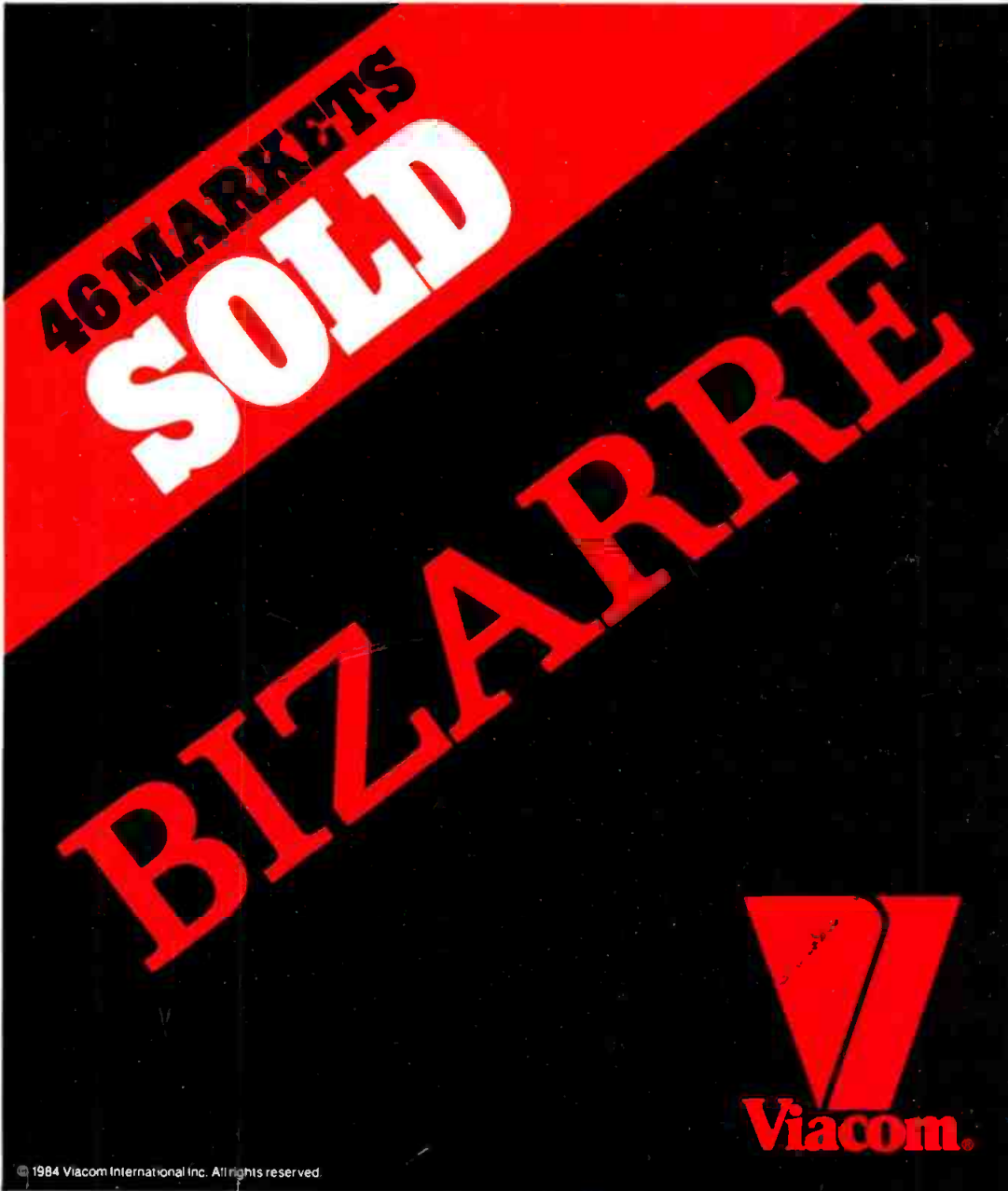


Broadcasting Mar 5



46 MARKETS SOLD

BIZARRE

Viacom.

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**

36112

AUL - SAS
ROOM 122
BLDG 1405
MAXWELL

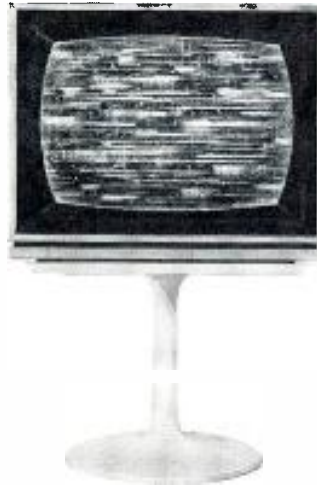
T2364 MJK NOV/84

AL 36112

53d Year 1984

Dateline New Hampshire
Dingell "At Large"
The February sweeps

PICTURE THIS



DUE TO TECHNICAL DIFFICULTIES BEYOND YOUR CONTROL, YOU LOSE.

Interruption of service. It's the nightmare of all satellite telecommunications system owners, lessors, lessees, managers and operators.

If one link in the complex telecommunications chain fails, not only are revenues and profits forfeited, but substantial unplanned expenses can be incurred.

International Technology Underwriters can't prevent "technical difficulties." But we can protect against their costly effects.

As recognized pioneers and specialists in space and telecommunications insurance, we offer *Satellite and Telecommunications Service Interruption Insurance*.

This program can insure revenues and profits, as well as extra expenses. It can cover satellite failure, ground station outage and land lines performance. No telecommunications systems should be without it.

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Insurance Leaders in a New Age

Hey, Cisco—
How come
everybody
remembers us in
black & white—
and we are
now in
color!



JUST SOLD!

**KABC-TV
LOS ANGELES**

**THE "CISCO"
LIST IS
GROWING!**

- ATLANTA (WANX-TV)
- BOSTON (WXNE-TV)
- CHICAGO (WGN-TV)
- DALLAS (KXTX-TV)
- DENVER (KWGN-TV)
- EL PASO (KCIC-TV)
- HOUSTON (KTXH-TV)
- KNOXVILLE (WINT-TV)
- LEXINGTON (WKYT-TV)
- LOS ANGELES (KABC-TV)
- MOBILE (WKRG-TV)
- NEW ORLEANS (WGNO-TV)
- NORFOLK (WYAH-TV)
- OKLAHOMA CITY (KWTV-TV)
- PHOENIX (KPHO-TV)
- PORTLAND, OR (KTDZ-TV)
- RICHMOND (WWBT-TV)
- SAN DIEGO (KTTY-TV)
- SANTA FE (KSAF-TV)
- SEATTLE (KTZZ-TV)
- TAMPA (WTOG-TV)

THE

CISCO KID

**156
HALF-HOURS**

NOW IN COLOR AND AVAILABLE WORLDWIDE

STARRING DUNCAN RENALDO AS CISCO AND LEO CARRILLO AS HIS SIDEKICK, PANCHO

"Cisco was something of a Mexican Robin Hood—who brought a sense of devilish glee to the Old West." — **TV GUIDE**

"Action and comedy to please audiences of both kids and adults." — **VARIETY**



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THE NINJA MISSION · WARRIORS OF THE WASTELAND · HELL NIGHT · EXTERMINATORS OF THE YEAR 3000
CHILLING! · THE ALIENS RETURN · EXIT THE DRAGON, ENTER THE TIGER · COP KILLER · THE ATTIC · THE ELIMINATOR



- 15 FIRST RUN ACTION PACKED FILMS
- IMMEDIATE AVAILABILITY
- SIX YEAR LICENSE TERMS WITH MULTIPLE RUNS
- EXPLOSIVES WILL IGNITE YOUR MARKET SOON
- A PACKAGE YOU CAN COUNT ON FOR EXPLOSIVE RATINGS

CONTACT: MORT MARCUS OR JACK MASTERS 213/552-2255

Samuel Goldwyn
THE SAMUEL GOLDWYN COMPANY

Sellers' market

With network sales for second and third quarters proceeding ahead of schedule and at brisk clip, question in New York last week was: Will 1984-85 upfront selling season take off early? Advertising agency executives generally say it's too early to tell, with advertiser budgets not yet finalized and fall prime time lineups still far from complete. Still, pressure from Olympic and election coverage could overflow into upfront season, say some agency executives, who noted that regardless of how selling season shapes up, they plan to be prepared for early start.

One sign of early take-off: Networks are said to be planning to open upfront season with daytime programing this year, rather than prime time, which typically goes first. Daytime schedules change less year-to-year than prime time schedules do, so advertisers can purchase time there before evening lineups are completely set.

Sellers' market 2

Still another sign that network upfront selling season may start in April-May rather than May-June this year (see above) is percolating in barter syndication marketplace, which has been under pressure from advertisers to open its upfront season ahead of time. Lexington Broadcast Services, which sells about half of all barter syndication time available, began selling upfront before NATPE International conference, where it racked up more sales for total of \$35 million. Company anticipates its upfront sales will total \$50 million before three major networks even begin their upfront season. Second major barter syndicator, Television Program Enterprises, reports its upfront season has not begun but that pressure from advertisers to begin could cause it to begin in mid-March, rather than the usual mid-April.

Possible hostage

Some network lawyers who are paid to worry about such things are wondering whether controversy over network news operations' early projections of election results will cause problems in connection with News Election Service. NES was organized in 1966 by ABC, CBS, NBC, AP and UPI as cooperative effort to provide speedy collection and dissemination of election results that

participants had been laboriously doing on their own. NES, which makes results available to subscribers for fee, operates according to procedures that, in 1966 and again in 1968, satisfied Justice Department as to antitrust implications. But when Republican National Committee chairman, Frank Fahrenkopf, last week joined his Democratic counterpart in denouncing early projections, in testimony before House subcommittee whose members are equally incensed over practice (see page 64), well, that gave some network lawyers something to think about. They are convinced NES is operating within law, but they also recognize that NES might be used as pressure point if administration wanted to demonstrate it shares Fahrenkopf's unhappiness.

Pop

Second part of new Pepsi-Cola advertising campaign, which some say will spark new battle between company and arch-rival Coca-Cola, may be unveiled this week. It's believed that Pepsi beat out Coke for second time in signing major pop singer to perform in commercials—Lionel Richie, who provided strong competition for Michael Jackson in recent Grammy Awards. Jackson signed with Pepsi earlier (for about \$5 million). Campaign has received flurry of publicity after Jackson was injured slightly when hair caught on fire during filming of one spot.

But if Pepsi has Jackson and Richie, Coke has Ted Turner. Commercial, in which cable programer endorsed Diet Coke, was shot at Turner's Atlanta headquarters last week.

Shaky DBS policy?

FCC appears to have been upset by reaction two weeks ago of U.S. Court of Appeals to commission's arguments in two direct broadcast satellite cases (BROADCASTING, Feb. 27). Commission's litigation chief, Daniel M. Armstrong, last week took unusual step of writing to court out of concern it might have been left with "incorrect understanding" of commission's position. Members of court had protested that commission policy leaves no room for regulation of customer-programers of common carriers—that is, those who distribute programing over common carrier facilities but who do not own or operate their own transmission facilities. Armstrong stressed that commission's decision that customer-

programers are not subject to broadcast regulation rested on conclusion that distinction Communications Act makes between broadcasters and common carriers "did not support classification of entities that neither engage in transmission, nor own or operate communications facilities as 'broadcasters.'"

Observers recalled that commission's counsel made that point during argument—and that it did not seem to have satisfied members of three-judge panel who wondered where *was* regulatory hook.

Rejection slips

Recent recalls from meetings agendas of major items drafted by FCC Office of General Counsel—including one intended to explore fairness doctrine and another aimed at narrowing commission's purview over licensee character—don't mean there isn't consensus for items' bottom lines. Word is, however, that commissioners have had problems with rationales items use to get to those bottom lines—and to "purple prose" that tends to permeate that shop's literary endeavors.

In the ring

Ward B. Chamberlin Jr., president and general manager of WETA-TV-FM Washington, and Bruce L. Christensen, president of National Association of Public Television Stations, were interviewed last week for job of Public Broadcasting Service president. Members of PBS presidential search committee are expected to conduct more preliminary interviews later this month, as narrowing of candidate list continues.

Among those also reported to be under consideration are Virginia Fox, president of Southern Educational Communications Association, and independent producer Joan Shigekawa, president of New York-based Tuscany Productions.

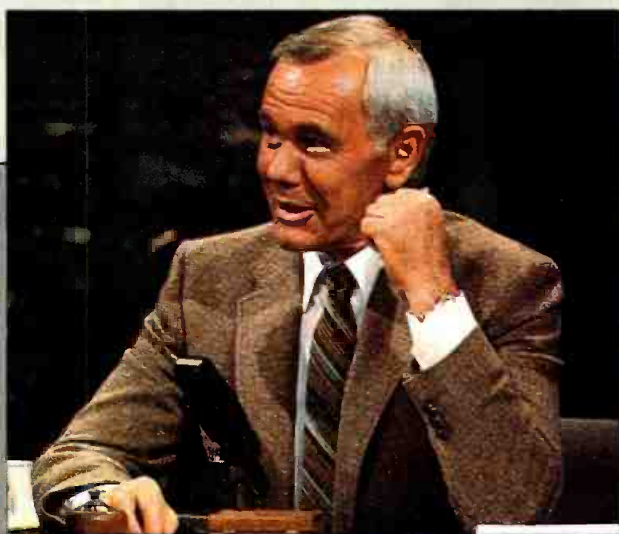
Over limit

FCC Mass Media Bureau staff is expected this week to complete its investigation of National Cable Television Association's study finding that 75% of cable systems that are paying franchise fees higher than FCC-permitted 3% of revenues are doing so without commission waivers (BROADCASTING, Feb. 20). Staffer said there's "some truth" to NCTA's discoveries. Commission, however, still has received no complaints.



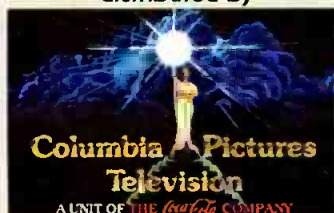
*Columbia Pictures Television
proudly presents a syndication first.*

CARSON'S COMEDY CLASSICS



- *Those classic comedy sketches from the incomparable "Tonight Show."*
- *Timeless entertainment for all ages, starring an American television institution...Johnny Carson!*

A St. Cloud Corporation Production
distributed by



UNDENIABLE



Newscape is already growing into a success. The January ratings are proof positive that "Newscape's" audience is steadily building.

And the momentum throughout the February

sweeps indicates that "Newscape" is well on its way to joining "Entertainment Tonight," "PM Magazine," "Hour Magazine" and "Donahue" as hits which are longer to build but longer to last.

E GROWTH!

CHICAGO

WGN

M-F 12:00NOON

+16%

IN SHARE
JANUARY 84

NOVEMBER 83

SEATTLE

KING

M-F 4:30PM

+25%

IN SHARE

JANUARY 84

NOVEMBER 83

BALTIMORE

WMAR

M-F 5:00PM

+27%

IN SHARE

JANUARY 84

NOVEMBER 83

MILWAUKEE

WTMJ

M-F 9:00AM

+40%

IN SHARE

JANUARY 84

NOVEMBER 83

HOUSTON

KPRC

M-F 4:30PM

+36%

IN SHARE

JANUARY 84

NOVEMBER 83

KANSAS CITY

KCTV

M-F 5:00PM

+42%

IN SHARE

JANUARY 84

NOVEMBER 83



GANNETT
Telepictures
CORPORATION

Business Briefly

TV ONLY

First Jersey Securities □ Investment brokerage services will be highlighted in four-week campaign beginning today (March 5). Spots will air in 22 markets in all dayparts. Target: men, 25-54. Agency: Fisher/Feld, New York.

Osterman Jewelers □ March bridal sale will be promoted for two weeks beginning this week in eight Midwest markets. Spots will air in news and early and late fringe. Target: men, 18-34. Agency: Stone & August, Birmingham, Mich.

Hyatt Hotels □ As part of company's 1984 advertising budget of \$12 million, company will begin spot TV effort this month in 10 major travel markets, continuing through early fall. Commercials will air in morning programming, late news and sports. Cable activity is also planned on ESPN and CNN sports programming. Target: adults, 25-54. Agency: J. Walter Thompson, Chicago.

Church's Fried Chicken □ Generic

identity campaign will begin March 12 and run through second quarter in 17 markets. Spots will air in all dayparts. Target: adults, 18-49. Agency: Grey Advertising, Los Angeles.

Hasbro □ Several toys will be promoted in March: Charmkins dolls beginning March 12 for 10 weeks and My Little Pony and Mr. Potato Head beginning March 19 for eight weeks each. All spots will air Monday through Friday in the top 50 children's markets in early morning, daytime and early fringe. Target: children, 2-11. Agency: Griffin Bacal, New York.

Conair □ Milk 'n' Honee shampoo and conditioner will be promoted in three-week campaign beginning March 19. Commercials will run in 15 markets in all dayparts. Target: women, 18-49. Agency: in-house, Edison, N.J.

Weight Watchers International □ "The Quick Start" campaign, promoting weight-reduction classes, will begin this month in 40 markets and run through April. Spots will air in daytime, early and



Frontier financing. IDS/American Express, Minneapolis, this week will launch a year-long \$17-million advertising campaign promoting financial planning and investments, with actor Jason Robards in the role of TV spokesman. In the television commercial, set in a ghost town, Robards encourages consumers to take a financial planning approach to investing, unlike the town's residents. Spots will appear in the evening news and a range of prime time programs on all three major networks. The campaign budget includes \$14 million for network and spot television, \$2 million for print and \$1 million for direct marketing. The target audience is investors, 25-54. The agency for IDS/American Express is Ogilvy & Mather, New York.

late fringe, news and some prime time. Target: women, 35-54. Agency: Stone & August, Birmingham, Mich.

A&W Beverages □ Root beer will be spotlighted in 10-week flight to begin in early April in 97 markets, including Providence, R.I.; Nashville; Milwaukee; Portland, Ore., and Hartford, Conn. Commercials will be scheduled in early fringe and prime access. Target: women, 25-54, and teen-agers. Agency: Creamer Inc., New York.

FDL Food Corp. □ Ham products will be advertised in two-week flight beginning in early April in 14 Midwest markets. Spots will air in daytime, early and late fringe, prime access, prime time and news. Agency: Grant/Jacoby Inc., Chicago.

Zippy Mart □ Convenience stores in South will begin three-week flight in mid-April in 13 markets. Commercials will run in all dayparts. Target: adults, 18-34. Agency: Lewis Advertising, Rocky Mount, N.C.

RADIO AND TV

National Pork Producers Council □ Institutional effort in support of pork products begins on radio in mid-March in

CAN WE TALK? (202) 887-1313

Call Susan Smith or
Linda Edwards on the
Chemical Industry Facts Line
for:

- Experts for interviews
- Media tour information
- Satellite newsfeeds
- "The Report" and
"Lifestyle" radio series

CM CHEMICAL MANUFACTURERS ASSOCIATION
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NO WHOOPS. AGAIN!

Once again, MCA TV has taken the whoops out of program planning.

This year, we brought four advertiser-supported series to INTV and NATPE for the 1984-85 season.

And all four are a firm go!

PUTTIN' ON THE HITS

VOYAGERS!

SWITCH II

HARDY BOYS/NANCY DREW MYSTERIES

MCA TV

Advertiser-supported programming without the whoops!
(212) 605-2751

Advantage

DeWitt on his own. Gene DeWitt, executive vice president and media consultant to Interpublic Group of Companies, New York, has formed his own company, DeWitt Media Inc., New York. Company will specialize in examining and improving advertising efficiency. DeWitt has held top executive positions at McCann-Erickson, BBDO and Rosenfeld, Sirowitz & Lawson. DeWitt Media is located at 575 Madison Avenue, Suite 1006, New York 10022; (212) 605-0369.

No-nonsense buy. No Nonsense Fashions Inc., New York, has come up with what it considers highly effective buy for its women's hosiery products. It is series of 90-second vignettes, blending one-minute profiles of famous "No Nonsense Women" throughout history with 30-second commercial for pantyhose products. Women to be spotlighted include Marie Curie, Eleanor Roosevelt, Fanny Brice, Carrie Nation and Isadora Duncan. Fifty-two vignettes are being carried on superstation WRBS(TV) Atlanta, reaching more than 80% of U.S. cable television households. Agency for No Nonsense is Grey Advertising, New York.

IBM move. As of March 1, Doyle Dane Bernbach, New York, became sole agency buying for IBM's network TV activity (personal computers, data equipment and corporate campaigns). Formerly, business was shared between DDB and Lord, Geller, Federico & Einstein, New York. According to IBM spokesman, consolidation should allow "economic and media buying advantages." Lord Geller will continue as agency for IBM's print campaigns.

New kid on block. Thomson-Leeds Co., New York, company that produces point-of-purchase advertising for national marketers, has reached agreement in principle with BBDO International Inc. to become part of BBDO group of companies. Thomson-Leeds will retain its name and current management team, operating as subsidiary of BBDO.

New business. Chiat/Day, New York, has been selected agency of record for Drexel Burnham Lambert, investment banking and securities firm. Account moves from Jim Johnston Advertising, New York. Other agencies that were considered included Needham, Harper & Steers, Jim Johnston and Lord, Geller, Federico & Einstein. Account is expected to bill in excess of \$3 million.

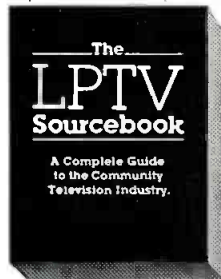
five markets for four weeks and on TV in 12 markets for four weeks. Commercials will run on radio in all dayparts and on TV in daytime, early and late fringe and prime access. Target: women, 18-49. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa.

Servistar Hardware □ Campaign will begin in early April for various hardware products for three weeks in approximately 60 television and 40 radio markets. Spots will run in all radio dayparts and in early and late fringe and news on TV. Target: men, 25-54. Agency: W.B. Doner, Southfield, Mich.

Frank's Nurseries □ Lawn and garden supplies will be highlighted in six-week campaign beginning April 11 in 12 markets. Commercials will air in news, prime time and sports programming on TV and in all dayparts and baseball programs on radio. Target: adult homeowners, 25-54. Agency: Stone & August, Birmingham, Mich.

A NEW POWER

LPTV: Community television.
It's an emerging new power that will open the doors to whole new markets.



The LPTV Sourcebook: A Complete Guide to the Community Television Industry is the single, indispensable key to growing LPTV markets.

Comprehensive, accurate and up to date, it lists all LPTV licensees and CP holders. With everything you need to know about them — from their engineering and coverage maps to their programming and viewers.

Including equipment dealers and manufacturers. Regulatory agencies and government officials.

Communication law firms. TV employment agencies. LPTV programming suppliers. Engineering and management consultants. Station brokers and financing companies. College and university TV production centers. And much, much more.

Also available: a monthly **update service** to keep it current.

The LPTV Sourcebook. Your first and foremost community television authority.

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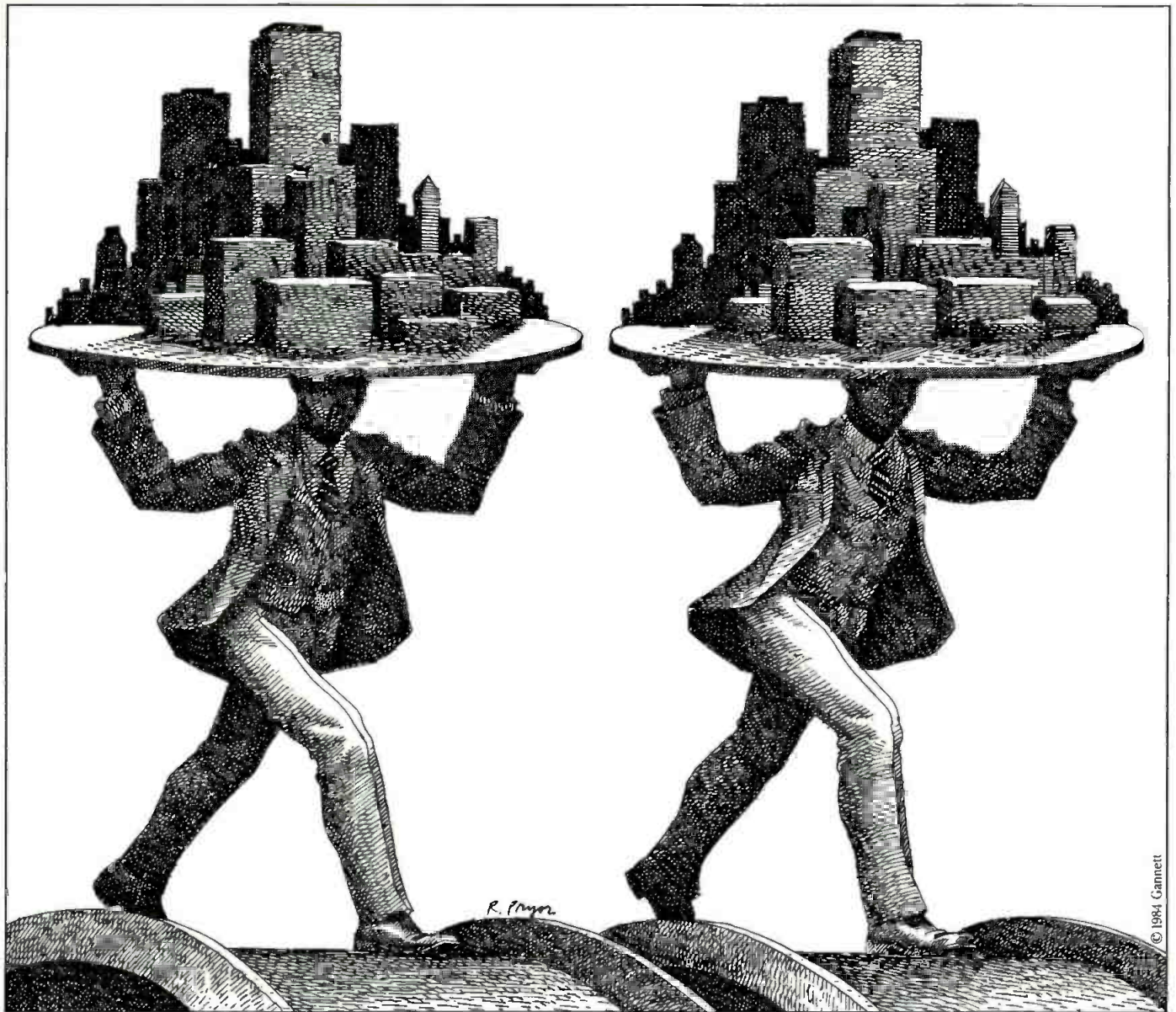
Kompas/Biel & Associates
Box 25510
Milwaukee, WI 53225
(414) 462-7010

1983 spot radio

Total spot radio (national, regional and local) for 1983, when broken down by 27 major product categories, has been estimated at approximately \$1.1 billion. The figures, which are based on national spot radio activity reported by leading rep companies to Radio Expenditure Reports Inc., Larchmont, N.Y., also include local data supplied by stations across the country, all multiplied by a projection factor to take into account local ad dollars not reported to RER.

Spot Radio Total—Full Year 1983

Product	Amount
1. Food	\$182,113,193
2. Beer, Ale, Wine	\$160,277,834
3. Travel and Shipping	\$139,140,020
4. Miscellaneous	\$130,083,756
5. Automotive	\$112,740,372
6. Consumer Services	\$109,697,661
7. Apparel	\$30,096,213
8. Gasoline and Oil	\$28,698,329
9. Cosmetics and Toiletries	\$27,942,046
10. Soft Drinks	\$27,826,950
11. Agricultural	\$22,336,236
12. Amusements	\$16,098,301
13. Publications	\$15,290,075
14. Records, Tapes, Audio, TV's	\$15,233,496
15. Drugs, Proprietarys	\$14,205,611
16. Building, Hardware, Paint	\$12,749,855
17. Home Furnishings, Appl.	\$12,339,933
18. Religion	\$10,544,028
19. Sports and Equipment	\$10,136,118
20. Government	\$9,475,737
21. Games and Toys	\$6,112,791
22. Confections	\$4,114,357
23. Soaps, Cleansers, Detrgts	\$2,970,659
24. Medical and Dental	\$2,574,967
25. Pet Products	\$2,459,144
26. Tobacco Products	\$2,335,869
27. Education	\$793,855
Total	\$1,108,387,406



HELPING THE TWIN CITIES TWICE

Local public needs call for responsive public service, and in Minneapolis-St. Paul, WTCN-TV, one of Gannett's newest stations, has answered the call.

Minnesota residents have the nation's second-highest incidence of multiple sclerosis, so WTCN produced and aired its own series of public service announcements, "Moments for MS," which raised \$35,000 for multiple sclerosis research.

During the MS drive for contributions WTCN News also aired a 12-part series that provided useful information on this disabling condition. In response, the director of the Minnesota chapter of the National Multiple Sclerosis Society wrote that WTCN's help "shows a willingness to go beyond the traditional role of broadcast media and represents the genuine public service commitment that Gannett Broadcasting obviously has brought to our community."

WTCN's commitment to the viewers also meant lending a helping hand to Santa Claus. When popular one-of-a-kind dolls were unavailable to many parents in December, news anchor Marty Burns-Wolfe designed a new doll pattern, showing viewers how they could make their own dolls for gifts.

When it received more than 6,000 requests for patterns within a few days, the station bought newspaper advertisements that reprinted the

pattern and sewing instructions.

Both the MS effort and the doll patterns were part of the station's increased commitment to local news and information through an enlarged news staff and expansion of the early-evening news program to a full hour.

For Gannett broadcasters from the Twin Cities to Tampa, Denver to Detroit, St. Louis to San Diego concern for the community is an important part of broadcasting's service to viewers and listeners.



GANNETT

**A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS**

Gannett Television Stations:

KPNX-TV
Phoenix

KBTU
Denver

WXIA-TV
Atlanta

WLVI-TV
Boston

WTCN-TV
Minneapolis-St. Paul

KOCO-TV
Oklahoma City

This week

March 4-7—12th annual *National Gospel Radio Seminar*, held with *Gospel Music Association's GMA Week '84*. Radisson Plaza hotel, Nashville. Information: (615) 244-1992.

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

March 5—*New York chapter, National Academy of Television Arts and Sciences*, dinner. Theme: "Entertainment, Liberty and the Pursuit of Understanding." Copacabana, New York.

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

March 6—*Pennsylvania Association of Broadcasters*

■ Indicates new or revised listing

Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

March 6—*Museum of Broadcasting "Women at Work"* seminar (part one), "Producing Films About Women." Museum of Broadcasting, New York. Information: (212) 752-4690.

■ **March 6**—*American Enterprise Institute* monthly press luncheon. AEI headquarters, 1150 17th Street, N.W., 12th floor, Washington.

March 7—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Lawrence Fraiberg, president. Group W Television Station Group. Copacabana, New York.

March 7-11—*American Association of Advertising Agencies* annual meeting. Canyon hotel, Palm Springs, Calif.

March 8—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Topic: Media coverage of politics. Speakers include Ed Fouhy, ABC; Jack Smith, CBS; Bob McFarland, NBC,

and Bill Headline, CNN. Blackie's House of Beef, Washington. Information: (301) 229-4633.

March 8—*Museum of Broadcasting "Women at Work"* seminar (part two), "The Willmar 8." Museum of Broadcasting, New York. Information: (212) 752-4690.

March 8-9—"Communication Technologies and Politics," sponsored by *Washington Program in Communication Policy*, extension of Annenberg Schools of Communications at University of Pennsylvania and University of Southern California. Offices of Washington Program, Washington. Information: (202) 484-2663.

March 8-9—*Practising Law Institute* symposium, "Times vs. Sullivan: The Next Twenty Years." Waldorf-Astoria, New York. Information: (212) 765-5700.

March 9—Deadline for entries in TARA Awards, sponsored by *American Women in Radio and Television, Atlanta chapter*. Information: (404) 325-2490.

■ **March 10**—"Changing Trends and Images in Public Broadcasting," symposium sponsored by *Corporation for Public Broadcasting and Links, Capital City chapter*. Washington Hilton, Washington.

Major Meetings

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.

March 28-April 1—*Public Broadcasting Service and National Association of Public Television Stations* annual public television convention. Hyatt Regency-Crystal City, Arlington, Va.

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* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6—*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.

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—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. 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.

Oct. 30-Nov. 1—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

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

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

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

Jan. 10-15, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 18-21, 1986, New Orleans, and Jan. 24-27, 1987, New Orleans.

Feb. 10-13, 1985—*National Religious Broadcasters* 42nd annual convention. Sheraton Washington, Washington.

Also in March

March 11-13—*Ohio Cable Television Association* annual convention and trade show, "Cable Crossroads." Speakers include Tom Wheeler, president, National Cable Television Association, and Drew Lewis, chief executive officer, Warner Amex Cable Communications. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

March 12—*Michigan Cable Television Association* annual winter meeting. Hyatt Regency, Fairlane Town Center, Dearborn, Mich.

■ **March 12**—*Women in Cable, Dallas/Fort Worth chapter*, meeting, "Entrepreneur Is Alive and Well." Marriott Quorum, Dallas.

■ **March 12**—Deadline for requests to participate in FCC en banc meeting of March 22. FCC headquarters, Washington. Information: William Russell, FCC director of public affairs, room 202. 1919 M Street, N.W., Washington, 20554.

March 13—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles.

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

March 13—*Museum of Broadcasting "Women at Work"* seminar (part three), "Broadcast Journalism and Women's Issues." Museum of Broadcasting, New York. Information: (212) 752-4690.

March 13-14—*Ohio Association of Broadcasters* congressional dinner and visit to congressmen and FCC. Hyatt Regency-Capitol Hill, Washington.

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

March 13-15—*Louisiana Association of Broadcasters* annual visit with Congress and FCC. Washington.

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

March 14—*Women in Communications, Chicago chapter*, annual Jacob Scher Awards dinner. Speaker: Linda Ellerbee, former anchor of *NBC News Overnight*. Hyatt Regency, Chicago.

March 14—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Pittman, Warner Amex Satellite Entertainment Co. executive vice president, chief operating officer. Copacabana, New York.

March 14—*Advanced Television Systems Committee* meeting. National Association of Broadcasters headquarters, Washington.

■ **March 14**—*Northern California Broadcasters As-*



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KNBN	DALLAS	WFL	ORLANDO
KRIV	HOUSTON	WGNO	NEW ORLEANS
WPGH	PITTSBURGH	KAUT	OKLAHOMA CITY
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sociation general membership meeting. Trader Vic's, San Francisco.

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

March 15—"The New Technologies: Changes and Challenges in Public Relations," seminar for corporate executives sponsored by *The Media Institute*. Hyatt Regency, Houston. Information: Sarah Midgley, (202) 298-7512.

March 15—Television Bureau of Advertising regional sales training conference. Red Lion Seatac Inn, Seattle.

March 15—Deadline for entries in Edward R. Murrow Award, for "outstanding contributions to public radio," sponsored by *Corporation for Public Broadcasting*. Information: CPB, 1111 16th Street, N.W., Washington, D.C., 20036.

■ **March 16**—Fifth annual "National Freedom of Information Day," sponsored by *Society of Professional Journalists*, *Sigma Delta Chi*. Local chapters scheduled to hold programs to "heighten public awareness of First Amendment ideals and promote free press issues." Information: SPJ, SDX, 840 North Lake Shore Drive, suite 801W, Chicago, 60611.

■ **March 16**—*American Women in Radio and Television*, New York chapter, annual career day conference. Luncheon speaker: Norma Quarles, NBC News correspondent. Warwick hotel, New York. Information: Sara Stalkus, CBS, (212) 975-4650.

March 18-20—SPACE (*Society for Professional and Commercial Earth Stations*) spring convention and international exhibition. Caesars Palace, Las Vegas. Information: (202) 887-0605.

March 19—*International Radio & Television Society* writing workshop, co-sponsored by *Center for Communication*. Adcom conference room, CBS, 51 West 52d Street, New York.

■ **March 19-22**—10th AIAA Communication Satellite Systems Conference, sponsored by *IEEE, Institute of Electronics & Communications Engineers of Japan and others*. Sheraton Twin Towers hotel, Orlando, Fla. Information: (202) 863-7136.

March 20—Television Bureau of Advertising regional sales training conference. Amfac West Tower, Dallas.

March 20—"Cable Law '84," video conference on legal aspects of cable TV franchising, sponsored by *American Bar Association, cable TV committee of science and technology section*. Originating in Washington at U.S. Chamber of Commerce, Hall of Nations, to 24 U.S. cities. Information: (202) 362-1140.

March 20—Presentation of 24th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

March 20—*Southern California Cable Association* monthly luncheon. Los Angeles Airport Hilton, Los Angeles.

March 20-22—*Washington Journalism Center's* conference for journalists, "Changing Relationships Between Men and Women." Watergate hotel, Washington.

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

March 21—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Cleveland Bond Court, Cleveland.

March 21—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Peter Lund, vice president-general manager, WCBS-TV New York.

March 22—*Northern California Broadcasters Association* breakfast seminar. Hyatt Union Square, San Francisco.

March 22—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

March 22—Television Bureau of Advertising regional sales training conference. Hyatt Regency, Atlanta.

March 22—*National Academy of Television Arts and Sciences* seminar on new technologies. WJLA-TV Washington.

■ **March 22**—FCC en banc meeting, open to public. Room 856, FCC, Washington.

■ **March 22**—*International Television Association*,

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

Network television □ PBS: (check local times) *Secrets of A Dark Sea* (nature special), Monday 8-9 p.m.; *Dance in America: Don Quixote* (ballet), Monday 9-10:30 p.m.; *American Playhouse: The Gin Game* (drama), Tuesday 9-10:30 p.m.; *National Geographic Special: Return to Everest*, Wednesday 8-9 p.m.; *Best of Live from the Grand Ole Opry*, Saturday 8-9:30 p.m. ABC: *a.k.a. Pablo** (comedy), Tuesday 8:30-9 p.m.; *Two Marriages* (dramatic series), Thursday 8-9 p.m. CBS: *Mama Malone** (comedy), Wednesday 8:30-9 p.m. NBC: *The Stars Salute the U.S. Olympic Team*, Monday 8-11 p.m.

Cable □ Arts & Entertainment: *Arts Playhouse: Aubrey* (dramatized biography), Tuesday 9-11 p.m.; *Victorian Days: Great Expectations** (serial), Wednesday 8-9 p.m.; *Artist and Athlete: The Pursuit of Perfection* (documentary), Wednesday 10:10-11:20 p.m.; *Dudley Moore at the L.A. Music Center*, Friday 9-11 p.m.; *The Black Orpheus* (movie), Saturday 8-10:15 p.m. HBO: *10 Years of Magazine* (special), Wednesday 8-9 p.m. Showtime: *Sweeney Todd* (musical), Sunday 8-10:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Hitchcock by Hitchcock*, exhibit of TV episodes, now-April 5; *Rod Serling: Dimensions of Imagination*, 60 hours of programming, now-May 3.

*indicates a premiere episode

College of DuPage, Glen Ellyn, Ill. Information: (312) 858-2800.

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

March 22-24—*Washington Program of Annenberg Schools of Communications* cable TV seminar. Speakers include Wendell Bailey, National Cable Television Association; Henry Geller, Washington Center for Public Policy Research; Howard Symons, House Subcommittee on Telecommunications; Morris Tarshis, Board of Franchises, New York City; Joshua Koenig, New York State Cable Television Association, and John Evans, Arlington (Va.) Telecommunications Corp. Capitol Holiday Inn hotel, Washington. Information: (202) 484-2663.

■ **March 23**—*Media Institute* conference, "The Media and Government Leaks." Dirksen Senate Office Building, room SD 226, Washington.

March 23-24—*Florida AP Broadcasters* 36th annual meeting. Holiday Inn, Gainesville, Fla.

March 24—*New York University* seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 505-0467.

■ **March 26**—*International Television Association, Chicago chapter*, seminar on video production systems. "From Idea to Image." Allstate Insurance Co.'s television production facility, Northbrook, Ill. Information: (312) 858-2800.

March 27—*International Radio & Television Society* writing workshop, co-sponsored by *Center for Communication*. Adcom conference room, CBS, 51 West 52d Street, New York.

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

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

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

March 28-31—*National Association of Black Owned Broadcasters* eighth annual spring broadcast management conference. Marriott's Hilton Head Resort, Hilton Head, S.C.

March 28-April 1—*Public Broadcasting Service and National Association of Public Television Stations* annual meeting of public television stations. Hyatt Regency, Crystal City, Arlington, Va. Information: Mary Jane McKinnon, (202) 488-5000.

March 29-31—*New Mexico Broadcasters Association* annual convention. Speaker: Henry Rivera, FCC commissioner. Hilton Inn, Albuquerque, N.M.

March 30—Presentation of ninth annual Commendation Awards, by *American Women in Radio and Television*, celebrating birthday centennial of Eleanor Roosevelt. Waldorf Astoria hotel, New York. Information: Betty Jane Reed, NBC, (212) 664-5301.

March 30—Deadline for entries in Addy Awards, sponsored by *American Advertising Federation*. Information: Janet McKenna, AAF awards coordinator, (202) 898-0089.

March 30-April 1—*Foundation for American Communications* "Economics Conference for Journalists," co-sponsored by *Gates Foundation*. Keystone, Colo. Information: (213) 851-7372.

March 31—Deadline for entries in "Hometown U.S.A. Video Festival 1984," for community cablecast programming, sponsored by *National Federation of Local Cable Programers*. Information: Joan Gudge, NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003; (202) 544-7272.

April

April 1—Deadline for entries in *National Cable Television Association's* National Awards. Information: NCTA, 1724 Massachusetts Avenue, N.W., Washington, D.C., 20036.

April 1—Deadline for entries for *Radio-Television News Directors Association* annual scholarship and fellowship awards. Information: Dean Mell, KHQ Inc., South 4202 Regal, Spokane, Wash., 99203.

April 1—Deadline for entries in 20th annual Major Armstrong Awards for "excellence and originality in radio broadcasting by AM and FM stations," administered and sponsored by *Armstrong Memorial Research Foundation* with cooperation with *National Radio Broadcasters Association*. Information: (212) 280-8703.

April 1-3—*Virginia Cable Television Association* annual convention. Williamsburg Lodge, Williamsburg, Va.

April 2—Deadline for entries in *International Radio Festival of New York*. Information: Festival office, (212) 246-5133.

April 3—*Television Bureau of Advertising* regional sales training conference. Marriott, S.E., Denver.

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

April 3-5—International Teleconference Symposium, co-sponsored by *Comsat, AT&T, ITT World Communications, RCA Global Communications, TRT Tele-*

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WANX	ATLANTA
KDVR	DENVER
KTXL	SACRAMENTO
KPDX	PORTLAND
WXIX	CINCINNATI
WOFL	ORLANDO

WGNO	NEW ORLEANS
WHNS	GREENVILLE-ASHVILLE, SPARTANBURG
KOCO	OKLAHOMA CITY
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communications Corp. and Western Union International. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

April 4-6—Indiana Broadcasters Association spring conference. Clarksville Marriott Inn, Clarksville, Ind.

April 4-8—Alpha Epsilon Rho, National Broadcasting Society, 42d annual convention, "Prospects '84." Speakers include Brandon Tartikoff, president, NBC Entertainment; Steve Sohmer, NBC vice president, entertainment; Jack Valenti, president, Motion Picture Association of America, and William Baker, president, Group W Communications. Universal Sheraton hotel, Los Angeles.

April 5-6—International Radio and Television Society "Minority Jobs Fair." Viacom Conference City, New York.

April 6-7—Oklahoma AP Broadcasters Association annual convention and awards banquet. Park Suite, Oklahoma City.

April 6-8—California AP Television Radio Association 37th annual convention and awards presentation. Speaker: Christine Craft, former anchor, KMBC-TV Kansas City, Mo. Queen Mary, Long Beach. Information: (213) 746-1200.

April 6-8—Alabama AP Broadcasters Association annual meeting. Sheraton Riverfront hotel, Montgomery, Ala.

■ **April 6-8**—UPI Broadcasters of Florida annual convention and awards banquet, held in conjunction

with Radio-Television News Directors Association region 14. Holiday Inn-International Drive, Orlando, Fla.

April 7—Deadline for entries in Television Drama Awards competition of Fourth International Conference on Television Drama, sponsored by Michigan State University. Information: Jean-Luc Renaud or Gretchen Barbatsi, department of telecommunications, Michigan State University, East Lansing, Mich., 48824; (517) 355-6558.

April 7—Radio-Television News Directors Association region 14 meeting with UPI. Holiday Inn-International Drive, Orlando, Fla.

■ **April 7**—Radio-Television News Directors Association region one meeting. Four Seasons Olympic hotel, Seattle, Wash.

April 7-9—Minnesota Broadcasters Association spring convention. Sheraton Park Place hotel, Minneapolis.

April 8—Southern Educational Communications Association radio membership meeting during National Public Radio annual conference (see below). Hyatt Regency, Crystal City, Va.

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

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

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

Drawer L, Columbia, S.C., 29250; (803) 758-7284.

April 10-11—Satcom '84, "Satellite Communications—Trends and Opportunities," fourth annual conference sponsored by International Association of Satellite Users. Speakers include Representative Edward Markey (D-Mass.) and Tom McKnight, president, Orion Satellite Corp. Sheraton Washington, Washington.

April 10-11—Ohio Association of Broadcasters spring convention. Columbus Marriott North, Columbus, Ohio.

April 11—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Michael Fuchs, president, HBO Entertainment Group.

April 11—Louisiana Association of Broadcasters sales seminar. Holiday Inn-Airport, Kenner, La.

April 12—Louisiana Association of Broadcasters sales seminar. Holiday-Inn-Central, Lafayette, La.

April 13—Louisiana Association of Broadcasters sales seminar. Regency hotel, Shreveport, La.

April 14—Radio-Television News Directors Association region 11 and 12 meeting with Society of Professional Journalists, Sigma Delta Chi. Yale University, New Haven, Conn.

■ **April 14**—Deadline for entries in New Jersey Press Association 37th annual awards competition. Information: Tim Benford, 1464 Whipponwill Way, Mountainside, N.J., 07092; (201) 232-6701.

April 16—Deadline for applications for Society of Broadcast Engineers' certification exam, which will be

Continues on page 30

Open Mike

Takes umbrage

EDITOR: Dr. Gary C. Woodward's letter in the Feb. 13 issue of BROADCASTING is alarming. Based on what ABC paid for the broadcast rights of the 1988 winter Olympics in Calgary, he conjures up all kinds of weird and subversive things ABC might do.

He has taken imagined evidence, issued his indictment, tried the network and pronounced judgment and sentence with nary a word from the defendant.

If he heard ABC Radio or watched the TV coverage from Sarajevo, he would know ABC delivers a sterling product that is not conditioned on which side of the Iron Curtain the participant resides.

Does the professor think for one moment that Jim McKay and company would compromise themselves to indulge in "simplistic nationalistic appeals" and "heavy doses of nationalistic emotion" in order to attract listeners?—Charlie Wright, general manager, WBYS-AM-FM Canton, Ill.

Educators explain

EDITOR: In your Feb. 6 story on the S. 1917 hearings there were two errors regarding the educators' testimony. First, the Association for Education in Journalism and Mass Communication does not represent only deans of journalism and communication schools. While we are flattered by the elevated status conferred upon us by Senator Packwood and BROADCASTING, honesty dictates noting that AEJMC consists of professors, researchers

and students from all walks of academic life in communications.

Second, and more important, our four-person panel did not unanimously support the bill. One of our members did endorse it, but the AEJMC resolution on the matter was actually more cautious than that, and two of us on the panel were responsible for expressing the reservations. Our testimony explained that, due to a considerable body of research documenting the economic, social and other constraints that exist in news and cultural production, many communication scholars see the problem of freedom of expression as much more complex than the question of government content regulation. Many of our colleagues are therefore unwilling to endorse bills such as S. 1917 absent clearer positive public policy provisions that recognize and deal with the fact that even in this age of technological expansion there remain serious deficiencies in the communications marketplace and other factors that inhibit access to diversity of information.—William D. Rowland Jr., Institute of Communication Research, University of Illinois, Champaign, Ill.

Debate continues

EDITOR: This could go back and forth, but I feel I must make a point in regards to David Wahl's comments ("Open Mike," Feb. 13) regarding my letter on daytimers in the Jan. 23 issue.

While KDKA(AM) Pittsburgh is one of this country's greatest radio stations (along with

the WLS's, WGN's etc.) one must decide what the public really wants. KDKA has never shown up in any ratings anywhere in southern Illinois. In addition, an FCC report not long ago showed that only 1.3% of the Class I-A clear channel stations' audience is outside their home market.

Local weather, news and programming that relates to the local audience are what the public wants and needs. With so much of the media becoming national in scope, radio must retain its local and regional appeal and service.

While that Carbondale High School basketball game may not be of interest to you, Mr. Wahl, the 23-0 team is big news in southern Illinois, and southern Illinois would rather listen to the game than some talk show from out of town.—Matt McCann, program director, WCIL(AM)Carbondale, Ill.

Noted

EDITOR: The first item in the Feb. 13 "Washington Watch" column about the FCC recinding some applications begins with the lead "Indian giver." At best, this reveals a pernicious insensitivity to American Indians since the term is neither historically nor culturally true. At worst, the term is racist.

It is not enough for us to proclaim our belief in equality for all Americans; our actions and written words must support the belief.—George Staley, chairman, general studies department, Sinte Gleska College, Rosebud Sioux Reservation, Mission, S.D.

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Advertising Age

The Olympics: Still quite a show

Was that a flicker of pleasure we detected over at the other networks as they scanned the sluggish ratings for ABC-TV's opening days' Winter Olympics coverage? Beset by the disappointing showing of the U.S. hockey team, blizzards that delayed those exciting downhill ski contests, time delays that took away much of the immediacy from the telecasts and a lack of U.S. gold medals, ABC's initial ratings trailed those of four years ago.

But despite everything, including the major competitive programing that comes along during each February sweeps period, the Olympics' viewing pace picked up as the week progressed and as a few Americans began to win medals. For sheer tv drama, you can't beat watching those kids bubble over with the excitement of victory. And when they stand

on the victory platform, teary-eyed and proud as they watch their flags go up during the awards ceremonies...well, let's just say it beats "The A Team."

As the winter games roared to a climax last week, with ABC and the rest of the U.S. media contingents ready to create a new hero or two for us, we're sure that as they checked the final ratings, marketers who invested heavily for advertising and Winter Olympics' tie-ins found that despite the slow start, the disappointments and all the nit-picking from rival networks, the games still add up to something special.

Viewers did get their full measure of "thrill of victory/agonny of defeat" doses. Sponsors did get their money's worth. And now—make way for the summer games.

