, Texas 214/235-3156

EDM & ASSOCIATES, INC.
Broadcast AM FM TV LPTV ITFS Translator
Frequency Searches & Rule Making
C Carrier Cellular Satellites
MDS P P Microwave
FCC 1st Class & PE licensed staff
1110 Vermont Ave., N.W. Suite 1130
Washington, D.C. 20005 Phone (202) 296-0354

DON'T BE A STRANGER
To Broadcasting's 191,781 Readers
Display your Professional or Service
Card here. It will be seen by station and
cable TV system owners and decision
makers
*1982 Readership Survey showing 52
readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

LECHMAN, COLLIGAN, & JOHNSON
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

800721KM) to change HAAT to 1,019 ft. and change TL. Ann. Dec. 23.

■ WMKT (ch. 54) Muskegon, Mich.—Seeks MP (BPCT-810918KM) to change ant. to Bogner B24UF-H and HAAT to 966 ft. Ann. Dec. 23.

■ KRLR (ch. 21) Las Vegas—Seeks MP to change ERP to 400 kw vis., 40 kw aur.; change HAAT to 1,158 ft., and change TL. Ann. Dec. 23.

■ WTLN (ch. 63) Richmond, Va.—Seeks MP to change ERP to 681 kw vis., 68.1 kw aur., and change HAAT to 729 ft. Ann. Dec. 23.

AM actions

■ KURM (790 khz) Rogers, Ariz.—Granted app. for CP to change hours of oper. to unlimited by adding 500 w-N, increasing to 5 kw-D and installing DA-N; also make changes in ant. sys. MEA under section 1.1305. Action Dec. 19.

■ KMFO (1540 khz) Aptos-Capitola, Calif.—Granted app. for CP to change city of license to "Soquel-Capitola," Calif.; change hours of oper. to unlimited by adding 10 kw-N; install DA-2, and make changes in ant. sys. MEA under section 1.1305. Action Dec. 22.

■ WQBA (1140 khz) Miami—Granted app. for mod. of CP (810220AB) to augment night dir. ant. pattern. Action Dec. 15.

■ KELO (1320 khz) Sioux Falls, S.D.—Granted app. for mod. of license to change SL and to operate trans. by RC from proposed SL. Action Dec. 14.

■ WMNE (1360 khz) Menomonie, Wis.—Returned app. for CP to change hours of oper. to unlimited by adding 1 kw-N, increasing to 2.5 kw-D and installing DA-N; change freq. to 870 khz; change TL, and make changes in ant. sys.

FM actions

■ KLQZ (107.1 mhz) Paragould, Ariz.—Granted app. for CP to increase ERP to 1.632 kw and HAAT to 411.32 ft. Action Dec. 15.

■ KWKK (102.3 mhz) Dardanelle, Ark.—Granted app. for CP to change TL; change ERP to 0.165 kw; change HAAT to 1,195 ft., and make changes in ant. sys. MEA under section 1.1305. Action Dec. 22.

■ *KWSB-FM (91.1 mhz) Gunnison, Colo.—Granted app. for CP to change freq. to 91.1 mhz; change TL; change ERP to 0.134 kw, and make changes in ant. sys. Action Dec. 22.

■ KLMC (93.5 mhz) Leadville, Colo.—Granted app. for mod. of CP (BPH-810302AJ) to change TL and change HAAT to 481 ft. Action Dec. 29.

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Returned app. for mod. of CP to change TL; increase ERP to 70 kw, and increase HAAT to 918 ft. Action Dec. 15.

■ WIMV (104.9 mhz) Madison, Fla.—Granted app. for mod. of CP (BPH-800815AA) to change TL. Action Dec. 22.

■ WFUZ (93.7 mhz) Ocala, Fla.—Granted app. for CP to change HAAT to 540 ft. MEA under section 1.1305. Action Dec. 30.

■ WNFI (99.9 mhz) Palatka, Fla.—Granted app. for CP to change TL; change type ant.; increase HAAT to 1,195 ft., and change TPO. MEA under section 1.1305. Action Dec. 27.

■ WENS (97.1 mhz) Shelbyville, Ind.—Dismissed app. for CP to change TL; increase ERP to 20 kw, and increase HAAT to 774 ft. Action Dec. 9.

■ WAMX (93.7 mhz) Ashland, Ky.—Dismissed app. for CP to change ERP to 50 kw and HAAT to 720 ft. Action Dec. 22.

■ KLUV-FM (105.5 mhz) Haynesville, La.—Granted app. for CP to change TL and change ERP to 3 kw. Action Dec. 22.

■ WQLZ (105.1 mhz) Cheboygan, Mich.—Granted app. for CP to change TL; change ERP to 100 kw, and make changes in ant. sys. Action Dec. 21.

■ KPNY (92.1 mhz) Alliance, Nev.—Dismissed app. for CP to change freq. to 102.1 mhz. Action Dec. 21.

■ WPEG (97.9 mhz) Concord, N.C.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT to 1,530 ft., and make changes in ant. sys. Action Dec. 22.

■ WSTS (96.3 mhz) Laurinburg, N.C.—Granted app. for CP to change TL; change HAAT to 756 ft., and make changes in ant. sys. Action Dec. 21.

■ WQXX (92.1 mhz) Morganton, N.C.—Granted app. for CP to change HAAT to 300 ft. MEA under section 1.1305. Action Dec. 27.

■ KRAV-FM (96.5 mhz) Tulsa, Okla.—Granted app. for CP to change TL; change HAAT to 744 ft., and make changes in ant. sys. MEA under section 1.1305. Action Dec. 21.

■ *KCFs (90.7 mhz) Sioux Falls, S.D.—Granted app. for CP to change freq. to 90.7 mhz. Action Dec. 27.

■ KDKQ (104.3 mhz) Borger, Tex.—Granted app. for CP to change TL. Action Dec. 21.

■ KBUC-FM (107.5 mhz) San Antonio, Tex.—Granted app. for MP (BPH-810601AI, as mod.) to make changes in ant. sys.; change TL; decrease ERP to 97 kw; decrease HAAT to 1,466 ft., and change TPO. Action Dec. 29.

■ *WWLR (98.3 mhz) Lyndonville, Vt.—Granted app. for CP to change freq. to 98.3 mhz; change TL; decrease ERP to 0.0417 kw; increase HAAT to 1,891 ft., and make changes in ant. sys. Action Dec. 28.

■ WEQX (102.7 mhz) Manchester, Vt.—Granted app. for CP to change TL; change ERP to 0.837 kw, and change HAAT to 2,553 ft. Action Dec. 29.

■ WQPO (100.7 mhz) Harrisonburg, Va.—Granted app. for CP to change ERP to 50 kw horiz., 44 kw vert., and change HAAT to 500 ft. Action Dec. 28.

■ WXVA-FM (98.3 mhz) Charleston, W. Va.—Granted app. for CP to change HAAT to 300 ft. MEA under section 1.1305. Action Dec. 27.

TV action

■ KHTV (ch. 39) Houston—Dismissed app. for CP to install new main ant.; change ERP to 4,000 kw vis., 400 kw aur., and change HAAT to 1,420.5 ft. Action Dec. 16.

Allocations

Applications

■ Aspen, Colo.—Nae Kyung Kim seeks assignment of ch. 296A to Aspen; its second local FM service. Comments due Feb. 13; reply comments, Feb. 28. Address: P.O. Box 1226, Aspen 81611. (MM 83-1343). Adopted Dec. 12.

■ Manteo, N.C.—Bayliss Broadcasting Co. proposed assignment of ch. 252A to Manteo; its second local FM service. Comments due Feb. 13; reply comments, Feb. 28. Address of counsel: Pierson, Ball & Dowd, 1200 18th St., N.W., 1000 Ring Building, Washington, D.C. 20036. (MM 83-1344). Adopted Dec. 9.

■ Sturgeon Bay, Wis.—Sturgeon Bay Television Co. requested assignment of ch. 42 to Sturgeon; its first TV allocation. Comments due Feb. 13; reply comments, Feb. 28. (MM 83-1345). Adopted Dec. 7.

Actions

■ Mobile, Ala.—Effective Feb. 27, granted UHF ch. 61 to Mobile; its seventh TV service. Petitioners: David Allen Crabtree, and Ken Vallis. (MM 83-424). Report and order adopted Dec. 5.

■ Williams, Ariz.—Dismissed petition for assignment of ch. 257A to Williams, at request of petitioner, Soho Broadcasting. (MM 83-482). Report and order adopted Dec. 5.

■ Novato, Calif.—Effective Feb. 27, granted ch. 68 to Novato; its first local television service. Proposal has site restriction. Petitioner: Stephen J. Mewhort. (MM 83-360). Report and order adopted Dec. 12.

■ Ventura, Calif.—At request of California Broadcasting Corp., chief, policy and rules division, extended time for filing comments and reply comments in proceeding to amend TV table. (MM 83-1236). Comments now due Feb. 9; reply comments, Feb. 24. Order adopted Dec. 23.

■ Charleston, Ill.—Effective Feb. 27, granted noncommercial ch. 51 + to Charleston; its first noncommercial television service. Petitioner: Eastern Illinois University. (MM 83-383). Report and order adopted Dec. 5.

■ Bowling Green, Ky.—Effective Feb. 27, granted ch. 59 + to Bowling Green; its fourth television assignment, including one noncommercial. Petitioner: Stanley G. Emerit. (MM 83-420). Report and order adopted Dec. 5.

■ Madisonville, Ky.—Effective Feb. 27, granted ch. 57 + to Madisonville; its second commercial TV assignment—it has one noncommercial allocation. Petitioner: William T. Conner. (MM 83-377). Report and order adopted Dec. 5.

■ McCook, Neb.—Effective Feb. 27, granted ch. 16 + to McCook; its second commercial TV assignment. Petitioner: Jerrell E. Kautz. Proposal originally requested ch. 14, which conflicted with assignment on co-channel at Hays, Kan. (MM 83-227). Report and order adopted Dec. 9.

■ Omaha—Effective Feb. 27, granted ch. 54 to Omaha; its sixth commercial TV assignment—it has 2 noncommercial services. Petitioner: Harry C. Powell. (MM 83-381). Report and order adopted Dec. 5.

■ Cleveland, Tenn.—Effective Feb. 27, granted ch. 53 to Cleveland; its first television service. Proposal has site restriction. Petitioner: Peggy Ann Rothchild. (MM 83-361). Report and order adopted Dec. 12.

■ Fort Worth—Effective Feb. 27, granted ch. 52 to Fort Worth; its fifth TV assignment. Petitioners: Dennis H. Owen, and Latin American Broadcasting Co. Original request was for ch. 43. That proposal was short-spaced to proposed assignment of ch. 58 at Dallas. (MM 83-355). Report and order adopted Dec. 5.

■ Morton, Wash.—Effective Feb. 27, granted ch. 39; its first commercial television assignment. Petitioner: The Daily Chronicle Inc. (MM 83-481). Report and order adopted Dec. 5.

■ David Ortiz Radio Corp. filed petition for reconsideration of action in rulemaking on FM table of assignments for Cabo Rojo and Hornigueros, P.R. (BC 82-729). Filed Dec. 12.

■ Puerto Rico Association of Broadcasters filed petition requesting amendment of section 74.502(a) of rules to expand frequencies available to auxiliary broadcast service in Puerto Rico. Filed Nov. 21.

Call letters

Applications

Call	Sought by
New FM's	
KCIT-FM	Adams Broadcasting Co., Yellville, Ark.
KDDR-FM	Kingsley H. Murphy Jr., Oakes, N.D.
Existing AM	
KRCX	Great Bay Broadcasting Co., Caro, Mich.
Existing FM's	
WYGL	WUOA Tuscaloosa, Ala.
KWHQ-FM	KQOQ Kenai, Alaska
KLCI	KQZQ Caldwell, Idaho
WKJN	WTGI Hammond, La.
WIDL	WKYO-FM Caro, Mich.

Grants

Call	Assigned to
New AM	
WCXN	Claremont Radio, Claremont, N.C.
New FM's	
*WWFR	Family Stations Inc., Okeechobee, Fla.
KREP	First Republic Broadcasting Corp., Belleville, Kan.
*WIRR	Minnesota Public Radio Inc., Virginia/Hibbing, Minn.
KTCE	Lilly Amador, Anson, Tex.
KOAY	Benito Juarez Sandoval, Stamford, Tex.
New TV's	
WFHL	Decatur Foursquare Broadcasting Inc., Decatur, Ill.
WXIV-TV	ACTS of Eastern North Carolina Inc., Greenville, N.C.
*WKKU	Consumer Educational Research and Development Television Center, Aguadilla, P.R.
Existing AM's	
KNGL	KNEX McPherson, Kan.
WEEO	WBZT Waynesboro, Pa.
KLHT	KREM Spokane, Wash.
Existing FM's	
KIIM	KNDE Tucson, Ariz.
KBBE	KNEX-FM McPherson, Kan.
KLOW	KCRV-FM Caruthersville, Mo.
WCRN	WZTA Tamaqua, Pa.
Existing TV	
WGME-TV	WGAN-TV Portland, Me.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

Research director. Leading AM/FM combo in South-west needs aggressive and experienced research director to upgrade and expand call-out research. Compensation based upon experience. Incentives based on ability to generate additional call-out research clients. Growth company. Send resume and salary history to Box J-13. Position open now. EOE/MF.

Sales manager: top 25 Sunbelt market AM/FM combo seeks creative sales manager to guide, direct and lead sales staff to new horizons. Must have exceptional understanding of all phases of agency and retail sales. Salary, override & car. Send resume to Box J-25. All inquiries will be kept confidential.

General manager for growing 10-station group. We have just acquired FM/AM combo, Baton Rouge, LA. Dynamite market, Dynamite opportunity. If you are a winner with a proven track record as a general manager, send complete details on what you have done in radio that is unique, different, and better. I am not interested in the "usual resume." Richard Oppenheimer, 1219 W. 6th Street, Austin, TX 78703. 512-474-9233. EOE.

Small minority-owned radio station in Georgia seeking dynamic station manager with strong background in sales. Send resume/tape to: J. Hunter, 565 Research Drive, Oakview Square, Suite B, Athens, GA 30605.

Sales manager, AM/FM combination, Missouri. Our sales last year \$500,000, with potential to double that. If you're the person that can do it by training and supervising sales staff and developing sales promotions, let's talk. Must have excellent references and proof of sales management results. Reply in confidence. Resume to Box J-73.

Bloomington Broadcasting seeks general sales manager candidates for a major new Grand Rapids FM. If you have the experience and leadership ability to hire, train, and develop a winning sales team, send resume and references to: WKLQ, 1005 Peoples Bldg., Grand Rapids, MI 49503. EOE.

Operations manager. One of Maine's largest operations needs a leader. 50 KW/A/C FM and full service AM seek a highly motivated self-starter with solid people management skills to oversee news, production, and programming departments. Management background a must. T & R plus references to Ron Frizzell, President, KISS 100/WLAM, 912 Washington Street, Auburn, ME 04210. EOE.

General manager. Group broadcaster seeks top flight VP/GM for strong and growing AM/FM combo in major market. Minimum of five years major market GM and GSM experience required. Send resume with salary requirements to Entercom, Two Bala Plaza, Bala Cynwyd, PA 19004. EOE.

Sales-oriented general manager — New England area. AM/FM. Medium market needs experienced sales-oriented manager. Must have a solid industry track record and previous strong-community involvement. Good base salary and incentives for ownership. Send resume and earnings history to Box J-101.

Sales manager: desirable top 50 market in the South-west Sunbelt. Due to tremendous growth and success of leading AC FM station, we are now looking for a strong sales manager who knows how to lead, train and motivate a fine sales staff. Excellent base + override package on total station revenue. See RAB message board at AMFAC in Dallas Jan. 28-31 for interview info., or send confidential resume to Box J-106.

Absentee owner looking for general manager to buy large block of stock and take over operation of small market Illinois class A FM. Applicant must have management experience and the desire for partial ownership. Write Box J-112.

HELP WANTED SALES

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.

SE Alaska group seeks experienced radio salesperson. High income potential/benefits. Send resume to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Suburban top 50 upstate NY contemporary country seeks aggressive salesperson to join expanding, aggressive station. This opportunity has unbelievable potential. Resumes & references to Box 374, Planetarium Station, NY, NY 10024.

If you are creative, aggressive, self motivated, presently successful as a broadcast account executive, but would like to change to a warmer southwestern climate, then you might be the person we're looking for. If you are interested, please send a resume to Jerry M. Gaulke, KOBE/KOPE, P.O. Drawer X, Las Cruces, NM 88004. An equal opportunity employer, male/female.

East Texas FM country station has active list for experienced radio salesperson. List has produced a consistent \$10,000 to \$12,000 and should produce \$150,000 in 1984. 20% of collections, guarantee of \$1,800 per month for first 3 months to the right candidate. Resume and sales history to Box J-52.

Interested in a step up to a great station in a growing market? We need an experienced salesperson who knows media, has two (2) years minimum sales experience, wants a good pay/commission opportunity. Write (no phone calls, please) Jeff Silver, GSM, KMJQ (Majic 102 FM), P.O. Box 22900, Houston, TX 77227. Equal opportunity employer.

Sales manager. North Salt Lake City, Utah, 50,000 watts, KFAM Radio, is accepting applications for the position of sales manager. Must be experienced and have a proven track record. Good starting salary, benefits, and opportunity to advance. Send resume and salary requirements to KFAM Radio, 1171 South West Temple, Salt Lake City, UT 84101. EOE.

Top flight street salesmen needed for upstate NY suburban top 50 market. Great growth potential with growing company. PO Box 374, Planetarium Station, NYC 10024.

Dallas/Fort Worth fringe. Small market station needs qualified, aggressive salesperson. Good opportunity, good commissions. Call KZEE, 817-594-3826. EOE.

3 million dollars sold. LaCrosse AC-FM station needs experienced salespeople now. Send resume to Jim Gitter, 9360 Hwy. 16, Onalaska, WI 54650.

Reward yourself! If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Most areas of the country will require limited overnight travel. For full details call Bob Manley, 806-372-2329.

Sales manager. FM station, Santa Ynez Valley, California. Must be a self starter and motivator. If that's you, call KSYV 805-688-6177, between 3 and 5 PM PST.

One-minute sales manager wanted. Texas panhandle, small market. Self-motivated, promotionally-minded. Group advancement opportunity. Thorough resume/references with first letter. Box 56331, Little Rock, AR 72205.

Top 50 ADI-seasoned salespeople needed. Central PA's hottest FM, 92 rock, is seeking experienced account executives. Rare opportunity to join our highly professional organization and enjoy excellent earnings, stability, and future. Our unique CHR format and skilled air personalities have made us top 5 out of 25 stations in just 5 months. True growth situation. Forward resume, references and requirements to Robert Wm. Russo, General Sales Manager, WHTF, RD #4, Box 312B, York, PA 17404.

HELP WANTED ANNOUNCERS

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.

Public radio station WCBU seeks producer-announcer to host evening classical music program. Bachelor's degree in related field and minimum 2 years experience required. Competitive salary plus university fringe benefits. Send resume, five references, and classical audition tape to: Frank Thomas, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. An affirmative action/equal opportunity employer.

Top flight Maryland nonmetro station seeking top notch country jock/copywriter. Good salary, benefits, excellent working conditions. Resume to Box J-68.

Expanding small market (suburb of top 50) contemporary country AM seeking personality DJ. Great path to larger mkt. with growing, aggressive company. NE. PO Box 374, Planetarium Station, NYC 10024.

Petersburg, Alaska, needs unusual person to create and present modified adult contemporary service on local non-commercial FM station. KFSK splits day equally among news, popular music and cultural programming. We seek mature, experienced personality with excellent on-air skills willing to accept challenge in remote, isolated Southeast town of 3000. Commercial background OK, but should be able to work in public radio environment. No beginners. Call 907-772-3808, or write Box 149, Petersburg, AK 99833.

Air talent needed for big Southeastern market to serve as host of AM drive news/talk block; looking for personality, maturity, and heavy voice. Old pros encouraged! Resume to Box J-91.

Dallas/Fort Worth fringe. Small market station needs experienced morning drive announcer, country format, good production skills. Send tape & resume to KZEE-AM, P.O. Box 219, Weatherford TX 76086.

Michigan A/C seeks creative morning personality with upbeat, mature approach. Should like audience feedback. Excellent facility, benefits, salary. Attractive area. Tape/resume to Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

Pennsylvania A/C station looking for a morning personality. Strong community involvement, entertaining. Combination PD/AMD a strong possibility. Also invite T/R for future announcer openings. Send T/R to Frank Troiani, P.O. Box 667, Lewistown, PA 17044.

Long Island top stations, WHLI AM — WKJY FM. Present and future openings, parttime positions. Prefer NY area based. WHLI — MOYL; WKJY — easy listening. Cassette and resume to: WHLI — WKJY, 384 Clinton St., Hempstead, NY 11550.

California group has prime openings in light rock, top 40, and country. T/R to Box 12061, Fresno, CA 93776. M-F/EOE.

Country personality, experienced producing creative commercials. Send resume, air check, commercials. KCIN, Box 1428, Victorville, CA 92392.

Virginia AM seeks experienced announcer for midday shift with knowledge of traditional country and bluegrass music. Call Bill, 703-483-2264, between 7 and 9 PM EST.

100kw beautiful music/easy listening FM needs morning host. Looking for experienced, mature voice to be visible in the community. Tapes and resumes to Peter Falconi, Operations Manager, WGAN-FM, Box 10139, Portland, ME 04104. EOE.

HELP WANTED TECHNICAL

Chief engineer, Major Midwest market 5 KW AM/50 KW FM. Excellent salary/benefits. Major group owner, opportunity for advancement. Resume and references to Box J-6.

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.

Overseas 10KW needs chief engineer. Fluent Spanish required. Short or long term positions available. Call collect: 408-446-2344.

Chief engineer: for Wisconsin AM/FM station. Knowledge of AM directionals, automation, high power FM required. Group owned station with highest quality goals & standards as requirements. Experienced with salary requirements apply to Box J-95.

HELP WANTED NEWS

Assistant newperson in aggressive, information oriented, small market station. Call Kyle Brown, Powell, WY. 307-754-2251

News producer for public radio station. Responsible for production of newscasts utilizing wide variety of wire services & audio sources. Editing & voicing ability of prime importance. No street reporting. B.A. level degree in journalism or related area of equivalent experience. Public radio experience desired. Salary: \$16,900. Send current resume & aircheck demonstrating skills to Donald Forsling, WOI AM-FM, Iowa State University, Ames, IA 50011. Deadline: Jan. 26, 1984. AA/EOE.

Medium market mid-Atlantic news leader needs heads up news person. Accuracy, credibility, and air voice most important. Salary open. Resume to Box J-69.

We need a good morning newperson for top rated AM-FM- AC powerhouse in competitive 8-station market on the beautiful southern Oregon coast. Small board shift included. Sports possible. This is a good growth position with a young, successful, fast-growing group. Tape & resume to K-Shore, Box 250, Coquille/Coos Bay, OR 97423.

Aggressive news director wanted for information-oriented small market New England CBS affiliate. EOE. Resume to Box J-77.

Street fighter! Southern New England station in small market seeks aggressive reporter. Position includes afternoon news anchor. Experience required. Replies confidential. Send resume and compensation desired to Box J-84. EOE.

Newscaster for Cleveland area station. Resume/tape to WBKC, Box 266, Chardon, OH 44024. EOE.

Morning news anchor needed for local news leader. Two years experience, strong, natural delivery, ability to handle several newscasts and street reporting. Tape & resume to Don Voltz, WTRC, Box 699, Elkhart, IN 46515.

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.

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.

Development director for duo-public radio station (WKPK-FM/WKPL-FM). Responsible for planning on-air fundraisers, recruiting volunteers, soliciting corporate underwriting, coordinating monthly program guide and other similar activities. Requires Master's degree in relevant field, excellent organizational and communication skills. On-air skills, development and public broadcasting experience desirable. Salary: \$12,646.40. Submit application to Administrative Office, Louisville Free Public Library, Louisville, KY 40203.

Opening for experienced producer to develop ear-catching Catholic oriented PSAs for the Missionary Oblates Radio Ministry. EOE. Include salary expectations with resume. Send to Second Thoughts, 9500 W. IL. Rt. 15, Belleville, IL 62223.

Public affairs director. WSUN Radio has an opening for a public affairs director. Minimum 2 years experience in public relations, promotions, broadcasting, journalism and/or related field. Person must have strong organizational and broadcast production skills. Duties include: serving as liaison between station and community, development and execution of public affairs promotions, and preparation of detailed FCC and corporate reports. Must be willing to work flexible hours, including some weekends and evenings. Please submit resumes to: Bill Gamble, Program Director, WSUN Radio, P.O. Box 761, St. Petersburg, FL 33731. EOE.

Petersburg, Alaska, public station needs Morning Edition host/operations director. Prefer mature, experienced individual with excellent delivery, on-air skills and familiarity with NPR satellite operations. KFSK serves isolated, remote town of 3000 in beautiful southeast Alaska; we seek stable individual who accepts challenge of small town life. Call 907-772-3808, or write Box 149, Petersburg, AK 99833.

Commercial writer-producer, experienced, creative. Handle afternoon board shift. Come where you'll be appreciated. KCIN, Box 1428, Victorville, CA 92392.

Production director. WXYZ-AM, an ABC owned station in Detroit, has an opening for a production director. Minimum requirement of three years experience in all phases of commercial and promotion production including scheduling/supervisory and working knowledge of state of the art production equipment, plus strong vocal and creative writing abilities a must. Qualified candidates send resume and tape to: Personnel Department, ABC, Inc., 20777 W. Ten Mile Road, Southfield, MI 48037. EOE/M,F,H,V.

Production manager, radio. Needed at KUMR-FM public radio to supervise the programming, production, and traffic activities of the station. Will also be responsible for on-air program, news, and feature production. A Bachelor's degree in a communications-related area or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary. Two to three years radio and operations experience is required. Public radio experience is desirable. Starting salary: \$16,800-\$20,400. UMR is an engineering-scientific campus located on the fringe of the Ozarks recreational areas. Application deadline: February 14, 1984. For application forms, contact: Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401, or call 314-341-4241. UMR is an affirmative action/equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Medium market GM, presently employed, seeks GM position, Atlantic Coast major market. Experienced all facets radio: sale/acquisition, FCC, OEO, sales, programming, administrative. Box J-61.

Young GM of Midwest major market AM/FM looking for equity GM position. Sales and programming background. Prefer Southwest or Sunbelt. Box J-78.

Result oriented pro available to put money in your pocket! Seeking GM/GSM position at small/medium Sunbelt AM/FM. Currently earning \$30M plus incentives. Excellent credentials. Please provide market, station, money data when responding to Box J-82.

Medium-small markets. 29-years radio, 15-management. Profit man, teacher of radio. Community and sales oriented. Prefer lower Midwest, consider all. Now available. 218-847-4942.

Current general manager with strong sales/programming record, wanting to relocate in med. market. 16 years experience. Write Box J-90.

SITUATIONS WANTED SALES

Need a sales manager? No, you don't — you need more. There's a better way. Let me share the new direction, cut sales overhead, and increase billing. Sales problems solved. 602 Spring Willow, Allen, TX 75002.

SITUATIONS WANTED ANNOUNCERS

Talk show host. 10 year veteran, articulate, informed, involved. Seeking NT position in West or Midwest. Call Mark, 309-342-3161 am; 342-2564 pm.

Professional sound, articulate. Business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-383-1692.

Are staff openings in your station's future? Maybe I can help. Consider: 9 yrs' experience announcing, copywriting, producing. Offer professionalism in return for friendly environment, stable organization, and reasonable compensation. Will relocate. Box J-66.

Everybody has to start somewhere. How 'bout your place? This communications arts graduate has a good voice. Tape and resume available. Jamison, 215-388-6672.

Female broadcaster seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

Radio and newspaper experience in U.S. and Mexico. Announcing or news position desired. Will relocate. Al Doyle, 312-653-5508.

Currently mid-day/music director at Kalamazoo country 1560. 2½ years experience. Excellent production. Seeking full-time airshift (any slot)/possible music director position in small or medium market. Any format. Automation experience. Play by play experience. Not a drifter. Salary negotiable. Denny Williams, 616-327-7052 (10-11am & 2-3pm); 616-327-2652 (home).

I love small markets. Totally trained broadcaster with FCC first. Realistic goals, excellent character. Clean-cut, Robert Redford type. Call Bill, 516-674-4134, 11 AM - 8 PM EST.

Experienced announcer and newscaster seeking full-time announcing position. Degreed, with FCC permit. Chris Lampos, 414-546-0377.

Talk show host seeking community oriented programming & announcing position. Well-rounded experience & education. Phil Hurley, 3850 Merrick, Houston, TX 77025.

FCC licensed (general), degreed, broadcast college graduate seeks on air announcer position at rock, adult contemp, top 40, community involved station. Call Patrick, 916-624-3936.

Experienced: news, announcer, play-by-play. 703-943-5939 after 1 EST.

Got a live mike available? Try me! Trained and ready to go. Great at music, news, or sports. Mature. Prefer Midwest. Call Steve, 309-454-2636.

Announcer/sportscaster. Seven years experience, know rock format. Southern Rockies, West Coast. Leave message. 303-651-1167.

SITUATIONS WANTED TECHNICAL

Licensed broadcast engineer looking for entry level position. Willing to relocate to Oregon or Washington. Call Cindi, 415-487-5249.

Experienced 4 years plus master control, news audio, operations. General class, radar endorsement. Mark M., 126 Beedle Dr. #210, Ames, IA 50010.

Many years experience as combo. Prefer asst. engineer. Seeking permanent position, Iowa. Box J-97.

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.

Anchor/reporter, 3 yrs. commercial radio experience, seeking to move up. East Coast preferred. Strong reporting skills & delivery. Box J-65.

You'll like my versatility and love my PBP. Young, experienced sportscaster who can do it all looking for a medium market position. Box J-72.

Talented, dedicated, experienced radio and TV sportscaster (ABC affiliate). College graduate, NBC sports internship. Excellent voice and writing skills. Also, news and DJ. Energetic, tireless worker. Will relocate. Call Mark, 203—265-0770.

Sports director. 16-years experience. Excellent reporting, interviewing, talk-show techniques. PBP college, professional sports. Award winner. Box J-80.

Organized/knowledgeable. Experienced in news/PBP/production. Seeking West Coast PBP/sportstalk/production position. Warren Jacobs, 415—538-2749.

Experienced news pro. Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve, 904—769-5350.

Young newscaster looking for position at medium or small market in Midwest. 6 years experience. 2 as medium market ND. Currently working. Jeff, 815—663-9173; 815—223-2465.

Experienced, stable newsmen seeks change. Background includes management, public affairs and print. Now in metro New York. Box J-98.

Newscaster with aggressive drive seeking first pro break. Four years experience. Small markets. Larry, 313—732-1262.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

I've programmed leading/profitable stations in LA, San Francisco, San Jose, and Phoenix. AOR, CHR, country, A/C background. Experience in all station operations. Looking to join a management team where my experience, diligence, and energy can be put to good use. Mikel Hunter, 408—973-8199.

Reposition your underdog. Planning, research, and promotion make it work. Seeking medium market PD challenge. Box J-79.

10 yr. professional currently employed in one of the top 5 markets, seeks PD position in small or medium New England market. Box J-99.

Professional, experienced, and dedicated to radio. Looking for a great relationship with small market owner or manager who is looking for an organized PD. Box J-108.

TELEVISION

HELP WANTED MANAGEMENT

General manager - top owned CBS affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/ cost control, with strength in sales, news and programming. EEO - M/F. Send resume to Box J-17.

General manager. Group affiliate in medium size, dynamic market. Sunbelt. Strong news and proven management ability required. Make inquiry. You never know! Send enough information so we'll call you back! Resume to Box J-53.EOE.

Business manager. Most desirable location in the U.S. Must have three years' experience as business manager and complete knowledge of accounting. Major group flagship station. Resume to Box J-55. EOE.

National sales manager—WISH-TV, Indianapolis, is seeking a national sales manager with previous national sales experience, either at a station or with top national rep. Candidate should have at least three years experience. Please send resume to Paul Saltin, WISH-TV, 1950 North Meridian Street, Indpls. IN 46202, or call 317—924-4381. WISH-TV is an M/F, equal opportunity employer.