49 spirited nations, 1,150 outstanding athletes,
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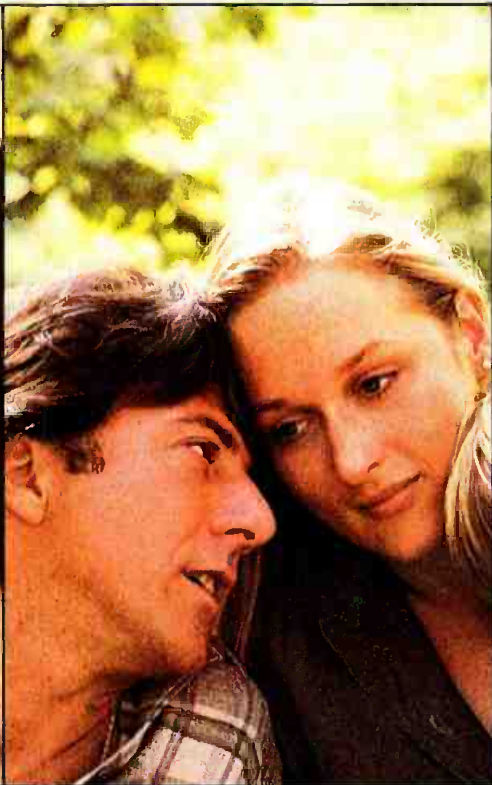
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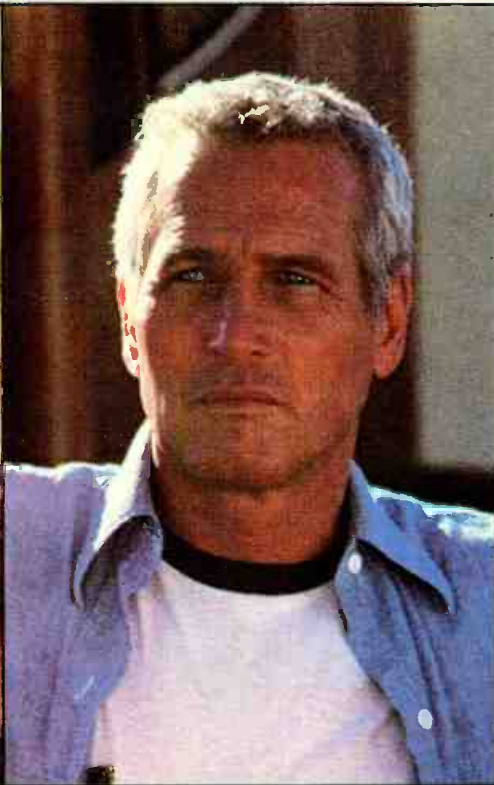
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- Dec 3—Radio-Television News Directors Assn. International conference issue

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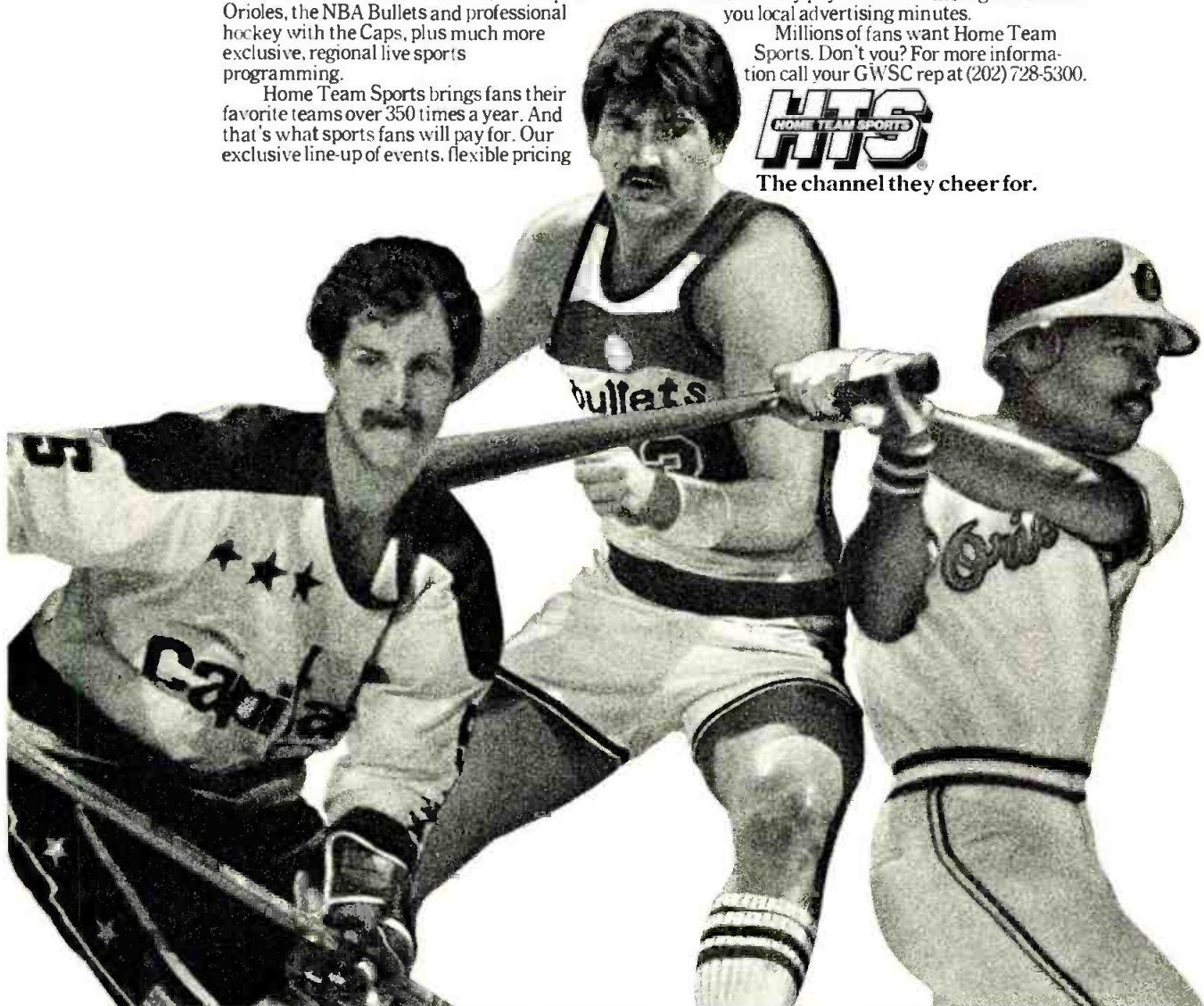
structure, and customized marketing support will make Home Team Sports profitable for you.

We're the only pay channel in the region* to offer you local advertising minutes.

Millions of fans want Home Team Sports. Don't you? For more information call your GWSC rep at (202) 728-5300.



The channel they cheer for.



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*available in Maryland, Virginia and parts of Pennsylvania, Delaware, North Carolina and West Virginia

Live from Cape Canaveral



Live from West Beirut



Live from Sarajevo



NBC RADIO NEWS.

**ON THE SCENE
WHEN IT COUNTS.**

9:00 AM NYT Newscast, February 8, 1984

CAPE CANAVERAL "Our space shuttle astronauts are getting a little extra time for sight-seeing today after yesterday's successful trips outside the spacecraft. They'll go out again tomorrow."

SARAJEVO "There is fresh snow in Sarajevo, Yugoslavia today—just in time for today's opening ceremonies at the Winter Olympics."

WEST BEIRUT "...people are going to the shops, buying bread, gas, candles, anything they can take home and back into the shelters just in case renewed fighting breaks out."

Whether it's here on earth or out of this world, NBC Radio News never leaves you up in the air.

Clear, concise and colorful on-scene reporting of the big stories is what your listeners demand. And is exactly what we supply. Time and again. With more newslines feeds and actualities than anyone else around.

When it's quality and consistency you want, count on the unique sound of NBC Radio News. Your most reliable source of information.



For stations committed to news.

given June 15-June 23. Information: SBE, P.O. Box 50844, Indianapolis, Ind., 46250.

April 16-17—Southern Educational Communications Association "capital campaigns seminar." KERA-FM-TV Dallas.

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

April 18—American Women in Radio and Television,

Atlanta chapter, Communications Women of Achievement banquet. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

April 18-19—Kentucky Broadcasters Association spring convention. Seelbach hotel, Louisville, Ky.

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

April 20-21—Sixth annual Black College Radio convention, sponsored Collegiate Broadcasting Group,

Atlanta. Paschal's hotel, Atlanta. Information: (404) 523-6136

■ **April 21**—Caucus for Producers, Writers and Directors symposium in cooperation with UCLA on policies and personnel of cable industry. UCLA, Los Angeles.

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

April 23-29—Pennsylvania Association of Broadcasters annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

Monday Memo

An AM stereo commentary from Eric Norberg, KWIP(AM) Dallas, Ore.

What broadcasters must do to make sure AM stereo flies

Let me be blunt about this. We all seem agreed that Sony, by marketing an AM stereo receiver that decodes all four active AM stereo systems, has probably saved AM stereo by letting broadcasters go ahead and get their stereo equipment without having to wait and see which type becomes standard. The number of stations installing stereo equipment is now steadily increasing.

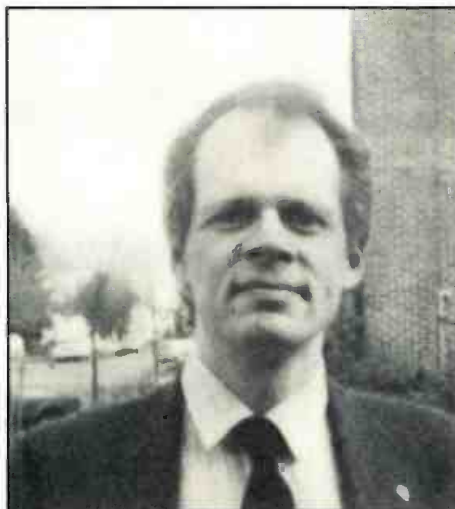
But what are broadcasters doing to make sure that the Sony receiver sells? It isn't just the number of stations converting to stereo that will determine the availability of receivers; it is whether existing AM stereo receivers sell—the evidence of demand.

I've kept a close eye on stores that usually sell Sony equipment. Until after Christmas, the Sony SRF A-100 stereo portable was very hard to find. It is finally starting to appear, but so far in rather reduced quantities. It seems to sell briskly when first available, but I suspect the most enthusiastic customers so far are broadcasters. And I have found widespread ignorance among store clerks about Sony's AM stereo capabilities. Those who know something about the receivers have no idea what stations are already transmitting in AM stereo.

In January, Sony added a companion AM stereo receiver—a Walkman headset type, the SRF-A1. Although Sansui has been testing the waters in AM stereo for some time, and I have heard of at least two other manufacturers mulling over producing AM stereo receivers, it is the Sony effort that most requires the immediate support of the AM broadcast industry—because it is how well Sony succeeds in mass marketing its two receivers that will determine whether other manufacturers will follow suit.

You may think I'm overstating my concern. Won't Sony's innovation in developing their own multisystem stereo decoder chip and in being the first to mass-market AM stereo receivers indicate a commitment sufficient to keep the sets on the market until demand develops? Unfortunately, no.

Since the 1950's, Sony has an unbroken record of brilliant technical innovations in radio and television reception equipment. The successful ideas, such as Trinitron, Walkman and the high-technology-look por-



Eric G. Norberg is general manager, program director and air personality at KWIP(AM) Dallas, Ore., where he developed the "Parade of Hits" format that is now syndicated by Consolidated Communications Consultants of La Crescenta, Calif. He is also vice president/general manager of Consolidated. Norberg's broadcasting experience began in 1961 at an FM station in Monterey, Calif., and has included stints at radio stations in California and Oregon as reporter, air personality and program director. He has no connection with Sony Corp.

table radios, as well as early work on VHS and later work perfecting the Beta videocassette system and now the stunning Beta Hi Fi have made Sony a world leader. The unsuccessful ideas have represented the price the company has had to pay to stay in front, and those have been failures only in the marketplace, not technically. Did you ever hear of the remarkable three-speaker stereo portable radios that Sony sold in the late 1960's? Using a proprietary phasing technique, these receivers generated a wide, full sound field that extended far beyond the limits of the radios. Had these portables caught on, AM would have had even harder times in the 1970's, since even in portable use FM would have far outperformed AM. They were way ahead of their time; they didn't sell; Sony discontinued them.

Sony innovates, but it's a hard-headed business organization, and innovations that don't bring in profits quickly are written off.

If Sony, the innovator, fails with AM stereo, what other manufacturer will dare take the risk? With no receivers, what will become of AM stereo—or the AM band itself?

It is critically important for AM broadcasters to seize this moment, which may not come again. Sony not only has a pair of remarkable stereo products here, but both of them feature extremely wide bandwidth, and therefore offer hi-fi sound—even in mono—that truly rivals the very finest air monitors. Without FM's destructive pre-emphasis curve, AM can and does sound better than FM.

There isn't an AM station in the United States, mono or stereo, music or talk, that doesn't have a solid stake in seeing these superb AM receivers sell and bring listeners back to the AM band. (I also believe there isn't an AM station that wouldn't benefit by going stereo—even talk stations would benefit from the natural spaciousness of dimensional quality of stereo.)

It is imperative that AM broadcasters help Sony market these receivers. If it means free commercials, so be it. Can you think of a better investment in the future of the medium? Here are some concrete ideas:

■ Stereo stations will naturally want to highlight the radios' stereo reception capability, but the emphasis I recommend for all AM stations participating in this promotional effort is: "Now at last, the world's first high-fidelity AM radio. And it's less than \$100." Point out that it's portable, or can be connected directly to stereo systems to make a truly hi-fi receiver: "And, it's fully capable of AM stereo reception, for when your station goes stereo! In the meantime, enjoy AM sounding as great as it really is for the first time!"

■ Plug the stores that have at least one of these models in stock. Let the stores know what you're doing, and the results may impress nonadvertisers into buying time from you to promote some of their other products. When a store runs out of the Sony receivers, drop the store from the spot until it gets some more—keeping the pressure on to maintain stock.

■ There is no time to lose. You can't leave this for the other guy to do; Sony might even now be looking at sales sheets and planning next year's line of radios without these receivers. It is urgent. Start your spots now. The very market value of your AM radio station may be at stake. ☐

Quality Wins For 3 Books in a Row: Transtar #1 at Z-93

Satellite programming is only good for keeping costs down, right? Not necessarily.

At Transtar we're building our family of formats—Adult Contemporary, Country, and our new "Format 41"* for a lot more than cost reduction.

And they're winning. The fall ratings are in and Z-93 (KSPZ), a ratings' leader in Colorado Springs since it went to Transtar's 24-hour satellite programming, is tops in adults **again**:

Z-93 WINS WITH TRANSTAR					
ADULTS 25-49			ADULTS 25-54		
#1	Z-93	16.2 [†]	#1	Z-93	15.1
#2	KKCS	12.7	#2	KKCS	12.2
#3	KILO	10.5	#3	KRDO-FM	11.4

And those rating were achieved in a market of 18 good signals.

"Since we went with Transtar, we believe Z-93 is the most profitable radio station in Colorado Springs," reports Vice President and General Manager, Dave Noll.

Transtar Adult Contemporary is just one of the growing family of quality Transtar Formats designed . . . and proven . . . to win.

I WANT TO WIN. TELL ME MORE.

NAME: _____

STATION: _____

ADDRESS: _____

SEND TO: 620 SOUTH POINTE COURT, SUITE 185
COLORADO SPRINGS, CO 80906

TRANSTAR
The Quality Satellite Network

Or for more information and market availability, just call us at
1800-654-3904

*Service mark of Transtar Radio Network, Inc.

†(Monday through Sunday 6 AM - 12 Mid. AQH Share Fall 83 Arbitron.)

Television's
"outstanding dramatic
series,"
1981, 1982, 1983.



Twenty Emmy Awards
in first three years.



Top Ten Nielsen
rankings in desirable
8-34 and 25-54 demos.



Exceptionally high
TV^Q and Performer Q
"favorite" scores.



Significantly higher
audience shares than
lead-in programming.



Source: NTL, 1983-84, Marketing Evaluations, Inc., 1983-84.

*Your vehicle
for the long run.*



*HILL STREET
BLUES*

An MTM Production

VICTORY TELEVISION

New York (212) 687-1516. Chicago (312) 790-3030. San Francisco (415) 435-9113

LET OUR STARS SHINE IN YOUR MARKET



"I Dream of Jeannie"



"The Partridge Family"



"Bewitched"

When you feature five big stars like Larry Hagman, Barbara Eden, David Cassidy, Shirley Jones and Elizabeth Montgomery, your ratings are really going to light up.

That's why DFS Program Exchange is offering you the exclusive syndication rights to the three highly successful all-family situation comedies they star in.

First, Larry Hagman and Barbara Eden star in 109 half-hour color episodes of "I Dream of Jeannie."

Next, David Cassidy, Shirley Jones and Susan Dey star with their gang in 96 half-hour color episodes of "The Partridge Family."

And last but not least, there are 180 half-hour color episodes of the very talented Elizabeth Montgomery in "Bewitched."

It's a dazzling line-up of stars that's sure to boost your ratings.

For more information, contact Rosalie Macaluso at the DFS Program Exchange, Dancer Fitzgerald Sample, Inc., 405 Lexington Ave., New York, N.Y. 10174 or call (212) 661-0800.



Broadcasting Mar 5

Vol. 106 No. 10

TOP OF THE WEEK

Photo finish for February sweeps

Nielsen numbers show CBS and ABC with almost identical ratings

CBS virtually tied ABC in the February sweeps, halting a trend since 1976 that the network that carries the winter Olympics emerges a decisive winner in the February sweeps period. Both ABC and CBS claimed a narrow one-tenth of a rating point victory in the national prime time ratings. However, ABC and CBS suffered lower ratings than they did in last year's February sweeps. Only third place NBC improved, picking up 5% more viewers than it did in the same period one year ago.

ABC won the Nielsen Television Index national compilations with a rating of 18.7 and a share of 28 during the Arbitron local sweep period (Feb. 1-28), only one-tenth of a rating point ahead of CBS's 18.6/28 and three rating points ahead of NBC's 15.7/24. But during the Nielsen sweep period (Feb. 2-29), ABC and CBS exchanged first place by one-tenth of a rating point, this time with CBS recording an 18.7/28 to ABC's 18.6/28 and NBC's flat 15.7/24.

Although the Nielsen and Arbitron sweeps period are different by one day on either end of the month, the margins by which ABC and CBS can claim victory are very small. In the Nielsen period, CBS came out ahead by five-hundredths of a rating point—18.66 compared to ABC's 18.61 rat-

ing. And in the Arbitron period, the margins narrowed even more—one-hundredth of a rating point—or an 18.65 rating for ABC's win compared to an 18.64 for CBS. In plain talk, that one-hundredth of a rating point difference equals 8,380 more viewers per average prime time minute for CBS.

The NTI ratings are a national sample and not a market-by-market measurement. Performance of individual television stations are based on diaries and results will not be available for about another month.

ABC, which has carried the winter Olympics since 1976, was strongly favored to repeat the performance of previous Olympic winters when it out-gunned the closest competing network in the February sweeps by an average of two rating points. The prime time ratings for the Olympics dropped 23% over the 1980 level to 18.2/28. Including late night and weekend daytime Olympics, the ratings fell 29% from 1980 to 15.2/27.

HUT levels were also down compared to last year's February's sweeps. The combined three network rating of 52.9 yielded an average prime time audience of 44,330,000 viewers per minute, compared to a combined three-network average of 46,400,000 in February 1983.

In regularly scheduled programs, which include made-for-television movies and theatricals, ABC won with a 19.7 rating, 15% ahead of CBS's 17.1 and 24% ahead of

NBC's 15.9. Included in ABC's regularly scheduled programs, however, are its Sunday and Monday night movies, which include such highly rated multipart productions as *Lace*, and previous *ABC Theatre Productions* such as *The Day After* and *Something About Amelia*. But in regular series programing, which excludes movies, specials, mini-series and Olympics coverage, CBS came out ahead with an 18.5 rating, 4% ahead of ABC's 17.8 rating and 20% ahead of NBC's 15.4 rating.

The top three rated regularly scheduled programs of the sweep period were *ABC Sunday Night Movies* (27/38), *Dallas* (26/40) and *60 Minutes* (24.3/37). CBS had five of the top 10 regularly scheduled programs, while ABC had three and NBC two. Among the top 20 regularly scheduled programs, CBS had six compared to ABC's nine and NBC's five. The Grammy Awards on CBS was the number one rated special with 30.7/45, followed by parts three and two of its *The Master of the Game* (28.2/42 and 27.7/40, respectively).

CBS made impressive gains in daytime television, as did NBC, while ABC showed a decline from 1983. CBS recorded a 7.6 rating in daytime (10 a.m.-4 p.m.), 7% ahead of ABC's 7.1 rating and 43% ahead of NBC's 5.3 daytime rating. This compares to a February 1983 figures of 7.5 for ABC, 6.9 for CBS and 4.6 for NBC. □

Broadcast deregulation measure inches forward

Members of the House Telecommunications Subcommittee made some progress on a draft of a broadcast deregulation bill last week, but not as much as they had hoped. A draft was expected to be circulated late last week and a hearing for this week was scheduled, but differences on several key issues prevented both from materializing. Talks among members resume tomorrow (Feb. 6).

"I have a number of questions about the language of the bill," said Representative Tom Tauke (R-Iowa). Tauke, along with Tim Wirth (D-Colo.), the subcommittee's chairman, and Billy Tauzin (D-La.) and Al Swift (D-Wash.), met last week to discuss the proposed draft. Tauke said a number of questions arose on several "substantive issues." (Tauke had not seen the actual draft, but planned to meet with Wirth again to review the language.)

Tauke and Tauzin are concerned about the draft's procedures for petitions to deny and revoke. Wirth and others are proposing to strengthen the petition-to-deny process by granting the petitioners some "right to discovery."

Language concerning the enforcement provisions for the proposed quantified television programing standards in the draft is another area Tauke and Tauzin feel needs clarification. Their view of a "violation" differs from Wirth's.

Sunsetting the quantification requirements also is causing

problems. Tauke and Tauzin are pushing for the sunset provisions, but Wirth is reportedly resisting.

Despite these differences, Tauke remains optimistic: "We are moving along. Although it's touch and go in a sense that we are on the border line of not only having to satisfy ourselves but the various constituents."

Tauke's optimism, however, is not shared by the National Association of Broadcasters. "We're not as optimistic as we were two or three weeks ago," said John Summers, executive vice president for government relations. Summers said broadcasters are particularly concerned about the petitions to deny and revoke. NAB also feels the inclusion of a sunset provision is "key."

The question of whether the final draft should include equal employment opportunity standards remains unresolved. Congressman Mickey Leland (D-Tex.), who is pushing for the language, and the NAB have not yet reached an agreement on the standards. Many members feel the draft should include the language instead of adding an amendment later during markup.

Leland met last week with a group of Houston broadcasters to discuss the matter further. The meeting was characterized as "open and honest," but the conversation was limited and no actual negotiations reportedly took place. Apparently NAB is ready to go back to the table. It scheduled a meeting with Leland today (Feb. 5).



The week the media moved on New Hampshire

State is overrun with press from across the country, around the world to cover first primary; ABC, NBC wait until polls close before predicting Hart as winner; CBS goes earlier with 'characterization'

At a candidates seminar on hunger in America, held in an auditorium on the North Campus of New Hampshire College on the Sunday before the first-in-the-nation primary in that state, a solid phalanx of television camera-crew members stood shoulder to shoulder at the foot of the stage on which six candidates and surrogates were sitting. Behind the crews, their view effectively blocked, sat residents and, presumably, Democratic voters of New Hampshire. The scene seemed a metaphor for the way campaigning for the Democratic primary election was done.

For days before the primary, candidates—the principal ones, anyway—moved through the state, from shopping centers to factory gates to Rotary Club meetings, encased in a traveling cocoon of press and broadcast reporters and still and television camerapersons. Indeed, at times it seemed the earth would tilt toward the north, so heavy was the weight of the candidates and their support staffs and the press—600 reporters, plus technicians, producers and the like, according to one published estimate.

For all of the time and effort devoted to analyzing the contest, the journalists and the pollsters on whom they depended proved wrong in what had become the conventional wisdom—that former Vice President Walter Mondale would win. Of course, the trends were all toward Senator Gary Hart (D-Colo.), the surprise winner, in the final days. In fact, ABC sources say their polls, based on small samples with larger probability-of-error percentages than polls normally carry, indicated in the final hours of the campaign a Hart victory—but the network simply did not feel sufficiently confident of them to report those results.

But if the expertise of the elite of the na-

tion's political press corps lost some of its glitter, the press and the political junkies had a more interesting contest to pursue. As CBS's Dan Rather, in a buoyant mood, said in introducing the network's late primary-night wrap-up of its coverage: "It's a whole new ballgame." The inevitability of a Mondale victory had gone up in smoke; in its place was the excitement of the horserace.

So for the press in New Hampshire, it was a fitting climax to a campaign that has become a tradition, an institution, a combination of a prolonged New Year's Eve and college reunion. There is the sense of excitement that always attends the coverage of *important events*, and the feeling of importance that goes with the role of reporting them.

Journalists, many of them so-called national reporters from the big newspapers and the major networks, gather at night in the restaurant, and later pack the lounge, of the Sheraton Wayfarer, in Bedford, the unofficial headquarters for the campaign, to renew acquaintances and exchange gossip and speculations. It was enough to rejuvenate the

most jaded of journalists. "This," said ABC News Washington Bureau Chief Edward Fouhy on Saturday night after dinner with a tableful of national reporters at the Wayfarer, "is the place to be this weekend." CBS News correspondent Bob Schieffer, a normally sophisticated and tough-minded reporter, said as the campaign was in its final hours, "This is fun!" And then on Tuesday, the journalists had what could reasonably be called a hell of a story, with the prospect of the drama continuing for months. If there were no New Hampshire primary, it seemed last week, the press would invent one.

A Race of 'Characterizations'

One result of the primary election coverage was to envelop the controversy over early projections of results in a semantic fog. Those doing exit polling were reasonably, if not totally, convinced hours before the polls closed that Hart would win. The networks and some stations and newspapers had thrown enormous resources into the effort to learn a great deal about those who voted, including those for whom they voted. NBC, for instance, deployed exit pollers (including one woman who drove a four-wheel vehicle through snow and ice to reach her destination on the side of a mountain) to 76 polling places to interview some 2,000 exiting voters; national polls are often limited to a sample of 1,500. Jerry Chervinsky, political director of WBZ-TV Boston, said at about 6 p.m. on election day, before any polls closed, that, based on exit polling, he knew an hour and a half earlier that Hart had won by a margin of "5% or 10%." However, no one actually broadcast an unqualified call until after all the polls had closed—and they closed at different times in different areas of the state: at 6, 7 and 8 p.m.

CBS was the only one of the three networks that did not promise at a congressional hearing on the issue on Monday not to project results before all of the polls closed; CBS News's Ralph Goldberg had said that CBS's reporting would depend on events and



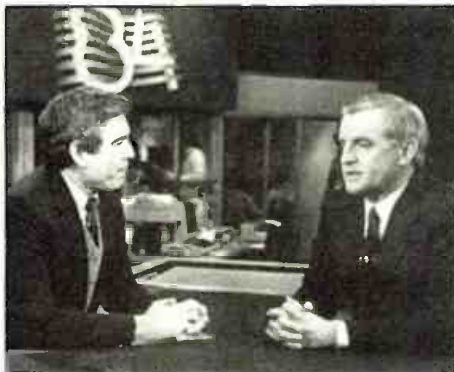
Exit polling by CBS News

that, "if the information is available." the public is entitled to it once "the majority of the polls are closed, at 7 p.m." (see page 64). And at 7 p.m., CBS came within a whisper of a "call." Dan Rather went on the air with word that, with 11% of the precincts reporting, Hart was leading Mondale by a margin of 39% to 28% and that polling of departing voters indicated that the trend would continue and that Hart "will win the primary by a comfortable margin." An hour earlier, CBS had chosen an unusual procedure for breaking the story. At 6:01 p.m., Rather transmitted word to CBS affiliates by closed circuit of what is now called a "characterization": "A political upset may be in the making, with Senator Gary Hart showing a good chance of defeating Walter Mondale in the Democratic presidential primary." The affiliates were free to be first on the air with the story. At 6:30 p.m., Rather, referring to early election results and exit polling, said in a network broadcast there were "early indications of a possible first-class upset in the making."

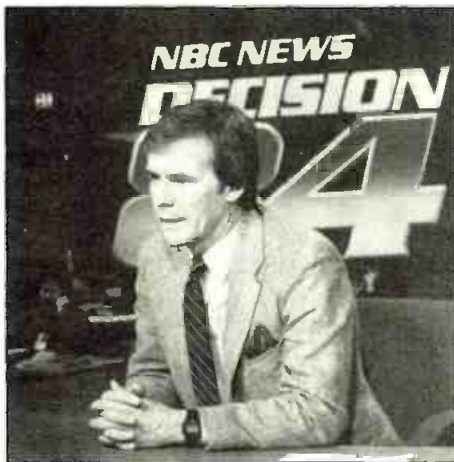
ABC and NBC, in line with what they said was their policy, engaged in the qualified circumlocutions of "characterizations" beginning at 6:30 p.m. and continued them until after all the polls closed—to the chagrin, it seemed evident, of the troops in the newsroom who felt frustrated by the restraint on their reporting. "Our job is to get the news, and get it out first," remarked ABC's Ed Fohy, at midday in the *Wayfarer*, in glum contemplation of the virtual certainty of being beaten on a call that night. NBC's Tom Brokaw recognized that "there is an increasing unhappiness with the business of projections," and added, "We haven't done a good job of explaining it." (WBZ-TV's Chervinsky was not uncomfortable in withholding the information obtained from the exit polling, however. He felt it would be improper to broadcast the information and, in the process, possibly discourage people from voting. "The competition is getting out of hand," he said.)

If the guarded language was intended to avoid irritating Representatives Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and Al Swift (D-Wash.), who have been among Congress's major critics of broadcasters' projections of election results, it did not seem to have succeeded. Wirth said he was "pleased with the restraint" shown by the networks, but that the effect of the coverage of the three networks was "to effectively project the eventual outcome long before all polls were closed." He said he would wait to observe the networks' coverage of the 10 primaries and caucuses on "super Tuesday," March 13, before deciding whether he will pursue the matter. But Swift, author of a resolution (HR Con. Res. 227) calling on the networks "voluntarily" to refrain from projections of election results, has already made up his mind. He said the networks appeared to be "characterizing" trends as a means of projecting results. And he said he hopes to have his resolution brought to the floor for a vote "in the spring."

It may be unimportant in the long run that the press was wrong in its speculation as to



CBS's Rather and visitor



NBC's Brokaw



ABC's Jennings and Brinkley

the winner last week. It probably puts too much stock in that aspect of its work. Its function, its practitioners would be the first to say, is to provide the public with the information on which it can make decisions. And the various media provided enormous amounts of information. The story of the New Hampshire primary was told not only by the networks but by the radio and television stations in the state and in Boston, and by C-SPAN, Cable News Network and Independent Network News.

As a result, the public was, as Brokaw said, served by a "spectrum" of information sources. If the networks, in the days leading up to the primary, were unable to do more than the customary minute or minute and a half on an individual piece, the New Hampshire and Boston stations, with a considerable amount of their viewing audience in southern New Hampshire, could and did do more; they did not shrink from putting candidates on for two or three or more minutes.

In fact, for WRKO(AM) Boston, with an all-talk format, the campaign was a bonanza: The station filled a four-hour talk show several times in the final days of the campaign with interviews with candidates. The Public Broadcasting Service broadcast live the League of Women Voters-sponsored debate among the eight candidates. And the ubiquitous C-SPAN, still vigorous following the extensive coverage of the Iowa caucuses the preceding week, provided its viewers across the country with 75 1/2 hours of news and information related to the New Hampshire primary, including candidates' speeches and press conferences, all done full text. To fill in around the edges, there were CNN, which provided live and taped reports throughout Feb. 27, 28 and 29, and INN and Index, which transmitted packaged pieces each night by satellite from Manchester.

All of that is what the campaign managers refer to as "free media." Candidates scramble for it, do silly things for it—participating in events at a lumberjacks' competition, as Hart did, and even, as Senator Ernest Hollings (D-S.C.) acknowledged in a piece on the *CBS Morning News*, make statements on issues simply because they think the television reporters think they are worthy of air time. Nor is that the extent of what might be called the symbiotic relationship between the candidates and the media. The candidates and their managers know and are as respectful of reporters' deadlines as the reporters. And, as NBC News's Sid Davis observed, some candidates have learned the skill of expressing themselves in the punchy, succinct prose that makes for ideal "sound bites," and thus avoid the danger involved in having a producer or correspondent edit a remark to a desired length. Davis cites a concluding comment by former Senator George McGovern (D-S.D.), at the seminar on hunger, as particularly good, if a trifle long: "I know it is said that Mr. Reagan is a nice guy. I don't think there is anything very nice about allocating \$40 billion to an MX missile we don't need and then knocking three million hungry kids out of the school lunch program."

But none of that means the candidates ignored the "paid media." They spent heavily on political advertising in the Boston market, as well as in New Hampshire. And there are those who give much of the credit for Hart's victory to his \$125,000 advertising campaign. They note that exit polling indicated many of those who voted for Hart said they were impressed by his invocation of a new generation and by his promise to offer "new ideas" as solutions to the nation's problems, themes that were at the center of his ad campaign.

They Came From Everywhere

New Hampshire demonstrated once again that, since satellite technology has made it feasible, affiliated and independent stations, driven by ambition and competition, will travel beyond the city limits to do stories of national significance, particularly where there is a local angle. There is no count of how many stations sent crews to New Hampshire. But there were at least five from South Carolina following Hollings in what

proved to be his final days as a presidential hopeful, and two—KNXT(TV) and KABC(TV), both Los Angeles, following their local hero, Senator Alan Cranston (D-Calif.) in his last days in quest of the Presidency. But some stations were without a local angle. All told, there were 15 CBS affiliates covering the campaign.

The primary campaign held a fascination, as well, for scores, maybe hundreds, of foreign journalists—including many representing television enterprises—some 40 of whom participated in a five-day tour of New Hampshire that was organized by the Foreign Press Centers of the U.S. Information Agency. Britons, Danes, Norwegians, Austrians, Finns, Brazilians, Swedes, Dutch, Italians, Spaniards, Koreans, Australians, French, Germans, Canadians, Swiss and Japanese—some based in Washington, some freshly arrived from abroad—all viewed the process through the prism of national interests and biases. A member of the Canadian Broadcasting Corp. team, which included representatives of both the English and French language services, said they were interested in the issues discussed in the campaign as they affected Canada. A Japanese said much the same. A Dane said he was attempting to provide his audience with an impression of the candidates and explain the background of the campaign. The system itself intrigued the French. The focus of the crew from Antenne 2, said a young woman associate producer, is “the folklore”—“the rallies, the hats, the buttons, the candidate [Senator John Glenn (D-Ohio)] who dishes out hot dogs and beans.” The invasion of a small state by hordes of reporters was another ingredient catching the French’s fancy. And the appearance of eight presidential candidates in one small town at the same time was almost beyond the comprehension of the French.

The hunger of affiliates and foreign stations for coverage of the New Hampshire primary was turned into a marketing coup by CBS News Feeds. It provided tape-editing and satellite transmission facilities for 30 clients, half of them CBS affiliates and half of them foreign, including the European Broadcasting Union, two Japanese services and Spanish International Network. In six trailers strung out behind the Wayfarer, the service housed 21 editing systems and facilities for live interviews and standuppers by correspondents. In the final days, the service was feeding signals by satellite to points in the U.S., Europe and Japan virtually around the clock.)

Everyone wants on

For all of that, the networks remained the dominant influence. Their numbers were impressive—CBS says it had 120 staff and employees; NBC, 120, and ABC, 75-90 (although there are those who say the numbers were higher). So with the technology and the gear—the computers and the satellites and the like—the scientific polling, and the stunning graphics. In the last few days before the primary, each covered every candidate with a correspondent and crew. The networks

seemed sensitive to past criticisms of their interest in the horserace rather than the issues. Joan Richman, CBS News vice president and executive producer of special events, for instance, said her aim was to have CBS cover the New Hampshire campaign “in a broader context than that of each individual candidate’s campaign.” In the past, she said, no such effort at providing “a coherent whole” had been made. And the network news broadcasts were watched by the print press. As a result, the networks seemed to play a major role in setting the campaign agenda.

That caused candidates unable to get much time on the network news programs to suffer considerable frustration, even if they did appear on local stations. Hollings, considered by many who followed him as one of the brightest and wittiest of the candidates was a case in point. His campaign manager, Curt Moffatt, would rail against what the networks called the “economic” considerations that led them to pass over Hollings when camera crew assignments were being made. He cited the editorial support Holl-



C-Span's Brian Lamb, Carrie Collins

ings had picked up in New Hampshire and the favorable comment by heavyweight columnists Tom Wicker and George Will. “He has been in the Senate 18 years and may be the brightest candidate,” Moffatt said on Sunday night, in the lounge of the Wayfarer. “Why shouldn’t the networks pay attention to him?” Even when crews were assigned, the coverage was not intense. ABC correspondent Bill Greenwood followed Hollings with a crew for four days and did only one piece.

As for Moffatt’s general complaint, the answer from executive producers, correspondents and anchors was virtually unanimous: They base coverage decisions on the likeliness of a candidate to make an impact, on the degree of support the candidate has generated. They say, in effect, that they follow the parade; they do not lead it. “We go on the polls,” said ABC’s David Brinkley. “We take what we think to be serious candidates who have the support and the forces to put on a serious campaign.” “Candidates sometimes regard us as a public utility, and we’re not,” said NBC’s John Chancellor. “We’re in the information business. We shouldn’t treat each candidate equally. You can be selective and fair.”

Certainly the Hart camp subscribed to that view, following the primary election. “I loved the coverage,” said Mark Hogan, for-

mer lieutenant governor of Colorado and an adviser to the campaign, at the candidate’s victory celebration in the Chateau Restaurant in Manchester. For months, the national press seemed bored with Hart, a candidate with little name recognition, as the experts talked of the two-man race shaping up between Mondale and Glenn. Then came Hart’s surprise second-place finish in the Iowa caucuses. “At that point,” said Hogan, “the coverage intensified and the campaign began to take off. The media began to recognize how well organized we were in Iowa and here, and began giving exposure. It was tremendously helpful.”

Covering the Coverage

One question posed by the tremendous amount of attention the press paid to the New Hampshire primary is: Was it worth it? Those on the scene in New Hampshire had no trouble with that. And in answer, they used a term best known until now by Democratic pols and those who cover them—“frontloading.” That describes the scheduling of the first two contests—Iowa and New Hampshire—a week apart and then 10 other caucuses and primaries two weeks after New Hampshire. Rather, for instance, described the system as “front loaded,” one in which a premium is placed on candidates who can demonstrate strength early on. “For better or worse,” he said, as he prepared for his *Evening News* broadcast on Monday, “the system has evolved in such a way that any number of people can be eliminated this early. It’s possible the nomination of one party can be settled by the end of February, maybe the election... Journalists didn’t invent the system... Politicians have set the rules to allow a solution at an early date. If they do that, we’re going to be around to report it.”

Still, there is no blinking the fact the press corps covering the candidates in the snows of Iowa and New Hampshire has grown to awesome proportions. (NBC News President Reuven Frank recalls the first New Hampshire primary, in 1952, which the network covered with a four-man team that reported the first in what has become a tradition of stunning upsets—Senator Estes Kefauver’s defeat of President Harry Truman. And he was not prepared to say the coverage today is any better—only that it is faster and there is more of it.) And as the journalistic enterprise grows, the coverage of the journalists is in itself becoming a growth industry. Newspapers and magazines assigned reporters to cover the media in New Hampshire, and they rode the buses along with the reporters who were covering Mondale and Hart and some of the others. Public Broadcasting Service’s *Frontline* last week broadcast a one-hour documentary on the phenomenon—*The Campaign For Page One*—which followed the boys on the bus following the candidates. To some, such coverage of the coverage might seem a bit of journalistic overkill. But to those on the scene, the sheer size, weight and bulk, not to mention influence, of the press corps, make it—like the process the political reporters cover—worthy of journalistic attention. □

Getting ready for the landrush on new FM slots

Those new Docket 80-90 FM stations are almost here. If things work out the way the FCC plans, applications could start being filed before the end of the year.

The FCC took a major step toward making those new FM's a reality at an open meeting last week: It released the list of the 684 locations it has proposed—most of them for Class A's, and falling most heavily on the Southeast.

At the same time, it announced the deadline for existing FM stations to apply to upgrade to their maximum facilities. Those that haven't filed for their upgrades by March 1, 1987, will be downgraded to a

lower class, a move that should permit more new FM's to be dropped in.

The commission also proposed several ways to give AM daytimers a break. Under one proposal, daytimers applying for a Docket 80-90 FM in their communities will be treated the same as any other applicant—that is, they won't face the same comparative diversity demerit they would under the status quo. Under another proposal, they would be treated the same as any other applicant, as long as they agreed to divest themselves of their daytime facility if they won the new FM. Another possibility—and this one was included in the rulemaking at FCC Chairman Mark Fowler's suggestion—was to give AM daytimers a comparative preference for the new FM's.

FCC officials stressed that no applications for the new FM's are being accepted at this time. The commission's action last week

was aimed at coming up with a table of allotments for the new stations. Once the "omnibus rulemaking" of the commission's proposed locations is published in the *Federal Register*, parties have 60 days to comment. The counterproposals must be mutually exclusive with one or more of the 684 proposed; they also must "fit" among existing stations technically. Furthermore, they must include a statement of interest in a channel and a statement asserting that the proposed relocation would furnish another community its first local service, its first full-time local service, a public radio service, or serve minority needs.

After the deadline for counterproposals has passed, public notice of them will be made, and another 30 days will be afforded for reply comments.

A list of the 684 locations follows. An asterisk indicates a town receiving its first FM.

Alabama—Alabaster*, Anniston, Bay Minette, Brundige*, Cordova*, Dothan, Elba*, Eutaw*, Florence, Fort Rucker*, Linden*, Mobile, Montgomery, Selma, Talladega, Tallahassee*, Vernon*, Winfield*. **Alaska**—Anchorage, Bethel. **Arizona**—Buckeye*, Chinle*, Flagstaff, Globe, Kearny*, Oraibi*, Phoenix, San Carlos*, Sierra Vista, Tuba City*, Tucson, Window Rock*, Yuma. **Arkansas**—Beebe*, Cabot*, Clarendon*, Dermott*, El Dorado, England*, Eudora*, Glenwood*, Hamburg*, Hardy*, Helena, Horseshoe Bend*, Little Rock, Malvern*, Marianna*, Marked Tree*, North Crossett*, Pine Bluff, Texarkana, Trumann*. **California**—Atwater*, Avenal*, Bakersfield, China Lake*, Chowchilla*, Colusa*, Crescent North*, East Hemet*, East Porterville*, Earlimart*, Firebaugh*, Ford City*, George*, Gonzales*, Hanford, Independence*, Kingsburg*, Lake Isabella*, Lenwood*, Lindsay*, Madera, McFarland*, Mendota*, Merced, Modesto, Orange Cove*, Orland*, Oxnard, Rio Dell*, Rohnerville*, Sacramento, Salinas, San Jacinto*, San Luis Obispo, Santa Barbara, Santa Rosa, Searles Valley*, Soledad*, South Oroville*, Visalia, Winton*. **Colorado**—Brush, La Junta, Las Animas*, Pueblo. **Connecticut**—Coventry*, New London, Pawcatuck, Stafford Springs*. **Delaware**—Lewes*, Milford. **Florida**—Century Village*, Chattahoochee*, Chiefland*, Daytona Beach, Edgewater*, Englewood*, Fort Myers*, Gifford*, Graceville*, Key West, Marianna, Monticello*, Orlando, Pensacola, Quincy, Talahassee, Watertown*. **Georgia**—Albany, Arco*, Ashburn*, Bainbridge, Calhoun*, Cuthbert*, Douglasville*, Eatonton*, Fort Valley*, Hogansville*, Lafayette*, Lakeland*, Lyons*, Macon, Milledgeville, Millen*, Montezuma*, Royston*, Statesboro, Sylvester*, Valdosta. **Hawaii**—Honolulu. **Idaho**—American Falls*, Buhl*, Gooding*. **Illinois**—Bushnell*, Carlyle*, Carterville*, Casey*, Champaign, Coal City*, Decatur, Dwight*, Fairbury*, Farmington*, Galena*, Galva*, Hamilton*, Henry*, Hillsboro*, Kankakee, Lewiston*, Marseilles*, Marshall*, Mason City*, McLeansboro*, Nashville*, Newton*, Nokomis*, Oglesby*, Oregon*, Peoria, Pinckneyville*, Polo*, Spring Valley*, Villa Grove*. **Indiana**—Anderson, Attica*, Austin*, Berne*, Bicknell*, Bloomfield*, Bremen*, Clinton*, Corydon*, Delphi*, Dunkirk*, Evansville, Fort Branch*, Fort Wayne, Garrett*, Grissom*, Hanover*, Indianapolis, Mitchell*, Mount Vernon*, Nappanee*, Noblesville*, South Bend. **Iowa**—Anamosa*, Audubon*, Belle Plaine*, Cresco*, Des Moines, Eagle Grove*, Eldora*, Grinnell*, Hawarden*, Jefferson*, New Hampton*, Orange City*, Rock Rapids*, Sac City*, Sibley*, West Union*, Winterset*. **Kansas**—Augusta*, Fredonia*, Galena*, Girard*, Herington*, Holton*, Kansas City, Kingman*, Medicine Lodge*, North Fort Riley*, Plainville*, Topeka, Winfield. **Kentucky**—Beaver Dam*, Berea*, Buffalo*, Burkesville*, Cave City*, Cumberland*, Eminence*, Harlan*, Hawesville*, Irvine*, Lancaster*, Lawrenceburg*, Lexington-Fayette*, Louisa*, Louisville, Marion*, Mt. Vernon*, Radcliff*, Salyersville*, Shelbyville*, Shepherdsville*, Vancelev*, Whitley City*, Williamsburg*. **Louisiana**—Alexandria, Arcadia*, Bastrop, Berwick*, Bunkie*, Buras Triumph*, Crowley, DeQuincy*, Homer*, Jonesville*, Lafayette, Lake Arthur*, Lake Charles, Larose*, Mansfield, Monroe, New Iberia, North Fort Polk*, Opelousas, Rayne*, Reserve*, Ruston, Shreveport, South Fort Polk*, Vivian*, Washington*, Welsh*. **Maine**—Dexter*, Fairfield*, Kittery*, Madison*, Mexico*, Pittsfield*, Topsham*, Van Buren*, Winslow*. **Maryland**—Crisfield*, Pocomoke City, Salisbury, Westernport*. **Massachusetts**—Athol*, Great Barrington*, Newburyport*, Orange*, South Yarmouth*, Springfield, Turners Falls*. **Michigan**—Benton Harbor,

Bessemer*, Buchanan*, Gladstone*, Grand Rapids, Hartford*, K.I. Sawyer*, Kalamazoo, Kingsford*, Laurium*, Muskegon, Negaunee*, Portage*, Saginaw, Vassar*, Wurtsmith*. **Minnesota**—Babbitt*, Caledonia*, Chisholm*, Granite Falls*, Hoyt Lakes*, Jackson*, La Crescent*, Lakeville*, Le Sueur*, Mora*, New Prague*, Silver Bay*, Sleepy Eye*, Spring Valley*, Springfield*, Staples*, Stewartville*, Tracy*, Two Harbors*, Wells*. **Mississippi**—Bay St. Louis*, Belzoni, Clarksdale, Cleveland, Columbus, Durant*, Greenville, Greenwood, Hollandale*, Holly Springs, Indianola, Laurel, Lexington, Lucedale*, Macon*, Marks*, Meridian, Monticello*, Natchez, Okolono*, Rosedale*, Senatobia, Shaw*, State College*, Vicksburg, Water Valley*, Wiggins*, Yazoo City. **Missouri**—Ava*, Boone Terre*, Cameron*, Chaffee*, Charleston*, Cuba*, East Prairie*, Fayette*, Hermann*, Ironton*, Lamar*, Macon*, Marceline*, Mt. Vernon*, Perryville*, Piedmont, Slater*, Southwest City*, St. James*, Warrenton*, Washington*. **Montana**—Columbia Falls*, Conrad*, West Yellowstone*. **Nebraska**—Gering*, Gothenburg*, Omaha, Plattsmouth*, Valentine, West Point*. **Nevada**—Hawthorne*. **New Hampshire**—Farmington*, Lebanon*, Somersworth*. **New Jersey**—Atlantic City, Beachwood*, North Cape May*, Villas*, Wildwood Crest*, Woodbine*. **New Mexico**—Alamogordo, Albuquerque, Carlsbad, Clovis, Farmington, Gallup, Grants, Las Vegas, Roswell, Santa Fe, Silver City, Taos, White Rock*. **New York**—Arlington*, Avon*, Boonville*, Canajoharie*, Canisteo*, Catskill*, Center Moriches*, Clyde*, Dannemora*, Dansville*, Delhi*, Dolgeville*, Fort Edward*, Fort Plain*, Fredonia*, Granville*, Homer*, Hoosick Falls*, Mechanicville*, New Paltz*, Palmyra*, Phoenix*, Plattsburgh, Poughkeepsie, Ravena*, Rochester, Sandy Creek*, Syracuse, Utica, Warrensburg*, Waterloo*, Whitehall*. **North Carolina**—Camp LeJeune*, Elizabethtown*, Fairbluff*, Jacksonville, Louisburg*, Marshall*, Murphy*, New Bern, Raleigh, Rocky Mount, Rose Hill*, St. Pauls*, Warrenton*, Wilmington, Windsor. **North Dakota**—Beulah*, Langdon*. **Ohio**—Ada*, Barnesville*, Coal Grove*, Columbus, Crestline*, Crooksville*, Delaware*, Delta*, Edgewood*, Gibsonsburg*, Greenfield*, Hicksville*, Lima, Loundonville*, Loveland*, Mansfield, Marysville*, Montpelier*, North Baltimore*, Nelsonville*, Oak Harbor*, Paulding*, Ripley*, Shadyside*, St. Marys*, Swanton*, Troy*, Uhrichsville*, Union City*, Wauseon*, Willard*, Woodsfield*. **Oklahoma**—Antlers*, Bixby*, Commerce*, Cordell, Fairview*, Heavener*, Holdenville*, Hollis*, Lawton, Lindsay*, Sayre*, Tishomingo*, Wagoner*, Walters*, Wilburton*. **Oregon**—Altamont*, Milton-Freewater*, Myrtle Point*, Nyssa*, Oakridge*, Reedsport*, Seaside*, Sutherlin*. **Pennsylvania**—Barnesboro*, Berwick*, Brockway*, Curwensville*, Edinboro*, Erie, Everett*, Johnsonburg*, Lewisburg*, Lykens*, Masontown*, McConnellsburg*, Mexico*, Meyersdale*, Millersburg*, Mount Union*, Mount Carmel*, Northumberland*, Oliver*, Patton*, Philipsburg*, Port Allegany*, Portage*, Renovo*, Reynoldsville*, Scranton, Shenandoah, Spangler*, Sugar Creek*. **Rhode Island**—Wakefield-Peacedale*. **South Carolina**—Bishopville*, Charleston, Clinton*, Conway, Georgetown, Hemingway*, Kershaw*, Kingstree, Loris*, Marion, New Ellenton*, Orangeburg, St. Matthews*, Sumter, Walterboro, Williston*. **South Dakota**—Canton*, Chamberlain*, Lead*, Mission*, Pine Ridge*, Redfield*. **Tennessee**—Celina*, Englewood*, Jackson, Jellico*, Knoxville, London*, Mountain City*, Parsons*, Ripley,

List continues on page 40

FM allocations list continues from page 39.

Rockwood*, Rogersville*, Selmer, Spring City*, Tazewell*, Wartburg*. **Texas**—Abilene, Beaumont, Beeville, Bowie*, Bryan, Cameron, Carrizo Springs, Clarksville*, Corpus Christi, Daingerfield*, Del Rio, Eagle Pass, Edna*, Electra*, Elgin*, Friona*, Hamlin, Hemphill*, Hondo*, Jacksboro*, Jefferson*, Killeen, Laredo, Longview, Midland, Morton*, Odessa, Palacios*, Pearsall, Pecos, Plainview, Port Isabel*, Post*, Raymondville, Rockdale*, San Angelo, San Augustine*, San Diego*, Tahoka*, Trinity*, Tyler, Uvalde, Victoria, Wichita Falls, Winters. **Utah**—Delta*, Nephi*, Roosevelt*. **Virginia**—Bedford*, Bridgewater*, Broadway*, Charlottesville, Chase

City*, Chesapeake-Portsmouth-Virginia Beach, Churchville*, Clincho*, Emporia*, Exmore, Gloucester Point*, Lawrenceville, Lynchburg, Mount Jackson*, Narrows*, Petersburg, Richmond, Roanoke, Saltville*, South Boston, West Point*. **Washington**—Camas*, Dayton*, Medical Lake*, Yakima. **West Virginia**—Bridgeport*, Charleston, Fisher*, Mannington*, Matewan*, Mount Gay-Shamrock*, Point Pleasant*, Salem*, White Sulpher Springs*. **Wisconsin**—Algoma*, Auburndale*, Black River Falls*, Bloomer*, Boscobel*, Brillion*, Columbus*, Evansville*, Mayville*, Oconomowoc*, Oconto Falls*, Peshtigo*, Plymouth*. **Wyoming**—Kemmerer*. **Puerto Rico**—Naguabo*.

NAB Presents: The Return of the Financial Figures

The National Association of Broadcasters has picked up where the FCC left off in its reporting of television revenue figures—if only partially. Last Thursday, it issued market reports for 1981 and 1982, the first tabulations of individual television market data since the FCC stopped reporting industry financial data in 1980 (BROADCASTING, Aug. 10 1981). The 1981 NAB edition contains figures for 82 out of approximately 140 television markets with three or more stations; the 1982 report shows similar totals from 67 markets. Except for some "minor UHF stations not included in some markets," only markets with a minimum of three stations and 100% participation have been reported, the NAB said. Both reports include network compensation; total expenses; time sales; net revenues; pre-tax profits, and pre-tax profit margins.

According to the NAB reports, the largest Area of Dominant Influence (ADI) market reported in 1981 is fourth-ranked Philadelphia, which increased in net revenues from \$141 million in 1980 to \$161 million in 1981.

One figure of the NAB report that differs from the FCC's is the inclusion of a pre-tax profit margin (pre-tax profit divided by net revenues). That ranged from a high of 57.9% in 1981 and 62% in 1982 for 11th-ranked Houston to a low of minus 27.6% for 71st-ranked Rochester, N.Y., in 1981 and a low of 12.5% for 102d-ranked Las Vegas in 1982. In the chart, a ¹ after the city indicates that figures include network compensation reported by stations with the Spanish International Network. A — indicates information was unavailable because not all stations provided data.