General manager. ABC affiliate in Hawaii. Prefer three to five years experience. Must be experienced in budgeting/cost control, with strength in sales. Send resume and salary requirements to Personnel, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814. An equal opportunity employer.

General manager. Top 50 market. Seeking aggressive person to run UHF independent station in Southeastern market. Prefer three to five years experience. Send resume, salary requirements and references to Box J-103.

National sales manager - An opportunity is available to become the national sales manager of KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include either 3 years of national television rep experience or three years as a national sales manager for a television station. In addition, local television sales experience is preferred, but not required. Send a complete resume with references to Dan Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Station relations. Fast growing satellite distributor based in Wash. D.C. seeks energetic, organized, dedicated self-starter to structure and build station relations w/news and program directors in both R/TV networks. Reply immed.: P.O. Box 156, Falls Church, VA 22046.

Business manager - a network affiliated television station located in New England needs an experienced business manager. Responsibilities include supervision of all financial activity including operation and capital budgets, credit and collections, accounting and forecasting and managing building services. Send resume to Box J-110. EOE, M/F.

HELP WANTED SALES

Local sales manager. Small market, group-owned, ABC affiliate, Midwest, seeks knowledgeable TV sales professional who can lead, teach, and motivate. Minimum three years TV sales experience required; previous management experience desired. Send resume and compensation requirements to Box J-1. Equal opportunity employer.

Co-op specialist - an opportunity is available to become the co-op specialist working as part of the sales team at KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include at least two years of co-op experience with a television or radio station, newspaper or major retailer. Send a complete resume with references to Dan Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Small market UHF affiliate has immediate opening for local sales manager. Send resume and compensation requirements to Box J-94. EOE.

Immediate opening for an aggressive, self-starter for the NBC affiliate in Midland/Odessa, Texas. Media sales experience preferred. For more information contact Pat Fogarty or Dave Orrell, 915—563-4210.

Large Midwest market CBS affiliate seeks aggressive but professional TV account executive. Prefer minimum 3 years experience in both agency and direct selling with good new business development track record. Market is healthy, books are strong, future is bright. M/F, equal opportunity employer. Send resume to Box J-105.

HELP WANTED TECHNICAL

Television Broadcast maintenance engineer. Top 20 VHF network affiliate located in the Southeast is seeking a transmitter/studio maintenance engineer. Applicant must have had at least five years experience with TV transmitters and studio equipment. Duties require extensive weekend and overnight work. Qualified applicants should send complete resume to Box J-10. EOE.

Maintenance technician. Minimum 4 years experience on television broadcast equipment and 1st class or general class FCC license to work in major market (top 10) in NE U.S. Write Box J-24. EOE.

Chief engineer for community public FM & TV station. Must have strong background in personnel and budget management. Responsible for FCC Compliance, supervision of technical and maintenance operations, planning equipment and capital needs. Experience with ITFS helpful. BS degree and/or comparable work experience in desired areas. Salary range \$26,000—\$30,000, with excellent fringe benefits. Send resume immediately to Sam Barbaro, VP & GM, WHRS—FM & TV, 505 So. Congress Ave., Boynton Beach, FL 33435. EOE, M/F.

Excellent station to work. Maintenance engineer with digital and TV broadcast experience. Contact Bob Hardie, 918—663-6880, or send resume to: Box 33223, Tulsa, OK 74153. EOE.

Southern California. Christian satellite and broadcast network has openings for maintenance engineers. Minimum two years experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Inc., P.O. Box "A", Santa Ana, CA 92711. An equal opportunity employer.

Assistant chief for UHF station. Must have 3—5 years supervisory experience. Self motivated and people oriented. Experience in RF, ACR-25, and Sony 1" helpful. Reply Box J-49. EOE.

Engineer for small UHF-TV in south Alabama. Will train person with basic knowledge of studio & technical equipment. Excellent opportunity to learn. P.O. Box 6237, Dothan, AL 36302.

Transmitter maintenance engineer. KRIV-TV, Metromedia Houston, Texas, has an immediate opening for conscientious individual. Must have strong UHF background and the desire to advance to supervisory position. New facility with modern equipment. Apply to Waddell R. Wyborny, VP/CE, KRIV-TV, Metromedia, Inc., P.O. Box 22810, Houston, TX 77227. 713—626-2610. EOE.

Mopix/TV facilities manager (technical operations manager): supervises Washington DC plant of 85 employees. Skills should include extensive studio maintenance of state-of-the-art television equipment, hands-on experience with studio color cameras, video-tape machines (3/4-Quad-1-inch), signal converters, and engineering gear. Must be proficient in the technologies of computer operations, satellite, teleconferencing communications. A strong, technically fluent leader is needed. Graduate engineering degree preferred. Salary range from \$56,945 to \$67,200. Senior Executive Service. Send resume or application before February 24, 1984, to: U.S. Information Agency, Room 524, 301 4th Street, SW, Washington, DC 20547. USIA is an equal opportunity employer.

WTVG, the NBC affiliate in Toledo, is seeking a maintenance engineer. Applicant must have a strong background in ENG maintenance and troubleshooting. Excellent benefits package. Call Chief Engineer Chet Slaughter or Engineering Supervisor Bob Hall, 419—531-1313. An equal opportunity employer.

Maintenance engineer. Major full-service production facility is looking for a top-notch maintenance engineer. Should be knowledgeable with Sony one-inch VTR's, CMX340 editor, GV 1600 switcher, Digital effects systems, TR600's, audio, video, and digital transmission systems & circuits. Applicant must be able to interface with clients and operators. Send resume to: Chief Engineer, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007.

Chief engineer new UHF broadcast facility at Kingston, NY. Responsibilities include supervision of ground up transmission and studio facilities construction. Mid-84 sign-on. Additional duties include organization of engineering and dept., budgeting and cost management, FCC reporting. Experience in state-of-the-art studio and UHF transmission and equip., operation, and maintenance required. Experience in remote location production desired. Send resume immediately to Station Manager, WTZA, 42 Main Street, Kingston, NY 12401. EOE.

HELP WANTED NEWS

Reporter/weekend weather - eastern North Carolina's news leader needs a 3-day a week reporter/weekend weatherperson. Resumes and tapes, no phone calls, to Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. An equal opportunity employer.

WRAU-TV seeks experienced reporter/anchor to produce and anchor Good Morning America cut-ins and report five days a week. Individual should have several years experience in broadcast journalism. Send tape and resume to Tom Saizan, News Director, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 61611. EOE.

Sports director - immediate opening. Experienced sports director, Sunbelt, university sports environment. Send air tape and resume to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE, M/F.

Weather - Midwest medium market network affiliate seeks personable, qualified weatherperson. Experience with computer graphics a plus. Send resumes to Box J-29.

Weekend anchor/producer: Pacific Northwest CBS affiliate seeks candidate with a strong on-air presence and production skills. Three days a week general assignment reporting. Ground floor opportunity in expanding operation. A King Broadcasting Company station. Submit tape and resume to Jan Allen, News Director, P.O. Box 8037, Spokane, WA 99203. EOE.

Sports anchor for big ten sports market. Minimum two years broadcast experience required. Send resume/tapes to News Director, WCIA-TV, Box 777, Champaign, IL 61820. EOE.

News editor/broadcast journalism instructor. KOMU-TV and the University of Missouri-Columbia seek experienced professional to work with students in newsroom of commercial ABC affiliate and teach broadcast journalism. Minimum of three years television news experience. Master's degree preferred. Send letter and resume to Dan Spaulding, KOMU-TV, Highway 63 South, Columbia, MO 65201. Equal opportunity/affirmative action employer.

Producer/director: responsible for the production of the 6 & 10 pm newscast and some commercials. Requires at least 2 years experience. Creativity is necessary. Must be willing to work hard. Tapes and resume to: T. J. Vaughan, Station Manager, WAND-TV, 904 Southside Drive, Decatur, IL 62521. EOE.

Award winning public television station looking for top quality journalist. You'll be producer for nightly statewide public affairs program. Creative opportunities abound as person becomes involved in development and execution of new local public affairs program. Also, share your knowledge with students by teaching at the University of Idaho. Master's preferred and Bachelor's required, with demonstrated experience in production of public affairs programs. Send letter of application, resume and names of three references by February 1 to Chair, Writer/Reporter/Producer Search Committee, KUID-TV, Radio/TV Center, Moscow, ID 83843. AA/EOE.

Promotion manager. Southeast network station looking for bright person, currently in TV promotion dept., ready to move up and handle it all. Send resume to Box J-44.

News director. One of the leading news stations in the U.S. Major group looking for news director from a competitive news market. This position has potential for future station management. Beautiful resort city. Resume to Box J-54. EOE.

Anchor/reporter. New up and coming independent in medium market is looking for someone with an on air professional look. Qualified in shooting, editing and reporting. WBLN-TV, Channel 43, 1328 East Empire, Bloomington, IL 61701

Weatherperson/reporter. New up and coming independent in medium market is looking for someone who can do it all. Qualified in putting together a weathercast with flair and personality. Experienced in shooting, editing and reporting. WBLN-TV, Channel 43, 1328 East Empire, Bloomington, IL 61701

Looking for unique, outlandish, and funny local TV news stories. Send 3/4" cassette of recently broadcast news features to Boggs/Baker Productions, 240 Central Park South, New York, NY 10019.

Television news reporter. Degree in journalism or communications preferred. Minimum one year's experience in broadcast news desired. Send tape, resume, and salary requirements. No phone calls. WSLS-TV, P.O. Box 2161, Roanoke, VA 24018. An equal opportunity employer.

Weatherperson/Reporter. Weekend weather anchor and 3-day-a-week general assignment reporter for ABC affiliate. Tape and resume to News Director, KSWO-TV, Box 708, Lawton, OK 73502.

Weekend sports anchor in 72nd ADI. #1 newscast. Four-year college degree, plus on-air experience and willingness to do own shooting. Send tape with first letter to: J. Janes, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

Top 50 market news leader seeks reporter with anchor potential. Send VCR and resume to Loren Tobia, News Manager, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE. No calls, please.

Personable weatherperson. Need air personality for 6 and 11 TV newscasts. No beginners. Southeast. Resume/salary expectations to Box J-86.

Anchor/reporter. Small UHF-TV south Georgia area needs reporter with camera/editing experience. Send resume & tape: P.O. Box 1588, Valdosta, GA 31601.

Week-end anchor/reporter, experienced preferred. Tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

Sports director. Prove to me you're tops in local coverage. Medium Southeast affiliate with #1 commitment needs strong anchor who refuses to sit. Feed users need not apply. Letter/resume to Box J-92.

Pacific Northwest top 25 market seeks feature field reporter for daily afternoon hour long talk and information program. Background must include writing, 3/4" editing. Must be adept at live reporting on location. Send audition cassettes and resumes to Personnel Manager, KATU, PO Box 2, Portland, OR 97207. An affirmative action/equal opportunity employer.

Assistant news director. Dominant Gulf Coast affiliate needs a #2 good enough to be #1! Good people skills, production, writing and reporting skills a must. Assignment desk and supervisory skills essential. EOE. Send resume and written news philosophy to Box J-96.

Producer for 6 & 11 p.m. newscasts. Need senior television journalist who can do more than arrange news items, but help shape those items. Send resume to Harvey Powers, News Manager, WWBT, PO Box 12, Richmond, VA 23201.

Top-notch general assignment reporter wanted for highly-respected statewide television newscast. We want to see a tape proving your creative talents in producing network-quality pieces. If you're ready for the New York and Philadelphia markets, we're interested. We're an equal opportunity employer. Please send resume and tape to Mark Helms, News Director, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625 609-984-0332.

Weathercaster - meteorologist for Monday thru Friday prime news shows in Sunbelt. Send tape and resume to John Huggens, KTVE-TV, 2909 Kilpatrick Blvd., Monroe, LA 71201 No phone calls.

Promotion manager/Midwest ABC station: responsible for developing and executing campaigns in all media. Two years promotion experience. Also need excellent writing skills and familiarity with production techniques in all media. Send resume and written sample of work. No beginners, please. EOE. Box J-104.

Are you a small market assignment editor/producer ready to move up? If you are well organized, a super newsperson, know what you want and how to get it and can lead and command respect, we'd like to talk. Send resume and references to Personnel, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814. No phone calls, please. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art director. Art director position, WPVI-TV. Experience with Still Store system, electronic graphics; need creative individual to work with promotion department, as well as to service programming, public affairs and sales. Budget supervision mandatory. Send resume, samples, and salary history to Art Moore, 4100 City Line Avenue, Philadelphia, PA 19131. Totally confidential. Equal opportunity employer.

Promotion manager - are you the "spark plug" behind your station's success? Are you an idea person with skill and energy to implement your ideas? If so, top 25 net affiliate wants you. Excellent salary/benefit package for right person with broadcast experience and proven track record. Send resume to Box J-71. An EOE.

Graphic designer. Fulltime position available in top ten market for top-notch artist with experience in design dept. or one-person shop. Print design background very useful. Need to fill ASAP. Send resume and photo copies of work only (no originals or portfolios, please) to: Hank Zangara, Art Director, WTTG, Metromedia 5, 5151 Wisconsin Ave., NW, Washington DC 20016.

Creative services director: Midwest network affiliate looking for self-starting leader able to move and work with people, schedule staff and studio, wear many hats, follow through on paperwork. Responsible for broadcast standards and regulations. Television experience mandatory. Send resume to Wayne Thing, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

TV operations manager: one of the fastest growing markets in the U.S. needs a person to take charge of full on-air look. Strong production experience mandatory. Promotion background essential. Our staff needs a leader with ability. Strong VHF affiliate with heavy news and information commitment. Send resume and salary history to Box J-85. EOE.

Production manager - dominant #1 station, 20th market in the California sun, seeking an aggressive, detail-oriented leader to manage state-of-the-art production/post-production facilities. Following qualifications desired: Sales oriented with the ability to work with clients. Positive people skills with experience directly supervising department personnel. Experience with budget administration and account billing. Practical knowledge of latest production equipment, remotes, quality control and scheduling of production facilities. Candidates must have at least four years experience in broadcasting with two years management experience. Send resume and salary requirements to: Linda Bayley, Creative Services Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE M/F. No calls, please.

Photographer/editor: PM Magazine in Southern market needs aggressive, creative, self-starter. Salary based on experience. EOE. Send resume and tape to PM Magazine, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706.

Videographer wanted to work in NYC corporate communications. Must have three years professional experience in location and studio lighting; location shooting (Ikegami 3/4"); basic engineering; 3/4" computerized editing. Send resume, no reels, to Box J-111.

Staff producer/director. Opportunity to work on a variety of programs - current affairs, cultural affairs, membership and auction. Emphasis on directing. Must have at least four years producing/directing experience. Tapes must show directing skill and a variety of work. Salary: DOE. Send resume to: Producer/director, P.O. Box 24130, St. Louis, MO 63130, by January 30, 1984. KETC is an EOE.

Florida start-up. New TV in Florida's capital city looking for creative, reliable, and motivated people who can assume a broad range of hands-on responsibilities. Production and sales are key areas. An extraordinary opportunity to participate in the operational structure of our group-owned station. Send resumes, references, and tapes to Mark II Broadcasting Company, Box 4148, Tallahassee, FL 32315. EOE.

PM Magazine seeks videographer/editor. Shoot, edit and produce PM program segments. Experience with electronic production equipment necessary; minimum two years experience preferred. Top salary range in market. Send videotape to: Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Manager, on-air production. WXYZ-TV, an ABC owned station in Detroit, is looking for a manager of on-air production in our creative services department. This position is responsible for concept, copy and production of all in-station on-air advertising. Also the supervision of on-air advertising producer(s) and for effective placement of product. College degree, supervisory experience and a minimum of three years commercial television advertising production experience preferred. Send resume and demo reel to: Personnel Department, ABC, Inc., 20777 W. Ten Mile Road, Southfield, MI 48037. EOE/M,F,H,V.

Videographer/director. Progressive public station in the northern Rocky Mountain states seeks a person responsible for operation of ENG and EFP state-of-the-art equipment. Direct remote and studio productions to present a cohesive and aesthetically pleasing PTV production. Demonstrated proficiency with pre-and post-production editing techniques. Must have demonstrated knowledge of audio and lighting techniques for remote and studio applications. Experience is a must. This is not a learning situation. Contact Idaho Personnel Commission, 700 West State Street, Boise, ID 83720 for further information. EOE/affirmative action. Closing date February 17, 1984.

Ready to move up, assistant promotion directors? If you're number two and ready to be number one - here's your opportunity. We are a competitive mid-Atlantic medium sized market looking for someone creative with three to five years experience in television promotion. As a major broadcast group and network affiliate, we offer a competitive salary, excellent fringe benefits plus unlimited growth potential. Send your resume in confidence to Box J-115. EEO.

Television director: 40 hrs./wk: 9 a.m. to 5 p.m.; \$17,760/yr. Opening for television director to direct production of video-tapes in Arabic language for educational and training purposes, for Middle East and U.S. markets. Tapes will cover commercial, industrial, and educational closed circuit programming. Director will be responsible for all aspects of videotape direction; interpret script, conduct rehearsals, and direct and integrate all audio and video elements of nonbroadcast presentation; rehearse cast and establish pace of program to stay within time requirements; approve set design; issue instructions to technicians. Job requires Master's degree in speech and dramatic arts or mass communications, proficiency in written and spoken English and Arabic, and background in use of switcher, camera, and recording equipment (as obtained through academic career). Send resumes to: MESC, 7310 Woodward Ave., Rm. 415, Detroit, MI 48202, ref #37383. Employer paid ad.

SITUATIONS WANTED TECHNICAL

Technician/asst. engineer. TV or radio. First class phone. AA degree electronics; tech school grad. Trained hands-on studio & transmitter operator & maintenance. Some work experience operation, maintenance, studio equipment installation. Lawrence Viel, 3574 Brook St., Lafayette, CA 94549. 415-283-8540.

ENG photographer with freelance and staff experience seeks to pay his dues. Real potential. Call Jack Juka, 717-287-8872, after 6 PM EST.

SITUATIONS WANTED NEWS

TV sportscaster - 2 yrs. experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213-932-1510.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

Personality weathercaster with top references and credentials; experience from mini to major markets. Box J-46.

Recent grad with three internships. Competent and enthusiastic. Seeking entry level reporter position. Prefer Michigan, Ohio, or Indiana. Call Marty, 517-393-3611.

College graduate. Broadcast trained. Working news director in radio looking for entry in TV. Female, bilingual. Work and learning is what I want. My owners know of this ad. Box J-100.

All the tools: seasoned reporter/anchor/news director at #1 major market radio station ready for TV news. Excellent communicator with first-class writing skills. Inventive, honest, energetic and well-rounded. Likeable and sincere on-camera. Willing to relocate. If you're looking for a personable, diligent reporter, check with Brian, 303-321-3938.

Meteorologist. AMS seal, 4 years medium market. Desire to move to medium or large. Box J-102.

I'm determined. Small market news director's position sought by top 40 market reporter/weekend anchor with drive and ability to lead. Box J-109.

Dedicated reporter seeks entry level position in Western states. B.A. political science, communications, broadcast school trained. Versatile and attractive, ready to work hard for you. 415-644-0402.

Meteorologist looking for entry into television. Four years radio experience, limited television. Young, ambitious. Tape available. Jeff, 814-234-6240.

Meteorologist seeking weekday position in medium or major market, preferably South or East. Experienced small, major markets. Box J-81.

Indiana graduate, 2nd market experience in support level, strong sports background, seeking sportscaster's job in small to medium market. Top references. Kevin, 317-284-8977.

Broadcast meteorologist looking for position. Eager, credible, experienced. For details, please call collect, or write Marc P. Mailhot, A/K/A Marc Ross, 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer, editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

Creative producer/director - will write-up and light-up your programs/commercials to special effect your ratings, assemble client lists, frame awards and edit out worries! Medium, major market experience. B.A., references, awards. Available immediately. Box J-74.

Dedicated, hardworking, 1983 broadcasting school grad, B.A., first ticket, 2 years-electronics tech., UHF control room exp., freelance camera exp. Knowledgeable all phases TV production. Call Stuart Sporn, 201-545-1127.

Program director/producer - former PD in cable, won numerous "ace awards" for creative programs in news, education, health, new technologies. Managed over 20 people, produced profitable new advertising ideas, technical background. Write Box J-83.

Promotion - are you looking for a strong team member who can offer you intelligence, creativity, organization, and strong interpersonal skills? Solid background in production, sales, writing, TV & print promotion. Relocatable. 203-453-5719.

Experienced producer/reporter: features, mini-docs, special projects. Strong writing and field production. Seeks challenge with high quality news or magazine program. Reply Box J-16.

CABLE

HELP WANTED NEWS

News director/anchor. Are you ready to move into television news? Good writing skills and news experience required. Send resume and tape to: Multimedia Cable, 10545 South Cicero Ave., Oak Lawn, IL 60453. Attn: Jan.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director to manage 10, public access, revenue projects for 35,000 sub Detroit area cable system: 2 mobile units, 2 studios. Excellent facilities and personnel ready for PD with production expertise, supervisory exp., and a commitment to community programming. Resumes to: Wayne Robson, Wayne Cablevision, 24744 Eureka, Taylor, MI 48170. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Part-time media and public speaking consultant to provide services for prestigious firm specializing in communication training for corporate and political leaders. Prefer on-air reporting/interviewing experience. Teaching experience a plus. Flexible schedule a must. Must not be currently active in broadcast journalism or with a competitive firm. Send resume, availability, and expected fee immediately to P.O. Box 283, Villanova, PA 19085.

HELP WANTED INSTRUCTION

Graduate assistantships available in new telecommunications M.A. program at Southern Illinois University, Carbondale. 12 month appointments beginning July 1, 1984. Stipend for half-time assistantship is \$6,000 and includes a tuition waiver for four successive semesters. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are responsible for helping with writing, performance, and production courses. Research assistants will be assigned to projects of faculty members. New M.A. in telecommunications industry and begins with the Summer term, 1984. Inquiries to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AA/EOE.

Los Angeles University seeks assistant professor, TV production/management. Tenure track, beginning September, 1984. \$20,149-24,224. Minimum requirements: two years university teaching in TV production, and/or management; professional experience in one or both teaching areas. Doctorate or other terminal degree in related area preferred, M.A. with experience considered. Application, resume, names of references to Chair, Search/Screen Committee, RTVF, California State University, 18111 Nordhoff, Northridge, CA 91330. Minorities and women expressly encouraged. Application deadline Feb. 6, 1984.

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 Breeden, Extension Communications Specialist, G022 McCarty Hall, University of Florida, Gainesville, FL 32611. Acceptable applicant must be approved by the University college of Journalism and Communications.

Assistant/associate professor of journalism interested in public relations teaching and research, but able to teach other courses as needed. Ph. D. preferred: strong professional experience at high level may be considered in lieu of terminal degree. Position to begin in September, 1984. Salary commensurate with experience and qualifications. Official university application, three letters of reference and transcripts required. Closing date: 2-20-84. Write Dr. Randall L. Murray, Head, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative action/equal opportunity/Title IX/Rehabilitation Act of 1973 employer.

Mass communications. Possibility of a tenure track position as assistant professor teaching courses such as broadcast continuity writing, broadcast news, and international communications. In addition, candidate must be able to teach courses in either print journalism or speech communication. Ph. D. and evidence of strength in teaching is required. Salary is competitive and dependent on qualification. Position begins September, 1984. Women and minority applicants are especially encouraged. Susquehanna University is an EEO/affirmative action /Title IX employer. Candidates should send a resume plus three letters of reference by February 7, 1984, to Richard Kamber, Dean of Fine Arts and Communications, Susquehanna University, Selinsgrove, PA 17870.

University theatre department seeks experienced television theory and production teacher for undergraduate and graduate courses in large pre-professional department with extensive production program. Additional duties include supervision of student and departmental productions for cable television programming. Ph. D. required and/or extensive professional background. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University/Fullerton, Fullerton, CA 92634. Application deadline: February 15, 1984. Affirmative action/equal opportunity, Title IX employer.

Assistant/associate professor of journalism with primary teaching and research interests in broadcast news and public affairs but able to teach other courses as needed. Ph. D. preferred; strong professional experience at high level preferred: strong professional experience at high level may be considered in lieu of terminal degree. Position to begin in September, 1984. Salary commensurate with experience and qualifications. Official university application, three letters of reference and transcripts required. Closing date: 2-20-84. Write Dr. Randall L. Murray, Head, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative action/equal opportunity/Title IX/Rehabilitation Act of 1973 employer.

Television. Teach and assist in coordination of television production program in a growing communications department in a private, liberal arts college located 30 miles south of Los Angeles. Tenure track. Rank open and salary commensurate with qualifications and experience. Fall 1984 appointment. Strong practical experience, theoretical background and firm commitment to working with students required. Teaching experience and professional recognition highly desirable. Send resume, three letters of reference, and evidence of qualifications and experience to Dean of the Faculty, Chapman College, Orange, CA 92666. Deadline: March 1, 1984. AA/EOE.

HELP WANTED SALES

Sales executives wanted now! National advertising syndication firm seeks aggressive, qualified sales personnel. Exclusive territories, top dollar earning potential. Travel involved, great home office back-up. Send resumes to: Personnel Dept., 45 Music Square West, Nashville, TN 37203.

HELP WANTED NEWS

The Tobacco Institute has an opening on its team of national spokespersons to represent it on controversial issues. Responsibilities include: active participation in media interviews, addresses to live audiences, and appearances on radio-TV talk and call-in programs. The successful applicant will be bright, articulate, present a good appearance, and quick to assimilate new knowledge. Experience required in radio-TV, public speaking, and/or advocacy work. Extensive fringe benefits. Reply in confidence with 3/4" audition VTR, resume, and writing samples to: Walker Merryman, Vice President and Director of Communications, The Tobacco Institute, 1875 Eye Street, NW, Washington, DC 20006. No telephone calls, please.

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.

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.

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.

Instacart 48-tray mono, cleaned and serviced. On air ready. Fred Thompson, 918-335-3533.

Complete Acme visual program logging system with extra strips and accessories. Call 513-393-1590. WSRW, P.O. Drawer "A", Hillsboro, OH 45133.

Color film processor: Jamieson Compac 35/16mm VNF-chemical holding and mixing tanks. Many spare parts. \$6,000. Contact: George Estes, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820. 217-351-8500.

Complete jig set up to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. Bids welcome. Call 918-540-2435 bus.; 918-542-5770 res.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters & proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control & STL links, Marti RPU equipment. David Green Broadcast Consultants, Box 590, Leesburg, VA 22075. 703-777-8660; 6500.

Sperry weather radar, 20-KW, now operating for your inspection in Ohio. 2-years old, will accept highest reasonable offer. Call for location to inspect. David Green Broadcast Consultants, 703-777-8660, Walt Lowery.

(4) ITC 770 music decks like new. Available January 16th. Fred Thompson, 918-333-5017.

(4) Scully 270, (4) Magnecord 1021, (2) Revox A-77, Scully 280-, (2) Russco turntables. Broadcast Products AR-1000 automation, Inovonics 215, Rockwell Collins SCA generator. All reasonable. 303-242-0405.

Broadcast equipment for sale. Sony V02860 VCR's, RCA TK-27 film chains, Phillips PE250 studio cameras, convergence ECS-1B editors. For further information, contact Rick Melamed, ABC-NY. 212-887-4981.

TK-28 film Islands. 2 avail., low price. Call Bill Kitchen, 404-324-1271.

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

Super Bowl XVIII! Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-252-1212.

MISCELLANEOUS

Tape critique. Thorough, professional report on your vocal skills. Reel or cassette with \$10 to JE Communications, P.O. Box 3422, Milford, CT 06460.

Tax benefits can result from your gift! Private university (non-profit) with an excellent academic broadcast/corporate television program and 3/4" production facility would like to upgrade to 1" format videotape recorders with computer assisted editing capabilities and broadcast level character and graphics generation equipment. Contact Vic Nelson, Pacific Lutheran University Television, Tacoma, WA 98447. Phone 206-535-7267.

CONSULTANTS

Hundreds of TV/radio jobs listed in weekly newsletter. 6 weeks, \$14. 95. Subscribe today! Media Jobline, 75 Division St., Suite 255, Danbury, CT 06810.

RADIO

Help Wanted Management

MANAGER-SPANISH RADIO

Premium opportunity for experienced professional. Spanish broadcasting company is expanding in Texas. Top 10 market. All inquiries kept strictly confidential.

WRITE BOX J-114.

Help Wanted Sales

MIDWEST RADIO GROUP

looking for creative people for present or future sales management positions. Do you have what it takes to direct a sales staff for a competitive AM radio station? Sales ability, creativity, and people skills a must. Can meet you at RAB in Dallas. Send details in first letter to: Director of AM Stations, Box 1330, Flint, MI 48501. EOE.

Situations Wanted Announcers

JAZZ/SHOW/BIG BAND & CONVERSATION RADIO

From conversationalist who has interviewed top names, all fields. Offers **radio as it should be:** mix of savvy talk & "our" music, to create a saleable climate for any adult program block. Heavy copy/sales exp. too! Prefer NE. Try Ell: 212-288-1843.

Situations Wanted Management

BEFORE 1984 GOES TOO FAR

consider an experienced, bottom-line oriented, former station owner, as your new general manager. Skilled in all areas of station operations, including start-up. I'm looking for a challenge in a small to medium market. Write Box J-76.

EXPERIENCED RADIO GM

A professional with unique record now available. Stations are now #1 & 2 and most profitable in the market. I'd like to do the same for you. Midwest preferred, but will consider all offers. This is a real opportunity for the right company! Write Box J-18.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

responsible for all financial and building services functions for a network affiliated TV station in mid-sized Sunbelt market; must have at least two years experience as a business manager or assistant business manager. Send resume and salary requirements to Box J-48. EOE.

Help Wanted Programing, Production, Others

TELEVISION PROJECT MANAGER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a project manager with a minimum of 8 years experience in all areas of TV production. The successful candidate will be decisive, self-motivated and capable of estimating production budgets. Must have proven skills in assisting and dealing positively with clients. Attentive to detail. If you feel led and wish to serve, send resume and salary history in confidence to: Personnel Manager, Box RB, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

WDVM-TV WASHINGTON, D.C. 8th Market CBS Affiliate Promotion Writer/Producer

Accepting applications for an experienced, creative person to work mainly in the area of on-air news promotion.

Send tape and resume to:

John Chase
Creative Services Director
WDVM-TV 9
4001 Brandywine Street, NW
Washington, DC 20016

An Equal Opportunity Employer

**Help Wanted Programing, Production, Others
Continued**

PROMOTION WRITER/PRODUCER

KDKA-TV is looking for a highly flexible, highly skilled professional with a minimum of 3 years in television promotion and production. Must have strong creative writing and conceptual skills; producing and directing experience in studio, location and post production situations as well as experience in print, radio and sales promotion. Salary negotiable. Send resume, tape and print samples to: **CREATIVE SERVICES DEPARTMENT, KDKA TV, ONE GATEWAY CENTER, PITTSBURGH, PA 15222**
No phone calls will be accepted.

PROGRAM DIRECTOR

Watch your programming talents
materialize on WOR Television

We are a leading local, independent station serving one of the toughest marketplaces in the world. We are currently seeking the expertise and foresight of a seasoned Program Director.

The main responsibilities of this position will encompass buying syndicated programming, making recommendations for new, local programs, and actively participating in all programming decisions.

To qualify, candidates must possess a minimum of 3-5 years' experience, preferably in an independent television environment. Knowledge of syndicated program purchasing and an in-depth knowledge of the New York Metropolitan marketplace are essential.

In addition to an excellent starting salary and benefits program, we offer the ideal environment in which to flourish. Interested and qualified candidates are invited to submit detailed resume (NO PHONE CALLS, PLEASE), to: **Personnel Department, WOR-TV, 1440 Broadway, New York, NY 10018**. Equal Opportunity Employer m/f/h/v



A Division of RKO GENERAL, Inc.

**Help Wanted Sales
Continued**

SENIOR ACCOUNT EXEC.

Affiliate top-15 Sunbelt market seeking "heavy-hitter" AE with minimum 5 years TV sales experience - 3 years local. Individual will have responsibility for major list. Candidates should have style and maturity. Top salary commensurate with ability. Resume and salary requirements in confidence to Box J-62. Equal opportunity employer.