The complete report follows:

1981 television revenues, expenses and profits

Market (num. stations reporting)	Network comp.	National/regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Atlanta (4)	\$5,382,583	\$53,800,941	\$38,076,242	\$97,259,766	\$1,594,062	\$81,633,745	\$48,147,559	\$33,486,186	41.0
Augusta, Ga. (3)	1,893,531	4,481,806	5,275,432	11,650,769	293,837	10,789,357	10,548,552	240,805	2.2
Austin, Tex. (3)	979,408	10,269,364	8,675,816	19,924,588	326,844	17,140,183	12,140,253	4,999,930	29.2
Baltimore (3)	3,332,100	36,958,570	28,898,817	69,189,487	2,236,147	62,426,596	45,412,859	17,013,737	27.3
Baton Rouge (3)	1,766,463	6,055,013	10,649,699	18,471,175	242,950	16,292,475	14,453,625	1,838,850	11.3
Beaumont-Port Arthur, Tex. (3)	972,181	3,958,330	7,964,816	12,895,327	293,965	11,622,183	9,206,205	2,415,978	20.8
Billings-Hardin, Mont. (3)	918,766	1,996,505	2,532,102	5,447,373	184,466	4,988,374	3,571,632	1,416,742	28.4
Birmingham, Ala. (3)	3,408,463	17,252,061	12,935,190	33,595,714	445,036	28,554,871	13,622,401	14,932,470	52.3
Boston (6)	6,060,990	114,571,754	61,785,047	182,417,791	4,137,903	152,600,279	103,580,330	49,019,949	32.1
Bristol, Va.-Kingsport, Johnson City, Tenn. (3)	1,528,520	5,758,316	3,965,793	11,252,629	256,171	9,775,924	7,503,894	2,272,030	23.2
Buffalo, N.Y. (4)	3,248,959	27,743,416	17,157,458	48,149,833	781,785	40,467,261	30,514,586	9,952,675	24.6
Cedar Rapids-Waterloo, Iowa (3)	1,655,509	6,736,942	7,317,087	15,709,538	474,811	13,566,708	11,434,365	2,132,343	15.7
Charleston, S.C. (3)	1,079,443	5,033,558	6,401,206	12,514,207	251,793	10,996,820	9,170,416	1,826,404	16.6
Charleston-Huntington, W.Va. (3)	3,503,776	10,203,834	9,915,362	23,622,972	360,792	20,556,681	11,591,443	8,965,238	43.6
Chattanooga, Tenn. (3)	1,362,131	6,994,911	6,393,663	14,750,705	551,809	13,021,038	9,076,674	3,944,364	30.3
Colorado Springs-Pueblo (3)	824,106	6,610,304	7,179,853	14,614,263	198,833	12,707,763	9,668,804	3,038,959	23.9
Columbia-Jefferson City, Mo. (3)	1,157,889	2,551,362	2,448,705	6,157,956	157,389	5,890,089	4,733,685	1,156,404	19.6
Columbus, Ga. (3)	2,048,320	2,671,966	6,035,610	10,755,896	—	9,943,871	9,315,378	628,493	6.3
Columbus, Ohio (3)	2,833,850	23,751,449	22,942,988	49,528,287	730,223	41,578,906	24,986,588	16,592,318	39.9
Dayton, Ohio (3)	4,472,117	16,096,316	14,835,322	35,403,755	590,546	30,500,556	22,011,824	8,488,732	27.8
Des Moines, Iowa (3)	2,164,286	9,398,306	8,297,130	19,859,722	—	16,766,700	12,169,997	4,596,703	27.4
Detroit (4)	5,845,085	75,270,784	52,861,120	133,976,989	2,131,621	112,190,797	81,368,918	30,821,879	27.5
Duluth, Minn.-Superior, Wis. (3)	1,300,992	3,883,956	3,188,895	8,373,843	—	7,659,084	8,840,657	(1,181,573)	(15.4)
El Paso, Tex. (4)	783,063	4,690,094	8,273,742	13,746,899	350,847	11,938,269	10,580,132	1,358,137	11.4
Evansville, Ind. (3)	1,423,264	4,639,950	7,388,695	13,451,909	176,581	11,805,667	8,732,814	3,072,863	26.0
Fargo, N.D. (3)	1,124,013	3,966,853	5,081,867	10,172,733	—	9,400,788	7,788,072	1,612,716	17.2
Flint-Saginaw-Bay City, Mich. (3)	1,942,929	9,473,325	10,387,992	21,804,246	257,667	19,088,783	13,350,553	5,738,230	30.1
Ft. Myers-Naples, Fla. (3)	1,019,425	4,329,594	6,553,079	11,902,098	255,272	10,704,930	11,621,520	(916,590)	(8.6)
Ft. Wayne, Ind. (4)	1,116,183	6,040,224	7,351,987	14,508,394	1,051,898	12,878,160	12,438,010	440,150	3.4
Fresno-Hanford-Visalia, Calif. (5)	1,986,879	13,150,794	11,828,908	26,966,581	1,157,017	22,780,762	21,729,154	1,051,608	4.6
Gnd Rpds-Btl Crk, Mich. (4)	2,971,658	15,899,579	12,769,220	31,640,457	368,187	26,880,156	18,411,571	8,468,585	31.5
Green Bay, Wis. (4)	1,610,787	7,553,576	8,972,213	18,136,576	352,173	16,867,624	14,200,097	2,667,527	15.8
Groves-Winstn Sim, N.C. (4)	1,959,960	13,079,621	10,945,710	25,985,291	785,675	22,310,524	17,413,069	4,897,455	22.0
Groves-Nw Brm-Wshgtn, N.C. (3)	1,440,407	7,110,181	3,403,824	11,954,412	310,865	10,680,599	9,696,415	984,184	9.2
Groves-Spbg, S.C.-Ash, N.C. (4)	2,532,788	19,590,305	10,905,308	33,028,401	—	28,580,009	17,578,863	11,001,146	38.5

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Harrisburg-York-Lancaster-Lebanon, Pa. (5)	2,751,943	13,274,946	8,573,784	24,600,673	673,196	20,995,282	19,032,452	1,962,830	9.3
Hartford-New Haven, Conn. (3)	4,249,746	32,872,367	18,897,456	56,019,569	489,197	46,754,343	28,870,908	17,883,435	38.2
Houston (5)	3,985,832	97,006,143	59,325,893	160,317,868	933,189	135,628,447	57,104,844	78,523,603	57.9
Idaho Falls-Pocatello Idaho (3)	667,205	2,723,899	1,440,263	4,831,367	—	4,097,530	4,141,545	(44,015)	(1.1)
Jackson, Miss. (3)	1,680,384	5,831,678	6,911,478	14,423,540	—	12,256,736	10,017,719	2,239,017	18.3
Jacksonville, Fla. (4)	2,781,442	18,582,513	10,641,707	32,005,662	484,024	27,094,090	19,753,637	7,340,453	27.1
Joplin, Mo.-Pittsburg, Kan. (3)	1,370,208	2,755,832	2,821,876	6,947,916	60,628	6,705,818	5,917,413	788,405	11.8
Knoxville, Tenn. (3)	3,225,185	9,279,119	9,366,731	21,871,035	493,281	19,683,678	10,296,170	9,387,508	47.7
La Crosse-Eau Claire, Wis. (3)	998,584	3,162,858	3,959,694	8,121,136	129,625	7,403,248	5,797,152	1,606,096	21.7
Las Vegas (4)	705,090	6,730,214	15,268,478	22,703,782	598,640	20,061,746	24,063,048	(4,001,302)	(19.9)
Lexington, Ky. (3)	1,365,797	8,133,071	5,474,572	14,973,440	622,144	13,452,666	14,353,138	(900,472)	(6.7)
Louisville, Ky. (4)	3,709,281	15,690,634	17,396,860	36,796,775	1,207,329	32,193,536	28,609,112	3,584,424	11.1
Madison, Wis. (3)	1,272,199	6,213,780	7,691,580	15,177,559	486,025	13,441,745	10,432,666	3,009,079	22.4
Miami-Ft. Lauderdale (6)	6,697,102	58,432,511	60,866,153	125,995,806	2,701,214	104,464,427	—	—	—
Milwaukee (5)	3,265,196	27,101,260	26,665,161	57,031,617	1,390,920	50,577,681	41,549,725	9,027,956	17.8
Mobile, Ala.-Pensacola, Fla. (3)	1,684,607	9,480,440	9,887,969	21,053,016	212,947	17,866,842	12,086,002	5,784,840	32.4
Norfolk-Portsmouth-Newport News-Hampton, Va. (5)	3,073,498	12,173,644	18,424,638	33,671,780	1,253,471	28,466,246	19,450,832	9,015,414	31.7
Odessa-Midland, Tex. (3)	1,087,160	2,983,190	4,856,382	8,926,732	—	8,219,289	6,158,938	2,060,351	25.1
Oklahoma City (6)	2,970,813	22,269,541	24,717,120	49,957,474	977,689	45,551,145	37,774,300	7,776,845	17.1
Omaha (3)	1,929,621	9,988,949	13,868,776	25,787,346	278,785	22,101,556	18,309,836	3,791,720	17.2
Orlando-Daytona Beach, Fla. (4)	2,545,533	25,448,215	18,599,072	46,592,820	943,672	39,248,852	25,911,657	13,337,195	34.0
Philadelphia (7)	7,149,648	118,335,266	68,769,386	194,254,300	3,517,874	161,334,974	—	—	—
Pittsburgh (4)	5,324,555	53,648,886	33,296,700	92,270,141	3,205,416	77,489,719	60,618,106	16,871,613	21.8
Portland, Ore. (4)	2,612,201	36,184,429	25,293,740	64,090,370	1,137,064	53,940,628	40,359,381	13,581,247	25.2
Portland-Poland Springs, Me. (3)	1,350,154	6,802,052	5,702,334	13,854,540	229,489	12,492,335	—	—	—
Providence, R.I.-New Bedford, Mass. (3)	3,974,557	17,322,399	11,773,692	33,070,648	1,016,497	29,226,708	23,313,682	5,913,026	20.2
Raleigh-Durham, N.C. (3)	3,068,154	17,469,374	11,106,211	31,643,739	892,579	26,919,357	17,297,068	9,622,289	35.7
Reno (3)	610,010	5,112,746	5,129,192	10,851,948	86,733	9,288,720	9,012,792	275,928	3.0
Richmond-Charlottesville, Va. (4)	1,747,438	9,858,350	12,314,095	23,919,883	749,711	20,763,839	14,559,355	6,204,484	29.9
Roanoke-Lynchburg, Va. (3)	1,948,032	8,081,966	6,784,294	16,814,292	248,375	14,428,481	10,122,109	4,306,372	29.8
Rochester, N.Y. (4)	1,897,199	13,652,421	12,276,642	27,826,262	406,800	23,158,550	29,547,885	(6,389,335)	(27.6)
Sacramento-Stockton, Calif. (5)	2,945,359	41,451,488	21,687,816	66,084,663	—	58,522,499	53,656,651	4,865,848	8.3
Salt Lake City (3)	1,556,013	6,349,747	8,490,714	16,396,474	320,492	13,947,720	12,981,023	966,697	6.9
Salt Lake City (4)	1,914,559	22,735,358	21,447,327	46,097,244	—	40,088,720	31,831,069	8,257,651	20.6
San Antonio, Tex. (4)	3,172,468	18,416,105	21,872,592	43,461,165	673,364	36,109,057	18,455,393	17,653,664	48.9
Sanja Barbara-Santa Maria-San Luis Obispo, Calif. (3)	785,350	3,869,020	3,567,957	8,222,327	—	7,494,351	7,008,696	485,655	6.5
Savannah, Ga. (3)	1,359,949	3,517,609	5,202,163	10,079,721	139,137	8,976,800	7,230,727	1,746,073	19.5
Seattle-Tacoma (5)	3,895,218	60,717,822	39,594,408	104,207,448	2,475,513	87,797,757	61,996,755	25,801,002	29.4
Sioux City, Iowa (3)	1,353,854	3,162,967	4,168,238	8,685,059	307,696	8,179,942	7,275,258	904,684	11.1
Spokane, Wash. (3)	1,349,073	11,893,566	5,613,569	18,856,208	128,733	16,227,048	10,602,434	5,624,614	34.7
Springfield, Mo. (3)	1,517,813	4,643,735	5,819,118	11,980,666	—	10,948,506	7,509,641	3,438,865	31.4
Syracuse, N.Y. (3)	2,467,620	11,598,270	9,109,494	23,175,384	365,030	19,699,755	16,737,479	2,962,276	15.0
Washington, D.C. (5)	3,890,511	82,350,582	51,240,549	137,481,642	2,108,709	112,841,307	78,788,789	34,052,518	30.2
Wichita-Hutchinson, Kan. (3)	1,614,119	8,873,733	11,171,599	21,659,451	—	20,576,267	16,896,793	3,679,474	17.9
Wilkes Barre-Scranton, Pa. (3)	2,137,678	8,066,362	6,452,167	16,656,207	794,547	14,487,151	13,097,466	1,389,685	9.6
Youngstown, Ohio (3)	1,133,169	7,304,509	3,293,068	11,730,746	—	9,730,123	10,137,408	(407,285)	(4.2)

1982 television revenues, expenses and profits

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Abilene-Sweetwater, Tex. (3)	960,864	2,991,357	3,634,026	7,586,247	—	6,955,395	5,419,098	1,536,297	22.1
Albany-Schenectady-Troy, N.Y. (4)	3,803,659	19,001,953	12,433,918	35,239,530	821,245	30,136,136	23,932,960	6,203,176	20.6
Amarillo, Tex. (3)	1,042,279	4,932,804	5,677,819	11,652,902	—	10,028,158	9,090,146	938,012	9.4
Atlanta (5)	5,431,821	67,556,440	46,292,552	119,280,813	1,619,163	99,502,524	59,699,165	39,803,359	40.0
Augusta, Ga. (3)	1,969,295	4,958,621	6,055,738	12,983,654	322,930	11,586,285	9,405,024	2,181,261	18.8
Austin, Tex. (3)	1,048,254	13,293,940	9,009,254	23,350,448	—	21,045,402	13,425,590	7,619,812	36.2
Bakersfield, Calif. (3)	882,755	5,830,817	4,494,268	11,207,840	115,966	9,429,540	6,742,296	2,687,244	28.5
Baltimore (3)	3,977,751	37,358,141	35,240,270	76,576,162	2,997,047	63,860,675	50,304,623	13,556,052	21.2

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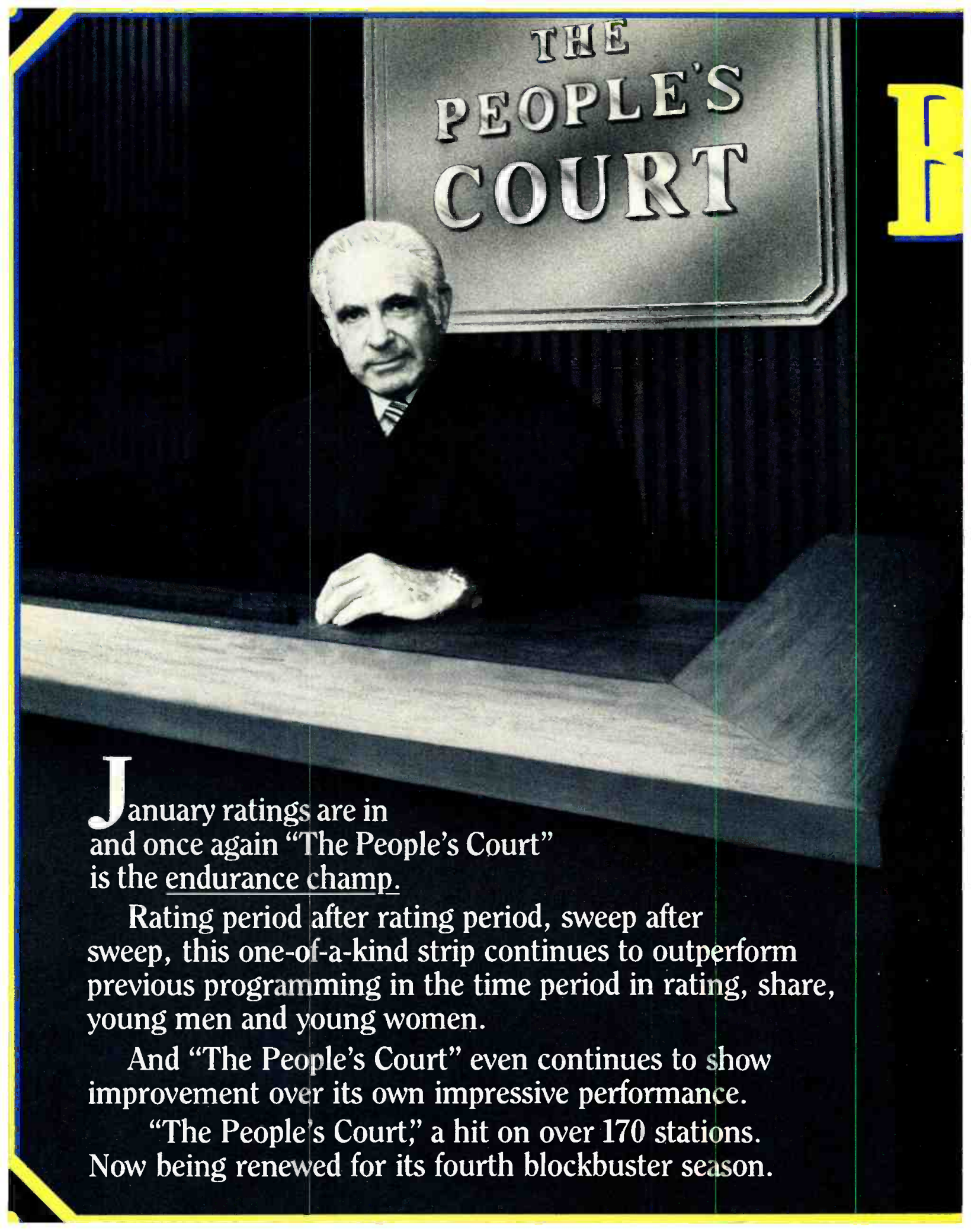
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NEW YORK*

WNBC MONDAY-FRIDAY 4:30PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	8/19	165	76
JAN '83	More Real People	5/12	72	41

INCREASE..... +60%/+58% +129% +85%

MINNEAPOLIS-ST. PAUL*

KMSP MONDAY-FRIDAY 6:30PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	9/17	45	42
JAN '83	PEOPLE'S COURT	8/16	40	38

INCREASE..... +13%/+6% +13% +11%

LOS ANGELES*

KCOP MONDAY-FRIDAY 7:30PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	9/14	178	157
JAN '83	Tic Tac Dough	7/11	99	66

INCREASE..... +29%/+27% +80% +138%

DALLAS-FT. WORTH**

KXAS MONDAY-FRIDAY 4:00PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	9/25	40	25
JAN '83	Perry Mason	5/17	27	12

INCREASE..... +80%/+47% +48% +108%

PHILADELPHIA*

KYW MONDAY-FRIDAY 7:00PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	8/13	91	72
JAN '83	Evening Magazine	6/10	57	46

INCREASE..... +33%/+30% +60% +57%

HOUSTON**

KPRC MONDAY-FRIDAY 4:00PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	7/19	36	21
JAN '83	Entertainment Tonight	3/12	16	10

INCREASE..... +133%/+58% +125% +110%

BOSTON*

WBZ MONDAY-FRIDAY 5:00PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	10/26	73	42
JAN '83	Family Feud	10/25	59	40

INCREASE..... — / +4% +24% +5%

ST. LOUIS**

KSDK MONDAY-FRIDAY 4:00PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	8/22	20	15
JAN '83	Rhoda	4/10	22	7

INCREASE..... +100%/+120% — +114%

PITTSBURGH*

KDKA MONDAY-FRIDAY 5:00PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	14/32	44	35
JAN '83	PEOPLE'S COURT	11/25	46	25

INCREASE..... +27%/+28% — +40%

KANSAS CITY**

WDAF MONDAY-FRIDAY 4:30PM

		RTG/SH	W 18-49	M 18-49
JAN '84	PEOPLE'S COURT	10/30	22	14
JAN '83	Charlie's Angels	7/23	18	12

INCREASE..... +43%/+30% +22% +17%

*NSI/Cassandra

**Arbitron

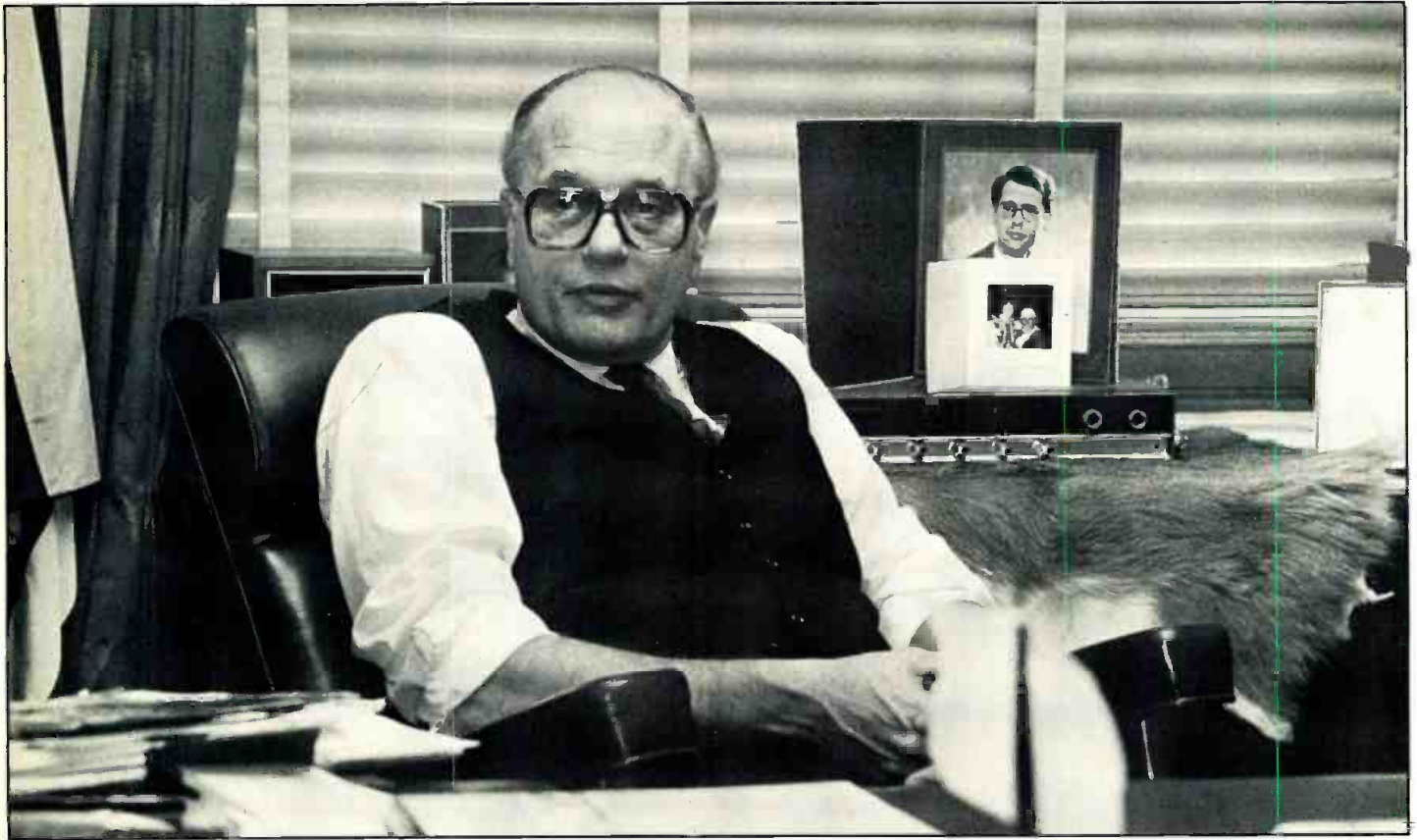
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The no uncertain terms of John D. Dingell

To say that John David Dingell, a Democrat from Michigan's 16th district and chairman of the House Energy and Commerce Committee, plays a key role in policy decisions affecting the telecommunications industry is to indulge in understatement. Among other areas of responsibility and power over which he has sway are the FCC, broadcasting, cable and common carrier. He is, as one industry observer put it last week, "a force to be reckoned with." □ Now serving his 15th term, Dingell was first elected in 1955, at age 29, in a special election following the death of his father, who had held the seat since 1932. Dingell took over the Energy and Commerce chairmanship from Representative Harley Staggers (D-W.Va.) in 1981. His involvement in communications issues—which had been conspicuous from the beginning of his congressional career—intensified after that, and his ability to find the common ground surfaced during a House-Senate conference on a 1981 Budget Reconciliation Act that amended parts of the Communications Act. □ "Big John" is more than ever in the communications policy spotlight these days as Energy and Commerce, and its Telecommunications Subcommittee, debate such matters as deregulation for both the broadcast and cable industries, and are involved in such critical issues as financial interest (including oversight of the White House's hand therein). In this wide-ranging interview with BROADCASTING editors, Dingell shares his personal philosophy of what should be and his politician's assessment of what will be.

How do you view the relationship between your committee and the broadcasting industry?

I think it's been very, very good over the years. We've had a great deal of legislation that the industry has wanted, and I think it's been processed in a generally sympathetic atmosphere. I have many friends in the industry. We get along very well.

How about the cable industry?

I think the relationship there is also very good.

And how about the FCC?

Well, the FCC is an agency that is under the jurisdiction of the committee, and sometimes we have to remind them of that fact. For example, we have a pending request for some papers from the FCC, and they're giving us a little bit of static. But they will ultimately see it our way and give us our papers.

We have policy differences, as you very well know, from time to time. And we try to have them see it our way on those matters, too, within the context of the Pillsbury rule. At the same time we try to see to it that others do not transgress the Pillsbury rule where the FCC is concerned.

I hate to confess not knowing what the Pillsbury rule is.

The Pillsbury rule says that you don't tinker with cases under adjudication. And that ex parte communications are not proper in a pending proceeding. I'm referring most specifically to the recent ex parte communications of interest between the President and the FCC on the subject of financial interest.

That leads right into my next question. How about your relationship with the White House?

Well, I always get along with the White House. Sometimes better and sometimes not better. But I always get along with them. You know, folks come and go at the White House, but members of the committee and members of the Congress are generally here for a goodly while. And they ultimately understand that after they've been down there for a while.

I have differences with them which I don't work overly hard to conceal.

What do you plan to do with the investigation by your oversight committee into the relationship between the President and the FCC on financial interest?

The staff is reviewing it to see what steps to recommend next.

I have to observe that the entire matter seems to be on public record. I think we have probably provided the necessary incentives for Mr. Fowler [FCC Chairman Mark Fowler] to come to his own judgments independent of any suggestion the President would make to him. And that was a very important goal that we had—to see to it that the regulatory process was fair and even, and not bottomed on any outside direct communications.

Moreover, we hope that the White House would be more prudent in its behavior in the future and will not engage in this kind of practice as events go forward. I think we may have gotten that message through to them.

One of the reasons that we bring up so general a question as that of your general relationship with the industry is the difference between the performance of the broadcast deregulation bill in the Senate, where you have a unanimous Senate behind S. 55, and the House, where we're still trying to get a broadcast dereg bill out of subcommittee.

All that really shows is that there's a certain unanimity on the point in the Senate which is lacking over here.

Do you feel the same way about the Senate cable bill?

I think the same statement could be made on that point.

You are aware of the fact that in our committee there is not necessarily either unanimous or deep conviction on the cable bill.

And so what I've done is to try and give the cable industry and the cities an opportunity to negotiate and attempt to resolve their differences on the bill. I wouldn't want to be the fellow that had to handle on the House floor legislation that had the almost universal opposition of mayors and city governments in this country.

What do you think of the current status of those negotiations?

Well, there are two sets of negotiations. With regard to the broadcast matter, that's very close. And it looks like there may be agreement which will enable us to have the necessary drafting done and to perhaps go forward on the legislation.

With regard to the cable bill, the first two meetings have been held. I am informed that they were generally productive gatherings. What remains now is for the parties to buckle down and attempt to work out their differences within the framework of what they've been talking about.

The mayors are universally opposed to the legislation in its current form.

The telephone companies have very serious and legitimate concerns and are also opposed. A coalition of consumer, labor and citizen groups are also concerned about what they perceive to be major defects in the bill and they, too, are opposed. What I have done has been to simply insist that the industry and the cities, the principal parties in interest, engage in good-faith negotiations to try and resolve their differences. Other interested and affected parties will have full opportunity to have their views heard, but it is clear that multilateral negotiations simply are impractical. I have encouraged everyone to express their views to the committee members.

As you can see, I am not an enthusiastic supporter of the legislation, but I've got an institutional responsibility to see to it that the bill is processed fairly. But no responsible chairman is going to put on the floor a bill that has the kind of opposition from the cities that this bill has, without seeing whether problems might be resolved.

What specific problems do you have with the cable bill?

Well, I asked the cable people, "What if some of your suppliers were to come in to you and say, we simply can't afford to be bound by our contracts. What would you do?" I said, "You'd tell them you'd see them in court." And, I said, "If they came down here to Congress to get themselves absolved from contracts that they found obnoxious or oppressive," I said, "you'd be here en masse to denounce them for bad faith and improper behavior and to ask, 'Where is the constitutional sanctity of contracts?'"

And I also observed that I am unaware of any of these cable companies that have been driven at gunpoint into negotiating either the contracts or any particular part of the contracts. And I'm not really aware of why the Congress should free an industry of a particular contract that it might find oppressive.

The courts are open, the parties are available to negotiate amongst themselves over the issues that they find troublesome. The cities are not creatures of the federal government; we have no responsibility to supervise the cities. It would be the same as if we were to say to the cities and the states that they couldn't control the prices of natural gas or water or electricity. Or telephone service.

You sent a letter to Drew Lewis of Warner-Amex asking for information on that company's franchises. Do you see what's happened at Warner as an example of the industry's problems?

I'll have a better answer to that question when I get his response. I'm sure the cities do. But it's the responsibility, quite frankly, of the parties to deal with those issues.

Drew has said that he finds he's got a bunch of bad deals, and he's going to address them in a particular way. The courts will be available for both Drew Lewis and his company and for the cities that are affected to litigate out any question that they can't resolve amongst themselves.

On this other negotiation that you refer to as being close to realization, I take it you're talking about the broadcast deregulation bill. Have you had your own oar in that process up until this point?

GALAXY
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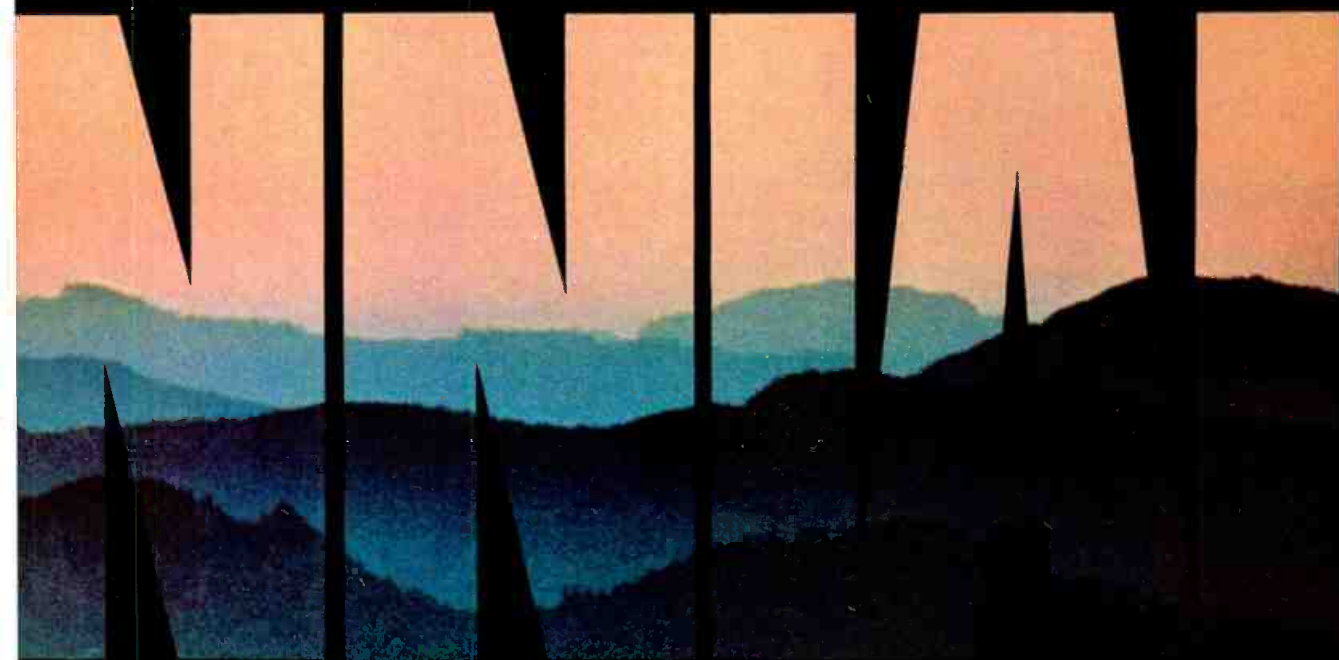
SYNDICATION HISTO

CENTENNIAL

ARB Atlanta Report, January 1984

	Prime Movie Avg. Jan. '83	Centennial Jan. '84	Centennial % Increase
RATING	3	10	233%
SHARE	5	14	180%
W18-34	12,000	55,000	358%
M18-34	15,000	54,000	260%

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I've watched it closely.

Do you speak while you watch?

I find I do much better when I listen than when I talk.

Is Congressman [Al] Swift still negotiating on your behalf?

Swift is a man in whom I have the utmost trust and confidence. He's an extraordinarily competent and decent human being.

What do you think about Tim Wirth's latest proposal on the cable franchise fee?

Well, I think it merits consideration. Tim's a responsible member of the committee; he's chairman of the subcommittee. He's had considerable experience in these matters, and I see no reason why his suggestion ought not be considered rather carefully. I've suggested to him that he hold hearings in his subcommittee on his proposal.

I'm not sure this is the forum in which the issue should be dealt with. Cable is still intrastate commerce, in spite of everything I've heard the industry say to the contrary.

Do you feel that a 5% cap on the franchise fees is fair? Or should there be a cap at all?

Personally, I'm not sure why there should be a cap. If the citizens of the community think that it's excessive, they have a perfectly good way of dealing with it; they can simply inform their elected officials that they regard the level of franchise fees as above that which is proper, and that the issue can be resolved locally without any interference from the Congress.

Really, I think it's a local question. And if the cable people feel that they're being charged excessive franchise fees, they go to the voters and say, "Voters, you're having a hidden tax levied on you; you should communicate with your council and your mayor about the fact that their behavior is not in your best interests."

There's a perfectly good forum, and it's one where all parties are much more knowledgeable about the local issues than are the people in Washington. I can see no reason why the people in Congress ought to be making detailed policy with regard to cable in such diverse places as Yakima, Wash., or Miami, or Lewiston, Me., or San Diego. Each of these have quite different geographical and ethnic and social and political considerations.

What do you think about the argument that was put out by the cable industry saying that the cities had just as great a need for this legislation as the cable industry, because if the cities don't act now the FCC is going to act? And the FCC already has several things under way.

The FCC has been asserting a good bit of authority in this area, but its authority has yet to be tested to finality in court.

The definition of intrastate commerce is rather clear. I'm aware of no pre-emption legislation that the Congress has passed which would divest the cities of their responsibility or vest it exclusively in the FCC.

I want to leave you with this thought: I'm describing to you my honest concerns about the bill. I don't want you to think that I'm telling you that I'm not going to carry out my institutional responsibilities, as chairman of the committee. I have already insisted on good faith negotiations between the parties. And I've not indicated anything that I would possibly do, except that if the parties do agree, then there's a fair possibility that I will support the legislation with the changes that the parties agree to.

What would you think about merging the cable and broadcast deregulation bills?

It might have the practical effect of multiplying the enemies of each. I've seen that happen around here.

I wonder what your answers to these questions about the cable bill tell us about you, and what we should be able to extrapolate about your attitude toward cable?

Basically, I understand the duty of the states to regulate their crea-

tures, the cities, and the duties of the cities to deal with their contracts with the franchisees. And the duty of the franchisees to deal with the cities which award them franchises. And I'm totally incapable of understanding why it is that the federal government is being driven into this exercise.

Those in cable think an argument can be made that cable is in interstate commerce.

In terms of the specific question of local delivery of cable service, and a number of the issues which are associated with this aspect of cable, I haven't seen any signs of it. There may be a few places, Texarkana or someplace, where a cable system crosses a state line, in which event that is clearly interstate commerce. But I've seen no signs that you can make any argument, for example, that the distribution system in Dearborn, Mich., is in interstate commerce. States and localities exercise significant regulatory authority over all other distribution systems, like the telephone companies.

Is the broadcasting industry in interstate commerce?

Oh, I've listened to Dearborn radio stations in Ohio and I've listened to them in Windsor. And I listened to WJR(AM) in Detroit here in Washington on a cool winter's night. No, broadcasting clearly is in interstate commerce. I used to listen to WWL(AM) New Orleans in Panama when I was in the Army. Good radio station. I'm not aware of any cable system that has that kind of reach.

It's obvious then that there's no parallel in your mind between the broadcasting and cable industries.

There are substantial similarities and parallels in a number of areas. But there's not an identity. They're quite different in many respects.

Well, would you have the same EEO standards that are now in the cable bill applied to the broadcast bill?

I've not studied the specific EEO provisions in the cable bill. I support equal opportunity—as a matter of fact, I recall no instance where I voted against equality of opportunity. I am very much disposed to continue that record.

Do you have your own deadline for the broadcast deregulation bill? You had one before, in October.

Yes, but the parties weren't able to come to agreement. I would much rather see them negotiate, and they've been doing it, and persistently. There's been no laggardly behavior on the part of any of the parties, on either side in those negotiations.

And they've worked at it damned hard. I've got to say, I'm really impressed with the persistence with which they've worked. And I say that by way of tribute to each.

Isn't it unusual for a subcommittee to devote so many hours of its energy into broadcast deregulation?

I think it is a serious issue. There are things wrong with existing regulations in broadcasting. If we can adjust them, I think it will make it better for everybody from the standpoint of broadcasters, viewers and the regulators.

Do you expect a bill on broadcast deregulation to successfully pass the subcommittee?

You're converting me from a legislator and politician to a prophet. I do the first two reasonably well and the third I avoid.

Well, what if a bill doesn't emerge from the subcommittee? Would you bring up broadcast dereg in the full committee?

If the agreement between the parties has been achieved, and if it is in the form that I understand it to be, I see no reason why it would not proceed through subcommittee.

You've got a number of parties there. You've got several factions within the subcommittee itself, as well as the parties outside the subcommittee, including the industry and the public interest groups.

How many parties we've got, I'm not clear. We've got a hell of a lot

of interested persons.

Would you resist the notion that the driving forces in this legislation are two members of the subcommittee, Mr. Tauke and Mr. Tauzin, rather than the subcommittee's chairman?

Mr. Swift is not lacking in interest. He probably more than anybody else is the catalyst that has made this thing go.

There are a lot of parties. Not all are on the subcommittee. Mr. Tauzin is not on the subcommittee, nor is Mr. Luken.

No, that's right.

And they are strongly interested in this. I will also observe to you, I've heard a number of demands from broadcasters for deregulation. I have yet to have a citizens group appear before me to advocate deregulation, either for cable or broadcasting. Now, I'm not quite sure what that tells you, but it tells me quite a bit.

But what the citizen groups are asking for is quantification of the public interest standard.



Mr. Swift has proposed quantification. That's something that makes, as far as I'm concerned, eminent good sense.

I will tell you that one of my absolutes is that there shall be no termination of equal time nor the fairness doctrine. And I think one of the absolutes that all of us have in all of this is that the licensees of the spectrum, i.e., the broadcasters, must continue responsibility and accountability for its use in the public interest.

That would be radio and television?

Sure.

How would you feel about a radio-only bill, not including television?

The FCC has already, for all intents and purposes, deregulated radio.

And left to their own devices, will deregulate television as well?

They might try.

Would you intervene in the FCC's deregulation of television?

I think Mr. Fowler would probably be up here to explain what he was doing and how the public interest was served.

You did not call him here in the case of radio.

That process began before I became committee chairman. If I'd been committee chairman, you might have seen Mr. Ferris, the then-chairman of the FCC, coming here. But I have a sufficiency of battles to fight that I don't spend my time refighting battles already fought.

Well, our interest at the moment is primarily on deregulation and the legislation thereof. On the other hand, I can't pass by your comment about Section 315 and the fairness doctrine.

Those issues, by the way, are not on the table in the negotiations among the committee members. I think broadcasters clearly recognize that achieving elimination of those two provisions is not possible. And I think the more responsible broadcasters don't seek relief from those sections. As a matter of fact, I think they're content with them.

Well, your colleague in the Senate seeks relief from those sections.

My colleague in the Senate and I are paid to do what we think is right, and not to agree with each other.

Can no man alive persuade you otherwise on those subjects?

There's probably someone around who could, but I haven't heard him yet. It's not been explained to me why, when the federal government gives somebody an absolute, unfettered, government-enforced right to exclusively use a particular portion of the electromagnetic spectrum, that he should not be accountable for the use of a government-granted monopoly and why he should be exempt from the use of it in the public interest.

Nor has it been explained to me how he should be able to use the absolutely important impact that he can make through the use of that facility to sponsor a particular viewpoint without making opportunities available in the forum and marketplace of public opinion for other views to be brought forward.

Nor is it clear why he, as the holder of a government-guaranteed monopoly right, should not have the duty to treat all persons who seek governmental responsibility equally.

Maybe you'd like to take that task over.

Well, I won't take this moment to do it. But as a responsible publication we do hold that view.

I'm not going to gainsay your right to hold your view. The one beautiful thing about this country is everybody's right to hold any view they're minded. And to express it.

Our reading of the Constitution, and its First Amendment, suggests that they hold primacy in this area.

Go over to the Capitol for me, would you, please? Between the House floor and the gallery is a staircase, and there's a huge picture at the head of it. It's the signing of the Constitution of the United States. They thought enough that they hired Howard Chandler Christie to paint it in 1936. It celebrated the 150th anniversary of the signing of the Constitution.

Go over and look at it, and then come back and tell me how many television cameras and how many radio microphones you find in it. And then tell me that the founders had in mind radio or TV when they drafted the Constitution and the first 10 amendments.

I would say they had in mind the most important press of the day.

Dear friend, I can start a newspaper any time I can get enough people to bankroll me. I can't go out and go on the air under the same circumstances, because the government is going to say: "Dingell, somebody else has already got that spectrum."

My free speech is fully available to me to shout out the window, to tell you what I think or engage in pamphleteering or publication of newspapers. My freedom of speech cannot be readily exercised through the broadcast media.

I can't start up a radio or a television station at my own whim. I can engage in almost any other business activity. But I can't start broadcasting if I choose.

Do you have the same reluctance toward cable television?

No. It's none of our business. It's purely a local matter. The state and local governments are franchising people and saying, "Here." I'm not involved at all. The federal government is not involved at all. Where is the federal government involved in cable?

The FCC has imposed the fairness doctrine on cable.

I'm not sure, truthfully, if that makes particularly good sense. But my reasons are quite different from yours. I just don't think the

federal government should be intruding into the local issues associated with cable, any more than we ought to talk about the water board of Falls Church, Va. And I'm quite outraged at the bills I get from them. Or how I think that the federal government ought to dictate electrical utility rates on the retail level inside the boundaries of the state of Virginia or the natural gas prices that are charged by Michigan Consolidated Gas for sale inside the city of Detroit. That's just not a matter of federal regulation.

And I've thought in many instances the FCC was making great errors in terms of congressional intent when they move extensively into local cable regulation.

Perhaps you'll give us a chance to return some other day to discuss that philosophical question. But on the specifics of the bill coming up now, what sort of quantification would strike you as just about right?

Oh, I'm generally open. I don't have deep feelings as long as it's sufficient to justify a general responsible level of conduct in the carrying out of what I would regard as a public trust.

Do you think that legislation can go by without EEO provisions or do you feel EEO must be a part of it?

I think as long as Mr. Leland is on the committee, as a practical matter there's not going to be a bill going through there without EEO.

But can't he be prevailed upon to accept a level of EEO compliance less than that of the cable bill?

I think the fellow who has to answer that question is Mickey Leland, not John Dingell. I'll be glad to consult with you if you think that's useful but I've got to tell you the truth, I don't know what his judgment is.

I'm not sure that broadcasters will agree to the EEO provisions with the same level of enthusiasm that the cable people did. But remember, the cable people are seeking federal legislation to free them from regulations that they find vastly more burdensome. So they would pay a much higher price, I think, than the broadcasters who are not afflicted with the same degree of regulation and who seem to be generally enjoying a measure of economic success.

Do you favor Mr. Wirth's proposal to require five hours of mandatory children's programming?

I think broadcasters have a responsibility to function in the public interest, and I think children's programming is an essential part of that. I disagree vigorously with the chairman of the FCC, Mr. Fowler, who seems to think that broadcasters don't have any real responsibility in that area, and who says as long as there's cable service available to the well-to-do, the poor are fully protected.

I don't understand how a person who is incapable of affording cable is benefitted by exempting broadcasters from the responsibility to provide programming for children.

It doesn't sound as though you would oppose the proposal.

I'm not going to quarrel about the number of hours. I think you get toward the high end of the spectrum and you're becoming unreasonable; when you get towards the low end of the spectrum, again, you're becoming unreasonable.

After all, youngsters now have an incredible amount of time spent before the television set, probably more than they spend at any other single activity, with the possible exception of sleeping. So I would observe to you that five hours per week is simply an hour a day. It's far less than the kids watch. And the kids are a highly lucrative part of the television industry's programming in terms of ads that are oriented towards kids.

One of the things that affects the current negotiations is that a great portion of the broadcasting industry is unenthusiastic about what is going forward on the Hill. They've already gotten a good deal of deregulation out of the FCC on the radio side...

They're almost totally deregulated on the radio side.

...and prospectively can look to as sanguine a return on the TV side. What have they got to gain from deregulation?

What would you counsel the broadcaster on that score? Would you say to him, "Stick with your legislators on this matter, go along, stay with the process?" Or would you counsel that they revolt? Why should they be enthusiastic, do you think?

Well, first of all, I'm not paid to counsel broadcasters. My responsibilities are very much different. You have here probably one of the most knowledgeable people in the field of broadcasting, Mr. Swift. Another highly knowledgeable man is the chairman of the subcommittee, Mr. Wirth. You have three other members of the full committee or the subcommittee—Messrs. Tauke, Tauzin and Luken—all of whom are also concerned and knowledgeable about these issues.

I will tell you this: If the FCC acts on television as it did on radio, there's a strong possibility—verging on certitude—of a court test. That court test, in my view, will probably result in substantial overturning of television deregulation.

I don't think that television broadcasters want that level of risk when they can get a statutory pronouncement out of Congress that I think will be fair and will meet their legitimate concerns.

And I'll be very clear to you: I think that I would like to see some of the legitimate concerns of the industry met; a good measure of the concerns that they've expressed are legitimate.

The Tauke-Tauzin deregulation bill, H.R. 2382, has a majority of the Congress signed on as co-sponsors. How would you interpret that? What impact does that have on you as chairman?

This is not the first bill where the majority of the members of the body have supported it and couldn't get it out of subcommittee. This is not a unique event. It happens with some frequency.

There was a report that in your meetings with National Association of Broadcasters officials on this matter last year you offered assurances that no bill would come out of your committee that would not be in the best interests of the broadcasting industry. Was that a correct report?

To tell you the truth, I don't remember the particular quote. But I've got to say I think that generally comports with the attitude that I've got. Now, I'm not going to say that I see it through the same set of eyeglasses that my friends in the broadcasting industry do. But I'm not out to do them a hurt, or to impose excessive or unfair burdens.

They've got to make enough through their programming to encourage investment in good programming, and a reasonable expectation that they're going to get a renewal of license for responsible behavior to, first of all, encourage responsible behavior and, second of all, to encourage high quality programming.

We have met, as you know, many of the concerns of the broadcasters already. And in the 1981 reconciliation package we addressed a goodly number of them. And after some very difficult, lengthy negotiations between the House and Senate, we met many of the concerns that the broadcasters had expressed about strike applications and matters of that kind which I thought were very legitimate concerns of responsible broadcasters. And we did that with my support.

Longer license terms?

Yes, we gave them longer license terms. We also set up the lotteries for low-power TV and some of the other services that are now moving more rapidly into the private sector. I didn't have trouble with longer license periods at all. I think that makes good sense.

What do you think about the overall performance of the industry?

I think overall it has been good. There's diversity. It provides, I think, useful information. I think there's some programming that's in appallingly bad taste, some that's in extraordinary good taste.

I listen to both radio and TV. I have tastes that are clearly definable. I like classical music and I listen to that—ballet, things of that kind. I like public information and news provisions. I like John Wayne and Clint Eastwood.

Where do you stand on financial interest?

Well, I've really not got a public position. I thought the matter should be resolved at the FCC first, because they draw pay for doing that. And then I felt that if that could not be dealt with that it should be negotiated by the parties.

You do not feel that Congress should intervene?

No. The commission is paid to decide that kind of issue. I'm unaware of why the Congress should intrude, until we find that we differ with the commission. I don't want you to think that I find my expertise less than the commission on any issue. I don't. Or my attention to the public interest less than the commission. I don't that, either.

I'm paid to see to it that what they do is in the public interest and properly conducted. And I'm chairman of the oversight committee, which was set up by Sam Rayburn to assure that.

But I've still got the idea that the Congress delegated duty and responsibility to the FCC. And I'm content to leave it that way unless and until I differ with them. And I don't see the wisdom of the Congress intruding into their affairs until they have been finished, without very direct and compelling reason.

Are you sympathetic with the FCC's initiative in taking up the matter in the first instance?

Yes. Way back, I was one of the principal advocates of the syndication and financial interest rules, because I felt them necessary to afford diversity in programing, and I was troubled at the time by network dominance.

I have to tell you now that my personal view now is that there's been a significant change in the amount of different kinds of programing available through cable and the other technologies that may affect the earnings capacity of networks and their ability to produce and procure quality programing in competition with pay TV.

I think the public interest and the concern that Congress has in seeing to it that all parts of our society have access to good programing, require that the FCC should take a look at that. Now I've not come to any judgment as to particular conclusions they should arrive at. But I thought that their inquiry was entirely proper and I think it inappropriate to intervene until they have arrived at a final decision in the matter.

Are you aware that the FCC is beginning an inquiry on the fairness doctrine?

I shall watch that with more than casual interest.

For the record, what is your position on S. 1917, the Packwood bill? Are you going to oppose it? Is it going to go nowhere?

That's the bill that repeals fairness and equal time, is that correct?

Right.

Well, I made it very plain that repeal of fairness and equal time is not a matter which is subject to negotiation. That is not a negotiable item at all. It is nonnegotiable.

That is a categorical statement.

Are you telling us that it's all over?

I'm not telling you anything. I'm simply telling you that I do not view that as negotiable. That gives that piece of legislation a modest level of difficulty.

What are your own legislative ambitions for this Congress?

H.R. 4102, which I regard as eminently sensible. That's the access charge legislation that passed the House by an overwhelming margin on voice vote.

And I intend to do my best to see to it that public broadcasting is properly funded. I have also undertaken in concert with Sharon Rockefeller, the chairman of the Corporation for Public Broadcast-

ing, to see to it that the problems over at National Public Radio are tidied up. And I'm happy to inform you that all the people who've been in—including Mr. Bornstein and Mr. Bennet—are manifesting equal determination to tidy things up and to keep the kind of abuses that almost destroyed that institution from recurring. That's another of my goals.

Quite honestly, I'd like to see the negotiations on broadcasting successfully brought to an end. I think it's in the public interest that we eliminate something that is causing continued unrest in the industry and problems on the Hill.

I'd like to see the negotiations in cable brought to a successful end. I've asked the cable people time after time to tell me what their real problems are so that I can try and figure a way to address them. And they've only been able to articulate the Marquette case and two other incidents.

There's a lot of anecdotal evidence they present about the problems they've experienced. One reason they're unable to get more specific as to their problems is because they have a bill out of the Senate and subcommittee which contains a wish list. They don't feel like selecting among those and boring in on what the real problems are. I think the current negotiations will narrow that down. I am sure there's fat that we can render out of that wish list. And if they've got some legitimate concerns I'll try and meet them.

On the subject of public broadcasting, how do you feel about limited advertising?

Not hostile to it. I was one of those who was responsible for setting up the commission which would inquire into that. We've got to provide some sensible mechanism that public broadcasting can responsibly use to finance itself. Limited advertising under the right constraints might be a useful part of such a mechanism. But there are problems, some of which the temporary commission discussed. I think this issue will have to be looked at and the pros and cons weighed very carefully.

Failing that, we have to face the possibility of the kind of unfortunate events that attended NPR last year. Because running NPR is not a high-paying job that attracts with ease the most skilled American businessmen and entrepreneurs. And given that, it has to have some kind of mechanism of economic viability. This administration demonstrated that government finance is not a mechanism that can be relied on by NPR. Or by public broadcasting in general.

How do you feel about the FCC's proposed rulemaking on the multiple ownership rules? Would you favor repeal?

Well, you can split that into two parts. One is radio. And you can split that into two parts, one of which is FM and one of which is AM. I could tolerate, I think, an easing there more comfortably than I could in the question of television.

I have not observed vast economic distress on the part of anybody who is holding the maximum number of licenses in good market areas, either in radio or in television. They seem to be suffering comfortably all the way to the bank with rather large deposits. And their profit and loss statements look really quite good to a Polish lawyer from Michigan.

We'd also like to ask you about must-carry. There's been talk among broadcasters that if must-carry were in the broadcast dereg bill, that might just be the sweetener in order for them to accept, say, quantification and EEO standards.

I'm really not hostile to the idea of must-carry, and you may have put a very valuable chip into the poker game there.

□

I've tried very hard to be very open with you.