Help Wanted News

ANCHOR/PRODUCER WEATHER/REPORTER

Medium market Midwest network affiliate is looking for an experienced weekend anchor-producer. Strong on-air presentation and producing skills are essential. Would report during the week. Experienced weathercaster is also needed. Strong on-air presentation essential. Must be able to report news. Salaries competitive. We're an EOE. M/F. Send resume and requirements to Box J-45.

CO-ANCHOR

Midwest medium market looking for co-anchor to complement male anchor for early and late news. Should be mature, experienced journalist. Send resume to Box J-51. EOE.

EXECUTIVE PRODUCER

Experience required in all phases of television news production. This key position requires maturity, dedication, creativity, and the ability to supervise reporters and producers to achieve a top-quality on-air product. On-air work may be necessary occasionally. Rush tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 N. University, Peoria, IL 61604. Equal opportunity employer, M/F.

NEWS DIRECTOR

Must be knowledgeable journalist who can motivate and manage people, plus administer a budget. Midwest network affiliate. Send resume to Box J-93. EOE.

Help Wanted Sales

ACCOUNT EXECUTIVE

Top 20 network affiliate looking for an ambitious, experienced salesperson. Must have proven track record in TV sales. Experience in production, retail and agency important. Send complete resume to: Mr. Randy Oswald, Local Sales Mgr., KCNC-TV, 1044 Lincoln Street, Denver, CO 80203.

GENERAL SALES MANAGER

Goal oriented individual needed for executive level general sales manager position in top market station. If you're equipped with superior sales skills, organizational and motivational abilities, and you seek an outstanding opportunity with an aggressive company, send resume and letter detailing sales management credentials to Box J-12. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM University Microfilms International

300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106

Help Wanted Technical

BROADCAST CAMERA ENGINEER

Amperex Electronic Corp., a Division of North American Philips Corporation, a Fortune 200 company, is a recognized leader in the engineering, manufacturing and marketing of television camera tubes for the broadcast industry and presently is offering an exceptional, challenging and growth opportunity in the broadcasting industry.

You will report to the Manager of Applications Engineering while applying your skills to serving our TV station customers and camera manufacturers. Your responsibilities, which include approximately 25% travel, are as follows: perform ongoing investigation of customer inquiries, provide technical support and camera maintenance expertise to customers, and provide customers with system evaluation and product guidance. Must be able to communicate with customers in a professional and business-like manner.

Amperex offers an excellent starting salary and benefit package (i.e., major medical, dental, an investment plan with a tax saver attached, and a credit union on site), in addition to excellent working conditions with outstanding growth potential. PLEASE SUBMIT RESUMES ONLY with salary history to John Booker, Employee Relations Manager.

Amperex Electronics Corporation
One Providence Pike
Slatersville, RI 02876
A North American Philips Company
An equal opportunity employer

Amperex

TELEVISION ENGINEERING SUPERVISOR

WXNE-TV seeks an experienced broadcast TV engineer to assume supervisory duties. Responsibilities include: scheduling, training, inter-departmental coordination, technical quality evaluation, light maintenance. Requirements: FCC First Class License and 5 years experience. Send resume to: WXNE-TV, 100 Second Ave., Needham Hgts., MA 02194, attn: Dir. of Engineering.

E O E

Radio Programing

OLDIES ON TAPE A/C CHR/TOP 40 COUNTRY

Write:
Burkhardt/Abrams/Michaels/Douglas and Associates, Inc.
6500 River Chase Circle, East
Atlanta, Georgia 30328

ALLIED FIELDS Help Wanted Sales

A. F. ASSOCIATES SEEKS SALES DIRECTOR PROFESSIONAL VIDEO EQUIPMENT

Major distributor of professional video equipment seeks West Coast sales director: experienced, self-motivated salesperson with solid technical background, broad understanding of advanced television equipment, including knowledge of computerized automation systems, and an excellent track record in the television and post-production fields. Person selected will report directly to Manager, Products Division of East Coast-headquartered company. Contact:

Richard Lunniss
100 Stonehurst Court, Northvale, NJ 07647
201-767-1000



Help Wanted Management

LAW PARTNERS WANTED

Small, long established AV rated law firm wishes to expand communications practice via new partners and associates. Some business required. Excellent opportunity. Replies held in strictest confidence. Please write Box J-20.

Public Notice

NOTICE KCTS/9, SEATTLE, WASHINGTON, QUALIFYING APPLICATIONS

KCTS Association, a Washington-state non-profit corporation, plans to erect a new building to house the KCTS/9 public television operation and support facility in Seattle, Washington. The association's Board of Directors is inviting all design/build firms (corporations, partnerships, joint ventures, or proprietorships) to apply for qualification by writing to:

**KCTS/9 FACILITY COMPETITION
KCTS ASSOCIATION
4045 BROOKLYN AVE., NE
SEATTLE, WA 98105
ATTN: LEE JONES**

Applicants will receive qualification forms, which must be completed and submitted to the above address no later than 5:00 pm PST, February 15, 1984. Forms meeting this deadline will be evaluated and rated. The applicants which the association deems in its sole judgment to be the most highly qualified will be invited by the Board of Directors to submit a design/build cost proposal for the new building.

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, February 2, 1984, at 9 a.m. in the board room of NPR, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance, Governance, Membership, Programming and Technology/Distribution. For further information concerning these meetings, please contact Gayle D. Nelson, Acting Assistant Secretary, 202-822-2044

Employment Service

RADIO PERSONNEL NEEDED

The books are out, the holidays are over, and radio stations from all over the United States are placing job orders with NATIONAL. To help fill these positions, we need announcers, newscasters, programmers, and sales people. If you are ready for a move, don't delay. Now is the time. NATIONAL places from coast to coast. For complete details, including brochure and registration form, enclose \$2.00 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, PD's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.** Money back guarantee!

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: 1 wk. computer list \$8; 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.**

Wanted To Buy Equipment

ATTENTION:

Program directors, DJ's, music librarians

JAZZ RECORDS WANTED

Jazz records of the '50's, '60's, & '70's purchased in any quantity. Top price paid for vintage material in good condition. Small groups, singers, big bands. Dispose of long-unused records in your station library & make money. Contact Jeff Barr, Jazz Records, PO Box 2905, Washington, DC 20013. 202-667-5524.

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.

FOR SALE: STATE-OF-THE-ART MOBILE TELEPRODUCTION UNIT

FEATURES:

- (4) Ikegami HK-357 HARD CAMERAS w/computer set-up
- (1) Ikegami HL-79A HAND-HELD CAMERA
- All cameras on TRIAX
- (3) SONY BVH-1100 w/Slo-Mo.

- CHYRON IV - Dual Channel
- Grass Valley 1600-3F Switcher.
- Quantel DFS-3100 Synchronizer
- RTS Intercom.
- Total package includes Kenworth tractor.
- Performance-proven, fully-operational, the most respected mobile unit in the Midwest.

For info contact: Ed Burger, MARK VIDEO ENTERPRISES, INC.
2715 Packard Rd., Ann Arbor, MI 48104 (313) 971-0031



Miscellaneous

THE SUBCARRIER PAGING GUIDE

The first, comprehensive overview of SUBCARRIER PAGING oriented towards broadcasters. THE SUBCARRIER PAGING GUIDE details such vital business subjects as comparative costs, RCC competition, demand studies, new ventures and subcarrier warnings! For a copy of this unique, 50-page reference, send \$75 to: SUBCARRIER PUBLISHING, P.O. Box 57011, Washington, DC 20037, or call 202-293-7676.

BANK PRESENTATIONS

Increase your chances of getting your deal off the ground! Professional appraisals, business plans, feasibility studies, or cost/benefit analyses may be just what you need. All of our reports are financially-sophisticated documents suitable for distribution. Bankers and investors demand this level of quality. You should too! Broadcast Investment Analysts, 3973 Wilcoxon Drive, Fairfax, VA 22031 703-425-7376.

VENTURE CAPITAL DEBT FINANCING

For Broadcasters
Sanders & Co.
1900 Emery St., Suite 206
Atlanta, GA 30318
404-355-6800

RADIO SURVEYS

100 calls, \$495, \$127 down and \$33 per month. Daily raw data free. Surveys personalized and customized. Now in our 9th year of growth. Call Dick Warner, collect, 404-733-0642.

S·A·M·S

Business Opportunities

INVESTORS WANTED

for class A-FM in Louisiana, Missouri. Contact Thom Sanders, 314-754-5102.

Wanted To Buy Stations

FM OR AM-FM COMBINATION

Successful, multiple broadcaster seeks class C and/or FM station in markets (in city of license) 100,000 population and above. Buyer will strictly respect confidentiality. Cash or terms. Call toll-free, 800-334-1022, or write Box J-88.

TV STATION

Well-established group TV station operator seeks VHF station, top 100 market. Fair price for station with reasonable cash flow multiples. Will treat your call or letter in strictest confidence. Cash or terms. Call toll-free, 800-334-1022, or write Box J-87.

For Sale Stations

**BILL - DAVID ASSOCIATES
BROKERS - CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations Continued

WALKER MEDIA & MANAGEMENT, INC.

Texas daytimer. Ideal first property! \$115,000, liberal terms.

David E. Hurlbut

PO Box 553

Mt. Carmel, IL 62863

618-263-3380

SUNBELT CLASS C FM

Fast growing top 100 market. Absentee owner pursuing other interests. \$2,100,000 cash. Write Box J-41.

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.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

One of a kind! Sunbelt 50,000 watt fulltimer. Two nearly new transmitters and ample real estate included. Tremendous potential for aggressive operator. \$1.1 million, on terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

THE HOLT CORPORATION

MID-ATLANTIC MONEYMAKER

PRICED AT LESS THAN 7X CASH FLOW.
SPECTACULAR FACILITIES.

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

SMALL MARKET FM

Owner must sell—excellent terms
Ralph E. Meador, Media Broker, P.O.
Box 36, Lexington, MO 64067
816—259-2544.

PRICED FOR QUICK SALE

\$125 K. SC recreational lake resort
station near I-95 and Charleston.
1000 watt-AM/CP 24 hr. Cash or as-
sume loan. Call Wayne, 803—496-
5352.

MIGHT TRADE

My Sunbelt class C FM, medium
mkt., plus cash, for large market AM
or FM; or will sell for \$50,000 down.
Total price \$675,000. From owner.
Write Box J-89.

**CONSTRUCTION
PERMIT
FOR SALE**

3KW FM. Iowa town, population
30,000. Write Box J-107

51 PERCENT

controlling interest in major
market AM. A steal at
\$300,000.

BOX J-113.

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
NC	AM	\$7,500	downpayment
KY	FM	\$50,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

- FM, C med. mkt. Southwest. 2.5 mil.
- OK, excl. combo, 1.25 mil.
- Tenn., FM, 700 K.
- Miss. combo, 700 K.
- MO. combo, 900 K.

JOHN MITCHELL & ASSOC.
P.O. BOX 1065
SHREVEPORT, LA 71163
318—868-5409

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Fran-
cisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York,
NY 10021 212/288-0737

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

1311 N. Central Expressway • Dallas, Texas

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

Elliott (Eddie) Anderson, VP and general manager, **WNAX(AM)** Yankton, S.D., elected VP, radio, for parent, Park Communications, Ithaca, N.Y. He succeeds **William Fowler**, who resigns to become partner and general manager of **KNOX(AM)-KYTN(FM)** Grand Forks, N.D.



Anderson



Hooten

Mickey Hooten, VP and general manager, **WISN-TV** Milwaukee, named general manager of television for parent, Hearst Broadcasting. He will be based in Pittsburgh, headquarters of Hearst Broadcasting, and will oversee operations of its five television stations.

Pat Polillo, VP and general manager, **KYW-TV** Philadelphia, named corporate VP, East Coast, for parent, Group W, New York. He will develop station editorial and community relations programs for Group W's **KYW-TV**, **WBZ-TV** Boston and **WJZ-TV** Baltimore. **Otis Maxfield**, consultant to station, named acting general manager.

Stanton Smart, station manager, Fetzer Broadcasting Co.'s **WJFM(FM)** Grand Rapids, Mich., named VP, radio, and general manager of Fetzer's **WKZO(AM)** Kalamazoo, Mich. **David Myers**, operations director, **WJFM**, succeeds Smart. Other appointments, Fetzer Broadcasting, Kalamazoo, Mich.: **Donald Curley**, business manager, Fetzer Cablevision, to VP, cable television; **P. Michael Wanroy**, business manager, **WOTV(TV)** Grand Rapids, to newly created position of director of management information systems, and **Marjorie Meyers**, accountant, Fetzer Broadcasting, to controller.



Kingery

Bill Kingery, executive VP, corporate development, Daniels & Associates, Denver, named executive VP, operations, succeeding **Jerry Buford**, resigned. In new position, Kingery has operational management responsibilities for Daniels's 27 cable systems in 12 states.

Michael Clark, general manager, **KIVA-TV** Farmington, N.M., joins **KGNS-TV** Laredo, Tex., as general manager. **Geri Candelaria**, from

KIVA-TV, joins **KGNS-TV** as financial manager.

William Campbell, general manager, **WLKY-TV** Louisville, Ky., elected VP of parent, Pulitzer Broadcasting.

Dick Casper, VP, operations, Fairbanks Broadcasting Co., Indianapolis, named general manager of Fairbanks's **KCMO-AM-FM** Kansas City, Mo., succeeding **Steve Shannon**, resigned.

Dennis Dougherty, sales manager, **WXTU(FM)** Philadelphia, named general manager.

Sam Kobren, station manager, **KDBC-TV** El Paso, named general manager.

David Hickman, account executive, **WOTB(FM)** Middleton, R.I., named station manager.

Dave Edwards, VP, regional manager, Rogers Cablesystems of California (Orange and Los Angeles counties), named executive VP and general manager, Rogers Cablesystems of Texas, which serves San Antonio.

Dan Wilson, program director, **KJYO(FM)** Oklahoma City, assumes additional responsibilities as operations manager.

Dale Van Horn, production director, **WKIX(AM)** Raleigh-Durham, N.C., assumes additional responsibilities as assistant operations manager.

Charles Harper, broadcast management consultant, and VP and assistant to president, Shamrock Broadcasting Co., Los Angeles, joins Amos Communications, Sidney, Ohio-based division of Amos Press Inc., publisher of newspapers and specialty magazines, applicant for low-power television stations and seeking television properties, as executive VP.

Craig Vance, VP and controller, **KAKE-TV** Wichita, Kan., joins **WOWT(TV)** Omaha as VP and station manager.

Steven Schy, operations manager, **KOAX(FM)** Dallas, joins **KROW(AM)-KNEV(FM)** Reno in same capacity.

Susan Jacobi, manager, affiliate clearance administration, RadioRadio, CBS, New York, named director, program-affiliate administration.

Gary Small, senior attorney, NBC, New York, and **Gordon Kaye**, associate, Weil Gotshal & Manges, New York, named assistant general attorneys, NBC Law.

Robert E. Monaghan, director of purchasing, CBS, New York, named VP, purchasing, facilities.

Douglas Wenger, director of marketing, Cable Communications Division, Storer Communications, Miami, named VP of division.

Mark Tait, sales manager, Times Mirror Cable Television, Phoenix, joins Communicom, Culver City, Calif., as manager of field sales.

Steven Dussek, from Times Mirror Cable Television, Phoenix, joins Communicom as

new development sales manager.

Stuart Young, from Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, New York, joins United Broadcasting Co., Bethesda, Md., as director of broadcast standards and practices.

Roger Davis, VP, administration and finance, Caltec Cablevision, Woodlawn, Md., named executive VP.

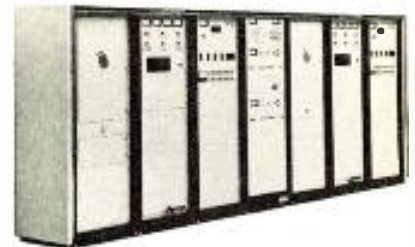
Dorothy Allyn, director of finance, Harte-Hanks Cable, San Antonio, Tex., named corporate controller and chief accounting officer for parent, Harte-Hanks Communications there.

Joseph Candido, director, compliance and practices, West Coast, NBC, Los Angeles, named director, broadcast administration, NBC, New York.

Marketing

Appointments, **DYR Inc.**, advertising agency that is joint venture of Young & Rubicam and Tokyo-based advertising agency, Dentsu: **Tetsuro Umegaki**, from Dentsu, Tokyo, to chairman, **DYR Inc.**, based in Tokyo and New York; **Alexander Brody**, from Y&R, New York, to president and chief operating


NEW Continental 55 kW FM



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

Write for brochure on 817R-3 FM transmitter

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

Continental
Electronics 

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

officer, DYR Inc., with offices in New York and Tokyo; **Takashi Michioka**, creative director, international creative division, Dentsu, Tokyo, to president, DYR USA, New York, and **Gerry Miller**, Y&R, New York, to executive VP and creative director, DYR USA, New York.

Jacqueline End, senior VP, associate creative director, Marschalk Co., New York, joins Foote, Cone & Belding there as senior VP, creative director.

Nadia Shapiro, media supervisor, and **Margene March**, executive director, office services, Diener/Hauser/Bates, New York, named VP's.

Appointments, Marschalk Co., New York: **Lyle Metzdorf**, executive VP, chairman and chief executive officer, and **Peter Murphy**, senior VP, associate creative director, to board of directors; **Jeffrey Adams** and **Eric Einhorn**, VP's, management supervisors, and **Stephen Segal**, director of media planning, to senior VP's. Elected VP's: **Stephen Fechter**, creative supervisor; **Phillip Herr**, research director; **Lawrence Levenson**, creative supervisor; **John Most**, account supervisor; **Janice Rigney**, account supervisor, and **Henry Storminger**, director of client accounting. Elected VP's, Cleveland office: **Ralph Clutcher** and **Gerald Kerwin**, account supervisors, and **Robert Lieber**, division director, direct marketing. Appointments, Houston office: **Clyde Burleson**, president, Metsdorf-Marschalk, to senior VP, and **Patrick Flaherty** and **Robert Zechunke**, media directors, to VP's.

Lloyd Weber, media planner, Grey Advertising, New York, joins SSC&B there as senior media planner.

Appointments, N W Ayer, Detroit: **Deborah Worrell**, account executive, to account supervisor; **Doug Marshall**, project director, Campbell-Ewald, Detroit, to senior account executive; **Eil Greenbaum**, copy supervisor, Compton Advertising, Detroit, to senior copywriter; **Stephanie Patrucco**, traffic supervisor, to account executive, and **Debra Jacopelli**, group assistant, to assistant account executive.

Frank Donino, head of own firm, Donino Communications, Riverside, Conn., joins Independent Media Services, New York-based media planning and buying service, as senior VP, director of operations.

Krista Nisper, from Doyle Dane Bernbach, Detroit, joins J.I. Scott Co., Grand Rapids, Mich., advertising and marketing agency, as supervisor, production services.

Cynthia Johnson, from Creative Advertising Inc., Charleston, S.C., joins DynaMix, Tampa, Fla., advertising agency, as media coordinator.

Lynn Picard, senior broadcast buyer, Creamer Inc., Pittsburgh, named broadcast supervisor.

Mike Keen, anchor, WHO-TV Des Moines, Iowa, has formed own advertising agency, Mike Keen Creative Services, Fort Lauderdale, Fla.

John Schuh, freelance copywriter, joins Ensslin & Hall, Tampa, Fla., as copywriter.

Kerry Graham, from Green & Partners, Atlanta, joins Burton-Campbell there as copywriter.

Donna Hagerty-Payne, from Busch Creative Services, St. Louis, joins Batz Hodgson Neuwoehner, advertising agency there, as art director.

Mark Riordan, account executive, KSHE(FM) Crestwood (St. Louis), Mo., joins Blair Radio there in same capacity. **John Satterfield**, sales assistant, Blair Television, New York, named account executive.

Joseph Bilotta, director of sales, Buckley Broadcasting Corp., New York, group owner of five AM's and six FM's, named executive VP.

Jane Davey, account executive, CBS National Sales, New York, joins CBS-owned KNXT(TV) there as Eastern sales manager, remaining based in New York.

Phillip Dick, research director, WXON(TV) Detroit, joins WKLW(AM)-CKJY-FM Windsor, Ontario (Detroit), as director of sales development.

Appointments, KTRH(AM)-KLOL(FM) Houston: **John Jones**, VP of parent, Rusk Corp., to general sales manager; **Don La Chance**, local sales manager, to national sales manager; **Muriel Funches**, account executive, succeeds La Chance; **Adria Hillebrand**, from Warner Amex Cable, Houston, to co-local sales manager with Funches, and **Ben Wilson**, from WMJQ(FM) Clear Lake City, Tex.; **Joe Simmons**, from KSCS(FM) Fort Worth, and **Mel Jones**, from KJOI(FM) Los Angeles, to account executives.

Magda Martinez, account executive, KROW(AM) Reno, named sales manager. **Pam Ray**, account executive, KROW(AM)-KNEV(FM) Reno, named sales manager, KNEV.

John Woods, VP, Southway Corp., licensee of WTOB(AM) Winston-Salem, N.C., named sales manager for station.

Paul Martin, account executive, KCFO(FM) Tulsa, Okla., named sales manager. **David Koon**, from KBCL(AM) Shreveport, La., joins KCFO as account executive.

Nancy Hunt, national sales manager, KTNV-TV Las Vegas, assumes additional duties as general sales manager. **Stormi Lloyd**, national sales assistant, KTNV-TV, named traffic manager.

Greg Reed, senior account executive, WCAU(AM) Philadelphia, joins WXTU(FM) there as local sales manager. **Joe De Groot**, account executive, WXTU, named director of national sales.

Deborah Lansing, regional sales manager, KLAK(AM)-KPPL(FM) Lakewood, Colo., named national sales manager.

Shelley Hall, regional sales director, WEAN(AM)-WJBP-FM Providence, R.I., named national sales manager. **Eileen Fitzgerald**, account executive, WEAN(AM), named local sales manager.

Mark Bores, floor manager, J C Penney, Milwaukee, joins WBCS-FM as co-op director.

Kristopher Augusta, from Blair Television, New York, joins WTVR-TV Richmond, Va., as national sales manager.

Patricia McClinton, account executive, WANX-TV Atlanta, joins KTRK-TV Houston in same capacity.

Sandra Stathas, from *Milwaukee Journal*, joins WEZW(FM) Wauwatosa, Wis., as account executive.

Carol Stone, from *Manchester (N.H.) Journal*, joins WNE-TV Hartford, Vt., as account executive.

Tom Reeh, from KTAL-TV Texarkana, Tex., joins KWKH(AM) Shreveport, La., as account executive.

Frank Coyle, from WKYC-TV Cleveland, joins WCLQ-TV there as account executive.

Patricia de Vries, desk assistant, ABC News, New York, joins WNEW(AM) there as sales assistant.

Linda Duddleson, account executive, Burkhart Advertising, South Bend, Ind., joins WSJV(TV) Elkhart, Ind., as account executive.

Programing

Thom Ferro, director of station sales, Westwood One, Los Angeles, named VP, station sales. **Chris Nevil**, West Coast manager, Caballero Spanish Media, Los Angeles, joins Westwood One there as director of newly formed Hispanic division.

Bill Novodor, partner in own production company, LV Productions, Los Angeles, joins Columbia Pictures Television there as VP, creative affairs, responsible for development of first-run syndication programing.

Linda Stern, director of administration, ABC Radio Networks, New York, named to newly created position of associate director, ABC Talkradio.

M.J. Snyder, senior director, business affairs, 20th Century-Fox Telecommunications, Los Angeles, named VP, business affairs. **Doug Apatow**, associate counsel, television and video distribution division, Paramount Pictures, Los Angeles, joins 20th Century-Fox Telecommunications as director of business affairs.



Jolliffe

ABC Sports.

Dick Crew, executive producer, *PM Magazine*, San Francisco, has signed agreement with Group W Productions allowing him to function as independent producer as well as consultant to company, including continuing as adviser to *PM Magazine*. **Bob George**, station manager, Group W's KPIX(TV) San Francisco, joins Group W Productions there as VP, executive producer, *PM Magazine*, succeeding Crew.

Susan Rochelle, administrator, advertising sales, USA Cable Network, Glen Rock, N.J., named manager, ad sales administration.

Jim Smith, Midwestern advertising sales

manager, Group W Satellite Communications, Chicago, joins Tribune Entertainment Co. there as account executive.

Don Goldberg, independent writer and producer, joins Drake-Chenault, Canoga Park, Calif., as associate producer, *History of Rock & Roll*.

James Higgins, senior account executive, Needham, Harper & Steers, New York, joins United Stations there as director, corporate development.

Edward Monahan, assistant director of programming, Seltel, New York, joins Avery-Knodel Television there as director of programming.

John Laing, divisional sales manager, book club division, Bertelsmann, Chicago, joins Warner Brothers Television Distribution as sales representative there. **John Bryan**, from Turner Program Services, Atlanta, joins Warner Brothers Television Distribution there as sales representative.

Meryl Blackman, producer, AT&T Long Lines television facility, New York, joins Fraser Productions there as senior producer.

Appointments, San Francisco Production Group, San Francisco: **Mary Drury**, from Lincoln Property Co., Dallas, to director of marketing; **M. Denise Ward**, from Real Time, San Francisco, to director of client services, and **Donald Ahrens**, from Bay Area Video Coalition, San Francisco, to production manager and editor.

John Carson, director of marketing and administration, Andrews & Associates, New York, joins Metromedia Producers Corp., Boston, as Northeast account executive.

Augusta Del Zotto, independent radio producer, San Francisco, joins Western Public Radio there as staff producer.

Todd Chase, from WPBJ-FM Providence, R.I., joins WHTX(FM) Pittsburgh as program director.

Darrell Ewalt, senior producer, KAKE-TV Wichita, Kan., named executive producer.

Lee Moore, sports director, WCTI(TV) New Bern, N.C., has renewed contract with station. **Mike King**, from WNCN-TV Greenville, N.C., joins WCTI as assistant sports director.

Tom Kelly, sports anchor, ON TV, Los Angeles, joins KTTV(TV) Los Angeles in same capacity.

David Grober, from WKBN-TV Youngstown, Ohio, joins WLEX-TV Lexington, Ky., as sports reporter.

George Riba, executive sports producer, WFAA-TV Dallas, named sports director.

Ron Reina, sports air personality, KSDO(AM) San Diego, named sports director.

News and Public Affairs

David Wiessler, from *U.S. News and World Report*, Washington, joins United Press International as Washington bureau chief. He succeeds Ronald Cohen, who was named managing editor of UPI (BROADCASTING, Dec. 12, 1983).

Raymond Lockhart, VP, news operations, NBC News, New York, named VP, news and

convention operations.

Steve Rollison, from KAAL(TV) Austin, Minn., joins KTNV-TV Las Vegas as news director. **George Daffin**, from KAAL(TV) joins KTNV-TV as news producer.

John Price, news director, WWVA(AM)-WCPI(FM) Wheeling, W. Va., joins WTRF-TV there in same capacity. **Jim Forsyth**, reporter, WWVA-WCPI, succeeds Price.

John Findley, reporter-anchor, WTOB(AM) Winston-Salem, N.C., named news, public affairs and promotion director.

Don Shafer, acting news director, KWGN-TV Denver, named news director.

Bill Wallace, from WAGA-TV Atlanta, joins WTVC(TV) Chattanooga as news director.

Kay Long, assignment editor, WTOG(TV) Tampa-St. Petersburg, Fla., named assistant news director.

Peter Michenfelder, producer, 6 p.m. news, WJBF(TV) Augusta, Ga., named assistant news director.

Wyatt Andrews, reporter, Atlanta bureau, CBS News, named correspondent, Tokyo. **Andrea Naverson**, reporter, Northeast bureau, New York, moves to Los Angeles in same capacity.

Appointments, KRON-TV San Francisco: **Rebecca Corral**, producer, 11 p.m. news, to reporter-trainee; **Dick Van Wie**, producer, 6 p.m. news, succeeds Corral; **Diane Masciale**, weekend producer, succeeds Wie; **Mike Kelly**, news writer, to associate producer, 11 p.m., and **Paul Stojanovich**, independent photogra-

pher and producer, to news photographer.

Richard Rose, from KDUH-TV Scottsbluff, Neb., joins KRDO-TV Colorado Springs as Pueblo (Colo.) bureau chief.

Steve Taylor, White House correspondent, defunct Satellite News Channel, Washington, joins ABC News, New York, as general assignment reporter.

Ricki Stevenson, from *Business Today*, KSTS(TV) San Jose, Calif., joins KBHK-TV San Francisco as anchor.

Jack Hynes, anchor, WCVB-TV Boston, joins WLVI-TV there as principal anchor. **Jim Boyd**, weekend co-anchor, WCVB-TV, succeeds Hynes as noon and early morning co-anchor.

Mike Thurman, from own energy management company, Xcel Corp., Knoxville, Tenn., joins WATE-TV there as anchor.

Doris McMillon, correspondent, WABC-TV New York, joins WJLA-TV Washington as anchor-reporter.

Jane Waldman, news' assistant, WEEI(AM) Boston, joins WLIM(AM) Patchogue, N.Y., as anchor-reporter.

Jolene Carpenter, reporter, WGTU(TV) Traverse City, Mich., and co-owned WGTQ(TV) Sault Ste. Marie, Mich., joins WJIM-TV Lansing, Mich., as reporter-weekend co-anchor.


Kathy Worthington and **David Stewart**, newswriters, WGN(AM) Chicago, named reporters.

Jim McClure, from WEHT(TV) Evansville, Ind., joins WAVY-TV Norfolk, Va., as reporter.

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting  Magazine
 3 years \$160 2 years \$115 1 year \$60

(Canadian and international subscribers add \$20 per year)

Broadcasting  Cablecasting Yearbook 1984

The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Dennis Graves, news director, KPOM-TV Fort Smith, Ark., joins KYTV(TV) Springfield, Mo., as reporter. **John Petty**, from co-owned WFMY-TV Greensboro, N.C., joins KYTV as news photographer.

Lisa Yuratich, producer and air personality, WWL-TV New Orleans, named coordinator, community services.

Phyllis Ward, documentary producer-director, WJZ-TV Baltimore, joins WJLA-TV Washington as documentary producer-writer.

Stan Bohrman, freelance reporter-broadcaster, Los Angeles, joins KNX(AM) there as reporter.

Jack Harper, freelance reporter, WCVB-TV Boston, named full-time reporter.

Bob Johnson, assistant news director, WIBW-AM-FM Topeka, Kan., joins KMBZ(AM) Kansas City, Mo., as reporter.

Bob Ortiz, air personality, WPLJ(FM) New York, named reporter.

Robin Robinson, from KMGH-TV Denver, joins WBBM-TV Chicago as consumer reporter.

Ed Phillips, meteorologist, KPNX-TV Phoenix, joins KTSP-TV there as weekend meteorologist, 6 and 10 p.m. news.

Technology

Colin O'Brien, VP, deputy group executive, broadband communications group, General Instrument, Philadelphia, joins Times Fiber Communications, Wallingford, Conn., as executive VP and assistant to chairman.

Stephen M.D. Day, VP, administration, Comsat, Washington, named VP, corporate development.

Thomas Bartunek, former director of distribution, National Public Radio, joins Wold Communications, New York, as VP, Eastern sales.

Carl Schoeneberger, director of research and development, Tocom, Dallas, named VP.



Robert Stover, head of microwave antenna sales, Anixter Mark, unit of Anixter Communications, Skokie, Ill., that manufactures communications antennas, named VP, sales, Anixter Mark.

Wayne Barrington, from Gray Communications, Albany, Ga., joins Television Systems,

Austin, Tex., as Southeast regional sales manager, based in Atlanta.

Marc Goldstein, area sales manager, General Cable Co., Denver, joins TV Watch, Atlanta, as Eastern regional manager for Stationmaster, automated line of commercial insertion equipment for cable systems.

Robert G. Marmiroll, director, interactive video services, Video Management Inc., subsidiary of Windsor Total Video, New York-based interactive video production services company, named VP, marketing, Windsor Interactive Video.

Peter Martino, from Airfax Productions, Chicago, joins Centel Video Productions, Oak Brook, Ill.-based post-production facility, as chief editor.

Gary Knell, staff attorney, noncommercial WNET(TV) New York, named director, office of telecommunications, responsible for marketing of new technologies such as instructional television fixed service, teletext and videotex.