You have. And you've been informative, entertaining and enjoyable. We've just got to do something on this First Amendment matter.

I've never been accused of being right in all cases. I've not even been accused of being factual in all cases. But I have been accused of having strong opinions.

ANA examines clutter, split 30's

SSC&B's Otter says networks have done good job on avoiding clutter

A full house of advertising professionals met at New York's Plaza hotel last week for a series of television advertising workshops organized by the Association of National Advertisers. The two-day affair drew 550 representatives of 375 television advertisers, advertising agencies, networks and station groups. Attendees heard industry experts address a wide range of television advertising topics—from what's happened to clutter since the NAB code was struck down two years ago to the pros and cons of comparative and humorous advertising.

Jack Otter, senior vice president and director of network programing, SSC&B, reported on a monitoring of network commercial time jointly conducted by the American Association of Advertising Agencies and the ANA. "Two years ago the three networks announced that over a period of time they would gradually increase the number of commercials available for network sale in prime time," Otter recalled, and "concurrent with that increase they would also increase prime time station break time for their affiliates." Otter added that the networks promised that "nonprogram material" would not increase, and that the increased commercial time would come out of the network promotional spots. Have the networks kept their promises?

The old NAB code called for no more than 10 minutes per hour of nonprogram material, including network commercials and billboards, network program promotions and station breaks, Otter noted. According to the

AAAA-ANA monitoring, Otter said, ABC averaged 10:05 minutes of nonprogram material during prime time, while CBS averaged 9:46 and NBC averaged 9:45.

The monitoring covered each of the network's owned New York television stations Dec. 5-11, 1983.

Otter said the monitoring excluded ABC's *Monday Night Football* because the games run past prime time, carry an unusually heavy commercial load and have a format which is affected by the flow of the game. "In 11 hours out of the 20 hours monitored," Otter said, "ABC exceeded the 10 minutes of nonprogram material. In several cases not by very much, but exceed they did."

Otter said that ABC "had a positive reaction" to the report and that "it was helpful to them in their efforts to keep within standards." He said CBS was "more balanced" with the "notable exception" being *60 Minutes*, which in the week it was monitored had an additional commercial, the heaviest promotional spot load for any hour on the CBS Television Network that week, plus 31 seconds of credits above what policy allows. Otter reported that CBS explained the credits overrun as resulting from contractual obligations at CBS News.

NBC was "well within their standards" for the week, Otter said, adding that the network was "tightly administered, carefully planned and in line with the strong public statements by Bob Mulholland [president and chief operating officer of NBC] about keeping the lid on clutter."

"The networks have kept their word," Otter concluded. "They've cut back on promos to accommodate the additional commercial

time." Otter acknowledged that there were "glitches" and "ABC needs to tighten up a bit, but on the whole, they've done a pretty good job in attempting to contain clutter."

What advertisers can do to stop television erosion

The erosion of commercial TV audiences is a problem not only for the three major networks and local stations, but also for advertisers, according to Larry Lamattina, executive vice president and director of marketing services, SSC&B:Lintas, New York, who urged advertisers assembled at last week's Association of National Advertisers Media Workshop to take positive steps to help prevent an inordinate flow of TV viewership to pay TV. The steps advertisers should take, said Lamattina, are to rethink their programing policies, permitting programs to be as contemporary and controversial as commercials themselves often are; to rethink their opposition to the proposed relaxation of the financial interest and syndication rules; to work with networks and stations toward a sensible means of integrating split 30-second commercials, and to insist on better advertising from their agencies.

"I'm convinced we must take some action to insure access to our customers through commercially supported TV in the future," he said. "If we view it as just the suppliers' problem...the networks and the stations...I think we're headed for trouble."

Advertisers are "quick to criticize the networks for overpaying for the rights to major sports events," said Lamattina, referring to ABC-TV's recent purchase of the rights to the 1988 winter Olympics for \$309 million. "What we never ask is: How badly would it hurt commercial television if ABC or another network or group of stations failed to acquire the '88 Olympic rights?"

Advertisers are also inconsistent in the standards they apply to what goes on the air, he said, designing commercials that are contemporary and relevant to today's consumer, but refusing to sponsor programs—such as ABC-TV's *The Day After* and *Something About Amelia*—that attempt to do the same.

"Ask yourself if your customers have the same values that your programing policies are based upon," he said. "If you feel they do, then your programing policies are correct," but "if you think that your policies may not reflect the values of your broad market, perhaps they are too narrow and perhaps they reflect the values of a small minority."

Advertisers "can stop the erosion of commercial television if we support more contemporary, relevant programing and we can do this in a responsible way without being exploitative, without pandering and without offending major segments of our market." Pay cable, by offering recently released feature films and other fare, is filling a consumer demand for relevant programing, said La-

Deception analyzed. Deception in advertising was at issue again last week when Federal Trade Commissioners Michael Pertschuk and Patricia P. Bailey submitted their analysis of the FTC's law of deception to the House Committee on Energy and Commerce. In a cover letter to committee Chairman John D. Dingell (D-Mich.), the commissioners noted that Dingell had rejected the FTC's enforcement policy statement adopted by a 3-to-2 vote last October (BROADCASTING, Oct. 31, 1983), and "returned it to the commission along with the instruction that an accurate analysis be prepared in response to the committee's earlier request." The analysis also follows congressional oversight hearings on Feb. 22 which focused on the October enforcement statement (BROADCASTING, Feb. 27). Pertschuk and Bailey said that their analysis responds to Dingell's request.

According to the two commissioners, who cast the dissenting votes against the policy statement last year, the October statement "creates an entirely new definition of deception, one that has virtually no support in legal precedent," and contains "fundamental misstatements of the law." By Pertschuk's and Bailey's definition, "an act or practice is deceptive if it has the tendency or capacity to mislead a substantial number of consumers in a material way." (The October policy says that the commission "will find an act or practice deceptive if there is a misrepresentation, omission or other practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment.")

In a separate statement, FTC Chairman James C. Miller III said the October policy statement "provides meaningful guidance to those who are regulated by the commission as well as to the commission's own staff concerning what is, and what is not, actionable deception under our statutory mandate." Miller called the disagreement over the October policy statement "simply a matter of rhetoric," and said that the "October statement still stands and is the policy of the commission."

mattina, and if advertisers want to insure the viability of commercial TV, they must "encourage our suppliers... the networks, to compete."

Along with rethinking programing policies, advertisers need to understand the current economics of broadcast television, according to Lamattina. "After going through the second-quarter sports and prime scatter markets, this one almost sticks in my throat," he said, "but nevertheless, we need to be objective about commercial TV's need to make a profit."

Advertisers "sometimes forget that the networks have a fixed amount of inventory to sell," he said. "They choose to disregard that the networks are faced with cost increases, some of which are the same that have skyrocketed commercial production costs"; and also, they forget that the networks must deal with talent, "and this can be hair-raising and extremely expensive."

The way for advertisers to help insure a profitable TV industry in the future, said Lamattina, is to rethink their stand on the financial interest and syndication rules. A relaxation of the rules will not "impact significantly on the price we pay for advertising time, but I think it will encourage the networks to invest in better programing," he said. "I, for one, would ask that the ANA reconsider its stand on the financial interest rules... be objective, not emotional," and "base your decision on your self-interest... the long-term health and effectiveness of commercial television."

Fifteen-second commercials—of which Lamattina said he sees "a tidal wave coming,"—are an important issue for advertisers that should be addressed "by the top marketing people" in advertising organizations. "If you believe that more commercialization will work against the long-term effectiveness of commercial TV, you should take a stand," said Lamattina. "If you feel 15's are the way to go, then you should work closely with the networks and local stations to rethink how commercials should be scheduled... how many interruptions within a show... how many commercials within a pod and the placement of those pods within a show."

Finally, advertisers can help stop the erosion of commercial TV viewership by insisting on "better advertising, advertising that is informative, believable, interesting, enjoyable and relevant to today's market," said Lamattina.

"As the programing on pay TV and commercial TV become more alike, as they certainly will, the presence of advertising will become the major point of difference," he said. "I believe bad advertising can and will drive viewers away from commercial TV," and "if we let that happen, we won't even be able to blame the networks. We will have done it ourselves."

Purina's Claggett reports success with split 30's and 60's

What advertisers want to say ought to define the length of their television commercials. That was the message from William M. Claggett, vice president and director of advertising and marketing at St. Louis-based

Seconds the motion. SSC&B:Lintas's Larry Lamattina was not the only executive calling for more permissive programing standards by advertisers at last week's ANA Media Workshop. James E. Duffy, president, ABC-TV, said advertisers as well as the networks should be concerned about the tendency of many advertisers to "move, often quickly, from programs that they think are controversial or on the basis of the worn-out criticisms" of sex and violence on television.

"All too often in our business we hear the repeated criticism that network television is too bland, too imitative, too repetitive," Duffy said, "but when network television does present original programing that is distinctive, thought-provoking and, yes, controversial, where is the advertising support? All too often you retreat, reposition your buy, or back off," he said.

"You are aware we had this problem with *The Day After* and *Something About Amelia*," but "those advertisers who stayed with these programs, of course, got an extraordinary buy," said Duffy. "My hope is that these examples and others to come will help all of us—especially advertisers—realize that it is important to support us when we are trying to do something on the cutting edge, something new and important."

Duffy, who addressed the opening-day luncheon of the ANA workshop, also spoke to the issue of clutter on TV. "Advertisers have registered the concern that networks are overdoing it on the frequency of promotional spots," he said, and although the networks maintain they are "trying to build audience for our mutual benefit," ABC-TV "will take a very close look" at advertisers' concerns about increased clutter caused by the spots.

On the controversial issue of split 30-second commercials, Duffy said, ABC is very concerned. "On this, I must say that I admire the restraint of the advertising community in general thus far," he said. "If split 30's are pressed to any considerable degree, we, too, are concerned with the potential loss of impact to our medium."

Ralston Purina Co.

Claggett said he did not want to debate the merits of split-30 commercials, which networks have agreed to accept. He only wanted to relate some of Ralston Purina's experiences with varying commercial lengths.

Depending on the audience it wants to reach, Claggett said Ralston-Purina's television advertising strategy is to fire "bullets"—10-second or 15-second commercials—or a "bigger cannon"—60-second or 45-second commercials. The company has found that it can "mix" varying commercial lengths and brands—a 45-second cat food message, for example, followed by a 15-second message for dog chow.

Claggett reported that Ralston Purina also researched viewer reaction to split 30's and found that most consumers were oblivious to

varying commercial lengths: "Most had no idea we were even running different length commercials." In addition, viewers did not see the split-30 commercials as "irritating or contributing to clutter," Claggett said.

Claggett said he was not promoting the unrestrained use of split-30 commercials, but simply reporting on the experiments his company conducted. And he acknowledged the tests did not "mean that the average viewer wouldn't object to a steady diet of 15-second commercials all across the board." Claggett said that "times are changing and many new factors are entering the picture... Rather than rigidly be guided by media C-P-M's or media frequency goal objectives, let's make each brand's creative message the determining factor in how long or short commercials should be." □

4A's convene in Palm Springs

Ad agency association expecting record attendance for annual meeting, to focus on advertising as international language

Nearly 900 participants—an all-time association record—are expected to gather in Palm Springs, Calif., this week (March 7-11) for the annual convention of the New York-based American Association of Advertising Agencies, with the emphasis on advertising as an international language. The meeting will take place at the Canyon hotel, and as of last week, 859 had registered.

"The theme has been modified from 'The World Looks at Us' to 'The World Looks at the U.S.A.,' explains AAAA vice president for public affairs, Bernard Ryan Jr. "The idea is to get an international perspective on how we're perceived in this country by others around the world, primarily as it applies to advertising."

The international theme will be featured in the opening general session on Thursday (March 8), when Martin Agronsky of the syndicated public affairs series, *Agronsky & Company*, will moderate a panel discussion on the subject. Journalists scheduled to

make remarks are Walter Silvio Fontoura, executive director of *Journal do Brasil* in Sao Paulo; Hiroshi Ishihara, senior research fellow for the *Yomiuri Shimbun* newspaper in Tokyo; Trevor John Kennedy, director of the Australian Consolidated Press; Norman Macrae, deputy editor of *The Economist*, based in London, and Dr. Theo Summer, editor-in-chief of West Germany's *Die Zeit* newspaper.

Also slated on Thursday is a presentation by Burma-born economist Ezra Solomon of Stanford University.

AAAA President Leonard Matthews issues his annual report in a general session at 11 a.m. Friday, preceded by four concurrent sessions on marketing and business topics. The day's activities wind up with an international festival, including a reception and dinner.

John O'Toole, chairman of the board of Foote, Cone & Belding, will moderate a Saturday morning general session of "The International Image of Advertising," to include presentations by Allen Roshenshine, chairman and chief executive officer of BBDO, and John Bergin, president of McCann-Erickson USA. Roshenshine will discuss

television commercial formats, while Bergin addresses sex in advertising. Other representatives on the panel will address advertising issues in Australia, Canada and Western Eu-

rope. The general sessions wind up Saturday afternoon with an address by Paul Harper, AAAA chairman and also chairman of the board and chief executive officer of Need-

ham, Harper & Steers.

Golf and tennis events are scheduled for conference attendees concurrent with the meeting. □

TVB numbers. Advertising on network television in 1983 climbed by 13% over 1982 totaling \$7,041,593,300, according to the Television Bureau of Advertising.

Using data supplied by Broadcast Advertisers Reports, TVB said 1983 was marked by a strong fourth quarter in which TV expenditures increased by 17.9% over 1982 to \$2,146,173,700.

Fastest growing categories last year included optical services and supplies, up 149% to \$6,704,500; freight and industrial development, up 106% to \$49,959,200; office equipment, computers and copiers, up 101% to \$260,213,000, and investment brokers, up 80% to \$46,384,800.

The three top advertisers on network TV in 1983 were Procter & Gamble, with \$366,663,100; General Motors Corp., \$201,350,400, and the Ford Motor Co., \$172,308,100. □

Esmark Inc. figures includes those of Norton Simon, which Esmark acquired in 1983.

Company	1982	1983	% change
1. Procter & Gamble	\$397,418,000	\$366,663,100	- 8
2. General Motors	164,261,500	201,350,400	+ 23
3. Ford	128,885,400	172,308,100	+ 34
4. General Foods	232,349,400	170,064,500	- 27
5. American Home Products	160,767,200	161,442,200	0
6. AT&T	95,086,200	146,603,800	+ 54
7. Sears, Roebuck	102,563,800	145,006,800	+ 41
8. Johnson & Johnson	121,845,300	131,265,900	+ 8
9. Philip Morris	110,786,800	128,266,100	+ 16
10. Bristol Myers	105,600,800	120,974,300	+ 15
11. Anheuser-Busch	95,676,500	116,661,300	+ 22
12. Lever Brothers	111,811,700	110,302,600	- 1
13. General Mills	93,628,500	100,250,300	+ 7
14. Coca Cola	85,673,100	95,888,700	+ 12
15. Ralston Purina	82,570,700	94,438,500	+ 14
16. Esmark Inc.*	86,845,600	88,153,000	+ 2
17. Dart & Kraft	61,743,600	87,414,800	+ 42
18. Warner Communications	79,177,200	84,259,800	+ 6
19. Chrysler Corp.	68,219,500	84,193,700	+ 23
20. Sterling Drug	66,383,700	82,682,300	+ 25
21. Nabisco Brands	66,578,800	81,986,500	+ 32
22. McDonald's	59,875,900	80,930,900	+ 35
23. Beecham Group PLC	66,725,100	78,806,600	+ 18
24. Gillette	74,025,400	75,317,900	+ 2
25. Warner Lambert	80,900,800	74,655,100	- 8

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.



The new NBC network

NBC's satellite distribution system is up and running and, according to the network, all's well. Twenty-two NBC television affiliates in the middle of the country have been fitted with earth stations and have been receiving up to five hours of network programming each day for nearly two months. "It's working very well," said Jack Weir, vice president, broadcast operations, NBC. "It's exceeding our technical expectations."

The head of one of those 22 affiliates readily concurs with Weir. "The difference is discernible to the naked eye," said Charles Whitehurst, vice president and general manager, WSFA-TV Montgomery, Ala. When a satellite feed is shown alongside a conventional terrestrial feed, he said, the former is noticeably superior. "It's a crisper, clearer picture," he said. Satellite distribution, he said, is "the first technological change that really jumps out at my eyes and says, 'I'm better.'" Plus, he said, the system "is probably going to be a lot more reliable."

According to Weir, the network has been delivering the two-hour *Today* show and a three-hour block of afternoon soap operas each weekday to the 22 affiliates. Some time in early May, he said, the stations will be completely weaned from the terrestrial landlines and will receive all their network programming by satellite.

Comsat General is building and operating the satellite network under terms of a long-term contract with NBC. Comsat installed a primary earth station and a back-up earth station at each of the 22 stations. (Most of the primary earth station dishes were eight meters or six meters in diameter, but a cou-

ple were 11 meters.) Through its contract with Comsat, NBC is paying for almost everything. All the affiliate has to provide, said Weir, is a level patch of ground and the electricity. Whitehurst said his station spent just \$13,000 to accommodate the earth stations and that NBC is going to reimburse it for \$5,000.

Encouraged by the results from the first 22, Weir said, Comsat is going ahead with the installation of earth stations at around 150 more affiliates and the network will cut its landlines and go exclusively satellite in early 1985. NBC's remaining affiliates will continue to get their feeds over landlines from nearby satellite-fed affiliates.

NBC's 22 satellite pioneers: WNDU-TV South Bend, Ind.; WTVO Rockford, Ill.; WTMJ-TV Milwaukee; KUTV Salt Lake City; KNOP-TV North Platte, Neb.; KMAR-TV Amarillo, Tex.; KTSM-TV El Paso, Tex.; WALA-TV Mobile, Ala.; KPRC-TV Houston; WMTV Madison, Wis.; WTCN-TV Minneapolis; KHAS-TV Hastings, Neb.; KMTV Omaha, Neb.; WGEM-TV Quincy, Ill.; KPNX-TV Phoenix; KOB-TV Albuquerque, N.M.; KOA-TV Denver; KTAL-TV Shreveport, La.; KCEN-TV Temple, Tex., and KFVR-TV Bismarck, N.D. According to Weir, KTVV Austin, Tex., was to be among the first group of satellite affiliates, but a local zoning ordinance have prevented Comsat from operating an earth station at the designated site.

Just a few hundred million

McDonnell Douglas Corp., the St. Louis-based aerospace company, announced last Monday (Feb. 27) an agreement to purchase Tymshare Inc., Cupertino, Calif., for \$307.5 million in cash. McDonnell Douglas will pay

\$25 for each of Tymshare's 12.3 million outstanding shares. It also has an option to acquire an additional 2.25 million unissued shares at the same price. An earlier purchase agreement was terminated last December.

Tymshare derives most of its revenues, which totalled \$288 million last year, from data processing and communications. But to those in broadcasting and cable, it is perhaps best known as the parent of Microband Corp. of America, the nation's leading MDS common carrier, which has announced plans to launch multichannel television or "wireless cable" service in New York, Washington and other major markets later this year. According to Microband Chairman Mark Foster, McDonnell Douglas has investigated and supports Microband's wireless cable ambitions. "They're fully aware and excited about the potential of what we are trying to do," Foster said. He was less sure about how the takeover would affect the Microband's structure or operations.

Tornado watcher

A man standing on a railroad station platform may notice that the sound of a whistle or bell on a rapidly approaching train changes as it passes him—the pitch or frequency of the sound dropping precipitously. The phenomenon, known as the Doppler shift, named after Austrian physicist Christian Doppler who first noted it in 1842, is also evident with light and radio waves and has seen wide application in astronomy and radar technology.

Advanced Designs Corp., Bloomington, Ind., is putting the Doppler shift to work for

the broadcaster, specifically, the broadcast weatherperson. According to ADC President Martin Riess, ADC's weather radar system, Doprad, can spot potentially damaging winds in a storm by analyzing the Doppler shift of microwaves reflected off the storm. Such winds show up on the NTSC radar display as patches of a pre-designated color (usually purplish red), he said. Astute weatherpeople, he added, can recognize certain patches as tornados.

Doprad is actually two radar systems in one. The Doppler radar watches for high winds, while conventional weather radar monitors the movement and rate of rainfall in a storm. But even the conventional radar system is unconventional, Riess said. A special circuit discriminates between rainfall and "ground clutter" and prevents the latter from showing up on the display without affecting the sensitivity of the radar, he said. Another circuit compensates for the attenuation of the reflected signal by incidental rain between the storm and the radar antenna, which can cause a storm to appear less severe than it is, he said.

But the real feature of Doprad is the Doppler radar, and Riess thinks it will take hold of the broadcasting industry in the same way conventional weather radar did several years ago. Like other advanced broadcasting tools, Doprad is not inexpensive. Riess said a complete system costs around \$107,000 and equipment (a receiver/transmitter and display interface) to retrofit conventional weather radar systems with the Doppler radar capability costs \$69,000. So far, he said, ADC has sold 10 systems and will exhibit at the National Association of Broadcasters convention this spring.

The VCR invasion

Nobody knows what impact videocassette recorders will have on broadcasting and cable, but the machines are certain to proliferate over the next few years. 3M, a manufacturer of videocassettes, has released its projections on VCR penetration, showing that 16.9 million homes (19.1% of television homes) will be equipped with the machines by 1986 and 37.6 million homes (40.2% of television homes) will be equipped by 1988.

The future of backyard dishes

Venture Development Corp., Wellesley, Mass., in summarizing its new report, "Home Earth Stations: A Strategic Analysis," said sales of backyard earth stations for picking up cable programming and other television traffic on communications satellites has "grown significantly in recent years." A few years ago, fewer than 25,000 earth stations were sold each year, it said, but, in 1983, the number topped 100,000 and, in 1984, it could pass the 250,000 mark. Raymond L. Boggs, manager of the consumer electronics group for the consulting firm, estimates that between 200,000 and 250,000 units are now in use.

Home Box Office is in the process of scrambling its C-band satellite feeds and other pay programmers are sure to follow. Although manufacturers and dealers of C-band earth stations dismiss the scrambling trend with assurances that there will always be plenty of nonscrambled programming on the C-band birds, Boggs believes it will be a problem for the business. "HBO is such a

critical selling tool," he said. "When dealers are demonstrating earth stations, they are very likely to show HBO."

But scrambling is not the greatest threat to the business, he said. "It will be more adversely affected by the availability of DBS than it will by the unavailability of HBO," he said. DBS will offer consumers the same basic product, he said, but "at a much lower price."

More digits

If WGBH(FM) Boston's live broadcasts of the Boston Symphony Orchestra sound a bit better, a bit cleaner, it's no accident. It's another application of digital technology. According to the noncommercial station, beginning with the March 23 concert, it will use dbx Model 700 digital audio processors to transmit digitally via microwave the audio from Symphony Hall to the station's transmitter in Milton, Mass. Unannounced tests of the system in December and January, the station claims, produced "remarkable" results. "Usually our studio-to-transmitter-link path provides a signal-to-noise ratio of only 65 decibels with Dolby A noise reduction," said Anita McFadden, operations manager for the station. "In our end-to-end test with the dbx system, we measured signal-to-noise ratio in excess of 80 decibels plus another 20 decibels headroom."

The Brighton prize

The organizers of the 10th biennial International Broadcasting Convention, slated for Sept. 21-25 at the Metropole Conference and Exhibition Center in the seaside resort of Brighton, England, have announced the creation of the IBC Award. It will be awarded this year and at each IBC thereafter to a

person or group for "significant [contributions] to broadcasting research, design, development, manufacture, operational practice... [or] management." In keeping with the international scope of IBC, persons and groups from all countries are eligible. And unlike most industry awards, the IBC Award includes a cash prize of £2,500 or about \$3,500.

McKinney at NAB

James C. McKinney, chief of the FCC's Mass Media Bureau, will be the Tuesday (May 1) luncheon speaker at the expanded technical conference of the National Association of Broadcasters annual convention in Las Vegas, April 28-May 2. McKinney has been an advocate of multichannel television sound standards and, if commissioners feel the same way, he may be able to announce at the luncheon the FCC's adoption of the industry-recommended Zenith/dbx system.

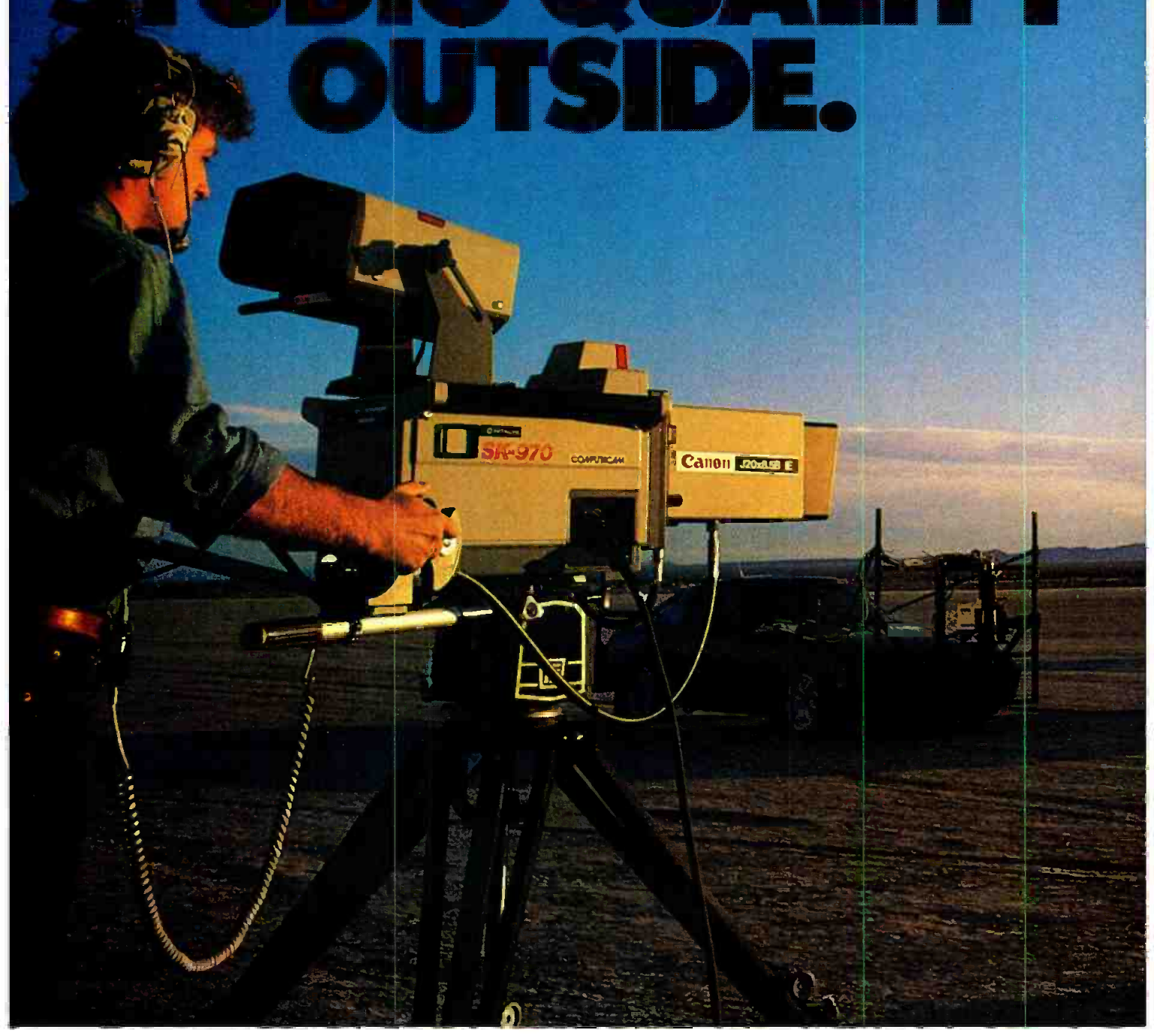
Keep an eye on the SCH phase

Tektronix is out touring the country to show off its new 1750 waveform/vector monitor to the trade press and potential customers. The unit, which sells for about \$5,600, features a new way of monitoring and measuring the subcarrier-to-horizontal sync (SCH) phase. When used with multiple video sources, the feature facilitates smooth editing and switching. The unit also has the ability to zero in on individual vertical blanking interval lines to check up on VIR, teletext and other signals that reside within the interval. Weighing about 16 pounds, the 1750 is compact (5.25 inches by 8.5 inches by 19.125 inches) and rack mountable. PAL (1751) and PAL-M (1752) versions are available.



Ku-band downtown. One feature of Ku-band communications satellites is that their signals are not subject to terrestrial interference as are those of C-band birds. Taking advantage of this are VideoStar Connections Inc., Atlanta, and Pyramid Video Inc., Washington. Their new partnership, National Teleport, plans to install two five-meter Ku-band earth stations atop the National Press Building in Washington, giving broadcasters, businesses, government agencies and other groups with the need the easy access to any Ku-band satellite. On hand for the announcement of the new teleport (l-r): Jim Black, president of National Teleport, and executive vice president, VideoStar; Jackson Polk, president, Pyramid Video Inc., and Bill Hickman, president of the National Press Building Corp. The rooftop facility will be interconnected with AT&T, C-band teleports in the Washington-Baltimore area, the nearby National Theater and the meeting rooms of the National Press Building and the nearby J.W. Marriott hotel. What's more, the partnership said, the teleport is in a good location for line-of-sight microwave hops. If demand warrants, it said, it has enough room on the roof of the building to install six additional earth stations.

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HITACHI

Networks sign up fall pilots looking for right stuff

Early announcements for fall find NBC placing much new programming in Friday and Saturday schedules; CBS describes 19 prime time pilots; ABC orders about 30 shows

In anticipation of this fall's new television schedule, ABC-TV, CBS-TV and NBC-TV last week described some of the projects they have in the works. One apparent trend emerging from the list of programs is ordering drama pilots in 90-minute or two-hour versions, which will allow them to be scheduled in movie time slots if they are turned down as a series.

NBC Concentrates on Friday, Saturday

NBC-TV will produce four new pilots, three one-hour shows and one half-hour. These are additions to the 21 pilots for 1984-85 described by NBC Entertainment President Brandon Tartikoff at an NBC affiliates gathering at the recent NATPE conference in San Francisco (BROADCASTING, Feb. 20).

"A great deal of our development—about 75%—is for Friday and Saturday nights, which we feel are our weakest," NBC Entertainment's senior vice president for series programming, Jeff Sagansky, told BROADCASTING last week. "On Monday, with *Bloopers* dominating its time period, we're okay. On Tuesday, before these last two weeks of the [Celebrity] mini-series, we seem to have done very well. On Wednesday and Thursday we're good. On Sunday, *Knight Rider* is recovering with no lead-in at all, so our big need is going to be Friday and Saturday nights."

Glen Larsen Productions, located at 20th Century-Fox Studios, is being tapped for a one-hour pilot of *Dirty Dan*, described by Sagansky as "a sort of send-up of all the TV cop shows. It's an action/comedy" being developed by Larsen with other in-house writing talent at Fox.

The Dreamers, from Lorimar Productions, is "a one-hour series about three women in New York City pursuing their dreams of becoming dancers," according to Sagansky. Gary Jacobs and Gary Addelson are executive producers of the series, which will rely heavily on music and dance, including music video segments.

Lorimar is also delivering a one-hour pilot of *Street Neat*, "about a young undercover cop who lives in New York City and drives a cab." The action/adventure show and the other two one-hour pilots are intended for 8 p.m. or 9 p.m. start times, although Sagansky feels Saturday's 8-9 p.m. situation comedies are "doing well" for NBC.

NBC Productions, the network's in-house production unit, is developing *Punky Brewster*, a half-hour situation comedy "about a

10-year-old orphan girl who lives with her grandfather." The series is being created by the principals previously involved in bringing *Silver Spoons* to NBC.

Sagansky said NBC plans to order about the same number of pilots as it did last year—"between 30 and 35"—and expects to make "only a few more announcements." He feels it is "unlikely" the network will launch a new series this summer, with only one late season entry, *Duck Factory*, yet to premiere. That series will probably air in April, he said.

In separate announcements, NBC last week said it has begun production of *Hot Pursuit*, a previously disclosed two-hour pilot about a professional couple forced to flee from the law after the wife is framed on a murder charge. It is a Kenneth Johnson Production in association with NBC Productions, filmed in New Orleans.

Steve White, NBC Entertainment's vice president in charge of motion pictures for television, told reporters the network is increasing the order of made-for-television movies from the approximately 20 submitted this year to about 30 for 1984-85, involving about \$60 million in production costs.

CBS Has 19 Pilots in Works

CBS-TV last week disclosed details concerning 19 prime time pilots the network has ordered for the 1984-85 season, a slate that includes approximately equal numbers of comedies and dramas. The roster is said to be virtually complete and represents roughly the same number of pilots that CBS ordered for last fall's programming.

The preliminary pilot list includes:

■ *Agony*, a comedy from Taft Entertainment, starring Lucie Arnaz as a media personality. The series, overseen by Sam Denoff, is based on the English series of the same name.

■ *The Bounder*, also a half-hour sitcom, is based on a British series about a man who has served time for a white collar crime and moves in with his sister and brother-in-law, involving them in his exploits. From Columbia Pictures Television and overseen by Barbara Corday as executive producer.

■ *E.R.*, a comedy from Embassy Television based on the Chicago stage play of the same name and depicting events in an inner-city hospital. The pilot for the half-hour series will be featured as a special one-hour episode of *The Jeffersons*.

■ *His & Hers*, a comedy about a sports-writer who marries a children's book author and becomes stepfather to her teen-age daughters. Frank Konigsberg is executive producer and Arnie Kane is writer/producer of this half-hour Telepictures pilot.

■ *Second Edition* features Hal Linden as a recently divorced editor of a small Midwest-

ern newspaper. Lorin Dreyfuss and David Landsberg are producing the half-hour comedy for 20th Century-Fox Television.

■ *Boys in Blue*, a one-hour comedy from David Gerber and MGM/UA Television with Dean Paul Martin and Gregg Henry starring as two big-city policemen. Stephen Cragg is the producer, with Gerber executive producer.

■ *Welcome to Paradise*, a long-form pilot shot in New Zealand and described as a South Pacific version of *Route 66*, with Stirling Silliphant executive producer and writer. ComWorld Productions is producing the story of two men and one woman who shuttle from one adventure to another aboard their boat. It is set as an action/adventure series.

■ *The Sheriff & The Astronaut*, from Warner Brothers Television, is a one-hour action/adventure series based in south Florida and concerning an old-style sheriff and his encounters with space age residents. Bob Lovenheim is executive producer.

■ *Cat and Mike* stars Loretta Swit as a New York detective assigned to work with a Bronx-born bachelor. Paramount Television is offering the comedy, with Garyardino and Sandor Stern as executive producers.

■ *Radar* is a spinoff from *M*A*S*H* with Gary Burghoff in a reprise of his Radar O'Reilly character, now working as a police officer in Kansas City. 20th Century-Fox Television is producing and the team of Bob Schiller and Bob Weiskopf are scripting.

■ *Murder She Wrote*, produced by Universal Television, stars Jean Stapleton as a mystery writer who becomes involved in solving actual crimes. Executive producers are Richard Levinson and William Link.

■ *Harper's Bizarre* is a drama from Glen Larsen Productions and 20th Century-Fox about a male model partnered with a diplomat's widow in an intelligence agency. The one-hour series stars Jon Erik Hexum.

■ *London and Davis in New York* is a Columbia Pictures Television drama, produced by Harry Thomason, about a sophisticated photographer and his Arkansas-bred partner. Thomason and Linda Bloodworth are executive producers.

■ *House Detective* is a Lorimar Productions drama, produced by Mitch Ackerman, about an aerospace engineer who enlists his family's support in becoming a private detective. Gil Grant and Gary Adelson are executive producers.

■ *Crazy Like A Fox* is a Columbia Pictures Television comedy starring Jack Warden as a middle-aged private detective, to be filmed in San Francisco and Los Angeles. Executive producer is George Schenck and Gary Nelson is director.

■ *Summer*, from Don Reo Productions in association with MGM/UA Television, is a

CBS returns to top spot

CBS-TV, downed by ABC-TV's Olympics coverage the week before, came charging back to take the prime time ratings for the week ended Feb. 26 by 3.8 rating points over ABC and by 8.3 over NBC. In Nielsen ratings/shares, the score was CBS 21.7/33, ABC 17.9/27 and NBC 13.4/21. CBS's 21.7 was the highest average weekly rating by any network this season.

CBS had eight of the week's top 10 programs, with the second and final episodes of its *Master of the Game* three-part mini-series occupying two of the top three positions and with the first TV presentation of the "Star Wars" theatrical blockbuster ranking fifth. (The opener of its *Master of the Game* had been shown the week before and had ranked third.) ABC had two of the week's top 10, including the first part of its *Lace* mini-series, which at 28.2/39 was tied with the finale of *Master of the Game* (28.2/42) for top-rated show of the week.

CBS won Monday, Tuesday, Thursday, Friday and Sunday nights. ABC took Wednesday and Saturday.

Sunday night featured a three-hour shootout, with *Lace* on ABC, "Star Wars" on CBS and a repeat of the movie "Urban Cowboy" on NBC going head-to-head from 8 p.m. to 11 p.m. NYT. *Lace* won with its 28.2/39 over "Star Wars" 25.1/35 and "Urban Cowboy's" 10.5/15. But CBS took the night, thanks to *60 Minutes'* 24.3/37 leading into "Star Wars"

while ABC's *Ripley's Believe It or Not* was doing a 14.0/21 and NBC's *First Camera* a 5.1/8.

The second and final installments of CBS's *Master of the Game* dominated Monday and Tuesday nights, with scores of 27.7/40 and 28.2/42, respectively. The ABC Monday night movie, "Superman II," placed second for the night at 18.2/27, and NBC came in third when its two-hour *Super Night Rock 'n' Roll* special managed only a 12.4/18. On Tuesday night, NBC's regular lineup, led by *A-Team*, was a runner-up to *Master of the Game*, and ABC came in third.

On Wednesday night, after President Reagan's news conference at 8-8:30 p.m. NYT, ABC took the evening with its regular lineup, followed by NBC with its regular lineup and, in last place, CBS, with "Taps," which managed only an 11.3/18.

The regular CBS lineups took Thursday and Friday, with NBC second on Thursday and ABC second on Friday. On Saturday, CBS threw in a special movie presentation, Burt Reynolds in "Sharkey's Machine," at 9 p.m.-11 p.m. but it wasn't enough (15.5/28) to head off ABC's *Love Boat* (19.3/32) and *Fantasy Island* (16.1/29).

The week, the 22d of the 1983-84 season, brought prime time season-to-date averages to 18.2/28 for CBS, 17.3/27 for ABC and 15.2/24 for NBC.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Master of the Game, part 3	CBS	28.2/42	20.	20/20	ABC	17.4/29	38.	Ripley's Believe It or Not	ABC	14.0/21
2.	Lace, part 1	ABC	28.2/39	21.	Diff'rent Strokes	NBC	17.2/29	39.	Blue Thunder	ABC	13.8/21
3.	Master of the Game, part 2	CBS	27.7/40	21.	Cheers	NBC	17.2/28	40.	Buffalo Bill	NBC	13.4/21
4.	Dallas	CBS	26.1/40	23.	Facts of Life	NBC	16.4/25	41.	Oh Madeline	ABC	13.2/19
5.	"Star Wars"	CBS	25.1/35	24.	Fantasy Island	ABC	16.1/29	42.	St. Elsewhere	NBC	13.0/24
6.	60 Minutes	CBS	24.3/37	25.	T.J. Hooker	ABC	16.0/27	43.	Foulups, Bleeps	ABC	12.8/18
7.	Simon & Simon	CBS	23.9/36	26.	Dukes of Hazzard	CBS	15.9/26	44.	Remington Steele	NBC	12.7/21
8.	Dynasty	ABC	23.8/36	27.	TV Censored Bloopers	NBC	15.7/26	45.	Dom DeLuise & Friends	ABC	12.5/19
9.	Falcon Crest	CBS	21.7/35	27.	Gimme A Break	NBC	15.7/24	46.	Super Night Rock 'n' Roll	NBC	12.4/18
9.	Magnum, P.I.	CBS	21.7/33	29.	"Sharkey's Machine"	CBS	15.5/28	47.	Mama's Family	NBC	12.2/20
11.	A Team	NBC	21.5/31	30.	Dean Martin special	NBC	15.1/25	48.	We Got It Made	NBC	11.7/19
12.	Fall Guy	ABC	19.9/30	30.	Riptide	NBC	15.1/22	49.	Hart to Hart	ABC	11.4/18
13.	Knots Landing	CBS	19.8/33	32.	Three's Company	ABC	14.8/21	50.	"Taps"	CBS	11.3/18
14.	Hotel	ABC	19.4/36	33.	Family Ties	NBC	14.8/22	51.	"Blue Lagoon"	NBC	11.0/18
15.	Love Boat	ABC	19.3/32	33.	Real People	NBC	14.6/22	52.	Yellow Rose	NBC	10.5/19
16.	Webster	ABC	19.2/31	35.	Life's Most Embarrassing Moments	ABC	14.5/22	53.	"Urban Cowboy"	NBC	10.5/15
17.	"Superman II"	ABC	18.2/27	36.	Matt Houston	ABC	14.3/23	53.	Ripley's Believe It special	ABC	10.3/15
18.	Benson	ABC	18.0/30	37.	Night Court	NBC	14.0/22	55.	Whiz Kids	CBS	10.1/17
19.	TV's Bloopers etc.	NBC	17.9/25					58.	First Camera	NBC	5.1/8

half-hour situation comedy that follows a group of southern California students during the summer months. Reo is executive producer and Harry Winer directs.

■ *Used Cars*, from Columbia Pictures Television, is a half-hour comedy pilot that spins off from Columbia's theatrical film of the same name. Cast includes Hoyt Axton, Deborah Harmon, Frank McCray, Clayton Landley and Fred McCarren.

■ *Otherworld* is a one-hour drama from Universal Television, with Philip DeGuere executive producer, dealing with a typical American family that finds itself in ancient Egypt. The pilot is being shot in Utah. Alex Beaton and Roderick Taylor are producing.

■ *Dreams* is a half-hour sitcom from Centerpoint Productions in association with Guber-Peter Productions. The plot centers on five blue collar workers who form a rock band, which performs at night. Peter Guber and John Peters are executive producers.

According to CBS, two or three additional pilots may be announced later.

ABC's magic number is 30

ABC Entertainment's pilot production roster is made up of about 30 titles, evenly divided between comedy and drama. Confirmed pilots are:

■ *Glitter*, a comedy from Aaron Spelling Productions guided by *Love Boat* producers Ben Joelson and Art Baer.

■ *Jessie*, a drama from MGM/UA Television starring Lindsay Wagner.

■ *Marcus Welby Revisited*, bringing together the cast of the long-running *Marcus Welby, M.D.* From Universal with Martin Starger as executive producer.

■ *COBRA*, a drama from Orion Television with Jerry Golod as executive producer.

■ *Fraud Broads*, a comedy from Green-Epstein Productions and Universal Television.

■ *Me and Mom*, a drama from Viacom Productions starring Bruce Jenner and James Earl Jones.

■ *The Dark Horse*, a drama from Green-Epstein Productions.

■ *Nighthawk*, a drama from Universal overseen by Robert Wolterstorff and Paul Belous.

■ *Honolulu Run*, a drama from Universal's Jim Parriott.

■ *Midas Valley*, a drama from Warner Brothers Television with Edward Feldman and Clyde Phillips as executive producers.

■ *Air Force*, a drama from Tisch-Avnot Productions in association with Paramount Television.

■ *Command Fire*, a drama from Paramount executives Tony Ford and Tony Spinner.

■ *Long Time Gone*, a drama from ABC's in-house production company, Circle Films. Executive producer is Glen Caron and it

stars Paul LeMat.

■ *Paper Dolls*, a drama from Leonard Goldberg Productions in association with MGM/UA.

■ *Velvet*, a drama starring Polly Bergen from Aaron Spelling Productions.

■ *Goldie and the Three Bears*, a comedy from Warner Bros. with Dean Hargrove as executive producer.

■ *Earthlings*, a comedy from Warner Bros. with Reinhold Weege as executive producer.

■ *Who's the Boss?*, a comedy from Embassy Television.

■ *100 Centre Street*, a comedy from MTM Enterprises.

■ *Old Friends*, a comedy from Paramount.

■ *Just Married*, a comedy from Witt-Thomas Productions.

■ *Mr. Mom*, based on last summer's theatrical film, is an Aaron Spelling production in association with Sherwood Productions and 20th Century-Fox.

■ *Real Life*, a comedy from Witt-Thomas-Harris Productions.

■ *Staff of Life*, a comedy from Jefferson/Sultan Productions.

■ *Never Again*, a comedy from Universal Television.

■ *Off the Rack*, a comedy from Warner Bros. starring Eileen Brennan and Ed Asner. □

Difference of opinion over election projections

Networks defend practice of calling races before polls close, but Congress puts on pressure

Congress took the three major television networks to task last week during a House Telecommunications Subcommittee hearing on the impact of election projections on voter turnout. The networks came under fire for projecting the outcome of the Iowa caucuses before the candidate selection process was complete (BROADCASTING, Feb. 27).

The hearing was held the day before the New Hampshire primary (Feb. 27) in an attempt to persuade the networks to wait until polls close before predicting the outcome. Although they didn't wait until the polls closed, the networks' New Hampshire coverage was cautiously reported and consisted of a so-called "characterization" of the voting trends (see story, "Top of the Week").

Congressional interest in election projections is long standing. Many members, including Subcommittee Chairman Tim Wirth (D-Colo.), believe early projections are contributing to a decline in voter participation. That belief was also expressed last week by several key witnesses: the chairmen of the Republican and Democratic National Committees, the chairman of the Iowa Democratic party and the president of the League of Women Voters.

They maintained the networks' behavior in Iowa was a prime example of how voter turnout is affected. "I know we must be extremely careful in inhibiting the media, but there is no harm in waiting for the polls to close," said Frank Fahrenkopf, chairman of the RNC.

Charles Manatt, chairman of the DNC, agreed with Fahrenkopf. They called upon the networks to refrain voluntarily from making such projections.

David Nagle, chairman of the Iowa Democratic Party, complained that the networks' projections caused many voters not to attend caucuses. Nagle called the projections unfortunate and said the networks were "engaged in a race nobody cares about."

The networks' reports occurred before the

presidential delegate selection process in Iowa began at 8:30 p.m. CBS and NBC were the first to report that Walter Mondale was the winner, at 8:12 and 8:18 [CST], respectively.

Nagle testified that at 9:30 only 4% of the precincts had completed the delegate selection process and had reported the results. Only 17%, he said, finished the delegate selection and reported by 10:02. He said the data the networks used to make their projection was "shaky at best."

During the hearing, both ABC and NBC promised not to project the New Hampshire primary's outcome until the polls closed at 8 p.m. CBS, however, would not make the same promise. CBS's coverage of the New Hampshire primary, according to Ralph Goldberg, vice president and assistant to the president, CBS News, would depend on "how events there develop." All three networks said they reserved the right to "characterize" voter trends during the primary.

Wirth thinks the projections have had a serious impact. "Voters are simply not as motivated to participate in the electoral process when they are essentially told that their votes will not affect the outcome," Wirth said. Wirth criticized the networks for what he called a "pell-mell rush to be first to report election results that are not really results, but the equivalent of an event engineered and paid for by the networks." And he scolded the networks for turning the nation's elections into a "video parlor game."

He maintained that Congress was not questioning the networks' accuracy or their techniques, but he wanted to know: "What is the possible public policy justification in not waiting until the polls close?"

"The public has a legitimate stake in knowing what is happening," Goldberg said. CBS, he added, has a general policy of not calling the winner before the polls have closed, or until a majority of the polls have closed in states with more than one closing time. In presidential elections, Goldberg said, CBS estimates the races one state at a time. "When it is clear to us that one candidate has amassed a majority of 270 electoral

votes, we report, that on the basis of our estimates, he is the winner." Moreover, Goldberg stressed that "getting it right and getting it first" did not originate with election reporting.

Goldberg suggested one way to tackle the problem of voter turnout is to adopt a 24-hour voting day, with simultaneous poll closings. And he said the network backed state legislation calling for a single poll closing time in states with varying poll closings.

NBC's Tom Pettit, executive vice president, NBC News, maintained journalists seek to find the truth and are "unwilling to begin the practice of suppression."

Wirth rebuked Pettit. "Nobody is talking about suppression. The question in this situation, is when the facts are reported," he said. "Is 'withhold' the right word?" Pettit replied.

NBC, Pettit said, "makes no apology for what we broadcast." He presented the network's policy on election projections. Only after a majority of the polls have closed, would NBC broadcast projections, Pettit said.

ABC, which was the last to predict the outcome of the Iowa caucuses at 8:46 p.m., insisted its reporting was based on actual results. "We did not utilize any poll or survey to predict the outcome," said George Watson, vice president, ABC News. And Watson defended the network's coverage. "I am not aware of significant numbers of Iowans dissatisfied with our coverage." The *Des Moines Register* published a poll Sunday that predicted Mondale would win by 50%, he added.

The broadcasters' stand on the issue irritated subcommittee member Al Swift (D-Wash.), the co-author of a resolution (H. Con. Res. 227) calling on the networks to voluntarily refrain from such projections. The House Administration Committee adopted the measure two weeks ago, but it has not been scheduled for a final vote. A similar resolution was also introduced by Representative Don Edwards (D-Calif.).

Swift, chairman of a House Task Force on Elections, characterized the networks' attitude as "just reporting the facts, ma'am," and said that approach was "pure nonsense." He discussed a resolution adopted during an ABC-Harvard symposium last fall on voter



Ridings



Nagle



Pettit, Goldberg, Turner and Watson

participation. The resolution, which was opposed by participating network representatives, calls for restraint by the electronic media in early projections of election results and in the use of exit polling for projections (BROADCASTING, Oct. 10, 1983). "I don't believe the public wants you to stop telling them what is happening. But, they are upset when you add the showbiz," Swift said.

While the networks were defending their actions, Ted Turner, president of Turner Broadcasting System, owner of Cable News Network and CNN Headline News, chastised the broadcasting troika. He called CBS's testimony "arrogant" and pledged to support voluntary restraint. "Polls have nothing to do with the facts. Facts are something that have already occurred," Turner said.

Turner said the networks were interested only in money, not journalism. ABC, he said, "is not in the journalism business." The network's news department, Turner added, is run by Roone Arledge, who previously headed ABC Sports and "has no journalistic background whatsoever," Turner said.

Although the majority of subcommittee members were far from pleased with the broadcasters, Representative Tom Tauke (R-Iowa) sided with the group. Tauke feared Congress was "walking on thin ice," in its attempts to control network coverage of the elections. He suggested Congress look at changing polling rules rather than asking the media "not to report the news." □

House questions FCC over 1985 appropriations

A House Appropriations subcommittee last week heard the case for granting the FCC the \$92.6 million the Office of Management and Budget has recommended for fiscal 1985. There appeared to be no question among subcommittee members that the FCC should receive that amount—along with a pay supplemental of \$1,053,000—for fiscal 1984.

But subcommittee members expressed a variety of nonbudgetary concerns.

Once again, the FCC's access decision for the telephone companies received attention, as did the FCC's decision to loosen its children's television policy. But the ambience was courtly and polite; no subcommittee member appeared to have a major problem with anything the commission is doing.

Subcommittee Chairman Neal Smith (D-Iowa) brought up "beer alcoholism." According to Smith's information, that disease is on the rise, and he wondered whether that wasn't related to the apparent increase of beer advertisements in televised sports events. Smith said he felt that beer ads were inappropriate there. "Sports are supposed to be healthy," he said.

James McKinney, FCC Mass Media Bureau chief, noted that there has been an increase in complaints about beer advertisements. But he speculated that the increase could be explained by the launching of organized efforts to eliminate all alcohol advertising from television. McKinney also said

Priority debate. FCC's proposal to give applicants for TV translators priority over applicants for low-power television stations—proposal that has drawn strong support from broadcasters (BROADCASTING, Feb. 20)—has found some congressional support as well. In reply comments at FCC, Representative James Broyhill (R-N.C.), ranking minority member of House Energy and Commerce Committee, said he supported separate application processing procedures, or processing tracks, for TV translator and LPTV applications. "Serious consideration must be given to providing our citizens with basic television services prior to consideration of implementation of LPTV service which is by definition an extra or frill service," he said. Representative Stephen Neal (D-N.C.) agreed. "Such action by commission is of extreme importance if our rural unserved populations are ever to receive those services for which commission has stated its pledge to provide." National Association of Broadcasters added that "significant majority" of commenters had supported some form of priority, or separate processing, of TV translator applications. In its comments, however, National Institute of Low-Power Television opposed proposal. "The commission should, to contrary, be giving every assistance to early grant of LPTV stations," it said. Frontier Broadcasting Companies, LPTV applicant, agreed. "The proposal to renege on commission's years of promises threatens to reduce LPTV applicants to status of not merely administrative stepchildren but of orphans." □

More funds sought. Corporation for Public Broadcasting last week asked Senate Appropriations subcommittee for \$238 million in federal funds for fiscal 1987. CPB President Edward Pfister characterized request as CPB's "most comfortable bottom line," noting that CPB "spends between one-third and one-half of what commercial networks spend" for its programming. CPB made similar funding request in testimony before House Appropriations subcommittee two weeks ago ("In Brief," Feb. 27). In addition to fiscal 1987 request, CPB asked for supplemental appropriation of \$15 million for fiscal 1984, to bring CPB to recently authorized level of \$145 million; \$23 million for fiscal 1985, to bring it to \$153 million, and an appropriation of \$32 million for fiscal 1986, bringing it to \$162 million. Figures represent 5.6% increase authorized by Congress last year. □

Opposed to TV tariff. Three television networks have asked FCC to reject those parts of new AT&T tariff that apply to terrestrial television transmission. In filing at FCC, networks noted that AT&T is proposing to increase rate for existing station connection element by minimum of 36% for full-time station connections and by as much as 338% for station connections required for certain part-time circuits. "The proposed tariff also contains vague and arbitrary service provisions that must be modified before it is allowed to become effective," networks said. "Although AT&T has agreed to make some necessary modifications in that part of its tariff relating to terrestrial television service, it still proposes unjustified rate increases for commercial television service without providing any supporting cost data." □

he had heard that the television networks were meeting with these organizations, hoping to come up with some standards.

Smith also said child psychologists have been asserting that children are becoming "more and more violent." He questioned whether the children aren't picking some of that up from cartoons, which he said are "just terribly violent."

FCC Chairman Mark Fowler noted that other studies dispute the conclusions of those Smith mentioned. "I know I used to enjoy the *Roadrunner*," Fowler said.

Smith also noted that there have been problems cabling the largest cities. As a result, he said, citizens were being deprived of the benefits of cable. "What's going to happen if something doesn't break is there is going to be a national law," he said.

Both Representatives Bernard Dwyer (D-N.J.) and Robert Mrazek (D-N.Y.) questioned the FCC's decision in its children's television proceeding. Fowler once again noted that the decision held that broadcasters have a duty to provide for the needs of children. He added, for example, that he would

"have problems with" an independent station that was attempting to meet its obligation solely by presenting Woody Woodpecker cartoons.

Quizzed on his feelings about permitting limited advertising on public television, Fowler responded: "I'm for doing as much as we can without destroying what public television is all about."

Mrazek, who represents Long Island, N.Y., also asked Fowler to explain under what circumstances the commission would consider amending its table of assignments. (Not so coincidentally, a group called the Long Island Coalition for Fair Broadcasting has asked the FCC to move one of the New York City VHF's to Long Island.) Fowler would not say how the commission would act on that petition, but said it would act by summer.

Fowler conceded that the commission could have used more money during fiscal 1985 than that approved by OMB. "We didn't get everything we wanted, but we got everything we reasonably needed," he said. □

USCI: company in search of capital

DBS firm is using private offering to raise money needed to see it through fiscal year; then it has to come up with \$207 million by '86

United Satellite Communications Inc., the nation's first direct broadcast satellite venture, is starved for capital. It is trying to raise \$40 million through a private stock offering and, even if successful, will have to come up with an additional \$207 million over the next two-and-a-half years (BROADCASTING, Feb. 27).

According to the private placement memorandum for the stock offering, the \$40 million would, when combined with additional capital contributions of \$37.6 million from existing stockholders, provide enough money to see the company through fiscal 1984, which ends Sept. 30, but come nowhere near satisfying USCI's appetite. To roll out its service across most of the nation as planned, the memo said, USCI will require an additional \$100 million in fiscal 1985 and \$107 million more in fiscal 1986.

USCI is making the private offering through Salomon Bros. and Morgan Stanley & Co., which prepared the 65-page memorandum. The funds derived from the private placement would be used, it said, to pay for "capital expenditures, principally for acquisition and installation of home reception equipment, and to meet expected shortfalls in operating revenues." The memo said the offering would probably close on or before March 15.

Assuming the stock offering is sold out, the memo said, USCI plans to acquire the additional capital through a combination of equity and debt. USCI is talking to large banks, it said, and expects to establish a line of credit of approximately \$150 million, upon which it could draw in fiscal 1985 and fiscal 1986. USCI's remaining capital needs, it said, would be met through another round of equity financing in fiscal 1985.

USCI has gotten as far as it has as quickly as it has primarily on the back of Prudential Insurance Co. of America, which now owns 51.9% of USCI. According to the memo, "Prudential has contributed approximately \$31 million in equity capital, which has served to fund the company's operations since June 1983, and will contribute \$14 million more prior to or simultaneous with the closing of this offer," it said. If the private placement is sold out, the memo noted, Prudential will contribute an additional \$5 million and General Instrument, which now owns 11.9%, will up its interest by \$1.6 million.

USCI is using Telesat Canada's Anik C-II satellite to beam five channels of service (movies, ESPN, music videos and a variety of other programming) to subscribers with

earth station dishes between three-quarters of a meter and 1.8 meters in diameter. Subscribers who choose to lease the earth station pay \$300 upfront and \$39.95 a month. Those who choose to buy will pay \$995 and, after one year, \$24.95 a month. USCI plans

to migrate to another broadcast satellite, GTE's GSTAR A-2, in early 1985 and, at that time, it will also begin scrambling its service and installing addressable descramblers in the homes of all its subscribers.

USCI's primary market is uncabled television homes. Through its ANIK C-II satel-

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 committee, focusing on its chairmen, members and goals.

MEDIUM-MARKET RADIO COMMITTEE □ The NAB medium-market radio committee represents stations in areas with populations ranging from 50,000 to 250,000. The committee's chief function, says its chairman, William Hansen, general manager, WJOL(AM)-WLLI(FM) Joliet, Ill., is to act as a liaison among the NAB's board, its members and the general broadcasting community. "We act as a funnel for information," Hansen said.

The passage of broadcast deregulation legislation is a major committee goal. While the FCC's deregulation of radio is a step in the right direction, Hansen says, the committee feels codification is essential.

There are other pressing issues. The committee is looking at Arbitron ratings for radio. Hansen says the committee fears Arbitron is not doing the kind of job it should. "We feel they are not sending out enough diaries and surveying enough people. The methodology has some weaknesses too."

Since a large percentage of medium-market stations are Class IVAM's, the FCC's decision relaxing Class IV requirements is crucial. "We're very pleased about the decision; we just hope nothing will go wrong to stall it," Hansen said. Despite relaxation of the rules, medium-market stations, like all radio operators, are facing stiff competition from the newer technologies. In many medium markets, Hansen notes, there is one station and a cable system. And, unfortunately for radio, he says, the cable system is "taking the place of the local TV station and competing with radio at radio's prices."

The committee members in addition to Hansen are: Don Colby, WXYQ(AM) Stevens Point, Wis.; William Eure Jr., WSSV(AM) Petersburg, Va.; Patricia Harpel, KHAR(AM) Anchorage, Alaska; Kenneth MacDonald, MacDonald Broadcasting, Saginaw, Mich.; Joseph McMurray, KNUU(AM) Las Vegas; Dick Oppenheimer, Central Texas Broadcasting, Austin; Dick Osburn, Osburn & Reynolds, Fort Worth; Clyde Price, New South Radio, Tuscaloosa, Ala.; Irene Runnels, WKY(AM) Oklahoma City, and Athena Sofias, WOJO(FM) Evanston, Ill.



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lite, the memo said, USCI can reach 13.6 million uncabled homes (and 41.9 million total television homes) in 24 states east of Kansas and north of Tennessee. When it moves to the GSTAR A-2 satellite, it said, it will be able to reach an additional 7.4 million uncabled homes (and 21.6 million more total television homes) in five states west of the Rocky Mountains and in the Southeast quadrant of the country.

As cable companies continue to grow and push into new markets, the memo said, the number of uncabled homes in the GSTAR A-2 service area will shrink, but still number 18 million in 1988. According to the memo, USCI expects to sign up many of the uncabled homes at a rapid pace. Subscribership will grow from 117,000 at the end of fiscal 1984 (ending Sept. 30) to approximately 2.3 million at the end of fiscal 1988.

USCI expects to garner 25% of its subscribers through affiliate arrangements with cable and SMATV operators and local telephone companies, the memo said. Although USCI expects to negotiate such arrangements on a case-by-case basis, it said, "it is anticipated that USCI will be paid a monthly fee for programming and each affiliate will handle all marketing, installation and service."

USCI began marketing the service in the Indianapolis area on Nov. 15 and subsequently introduced it in nine other markets, including Baltimore, Washington and Philadelphia. USCI has steadfastly refused to reveal its subscriber counts, and the only numbers in the memo are almost two months old. As of Jan. 12, it said, USCI had 380 sub-

scribers and 266 additional orders in the Indianapolis market.

Assuming it can line up the necessary financing, the memo said, USCI believes it will reach the break-even point with approximately one million subscribers in fiscal 1986. It will earn \$106 million on revenues of \$803 million in fiscal 1987 and \$137 million on revenues of \$1 billion in fiscal 1988.

When USCI makes the move to GSTAR

A-2, addressability and scrambling in 1985, the memo said, it will begin offering an "adult" programming tier as well as pay-per-view events. In fiscal 1985, it said, 30% of the basic subscribers will subscribe to the adult tier at \$6.50 a month. By fiscal 1988, it added, the percentage will have grown to 50%. Also by fiscal 1988, it said, it will be offering three PPV events per month at an average charge of \$5 each. □

Changing Hands

PROPOSED

WPTY-TV Memphis, Tenn. □ Sold by Delta Television Corp. to Precht Communications Inc. for approximately \$15 million. **Seller** is owned by Arthur E. Muth and Martin F. Connelly (80% jointly), former owners of Petry Television, New York-based rep firm, and Robert K. Zelle (20%). None have other broadcast interests. **Buyer** is owned by Robert H. Precht and family. It also owns KTVM(TV) Butte, KCFW-TV Kalispell and KECI-TV Missoula, all Montana. It also owns Sullivan Productions Inc. (named after late Ed Sullivan, Precht's father-in-law, whose show Precht produced during its run on CBS-TV). WPTY-TV is independent on channel 24 with 2,300 kw and antenna 1,049 feet above average terrain. *Broker: H.B. La Rue.*

KBRO(AM)-KWWA(FM) Bremerton, Wash. □ Sold by Bremerton Broadcasting to Bingham Broadcasting for \$3.3 million.

Seller is owned by Lilian S. Bartley, who has no other broadcast interests. **Buyer** is owned by Robert R. Bingham (48%) and 27 others. It also recently bought KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, both Alaska, for \$4.5 million ("Changing Hands," Jan. 24, 1983). Bingham is also president and 8.5% owner of KXA(AM)-KYYX(FM) Seattle. KBRO is on 1490 khz with 1 kw day and 250 w night. KWWA is on 106.9 mhz with 30 kw and antenna 86 feet above average terrain, and has permit for new tower.

WWAX(AM) Mobile, Ala. (97%) and WLPR-FM Mobile (42%) □ Sold by Leonard Thomas Withrow and Bert A. Cady to First South Savings Association for release from \$1.4 million note held by buyer and liabilities not to exceed \$250,000. **Sellers** have no other broadcast interests. Remaining 3% of WWAX is owned by four others. Remaining 58% of WLPR-FM is owned by Nicholas Panayitou. **Buyer** is Port Neches, Tex.-based savings and loan association, headed by Charles T. Phillips. It has no other broadcast interests. WWAX(AM) is 1 kw daytimer on 840 khz. WLPR-FM is on 96.1 mhz with 40 kw and antenna 420 feet above average terrain.

KQSA(AM)-KIXY(FM) San Angelo, Tex. □ Sold by CDI/Abaris Communications-KIXY Partnership to Foster Broadcasters Inc. for \$1,275,000, comprising \$723,000 cash, \$50,000 note and release from \$502,000 currently owed to buyer. **Seller** is owned by Gerald P. Mikitka, John P. Higgins and Don J. Wiskes, general partners and 8.33% owners each, and 10 other limited partners. Higgins and Wiskes also hold controlling interests in KRIS(AM)-KIIQ(FM) Manitou Springs, Colo., and KQIZ-AM-FM Amarillo, Tex. Mikitka also heads group selling WADC(AM)-WIBZ(FM) Parkersburg, W. Va. for \$780,000 ("Changing Hands," Feb. 6). **Buyer** is owned by Walton A. Foster (90%) and Donald W. Griffis (10%). It also is majority owner of KRCT(FM) Ozona and KVRN-AM-FM Sonora, both Texas. It is selling Sonora stations, located near San Angelo, to comply with regional concentration rule. KQSA is 1 kw daytimer on 1260 khz. KIXY is on 94.7 mhz with 100 kw and antenna 140 feet above average terrain.

KSMN(AM)-KLSS(FM) Mason City, Iowa □ Sold by North Central Iowa Broadcasting Co. to River City Broadcasting Inc. for \$925,000. **Seller** is principally owned by Hayward L. Talley, who also owns KBKB-AM-FM Fort Madison, Iowa, and WSMI-AM-FM Litchfield, Ill. **Buyer** is owned by Paul C.

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Hedberg, who also owns KEEZ-FM Mankato, Minn., and 75% of KQAD(AM)-KLQL(FM) Laverne, Minn. He also is applicant for new FM at Spirit Lake, Iowa, and, with his mother and sisters, owns KMRS(AM)-KKOK-FM Morris, Minn. KSMN is 1 kw daytime on 1010 khz. KLSS-FM is on 106.1 mhz with 100 kw and antenna 260 feet above average terrain. *Broker: Cecil L. Richards.*

WRTK(AM) Rochester, N.Y. □ Sold by Monroe Broadcasting Corp. to Rochester Area Educational Television Association (RAETA) Inc. for \$250,000 cash and \$600,000 note. **Seller** is owned by Lewis W. Dickey, who also owns WOHO(AM) Toledo and WXEZ(FM) Sylvania, both Ohio. **Buyer** is nonprofit corporation chartered by University of New York. Its board, headed by J. Donald Fewster, is elected by educational institutions within RAETA's coverage area. It also owns noncommercial WXXI-FM-TV Rochester. WRTK is on 1370 khz with 5 kw full time. Now commercial operation, it will be converted to noncommercial use.

KBBX-FM Meridian, Idaho □ Sold by Magicland Broadcasting Co. to Steven M. Wood and wife, Kimbra L., for \$400,000, comprising \$240,000 cash and assumption of \$160,000 note. **Seller** is owned by Burt Oliphant, who has no other broadcast interests. **Buyers** also are majority owners of KCIV(FM) The Dalles, Ore. KBBX-FM is on 92.3 mhz with 44 kw and antenna 2,500 feet above average terrain.

WNCW(FM) Paris, Ky. □ Sold by Fairfield Broadcasting of Kentucky Inc. to Lynn M. Martin for \$700,000 cash, including \$350,000 noncompete agreement. **Seller** is owned by Stephen C. Trivers and wife, Irene B. (70% jointly), and William J. Wertz (30%). They bought station three years ago for \$350,000 ("Changing Hands," April 13, 1981). **Seller** also owns co-located WILP-

(AM), WEZV(FM) Fort Wayne, Ind., and WLQR(FM) Kalamazoo, Mich. **Buyer** owns 40% of WKAZ(AM)-WKLZ-FM Saint Albans, W. Va. WNCW is on 96.7 mhz with 3 kw and antenna 198 feet above average terrain. *Broker: R.C. Crisler & Co.*

WGIV(AM) Charlotte, N.C. □ Sold by FMK Broadcasting Corp. to Douglas Wesley Attaway for \$400,000 note plus \$200,000 noncompete agreement comprising \$100,000 cash and \$100,000 note. **Seller** is subsidiary of Firstmark Corp., Buffalo, N.Y.-based investment and loan institution, headed by Jeffrey A. Rochwarger, president. It became licensee after foreclosing, in December 1982, on previous licensee, Harris Communications Corp., which bought station three years ago for \$1.75 million ("Changing Hands," March 16, 1981). Firstmark has no other broadcast interests. **Buyer** is president and 35% owner of Attaway Investments Inc., Shreveport, La.-based newspaper publisher and group owner, of which his father is chairman and majority owner. Attaway Investments Inc. also owns WXVI(AM) Montgomery, Ala.; WWZ(FM) Summerville, S.C., and KEES(AM) Gladewater, Tex. WGIV is on 1600 khz with 1 kw day and 500 w night. *Broker: Stan Raymond & Associates.*

WKAI-AM-FM Macomb, Ill. □ Sold by WKAI Broadcasting Co. to Lipper Broadcasting Co. for \$350,000 cash. **Seller** is owned by William H. Rudolph, who has no other broadcast interests. **Buyer** is owned by George Lipper, former general manager of

KDTH(AM)-KFMD(FM) Dubuque, Iowa. WKAI is on 1510 khz with 1 kw day and 250 w night. WKAI-FM is on 100.1 mhz with 3 kw and antenna 190 feet above average terrain. *Broker: Cecil Richards.*

WLSA(FM) Louisa, Va. □ Sold by Mid-Virginia Broadcasting Corp. to John David Watt for \$323,000, including \$180,000 note and \$58,000 noncompete agreement. **Seller** is equally owned by Donald H. Crockett, Goodman B. and Robert E. Duke, brothers, Harold K. Richardson and John A. Hodge, none of whom have other broadcast interests. **Buyer** is foreign service information officer, U.S. Information Agency, and currently Brazilian branch chief, Voice of America, Washington. He has no other broadcast interests. WLSA is on 105.5 mhz with 3 kw and antenna 470 feet above average terrain. *Broker: W. Edward McClenahan & Associates.*

KITX-FM Hugo, Okla. □ Sold by BLB Broadcasting Corp. to Hal Cochran for \$350,000. **Seller** is equally owned by Bill Davis, Leona Boyd and her son, David Boyd. It also owns KITO(FM) Vinita, Okla. **Buyer** owns KKBI-FM(CP) Broken Bow, Okla. KITX-FM is on 95.3 mhz with 1.6 kw and antenna 400 feet above average terrain. *Broker: Chapman Associates.*

WTSB(AM) Lumberton, N.C. □ Sold by Beasley Broadcasting of Eastern North Carolina Inc. to Southeastern Broadcasting Corp. in exchange for co-located WAGR(AM) plus \$75,000. **Seller**, owned by George B. Beasley, is majority owner of seven AM's and

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Telepictures signing. On hand for the \$15-million transfer of KMID-TV Midland/Odessa, Tex., from Medessa Television Co. to Telepictures Corp. were (l-r) Michael Solomon, Telepictures chairman; W.D. Noel, trustee of the Medessa Trust; and Michael Garin, Telepictures president.

seven FM's, including co-located WGSS(FM). His purchase of WTSB(AM)-WGSS(FM) for \$980,000 ("For the Record," April 5, 1982) was approved by FCC in December 1982 on condition that he spin off either WTSB or WFAI(AM) Fayetteville, N.C. Beasley will also spin off WAGR to Henry William Hoot (see below). Beasley also owns North Carolina cable systems and is applicant for new UHF at Goldsboro, N.C. **Buyer** is owned by Albert Kahn, who also owns co-located WJSK(FM). WTSB is on 1340 khz with 1 kw day and 250 w night.

WAGR(AM) Lumberton, N.C. □ Sold by Beasley Broadcasting of Eastern North Carolina Inc. to Henry William Hoot for \$325,000, comprising \$5,000 cash and \$320,000 note. **Seller** obtained station and \$75,000 in exchange for co-located WTSB(AM) (see above) and is selling station to satisfy multiple ownership rules. **Buyer** is general manager of WEAW(AM) Evanston, Ill. WAGR is 500 kw daytimer on 580 khz.

KSDW-FM Sulphur, Okla. □ Sold by Lula M. Stone to 52 Broadcasting Group Inc. for \$230,000. **Seller** has no other broadcast interests. **Buyer** is equally owned by Stanley Sussman and John Schmitt. It also owns KHME(FM)(CP) Commanche, Okla. KSDW is on 100.9 mhz with 3 kw and antenna 273 feet above average terrain. *Broker: Chapman Associates.*

WAAV-AM Wilmington, N.C. □ Sold by Cape Fear Broadcasting to Brunson Broadcasting Co. of North Carolina for \$230,000, comprising \$30,000 cash and \$200,000 note. **Seller** is owned by Victor W. Dawson (50%) and his two nieces, Margaret D.H. Dickson and Ann Cameron Highsmith (25% each). It has purchased, subject to FCC approval, WKLM(AM) Wilmington, N.C., for \$200,000 ("Changing Hands," Jan. 23) and is selling WAAV to comply with multiple ownership rule. It also owns co-located WGNI-FM and WFNC(AM)-WQSM(FM) Fayetteville, N.C. **Buyer** is owned by Dorothy Brunson, who also owns WEBB(AM) Baltimore and WIGO(AM) Atlanta. WAAV is 1 kw daytimer on 1340 khz. *Broker: Blackburn & Co.*

WHPO(FM) Hoopeston, Ill. □ Sold by Walter J. Tartar Jr. to Hoopeston Radio Inc. for \$200,000 cash plus \$25,000 noncompete agreement. **Seller** has no other broadcast interests. **Buyer** is equally owned by Earl Stipp, his son, Richard E. Stipp, and son-in-

law, Paul Daniel Eckert. They own Hoopeston Fertilizer Co. None have other broadcast interests. WHPO is on 100.9 mhz with 3 kw and antenna 280 feet above average terrain.

□ Other proposed station sales include: KDJQ(AM) Mesa, Ariz.; KCRI(AM) West Helena, Ark.; KVHP(TV)(CP) Lake Charles, La.; WHUE-AM-FM Boston ("Changing Hands," Feb. 20); WCAS(AM) Cambridge, Mass.; WCCW(AM)-WMZK(FM) Traverse City, Mich. ("Changing Hands," Feb. 27); KNMQ(FM)(CP) Santa Fe, N.M.; KXTZ(FM) Henderson, Nev. ("Changing Hands," Feb. 20); WLOS(FM) Asheville, N.C. ("Changing Hands," Feb. 20); WKJZ(FM) Belhaven, N.C.; WAJE(AM) Ebensburg, Pa.; WKRZ-AM-FM Wilkes-Barre, Pa. ("Changing Hands," Feb. 27); WPAL(AM) Charleston, S.C.; CP for AM at Powell, Tenn.; KIXK-FM Denton, Tex. ("Changing Hands," Jan. 30); KSVL(AM)-KKWZ(FM) Richfield, Utah ("Changing Hands," Feb. 27); KHQN-AM Spanish Fort, Utah ("Changing Hands," Feb. 27), and KTRW-FM East Wenatchee, Wash. ("Changing Hands," Feb. 27). (see "For the Record," page 73).

APPROVED BY FCC

WPET(AM)-WRQK(FM) Greensboro, N.C. □ Sold by Thomas V. Armshaw and partners to A.H. Robins Co. for \$7.6 million. **Sellers** of WPET are Armshaw, Donald Wilks and Michael Schwartz, equal partners. Wilks and Schwartz also own WAQY(AM) East Longmeadow (Springfield) and WAQY(FM) Springfield, both Massachusetts; WKRZ-AM-FM Wilkes-Barre, Pa., and WZFM-FM Briarcliff Manor, N.Y. They recently sold WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," July 4, 1983) and bought WOSC(AM)-WKFM(FM) Fulton, N.Y., for \$1,504,250 ("Changing Hands," Oct. 10, 1983). They have also bought, subject to FCC approval, WSNE-FM Taunton, Mass. ("Changing Hands," Jan. 30). **Sellers** of WRQK are Armshaw, Joseph Wolf and Murray Moss, equal partners. Wolf and Moss bought their shares from Wilks and Schwartz ("Changing Hands," May 21, 1979). Armshaw, Wolf and Moss also own WKOS(FM) Murfreesboro, Tenn. Armshaw will remain as general manager of both Greensboro stations. **Buyer** is publicly owned Richmond, Va.-based pharmaceutical company, headed by E. Claiborne Robins, Jr., president and CEO. It intends to add other broadcast prop-

erties to this initial purchase. WPET is 500 w daytimer on 950 khz. WRQK is on 98.7 mhz with 100 kw and antenna 720 feet above average terrain.

WWJF(FM) Fort Lauderdale, Fla. □ Sold by WFTL Broadcasting Co. to Joseph C. Amaturro for \$4.35 million. **Seller** is headed by buyer, Joseph C. Amaturro, president and holder of approximately 35% of its stock. Other 65% is held by 17 stockholders, none with more than 10% individually held. It also sold co-located WFTL(AM) for \$1.52 million ("Changing Hands," Feb. 27). **Buyer** is also president of Amaturro 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. WWJF is on 106.7 mhz with 100 kw and antenna 900 feet above average terrain.

WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. □ Sold by Tuscaloosa Broadcasting Co. to Keymarket Communications of Alabama Inc. for \$1,312,500 including \$200,000 noncompete agreement. **Seller** is principally owned by Bertram Bank, who has no other broadcast interests. **Buyer** is owned by Paul Rothfuss, Kerby Confer and Jerome Atchley (31% each), and Donald Alt (7%). Confer and Rothfuss also own WJDX(AM)-WMSI(FM) Jackson, Miss., and WIZK(AM)-WIGL(FM) Orangeburg, WVGL(AM) Greenville and WSSL(FM) Gray Court, all South Carolina. Confer and Atchley also own WGKX(FM) Memphis and KSSN(AM) Little Rock, Ark., of which Alt is general manager. WTBC is on 1230 khz with 1 kw day and 250 w night. WUOA(FM) is on 95.7 mhz with 100 kw and antenna 500 feet above average terrain.

WHSL(FM) Wilmington, N.C. □ Sold by Jefferson-Pilot Broadcasting Co. to WMFD Inc. for \$1 million. **Seller** is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C.-based insurance company, newspaper publisher and group owner of five AM's, four FM's and two TV's. It has also sold co-located WWIL(AM) for \$450,000 ("For the Record," Feb. 16). **Buyer** is 80% owned by Carolina Bottlers, local Pepsi Cola bottling company, equally owned by Donald R. Watson and Carl B. Brown. Other owners are Lee W. Hauser and H. Bretton Blizzard (10% each). Hauser is former manager at WCHL(AM) Chapel Hill, N.C.; Blizzard owns Wilmington lighting store. **Buyer** last year purchased co-located WMFD(AM) for \$500,000 ("Changing Hands," March 29, 1983). WHSL is on 97.3 mhz with 100 kw and antenna 560 feet above average terrain.

WJBM-AM-FM Jerseyville, Ill. □ Sold by 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 has other broadcast interests. **Buyer** is owned by Saul Rosenzweig and family (50%), and Bernard Koteen (40%) and his wife, Shirley (10%). Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., which recently sold WLIX-TV Onondaga, Mich., for \$20.5 million ("Changing Hands," April 8, 1983) and is applicant for TV at Lakeland, Fla. Bernard

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Koteen is Washington communications attorney; Shirley Koteen is Washington-based art consultant. WJBM is 500 w daytimer on 1480 khz. WJBM-FM is on 104.1 mhz with 50 kw and antenna 380 feet above average terrain.

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.

KLGT(FM) Breckenridge, Colo. □ Sold by Summit Communications to Summit Broadcasting for \$850,000, including \$126,250 noncompete 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)-KYLK(FM) Osage Beach, KJAS(AM) Jackson and KJAQ(FM) Gordonville, all Missouri. With their wives, they are 40% owners of KGBX(AM) Springfield, Mo. Buyer is majority owned by Ronald L. Fowler, San Diego, Calif.-based beer distributor with no other broadcast interests. KLGT is on 102.3 mhz with 3 kw and antenna 230 feet below average terrain.

WPDX-AM-FM Clarksburg, W. Va. □ Sold by Rau Radio Stations to WPDX Inc. for \$150,000 cash and \$500,000 note. Seller, former owner of six AM's and six FM's, has completed divestiture of its broadcast properties with this sale. It is principally owned by estate of Henry Rau, and headed by Rau's daughter, Robin Henry, president. It also sold this year WATO(AM)-WETQ(FM) Oak Ridge, Tenn., for \$255,000 ("Changing Hands," Sept. 19, 1983); WBBB(AM)-WPCM(FM) Burlington, N.C., for \$2,625,000 (BROADCASTING, Aug. 15, 1983); WNAV(AM)-WLOM(FM) Annapolis, Md., for \$2.8 million and WDOV(AM)-WDSB(FM) Dover, Del., for \$2.3 million (both BROADCASTING, Sept. 5, 1983). Buyer is owned by Patrick Kelly, executive vice president of Rau Radio (76%), and Walker Trumble, general manager of WPDX-AM-FM (24%). WPDX is 1 kw daytimer on 750 khz. WPDX-FM is on 104.9 mhz, 2.5 kw, and antenna 390 feet above average terrain.

WKKO(AM) Cocoa, Fla. □ Sold by EMCOM Associates Ltd. to Dickson/Fry Broadcast Group Inc. for \$525,000, comprising \$165,000 cash and \$360,000 note. Seller is majority owned by Howard W. (Bill) Maschmeier and his wife, Jane S. They have no other broadcast interests. Buyer is owned by Alan A. Dickson, Coco-based investor (90%), and Michael L. Fry, former sales manager at co-located WEZY(AM) (10%). WKKO is 1 kw daytimer on 860 khz.

□ Other station sales approved by FCC include: KATY(AM) San Luis Obispo, Calif.; KLGT(FM) Breckenridge, Colo.; WAPR(AM) Avon Park, Fla.; WFTL(AM) Fort Lauderdale, Fla.; KXTC(AM) Nampa and KQZQ(FM) Caldwell (Nampa), both Idaho; WKSJ(FM) Columbia City (Fort Wayne), Ind.; KLBA(AM) Albia, Iowa; WTJM(FM) Pineville, Ky.; WWKY(AM) Winchester, Ky.; WQCK(FM) Clinton, La.; WSTR-AM-FM Sturgis, Mich.; WDDT(AM) Greenville, Mass.; WJFL(AM)-WQMV-FM Vicksburg, Miss.; KJMO(FM) Jefferson City, Mo.; KOSC-FM Marshfield, Mo.; KFLN-AM-FM(CP) Baker, Mont.; WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, both North Carolina; KISD(AM) Medford, Ore.; WPRX(AM)(CP) Sabana Grande, P.R.; WBOZ(AM) San German, P.R.; WKRI(AM) West Warwick, R.I.; *WLJT-TV Lexington, Tenn.; KURV(AM) Edinburg, Tex.; KTER(AM) Terrell, Tex.; KWHO-AM-FM Salt Lake City, Utah, and KSCR(AM) Renton, Utah (see "For the Record," page 74).

CABLE

MSO, Total TV Inc. □ Sold by James F. Fitzgerald and others to Jones Intercable Inc. for \$69 million. Seller is principally owned by Fitzgerald, president (16.1%); William P. Ryan, vice president (16.3%); Milwaukee Professional Sports and Services Inc., owner of basketball team, Milwaukee Bucks (15.5%), and James P. Cullen (10%). None have other cable interests. Buyer is joint venture of four limited partnerships of which Jones Intercable is general partner. Jones is publicly traded, Englewood, Colo.-based company and 21st ranked MSO with

283,000 subscribers in 21 states. It is headed by Glen Jones, 46% owner and chairman, and Robert J. Lewis, president and chief operating officer. Total TV has six clusters of systems with 14 headends, including Janesville, Beaver Dam, Manitowoc, suburban Milwaukee and Green Bay areas, all Wisconsin. Systems serve 72,000 subscribers with 35, 42 and 54 channels. Jones will also be half-owner and will manage 84-channel systems in West Allis and New Berlin, both Wisconsin, serving 15,000 subscribers. All systems pass 155,000 homes with 2,400 miles of plant. In addition new 54-channel system is under construction in Kenosha, Wis., which will pass additional 30,000 homes with 300 miles of plant.

Cable system serving Juneau, Douglas and Auke Bay, all Alaska □ Sold by B-C Cable Inc. to McCaw Communications Inc. for over \$10 million. Seller is majority owned by Roy Paschal, who also is majority owner of co-located KJNO(AM), KETH(AM) Ketchikan and KIFW-AM-TV Sitka, all Alaska. Buyer, based in Bellevue, Wash., is joint venture of McCaw family and others (55%), and Affiliated Publications (45%), publicly traded and Boston-based publisher of *Boston Globe* and group owner of five AM's and five FM's. McCaw Communications is 48th ranked MSO with 104,000 subscribers, and is also radio common carrier and applicant for cellular systems in several dozen markets. Juneau system passes 8,500 homes, serving 7,000 subscribers with 12 channels and 160 miles of plant. Broker: Daniel & Associates.

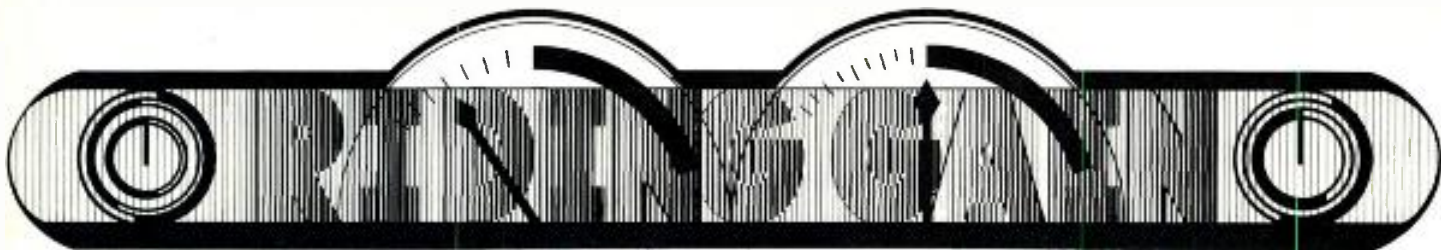
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KIST-AM	Santa Barbara, CA	\$1,407,750
WGWR AM/FM	Asheboro, NC	900,000
KZEE-AM	Weatherford, TX	800,000
WROD-AM	Daytona Beach, FL	900,000
KGOE-AM	Thousand Oaks, CA	625,000
KLFM-FM	Great Falls, MT	475,000
WCCQ-FM	Crest Hill, IL	360,000

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Rating the reps

A just-released Torbet Radio survey of approximately 158 radio station managers on their opinions of national sales representative companies shows 72% of the respondents are convinced that their particular rep firm makes an effort to develop new business. And 68% of the general managers polled reported that their rep employs specialists in co-op, farm and/or sports advertising.

When asked about the controversial subject of nonwired networks—packaging of client as well as nonclient stations, sometimes several in one market, into a single buy for an agency with rates individually negotiated with each station—21% considered that method of selling spot very important to their station's business; 25% said important; 38% said somewhat important, and 16% claimed no interest. Sixty-seven percent of those polled, however, view dual representation (representing two or more separately owned stations with different formats in the same market) as a "problem" for national spot growth. Twelve percent believe it depends on the situation while 21% look at it as an advantage.

A dedicated and aggressive sales staff was cited as the single most important quality of a rep firm. Image and visibility were considered very important to 46% of the respondents.

Other findings: 68% judge their rep's performance by dollar results, 25% by reviewing sales plans and 7% by a combination of factors including effort, market share, attitude, quality of presentation and cooperation. In addition, nine sales offices were considered the minimum number a rep should have for complete national coverage.

The general managers reported an average 7.85 years with their national sales reps, with 83% pleased with the results. What could reps do to improve? Most of the managers suggested more pre-selling at the agencies.

The survey was the last in a series of six conducted by Torbet Radio in 1983. It did not include any of Torbet's client stations. For 1984, the rep firm plans to launch a series of surveys in the advertising community.

Playback

CBS's RadioRadio network is adding sports and entertainment features to its lineup of program offerings. *Sportsbreak* is a "fast-paced" two-minute update of national sports results fed weekday mornings and throughout the weekend. *Entertainment Update* is a two-minute program highlighting the latest news in music, film and television, fed each weekday at either 4:20 p.m. or 7:20 p.m. (NYT). In addition, *Music Memories*, the two-minute weekday afternoon trivia quiz hosted by Michelle Roth, "has been buffed

and polished," said Bob VanDerheyden, RadioRadio vice president of programming. "We're tightening the presentation and strengthening the drama of what was already a popular feature," he said.

Reduction

Citing "softening sales" for radio networks, Mutual Broadcasting System President and Chief Executive Officer Martin Rubenstein announced last Wednesday (Feb. 29) that the network would lay off 24 employees. He added that none were from the sales or news departments.

"All of us at Mutual anticipated a soft market for the industry, but it persisted beyond anyone's expectations," Rubenstein said. "Hints of a recovery from the industrywide tumdown appeared in January, but they were not enough to prevent some temporary belt-tightening by Mutual," he added. (Network radio business for January was down about 11%, according to the accounting firm of Ernst & Whinney.)

Mutual began budget and staff reductions last Nov. 1 when it laid off four employees. Before the lay-offs, Mutual, which comprises the radio network, WHN(AM) New York and WCFL(AM) Chicago, which is in the

January rise

National spot radio advertising for the month of January climbed 2% to \$39,953,400, according to data released last week by Larchmont, N.Y.-based Radio Expenditure Reports Inc., which relies on financial information supplied confidentially by 16 rep companies.

process of being sold, subject to FCC approval, employed approximately 350.

Transtar light

The Colorado Springs-based Transtar Radio Network has announced plans for a 24-hour satellite-delivered "light" adult contemporary service called "Format 41." The name signifies the median age targeted for the new programming vehicle which "is designed to satisfy the musical tastes of 32-to-49-year-old radio listeners who don't particularly like 'mostly instrumental' beautiful music formats and find no good all-vocal alternatives," said Transtar President C.T. Robinson.

The construction of the format is a cooperative effort with Viacom International, whose WLAK(FM) Chicago and WLTW(FM) New York—both clear commercials Transtar carries—are programming similar formats, along with help from Transtar's companion company, The Research Group, which conduct-

ed extensive research and music testing late last year to see what programming needs existed in the marketplace. "There are some real tricks to programming this format due to the necessity of bridging the 32-to-41 and 42-to-49 demographics to satisfy the tastes in terms of music, personality interplay and promotion that those two age groups have in common," said Research Group senior vice president, Larry Campbell.

Transtar is eyeing Thursday, March 15, as the launch date for "Format 41," said Ivan Braiker, Transtar senior vice president. It will displace contemporary hit radio (CHR) as the next Transtar format to hit the airwaves. CHR should be up and running by the beginning of the NAB convention in Las Vegas (April 29), said Braiker ("Riding Gain," Jan. 23).

Plans call for "Format 41" to be beamed to affiliates via Westar V from Transtar's new Los Angeles facilities. It joins Transtar's adult contemporary format service, launched Feb. 1, 1982, and country, launched last Feb. 21. Thus far, 12 stations have affiliated with the new format.

Helping hand

The Radio Advertising Bureau has reached an agreement with Broadcast Capital Fund Inc. (BROADCAST), a private, nonprofit venture capital company established by the National Association of Broadcasters to help minorities acquire broadcast properties, whereby RAB will offer sales material and assistance for one year to radio broadcasters who receive direct financial assistance or backing from the group. "This agreement meets one of the most pressing needs of BROADCAST stations—the need to get into the marketplace with information, research and credibility to generate revenues," noted BROADCAST President John Oxendine.

Latest for Owens

Radio and television personality Gary Owens has been signed by the newly formed Creative Radio Network to host a new weekly three-hour series, *Gary Owens' Supertracks*, that will debut one week after the final broadcast of Owens' *Soundtrack of the Sixties*. The latter program is being discontinued May 13 by ABC/Watermark Productions.

Tom Shovan, chairman of the Van Nuys, Calif., firm, said the series will "showcase Gary Owens' humor and personality between the music. Our music will be truly 'super-tracks' since this oldie-based program reflects the most significant songs from the late 50's and will even include select adult hits from today's charts."

Said Owens, currently a morning personality on KPRZ(AM) Los Angeles: "We'll be flogging memories each week you never thought possible."

As compiled by BROADCASTING, Feb. 20 through Feb. 24, 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.

Ownership changes

Applications

- **KDJQ(AM)** Mesa, Ariz. (1510 khz, 10 kw-D)—Seeks assignment of license from Mesa Radio Inc. to WABQ Inc. for \$185,000 cash. Seller is subsidiary of Sandusky (Ohio) Newspapers Inc., publisher and group owner. It is owned by Dudley A. White; his mother, Alice S. White; his brother-in-law, Norman Rau; and other members of immediate family. They also own co-located KDKB(FM); KNUS(AM)-KBPI(FM) Denver; KJZZ(AM)-KLSY(FM) Bellevue, Wash.; KEGF(FM) Fort Worth; KLSI(FM) Kansas City, Mo., and KUNA(AM)-KLSY-FM San Luis Obispo, Calif. It recently sold KWFM(FM) Tucson, Ariz. ("Changing Hands," Feb. 13). Buyer is owned by John R. Linn (76%) and his wife, Barbara Ann (24%). They also own 60% of WKAZ(AM)-WKLZ(FM) St. Albans, W. Va. Filed Feb. 15.
- **KCRI(AM)** West Helena, Ark. (1600 khz, 1 kw-D)—Seeks assignment of license from Delta Broadcasting Co. to Dr. M.M. Traylor for \$65,000 cash. Seller has purchased station along with KCRI-FM for \$400,000, subject to FCC approval, from National Association of Broadcasters President Eddie Fritts. It already owns KFFA(AM) Helena and is spinning off KCRI(AM) to comply with multiple ownership rules. Seller is owned by Thomas B. McBee (20%); Jamie M. Howe (51%); his wife, Nancy Howe (25%), and his brothers, Otis and John Howe (2% each). Filed Feb. 14.
- **KDAY(AM)** Santa Monica, Calif.; **WMA5(AM)** Wilmington, Del.; **WEAR-TV** Pensacola, Fla.; **WBEE(AM)** Harvey, Ill.; **WPTZ(TV)** North Pole, N.Y.; **WRAP(AM)** Norfolk, Va., and **WCHS-AM-TV** and **WBES(FM)** Charleston, W. Va.—Seeks pro forma transfer of control of Rollins Broadcasting of Delaware Inc. from Rollins Inc. to Rollins Communications Inc. Assignor is Atlanta-based and publicly held company whose 1983 revenue came from termite and pest control (48.5%), oil and gas services (26%), broadcasting and cable (18.5%), protective services (6%) and other (1%). It is spinning off both its broadcasting and cable operations, and its oil and gas services, into separate companies, distributing stock in each of new companies to existing shareholders on a pro rata basis (see "Bottom Line," Jan. 16). Filed Feb. 22.
- **KVHP(TV)[CP]** Lake Charles, La. (ch. 29, 700 kw vis., 131 kw aur, HAAT: 333 ft.)—Seeks transfer of control of Lake Charles Electronic Media from Hugh Van Eaton (51% before; none after) to Herschell H. Hardesty (14.7% before; 40.7% after) and J.W. DiGiglia (14.7% before; 39.7% after) for \$112,000. Remainder is owned by Frank T. Salter Jr. (14.6%) and two others.
- **WHUE-AM-FM** Boston (1150 khz, 6.6 kw-U; FM: 110.7 mhz, 50 kw, HAAT: 792 ft.)—Seeks assignment of license from General Cinema Corp. to Alexander M. Tanger for seller's stock worth \$2,190,000 and assumption of approximately \$2.4 million in bank debt. Tanger owns 20% of seller. Sale will be accounted for as tax-free corporate reorganization. Seller is publicly traded. Chestnut Hill, Mass.-based, soft drink bottler and largest theater chain owner, headed by Richard A. Smith, chairman and president. Last year it exchanged WCIX-TV Miami for Taft Broadcasting's WGR-TV Buffalo, N.Y., plus \$70 million ("Changing Hands," March 14, 1983), and sold WIF(FM) Philadelphia

for \$6 million ("Changing Hands," July 11, 1983). WGR-TV is its only other broadcast property. Buyer is stations' president. Filed Feb. 15.

- **WCAS(AM)** Cambridge, Mass. (740 khz, 250 w-D)—Seeks assignment of license from Wickus Island Broadcasting Corp. to J. Christopher Robinson Esq., trustee. Assignor filed for chapter 11 as debtor-in-possession on June 24, 1983. It is owned by Melvin L. Stone and family (57.8%) and Daniel L. Murphy (42.2%). Stones also own WMLI(AM) Bangor and WGUY-FM Brewer, both Maine. Court appointed Robinson as receiver Jan. 12. Filed Feb. 15.
- **WCCW(AM)-WMZK(FM)** Traverse City, Mich. (1310 khz, 5 kw-D; FM: 92.1 mhz, 840 w, HAAT: 520 ft.)—Seeks assignment of license from Radio Station WCCW Inc. to Fabiano-Strickler Communications Inc. of Traverse City for \$755,000 cash and assumption of mortgage. Seller is owned by John R. Anderson (86%) and four others. None have other broadcast interests. Buyer is owned by James C. Fabiano (60%) and William J. Strickler (40%). It also owns WSOO(AM)-WSUE(FM) Sault Ste. Marie, and WCBY(AM)-WQLZ-FM Cheboygan, both Michigan. Filed Feb. 15.
- **KNMQ(FM)[CP]** Santa Fe, N.M. (105.9 mhz, 100 kw, HAAT: 1,631 ft.)—Seeks transfer of control of Mesa Grande Broadcasting Co. from Philip H. Green (50% before; none after) to James M. Ellis (25% before; 63.2% after) and Melvin P. Hemmer Jr. (25% before; 36.8% after) for \$1,800. Neither seller nor buyers have other broadcast interests. Filed Feb. 17.
- **KXTZ(FM)** Henderson, Nev. (94.1 mhz, 100 kw, HAAT: 1,200 ft.)—Seeks assignment of license from Penning Music Co. to Desert Communications Enterprises Inc. for \$1.8 million. Seller is owned by Jeannette B. Banocci; her husband, John R., and her sister, Evelyn B. Boulay. It also owns KNOB(FM) Long Beach, Calif. Buyer is owned by John B. Parker and his wife, Kathleen. They also own 65% of KIKI(AM)-KMAI(FM) Honolulu. They recently sold KOWL(AM) South Lake Tahoe, Calif., for \$1.25 million ("Changing Hands," Nov. 7, 1983), and recently bought KTCJ(AM)-KTCZ(FM) Minneapolis-St. Paul for \$3.4 million ("Changing Hands," Dec. 12, 1983). Filed Feb. 14.
- **WLOS(FM)** Asheville, N.C. (99.9 mhz, 53 kw, HAAT: 2,624 ft.)—Seeks assignment of license from Wometco Enterprises Inc. to Wise Radio Inc. for \$1.75 million cash. Seller is publicly traded and Miami-based bottling, entertainment and automatic vending company, MSO and group owner of six TV's. Senior vice president in charge of broadcasting is William R. Brazzil. Wometco has agreement to be acquired, subject to FCC and SEC approval, by leveraged buyout group headed by New York-based investment firm, Kohlberg, Kravis Roberts & Co. for \$842 million ("Top of the Week," Sept. 26, 1983). WLOS is being sold to comply with "one-to-a-market" rule—Wometco also owns co-located WLOS-TV—now that purchase by K.K.R. & Co. invalidates station's grandfathered status. Buyer is owned by A&P Radio Associates (50%) and Basic Media (50%). A&P is group of 10 Washington area investors. Basic Media is owned by N. Eric Jorgenson, who also owns co-located WISE(AM). Filed Feb. 15.
- **WKJA(FM)** Belhaven, N.C. (92.1 mhz, 3 kw, HAAT: 280 ft.)—Seeks assignment of license from Roach Communications Inc. to Winfas of Belhaven Inc. for \$150,000, comprising \$29,000 cash, \$22,000 assumption of loans and \$99,000 seller's note. Seller is owned by Robert Roach (51%) and wife, Betty Bernice (49%). Neither have other broadcast interests. Buyer is group of seven Virginia and North Carolina investors, whose principal owners are W.S. Foster Jr. and Larry W. Nichols, chairman. Buyer also owns WJNC(AM)-WRCM(FM) Jacksonville, N.C., and WAMV(AM)-WCNV(FM) Amherst, Va. Filed Feb. 14.
- **WTSB(AM)** Lumberton, N.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Beasley Broadcasting of Eastern North Carolina Inc. to Southeastern Broadcasting Corp. in exchange for co-located WAGR(AM) plus \$75,000. Buyer and seller will keep respective call letters. Assignor is majority owner of seven AM's and seven FM's, including co-located WGSS(FM). His purchase of WTSB(AM)-WGSS(FM) for \$980,000 ("For the Record," April 5, 1982) was approved in December 1982 on condition that he spin off either WTSB or WFAI(AM) Fayetteville. To satisfy condition Beasley will spin off WAGR to Henry William Hoot (see below). Beasley also owns North Carolina cable systems and is applicant for new UHF at Goldsboro, N.C. Buyer is owned by Albert Kahn, who also owns co-

located WJSK(FM). Filed Feb. 22.


- **WAGR(AM)** Lumberton, N.C. (580 khz, 500 w-D)—Seeks assignment of license from Beasley Broadcasting of Eastern North Carolina Inc. to Henry William Hoot for \$325,000, comprising \$5,000 cash and \$320,000 note. Seller acquired station and \$75,000 in exchange for co-located WTSB(AM) and is selling station to satisfy multiple ownership rules (see above). Buyer is general manager of WEAW(AM) Evanston, Ill. Filed Feb. 22.
- **WAJE(AM)** Ebensburg, Pa. (1580 khz, 1 kw-D)—Seeks assignment of license from Cancom Corp. to Cambria County Christian Communications Corp. for assumption of obligations. Seller is owned by Roy J. Humphrey, who has no other broadcast interests. Buyer is owned by Robert K. Hickling. He also owns WPLW(AM) Carnegie, Pa.
- **WKRZ-AM-FM** Wilkes-Barre, Pa. (1340 khz, 1 kw-D; FM: 250 w-N; FM: 98.5 mhz, 5.8 kw, HAAT: 1,180 ft.)—Seeks assignment of license from Northeast Radio Inc. to Newradio Inc. for \$5 million cash. Seller is owned by Donald Wilks and Michael Schwartz (40% each) and James T. Shea (20%). They bought station for \$850,000 ("Changing Hands," Nov. 10, 1980). Wilks and Schwartz are Springfield, Mass.-based group owners of three AM's and four FM's. They are majority owners of recent seller of WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C. for \$750,000 ("Changing Hands," Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y., for \$1.5 million ("Changing Hands," Nov. 14, 1983). They also have bought, subject to FCC approval, WSNE-FM Taunton, Mass., for \$3.6 million ("Changing Hands," Jan. 30). Buyer is headed by Stan Gurell, president. It also includes limited partnership of more than 60 investors whose general partner is headed by Saul P. Steinberg. Gurell is broadcast consultant and former president of group owner, National Science Network Inc. Steinberg is president of Reliance Group Holdings Inc., New-

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York-based investment firm. Filed Feb. 17.

■ **WPAL(AM)** Charleston, S.C. (730 khz., 1 kw-D)—Seeks transfer of control of WPAL Radio Inc. from John Pembroke (42.5% before; none after) to William Saunderson (15% before; 57.5% after). Consideration, which also involves stock in another corporation, is \$51,000 cash and \$149,000 note. Other 42.5% is owned by D. Ward Wilson. Seller also owns WJQS(AM) Jackson, Miss. Buyer, along with Wilson, is applicant for new FM at North Charleston, S.C. Filed Feb. 17.

■ **CP for AM (BP 830224AE)** Powell, Tenn.—Seeks assignment of permit from Bless Your Heart Inc. to Huckaba Broadcasting for reimbursement of costs not to exceed \$20,000, and 30-month consulting agreement for \$30,000. Seller is owned by John T. Rutledge, who is also applicant for new AM at Pleasure Park Ridge, Ky., and who owns 80% of applicant for new FM at Hyannis, Mass. Buyer is equally owned by Richard C. Huckaba Jr. and wife, Kate. Neither have other broadcast interests. Filed Feb. 21.

■ **KIXK-FM** Denton, Tex. (Dallas) (106.1 mhz., 100 kw horiz., 43 kw vert., HAAT: 480 ft.)—Seeks assignment of license from KIX Radio Inc. to ABC Inc. for \$9 million cash, including \$3-million noncompete agreement. Sale is contingent on grant of CP to change antenna and transmitter location, and make "other changes in station's facilities." Seller is subsidiary of Hicks Communications Inc., majority owned by R. Steven Hicks. It bought station three years ago for \$4.6 million ("Changing Hands," Dec. 8, 1983). It also owns KAYI(FM) Muskogee (Tulsa), Okla., and KNOW(AM) Austin, KLVJ(AM) Beaumont, KJAR(AM) Laredo, KYKR-FM Port Arthur and KEYI(FM) San Marcos (Austin), all Texas. Buyer is one of three major network companies. President of ABC Radio Division is Ben Hoberman. ABC recently sold KGO-FM San Francisco for \$5.5 million ("Changing Hands," Oct. 3, 1983) and also owns six AM's, six FM's and five TV's. Filed Feb. 15.

■ **KSYC(AM)-KKWZ(FM)** Richfield, Utah (980 khz., 5 kw-D; FM: 93.7 mhz., 27.5 kw, HAAT: 283 ft.)—Seeks transfer of control of Sevier Valley Broadcasting Co. from Brent T. Larson (90% before; none after) to Kent L. Coby (10% before; 100% after) for \$475,000, comprising \$20,000 cash, \$255,000 note and assumption of approximately \$200,000 in liabilities. Stations were previously bought for \$235,000 ("Changing Hands," Sept. 29, 1980). Seller also is owner of KBUH-AM-FM Brigham City, Utah, and 51% owner of KCKO(AM) Spokane, Wash., and KSIT(FM) Rock Springs, Wyo. Buyer is stations' general manager and has no other broadcast interests. Filed Feb. 17.