Charles Staples, from KUQQ(AM) Fort Worth, joins KRQX(AM)-KZEW(FM) Dallas as engineering supervisor and chief engineer.

Vicki Pearson, Chicago-based consultant and former advertising manager, Telemation, Salt Lake City, joins Quanta Corp., Salt Lake City, as advertising and public relations manager.

Appointments, Jefferson-Pilot Broadcasting, Charlotte, N.C.: **John Reilly**, planning and development supervisor, to teletext director; **Julia Allen**, from creative services department, Jefferson-Pilot's WBT(AM)-WBCY(FM), to senior teletext specialist, and **Chris Graham**, from J-P's WBT(TV) Charlotte, to teletext assistant.

Greg Bennett, from Sony, San Jose, Calif., joins KRON-TV San Francisco as maintenance engineer.

Promotion and PR

Edward Berenhaus, manager of advertising and promotion, defunct Satellite News Channel, Stamford, Conn., joins Paramount Television Domestic Distribution, New York, as manager of station relations and promotional services.

Michele Litzky, account supervisor, Edelman, New York, joins GBI Public Relations, New York, as director of newly formed division of Griffin Bacal Inc.

Barbara Southerland, public relations account executive, Adams & Rhinehart, New York, joins Broillard Communications, New York-based division of J. Walter Thompson, as management supervisor, public relations division.

Monie Begley, associate producer, RCA Videogroup, New York, named director of corporate promotion, publicity and advertising.

Andy Opila, from public relations division, Harris Trust & Savings Bank, Chicago, joins Keller-Crescent, Evansville, Ind., as public relations account specialist.

Annette Ellis, director of sales promotion, KFI(AM)-KOST(FM) Los Angeles, joins KKHR(FM) there as promotion director.

Michael Stopnick, from KDFW-TV Dallas, joins WCIX-TV Miami as promotion manager.

Lee Reams, from KGMC(TV) Oklahoma City, joins KCWS(TV) Glenwood Springs, Colo., as director of promotion, public relations and commercials.

Michael Bridgeman, manager of advertising and outreach, noncommercial WHA-AM-TV Madison, Wis., named promotion director.

Charles Lopez Crompton, freelance writer-producer, KNXT(TV) San Francisco, joins station full time as writer-producer, on-air promotion.

Diane Silcox, from *Daily-Times News*, Burlington, N.C., joins WKIX(AM) Raleigh-Durham, N.C., as promotion director.

Allied Fields

Jack Geiger, from Blair Television, joins Steve Wyman & Associates, Atlanta-based broadcast executive search firm, as VP, TV recruitment.

Philip Gieseler, from Office of Plans and Policy, FCC, Washington, resigns to attend graduate school of business, College of William and Mary, Williamsburg, Va.

Thomas Steel Jr., commissioner, Massachusetts Cable Television Commission, joins New England Cable Television Association, Concord, N.H., as general counsel.

Elected officers, Piedmont Radio Association, Greensboro, N.C.: **George Francis**, WMAG(FM) High Point, N.C., president; **Tom Armshaw**, WRQK(FM) Greensboro, vice president, and **John Woods**, WTOB(AM) Winston-Salem, N.C., treasurer.

Elected officers, Southern California Broadcasters Association, Los Angeles: **George Green**, KABC(AM) Los Angeles, chairman; **William Shearer**, KACE(FM) Inglewood, Calif., vice chairman; **Bob Nelson**, KKHR(FM) Los Angeles, secretary, and **Jack Adamson**, KBIG(FM) Los Angeles, treasurer.

Deaths

Anthony L. Conrad, 62, former president, chairman and chief executive officer of RCA, died of cancer Jan. 9 at his home in Gibson Island, Md. Conrad, in 1975, became president and later chairman following resignation of then RCA head Robert Sarnoff, but only months later resigned when it was discovered he had failed to file federal and state income tax returns in 1971-1975 (BROADCASTING, Sept. 20, 1976). He is survived by his wife, Nancy, two sons and daughter.

Carl L. Lindberg, 74, former president and owner of Potomac Broadcasting, one-time licensee of WPIK(AM) Alexandria-WXRA(FM) Woodbridge (now WRMR[AM]-WPKX-FM), both Virginia, and former president, WO-KO(AM) Albany, N.Y., died of cancer Dec. 31 at Las Vegas hospital. He is survived by his wife, Janice, son and two daughters.

Ben Whitaker, 44, former VP and general sales manager, WLFL-TV Raleigh-Durham, N.C., and before that regional sales manager, WRAL-TV Raleigh-Durham, died of heart attack Jan. 8 at his home in Raleigh. He is survived by his wife, Barbara, one son and two daughters.

John C. Slade, 81, founder, in 1944, and majority stockholder of WMOH(AM) Hamilton, Ohio, until it was sold in 1972 to Raymar Communications, and founding member of Pioneer Radio Club of America, died Dec. 24 at Schroder Manor Retirement Home. He is survived by his wife, Jeanne, and two daughters.

William Brown, 49, domestic television feature booker, Warner Brothers Television Distribution, New York, died of undetermined illness Dec. 27, 1983, at Cabrini Medical Center, New York.

Tops in top 40 turnarounds

Mike Joseph, neatly dressed, articulate and well read, makes no secret of his fondness for classical music. It's also no secret that for the past 25 years—as one of radio's first programing consultants—he has been helping transform low-rated stations into number-one stations through top 40 music.

By his own count, Joseph has helped 32 stations reach the top spot in overall audience shares, mostly through the top 40 format. Joseph has also served as a consultant to ABC, CBS and NBC radio, as well as numerous broadcast groups: Greater Media, Infinity, LIN, Multimedia and Corinthian, among others. Today, Joseph is credited with being a catalyst for the resurgence of top 40 through his all-current contemporary music format, "Hot Hits," which has met with increasing success.

Joseph points to Malrite's WZUU(FM) Milwaukee, which he consulted in 1972, as the "embryo" for the format. "It was the first FM station to play one hundred percent current music," says Joseph. But it was not until the summer of 1979, when Joseph was consulting top 40 WFBL(AM) Syracuse, N.Y., that a name was put to the new face in radio formats. Joseph decided on "Fire 14" as an identity for the station (located at 1390 khz), and found a phrase to link the new sound with the station's new name. The result was "Hot Hits."

While WFBL was the first "Hot Hits" station, the industry paid little attention until Joseph launched the format on CBS-owned-and-operated WCAU-FM Philadelphia in September 1981. The station jumped from a 3.4 12-plus metro share in the spring 1981 Arbitron report (with a disco format) to a 6.0 that fall. CBS's WBBM-FM Chicago soon followed the same successful suit, and suddenly Joseph's format was a main topic of conversation at industry conventions.

Radio attracted Joseph's interest early on. He was a radio "fan" he says, of his childhood in Youngstown, Ohio, where his uncle was an air personality on WKBN(AM). He became interested in "popular" music while "programing" the juke box in his father's club.

While attending Western Reserve College in Cleveland, Joseph considered becoming a lawyer, but, active in speech and drama classes, he became involved in producing, directing and acting in radio dramas at local Cleveland stations.

Joseph's radio programing career began soon after he received his BA degree in political science and history in 1949. He joined WTNS(AM) Coshocton, Ohio, as announcer and program director in 1950, and then was program director at WJEF(AM) Grand Rapids, Mich., in 1952-55. In 1955, Joseph joined Founders Corp., then operator of four radio properties, helping to turn those stations into rating winners.



Michael Thomas Joseph—Radio programing consultant, Westport, Conn.; b. Nov. 23, 1927, Youngstown, Ohio; BA, Western Reserve College, Cleveland, 1949; program director, WTNS(AM) Coshocton, Ohio, 1950-51; program director, WJEF(AM) Grand Rapids, Mich., 1952-55; national program director, Founders Corp., Flint, Mich., 1955-57; vice president, radio, Capital Cities Communications, New York, 1959-60; vice president, NBC owned stations, New York, 1963-65, present status first established in 1958; m. Eva U. Boerger, June 21, 1952; children—Michael, 30; Jay, 27; Joanne, 25; Julie, 23.

Joseph says that it was over a cup of coffee in Hawaii with Perry Carle, then sales manager of Founders' KPOA(AM) Honolulu (now KORL(AM)), that he was persuaded to start his own business. "If you can turn stations around for us, why not do it for yourself," Carle told him. Joseph, who was making \$160 a week at the time, "had to think about it for 10 seconds," he says. That was in September 1957. By January 1958, Joseph had secured four client stations and was on his way to pioneering what proved to be the fertile field of independent radio program consulting. "I had a monopoly on radio programing consulting during the first few years I was in business," Joseph says.

He credits Lewis Avery, then president of the Avery-Knodel station representative firm, with bringing him into "the big time." Avery asked him to consult several of his client stations, one of which became Joseph's first major-market turn around: WKBW(AM) Buffalo, N.Y. Joseph changed the station's format from religious/rhythm and blues to a successful top 40 outlet in the summer of 1958.

Joseph is perhaps best remembered as the consultant who helped turn WABC(AM) New York into a top 40 ratings powerhouse. It was in 1960, when Hal Neal took over the reins as station vice president and general manager, that Joseph was hired to switch WABC's format from what he described as a "dying" traditional MOR outlet to a top 40 rock and roll station. "Hal called me in

March of 1960," says Joseph, "but I was booked through October with other client stations. So Hal and I met each weekend at his home in Darien, Conn., where we laid the groundwork for the new WABC." The station unveiled its format, which centered on the top hits of the previous five years, on Dec. 7, 1960.

"I recommended all new talent for the station," says Joseph, "and in doing so, had to dismiss disk jockey Martin Block," who had been a fixture in New York radio since 1935 with his *Make Believe Ballroom* broadcasts, and whom Joseph calls "my idol." "This was one of the saddest experiences of my life," he says.

Although he was by no means a one-format man, Joseph was becoming identified with his top 40 successes. He favored that format, he says, because he could see it was the popular music of the day, as big band had been in the '30's and '40's.

In 1963, Joseph joined NBC as a trouble-shooter for its radio properties, and at the network's request, agreed to sign on full time as VP for NBC's owned radio stations. While there he changed WMAQ(AM) Chicago and KNBR(AM) San Francisco from old-line MOR's to pop adult outlets. His first choice for the stations had been top 40, he says, but then-NBC President Robert Kintner had said he would sell a station before switching it to rock and roll. True to what has become Joseph's policy, once the job at NBC was done, he returned to independent consulting. "I never stay with one company," he says.

Top 40 radio began to lose steam in the early 1970's, Joseph says, killed off by research companies, broadcast groups and rep firms. Top 40 stations began to de-emphasize their core audience of 12-24-year-olds and, based on inaccurate market research, says Joseph, tried to become all things to all people by going after 25-54-year-olds as well.

"Hot Hits," according to Joseph, is well structured and topical, due to its playlist of all-current music. And when Joseph comes under criticism from some broadcasters about his all-current approach to top 40, he responds with a question: "How can you expect to bring the new generation of listeners to radio if the music on the air is older than they are?"

Joseph's approach to each consulting job is methodical, but it also involves some cloak and dagger work. He goes to great lengths to protect the confidentiality of a client by secretly moving into the station's market—sometimes under an assumed name—and monitoring all of its outlets for three to six months before revealing which broadcaster he is working for.

While top 40 has been Joseph's forte, classical music remains his passion. He would like some day to own a classical station. If he ever does, assembling a library will be no problem. He already owns a collection of 36,000 classical records. ■

Christine Craft has won second trial of her charge that Metro-media Inc. officials defrauded her by hiring her as co-anchor of **KMBC-TV** Kansas City with promise not to alter her on-camera appearance. Federal jury of seven women and five men who heard testimony in Joplin, Mo., courtroom, on Friday ruled that Craft had been defrauded and **awarded her \$325,000** in damages. Craft, who claimed station officials had insisted on making her over, in terms of makeup and clothes, after she was hired in January 1981, had won \$500,000 damages at first trial, in Kansas City. However, Judge Joseph E. Stephens threw out that award and called for new trial, before sequestered jury in different city, on ground jury had been swayed by publicity. Although damages—\$225,000 actual and \$100,000 punitive—were less than 10% of \$3.5 million she had sought, Craft said she was "pleased" with verdict and "satisfied" with award. "I convinced 18 people," she said, referring to six- and 12-member juries empaneled for both trials. "How many more do I have to convince?" Craft left station in August 1981, rather than take demotion to reporter. Metro-media, which no longer owns station, said jury's verdict was unjustified and said it would "pursue every avenue to make sure that the verdict is overturned."



Something About Amelia, ABC Theater presentation about family shattered by father-daughter incest, captured hefty 31.6 rating/46 share and **ranked second in household delivery among all made-for-TV movies ever aired**, and eighth among all movie presentations ever aired on network TV. Broadcast Monday, Jan. 9, *Something About Amelia* delivered 26,480,000 households per average minute, bettered only by ABC-TV's recent made-for-TV event, *The Day After*, which averaged a 46 rating/62 share and delivered 38,550,00 households per average minute. ABC-TV received 250 phone calls from viewers between movie's 9 p.m. start and 9 a.m. following morning; 160 were positive and 90 were negative toward theme of broadcast.

WTBS-TV Atlanta, cable superstation, announced last week that according to Nielsen measurements, **first episode of mini-series, Centennial**, which aired over station Jan. 8 (8:05 p.m.-11:05 p.m.) scored **highest rating ever for program on ad-supported cable** with average 9.6 in WTBS universe of close to 28 million homes. Previous rating record for program on cable, also held by WTBS, was for its cablecast of Atlanta Braves-Cincinnati Reds baseball game in April 1982, which scored 9.5. *Centennial* also delivered record setting average of 2,735,000 homes, again surpassing station's own record of almost 2.2 million homes delivered by movie *Battle of Bulge* in December 1982. Peak rating for *Centennial* first episode was 10.7 while household delivery peaked at three million.

Facts of Life, Embassy Telecommunications' off-network half-hour comedy, **has been sold to Metro-media's KTTV-TV Los Angeles and WNEW-TV New York and to Tribune Broadcasting Co.'s WGN-TV Chicago, WANX-TV Atlanta and WGNO-TV New Orleans**. Gary Lieberthal, president, Embassy, declined to discuss prices series is commanding, but industry sources say show brought \$65,000 per episode in Los Angeles, \$58,000 in New York and \$45,000 in Chicago. Prices are running about 60% of those being paid for MCA-TV's hour-long off-network series, *Magnum P.I.*, and are close those paid about four years ago for Paramount Television's half-hour series, *Laverne & Shirley*, according to industry sources. Being sold along with *Facts* in many markets is Embassy's *Archie Bunker's Place*, said to be commanding prices about 30% of those paid for *Facts*. **Fall Guy**, 20th Century-Fox Television's off-network, hour-long series,

has been **sold in about 20 markets**, according to industry sources and is **commanding prices about 10% lower than those paid for Magnum**, while *Hill Street Blues*, being distributed by Victory Television, **has been sold in about 10 markets for prices said to be about 30% lower than Magnum's**. To date, *Magnum* has been sold in more than 70 markets and, although MCA executives refuse to discuss sale prices, revenues for syndication of hit series are said to be approaching record-breaking \$1.5-million per-episode mark.

FCC decision authorizing Communications Satellite Corp. to deal directly with end users rather than through common carriers has been **overturned** by U.S. Court of Appeals in Washington. Commission action was in line with its deregulatory principles and was designed to foster competition between Comsat and carriers. And decision of three-judge panel did not foreclose similar result by commission after it considers matter on remand; court said Communications Act gives commission "broad discretion to designate noncarriers as authorized users." And in footnote, court said it was not disturbing commission decision in other proceedings authorizing TV networks and other television users of international satellite service, including Spanish International Network, to deal directly with Comsat. However, panel held that commission "abused its discretion by restructuring the entire telecommunications industry" before considering merits of two proposals that court said could have major impact on commission's policy of promoting competition between satellites and terrestrial systems. One is proposal to grant carriers direct access to Intelsat, rather than require them to deal with Comsat, at present sole entity permitted direct access. Other issue involves question of whether carriers will be permitted independent ownership and operation of earth stations they are now denied. Commission officials, while noting they would have preferred opinion affirming agency's action, expressed relief court agreed FCC had broad discretion to decide authorized user question. They also noted that direct access, which has been before commission for seven years, and earth-station ownership, pending more than 13, would be on agenda in current quarter.