■ **KHQN-AM** Spanish Fork, Utah (1480 khz., 1 kw-D)—Seeks assignment of license from SACE Broadcasting Corp. to Dora C. Schoenfeld for \$232,500. Seller is owned by Christopher Warden, who bought station for \$225,000 ("Changing Hands," Aug. 9, 1982). He has no other broadcast interests. Buyer is owned by Dora C. Schoenfeld, and her husband, Wayne A. They own Dodge dealership in Salt Lake City and dairy farm and have no other broadcast interests. Filed Feb. 13.

■ **KTRW-FM** East Wenatchee, Wash. (97.7 mhz., 3 kw, HAAT: 150 ft.)—Seeks assignment from Read Broadcasting System to Challenger Broadcasting Corp. for \$250,000 cash. Seller is owned by Thomas W. Read, former board member of National Association of Broadcasters and currently member of FCC/Industry Advisory Committee on Radio Broadcasting. Read also owns KTBI(AM)-KTRJ(FM) Ephrata, Wash., and low-power TV at Wenatchee. Buyer is owned by William F. Baldwin, president, and Seattle attorney, and Gerald B. Dennon, Bellevue, Wash.-based investment banker. Neither has other broadcast interests. Filed Feb. 17.

Actions

■ **KATY(AM)** San Luis Obispo, Calif. (1340 khz., 1 kw-D)—Granted assignment of license from Robert F. Brown, receiver, to Wischnia Communications Corp. for \$300,000 cash. Seller took over from Riverside Broadcasting Co., licensee of station from 1977-1980. Riverside had sold station three years ago for \$750,000 to Coastal Broadcasting ("For the Record," April 20, 1981), but was given station back by court after Coastal filed for bankruptcy under chapter seven. Coast, owned by Frederick Herdt Jr., has no other broadcast interests. Buyer is owned by Jay W. Stream, businessman with interests that include construction, banking and Arabian horse farm (51%). Abraham W. Wischnia (30%) and Raymond D. Gennette (19%). None have other broadcast interests. Filed Jan. 3. Granted Feb. 17.

■ **KLGT(FM)** Breckenridge, Colo. (102.3 mhz., 3 kw, HAAT: 230 ft.)—Granted assignment of license from Summit Communications to Summit Broadcasting for \$850,000, including \$126,250 noncompete 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)-KYLK(FM) Osage

Beach, KJAS(AM) Jackson and KJAQ(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). Action Feb. 21.

■ **WAPR(AM)** Avon Park, Fla. (1390 khz., 1 kw-D)—Granted transfer of control of Florida Outdoor Inc. from Elden R. Lindsey (51% before; none after) to Charles C. Castle (49% before; 50% after) and William A. Stokes (none before; 50% after) for \$100,000. Seller said station experienced "disastrous fire" last March. Buyers also own WOKC (AM)-WLWC(FM) Okeechobee, Fla. Action Feb. 9.

■ **WKKO(AM)** Cocoa, Fla. (860 khz., 1 kw-D)—Granted assignment of license from EMCOM Associates Ltd. to Dickson/Fry Broadcast Group Inc. for \$525,000, comprising \$165,000 cash and \$360,000 note. Seller is majority owned by Howard W. (Bill) Maschmeier and his wife, Jane S. They have no other broadcast interests. Buyer is owned by Alan A. Dickson (90%) and Michael L. Fry (10%). Filed Jan. 3. Action Feb. 15.

■ **WFTL(AM)** Fort Lauderdale, Fla. (1400 khz., 1 kw-D, 250 w-N)—Granted assignment of license from WFTL Broadcasting Co. Inc. to Channel Communications Inc. for \$1,520,000. Seller is headed by Joseph C. Amatore, president. It is also selling WWJF(FM) Fort Lauderdale ("Changing Hands," Oct. 24, 1983). Buyer is being organized Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is one of hosts of *Sports Huddle* show on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. Action Feb. 8.

■ **WWJF(FM)** Fort Lauderdale, Fla. (106.7 mhz., 100 kw, HAAT: 900 ft.)—Action 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 co-located WFTL(AM) ("For the Record," Jan. 2). Buyer is also president of Amatore Group, which owns KGBT(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. Action Feb. 21.

■ **KXTC(AM)** Nampa and KQZQ(FM) Caldwell (Nampa), both Idaho (1340 khz., 1 kw-D, 250 w-N; FM: 103.1 mhz with 3 kw)—Granted assignment of license from Hayes Broadcasting Co. to Boise Area Radio Stations Inc. for \$485,000, including \$325,000 in notes, and equipment lease. Seller is owned by John T. Hays, who bought stations

two years ago for \$525,000 ("For the Record," May 4, 1981). He also owns KAYT(AM)-KNAQ(FM) Rupert, Idaho. Buyer is owned by Ralph J. Carson and family, and Alan D. Hague. They also own KRSP-AM-FM Salt Lake City; KRJC(FM) Elko, Nev., and KSMK-FM Cottonwood, Ariz. Action Feb. 7.

■ **WJBM-AM-FM** Jerseyville, Ill. (1480 khz., 500 w-D; FM: 104.1 mhz., 50 kw, 380 ft.)—Granted 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. Action Feb. 14.

■ **WKSJ(FM)** Columbia City (Fort Wayne), Ind. (106.3 mhz., 3 kw, 300 ft.)—Granted assignment of license from Indiana Broadcast Associates to Kramer Communications Inc. for \$435,000 cash and completion of \$54,000 real estate note. Seller is owned by Arnold Malkan and family. They also own WYMJ(FM) Beaver Creek (Dayton), Ohio; KEYS(AM) and majority of KZFM(FM), both Corpus Christi, Tex. Buyer is owned by Rudy J. Kramer, station's general manager (51%), and John C. Seyfert, Fort Wayne, Ind., businessman (49%). Neither have other broadcast interests. Action Feb. 21.

■ **KLBA(AM)** Albia, Iowa (1370 khz., 500 W-D)—Granted assignment of license from Albia Broadcasting Inc. to H&H Broadcasting Corp. for \$75,000, including seven-year noncompete 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. Action Feb. 14.

■ **WTJM(FM)** Pineville, Ky. (106.3 mhz., 780 kw, HAAT: 750 ft.)—Granted assignment of license from John O. McPherson to Pine Hills Broadcasting Inc. for \$300,000, including \$225,000 note. Seller has no other broadcast interests. Buyer is equally owned by W.R. (Bud) Carrigan and wife, Janis M.; and Donald Yoakum and his wife, Ruth. W.R. Carrigan is manager of WTJM, and Janice Carrigan is station's traffic manager. Donald Yoakum is Middlesboro, Ky., furniture store manager, and Ruth Yoakum is employed at Middlesboro hospital. W.R. Carrigan also is 33% owner of WBCY(AM) Bristol, Tenn. Action Feb. 22.

■ **WWKY(AM)** Winchester, Ky. (1380 khz., 1 kw-D)—Granted transfer of control of WWKY Inc. from Wilda Horton and family (100% before; none after) to Bayard Harding Walters (none before; 100% after) for \$125,409 plus assumption of approximately \$91,000 debt. Seller has no other broadcast interests. Buyer also owns co-located WEMII(FM) and WKCM(AM) Hawesville, Ky. Action Feb. 17.

■ **WQCK(FM)** Clinton, La. (92.7 mhz., 3 kw, HAAT: 300 ft.)—Granted transfer of control of Bayou State Broadcasting Co. from Dan R. Boyce and Ralph D. Boyce (80% before; none after) to Carver L. Henry (none before; 80% after) for \$350,000, including \$270,000 in notes. Bayou State acquired station in last year for \$190,220 ("For the Record," May 9, 1983). Sellers are father and son, Brandon, Miss., businessmen with no other broadcast interests. Other 20% will remain with John K. Wilson, station's general manager. Buyer is Houston attorney who also has minor interest in applicant for new TV at Houston. Action Feb. 16.

■ **WSTR-AM-FM** Sturgis, Mich. (1230 khz., 1 kw-D, 250 w-N; FM: 93.3 mhz., 1.4 kw, HAAT: 390 ft.)—Granted assignment of license from Water Wonderland Broadcasting Co. to Communications & Cablevision for \$300,000. Seller is group of 12 investors headed by Roy C. Engelhardt, president, and S. Franklin Horowitz, vice president. Horowitz also has 27% interest in WCEN-AM-FM Mount Pleasant, Mich. It is also selling its 80% interest in cable TV systems in Sturgis and Fawn River, Mich., to same buyer for \$1.6 million. Buyer is subsidiary of Michigan Energy Resources Co., public-utility holding company, headed by Paul Schreier, president. It owns 4,800-subscriber cable system in Frenchtown, Mich. Action Feb. 7.

■ **WDDT(AM)** Greenville, Miss. (900 khz., 1 kw-D)—Granted transfer of control of Clearwater Broadcasting from John T. Gibson Sr. and Betty W. Carter (50% each before; none after) to Don Manuel (none before; 100% after) for sum equal to four times company's assets as of April 30, 1983. Sellers have no other broadcast interests. Buyer has no other

Summary of broadcasting as of January 31, 1984

Service	On Air	CP's	Total*
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
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.

broadcast interests. Action Feb. 17.

■ **WJFL(AM)-WQMV-FM** Vicksburg, Miss. (1490 khz. 1 kw-D; 250 w-N; FM: 98.7 mhz, 56 kw, HAAT: 310 ft.) It has CP for 100 kw, HAAT: 802 ft.—Granted assignment of license from Omni Media Corp. to RONKEN Inc. for \$200,000, cancellation of \$100,000 note to Southern Mississippi Bottling Co. and assumption of approximately \$400,000 in debts. Seller is owned by Ronald E. Hale, who will own half of buyer. Hale recently sold 28% interest in Central Television Inc., licensee of WHTV(TV) Meridian, WLHT(TV)(CP) Hattiesburg, both Mississippi, and WYDE(AM) Birmingham, Ala. Buyer is equally owned by seller and Southern Mississippi Bottling Co., Jackson, Miss.-based company, principally owned by Kenneth A. Brown, which has soft drink bottling franchise for central Mississippi. Action Feb. 21.

■ **KJMO(FM)** Jefferson City, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Triple D Properties from Harley Lampman (45% before; none after) and his wife, Mary (5% before; none after), to Frank R. Newell (45% before; 90% after) and his wife, Dianne (5% before; 10% after), for \$324,525. Sellers have no other broadcast interests. Buyer, Frank Newell, is station's president and general manager. Action Feb. 7.

■ **KOSC-FM** Marshfield, Mo. (104.9 mhz, 3 kw, HAAT: 120 ft.)—Granted assignment of license from Ozark Summit Communications Inc. to Ladco Communications for \$160,000 cash, excluding real estate and studio space. Seller also owns co-located KOSC(AM). Buyer is owned by Larry D. Campbell (80%) and Donald E. Nistl (20%). Campbell is 43% owner and general manager of KLSM(AM) Springfield, Mo. Nistl is 40% owner of applicant for AM at Lincoln, Neb. Action Feb. 16.

■ **KFLN-AM-FM(CP)** Baker, Mont. (960 khz, 5 kw-D; FM: 100.9 mhz, 3 kw, HAAT: 161 ft.)—Granted assignment of license from Empire Broadcasting Corp. to Newell Broadcasting Inc. for \$870,000—\$100 for FM(CP)—including \$667,800 note. Seller is 91.3% owned by Gary N. Petersen, who has no other broadcast interests. Buyer is owned by Russell E. Newell, station's general manager and 6% owner, and wife, Jeraldine. Action Feb. 9.

■ **WPET(AM)** Greensboro, N.C. (950 khz, 500 w-D)—Granted 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). Action Feb. 13.

■ **WRQK(FM)** Greensboro, N.C. (98.7 mhz, 100 kw, HAAT: 720 ft.)—Granted 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). Action Feb. 13.

■ **WHSI(FM)** Wilmington, N.C. (97.3 mhz, 100 kw, HAAT: 560 ft.)—Granted assignment of license from Jefferson-Pilot Broadcasting Co. to WMFD Inc. for \$1 million. Seller is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C.-based insurance company, newspaper publisher and group owner of five AM's, four FM's and two TV's. It is also selling co-located WWIL(AM) (see below). Buyer is 80% owned by Carolina Bottlers, local Pepsi Cola bottling company, equally owned by Donald R. Watson and Carl B. Brown. Other buyers are Lee W. Hauser and H. Bretton Blizzard (10% each). Hauser is former manager at WCHL(AM) Chapel Hill, N.C.; Blizzard owns Wilmington lighting store. Buyer earlier this year bought co-located WMFD(AM) for \$500,000 ("Changing Hands," Feb. 21, 1983). Action Feb. 22.

■ **WSMY(AM)** Weldon and WPTM(FM) Roanoke Rapids, both North Carolina (1400 khz., 1 kw-D; 250 w-N; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Smiles of North Carolina Inc. and Halifax County Broadcasting Inc. to Radio Ventures Ltd.-I for \$850,000. Seller is equally owned by Tim Moran, and brothers W. Orson and Allen Hardy Woodall. It has no other broadcast interests. Buyer is headed by Ronald J. Verlander Jr. (5%). Atlanta-based syndicator of limited partnerships. Remaining 95% will be owned by "not yet sold" limited partnership. Action Nov. 7.

■ **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—Granted assignment of license from 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 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. Action Feb. 16.

■ **KISD(AM)** Medford, Ore. (860 khz., 1 kw-D)—Granted assignment of license and permit from CBF Broadcasting Inc. to George R. (Ray) Johnson for \$325,000. Seller is principally owned by John Ferris, who has no other broadcast interests. Buyer also owns co-located KTMT(FM) and KTVZ(TV) Bend, Ore. Action Feb. 16.

■ **[CP]WPRX(AM)** Sabana Grande, P.R. (880 khz, 1 kw-D)—Dismissed app. for assignment of license from Gauthier and Rodriguez Radio Associates to Southwestern Broadcasting Corp. for \$138,825 for failure to prosecute. Seller is owned by Frederick Gauthier de Castro (51%) and Juan B. Rodriguez Aguayo (49%). Buyer is owned by Roman Collazo, president (75%), and his father, Angel O. Roman (25%). It also owns WGIT(FM) Hormigueros, P.R.; WVOZ-AM-FM Carolina/San Juan, P.R. FCC also dismissed app. to sell WBOZ(AM) San German, P.R. (BROADCASTING, Oct. 3). Action Feb. 1.

■ **WBOZ(AM)** San German, P.R. (1090 khz, 250 kw-U)—Dismissed app. for assignment of license from Southwestern Broadcasting Corp. to Gauthier and Rodriguez Radio Associates for \$138,225 for failure to prosecute. Seller's app. for assignment of license for WPRX(AM)[CP] was also dismissed. Buyer is owned by Frederick Gauthier de Castro (51%) and Juan B. Rodriguez Aguayo (49%). It also owns CP for new AM at Sabana Grande. P.R. Action Feb. 1.

■ **WKRI(AM)** West Warwick, R.I. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Rainbow Broadcasting Corp. to WKRI Broadcasting Inc. for \$425,000 plus 70% of accounts receivable. Seller is owned by Lester G. Sobin (80%), Nancy S. Drouin and Peter B. Sobin (10% each). None have other broadcast interests. Buyer is headed by Thomas V. Iannitti and Richard J. Villanova. Iannitti is station's general manager; Villanova is owner of Burger Chef franchises in Warwick, R.I., area and has 5% interest in WNRI(AM) Woonsocket, R.I. Action Feb. 16.

■ ***WLJT-TV** Lexington, Tenn. (ch. 11, 316 kw vis., 63 kw aur., HAAT: 640 ft.; ant height above ground 496 ft.)—Granted assignment of license from Tennessee State Board of Education to West Tennessee Public TV Council Inc. for nonmonetary consideration. Seller also is licensee of *WTCI(TV) Chattanooga and *WCTE Cookeville, Tenn. Buyer is nonprofit membership corporation headed by Mrs. Alona Davis, president, who is part-time secretary at Vincent Instruments of Martin (Tenn.). Action Feb. 8.

■ **KURV(AM)** Edinburgh, Tex. (710 khz, 250 w-U)—Granted assignment of license from Magic Valley Radio Inc. to Voice of Valley Agriculture Inc. for \$1 million including noncompete agreement. Seller is owned by W. Lloyd Hawkins and wife, Loyse. Lloyd Hawkins is principal in group which recently bought KRIG(AM) Odessa, Tex. ("Changing Hands," Jan. 16). Buyer is owned by Charles D. Rankin, who is KURV's farm director. Action Feb. 9.

■ **KTER(AM)** Terrell, Tex. (1570 khz., 250 w)—Granted assignment of license from Floyd and Willis Broadcasting Inc. to Billy D. Pirtle for cancellation of \$218,000 note. Seller is owned by Gene D. Willis (75%) and Lynda J. Floyd (25%), who have no other broadcast interests. They bought the station this year for \$295,000 ("For the Record," Jan. 3). Buyer is former owner of KTER, which he sold in 1979 for \$300,000 ("Changing Hands," April 12, 1979). He also owns KFBA(AM) Floydada, Tex., and is applicant for FM at Floydada. Action Feb. 17.

■ **KWHO-AM-FM** Salt Lake City (860 khz, 1 kw-D; FM: 93.3 mhz, 26 kw, HAAT: 3,660 ft.)—Granted transfer of control of Northwest Radio Broadcasting Co. from Northwest Energy Co. (100% before; none after) to The Williams Co. (none before; 100% after). Seller is publicly-owned natural-gas-pipeline carrier which has accepted takeover bid from buyer at \$39 per share which will total approximately \$860 million. It has no other broadcast interests. Buyer is Tulsa, Okla.-based, publicly-owned, diversified industrial corporation. It has no other broadcast interests. Action Feb. 14.

■ **KSCR(AM)** Renton, Wash. (1420 khz, 500 w-D)—Granted 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, trade organization representing black-owned newspapers. He has no other broadcast interests. Action Feb. 9.

■ **WPDX-AM-FM** Clarksburg, W. Va. (750 khz, 1 kw-D; FM: 104.9 mhz, 2.5 kw, HAAT: 390 ft.)—Granted assignment of license from Rau Radio Stations to WPDX Inc. for

\$150,000 cash and \$500,000 note. Seller, principally owned by estate of Henry Rau, and headed by Rau's daughter, Robin Henry, president, is former group owner of six AM's and six FM's which has divested its broadcast properties over last two years. Sale of WPDS-AM-FM completes divestiture. It sold last year WATO(AM)-WETQ(FM) Oak Ridge, Tenn. ("Changing Hands," Sept. 19, 1983); WBBB(AM)-WPCM(FM) Burlington, N.C. (BROADCASTING, Aug. 15, 1983), and WDOV(AM)-WDSB(FM) Dover, Del. (BROADCASTING, Sept. 5, 1983). Buyer is owned by Patrick Kelly, executive vice president of Rau Radio (76%), and Walker Trumble, general manager of WPDX-AM-FM (24%). Action Feb. 6.

Facilities changes

AM applications

Tendered

■ **WMIB** (1510 khz) Marco Island, Fla.—Seeks CP to change freq. to 1480 khz; change hours of oper. to unlimited by adding 1 kw-N; change power to 1 kw-D, and install DA-2. MEA. Ann. Feb. 24.

■ **WCAT** (700 khz) Orange, Mass.—Seeks CP to change power to 2.5 kw. Ann. Feb. 22.

■ **KMAP** (1370 khz) South St. Paul, Minn.—Seeks CP to change city of license to "Center City, Minn." and to change TL. Ann. Feb. 21.

■ **GGLE** (590 khz) Glendive, Mont.—Seeks CP to increase power to 1 kw. Ann. Feb. 24.

■ **KCLK** (1430 khz) Clarkston, Wash.—Seeks CP to change city of license to "Asotin, Wash."; change hours of operation to unlimited by adding 1 kw-N; increase power to 5 kw-D; install DA-2, and change TL. MEA. Ann. Feb. 21.

Accepted

■ **WURL** (760 khz) Moody, Ala.—Seeks MP (BP-821112AA) to change TL. Ann. Feb. 27.

■ **WNLK** (1350 khz) Norwalk, Conn.—Seeks CP to make changes in standard nighttime operation pattern. Ann. Feb. 27.

■ **WNLA** (1380 khz) Indianola, Miss.—Seeks CP to construct new ant. and change TL. Ann. Feb. 22.

■ **WFTC** (1560 khz) New York—Seeks CP to make changes in nighttime ant. radiation pattern. Ann. Feb. 27.

■ **WARV** (1590 khz) Greenwich, R.I.—Seeks MP (BP-791119AH, as mod.) to change TL. Ann. Feb. 24.

■ **KBWS** (1530 khz) Sisseton, S.D.—Seeks MP (BP-820325AG, as mod.) to make changes in SL (outside city limits; requests waiver of section 73.1125[B](2)) and to change TL. Ann. Feb. 22.

■ **WKBJ** (1600 khz) Milan, Tenn.—Seeks CP to construct new ant. and change TL. Ann. Feb. 22.

■ **WCJL** (1300 khz) Marinette, Wis.—Seeks CP to make changes in ant. sys. and increase tower height. MEA. Ann. Feb. 22.

FM applications

Tendered

■ **KLFA-FM** (92.1 mhz) King City, Calif.—Seeks CP to change freq. to 99.5 mhz; change city of license to "Greenfield, Calif."; change ERP to 50 kw; change HAAT to minus 74 ft., and make changes in ant. sys. Mutually exclusive with BPH-831021AC. Ann. Feb. 27.

■ ***WHCF** (88.5 mhz) Bangor, Me.—Seeks CP to change TL; increase ERP to 100 kw; change HAAT to 1,601 ft., and make changes in ant. sys. MEA. Ann. Feb. 23.

■ **WAYU** (93.9 mhz) Lewiston, Me.—Seeks CP to change TL; change ERP to 27.5 kw; change HAAT to 640 ft., and make changes in ant. sys. Ann. Feb. 24.

■ **WTVL-FM** (98.3 mhz) Waterville, Me.—Seeks CP to change freq. to 98.5 mhz. ERP to 50 kw and HAAT to 302 ft. MEA. Ann. Feb. 21.

Accepted

■ **KZTR** (95.9 mhz) Camarillo, Calif.—Seeks CP to change TL; change ERP to 0.43 kw, and change HAAT to 720 ft. Ann. Feb. 24.

■ **KUIC** (95.3 mhz) Vacaville, Calif.—Seeks CP to increase ERP to 3 kw and change HAAT to 300 ft. Ann. Feb. 22.

- WJMU (89.5 mhz) Decatur, Ill.—Seeks CP to decrease ERP to 0.165 kw and change HAAT to 84 ft. Ann. Feb. 22.
- *WBUR (90.9 mhz) Boston—Seeks CP to change TL and change ERP to 9.1 kw. Ann. Feb. 24.
- WNLA-FM (105.5 mhz) Indianola, Miss.—Seeks CP to change TL and change HAAT to 190 ft. Ann. Feb. 23.
- KKBC (97.3 mhz) Carson City, Nev.—Seeks CP to change TL; change ERP to 29.306 kw, and change HAAT to 2,186 ft. Ann. Feb. 21.
- WSTS (96.5 mhz) Laurinburg, N.C.—Seeks mod. of CP (BPH-830624AE) to change ERP to 90 kw and HAAT to 756 ft. Ann. Feb. 21.
- WPGO (106.3 mhz) Charlotte, N.C.—Seeks mod. of CP (BPH-821029AN) to change TL. Ann. Feb. 21.
- *WPTG (90.3 mhz) Lancaster, Pa.—Seeks to change TL; increase ERP to 4.52 kw; increase TPO, and change trans. and transmission line. Ann. Feb. 22.
- WKSZ (100.3 mhz) Media, Pa.—Seeks CP to install aux. ant.; change ERP to 17 kw, and change HAAT to 530 ft. Ann. Feb. 22.
- KLXQ (102.3 mhz) Uvalde, Tex.—Seeks mod. of CP (BPH-820407AG) to increase HAAT to 245 ft. Correct call sign KLXQ; not KGMJ as shown Feb. 9. Ann. Feb. 22.

TV applications

Tendered

- *WTTW (ch. 11) Chicago—Seeks license to cover (BPET-820507KK) for changes. Ann. Feb. 22.
- KGNQ (ch. 51) Lincoln, Neb.—Seeks MP (BPCT-820727KE) to change ERP to 2,000 kw vis., 200 kw aur.; change HAAT to 440 ft., and change TL. Ann. Feb. 24.

Accepted

- KMSO-TV (ch. 17) Missoula, Mont.—Seeks MP (BPCT-820622KE) to change ant. type. Ann. Feb. 24.
- WHNS (ch. 21) Asheville, N.C.—Seeks MP to change ERP to 33.9 kw vis., 3.4 kw aur.; change HAAT to 2,505.8 ft., and change ant. Ann. Feb. 21.
- WFAT-TV (ch. 19) Johnstown, Pa.—Seeks MP to change ERP to 1,661.5 kw vis., 166.5 kw aur. Ann. Feb. 27.

- WSWB (ch. 38) Scranton, Pa.—Seeks MP to change ERP to 97.5 kw vis., 9.75 kw aur.; change HAAT to 1,261 ft., and change TL. Ann. Feb. 21.

AM actions

- KVOI (700 khz) Oro Valley, Ariz.—Granted app. for CP to change city of license to "Oro Valley, Ariz."; change freq. to 700 khz; add 1 kw-N; increase power to 10 kw-D; install DA-2, and change TL. MEA. Action Feb. 13.
- KNST (940 khz) Tucson, Ariz.—Granted app. for direct measurement of ant. power. Action Feb. 9.
- KMCW (1190 khz) Kensett, Ark.—Granted app. for CP to change city of license to "Kensett, Ark." and to change TL. Action Feb. 2.
- KIEV (870 khz) Glendale, Calif.—Granted app. for mod. of CP (800904AE) to change night TL and change to DA-N. MEA. Action Jan. 31.
- KKMC (880 khz) Gonzales, Calif.—Granted app. for MP (BP-810309AL, as mod.) to change TL and make changes in ant. sys. Action Feb. 8.
- KRAK (1140 khz) Sacramento, Calif.—Granted CP to change to DA-2. Action Feb. 8.
- WSBR (740 khz) Boca Raton, Fla.—Granted app. for mod. of CP (810813AO) to modify day and night standard patterns. Action Feb. 9.
- WINK (1240 khz) Fort Myers, Fla.—Granted app. for mod. of CP (811207AW) to change radiation efficiency. Action Feb. 2.
- WWKA (92.3 mhz) Orlando, Fla.—Granted app. for CP to change ERP to 97.6 kw and HAAT to 1,341 ft. Action Feb. 9.
- WDAX (1410 khz) McRae, Ga.—Granted app. for mod. of CP (791105AP) to increase efficiency. Action Feb. 2.
- WROK (1440 khz) Rockford, Ill.—Granted app. for CP to make changes in ant. sys. Action Feb. 9.
- WBOW (1230 khz) Terre Haute, Ind.—Granted app. for CP to make changes in ant. sys. Action Feb. 21.
- WAMX (93.7 mhz) Ashland, Ky.—Granted app. for mod. of CP (BPH-830912AC) to change ERP to 50 kw and HAAT to 570 ft. Action Feb. 8.

- KFRM (550 khz) Salina, Kan.—Granted CP to make changes in ant. sys. Action Feb. 16.
- WKHQ (105.9 mhz) Charlevoix, Mich.—Granted app. for CP to change HAAT to 903 ft. Action Feb. 21.
- WWHK (1160 khz) Mt. Clemens, Mich.—Granted app. for mod. of CP (BP-810408A1) to augment standard pattern. Action Feb. 14.
- KUXL (1570 khz) Golden Valley, Minn.—Granted app. for mod. of CP (20384) to make changes in ant. sys. by increasing height. Action Feb. 2.
- KYOR (1590 khz) Sun Valley, Nev.—Granted app. for CP to change power to 1 kw and change TL. Action Feb. 3.
- WIIN (1450 khz) Atlantic City—Granted app. for CP to increase tower height. MEA. Action Feb. 21.
- WEHH (1590 khz) Elmira Heights-Horsehead, N.Y.—Granted app. for direct measurement of ant. power. Action Feb. 10.
- KISD (880 khz) Medford, Ore.—Granted app. for review for mod. of CP (800827AC) to change main SL. Requested waiver of section 73.1125(B)(2) of rules. Action Feb. 7.
- WHA (970 khz) Madison, Wis.—Dismissed app. for CP to change hours of operation to unlimited by adding 1 kw-DA-N and to change TL. MEA. Action Feb. 10.

FM actions

- KAFF (92.9 mhz) Flagstaff, Ariz.—Granted app. for CP to change ERP to 100 kw and HAAT to 1,514 ft. Action Feb. 6.
- KRWA-FM (103.1 mhz) Waldron, Ariz.—Granted app. for mod. of CP (BPH-810126AH, as mod.) to make changes in ant. sys.; increase ERP to 2,999 kw; increase HAAT to 304 ft., and change TL. Action Feb. 7.
- KFMF (93.7 mhz) Chico, Calif.—Returned app. for CP to change TL; change ERP to 7.5 kw, and change HAAT to 1,244 ft. Action Feb. 13.
- KLOI (107.1 mhz) Grover City, Calif.—Granted app. for mod. of CP (BPH-810807AD) to change TL; change ERP to 685 kw, and change HAAT to 715 ft. Action Feb. 15.
- *KIDE (91.3 mhz) Hoopa, Calif.—Granted app. for CP to increase ERP to 0.307 kw. Action Feb. 14.
- KCCY (97.9 mhz) Pueblo, Colo.—Returned app. for CP to change TL; change HAAT to 916 ft., and make changes in ant. sys. MEA. Action Feb. 17.
- WGLF (104.1 mhz) Tallahassee, Fla.—Granted app. for CP to increase HAAT to 673.5 ft. Action Feb. 10.
- WNGC-FM (95.5 mhz) Athens, Ga.—Granted app. for CP to make changes in ant. sys. Action Feb. 21.
- WRMM (99.7 mhz) Atlanta—Granted app. for CP to change HAAT to 1,032 ft. Action Feb. 10.
- *WHGW (91.3 mhz) Fort Valley, Ga.—Returned app. for CP to change TL and increase radiation. Action Feb. 22.
- KQMQ (93.1 mhz) Honolulu—Granted app. for CP to decrease ERP to 54 kw. Action Feb. 6.
- WNIB (97.1 mhz) Chicago—Granted app. for CP to change ERP to 8.4 kw and HAAT to 1,190 ft. Action Feb. 7.
- WKSJ (106.3 mhz) Columbia City, Ind.—Granted app. for CP to decrease ERP to 1.8 kw; increase HAAT to 400 ft., and change TPO. Action Feb. 7.
- WIBN (98.3 mhz) Earl Park, Ind.—Granted app. for mod. of CP (BPH-810302AK) to change trans.; change ERP to 3 kw, and change 2 bay side mounted ant. to 3 bay. Action Feb. 2.
- WOVR-FM (103.1 mhz) Versailles, Ind.—Granted app. for CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Action Feb. 6.
- KROK (94.5 mhz) Shreveport, La.—Returned CP to change TL; change HAAT to 1,000 ft., and make changes in ant. sys. Action Feb. 16.
- WQRS-FM (105.1 mhz) Detroit—Granted app. for CP to change TL; change ERP to 16 kw, and change HAAT to 784 ft. Action Feb. 10.
- KZMO-FM (94.3 mhz) California, Mo.—Granted app. for CP (BPH-790928AK) to change ERP to 1.32 kw and HAAT to 446 ft. Action Feb. 13.
- KIRK (103.7 mhz) Lebanon, Mo.—Granted app. for mod. of CP (BPH-810326A1) to change TL; change ERP to 100 kw; change HAAT to 1,000 ft., and make changes in ant. sys. MEA. Action Jan. 30.
- KYLC (93.5 mhz) Osage Beach, Mo.—Granted app. for CP to change ERP to 3 kw and HAAT to 300 ft. Action Feb. 21.
- *KSLH (91.5 mhz) St. Louis—Granted app. for CP to

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increase HAAT to 503 ft. and ERP to 100 kw. Action Feb. 10.

■ *KNOG (90.1 mhz) Havre, Mont.—Returned app. for CP to change freq. to 107.1 mhz. Action Feb. 15.

■ WQSM (98.1 mhz) Maders, N.C.—Returned app. for CP to change TL; change ERP to 100 kw horiz.; 88 kw vert.; change HAAT to 1,048 ft.; and make changes in ant. sys. MEA. Action Feb. 17.

■ WHKY-FM (102.9 mhz) Hickory, N.C.—Returned app. for CP to change TL; change ERP to 100 kw; change HAAT to 1,015.5 ft.; and make changes in ant. sys. MEA. Action Feb. 17.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Returned app. for CP to change TL; change ERP to 94.2 kw; change HAAT to 1,830 ft.; and make changes in ant. sys. Action Feb. 17.

■ WJYW (107.1 mhz) Southport, N.C.—Granted app. for CP to change TL; change ERP to 3 kw. and change HAAT to 300 ft. Action Feb. 9.

■ KQDY (94.5 mhz) Bismarck, N.D.—Granted app. for CP to change HAAT to 1,117 ft. and increase geographic coordinates. Action Feb. 7.

■ KRRZ (101.9 mhz) Fargo, N.D.—Granted app. for CP to change TL; change HAAT to 866 ft.; and change DA to N-DA. Action Feb. 17.

■ KBEZ (92.9 mhz) Tulsa, Okla.—Granted app. for CP to install aux. ant.; change ERP to 100 kw. and change HAAT to 443 ft. Action Feb. 21.

■ *KOAP-FM (91.5 mhz) Portland, Ore.—Granted app. for mod. of CP to change TPO; trans.; ERP to 70 kw vert.; 21 kw horiz.; and HAAT to 1,556 ft. Action Feb. 15.

■ WIOV (105.1 mhz) Ephrata, Pa.—Granted app. for waiver of rules to identify as "Ephrata-Lancaster." Action Feb. 16.

■ WLUV (99.9 mhz) Erie, Pa.—Dismissed app. for CP to change ERP to 50 kw; change transmitting ant.; and correct coordinates. Action Feb. 17.

■ WDNH-FM (95.3 mhz) Honesdale, Pa.—Granted app. for mod. of CP (BPH-800922AB) to make changes in ant. sys.; change TL; increase ERP to 3 kw; decrease HAAT to 256 ft.; and change TPO. Action Feb. 10.

■ WGIT (92.1 mhz) Hormigueros, P.R.—Returned app. for CP to change TL; change ERP to 3 kw; change HAAT to 580 ft.; and make changes in ant. sys. Action Feb. 13.

■ WDEH-FM (95.3 mhz) Sweetwater, Tenn.—Granted app. for CP to change ERP to 2.78 kw and HAAT to 135 ft. Action Feb. 21.

■ KMJQ (102.1 mhz) Houston—Granted app. for mod. of CP (BPH-810501AE, as mod.) to decrease ERP to 99.8 kw and HAAT to 1,720 ft. Action Feb. 8.

■ KGAR (106.3 mhz) Mercedes, Tex.—Granted app. for CP to change TL; change ERP to 0.61 kw. and change HAAT to 593 ft. Action Feb. 6.

■ WWDE-FM (101.3 mhz) Hampton, Va.—Returned app. for CP to change TL; change HAAT to 525 ft.; and make changes in ant. sys. MEA. Action Feb. 17.

■ *KASB (89.3 mhz) Bellevue, Wash.—Dismissed app. to change freq. to 90.3 mhz; change TL; change ERP to 0.1 kw horiz.; change HAAT to 182 ft.; and make changes in ant. sys. Action Feb. 16.

■ WFMR (98.3 mhz) Menomonee Falls, Wis.—Granted app. for CP to change ERP to 2.6 kw and HAAT to 328 ft. Action Feb. 21.

■ WQFM (93.3 mhz) Milwaukee—Granted app. for CP to decrease ERP to 12.6 kw; increase HAAT to 992 ft.; and change TPO. Action Feb. 6.

TV actions

■ KSBW-TV (ch. 8) Salinas, Calif.—Granted app. for CP to change ERP to 162 kw vis.; 24.3 kw aur.; change HAAT to 2,948 ft.; and change TL. Action Feb. 9.

■ K TEN (ch. 10) Ada, Okla.—Granted CP to change ERP to 316 kw vis.; 31.6 kw aur.; change HAAT to 1,460 ft.; change ant. sys.; and change TL. MEA. Action Feb. 13.

■ *WTJX-TV (ch. 12) Charlotte Amalie, V.I.—Granted app. for CP to change ERP to 29 kw vis.; 2.9 kw aur.; change TL, and make changes in ant. sys. Action Feb. 22.

■ *KTPS (ch. 28) Tacoma, Wash.—Granted app. for CP to change ERP to 35 kw vis.; 4.112 kw aur.; change HAAT to 755 ft.; change TL; change freq. to 554-560, and change ant. Action Feb. 17.

■ KQFB (ch. 20) Tacoma, Wash.—Granted app. for MP (BPCT-791026KL, as mod.) to change ERP to 3,516 kw vis.; 352 kw aur.; change HAAT to 1,611 ft.; and change TL. MEA. Action Feb. 10.

Call letters

Applications

Call	Sought by
New AM's	
KCPG	Central Pacific Broadcasting Corp., Rancho Mirage, Calif.
KPLA	Radio Riverbank Inc., Riverbank, Calif.
New FM's	
KPCH	Dubach Broadcasting Co., Dubach, La.
WQSC	Andrews-Intermart Broadcasting Co., a Joint Venture, Andrews, S.C.
New TV's	
KMSG	Sanger Telecasters Inc., Sanger, Calif.
WJWN-TV	Jose Cordero & Nayda Nicolau de Colon, San Sebastian, P.R.
WJAN	Janesville Broadcasting Co., Janesville, Wis.
Existing AM's	
KESP	KXXN Santa Barbara, Calif.
KIFH	KPOI Honolulu
KRMR	KCDR Cedar Rapids, Iowa
WRPZ	WILP Paris, Ky.
KCXL	KKCI Liberty, Mo.
KUUS	KBMV Billings, Mont.
WYGL	WQBO Selinsgrove, Pa.
KONI	KHON Spanish Fork, Utah
Existing FM's	
KLTK	KKYS Hanford, Calif.
WXET	WXRD Woodstock, Ill.
WRKA	WVEZ Louisville, Ky.
WVEZ	WRKA St. Matthews, Ky.
WRLX	WLOS Asheville, N.C.
KZOM	KOAY Stamford, Tex.

Call	Assigned to
New AM's	
KPTO	Kin Shaw Wong, Citrus Heights, Calif.
WREE	Clayton Broadcasting Corp., College Park, Ga.
KLIT	Beardslee Broadcasting Inc., Meridian, Idaho
KDXA	88 Broadcasting Co., Lovelock, Nev.
KISK	First Broadcasting of Nevada Inc., Reno
WRGE	EMKE Media Enterprises Inc., Olyphant, Pa.
WKXT	Bless Your Heart Inc., Powell, Tenn.
New FM's	
*KWFH	Pastor Bill Ministries Inc., Parker, Ariz.
KAKA-FM	Southeast Arkansas Radio Inc., Dermott, Ark.
KGHI	B&M Communications Inc., Mountain Home, Ark.
KLLY	KB Enterprises, Oildale, Calif.
*WNCM	New Covenant Educational Ministries, Jacksonville, Fla.
KLHI-FM	Joel G. Bump & Joseph M. Madas, Lahaina, Hawaii
*KRUI	Student Broadcasters Inc., Iowa City, Iowa
KPCH	Dubach Broadcasting Co., Dubach, La.
*WFXM	Joy Public Broadcasting Corp., Frederick, Md.
*WAJ	He's Alive Inc., Grantsville, Md.
KBHL	Minnesota Christian Broadcasters Inc., Osakis, Minn.

KPEF	Capital Investments, Helena, Mont.	
*KMTH	Board of Regents Eastern New Mexico University, Maljamar, N.M.	
WKJX	North Carolina Radio Service Inc., Elizabeth City, N.C.	
KJII	Gentry Development Corp., Bend, Ore.	
*WHMC-FM	South Carolina Educational Television Comm., Conway, S.C.	
WOEC	Barnacle Broadcasting Ltd., Port Royal, S.C.	
*KDSB-FM	South Dakota State University, Pierre, S.D.	
KVOQ	KB Radio, Lorenzo, Tex.	
KKHK	Jack H. Jensen, Kanab, Utah	
WANV-FM	High Fidelity Music Show Inc., Staunton, Va.	
*WVEP	West Virginia Educational Broadcasting Authority, Martinsburg, W.Va.	
New TV's		
KSEV	Channel 7 Broadcasting, Fairbanks, Alaska	
KPOL	JP Communications Inc., Tucson, Ariz.	
KBFD	The Allen Broadcasting Corp., Honolulu	
KTCG	The Independence Broadcasting Corp., Waterloo, Iowa	
WMFP	MFP Inc., Lawrence, Mass.	
WOTE	Caribbean Broadcasting Inc., Bayamon, P.R.	
KJTB	Panorama Broadcasting Co., Laredo, Tex.	
WOQB	Parkersburg Family Television Inc., Parkersburg, W.Va.	
WTAH	Eternal World Telecommunications, Oshkosh, Wis.	
Existing AM's		
KMAC	KCOT Marana, Ariz.	2-27-84
KLPZ	KZUL Parker, Ariz.	3-6-84
KDFC	KIBE Palo Alto, Calif.	3-1-84
KESP	KXXN Santa Barbara, Calif.	3-29-84
KKHT	KYSN Colorado Springs	2-27-84
WWRC	WRC Washington	2-27-84
WWBF	WPUL Bartow, Fla.	2-20-84
WKIQ	WYSE Inverness, Fla.	3-1-84
KANO	KKKC Anoka, Minn.	2-20-84
KREL	KVOV Henderson, Nev.	2-17-84
KORY	KROI Sparks, Nev.	2-11-84
WQZQ	WQDQ Lebanon, Tenn.	3-31-84
WBZW	WKXT Powell, Tenn.	2-23-84
WRJY	WEET Richmond, Va.	2-20-84
WTRW	WTRR Two Rivers, Wis.	(for correction)
Existing FM's		
WQUS	WRKK Birmingham, Ala.	2-20-84
WDLT	WJOY Chickasaw, Ala.	2-15-84
KKJJ	KPSN Payson, Ariz.	2-13-84
KNTI	KQEF Lakeport, Calif.	2-17-84
KROI	KORY Manteca, Calif.	2-11-84
WKGR	WIZD Fort Pierce, Fla.	3-10-84
WVTI	WLLV Melbourne, Fla.	2-24-84
WAAC	WGOV-FM Valdosta, Ga.	2-20-84
KKAN-FM	KBMJ Phillipsburg, Kan.	2-15-84
WGRX	WTRR-FM Westminster, Md.	2-10-84
WRZE	WSOX-FM West Yarmouth, Mass.	3-12-84
WRMH	WJQJ Picayune, Miss.	2-24-84
*WRRG	WWRC Lawrenceville, N.J.	2-27-84
WEZG-FM	WSCY North Syracuse, N.Y.	2-27-84
WLTF	WZZP Cleveland	3-15-84
KDLB	KGCG-FM Henryetta, Okla.	(for correction)
KQFM	KOHU-FM Hermiston, Ore.	3-1-84
*KTSD-FM	KASD-FM Reliance, S.D.	2-22-84
KCMS	KBIO Edmonds, Wash.	2-27-84
WTRW	WTRR Two Rivers, Wis.	2-17-84
Existing TV's		
WTCT	WDDD-TV Marion, Ill.	2-15-84
KLDS	KOAV Denison, Tex.	2-22-84
KLNL	KDOG Nacogdoches, Tex.	2-22-84

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager, non-commercial FM station. Bachelor's degree and three years professional experience including supervisory required. Deadline March 19. Apply: Staff Relations, SUNY College, Brockport, NY 14420.

General Manager. Experienced. AM/FM. Upper peninsula, Michigan. Must be strong in sales. Nights. 517—321-1763.

General manager for growing 8 station group. If you have been a sales manager with a strong sales background, can lead, and understand sales and growth go hand in hand, here's your chance. Midwest recreational area with unlimited potential. Send resume and salary history to David Shepherd, KWIX, Box 619, Moberly, MO 65270.

General sales manager - top 50 ADI-growth CHR FM. Successful candidate will be a leader capable of managing our total sales effort nationally and locally. Knowledge of research, inventory control, sales staff recruitment and development essential. Creativity, flexibility, commitment basic to our winning stance. Superb position-salary, incentives, market and station. Forward all written information, total confidentiality respected, to Box K-127.

Major market AM/FM. Management opportunity. Hands-on general sales manager with experience needed for top twenty market AOR. You will have freedom to be creative, re-vamp our sales department and build your own team. We want to know your co-op, creative marketing, and retail sales success stories. The right opportunity for someone ready to move up. Rush resume with references, compensation requirements to Box M-3. EOE.

General sales manager. Jackson, TN, #1 rated contemporary FM seeks experienced, energetic radio marketing professional. Must be able to recruit, train, lead and motivate local sales force, plus personally handle key accounts. Situation requires an aggressive, take-charge individual with strong managerial and people skills. Spring opening. EOE/MF. Rush resume with reference, detailed letter of compensation requirements, and outline of sales philosophy to Box M-10.

Eastern Long Island. Seek top, energetic account executive or sales manager for general sales manager position. Must be a leader with strong local sales experience. Send resume/compensation requirements to Box M-26. All replies confidential.

Operations manager. Leading station in Monterey County. Accounting/budget control & sales experience a must. Send complete resume with references and salary requirements to H. Grace, PO Box 81460, Salinas, CA 93912.

General sales manager for established combo. Beautiful 500,000 plus New England area. Great opportunity for an experienced broadcast pro to join a young, aggressive company. Previous management experience and national sales important. Must know hiring, training, motivating, research, promotion. Good incentive package includes car and benefits, low cost of living. If you'd rather spend your time making money than commuting and playing large-market corporate politics, or if you're ready to move up to a medium market, send resume to Jay Jordan, VP/General Manager, WMAS, Box 1418, Springfield, MA 01101. EOE/M/F.

The only adult contemporary station in a competitive 16-station market is looking for a highly motivated sales manager that can train, teach and succeed. Incredible talent and facility to support your efforts, progressive owner and management - all we need is you. Call Jim Sumpter, 512—882-7411.

Sales manager for medium market AM/FM in north Texas. Need experienced, aggressive, results oriented person to carry local list and motivate others to excel. Opportunity for growth and advancement. Excellent facility with all the tools. EOE. Box M-33.

HELP WANTED SALES

WKZY, North Fort Myers, Florida. AM stereo 770, is seeking experienced account executives. Most modern facilities in southwest Florida. Beautiful new operation located in solid growth market. Nostalgia form. Please send resume to: Ron Beckey, General Manager, WKZY, 3440 Marinatown Lane, NW, North Fort Myers, FL 33903. EEO/MF.

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. Successful upper Midwest FM needs aggressive sales manager. Attractive base salary, bonus, fringes. Resume, references, salary requirements to Box K-142.

WISQ - LaCrosse AC-FM needs experienced salespeople. Resume to 9360 US Hwy 16, Onalaska, WI 54650.

Professional sales rep. Fast rising Texas sun coast AM/FM. Looking for a real pro with a provable track record. We can match your present earnings up front and offer you an opportunity to grow and prosper in a great half million market. Guarantee, 20% commissions on direct sales, profit sharing, insurance, most expenses, and lots of perks. If you want to work and succeed with professionals, play in the surf and enjoy the sunshine, this may be the opportunity of your lifetime. If you are ready for a move up right now and you possess a good radio sales record, write or call Don Durden, VP-GM, Pyle Communications, P.O. Box 6067, Beaumont, TX 77705. 409-842-2210. An AA/EOE.

Southwest small market leader seeks multi-talented local sales manager with production skills. We'll guarantee you minimum \$22K in low cost of living area near big city conveniences. Minimum three years experience needed for this high commission job. Resume to Box K-93.

Sales opportunity at AM-FM radio station. Must be self motivated, take direction, aggressive, hard working and have desire to succeed. You would sell radio advertising to accounts located within our coverage area. Call John Dotas, Manager, 317—825-6411, or send resume to Radio Station WCNB, Box 619, Connersville, IN 47331. EOE.

Washington, DC suburban FM station looking for hungry, successful salesperson with small or medium market experience, ready to succeed in large market. Guaranteed base, plus draw and high commission. All replies confidential. Send resume to Box M-28. EOE.

Sales wanted. KEZY AM/FM in Anaheim is hiring killers. If you are an experienced retail radio closer looking to move up to big market, potential earnings of \$75,000 per year or more, call General Sales Manager Vic Goldstein today. 714—776-1191. The job requires tough, creative selling to the client. If you're an agency mouse, don't bother us.

Experienced account executive for central New Jersey radio station. Must have proven track record in small or medium markets. Resumes to: Barbara Ballard, WERA, 120 West 7th Street, Plainfield, NJ 07060. EOE.

The best of all worlds. Live and work in the vacationland of northern Wisconsin. Established list for a dynamic pro at this #1 AM-FM. The dollars and the good life are waiting. Experienced self-starters only. Write Box M-32.

Advertising radio sales. Earn over 60M first year. If you're a proven closer, and can be away four days each week, we can teach you our business, and secure your financial future. Call collect: Stewart Fisher, 312—564-3904.

HELP WANTED ANNOUNCERS

Announcers, broadcasting, radio, TV, engineering. Many openings. Tape & resume: Mr. Anthony, 305—898-0337.

Small market spitting simulcast. Need experienced PD and production-minded air talent. AM-country/FM-A/C. Send tape/resume to WILE, Box 338, Cambridge, OH 43725.

Major Midwest CHR leader is seeking fun and entertaining morning personality with a proven track record and a creative mind/strong voice production wiz. Must be a team player. EOE. Send tape and resume to Personnel, 12838 Wemby, Indianapolis, IN 46260.

Washington, DC suburban FM station looking for air personalities to begin new adult format. Mature style delivery. Production experience necessary. Send tape and resume to PO Box 794, McLean, VA 22101. EOE.

WKBW Radio, Buffalo, NY, a Capital Cities station, is seeking an experienced, creative, competitive, hard working, dedicated air personality. No card readers, please. If you fit this description (4 out of 5 won't do) send cassette and resume to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An EOE. The meek need not apply.

Fast growing suburban NYC A/C accepting T & R for future consideration. Top island signal. Pros only. T & R to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. No phone calls. EOE

Need smooth, intelligent, witty morning personality. Possible PDship to right person. Small market growth opportunity for person with ideas. Send tape, resume and salary requirements to Search, WKLA, Box 609, Ludington, MI 49431.

We're a small market station in Virginia looking for team players to fill announcing, sales, and possibly news positions in the near future. Good area & company benefits. If you love radio, send resume only to Box M-5.

Central Indiana AM with nostalgia format accepting applications for information-oriented air personality. T & R to: Dave Broman, WHUT, PO Box 151, Anderson IN 46015. EOE/MF.

Nostalgia/big band Wisconsin station needs a personality who knows what the format is all about & enjoys communicating with the mature listener. Send resume (no tapes) to Box M-18. An EOE.

Colorado Rocky Mountain class C, country seeks versatile announcers. Female/minority encouraged. No calls. Tape & resume to KGMJ-FM, Box 1111, Eagle, CO 81631. EOE.

Classical music director/producer. Produce and host daily classical music program on Lamar University's public radio station KVLU. Coordinate all classical music programs. Record area concerts. College degree in radio, TV, or related field. Ability to pronounce foreign languages, knowledge of classical music. Salary: \$13,000 - \$14,500. Fringe benefits. EOE. Resume and tape to: George Beverley, KVLU, Box 10064, Beaumont, TX 77710.

Still looking for A/C morning personality. Tape should show how you relate to your audience with more than time-temp. Excellent facilities, location, benefits, salary. We battle Chicago for listeners and win with quality sound and personalities. Tape/resume to Stan Banyon, PD, WHFB, Box 608, Benton Harbor, MI 49022.

Virginia AM-FM accepting applications for announcing/production position. Offer exceptional benefits, working conditions from newspaper-owned property. Some experience required. Send tape and resume to J. W. Poole, GM, WFLS, 616 Amelia Street, Fredericksburg, VA 22401. EOE/MF.

HELP WANTED TECHNICAL

Chief engineer for 10,000 watt FM and 500 watt daytimer. FM station is dominant market leader. You must be quality minded and a self starter. Send resume to Ernie Winn, WIQB and WNRS Radio, P.O. Box 8605, Ann Arbor, MI 48107.

Coastal North Carolina group needs engineer for AM-FM. Automation experience preferred. Excellent advancement potential. Resume/salary: Tommy Walker, Box 1126, Jacksonville, NC 28540.

Chief engineer: Rosebud Indian Reservation. Wide open spaces, housing available. SBE technologist or FCC general preferred. Salary negotiable. Send resume or contact: Charles Leslie, KINI FM, Box 146, St. Francis, SD 57572. 605-747-2291.

Chief engineer: for major established East Coast radio station. Thorough knowledge of FCC regulations, good technical ability, and supervisory experience required. \$50K salary plus benefits. Resume and references to Box K-116.