FCC has designated for hearing renewal application of Arizona Television Co., licensee of **KTVK-TV Phoenix**, and competing application of Jason Communications Inc. Station is ABC affiliate on channel 3, which is owned by former U.S. Senator Ernest W. McFarland and his family. Attorney for station said he did not know what grounds would be cited for challenge. President and 33.3% owner of Jason is William H. Best, former station employee who listed Washington address. Best could not be located for comment. Attempts to locate Jason's two other 33.3% owners, Evelyn Thompson, who listed Tucson, Ariz., address, and Evelyn Hyde, who listed Phoenix address, also were unsuccessful.

Kirk Kerkorian, who controls 50.1% of outstanding stock of **MGM/UA Entertainment Co.**, **last week abandoned plan to take company private**. He withdrew offer of \$9 cash and \$16 face value debenture for each share not owned by him (BROADCASTING, Jan. 2). Kerkorian representative said perceived value of movie companies had been raised by Rupert Murdoch's attempts to acquire heavy interest in Warner Communications and by Paramount Pictures' \$600-million to \$700-million deal with Showtime/The Movie Channel (BROADCASTING, Dec. 19, 1983, et seq.) In view of those deals, representative said, MGM/UA shareholders may consider Kerkorian offer—totaling about \$665 million at face value but estimated at \$372 million to \$496 million in effective value by Wall Street analysts—less attractive than it seemed before.

Clips, half-hour music video strip to be hosted by Lisa Lee and produced by Merv Griffin Productions, King World Productions and No Problem Productions, is newest of growing list of music video shows being **proposed for first-run syndication next fall**. To be introduced at this week's INTV convention, *Clips* is to be distributed on cash/barter basis by King World. In other first-run syndication news, Golden West Television will distribute 90-minute weekly music video show, *New York Hot Tracks*, produced by and currently airing on WABC-TV New York. Distribution deal had been previously been uncertain while ABC-TV evaluated potential of

developing show for network (BROADCASTING, Jan. 2). Viacom Enterprises is no longer proposing *People Versus*, half-hour drama strip, for first-run syndication, but company has begun to negotiate for sale of its off-cable comedy, *Bizzare*, in Los Angeles.

NBC's **Tonight** has found new home in Nashville for third time. VSMV(TV), NBC's Nashville affiliate, dropped show Sept. 22, 1982, when NBC refused to permit delayed airing of show. WNGE(TV), now WKNR(TV), ABC affiliate, picked it up and carried it until April 5, 1983. It hasn't been carried in Nashville since. Now, **wzTV(TV) Nashville, independent on channel 17, is set to carry it** at its usual broadcast time (11:30 p.m.-12:30 a.m. NYT), starting Jan. 30, according to announcement last week by NBC and wzTV(TV) officials.

Corporation for Public Broadcasting board of directors voted last Friday to **allocate \$500,000** for PBS's election year coverage provided it meets its \$10-million funding goal. CPB has set Feb. 29 as deadline for election coverage plan to be in place, or money will be withdrawn. In other business, board passed resolution asking FCC consider broadening underwriting guidelines to more clearly identify underwriters. Resolution was compromise between alternative earlier proposal by Reagan appointee, James T. Hackett, that limited advertising be option for any public station that wanted it and resolution endorsing recommendations of Temporary Commission on Alternative Financing for Public Telecommunications (BROADCASTING, Sept. 26, 1983). Hackett said "consortium" of five public television stations involved in ad experiment last year will urge legislation in Congress endorsing limited advertising on public television.

ate of MGM/UA/InterMedia Entertainment's *Thicke of the Night* trip series was **up in air** Friday, with indications that it will be **renewed if show gets station acceptances representing 70% of U.S. TV homes**. Source said, "We have about 60% now—it looks pretty good." *Thicke* started last fall with 83% potential coverage but has encountered persistent ratings problems and is on production hiatus until at least Jan. 23.

It open meeting Thursday (Jan. 19), **FCC will consider revised log-keeping requirement for commercial radio**. Court of Appeals in Washington had remanded that part of FCC's radio deregulation order eliminating log-keeping requirements.

With their appeals pending, **BMI and ASCAP** have been granted **one-month extension of their right to offer blanket music licenses to TV stations**. U.S. District Judge Lee P. Gagliardi ruled over year ago that those licenses violate antitrust laws and must be struck down, but delayed effective date to Feb. 1 this year to permit SCAP and BMI to appeal (BROADCASTING, Dec. 20, 1982). Appeals were argued last November and are awaiting decision by U.S. Court of Appeals for Second Circuit (BROADCASTING, Nov. 7, 1983). Now Gagliardi has signed order extending effective date to Nov. 1.

BC's five owned television stations last week began **airing weekly news segment profiling missing child within local news broadcasts**. Each report features picture of child, details of police case, and number to call with information. Segment was prompted by success and audience response to NBC made-for-TV movie, *Adam*, about missing child, aired in October 1983.

ABC-TV claimed two milestones last week for its **Good Morning America: four straight calendar years at top of early-morning ratings** in terms of annual averages) and 100 straight weeks as number one (in terms of weekly averages). *GMA* won its 100th consecutive week (ended Dec. 30) with average Nielsen rating/share of 5.2/25 vs. NBC's *Today* at 3.7/18 and *CBS Morning News's* 4.1/20. For full year 1983, *GMA* had 5.1/26, *Today* 3.9/19 and *CBS Morning News* 5/18 ("In Brief," Jan. 9).

CA has formed **RCA Video Productions** unit to produce **music and music-related programs for home market**, RCA Executive Vice President Ferbert S. Schlosser is announcing today (Jan. 16). He said programs will be created for videocassette and disk but will

also be made available to national cable networks and other forms of home video distribution. Move was prompted by "sharp growth" of home video market in general and of music-video in particular. Thomas G. Kuhn, former division vice president, RCA VideoDisks, will head new unit as division vice president, RCA Video Productions, and will report to Jose E. Menendez, division executive vice president, operations, RCA Records division.

California state judicial council has **extended three-year-old experiment allowing cameras and microphones in courtrooms until June 30**. Tentative rule, which allows electronic newsgathering in state courts if judge involved gives written approval, is expected to be made permanent after comments are gathered over next six months. Judicial Council has unanimously endorsed current experiment, which was to have ended last Dec. 31.

Federal Trade Commissioner Michael Pertschuk sent letter to FCC Chairman Mark Fowler Jan. 12, supporting **Action for Children's Television** petition for FCC rule to give parents "electronic option" for regulating advertising their children see on television. Rule would require television broadcasters to insert "inaudible electric signal" at beginning and end of ads directed to children. Signal, when activated by "reactive device," would black out television picture.

CBS Radio Network's Monday Night Football broadcasts during 1983 season **averaged 7.9 million listeners, 18-plus, per game**.

Campaign trail. *The nominees for election to the National Association of Broadcasters radio and television boards were announced last week. The names were released after the results of a earlier runoff election. Final votes for the 12 radio board seats and six TV board seats will be cast next month. (An asterisk indicates an incumbent). Radio board candidates: District 2 (New York and New Jersey)—Walter Maxwell, WGHQ(AM) Kingston, N.Y.; William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y. (Maxwell edged out radio board member Gary Stevens, of Double-day Broadcasting, who was running at large. Stevens's seat was dissolved when NAB redistricted its radio board.); District 7 (Delaware, District of Columbia, Maryland and Virginia)—Sally Hawkins, WILM(AM) Wilmington, Del.; J. William Poole, WFLS-AM-FM Fredericksburg, Va.; District 6 (North Carolina and South Carolina)—Terry Freitag, WHNC(AM) Henderson, N.C.; William McElveen, WNOK-AM-FM Columbia, S.C.; William Rollins, WEGO(AM)-WPEG(FM) Concord, N.C.; District 8 (Louisiana and Mississippi)—Howard Cole, WHOC(AM) Philadelphia, Miss.; Ray Saadi, KHOM(AM) Houma, La.; District 10 (Indiana)—John Dille III* (Dille is an automatic winner; he received more than 50% of the eligible vote), WTRC(AM)-WYEZ(FM) Elkhart, Ind.; District 12 (Missouri and Kansas)—John David, KFSB(AM)-KDBQ(FM) Joplin, Mo.; Robert Templeton, KAYS(AM) Hays, Kan.; District 14 (Iowa and western Wisconsin)—Paul Olson*, KLEM(AM)-KZZL(FM) Le-Mars, Iowa; Wayne Phillips, WJJK(AM)-WBIZ(FM) Eau Claire, Wis.; District 16 (Colorado and Nebraska)—Ray Lockhart, KOGA-AM-FM Ogalala, Neb.; Douglas Stephens*, KDEN(AM) Denver; District 18 (south Texas)—Dick Oppenheimer*, KDXL(AM)-KHFT-FM Austin, Tex.; Dick Osburn, KYKS(FM) Lufkin, Tex.; District 20 (Montana, Idaho and Wyoming)—Roy Mapel, KIML(AM) Gillette, Wyo.; Raymond McLean, KZLS(FM) Billings, Mont.; District 22 (Arizona, Nevada, Utah and New Mexico)—Lee Shoblom*, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Bill Smith, KOOL-AM-FM Phoenix; District 24 (southern California, Hawaii, Guam and American Samoa)—Willie Davis*, KACE(FM) Los Angeles; Robert Fox, KVEN(AM) Ventura, Calif.*

TV board nominees: Bill Bengston, KOAM-TV Pittsburg, Kan.; James Dowdle*, Tribune Broadcasting, Chicago; Wallace Dunlap, Westinghouse Broadcasting, Washington; William Faber*, Media General, Tampa, Fla.; Evans Nord, KELO-TV Sioux Falls, S.D.; Crawford Rice*, Gaylord Broadcasting, Dallas; James Smith, KRON-TV San Francisco; Mark Smith, Landmark Communications, Las Vegas; Gregory Stone, WSOC-TV Charlotte, N.C.; William F. Turner*, KCAU-TV Sioux City, Iowa; Cyril E. Vetter, WRBT(TV) Baton Rouge, and Walter Windsor, WFTV(TV) Orlando, Fla.*

Editorials

The case for coverage

A sober and well-reasoned argument for news media access to military operations has emerged from representatives of major elements of the Fourth and Fifth Estates (see page 122). Journalists will hope, and the American public ought to, that the argument receives an equally sober and reasoned response.

The retired Army major general, Winant Sidle, who has been appointed by the chairman of the joint chiefs of staff to head a commission charged with recommending methods of military-media cooperation, has welcomed the statement from the media committee. Not all of his professional colleagues will open their arms quite that wide. Among senior members of the military there is a pervasive distrust of contemporary journalism, as reflected in a recent *New York Times* interview with General Maxwell D. Taylor, a retired chairman of the joint chiefs and ambassador to South Vietnam during the late unpleasantness out there.

Of three main lessons learned from the Vietnam war, General Taylor said, the third was: "Never let TV on the battlefield." That would seem to be at odds with the opening sentence of the media statement issued last week: "First, the highest civilian and military officers of the government should reaffirm the historic principle that American journalists, print and broadcast, with their professional equipment, should be present at U.S. military operations." The phrase, "with their professional equipment," is especially pertinent.

Television is certain to occupy center stage in the Winant commission's work. It must overcome its reputation as the mechanism that turned the American public against the Vietnam war. It must also prove that it can accompany military operations without compromising security. Not easy assignments, but essential if the military is not to be encouraged to repeat the gross exclusion of all press from the Grenada operation.

Little by little

Directors of the National Association of Broadcasters have much to talk about this week at their winter meeting on the Hawaiian island of Maui. Planned or not, the association is in transition. Whatever it was before Eddie Fritts became president a year ago, it will not be again. By the time replacements are recruited for the whole top layer of officers who have resigned, it will be largely a Fritts production.

That may not be the worst thing that could happen to the NAB. Like any organization, the NAB needs direction from a senior officer with operational authority. The president of the NAB has not always had that role, his status diminished to at least some extent by that of the chairman of the joint board who customarily spends enough time in Washington to get too much involved in operations.

The board may be reluctant at this early stage of Fritts's tenure to restore the joint board chairman to the policy-level function that board chairmen ought to perform and let the president run the association. If Fritts can earn the status his office deserves, the association will be the better for the elevation of the presidency. A Fritts failure could be attributed in part to the present organizational chart. A Fritts failure would also mean difficulty in recruiting a successor of the stature the nation's broadcasting establishment ought to be able to command.

That said, attention turns to larger questions about the future of

the NAB. A month ago the so-called structure committee of the association proposed what it called, with absolute precision, "modest" changes in the NAB's organization chart. In response to suggestions for radical reorganization to enhance the Washington presence of disparate forces within the Fifth Estate, the committee proposed the creation of two second-level lobbying jobs. It said its research had disclosed a general satisfaction with the status quo among NAB members.

Maybe the committee correctly read the NAB membership's mood. Maybe it is premature to design upheavals. Maybe evolution will create the kind of federation advocates had in mind when the structure committee began its work. Consider, for example, the Daytime Broadcasters Association, which is looking for a home within the NAB or within the National Radio Broadcasters Association, whichever offers the more security. Is it not possible that the seeds of federation will be detected if either of the larger organizations devises a way to absorb the DBA while preserving the latter's identity?

Or consider the decision by officials of the NAB and NRBA, subject to confirmation by those organizations' boards, to combine their radio programming conferences and annual conventions and to cooperate in common-interest lobbying. That is a long way short of consolidation of the two organizations, which may never come about, but it is a distinct improvement in relations between organizations that share more than one common cause but until now have been militant, not to say bellicose, in their independence.

The guess here is that there will one day be a Federation of the Fifth Estate, brought about by natural causes. Don't look for it this week.

Undue process. *The FCC routinely announced last week that it had set for comparative hearing with a rival applicant the license renewal of KTVK(TV) Phoenix. What has KTVK(TV) done to put its license up for grabs? The rival application doesn't say, and the rival applicants cannot be found (see "In Brief"), yet the FCC has decreed a hearing for a channel 3 ABC affiliate principally owned by a distinguished former senator and without known blemishes. There must be better ways to start the meters running in law offices.*



Drawn for BROADCASTING by Jack Schmidt

"What's this I hear about your winning our trip for two to the Super Bowl?"

**MAKE HEADLINES WITH:
THE WALL STREET JOURNAL
CONSUMER NEWSLINE
ADVERTISER INSERT CAPSULE!**

THE WALL STREET JOURNAL.

1983 Dow Jones & Company, Inc. All Rights Reserved



**Veteran Journalist
Robert Heide Reports**

20 Monthly advertiser insert capsules will provide the consumer with helpful financial information *and* provide your advertisers with a franchised identity and exclusive association with THE WALL STREET JOURNAL.

THE WALL STREET JOURNAL CONSUMER NEWSLINE is already making headlines for WNBC-New York, KNBC-Los Angeles, WMAQ-Chicago, KYW-Philadelphia, KDKA-Pittsburgh, WBIT-Hartford, KREM-Spokane, KKTU-Colorado Springs and KVVU-Las Vegas.

**WHY DON'T YOU CALL TODAY
TO MAKE HEADLINES OF YOUR OWN!**

Call: Bruce Johansen (213) 460-5831



GOLDEN WEST TELEVISION

5800 Sunset Boulevard
P.O. Box 500, Los Angeles, CA 90078
TWX 910-321-2928

© 1983, GOLDEN WEST TELEVISION

WHO'S THE BIG WINNER IN 1 · 9 · 8 · 4

WHAT MAKES *INN* THIS YEAR'S WINNING TICKET?

Expanded coverage, domestic and foreign. With just the right emphasis on presidential primaries, the conventions, and the election.

A new look. A unique, contemporary style for set design, graphics, and music.

An advertising and promotional campaign, including support materials for our partner stations.

A platform of basics, designed to increase news viewing shares for stations carrying **INN** programming...Nighttime, Midday Edition, The Wall Street Journal Report, and From The Editor's Desk.

So who wins in '84? Everybody. You get a network quality news broadcast. Your viewers get a convenient and satisfying news alternative. Your advertisers get a warm and welcome environment.

Sound good? Then join the 144 stations across the country who are already our partners. Call Nicki Goldstein at 212-210-2516 and tell her you want to win big—with **INN**.



Independent Network News

Produced by WPIX-New York

A Tribune Broadcasting Station