Radio engineering position: KEEL-KMBQ, Shreveport, Louisiana, is now accepting applications for a studio/transmitter engineer to assist chief engineer in the maintenance of station operations. Broadcast experience preferred. Send resumes to Rudy Johnson, KEEL/KMBQ Radio, P.O. Box 20007, Shreveport, LA 71120. EOE.

HELP WANTED NEWS

News director for one person operation. Small market AM/FM, Maryland-Delaware area. Prefer experienced, degreed broadcast journalist. Competitive salary, industry-leading benefits package. Send resume to Box K-150. EOE.

Experienced news director for AM daytimer. All news format. Send resume to Ernie Winn, WNRS Radio, P.O. Box 8605, Ann Arbor, MI 48107. EOE

AM/FM news staff of 6 needs news director who knows how to manage & improve people & maintain a top news reputation in a competitive upper Midwest market. Send resume to Box M-19. An EOE.

News/talk/anchor. This producer will be responsible for a daily one hour studio and telephone talk program with an emphasis on urban public affairs and metropolitan topics, plus other newsroom responsibilities such as reporting or anchoring as assigned. The producer will have an assistant to help in research, booking guests and screening calls. The producer will serve as anchor. Candidates must have extensive knowledge of current events and urban issues, demonstrated skills at on air interviewing, and solid experience in broadcast journalism. This position requires a college degree in an appropriate major. Candidates must submit a resume, letters of reference, and samples of previous journalistic product. This is a fixed term, academic staff position at the University of Wisconsin-Milwaukee. Salary approx. \$16,000 plus fringe benefits. Also, assistant news producer. This assistant producer will help in the production of a daily one hour studio and telephone talk show, with emphasis on urban public affairs and metropolitan topics. Duties will include news research, booking guests, screening calls, and otherwise assisting the producer. This position requires a college degree in an appropriate major. Candidates must submit a resume, letters of reference and samples of previous journalistic product. This a part time, limited term employment classified position at the University of Wisconsin-Milwaukee. Salary approx. \$5 per hour plus fringe benefits. Apply to Dave Edwards, Program Manager, WUWM FM90, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. 414-963-4664. An AA/EOE.

News director to head four person department for SE NY AM/FM. Interest in sports helpful. Experience a must. No beginners. Tape & resume to GM, WBNR/WSPK, P.O. Box 511, Beacon, NY 12508. EOE/M-F.

Top twenty Midwest AM. 2 years experience. News-talk. Send tape and resume: News Dept., 11821 Euclid Avenue, Cleveland, OH 44106.

Reporter/anchor. WCOS AM/FM is looking for a reporter/news anchor. Experience necessary. Please submit tape, resume and writing sample to News Director, WCOS, Inc., PO Box 748, Columbia, SC 29202. EOE.

Colorado Rocky Mountain class C, country seeks news director. No calls. Tape & resume to KGMJ-FM, Box 1111, Eagle, CO 81631. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Northeast AM/FM seeks creative, promotion-minded, take charge on-air PD for AOR/MOR combo. Unique opportunity with growing organization. Send writing qualifications and salary history to Box K-104. EOE.

Promotion director, WGUC. Responsible for direction of public information activities: produce monthly 48-page program guide, implement daily on-air promotion schedule, conduct advertisement and media placement, marketing programs, administering departmental operating budget, and directing and tabulating audience demographics. \$18,720-\$28,080, plus generous benefits package. Apply by April 15, 1984, to Promotion Director Search Committee, WGUC, 1223 Central Parkway, Cincinnati, OH 45214. Include writing samples and three references.

Modern country music station in the Sunbelt is looking for a combination morning personality/program director able to relate to an audience. Must be creative in both air work and production, able to implement concept, work in concert with sales department, and possess managerial skills. Excellent company benefits and salary in excess of \$20,000. An equal opportunity employer. M/F. Resume to Box M-2.

Concert music producer. Responsible for a weekly classical music concert series based on performances in Milwaukee to be recorded, edited, and packaged by WUWM for the state radio network. The producer will work with a recording engineer and a writer/announcer. The producer will select quality concerts for the series, supervise the recording of music and air talent, mix and edit tape, prepare program guide information, and deliver the finished product. Candidates must have extensive knowledge of classical music, demonstrated ability to manage musical & broadcast personnel, and solid experience in broadcast editing techniques. This position requires a college degree in an appropriate major. Candidates must submit a resume, letters of reference, and samples of previous audio production. This is a fixed term, academic staff position at the University of Wisconsin-Milwaukee. Salary approx. \$14,500 plus fringe benefits. Apply to Dave Edwards, Program Manager, WUWM FM90, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. 414-963-4664. An AA/EOE.

Want to captain your own crew? Tired of your dead-end announcing job under an "entrenched/never-going-to-move" PD? Small market, Midwest resort area AM/FM winner needs a mature, experienced operations director/morning announcer. We're ready to offer eventual equity ownership to the right person in exchange for long hours, lots of responsibility/dedication, and a long term commitment. Send resume with references and salary requirements to Box M-12.

WWFM - music director for 3,000 watt FM stereo CPB qualified public radio station, licensed to Mercer County Community College. Requires experience in classical music announcing and programming. Position includes morning-drive on-air shift, programming portions of classical music broadcast day, developing and maintaining classical music library. We require experience with public or commercial radio and self-motivated person able to work with community volunteers and the public. BA degree preferred. Modern studios located on West Windsor campus. Excellent benefits. Salary low teens, negotiable. Send resume, non-returnable air-check and production samples by March 15, 1984, to: Mercer County Community College, Personnel Services, Dept. LT, P.O. Box B, Trenton, NJ 08690. Equal opportunity/affirmative action employer.

Our operations director/morning announcer is moving into sales. Position created requires experience in announcing and programming and a desire to direct one of the best small market combos in the country. A chance for partial ownership will go to the right person. Tape, resume and salary history to Don Anderson, WCSY FM/AM, 559 Phoenix, South Haven, MI 49090.

SITUATIONS WANTED MANAGEMENT

See large medium market PD ad in Situations Wanted, Programming, Production, Others.

Results-oriented general manager, highly organized and disciplined to achieve profits. 20 years in management, AM/FM, all markets. Effective management skills with creative strategies for developing maximum sales. Want an achiever with excellent credentials? Write Box K-130.

Sales manager for small markets seeks management or AE position for major market only. Box K-136.

Major market operations mgr. Seeking GM position. 13 yrs. experience in all phases, including sales, promotions, programming, cost control, and administration. Ability to produce consistent winner! People-oriented, strong on PR. All markets considered. Box K-154.

Experienced general manager seeks new challenge in small-medium SE market. Strong sales, programming & promotional skills plus complete understanding for P & L. Robert E. Powell, 134 Weatherstone, Forest City, NC 28043. 704-245-4286 after 6PM EST.

Increased sales \$1,000,000. Unalloyed desire to win. Significant administrative skills plus program savvy needed in competitive environment. Bottom line orientation. On target budgets. Innovator. Leader. Box M-14.

Lots of years as a pro. You want to retire — I want OJT under you in sales/management/ownership-small or medium market, with idea to take charge when ready. 21 years in-will not work for peanuts, but will be worth every dime you pay me. Please, let's talk. 316-663-8233, George.

General manager with 15 years experience, including announcer, news, sports, salesman, sales management, and general management. Worked in all size markets, including top ten. Management level for seven years. Sales and promotion oriented. Leader, motivator and results achiever. Format experience includes: MOR, Christian, Black, and CHR. 601-842-8108.

Former owner wishes return to general management. Good record. Forte sales and PBP. Texas. Would invest. Box M-15.

Very successful, seasoned GM, twenty years experience in all phases of radio broadcasting. Seeking challenging position as GM with incentives. Prefer large or medium market. If you need the job done, I can do it. I don't work cheap -but you'll make money! Call Robert Walker, 813-433-4260. Available now. Excellent credentials and references.

General manager's position wanted. Presently employed but station is for sale. Have radio, TV and agency management experience. Box M-39.

SITUATIONS WANTED ANNOUNCERS

Broadcast school graduate. Excellent DJ, talented, flexible, hardworking, music knowledgeable. Hear audition tape. Randy, 312-774-8511.

New England Broadcasting Institute graduate seeks entry level DJ position. Reply: PO Box 619, Glastonbury, CT 06033.

My broadcast students are the best. Want to know why? 319-355-4212 days. Five ready now.

What do you want? Experience. Talent. No floater! Great for small market. Let's get together. 303-597-2531.

Go anywhere immediately. Broadcast school grad. Production, DJ, want sales, news, PBP. Pat, 319-355-4212 days.

Start immediately, anywhere. Copy writing, PBP, DJ, production. Call Bob, 319-355-4212, days. Any format, entry level.

Young, intelligent, mature and dynamic professional very familiar with a major sports market, desirous of obtaining a sports broadcasting position. Call Jim Talpos, 313-649-2909.

Insane announcer - dependable, hard working, good pipes, stable. Call for resume/tape: CHR or AC, prefer within 75 miles of Chicago. (Crazy) Tony Imburgia, 312-442-1198.

Help! I'm stagnating in a small market station. I learn quickly and need a bigger challenge. If you want quality performance, production, personality and a multitude of other skills, call Bill after 5 pm EST. 518-483-0088. He's the guy that can do it all!

Available now! for Ohio or cool climate region. Previous part-time experience. Doug, 419-387-7761, evenings.

SITUATIONS WANTED TECHNICAL

Experienced engineer with over 10 years working knowledge in all phases radio. Looking for opportunity in Iowa or surrounding area. Currently employed as chief operator. 319-634-3852.

Chief engineer with 10 years experience in all phases of radio including management, microwave, satellites and rebuilding stations seeks permanent position in Alaska or Northwest. Excellent references. Can also double. Immediate relocation. Ron, 916-283-1116.

FM chief available. Consider FM plus class 4 AM. Licensed, experienced, and seasoned. Prefer west of Mississippi. Call Dick Voorhees, 213-306-4823.

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.

Midwest ND from 25K market seeks move to medium/large market news team. Box K-144.

It's not what you can do for me, it's what I'll do for you! Young, sharp, professional Navy print/broadcast experienced journalist for entry-level reporter opening. I will excel; I just need a start. Willing to relocate anywhere. Call collect — C. Swan Jr., 408-867-6358.

Sportscaster looking for first break. Baseball play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

Award winning PBP. I offer experienced sportscasting to college/university market. Desire to settle down in a pleasant working atmosphere. Prefer Midwest setting, open to anything. Call Bob, evenings, 316-251-0439.

Experienced news anchor seeks Minneapolis area market. Good organizer and voice. Angelo, 212-338-8328, after 6pm EST.

News director, news anchor, reporter, 6 years' experience. Journalism degree. Prefer Midwest. Call Jeff, 815-663-9173.

Aggressive small market OM, move up! News-sports. Strong interviewer, reporter, writer. Knows production. B.A. journalism. Will relocate for right job. Need hard worker? Sean, 412-225-0969, after 7 PM EST.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Strictly professional program director seeking fresh, medium opportunity. 12 years, B.A., proven on air, multi-track production, references. John, 303-687-6983.

Large medium market PD currently employed seeks relocation. Leader, motivator, people-person. Administrator, promoter, cost-conscious. Profit oriented. CHR, full service. A/C, country, easy formats. Want to contribute and grow. Track record. Top references. Replies confidential. Chris, 215-861-5811.

Head of production firm handling regional accounts is ready to turn your AC, CHR, or AOR station into the super entertainer in your market. Top flight production and programming skills with catalog of voices. Patrick, 303-243-0132.

Eight years on-air experience in nearly all phases of radio, including three years as news director, two years as program director and dependable morning man. Hard, loyal worker. Willing to relocate from Midwest. 319-334-2549; 319-938-2648.

Wanted: opportunity to use 22 years broadcasting talents. Committed to striving for excellence. Airwork, news, sports, programming, and production. Box M-16.

We're looking for a new challenge: Jeff, 25 yrs. old, programming experience in AC, CHR, and country DJ, musician, Mgr. of successful radio station promo band. Successful sales background. From a family that owns radio stations. Can work with consultants. Gwen/wife 24 yrs. old. DJ, office mgr., collections, traffic/computer expert, and singer. We have a good morning show. We work together well. It's time for a serious career move. Any market size considered, presently employed. Call KKOW, 316-231-7200; home 316-232-3055.

Available immediately. Excellent copywriter and production. Go anywhere. Broadcast graduate. Days 319-355-4212; home 319-242-9141, Theresa.

TELEVISION

HELP WANTED MANAGEMENT

General Manager: top group 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 K-109.

Local sales manager. Austin, Texas new independent TV station needs a take charge local sales manager to mold an aggressive sales team. Candidate must have heavy independent sales experience. Must be knowledgeable of inventory control and budget projections; and must be capable of new business, co-op and rate card development. This is a ground floor opportunity with excellent growth potential. If you have a proven track record in TV sales and meet these qualifications - would like to live in America's fastest growing and most beautiful city - then let's talk. Contact Steve Beard, GM, KBVO-TV 512-835-0042. EOE.

General sales manager. Network affiliate, attractive university community, seeks aggressive, experienced individual who will have overall responsibility for station's national, regional, and local sales. Position requires superior sales, organizational, and motivational skills, and management experience. 3 to 5 years national television sales experience required, with proven track record; local broadcast sales experience desirable. Excellent compensation and benefits. Send resume and references to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

Local sales manager. KFDX TV, group owned, NBC affiliate serving the Wichita Falls, Texas/Lawton, Oklahoma market. You will share the Sunbelt success if you possess people skills; thrive on challenge; enjoy direct selling and have a minimum of three years television sales experience. College degree preferred. Apply in writing before March 26, 1984, to Jack Donahue, Vice President Sales and Marketing, KFDX TV, Box 4000, Wichita Falls, TX 78306. All applicants acknowledged and will be confidential. KFDX is a division of Clay Communications, Inc. and is an equal opportunity employer.

Business manager needed for new UHF independent. Must have three years experience in television and complete knowledge of accounting. Join us in the booming Sunbelt. Send resume to: Gary Marshall, General Manager, WHNS-TV 21, Suite 2100, 250 Executive Center Drive, Greenville, SC 29615. EOE-M/F. No phone calls, please.

Director of Development for public TV stations. Responsible for program underwriting, general support grants, and other fund raising activity. Minimum of three years public broadcasting experience preferred, but relevant commercial or non-profit experience considered. Must be successful self-starter with excellent writing skills. Submit complete resume with salary history by March 19 to General Manager, WNEO/WFAO, 275 Martine Drive, Kent, OH 44240. AA/EOE.

Production Manager: Top 30 Florida network affiliate is seeking production manager with at least two years experience in management. Knowledge of Quantel special effects equipment, Grass Valley switcher, ADM audio console and Harris Still Store is necessary. Send resume to Box M-25. An equal opportunity/affirmative action employer.

Director of Legal Services. WGBH, Public TV and radio in Boston, seeks a director of legal services with significant communications and/or entertainment law experience, administrative ability, and strong leadership qualities. The director will supervise a staff of seven, including four attorneys, and will manage the station's full range of legal services from production contracts to FCC compliance. Please send letter of application, resume, and salary requirements to Personnel Department (A-167), WGBH Educational Foundation, 125 Western Avenue, Boston, MA 02134. WGBH is an equal opportunity employer.

Assistant general manager: assists with general supervision of staff of 30, budget preparation, employee selection and employee evaluation; research and prepares grant proposals, accomplishes public relations duties, acts as the responsible station manager in the absence of the general manager, other administrative responsibilities as assigned. Requires College degree and 5 years experience in broadcasting--2 of which must be in a responsible management position. Salary range \$19,884-\$27,150 with liberal benefits. Send resume to: WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer.

Mid-South independent looking for a business manager skilled in budgeting, financial statement preparation, and cash management. Prefer accounting degree with minimum 2 years experience. Knowledge of Bias, operating and general ledger systems desired. Please send resume to: General Manager, P.O. Box 42424, Memphis, TN 38104.

HELP WANTED SALES

Sales manager: Sunbelt UHF ABC affiliate seeks mature GSM with UHF experience. May now be number 2. Great opportunity for highly qualified, motivated individual. Immediate opening. Send complete resume to: David Hopper, President, WWSB-TV 27, P.O. Box 777, West Point, MS 39773.

Austin, Texas' new independent TV station has an immediate opening for two aggressive salespeople. Must have a minimum of two years independent sales experience and must be capable of new business and co-op development. If you meet these qualifications and want to live in America's fastest growing and most beautiful city, contact Steve Beard, GM, KBVO-TV, 512-835-0042. EOE.

Account executive, KFDX TV, group owned, NBC affiliate serving the Wichita Falls, Texas/Lawton, Oklahoma market. Minimum two years TV/Radio sales experience. College degree preferred. Apply in writing before March 26, 1984, to Jack Donahue, Vice President Sales and Marketing, KFDX TV, Box 4000, Wichita Falls, TX 76308. All applicants acknowledged and will be confidential. KFDX is a division of Clay Communications, Inc. and is an equal opportunity employer.

Local sales manager. KLDH-49 is seeking a local sales manager. Experience in television sales a must. Send resume to General Sales Manager, KLDH-49, P.O. Box 2229, Topeka, KS 66601.

Salesperson. Applicant should have one year of broadcast sales experience with a proven record of excellence. Apply with salary requirements to Bruce Lawrence, Local Sales Manager, WTNH-TV, 8 Elm St., New Haven, CT 06510. 203-784-8888. EOE/MF.

National sales manager - a top 50 network affiliated, \$12 million+ in national billing, Sunbelt TV station is adding an NSM to its staff. Will report to GSM. Rep and local sales experience is required, as is much travel and hard work. To apply, contact Corporate Human Resources, Capitol Broadcasting Company, Box 12000, Raleigh, NC 27605. EOE/MF.

HELP WANTED TECHNICAL

Chief engineer - Video Tape Associates, a post production company with facilities in Atlanta, Georgia & Hollywood, Florida, has immediate opening for chief engineer at its Hollywood, Florida location. Excellent digital skills are necessary, as you will always be working with the latest equipment. Salary will be commensurate with experience and ability. Contact Michael Orsburn, Vice President, 305-920-0800. Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

Operating engineers wanted for fast growing 37th market NBC affiliate. Good benefits plus excellent Southern location. Beach or mountains just two hour drive. 1 - 2 years experience as tape operator or master control operator with general class license. Send resume and salary requirements to Director of Engineering, Durham Life Broadcasting Inc., P.O. Box 1511, Raleigh, NC 27602.

Chief engineer and assistant chief for Southwest affiliate VHF. Must have studio and maintenance experience. Prefer administrative experience. Salary commensurate with experience. Send resume to Harry Neuhardt, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189. EOE.

Need experienced control room engineer. Good place to live. Good growing company! EOE. Send resumes to Ken High, Box 751, Amarillo, TX 79189.

Rocky Mountain network affiliate needs chief engineer with transmitter and microwave experience. Some in-state travel required. Contact Station Manager, Phil Knight, 307-234-1111. P.O. Box 170, Casper, WY 82602. Equal opportunity employer.

WDIV has an opening for two television maintenance engineers. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape, and a working knowledge of digital equipment, still store, frame sync, and video effects. A minimum of two years technical schooling is preferred. Send resume to Personnel Manager, WDIV-TV, 550 W. Lafayette Blvd., Detroit, MI 48231. We are an equal opportunity employer.

Assistant chief engineer: UHF transmitter and studio maintenance experience required. Resume: Chief Engineer, WXXA-TV, Box 6423, Albany, NY 12206. 518-438-8700.

Studio supervisor at WBBS-TV, Chicago. Position requires experienced engineer with management capabilities. Responsible for all studio maintenance and development. General class and BS degree helpful. Salary commensurate with experience. Apply to Marcelino Miyares, GM, WBBS-TV, 312 W. Randolph St., Chicago, IL 60606. 312-372-9852.

Chief engineer - small UHF-TV station, Southeast. Person capable of handling all problem areas. Salary mid \$20's, available immediately. P.O. Box 6237, Dothan, AL 36302.

Maintenance supervisor for UHF station in northeastern Ohio. Must have FCC first or general class license and minimum of four years experience in TV broadcasting, with emphasis on transmitter and teletext maintenance. No studio or ENG necessary. Competitive salary with extraordinary benefits, including university tuition for dependents. Send resume to: John Cervone, WNEO-TV, 275 Martinel Drive, Kent, OH 44240. An equal opportunity/affirmative action employer.

Studio supervisor. Immediate opening at high power West Texas independent station. Maintain studio equipment including Ampex 1200, VPR 1, RCATK 29, TK 27, etc. Salary commensurate with experience. Send resume or call: Guy Smith, P.O. Box 3757, Lubbock, TX 79452, 806-745-2107 or- 8449.

Chief engineer: Tampa, Florida, division of Florida Production Center has a career opportunity for quality-oriented high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603. 813-237-1200 or 800-237-4490 outside Florida. EOE.

Director of engineering and operations. Television and radio, public VHF and FM facility in Southwest seeks professional with senior management and state-of-the-art experience. Position requires strong leadership ability and desire to continue building program. Requires BS in technical or management discipline, with 7-10 years experience in the technical and operations area of a broadcast television station including a minimum of 2 years supervisory experience. General class radio telephone license required. Knowledge of FCC rules and regulations and procedures necessary. Equivalent experience and education accepted on a one-year-for-one-year basis. Salary \$26,790 - \$33,488. Send resume and materials to: University of New Mexico, Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Resumes must be postmarked no later than March 22, 1984. Previous applicants need not re-apply. Equal opportunity employer.

Television maintenance engineer to join the growing television department of a Fortune 250 company. Primarily responsible for maintenance and operation of a state of the art production facility including computer assisted editing, one inch tape equipment, high quality cameras and electronic graphics. Production skills desirable. Both studio and field work with some travel required. Qualified applicants should forward a resume with salary history to (no phone calls, please): K.A. Herr, c/o R.J. Ely, Air Products and Chemicals, Inc., P.O. Box 538, Allentown, PA 18105. Equal opportunity employer.

TV broadcast studio technician I. Responsibilities: set-up, operate, maintain & perform emergency repairs to studio equipment. Perform other technical operational duties required for network operation feeds & production &/or dubbing operations. Minimum qualifications: Assoc. degree in electronics or equivalent, 2 yrs. appropriate experience, general class &/or SBE certification preferred. Salary: \$14,270 - \$21,960; starting salary normally not to exceed \$15,920. Send resume to Director of Engineering, New Hampshire Public TV, University of New Hampshire, Box 1100, Durham, NH 03824. UNH is an AA/EOE.

Satellite uplink engineer. We are a company seeking an engineer with live television experience to head up our technical operation. Travel is required. Reply with resume, references and salary history to: Cincinnati Uplink, Inc., 400 Oak Street, Cincinnati, OH 45219. Confidentiality assured.

Maintenance engineer - repair and maintenance of studio and transmitter equipment, including RCA TCR-100, Ampex 1200, RCATK-46, RCATK-28, Sony BVU-200, RCA-TT-25BL. Minimum of 5 years experience plus FCC general class license and SBE certification required. Write Bill Vansycoc, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

Studio maintenance engineer: will maintain and repair studio, mobile and microwave equipment. Must be able to work with minimum supervision. General radio-telephone license required; prefer applicant with four years technical experience in TV broadcasting and/or electronic technical training; digital experience helpful. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

Television production engineer to join the growing television department of a Fortune 250 company. Responsible for the primary operation of computer assisted editing facilities, cameras, lighting and sound. Must be capable of generating a consistently high quality product. Maintenance skills desirable. Both studio and field work with some travel required. Qualified applicants should forward a resume with salary history to (no phone calls, please): K.A. Herr, c/o R.J. Ely, Air Products and Chemicals, Inc., P.O. Box 538, Allentown, PA 18105. Equal opportunity employer.

SO.FL. VHF station needs an ENG studio maintenance engineer. Min. 3 yrs. experience. Send resume to Engineering Manager, P.O. Box 510, Palm Beach, FL 33480. EOE.

Chief Engineer for 2.4 megawatt public TV station on channel 28 in Flint, Michigan. Must be experienced in studio, transmitter, microwave, and remote operation. Minimum technical administration of 5 years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, budget administration, operation and maintenance of station. Send resume to: Gordon A. Lawrence, Station Manager, WFUM-TV/Channel 28, The University of Michigan-Flint, Flint, MI 48503. Excellent fringe benefits. The University of Michigan is an affirmative action/equal opportunity employer.

TV maintenance engineer: requires experience with Sony 3/4" tape and Ikegami cameras. RF, 1" and microwave experience preferred. Requires FCC general class license. Send resume to Marty Peshka, WTNH-TV, Box 1859, New Haven CT 06508. Equal opportunity employer.

Major Hollywood facility seeks following positions: Teletext operator: Rank Cintel Mark III, Digiscan II, Top-sy, and Dubner familiarity. Videotape maintenance: familiarity type CVTR, Grass Valley production switching, digital theory. Videotape editors: experience in digital effects, computer editing, large production switchers. Good salary and benefits. For interview at NAB in Las Vegas, call 800-421-0972.

Electronic engineering technician. University needs person who diagnoses, repairs and calibrates digital & analog television (production & RF) & microcomputer equipment. Must be able to demonstrate knowledge & experience in repair of digital electronic equipment & possess FCC general class license. Salary \$19,100 to \$22,600, based on qualifications. Send letter of application with resume to: Office of Personnel Services, Box 15, Wichita State University, Wichita, KS 67208, by March 23. WSU is an AA/EOE.

HELP WANTED NEWS

Anchor wanted. Top 75 market. Network affiliate. Mountain region. EOE. Resume to Box K-102.

Managing editor. Ready to move up? Looking for organized, aggressive person to hold #2 position in newsroom. Someone who loves live and loves to break stories. Good people skills. Minimum 3 yrs. commercial TV with at least 1 year as producer, asst. news director or assignment editor. Resume and references to Keith Nichols, News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405, or call 615-267-5412.

Managing editor. Golden opportunity in fast-growing market for seasoned professional. Needs sharp news judgement, long-range planning ability, motivational skills, flair for bright and lucid writing. Resume to Box K-137. EOE.

Producer for 6 & 11. Dynamic market. Need idea person, well organized, good with people. Two years producing experience minimum. Resume to Box K-143. EOE.

ENG videotape editors - WNBC-vacation relief. Expertise in use of BVU-800, 500, and 200 edit systems, must be news oriented, knowledge of NBC systems helpful. Send resume - Mark Antonitis, NBC, 30 Rockefeller Plaza, 739, NYC 10020.

Solo anchor, early-late news, Midwest 90's market. Experience and integrity a must. Letter and resume only to Box M-6.

Broadcast newperson. To develop and supervise broadcast news sequence, teach, help students produce TV newsmagazine at new PBS station on campus. Advanced degree desired, professional broadcast experience required. Prefer someone who has major TV market experience in reporting, editing, writing, producing, on-camera work. Salary and rank for this tenure track position will depend on experience and qualifications. Send resume and three references to Warren Lerude, Chairman, Search Committee, Department of Journalism, University of Nevada, Reno NV 89557. AA/EOE. Deadline 3-15.

Group owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box J-116. We are an EOE/M-F.

Travel reporter - in the past year our reporters have been to New Zealand, Egypt, London, Greece, Fiji, Hawaii, Singapore, and many other destinations. We need another top flight reporter to travel and produce our nationally syndicated product. If you have strong news, feature and story production skills, send your tape and resume to News Travel Network, 8925 Folsom Blvd., Suite S, Sacramento, CA 95826.

Co-anchor. Small to medium sized market station in the Midwest looking for co-anchor to complement our top notch team. Should be mature, experienced journalist. Send resume to Box M-4. EOE.

WOI-TV continues to seek outstanding potential candidates to fill open positions as they become available to maintain strongest news/production operation in central Iowa. To establish pool, following positions are listed. All applicants must have a BA in journalism, mass communications, or broadcasting (or equivalent) & current fulltime commercial TV experience in areas listed. TV reporter I: 1 yr. reporting experience. TV reporter II: 2 yrs. reporting experience. TV duty director: 1 yr. directing experience. TV director I: 2 yrs. directing experience. TV director II: 3 yrs. directing experience. TV news producer: 2 yrs. news and 1 yr. news production experience. TV news assignment editor: 4 yrs. current TV news reporting and news production experience. TV news director: 7 yrs. TV news & news dept. management experience. TV promotion manager: 3 yrs. promotion management experience. Specific detailed position description available on request. All applications meeting minimum qualifications will be used to fill appropriate open positions during following year unless withdrawn by the applicant. Starting salaries based upon pertinent labor market, experience, and training. Send complete and current resumes to Janis E. Marvin, WOI-TV, Ames, IA 50011. AA/EOE.

Co-anchor/producer for small market California network affiliate to work with our male anchor. Reporters in larger markets who desire an anchor position, and anchors in smaller markets are encouraged to apply. Resume to Box M-7.

Producer for 6:00 and 11:00 broadcasts. Late news plays statewide with anchors in Bangor and Portland. Candidates must have experience producing live news broadcasts, show strong judgement, good writing and the ability to work quickly. Resume/letter to Jeffrey Marks, Maine Broadcasting System, One Congress Square, Portland, ME 04101. EOE.

Weekend sports anchor/sports reporter. If you're an experienced, ambitious individual with a strong background in sports and have writing, editing, on-air experience and strong supervision skills, we want you! Salary commensurate with experience. Submit resume and tape to Jan Stanley, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE/MF.

Producer: medium market network affiliate with live helicopter, satellite, and digital video effects is looking for an evening producer. If you are a good writer and a leader, please send a resume and cover letter to Box M-30. EOE.

News producer. Top notch news producer needed in major market. Applicant should have a minimum of 2 years news production experience with strong news judgement and state-of-the-art production skills. Good writer a must. Please send tape and resume to Gary Long, V.P./News, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. An equal opportunity employer.

Field reporter with anchor potential for aggressive medium-market New England news operation. Equal opportunity employer. Letter and resume to Box M-36.

Our meteorologist is leaving for a top ten market. WIS-TV is a leader in South Carolina with a new weather center featuring the latest in equipment including graphics, color radar, satellite, etc. If you are a meteorologist, creative and have at least 2 years on-air experience at a commercial TV station, let us hear from you. Write: Gary Anderson, P.O. Box 367, Columbia, SC 29202. EOE.

Meteorologist - for NBC affiliate, NE. 2 yrs. experience. Salary and benefits pkg. above average. Resume to Box M-37. EOE.

Anchor: Ratings leader in very competitive market seeks weekend anchor with strong writing and reporting skills. Must be able to handle political, economic and feature stories with equal competence. Send tape and resume to Leo Greene, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE.

Growth opportunity. Group looking for news people. Entry level & some require experienced professionals. We operate seven TV stations, several news bureaus. Require self-starters, hardworking people who want to grow within our system. Send letter outlining your strengths & weaknesses & resume to Box M-40.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

TV host/producer. Daily AM public affairs format. Top 50 market. Must be skilled in writing/editing/producing. Experienced only. Send tape and resume to Program Manager, 613 Woodis Avenue, Norfolk VA 23510. EOE

Assistant promotion manager needed for Gulf Coast NBC affiliate. Must have at least one year's experience in on-air news promotion. Send resumes & tapes (no calls) to Steve Johnson, WALA-TV, P.O. Box 1548, Mobile, AL 36633.

Producer/director for cable advertising venture with an exciting future. Adept at storytelling with video, written word. Ability to achieve quality with limited facilities. Willing to innovate, teach, supervise. Resume to Box K-132.

Video editor. Looking for a place to do quality work? Our station, a PBS affiliate, has won over 50 awards. Major regional, national and international commendations in the last three years. Our programs run the gamut from classic documentary to drama to music/entertainment extravaganzas. Many of them are broadcast nationally. If you are a creative editor with demonstrated abilities in those program areas, have 3-5 years CMX experience, and good technical skill, this may be the job for you. We offer a supportive environment with the equipment and time necessary to do award winning work that will mean something to you. And we need you right away. Send videotape and resume to: Dan Luke, KTCV-TV, 1640 Como Avenue, St. Paul, MN 55108. EOE.

Commercial producer - Seeking experienced, retail-oriented commercial producer to join television production unit in top 40 market. Send sample reel and resume to: Human Resources, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605. EOE/MF.

Public relations writer/publicist. Strong aggressive writer/publicist with minimum of two years experience in public relations field needed. Will be responsible for news releases, internal publications, tours, program information, and other day-to-day PR activities. Journalism degree preferred. To apply for position with this major broadcasting company, send resume to Box M-9. EOE.

After 3½ successful years on the air, our PM Magazine co-hosts are moving on to other challenges. We're looking for creative, experienced people who can produce lively features and host our number one rated show. Send resume to Box M-34. EOE.

Major market Pennsylvania video production/post production company is expanding staff and has an immediate need for the following individuals. Staff director with a minimum five years commercial production experience. Editor/technical director with three years commercial production background, knowledge of CMX-340 or BVE-5000 helpful. Sales representative with three years experience and overall understanding of the production process. Facility is 1-inch with location and studio origination facilities. On and off-line edit suites and ADO. All positions to be filled by April 30. Please send salary requirements, position of interest and resume to Box M-38.

Punch in the sun. South Florida affiliate looking for director to punch snappy weekend news shows. Must have one full year full time directing experience. Salary open. Send resume to Box M-24. EOE.

Promotion manager: medium market midwest affiliate seeks aggressive self-starter with proven track record. Send resume and salary requirements to Box M-41. EOE/MF.

SITUATIONS WANTED MANAGEMENT

Chief financial officer/controller: strong background in financial management at the station and group level. Desires position with a growing company that needs an individual who can make a real contribution and be dedicated to the company's future. Currently employed. Contact Box M-11.

Promotion manager or assistant. Hands-on production know-how. Creative, self-starting, energetic. 10 years TV experience. Box M-31.

SITUATIONS WANTED ANNOUNCERS

Young, intelligent, mature and dynamic professional very familiar with a major sports market, desirous of obtaining a sports broadcasting position. Call Jim Talpos, 313-649-2909.

SITUATIONS WANTED TECHNICAL

Versatile engineer/operator with E.E., extensive broadcast experience, maintenance and design capabilities seeks challenging, creative opportunity with established multi-track/video production facility. Reply Box K-140

Technical director: Experienced with Grass Valley 300 with dual channel DVE. National credits with ABC. Past experience as director, master control, and videotape. First class radiotelephone license. Presently technical director of 6 and 11 newscasts of top 20 network affiliate. Anthony Robinson, 3119-A Colonial Way, Chamblee, GA 30341. 404-451-6043; 404-897-7000.

Maintenance engineer available. 7 years experience, ACR and BVU training. Prefer the West. 702-826-0151.

1st phone engineer. Several years in radio. Seeking position in TV. Iowa or surrounding states. 319-634-3852.

SITUATIONS WANTED NEWS

Broadcast meteorologist looking for long term position. Eager, ambitious, experienced, excellent communicator. For details, call collect or write Marc P. Mailhot (Marc Ross), 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

ENG photographer/editor/videotape operator seeks fulltime position. Call Charles Rakestraw, 615-272-4625.

Attractive American Indian female seeks position in top twenty market. Five years experience in all aspects of TV news (anchor/reporter/producer). Desires on-air position that presents a challenge. Box K-80.

Experienced and talented news reporter seeking full-time job. Television preferred, will take radio. If interested, contact Regina, 201-374-5240.

Talented, creative, very energetic female has paid her dues in small market and wants to move to major market. Six solid years of experience (anchor/reporter/producer/editor and photog.). Warm, friendly on air presentation. Box K-81.

It's not what you can do for me, it's what I can do for you! Young, sharp, professional Navy print/broadcast experienced journalist for entry level reporter opening. I will excel: I just need a start. Willing to relocate anywhere. Call collect - C. Swan, Jr., 408-867-6358.

Small market managing editor seeks position in larger market as assistant news director or assignments editor. Box M-1.

Meteorologist seeking weekday position in southern or eastern medium or major market. Experienced small, large markets. Box M-13.

Versatile anchor/reporter/producer. Experience with news anchoring, features, mini-docs, documentaries. Award winner. Strong writer, creative producer, good interviewer. Seeks challenging role for female anchor and/or reporter with top quality news, public affairs or magazine program on East Coast. Reply Box M-21.

Experienced and personable TV meteorologist seeking medium or large market. MS degree. Box M-23.

Female in 20's with four years newspaper reporting experience seeks TV reporting job. M.A. journalism. Excellent writer. Box M-27.

Entertainment editor, reporter, producer, with successful track record in 25th market, Entertainment Tonight, Warner-Amex Cable. Extensive entertainment industry contacts. Gregg, 602-899-0377.

Financial editor. Recently hosted daily financial program in 5th market. Business background. Anchor experience. 415-856-6602.

Sportscaster with solid credentials and ability. Would rather send tape and resume than elaborate. Box M-42.

Experienced science/health reporter for major science magazine, looking for TV/cable entry. Can offer top-notch writing/editing skills, plus dozens of fresh story ideas. Box M-43.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

CMX editor, technical director, great voice, dedicated, looking for the right challenge. Box K-131.

Recent graduate from top midwest broadcasting school seeking entry level position in production. Thoroughly trained and experienced in camera, editing, lighting and audio. Mature. Hard worker. Call Tom, 319-354-0554.

BA radio-TV, network internship, intelligent, creative, talented and hard working. Seeks entry level position. Box M-22.

CABLE

HELP WANTED NEWS

News producer-anchor for new venture in central New Jersey. Must produce and anchor newscasts, direct crews, plus budget/administrative duties. Prefer applicants from metro New York and New Jersey. Send resume, references, video of air work to CJN, Box 557, New Brunswick, NJ 08903. EOE.

ALLIED FIELDS

HELP WANTED SALES

Broadcast TV equipment salespersons needed for southern California and Midwest areas. Send resume to Gordon Peters, National Sales Manager, Vital Industries, Inc., P.O. Box 912, Arlington, TX 76010.

Major jingle company seeks experienced traveling rep. Great potential for aggressive person. Resume to Box M-20.

HELP WANTED PROGRAMING PRODUCTION, OTHERS

Research writer/editor. You'll write and edit in depth reports on entertainment technologies: video, cable, computers. Requires heavy writing, Master's degree, research. Helpful: business experience, economics, consulting, copywriting, newsletters, daily journalism, entrepreneurial flair. Nonsmoker. POB 85486, Los Angeles, CA 90072.

Conceptual sales for trade publisher and consulting firm. Product: market research in entertainment technologies: video, cable, computers. Requires: advanced degree, proven sales record, travel, nonsmoker. NY or LA. POB 85486, Los Angeles, CA 90072.

HELP WANTED INSTRUCTION

Broadcast journalism/communications. Instructor, half-time, academic school year. Teach three to four courses per year on 4-1-4 calendar. Applicants should be capable of teaching courses in writing and reporting, broadcast production, broadcast performance, and mass communication. Master's degree in journalism/communications or related field and experience as professional broadcast journalist required. Applicants with extensive teaching experience and/or diverse professional broadcast journalism required. Submit letter of interest, resume and references before 3/21/84 to: Journalism/Communications Search Committee, Personnel Office, Whitworth College, Spokane, WA 99251. EOE/IX/504.

University theatre department seeks experienced television theory & production teacher for graduate & undergraduate courses in large pre-professional department with extensive production program. Additional duties include supervision of student & departmental productions for cable TV programming. Ph. D. required &/or extensive professional background. Apply: Alvin Keller, Chairman, Theatre Department, California State University/Fullerton, Fullerton, CA 92634. Title 9/AA/EOE.

Director/instructor in radio/television: assist developing communications major, develop professional relationship with commercial station, instruct some courses. Develop student practica. Master's degree in communications or related field. Minimum five years professional experience in electronic media, three years administrative experience preferred. College teaching experience preferred. Salary commensurate with credentials and experience. Send resume to Dr. James A. Reaves, VPAA, Jacksonville State University, Jacksonville AL 36265. AA/EOE.

Radio/TV production instructor. New community college program. Three years production experience with studios or agencies; able to work with students of various abilities and interest. Degree/teaching experience desired. Dean of Instruction, Frank Phillips College, Box 5118, Borger, TX 79008-5118. 806-274-5311.

Media instruction/production coordinator: tenure track, assistant or associate professor for Fall, 1984. Teach two advanced telecommunication design and production courses each semester. Supervise and coordinate activities of television studio. Ph. D. preferred. Master's degree in relevant mass communications area required; full-time television production experience and teaching experience required. Broad professional experience desirable. Position to be filled beginning in the Fall semester, 1984. Salary: \$19,205 to \$31,055. Send resume, three letters of recommendation, transcripts and supporting material by May 1 to: Journalism Search Committee, Department of English, Journalism, and Philosophy, Lock Haven University, Lock Haven, PA 17745. Equal opportunity employer.

Assistant/associate professor, broadcast management and/or news. Doctorate and 3 to 5 years media experience required; salary competitive; job begins 9-1-84. Apply by March 20. Send letter, resume and references to Dr. Marian Nelson, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. OSU is an EOE.

Chairman, mass communications department, independent St. Louis area college, beginning Fall, 1984: strong academic program, excellent student placement record, 1500-watt FM station (power increase pending). Qualifications: Ph. D., professional experience, strong teaching & administrative skills, ability to teach TV production, communications law, related subjects. Applications with resume and list of references accepted until March 30 by Dean of Faculty, Lindenwood College, St. Charles, MO 63301. AA/EOE.

Texas Christian University - assistant professor of radio-TV available beginning 8/23/84 to teach a full range of both production and non-production radio/television courses. Duties will include advising AM radio station. Qualifications: Ph. D. required (will consider ABD) & teaching experience. Record of publication & commercial broadcast experience desirable. Salary: negotiable. Applicants should send letter of interest, resume, and 3 references to: Dr. Joel Persky, Chairman, Department of Radio-TV-Film, Texas Christian University, P.O. Box 30793, Fort Worth, TX 76129. Deadline for applications is March 21, 1984. TCU is an AA/EOE.

Broadcast journalism: anticipated tenure-track assistant professorship, department of communication. Strong emphasis on broadcast journalism: writing, production, and management. Preference given to those whose wide educational and professional experience would qualify them to teach graduate as well as undergraduate courses. Ph. D. degree preferred; demonstrated teaching, advising, and research capability expected along with professional media experience in the television industry. Send letter of application and resume to Dr. Deryl R. Leaming, Chairman, Department of Communication, Georgia State University, University Plaza, Atlanta, GA 30303. Application deadline: March 15, 1984. Georgia State University, a unit of the university system of Georgia, is an equal educational opportunity institution and an equal opportunity/affirmative action employer.

Media studies - anticipated opening: Fall 1984, full-time instructor for introductory and upper level courses in mass communications. Areas of specialization to include media research techniques. Ph. D. in mass communications preferred. Deadline: March 15, 1984. Send letter of application, resume, three letters of recommendation, transcripts to: Personnel Office, Westfield State College, Westfield MA 01086. Title 9/AA/EOE/MFHV.

University of Texas at Austin. Department of radio-television-film. Faculty positions in new technology development, applications, and effects, and in media production/writing. Tenure/non-tenure tracks available, starting August, 1984. Salary competitive, based on education and experience. Application closing date: April 1. Affirmative action/equal opportunity employer. For full description and hiring criteria, contact Robert E. Davis, Chair, Department of Radio-Television-Film, University of Texas, Austin TX 78712.

Reporter seeking advancement? College graduate? Take a year out to move up. Limited number of internships - print and broadcast - with Illinois statehouse press corps through Sangamon State University's Master's degree public affairs reporting program. Stipend and tuition waiver. Application deadline April 1. Write Bill Miller, PAR director, Sangamon State University, Springfield, IL 62708.

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.

Used videotape. 2 inch and 1 inch. Cash for all brands, in lengths of 60 and 90 minutes. Will pay for shipping. Carpel Video, Inc. Call collect, 202-296-8059.

Wanted: TP-66 projectors. WGNO-TV, Randy Davis, 504-581-2600.

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.

Videocassettes. ¾" Sony \$4.99. Broadcast quality U-matic, 100% guaranteed! Chyron evaluated, reprocessed, delabeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

Video cameras - Ikegami HL79A with 14:1 Fujinon lens and remote camera control unit. \$16,000 or best offer. Ikegami HL79A with 17:1 Fujinon lens and Ikegami MA 79A multicore base station. \$17,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th St., New York, NY 10011. 212-691-1300.

UHF transmitter. 1 - 200kw transmitter consisting of the following: 5 - high voltage power supplies, 5 - heat exchangers, 5 - klystrons and magnetic assemblies, 2 - diplexers, 2 - exciters. For more information, call 301-462-4500. WBFF-TV, Channel 45, David Smith, Director of Engineering.

AM Harris MW-1A-mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

FM Collins 830G2 20KW w/z2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent! M. Cooper, 215-379-6585.

Six inch rigid coax in 19.5 lengths. Priced reasonably. J.S. Betts Co., 404-964-3764.

Copper - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317-962-8596, ask for copper sales.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

AM broadcast tower - 190' excellent condition, disassembled. 918-256-7224.

Hitachi FP21, 2-line enhancer, Fujinon lens, 12x,w/2.2ext., macro, 2-PEP batteries w/chargers, \$8500. Call Gray Productions, 303-377-3329.

Demo Ikegami studio broadcast color camera (3-tube, diode plumbicon) model HK-302. Includes - CCU and Canon 15x1 zoom. Call for price. Bud Lines Video Systems, 219 S. Jefferson, Springfield, MO 65806. 800-641-4674; MO: 417-862-5533.

AM/FM trans. 46 units in stock for immediate delivery. AM: 4-50kw, 3-10kw, 9-5kw, 2-2.5kw, 6-1kw. Some lower powers. FM: 1-25kw, 3-20kw, 6-10kw, 4-5kw, 2-3kw, 2-1kw. Units come with new crystal for your freq. Used FM antennas also, both CP & horizontal. Besco International, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600.

(4) Magnecord 1021, (4) Scully 270. (2) Russco Cue-master, Revox A-77, Scully 280, Broadcast Products AR-1000 automation, Russco T-411 remote mixer, Inovonics 215 processor, Rockwell Collins SCA generator. Must sell. Make offer. 303-242-0405.

RCA BTF-10E1 10KW transmitter, easily converted to 20KW. Mint condition, currently in service. Pending power increase and need space. Call Joe Wamer, 919-997-6810.

Country cart library: mono, over 2000 selections, all the big time hits, complete list available, \$3600. 818-791-4836.

Used towers: all top brand. Utility, Stainless, Advance, Andrew, Allied, Rohn, Fort Worth, Tri-Ex. Many heights and sizes. Sandblasted and re-welded, re-coated to like new condition. Save 50%. Delivery and erection included, we accept trade-ins. Southwest Antenna & Tower Inc., Rt. 3, Box 202NA, Mission, TX 78572. 512-686-3434.

Used RCA color cameras, (3-tube, saticon) model TK-76. Call for price. Bud Lines, Lines Video Systems, 219 S. Jefferson, Springfield, MO 65806. 800-641-4674; MO: 417-862-5533.

For sale: RCA 20E-1 FM 20KW transmitter, a Sitec color radar and 2 RCA A/W-10 weather radars. Good condition. Ray Leafstedt, 319-283-1234.

Inventory sale: Tentelometer T2-H20-ML \$200. Non-linear scope M-230 \$677. RTS single-muff head-set 5-4103-XD \$40. St. audio amplifier for McMartin TXM \$500. LPB 12" tone arm \$70. Nortronics head 8302 \$28. Mono head assy. for ATR-700 \$140. I.E.R., 6920 Miramar Rd., Suite 307, San Diego, CA 92121. 619-695-1850.

Gates BC-5B (5KW) transmitter, currently operational. Call Dave Plyler, WTOB, Winston Salem, NC. 919-723-4353.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Drop-ins, giggles, weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Freshen those formats with outside ideas! "Feed-back" tells what others are doing — promotions, contests, talk shows, documentaries, quips, brainstorming. Three pages monthly. Three-month trial, \$10. Newsfeatures, Box 14183, St. Louis, MO 63178.

Promotion library - 100 pages from recent issues two radio-TV newsletters, \$23. Free sample page. Promo, Box 50108, Lighthouse Point, FL 33064.

Turn unsold radio — television commercials into cash! No telephoning, rip-offs. Fantastic for all size markets! No cost to try. Contact: John Fuller, Astroradio, 401—539-8502.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303—320-6816.

RADIO

Help Wanted News

WHP RADIO 58

Two positions available immediately **NEWS ANCHOR/ REPORTER**

WHP-AM is the radio news leader for Central Pennsylvania. Due to in-house promotions, we are looking for two self-motivated news professionals to anchor radio news shifts: one morning drive, the other afternoon drive. You must have a strong on-air delivery with good writing skills and a desire to search out the news and not just re-read wires and papers. Must have five years experience and be dedicated. Real pros for a good capital city news town. Send resume and tape to:

FRED CAESAR

Executive News Director
P.O. Box 1507
Harrisburg, PA 17105
(NO PHONE CALLS)
An Equal Opportunity Employer

Help Wanted Announcers

WANTED

PM drive host for major Florida radio station. Information/personality format with "PM Magazine" - type elements. Experienced only apply. Need immediately. Air check and resume to Jerry Johnson Voice Crafts, P.O. Box 8626, San Francisco, CA 94128. An equal opportunity employer.

Help Wanted Sales

SALES MANAGER

I'm looking for one very special person. A sales manager with the character, ability and experience to lead the station to consistently high performance levels. Our sales staff won't settle for anyone less than outstanding. It's a challenging job with a great radio station. Write to me if you're that special person. Ray Gardella, WICC, 177 State St., Bridgeport, CT 06604

Help Wanted Sales Continued

ON MARCH 19

The Sillerman Morrow Broadcasting Group will hold a training/indoctrination class for salespeople. Openings are available for salespeople in Middletown, New York; Morris County, New Jersey; Poughkeepsie, New York and Cape Cod, Massachusetts. The Sillerman Morrow Broadcasting Group is an aggressive, sales oriented organization offering top compensation and benefits and the opportunity for advancement. Contact Richard C. Bell, Vice President Sales, One Broadcast Plaza, Middletown, NY 10940.

Help Wanted Mgmt. Cont.

MANAGEMENT/ SALES RADIO

A southeastern based radio group is putting together an aggressive/management team. If you have a proven record in sales and want to move ahead in your career, consider these opportunities:

■ **DIRECTOR, RADIO** - Must have a minimum of 5 years experience in sales and management. Degree in broadcasting or equivalent helpful. Emphasis will be on sales but must have good overall business acumen for success. Responsible for up to five locations in various markets.

■ **GENERAL MANAGER** - five positions exist. Must have minimum of 3 years experience as sales manager with a strong sales background. Must be flexible on location.

We offer you the challenge and rewards for excellence. What can you offer us? EOE/MF. Submit resume, including salary history, to: **BOX M-29.**

GM -BIG AM/FM

Aggressive people oriented group seeks tough, well-rounded professional broadcaster for top rated combo serving multiple smaller top 100 markets in East. Savvy strategist for complicated situation. Strong revenue builder.

Write Box M-51.

Sits. Wanted Prog., Prod., Others

TO: THE GM THAT IS TIRED

of leaving the sound of his/her station to inexperienced program personnel. 15-year programming veteran (Dallas, Wash. DC, Baltimore, Cleveland, Kansas City) will consult your station's music (all formats) promotions & personnel to INSURE a professional, saleable sound. Get the edge on your competition & increase revenue! Box K-155

EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800—527-4892.

LOCAL RETAIL SALES MANAGER

wanted for major market radio station. Experience and skills required in: developing retail sales effort, including co-op program; managing sales staff; training sales staff (preferably familiar with Greenwood's SPS and S-4 systems). Send resume to: Personnel Department, P.O. Box 12430, St. Louis, MO 63132. Include the source of this ad in your response. We are an equal opportunity employer.

General Sales Manager

Top 50 ADI - Growth CHR FM. Successful candidate will be a **LEADER** capable of managing our total sales effort nationally and locally. Knowledge of research, inventory control, sales staff recruitment and development essential. Creativity, flexibility, commitment basic to our winning stance. Superb position-salary, incentives, market and station. Forward all written information, total confidentiality respected, to Box K-126

Help Wanted Programing, Production, Others

EXPANDING SUBURBAN NEW YORK

Broadcasting group is seeking an experienced promotion coordinator. Applicant must be fully versed in small market radio promotions and will be working directly with the President and a New York City advertising agency. Written applications and resumes should be forwarded to Box M-45.

Help Wanted Management

ASSISTANT CONTROLLER

Radio group based in Sunbelt is expanding its headquarters accounting staff. Must have accounting degree & at least 3 yrs. in radio accounting at station level. Great opportunity to grow with expanding group. Send resume & salary history to Box K-145. An EOE.

Situations Wanted Management

SOLD OUT

Station/sales Mgr. for one of the most successful radio stations in the Southeast. Station being sold. 30 years experience up through ranks. Announcer, program director, sales manager, general manager. Prefer Southeast. Box M-46.

GM SEEKS OWNERSHIP

Experienced GM with impressive track record seeks equity position with East Coast medium market AM/FM or FM. Write Box M-47.

TELEVISION

Help Wanted Programing, Production, Others



SPORTS DIRECTOR

ESPN, "the total sports network", is looking for a seasoned and highly creative sports director with a minimum of 10 years of major market editorial and management experience to lead our sports/newsroom operations. Our sports director, who will be based in Bristol, CT, will have to wear many hats. This position has the responsibility of overseeing and managing all aspects of a very heavy volume of studio-originated programming from the creative, production and administration standpoints. In addition to possessing considerable sports knowledge and sharp production value sensitivities, candidate must have demonstrated leadership and managerial abilities to further develop a dedicated staff and enhance an already well received product.

We will offer a competitive salary and benefits package to the professional who can fill our requirements. Please send resume and salary history in confidence to:

**ESPN
ESPN PLAZA
BRISTOL, CT 06010
ATTN: H.R.DEPT. 184**

No phone inquiries, please.
An equal opportunity/affirmative action employer.

WTVF - NASHVILLE

Director needed for production dept. Person will direct commercial and promotional sessions. Creative ability and previous experience a must. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

ART DIRECTOR

Southwest network affiliate in top 25 market seeking art director. Need creative individual to work with promotion, news, programing and sales. Minimum 3 years television experience and knowledge of Still Store system and electronic graphics. Strong print portfolio required. Management experience preferred. Send written portfolio and resume to Box K-139. An equal opportunity employer. M/F.

Help Wanted Programing, Production, Others

U.S. INFORMATION AGENCY WASHINGTON, DC

HELP US BUILD A WORLDWIDE TELEVISION SATELLITE NETWORK

Apply now for an opportunity to work in international TV broadcasting, in one of the following positions:

- PRODUCER/DIRECTORS to write, produce & direct news & current events programs distributed worldwide. 6 yrs. experience in TV production, newswriting & editing, & knowledge of technical & operational aspects of production required. Nightly TV news producing/writing experience preferred. Salary \$36,152 Refer to PDP-99-84 when applying.
- ASST. PRODUCERS with 4 or 5 yrs. experience. Salary \$20,975 to \$25,366, depending on qualifications. Refer to PDP-101-84 when applying.
- TV BROADCAST TECHNICIANS: if you're a technician with experience in computerized videotape editing, you may be eligible to work at the USIA's broadcast production facility in Washington, DC. 6 yrs. experience in broadcasting or at a broadcast quality production facility required. Workhours 8:45 AM - 5:30 PM, with periodic overtime. Starting salary \$30,402. Refer to PDP-293-83 when applying
- TV PRODUCER/WEST COAST REP in 1-person Los Angeles office to produce news pieces for weekly foreign distribution, develop interviews for & assist foreign TV crews, & market USIA products to foreign networks. 6 yrs. experience required. Salary \$42,722. Refer to PDP-103-84 when applying.

Interested applicants should send a standard U.S. government application form SF-171 to USIA, Attn: M/ PDP, Room 518, 301 4th St., SW, Washington, DC 20547. Moving expenses to Washington, DC must be provided by selected applicant. USIA is an equal opportunity employer.

Help Wanted Technical Continued

MAINTENANCE ENGINEERS

Miami-Ft. Lauderdale market. Min. 3 years experience with FCC first or general license. Knowledge of operation, set-up, and maintenance of RCA TTU-110C transmitter, TR-800 and Ampex 1200 VTR's, TK-29 film island, TK-761 cameras, Grass Valley production-master control switcher and distribution equipment. Strong digital/analog background preferred. Salary commensurate with experience. Resume and salary history in confidence to Station Manager, WDLZ-TV, 2055 Lee Street, Hollywood, FL 33020. EOE. No phone calls, please!

DIRECTOR/PRODUCER

KTSP-TV, CBS, Phoenix, seeks experienced person to direct programs, specials, promotion, public service, and commercial projects. Special emphasis given for experienced news director. Need to work with all departments, individuals and clients. Send tape and resume to Maurie Helle, Production Manager, 511 W. Adams, Phoenix, AZ 85003. An equal opportunity employer, M/F.

Help Wanted Technical

WGBH Boston

is looking for a few good editors. If you are highly skilled and proven in 1" computer editing, come work for one of the nation's leading production facilities.

We have the reputation and quality of N.Y. or L.A., without the hassle.

Top pay and benefits. Send resume in confidence to:

Personnel Department
WGBH
125 Western Avenue
Boston, MA 02134



STUDIO MAINTENANCE MANAGER

WATL-TV, in Atlanta, is interviewing for a working maintenance manager, reporting to station GM. Require strong, proven skills to keep studio operating in top condition. Station has Grass Valley, Vital, Sony, RCA equipment. Competitive salary and benefits offered. Contact Edward H. Herlihy, VP/GM, 404-892-3636 to discuss. WATL-TV is a Sillerman-Morrow Group station. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

CBS

**EXPERIENCED TECHNICIANS
IN
ELECTRONIC MAINTENANCE
AND
1" VIDEOTAPE OPERATING/EDITING**

CBS is seeking experienced technicians in electronic maintenance and one-inch videotape operation and editing functions for studio and field support in CBS operations and engineering division - Washington operations. Experienced technicians only will be considered. Telephone inquiries not accepted. Send resumes to:

M.L. Helges
CBS-Washington
2020 M Street, NW
Washington, DC 20036
Equal opportunity employer

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Must have a good on-air presence with a convincing delivery, strong writing skills and aggressive but accurate street approach. Work with assigned "beats." We don't just want a smiling face that holds a mic. Works with a photographer. Send resume and tape to:

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Executive News Director
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Co-anchor candidates must want to be active in reporting and become involved in the community. Reporters should be sharp, aggressive hustlers who know how to produce a great TV story. No beginners, please. Minorities are encouraged to apply.

Send resume and tape to Michael Bille, News Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. E.O.E. No Phone Calls.



TELEVISION NEWS DIRECTOR

WKBW-TV, Buffalo, is seeking an experienced television journalist for market's dominant news operation. Looking for a leader with solid background in producing, ENG, and administration. Contact Philip Beuth, General Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

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Statewide weekly public television news operation. On-air anchor with responsibilities for the administration of capitol bureau office. Candidate must have solid background in broadcast journalism with at least five years experience in television reporting. Must have smooth, attractive on-air presentation, strong writing skills for broadcast talent, familiarity with TV production techniques, and proven administration skills. Salary commensurate with experience. Please send resume and demonstration tape in confidence to:

Metropolitan Pittsburgh
Public Broadcasting, Inc.
Personnel Department
4802 Fifth Avenue
Pittsburgh, PA 15213

BUSINESS REPORTER

New Jersey Network seeking reporter to do nightly business reports. Preferably, reporter will have business background and good on-camera and production skills. This position could possibly lead to a weekly half-hour business show. Contact Mark Helms, News Director, 609-984-0332, New Jersey Network, 1573 Parkside Ave. CN 777, Trenton, NJ 08625.

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Northeast powerhouse still seeking best in the business to produce fast-paced, highly visual #1 rated cast. Send resume, NO TAPES. To: Nancy Sanders, Assignment Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE. No phone calls, please.

ALLIED FIELDS Help Wanted Sales

NATIONAL SALES MANAGER

ADM Technology, Incorporated is the leader in supplying audio consoles and components to the broadcast, production, and post-production fields.

We are currently seeking a person with broad, relevant experience in broadcast equipment sales and administration to fill our new post of National Sales Manager. The qualified applicant will have a proven track record in Sales Management and Marketing to the Broadcast/Telecommunications industry. Knowledge of audio systems and related equipment is a strong plus. The qualified individual will have a strong motivation to succeed and grow with a fast-moving, high-tech company.

We offer a very competitive compensation and benefit package and the opportunity for significant challenge and growth. All replies strictly confidential. Please forward your resume to:

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ADM TECHNOLOGY, INC.



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BOSS
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The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

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TALENT COORDINATORS
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30-minute programs from the golden age of radio
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We specialize in turn-around assistance. Investment capital can be made available. Write in confidence to Box M-8.

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In small to medium markets. 24-hour closings. Call collect: 713-995-0185.

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Excellent ratings, grossing approximately \$1,000,000. Asking \$1,200,000, quick sale price.

H.B. La Rue

Media Broker

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■ West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
NC	AM	\$20,000 downpayment	
AL	AM	\$25,000 downpayment	
MI	AM	\$35,000 downpayment	
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South 10KW AM station
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Single station market - assumable 30 year note with attractive terms.

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Located in market of over 100,000 in upper Rky. Mtn. region. State of the art equipment. Good potential. Call Greg Merrill, 801-753-8090



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Asking \$475,000 with \$150,000 down. Excellent physical facility. Possibility of lower down payment for qualified buyer.

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Profitable FM. Fully automated, with owner/mgr.'s home included. Asking \$650,000 — less than 2.2 times gross, with \$100,000 down.

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Powerhouse AM & class C FM in medium market. Asking \$900,000 with \$250,000 down & good terms for balance. Call Elliot Evers, 818-366-2554



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607-733-7138

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STATION		CONTACT	
IL	Metro FM \$2,600K Terms	Bob Thorburn	(404) 458-9226
MT	Metro AM/FM \$1,400K \$400K	Greg Merrill	(801) 753-8090
MS	Metro AM/FM(CP) \$930K Terms	Mitt Younts	(804) 355-8702
PA	Small AM \$850K Cash	Warren Gregory	(203) 364-5659
CA	Metro AM \$750K Sold	Elliot Evers	(818) 366-2554
AZ	Small AM/FM \$750K \$200K	David LaFrance	(303) 534-3040
CO	Small AM/FM \$700K \$200K	Bill Lochman	(816) 254-6899
FL	Medium FM \$690K \$140K	Jim Mackin	(207) 623-1874
OH	Major FM \$600K Cash	Peter Stromquist	(312) 580-5778
TX	Small AM \$550K \$95K	Bill Whitley	(214) 680-2807
FL	Small AM \$200K \$20k	Randy Jeffery	(305) 295-2572

For information on these and other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341. 404-458-9226.

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Full-time AM, powerful FM. Highly rated. Low down, long-term financing to suit buyer's needs. Call Corky Cartwright, 303-740-2224
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For legal reasons must divest high powered daytimer in very nice small market. Owner will favorably finance full ownership with nominal investment to obtain good community broadcaster. Write owner why you are "right" and what you can contribute. Box M-50.

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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

Zane Roden, president, Skyline Network, Booneville, Miss.-based owner of four AM's, four FM's and cable systems in Alabama and Michigan, named chairman and chief executive officer, succeeding his brother, E.O. Roden (see "Deaths," below).



Peter Orne, VP and general manager, WTNH-TV New Haven, Conn., named president of station.

Robert I. Ratcliff, former chief executive officer, broadcasting division, Home News Publishing Co., based in Fort Myers, Fla., and most recently consultant to firm, joins

wXXV-TV Gulfport, Miss., as president and general manager. He remains consultant to Home News.

Bob Qudeen, VP and general sales manager, KRIV-TV Houston, joins KBHK-TV San Francisco as VP and general manager.

Clyde W. Johnson, from WFIN(AM)-WHMQ(FM) Findlay, Ohio, joins KNSI(AM)-KCLD(FM) St. Cloud, Minn., as executive VP and general manager.

E. Markham Bench, VP, sales, WRFM(FM) New York, named VP and general manager, succeeding **John Moler**, retired.

Edward Aiken, VP, director of programming, Petry Television, New York, joins KMPH(TV) Fresno, Calif., as VP and general manager.

Hal Smith, VP and general manager, WMMR(FM) Philadelphia, named VP and general manager of co-owned WIP(AM) there.

Roy Smith, consultant to KSPR(TV) St. Louis, named general manager, becoming part owner of station.

Barry Martin, from KSTP-AM-FM Minneapolis, joins KBQC(FM) Bettendorf, Iowa, as operations manager.

Antonio Solis, VP, general sales manager, KGBT(AM) Harlingen, Tex., named general manager. **Dennis Marshall**, program and promotion director, KGBT(TV) Harlingen, named operations manager.

Jim Austin, production manager, WPTV(TV) West Palm Beach, Fla., named operations-production manager.

Joseph Fedrich, manager, station services, NBC-TV, New York, named director, station services, sales-affiliate services.

Thomas Williams, system manager, Continental Cablevision of St. Louis County, Belleville, Ill., named district manager, Continental Cablevision of Illinois. **Jeffrey McCalmon**, security manager, Continental Cablevision of St. Louis County, Belleville,

succeeds **Williams**.

Appointments, corporate headquarters, Times Mirror Cable Television, Irvine, Calif.: **R. Whitney Latimer**, regional business manager and controller, Times Mirror's Community Cable Television, Las Vegas, to director and management analyst; **Kym Awkard**, sales manager, Times Mirror Cable, Victorville, Calif., to national telecommunications coordinator, and **Marilyn Taylor**, system trainer, Community Cable Television, to national training coordinator.

Mendes Napoli, VP and general manager, WNGE-TV (now WKRN-TV) Nashville, joins Scripps-Howard Broadcasting, Cleveland, as member of corporate staff.

Barbara Fenhagen, director, satellite program development fund, National Public Radio, Washington, resigns.

John Rouse Jr., controller, broadcast division, Cox Communications, Atlanta, named VP, controller.

Cindy Gallagher, business manager, wVOX-FM New Rochelle, N.Y., named corporate secretary of parent, Hudson-Westchester Radio Corp.

Marketing



Mitchell

Ronald Mitchell, executive VP and general manager, BBDO, Detroit, joins Campbell-Ewald there as group senior VP, director of newly formed office of automotive marketing and strategic planning.

Ronald Newman, associate creative director, Campbell-Mithun,

Minneapolis, joins Grey Advertising-Twin Cities there as senior copywriter. **Peggy Tierney**, VP and media director, Grey Advertising-Twin Cities, assumes additional duties as director of marketing services.

Elected VP's, Doyle Dane Bernbach, New York: **Judy Lowenberg Wynbrandt**, **Larry McNaughton** and **Anne Oliver**, account supervisors, and **Iva Silver**, copy supervisor.

George Gale, executive VP and creative director of advertising division, Batz Hodgson Neuwöhner, St. Louis, named president of division.

Appointments, BBDO, New York: **Bill Dyar**, media coordinator, to local broadcast buyer; **Larry Novenstern**, from D'Arcy MacManus Masius, St. Louis, to manager, local sports franchises, and **Melissa Goldsmith**, from Smith Tomlin Productions, New York, to supervisor of program development.

Rawdon Parry, account supervisor, Tatham, Laird & Kudner, Chicago, named management supervisor.

Alan Elkin, VP, general manager, independent teams, Seltel, New York, joins Media General Broadcast Services, Memphis, as senior VP, director of marketing and sales.

Appointments, Ogilvy & Mather, Atlanta: **Bill Corley**, from O&M, New Zealand, to associate creative director; **Linda Ford**, from Cargill, Wilson & Acree, Atlanta, to broadcast media buyer; **Doug Walker**, media planner, to account executive, and **Susan Fincher**, media assistant, to assistant media planner.

Ray McAnallen, art director, Burton Campbell Advertising, Atlanta, joins D'Arcy MacManus Masius, St. Louis, in same capacity.

Jodi Holloway, media buyer, Fahlgren & Ferriss, Toledo, Ohio, named media manager. **Regina Taylor**, media secretary, F&F, named assistant media buyer.

John Russell, VP, group research director, N W Ayer, New York, named associate director, research.

Browning Holcombe, from own program syndication firm, Broadcast Sales Development, Greenwich, Conn., joins Petry Television, New York, as VP, manpower development.

Richard Maloney, executive VP, Adam Young, New York, joins Petry Television there as account executive.



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her:

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Monique Huntington, assistant media buyer-planner, Mintz & Hoke, Avon, Conn., named media buyer.

Raeanne Hytone, art director, NBC-TV, Los Angeles, joins Henry J. Kaufman & Associates, Washington, as art director.

Stephen Seyferth, account executive, Needham, Harper & Steers, Chicago, named account supervisor.

Frank O'Neill, research director, McGavren Guild Radio, New York, joins Interep Companies there as director, research division.

Chris Hanson, assistant media buyer, Saunders, Lubinski & White, Dallas, named media buyer.

Betty Morgan, manager, Christal Co., St. Louis, named director, agri-marketing sales. **Michael Guld**, from WSB-AM-FM Atlanta, joins Christal there as account executive.

Mark Sonderman, from Storer TV Sales, Chicago, joins Petry Television there as account executive.

Mark Stephens, from Blair Radio, Los Angeles, joins ABC Radio Network Sales there as account executive.

Brian Sear, account director and director of publications, Thomas A. Hogarty Public Relations/Marketing, Rockville Centre, N.Y., joins Creamer Dickson Basford, Providence, R.I., as account executive.

Blaine Decker, from Arbitron, New York, joins WLTV(TV) Miami as VP, director of sales.

Hank Tronco, from WWSH(FM) Philadelphia, joins Cable AdNet, cable TV advertising interconnect there, as director of sales.

Appointments, WNOL-TV New Orleans: **Steve Friedheim**, former national sales manager, KCOP(TV) Los Angeles, to VP, director of sales; **Gayle Garrett**, account executive, Katz American Television, New York, to national sales manager, and **Ed Perl**, from WCIX-TV Miami, to local sales manager.

Stephen Peskin, VP and general manager, WRLH-TV Richmond, Va., joins KPIX(TV) San Francisco as general sales manager.

Charles Zellermayer, sales manager, WBCS-FM Milwaukee, named general sales manager, WBCS-AM-FM there.

Jose Luis Munoz, news and community affairs director, KGBT(AM) Harlingen, Tex.,

named general sales manager, succeeding Antonio Solis, named general manager (see "Media," above). **Don Hale**, regional sales manager, KGBT(TV) Harlingen, named general sales manager.

Dan Maxwell, general sales manager, WLTY(FM) Norfolk, Va., named general sales manager, WTAR(AM)-WLTY(FM) there.

Ralph Flynn, account executive, WDEF-TV Chattanooga, named general sales manager.

Dick Warshaw, from KIQQ(FM) Los Angeles, joins KGFJ(AM)-KUTE(FM) there as general sales manager.

Julian Massi, retail marketing specialist, WBTV(TV) Charlotte, N.C., named to newly created position of market development director.

Lesley Okura, from KVI(AM)-KPLZ(FM) Seattle, joins KSEA(FM) there as marketing director.

Jeff Osborne, director of research and sales promotion, Group W Television Sales, New York, named VP, sales administration and marketing. **Joseph Piccirillo**, research manager, Katz, New York, joins Group W Television Sales there as research director.

Carol Stewart, account executive, WOWK-TV Huntington, W. Va., named local sales manager.

Claudia Brooks, account executive, WFAA-TV Dallas, named local sales manager.

Ron Sandilands, account executive, KKNU(FM) Fresno, Calif., named local sales manager.

Charles Jewell, account executive, WHO(AM) Des Moines, Iowa, named national sales manager.

Ted Stephens, member of sales department, WHO-TV Des Moines, Iowa, named local-regional retail sales director.

Sheri Tobin, account executive, KKHR(FM) Los Angeles, named retail sales manager.

Susan Byrne, research associate, WNEV-TV Boston, joins WLVI-TV there as research director.

Frank Mack, from WBTV(TV) Charlotte, N.C., joins WPCQ-TV there as local sales manager.

Al Canelli, account executive, KATV(TV) Little Rock, Ark., named local sales manager. **Leslie Heizman**, community relations director, KATV, named account executive.

Joe Heinz, from WLUP(FM) Chicago, joins WLS-AM-FM there as retail sales account executive.

Patricia Fowler, from KATZ(AM) St. Louis-WZEN(FM) Alton, Ill., joins KMOX-TV St. Louis as account executive.

Joseph DeCarlo, from WMET(FM) Chicago, joins WFLD-TV there as account executive.

Walter McGhee, director of marketing, non-commercial WGTE-TV Toledo, Ohio, named senior account representative, underwriting and guide advertising.

Programing

Appointments, Viacom International, New York: **Joseph Zaleski**, senior VP, domestic syndication, Viacom Enterprises, to president, domestic syndication; **Michael Gerber**,



Zaleski



Gerber



Lightstone

VP, business affairs, Viacom Enterprises, to senior VP; **Ronald Lightstone**, VP, corporate affairs, Viacom International, New York, named senior VP, corporate and legal affairs, and member of operations committee, and **Sara Levinson**, VP, marketing, The Nashville

Network, Stamford, Conn., to director of corporate development.

Stephan William Schulte, VP, operations and production services, Showtime, New York, named senior VP, operations and production services, Showtime/The Movie Channel, there. **Ron Bernard**, VP, finance and administration, Showtime, New York, named senior VP, finance and administration, Showtime/The Movie Channel.

Tom Coughlin, counsel, Walt Disney Productions, Los Angeles, named director, business development, The Disney Channel.

John Pike, VP, video programing, Paramount Pictures Corp., Los Angeles, named senior VP.

James Gentilcore, chief financial officer, Associated Film Distribution Corp., Los Angeles, joins MGM/UA Entertainment there as VP, financial services. **John Peckos**, Western division manager, MGM/UA, named assistant general sales manager. **Bill Gallagher**, VP, worldwide marketing, MGM/UA, named executive VP, general manager, MGM/UA Home Video, succeeding **Micky Hyman** (see below).

Renee Palyo, freelance writer and story consultant, Los Angeles, joins ABC Entertainment there as executive producer, novels and

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limited series.

Micky Hyman, VP and president of home video division, MGM/UA, Los Angeles, joins The Cannon Group there as chief executive officer, executive VP and director.

Tay Voye, VP, program development, Post-Newsweek Productions, named VP, programming, Western-World Television, Los Angeles.

Larry Madison, acting branch manager, Analysts International Corp., Syracuse, N.Y., joins USA Network, Glen Rock, N.J., as director, management information services. **Gil Faccio**, VP, regional operations, Warner Amex Satellite Entertainment Co., New York, joins USA Network as VP, affiliate relations.

Stanley Catron, assistant VP, writer relations, Broadcast Music Inc., New York, named to newly created post of VP, performing rights. **Bobby Weinstein**, director, writer relations, named to newly created position of assistant VP, writer relations.

Michael Sheehy, program director, KNX-FM Los Angeles, leaves to become founding president of Smack Dab Studios, broadcast production firm, Culver City, Calif.

Joanne Lovelace, general manager, Earth News Radio, Los Angeles, joins Jim Brown Productions there as VP, product development and general manager, *Odyssey File*, syndicated radio series.

Paul Schaeffer, treasurer, People for the American Way, Los Angeles-based nonprofit organization co-founded by Embassy Communications co-owner Norman Lear, joins Embassy, Los Angeles, as VP and executive assistant to Lear.

Olita Crawford, producer and talent coordinator, *Good Morning America*, ABC, Washington, joins Biznet, business network of U.S. Chamber of Commerce, Washington, as producer, *It's Your Business*, syndicated weekly television public affairs program.

Appointments, Lexington Broadcast Services, New York: **Ron Johnson**, from Broadcast Marketing Corp., New York, to VP, Eastern advertising sales manager; **Tony Intelisano**, from TeleRep, New York, to VP, newly established research services group, and **Stephen Parker**, district manager, TV affiliate relations, ABC-TV, New York, to manager, central station sales.

Appointments, Colex Enterprises, new syndication joint venture between Columbia Pictures Television and Lexington Broadcast Services: **Richard Golden**, television programming consultant, Katz Communications, New York, to national sales manager there; **Cynthia Wilson**, assistant to president, Columbia Pictures, Los Angeles, to distribution coordinator there, and **Bruce Casino**, station sales representative, Lexington, New York, to account executive there.

Marc Hirsch, account executive, Cable Health Network, New York, joins Paramount Television Domestic Distribution there as director, advertiser program sales.

Steven Flatow, senior marketing manager, Wilson Sporting Goods Co., Chicago, joins Rainbow Programming Services, Woodbury, N.Y., as product manager, The Playboy Channel.

Gary Cozen, local-retail sales manager, WCAU-TV Philadelphia, joins Warner Brothers Television Distribution there as Eastern sales director.

George Chirogene, marketing development manager, Westinghouse Broadcasting's KYW-TV Philadelphia, joins Group W Satellite Communications as Midwest sales manager, Chicago.

Appointments, *The Jesse Owens Story*, Paramount Television Domestic Distribution, Los Angeles: **Harve Bennett**, independent producer-director, to executive producer; **Harold Gast**, freelance writer, to producer-screenwriter, and **Richard Irving**, independent director, to director.

Don Baer, VP, Screen Communications, Seattle-based advertising agency, joins Sonics Superchannel, Seattle sports programming network, as executive producer.

Joel Stein, producer, *Solid Gold*, first-run weekly television series, Paramount Television Domestic Syndication, Los Angeles, assumes additional duties as producer of daily *Solid Gold* feature.

Byron Day, from NBC Sports, New York, and **Leandra Reilly**, from Entertainment and Sports Programming Network, Nashville, join Sports Time, Cincinnati, as anchors, *Sports Desk*. Sports Time is all-sports pay cable television network scheduled to debut April 3.

Diana Foster, director of Southwest sales, Telectures Corp., Dallas, joins Dallas office of Golden West Television as West Coast sales representative.

Harry Valentine, from WCOL(AM)-WXGT(FM)

Columbus, Ohio, joins WNCI(FM) there as program director.

Thomas Krol, creative director, advertising and promotion, McGraw-Hill Broadcasting's KMGH-TV Denver, joins co-owned KERO-TV Bakersfield, Calif., as director of programming and promotion.

Steven Gray, assistant director of programming, noncommercial KOCE-TV Huntington Beach, Calif., joins noncommercial KUHT(TV) Houston as program director.

Chris Walden, from Tatum Communications, Los Angeles, joins WJAR-TV Providence, R.I., as executive producer, *PM Magazine*.

Louis Massiah, independent television producer, joins noncommercial WHYI-TV Wilmington, Del., as producer.

Jon Summers, air personality, WTAE(AM) Pittsburgh, named programming assistant.

John Harrington Burns, singer and song writer, joins WQRA(FM) Warrenton, Va., as host, *Big Band Dance Party*.

Jack Concannon, sports director, KLAS-TV Las Vegas, joins KIRO-TV Seattle as sports producer.

Mary Beth Kirchner, program director, WLQR(FM) Toledo, Ohio, joins noncommercial WGTE-TV there as producer-director. **Robert Walden**, production assistant and associate producer, noncommercial WQED(TV) Pittsburgh, joins WGTE-TV as producer-director.

Mike Dowling, sports director and anchor, WANE-TV Fort Wayne, Ind., joins WBZ-TV Boston as weekend sports anchor and weekday sports reporter.

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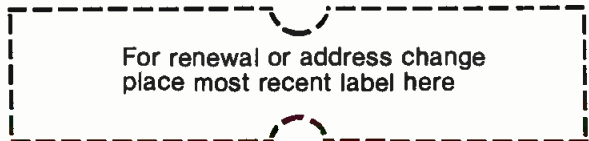
Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No



The one to read when there's time to read only one.

News and Public Affairs

Tom O'Neal, news director, WRBL(TV) Columbus, Ga., named VP of parent, Columbus Broadcasting Inc.

Alan Holzer, assistant news director, KDKA-TV Pittsburgh, joins WHEC-TV Rochester, N.Y., as news director.

David Tomlin, bureau chief, Associated Press, Columbia, S.C., named bureau chief, Iowa and Nebraska operations, Des Moines, Iowa. **Sally Carpenter Hale**, from Dallas bureau, AP, named news editor, Portland, Ore., bureau.

Mimi Beck, assistant news business manager, KRON-TV San Francisco, named news business manager. **Robert Hartnett**, from defunct Satellite News Channel, Stamford, Conn., joins KRON-TV as production supervisor, news.

Lorrie Redfield, executive producer, WQAD-TV Moline, Ill., joins KRDO-TV Colorado Springs as producer, *18 Weekend Report*.

George Wolf, news manager, WKYC-TV Cleveland, named executive producer, *Channel 3 News*.

Susan Giovati, news director, WHUT(AM)-WLHN(FM) Anderson, Ind., joins WTHR(TV) Indianapolis as associate producer-night assignment editor.

Bruce Corris, producer, WKBW-TV Buffalo, N.Y., joins WPVI-TV Philadelphia as producer-writer.

John Schubeck, co-anchor, 5 p.m. news, KNXT(TV) Los Angeles, assumes additional duties as 6 p.m. co-anchor.

Frank Robertson, from WSPA-TV Spartanburg, S.C., joins KTVK(TV) Phoenix as news anchor.

John Pendolino, from WBNS-AM-FM Columbus, Ohio, joins WJW(AM) Cleveland as news anchor.

Becky Miller, from Pikes Peak Broadcasting's KJCT(TV) Grand Junction, Colo., joins co-owned KRDO-AM-FM Colorado Springs as anchor-reporter.

Jennifer Johnson, anchor-reporter, WASR(AM) Wolfeboro, N.H., joins WLAM(AM) Lewiston, Me.-WKZS(FM) Auburn, Me., as afternoon anchor-reporter.

Pat Mastors, from WGAN-TV Portland, Me., joins WJAR-TV Providence, R.I., as reporter.

Gregory Reid, local origination production assistant, Lowell (Mass.) Cable Television, Colony Communications cable system serving Lowell, Chelmsford and Tewksbury, all Massachusetts, named reporter, *Local Cable News* there.

Eva Medina, assistant community affairs director, KGBT(TV) Harlingen, Tex., named community affairs director.

Technology

Lawrence Brody, manager, broadcast engineering, Satellite Television Corp., Washington, named director, broadcast engineering and technical operations. **David Durand**, director, equipment engineering, STC, named

assistant VP, subscriber equipment. **Hazel Kahan**, VP, research, Warner Amex Cable Communications, New York, joins STC as VP, research and market planning.

Peter Jensen, corporate controller, ADDA Corp., Los Gatos, Calif., named chief financial officer.

William Karnes, treasurer, Comsat, Washington, named controller.

John Swanson, director of engineering, broadcast division, Cox Communications, Atlanta, named VP, engineering.

James Warner, chief technician, General Electric Cablevision of Hattiesburg, Miss., joins Continental Cablevision of Illinois as district engineer.

Mark Fehlig, manager, automation sales support, broadcast studio division, Harris Corp., Melbourne, Fla., named broadcast sales manager, satellite communications division.

Allan Scott, weather anchor, WMID-TV Midland, Tex., joins WJTV(TV) Jackson, Miss., in same capacity.

Charles Smith, from Metromedia's KRIV-TV Houston, joins co-owned KNBT-TV Dallas as chief engineer.

Promotion and PR

Peter Hamilton, administrator, corporate press, NBC, New York, joins Young & Rubicam USA there as manager, press relations.

Ellen Kaye, advertising and promotion manager, WNBC(AM) New York, joins USA Network, Glen Rock, N.J., as director of consumer promotion.

John Williams, public relations representative, Opryland U.S.A., Nashville, joins Holder Kennedy & Co., public relations firm there, as account executive.

Sal Sardo, advertising manager, Metromedia's KTTV(TV) Los Angeles, joins co-owned KNBN-TV Dallas as promotion manager.

Keith Carson, director of promotion and public relations, WTVX(TV) Fort Pierce, Fla., joins WBLS(FM) New York as promotion director.

Sal Sardo, advertising manager, Metromedia's KTTV(TV) Los Angeles, joins co-owned KNBN-TV Dallas as advertising and promotion manager.

Kim Ashley, director of marketing, Netherlander of California, Los Angeles-based concert promoter, joins KSDO-AM-FM San Diego as director of promotion and publicity.

Allied Fields

Ralph Haller, in charge of research, Columbia, Md., laboratory of FCC's Office of Science and Technology, named chief, technical and international branch, policy and rules division, Mass Media Bureau, FCC, Washington.

Gary Drenik, regional manager, Radio Advertising Bureau, Cleveland, joins Management Horizons Inc., Columbus, Ohio, international marketing, research and management consulting firm, as general manager, media mar-

keting systems [radio and television].

John Dussling, from KalaMusic, Kalamazoo, Mich., joins Radio Advertising Bureau, Chicago, as regional manager.

Ann Hagemann, assistant director of government relations, ABC, Washington, joins Association of Maximum Service Telecasters there as VP.

Robert (Shad) Northshield, producer, *CBS News Sunday Morning*, has been given National Conservation Award by National Wildlife Federation, Washington. Award is for "the nature closing segment which has become a distinctive trademark of the show," and because show "consistently reports on environmental issues," according to federation.

John Leverence, awards administrator, Academy of Television Arts and Sciences, Los Angeles, named awards director.

Elected officers, National Association of State Radio Networks: **Tim Patton**, Interstate Communications, president; **Bob Poe**, Florida Network, president-elect; **Jeff Smith**, Missouri, vice president, and **Ann Ransom**, Texas State Network, secretary-treasurer.

Elected officers, Women in Cable, New York: **Judith Carroll**, Warner Amex Cable Communications, president; **Honey Rodman-Goodman**, Manhattan Cable TV, vice president; **Shakirah Wadud**, Home Box Office, secretary, and **Leslie Morgan**, Warner Amex Cable Communications, treasurer.

Deaths



Roden

E.O. Roden, 65, chairman and chief executive officer, Skyline Network, owner of four AM's and four FM's in Mississippi and Florida, and of Bayou Cablevision, Mobile, Ala., and Pioneer Cablevision, Kalamazoo, Mich., and member of board of directors, Heritage

Cablevision, Des Moines, Iowa, died of stroke Feb. 16 at Mease General hospital, Clearwater, Fla. He is survived by his wife, Ruby, two sisters and four brothers.

David P. Malenofski, 41, associate director since 1975, *Good Morning America*, ABC, Washington, died of cancer Feb. 19 at George Washington University hospital, Washington. He joined ABC News in 1970 as associate director in New York. He is survived by his wife, Louise, and two sons.

Daniel Michael Moyer, 70, retired attorney, FCC, Washington, and former general attorney, KARD-TV Wichita, Kan., died of heart attack Feb. 24 at Frederick (Md.) Memorial hospital. He is survived by his wife, Dorothy, and three daughters.

Norma Murray Ervin, 67, wife of Thomas E. Ervin, retired executive VP, NBC, died of cancer Feb. 24 at her home in New York. She is survived by her husband and son.

A strong voice, an even hand

David Markey, who as assistant secretary of commerce for communications and information heads the National Telecommunications and Information Administration, seems, at first glance, a classic product of the old-boy network as it operates in the Republican out-back of Maryland politics, as well as in Washington. He is a tall, strapping, 43-year-old ex-jock from Western Maryland College, Westminster, Md., with a pleasant manner and an unassuming air that helps persuade those in the pressure cooker of Washington, where to be always on guard is rational behavior, that here is a nonthreatening type. But there is more to Markey's success than application of the Willy Loman formula of a shoeshine and a smile.

Which probably is a good thing, considering the pivotal role Markey plays in the making of national telecommunications policy. Under the executive order by which President Carter created NTIA, the secretary of commerce is the President's principal adviser in that policy area, with the head of NTIA as the department's in-house expert. The issues coming within NTIA's purview are as complex and significant as almost any in government—among them, the regulation of telephone charges in the wake of the breakup of AT&T and the decidedly controversial question of whether the U.S. should authorize the establishment of systems to provide the kind of international communications service that long seemed the exclusive preserve of the International Telecommunications Satellite Organization.

To such issues, Markey brings the experience he began acquiring as a top aide to then-Senator Glenn Beall (R-Md.), a member of the Senate Communications Subcommittee in the early 1970's. After that Markey spent seven years as a lobbyist for the National Association of Broadcasters. He also brings to his job a conservative Republican outlook that fits neatly with the marketplace, deregulatory philosophy Ronald Reagan has made the rage in Washington. "Deregulation of the telecommunications industry will stimulate economic activity and create more jobs and services," Markey says.

Markey's background is richer in political experience than technical expertise. And at the State Department, which has been exchanging fire with NTIA in a turf war that persists almost with the stubbornness of the fighting in Lebanon, he has been characterized as a "pleasant guy" who "knows a few people" but who is "not well briefed." That feeling could be the result, at least in part, of the frustration of dealing with a man who, despite what seems an easy-going manner, battles fiercely for his views.

Whatever the background, Markey seems to have energized an agency where morale had plummeted because of budget and per-



David John Markey—assistant secretary of commerce for communications and information, head of National Telecommunications and Information Administration; b. July 25, 1940, Frederick, Md.; BS, Western Maryland College, 1963; JD, University of Maryland Law School, 1967; clerk, U.S. Judge Edward Northrup, 1965, and for Judge Stewart Day, fourth judicial district of Maryland, 1965-1967; Governor Spiro Agnew's staff, 1967-1969; aide to Representative and later Senator J. Glenn Beall, 1969-1974; National Association of Broadcasters, government relations, 1974-1981; chief of staff for Senator Frank Murkowski (R-Alaska), 1981-1983; assistant to FCC Chairman Mark Fowler, January-March 1983; special adviser (acting head), NTIA, March-August, 1983, and present title since then; m. Patricia E. Markey, Dec. 24, 1977; children—Courtney, four months.

sonnel cuts and a previous administrator whose natural reserve made it difficult for him to communicate with his staff. Under Markey, who has headed NTIA since last March, the agency's slide has been arrested and the decline in budget and personnel has stopped.

Whatever else might be said of Markey, calculation does not seem to be part of his makeup; he has reached a subcabinet post almost in spite of himself. At Western Maryland, he played football and basketball and was on the golf team—and looked forward to a career as a teacher and coach. But he had taken the law school aptitude test, and scored the highest of anyone at Western Maryland, so he decided on law as a career, and enrolled at the University of Maryland law school. On graduation, in 1967, he was the lone graduate of the school to be invited by the Justice Department to enter its honors program, and he had decided to accept. But then the old-boy network began operating.

During law school, he had clerked for a Maryland state judge in the small town of Bel Air, Md., in Harford county, north of Baltimore. And one of the lawyers with whom he had become friendly, Stanley Blair,

was now the secretary of state in the cabinet of Maryland's new governor, Spiro Agnew. Blair helped recruit Markey for Agnew's staff, where Markey helped prepare legislation and coordinated the governor's program with state agencies. Politics was now his world. Two years later, Markey joined Glenn Beall, then a new Republican congressman from Markey's district, as his top aide. Markey stayed with him through Beall's successful race for the Senate against the incumbent, Joseph Tydings, in 1968, then served as Beall's administrative assistant for the next three years.

By that time, Markey says, "I had had enough of politics; I wanted a change." Thanks to the contacts he had made in assisting Beall as a member of the Communications Subcommittee, he was able to make one. The NAB offered him a job on its government relations staff.

For seven years, Markey plied the lobbyist's trade for the NAB. Then another friend beckoned, this one an aide to Senator Frank Murkowski (R-Alaska), who was in the market for a chief of staff. "I needed another change," says Markey. He also was "fascinated" with Alaska, although he had never been there—and never did get there in the two years he was Murkowski's chief of staff before FCC Chairman Mark S. Fowler offered him a job. Fowler's relations with Capitol Hill were seriously in need of repair, particularly on the Senate side, and Markey seemed to have the experience and the friends in the right places to help with the repair. Fowler's judgment was excellent; his timing was not.

Markey had accepted Fowler's offer because, he says, "I liked Mark; I thought he wasn't getting the credit he deserved." But, "literally" three days after he joined the chairman's staff, opportunity, its knuckles by now bleeding, knocked again. "Bernie and I always were close," Markey says of Bernard J. Wunder Jr., his predecessor at NTIA. And when Wunder disclosed his intention to resign, Markey was interested. Two months later, he was running NTIA as a presidentially appointed special adviser.

There is one quality about Markey that has served him in good stead—a sense of self that is not overblown. He found himself in what he concedes was "a very awkward position" when the President departed from what seemed his normal deregulatory posture and directed Markey and the Department of Justice to abandon their positions in favor of repeal of the FCC's financial interest and syndication rules. The new position was to support legislation prohibiting the commission from acting on the issue for two years. Markey insists he was not embarrassed: "When you work for an administration, whatever the position it takes is your position. The boss gives you the word, and that's the story."

The ex-jock from Western Maryland has learned the realities of Washington life. ■

Writers Guild of America voted late Thursday (March 1) to **postpone threatened strike against news departments of ABC-TV and CBS-TV until 12:01 a.m. today** (March 5), when, if guild negotiators deem talks have become constructive, they may further postpone their strike for another 24 hours. At issue in impasse, according to guild director Len Wasser, are attempts by both networks to cut back on number of tasks, including execution and design of graphics, that must be performed by union members. Also at issue is demand that members of American Federation of Television and Radio Artists write copy not only for their on-air performances, but also for those of other AFTRA members, thus eliminating many staff writing jobs, according to Wasser, who said AFTRA supports guild in opposing this demand. Talks toward new contract have been under way since early January, according to Wasser, whose union represents about 700 employees of CBS and ABC News in New York, Chicago, Los Angeles and Washington. Should strike take place, it would be first in history by staff writers of either ABC or CBS. Wasser said guild voted to postpone its strike, originally set for expiration of its last three-year contract, because Monday is "more effective" time for walkout and because union wanted to demonstrate its desire for settlement, before having to take final step of striking. ABC and CBS declined to comment on talks.

Representative John Dingell (D-Mich.), chairman of House Energy and Commerce Committee and Oversight and Investigations Subcommittee, has **asked FCC for details on Metromedia's proposed \$1.45 billion leveraged buyout** by company's senior management (BROADCASTING, Dec. 12, 1983). Before transfer occurs, Dingell said it is important that subcommittee be "fully informed" on matter. Meanwhile, **National Black Media Coalition has petitioned FCC to deny transfer**. Among other things, NBMC alleged that Metromedia should have been required to use more involved Form 315 transfer application, not Form 316, which it said "may be filed only



Grand opening. United Press International officially christened its new world headquarters in Washington last week at a reception for close to 700, including representatives from the White House, Congress and the press. Included in the new headquarters are UPI's Washington, national, Latin American and international news desks. UPI President William J. Small anticipates a turnaround in UPI's fortunes, saying the news service would go from red ink to black some time this year, when total revenues will be some \$110 million. Although some 50 noneditorial staff members were let go a year ago, as many more have been taken on since, and UPI has opened 30 new bureaus in the process. Maxwell McCrohon, UPI's executive vice president and editor in chief, and Ron Cohen, managing editor, are based in the new Washington facility, with Small dividing his time between Washington and New York, where he will continue to be based. Above: The Society of Professional Journalists/Sigma Delta Chi took advantage of the reception to present UPI with the society's "Historic Site in Journalism" award commending "the world's largest privately owned news service" for its "76 years of providing news and information." Representing SPJ/SDX, Bob Lewis (l), of Newhouse News Service, Washington, is shown presenting the award to UPI managing director and chief executive officer, Douglas F. Ruhe (center), and Small.

in circumstances involving truly pro forma highly routine intracorporate transfers."

Denver cable franchise award to **Mile Hi Cablevision**, partnership of Daniels & Associates and American Television and Communications, was **invalidated** by Denver district court judge last Friday (March 2) on constitutional issue involving failure of city's residents to vote directly on franchise award. (Instead, residents had voted 2-1 to allow city council to award franchise.) Plaintiffs included local resident, William Danks, plus United Cable, one of losing applicants for Denver franchise. Fred Dressler, president of Mile Hi, said case would be appealed to Colorado Supreme Court, noting most of state's cable franchises would be jeopardized if ruling stands, as only few were directly voted by citizens. Mile Hi has spent almost \$25 million in construction so far, passes 35,000 homes, has 7,500 customers.

FCC last week modified its rules dictating what sorts of information commercial radio stations must keep **on issue programming** to require filing of issues-programs lists on a quarterly basis. It also deleted its requirement that licensees describe how they determined what issues to include—but said licensees could list more than 10 issues, if desired. As part of its "radio deregulation" order commission dropped its program log-keeping requirement. It still required radio broadcasters to provide coverage of issues responsive to their communities, even though only documentation commission required was list of five to 10 community issues along with examples of programming aired to address those issues, which broadcasters were to place annually in their public files. **Court of Appeals** in Washington, however, **questioned adequacy of issues program list** for gauging station's overall public service performance and remanded that part of decision to FCC.

FCC has designated for hearing renewal application of Metroplex Communications of Florida for WHY(FM) Fort Lauderdale, Fla. FCC said "inconsistencies" in licensee's responses to questions about its equal employment opportunity program, its classification of female employees and its statements about former employee raised "substantial and material questions of fact concerning the licensee's candor." Replied Metroplex spokesman: "We will vigorously defend our long and exemplary broadcast record before the commission and we will use the hearing to demonstrate that WHY(FM) has always followed the highest standards of broadcast service to the public."

Yet another paragraph was written in network **financial interest syndication** saga last week. Association of Independent Television Stations reported its version of demise of industry compromise efforts on rules. **INTV's account submitted to FCC** substantiated one presented by Motion Picture Association of America (BROADCASTING, Feb. 27). "From the point of view of INTV, it is regrettable that the negotiations have broken down, and it is our hope that through the activities of the parties or interested third parties negotiations can be resumed, not only with CBS but with ABC and NBC as well," INTV said. "It is our feeling that the parties have cut through much of the adversarial underbrush and are near to resolution of the problem which would serve not only the interests of the parties but the public interest as well." Compromise, said INTV, was near that proposed to FCC by INTV: keeping network out of syndication and giving them ability to take up to 30% financial interest in their shows.

In response to slower-than-expected development of receive unit for teletext transmissions it is currently sending out over network (based on North American Broadcast Teletext Standard), **CBS will broadcast three hours of prime time programming next fall with closed captions** in line 21 of vertical blanking interval ("Close Circuit," Feb. 13). Up to now, CBS has resisted doing so, preferring to go with teletext-captioned programs instead. Network has been transmitting three hours of captioned prime time programming over Extravision teletext service since it went on line last April. In fall both modes will be utilized to transmit three hours of captioned



Advertising summit. The Association of National Advertisers' television workshop in New York last week brought together 550 representatives from advertisers, agencies and broadcast stations. Among those in attendance were (top photo, l-r): James Boynton of J.C. Penney, and Evelyn Fitzsimmons and George Varjan of Richardson-Vicks; (second photo, l-r) Margaret Kelly of Bristol-Myers, Jerome Feniger of the Station Representatives Association and Peter Spengler of Bristol-Myers; (third photo l-r) Miner Raymond of Miner Raymond Associates and Jay Uhlmsiek of The Drackett Co., and (bottom photo, l-r) Kieth Landau, Gary Gruneberg and Roy Meyer, General Foods.

programming (probably *Dallas* and movie) in what CBS describes as "transitional" phase in its captioning efforts. Line 21 captions will be phased out again as NABTS decoders become available and begin to penetrate marketplace. CBS will also accept captioned programs and commercials from suppliers willing to finance captioning in both modes.

Senate last week passed **Freedom of Information Reform Act, S.774**, that would amend Freedom of Information Act. Measure, which has aroused concern of media organizations (Society of Professional Journalists, Sigma Delta Chi, Newspaper Guild, American Federation of Television and Radio Artists and Radio-Television News Directors Association), would **narrow public access to government information**. Journalists feel bill is better than original proposal but prefer legislation that would strengthen, not weaken, FOIA. Bill has been referred to House Subcommittee on Government Information, Justice and Agriculture, chaired by Glenn English (D-Okla.).

UPI said it is **talking to "several communications companies"** about creating Joint Venture Shared Communications System (JVSCS), which would use UPI's own transmission system as basis for **data distribution service** available to others. Spokesman said JVSCS could improve UPI service to its broadcast and print subscribers and ultimately become profit center for UPI. He declined to identify companies UPI is talking to, but said results should be known "soon—a couple of weeks to a couple of months."

In initial decision, FCC administrative law judge has granted application of **Cellular Telephone Co.** for nonwireline cellular radio franchise for **New York City**. Company is joint venture of LIN Cellular Communications Corp., Metromedia and Cellular Systems Inc.

Bonneville Broadcasting System officials said last week they would **discontinue satellite delivery of its beautiful music syndicated radio programs**, effective June 30, but that new tape format, tentatively called "Ultra," was being developed to provide client stations with flexibility available in satellite format. They said decision to discontinue was reached because after more than two years, only about 25 of Bonneville's 150 client stations were using satellite rather than tape service.

Senate Commerce Committee has tentatively scheduled **confirmation hearing for Dennis R. Patrick**, recess appointee to **FCC**, for March 26.

Corporation for Public Broadcasting and Reagan administration have submitted motion to dismiss as moot, case brought by administration last December, involving appointment of **William Lee Hanley** to CPB board of directors (BROADCASTING, Dec. 19, 1983). Hanley, who was subsequently approved by Senate Jan. 31, finished his term as board member on Feb. 29.

Planned September launch of national **media campaign designed to improve image of cable television may be postponed** for four months. **Council for Cable Information**, consortium of cable operators and programmers that is conducting campaign, was unhappy with reaction to animatics (cartoon versions) of TV commercials in recent consumer tests and is now working with its ad agency, McCann-Erickson, on developing new set, according to Jim Mills, CCI spokesman.

Gerald M. Levin, Time Inc. group VP-video, and **N.J. Nicholas Jr.**, Time's chief financial officer and former chairman of its HBO subsidiary, **named executive VP's**.

In series of top-level changes, **Frank McCann**, president of Katz Television since 1981, has been **named to new post of vice chairman of Katz Communications**, and has been succeeded by **Gordon Hastings**, who has been senior VP of Katz Communications since 1980. **Victor Ferrante**, senior VP, Katz Television, has been appointed senior VP, Katz Communications and is to be involved in Katz Television as well as other company-wide activities. Successor to Hastings will be named shortly.

Editorials

Chilling effect

Network news executives were summoned to Washington last Monday to be berated for projecting results of the preceding Tuesday's Iowa caucuses before the voting had begun. With the next day's New Hampshire primary on their minds, the summoners told the summoned not to do it again. The summoned did it, but in a way suggesting that copy for last Tuesday night's network news was passing through a screen of lawyers.

That's better, said Timothy Wirth, the chief summoner, but not good enough. The chairman of the House Telecommunications Subcommittee promised to be watching the night of "super Tuesday," March 13, when several states will conduct primaries. And what if the performance fails to satisfy him? Well, there is always legislation to be passed.

Al Swift, for example, the Washington congressman who in a former life was a television newsman himself, is the father of a resolution requesting broadcasters to refrain "voluntarily" from projecting returns before polls close. The resolution sailed through a House committee after the Iowa Democratic party chairman complained that Iowa voters stayed home after hearing that Mondale would sweep the caucuses.

And what if the resolution is passed and broadcasters ignore the request for "voluntary" restraint? Well, say Wirth and Swift, there may be First Amendment problems in stiffer legislation, but one way or another projections must go.

Funny that those two would mention the First Amendment while publicly telling television journalists how to cover the news. As James Madison wrote it, the amendment orders Congress to pass no law abridging the freedom of the press. But the violation of that instruction is in principle the same if congressmen attain abridgement through a formal hearing conducted by a congressional committee.

At this point a constitutional confrontation that nobody should want may be in the making, but broadcasters cannot retreat from their journalistic obligations. They ought to be precise, as they were last Tuesday night, in saying what parts of their reporting are based on counted ballots, exit polls or whatever other sources are used, but they cannot restrict their reporting to a deadline set by congressmen without becoming parties to First Amendment offense.

Network witnesses suggested once again last week that the fears of election projections diminishing the size of the vote could be significantly eased if common closing hours were decreed for polls within states and coast to coast, but nobody on the lawmaking side seems to be paying much attention. The guess here is that the face-off will get more rigid before it slackens off.

Meanwhile, as the late Sam Goldwyn once said of someone else, if James Madison were alive today, he'd be spinning in his grave.

The man in charge

At the age of 29, John D. Dingell (D-Mich.) was elected to the congressional seat left vacant by the death of his father. At biennial intervals he has been re-elected 14 times and can probably extend that record as long as he wants to. That sort of career gives a man large measures of political savvy and confidence. It does not necessarily make a constitutional scholar out of him. After reading the "At Large" that begins on page 46 of this issue,

broadcasters and cable operators may hope that John Dingell broadens his scope.

The chairman of the House Commerce and Energy Committee is the principal gatekeeper for legislation that regulates the Fifth Estate. Right now a bill recasting cable regulation is before his committee and a bill recasting broadcast regulation is being written and rewritten by the subcommittee that is charged with originating telecommunications matters. True to his reputation for candor, Dingell has talked with BROADCASTING at some length about both measures.

The cable legislation, as adopted by the Senate, would deny state and municipal cable regulators some of the excessive powers they now exercise. It would redistribute regulatory authority in a delicate balance of federal-local jurisdictions. Dingell has reduced it to simple terms. If the federal government leaves it to local authorities to say how big Dingell's water bill will be at his home in Falls Church, Va., it probably ought to leave it to local authorities to regulate cable. Politically, however, he recognizes that constituencies with clout are arrayed against each other on the cable legislation and so he hopes that private negotiations will lead to a compromise that everybody, including Dingell, can accept.

On broadcast deregulation, he thinks broadcasters are entitled to higher expectations of license renewal than they can sensibly entertain now, but on the other hand there must be some accountability. At that point—the sticking point in the drafting going on by members of the subcommittee—the details get fuzzy.

Dingell, however, isn't fuzzy at all about the differences he sees between the electronic and the printed press when it comes to First Amendment protection. He refers to a painting of the signing of the Constitution that hangs in the Capitol. "Go over and look at it," Dingell told our interviewers, "and then come back and tell me how many television cameras and how many radio microphones you find in it. And then tell me that the Founders had in mind radio or TV when they drafted the Constitution and the first 10 amendments."

By that reasoning the commerce clause of the Constitution is inapplicable to the biggest employer in Dingell's district because on that day in Philadelphia no Ford was parked outside among the horses.

Good luck.



Drawn for BROADCASTING by Jack Schmidt

"It has something to do with a cable franchise."

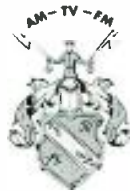


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