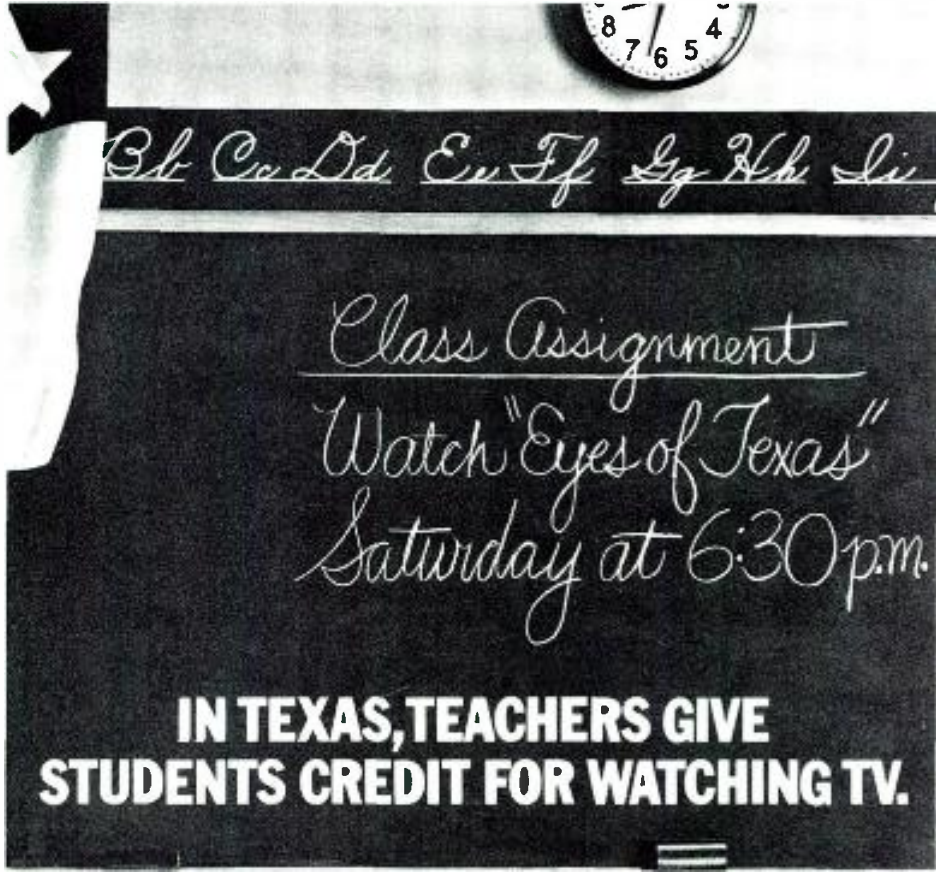


# Broadcasting Oct 8



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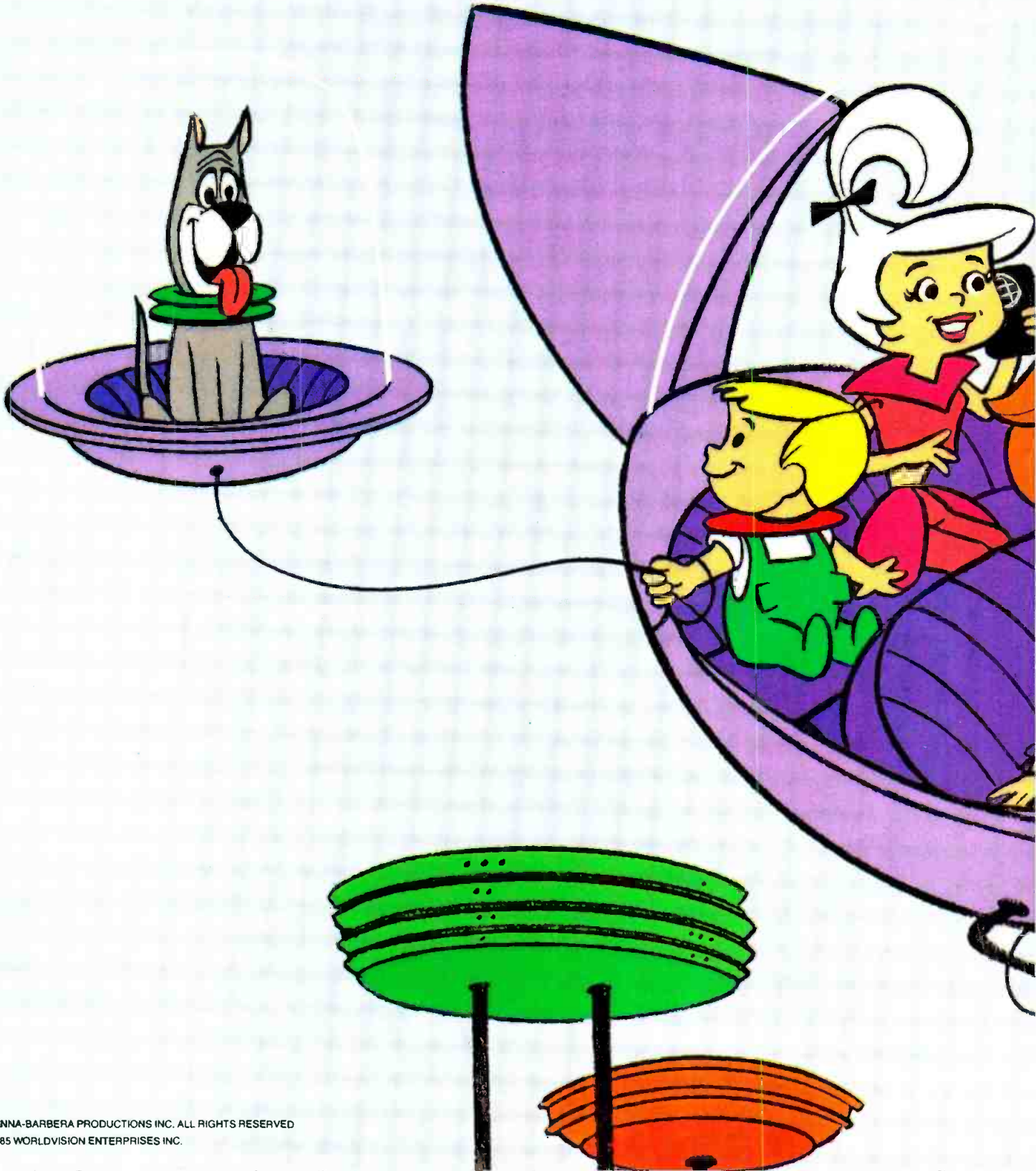
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# Broadcasting Oct 8

## State of the art on broadcast technology CBS wins premiere week Times Mirror unveils videotex service

**EARLY CASUALTIES** □ ABC revamps Tuesday night and Thursday night lineups; CBS wins premiere week. **PAGE 43.**

**ON TAP** □ FCC Mass Media Bureau chief, James McKinney, says Docket 80-90 and KTTL(FM) Dodge City, Kan., renewal remain on 1984 agenda. **PAGE 45.**

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**INCUMBENT EDGE** □ Study by Congressional Research Service shows that office holders have advantage when it comes to TV coverage. **PAGE 47.**

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**CHANGING OF THE GUARD** □ Comsat-Prudential venture names four vice presidents for DBS service. **PAGE 49.**

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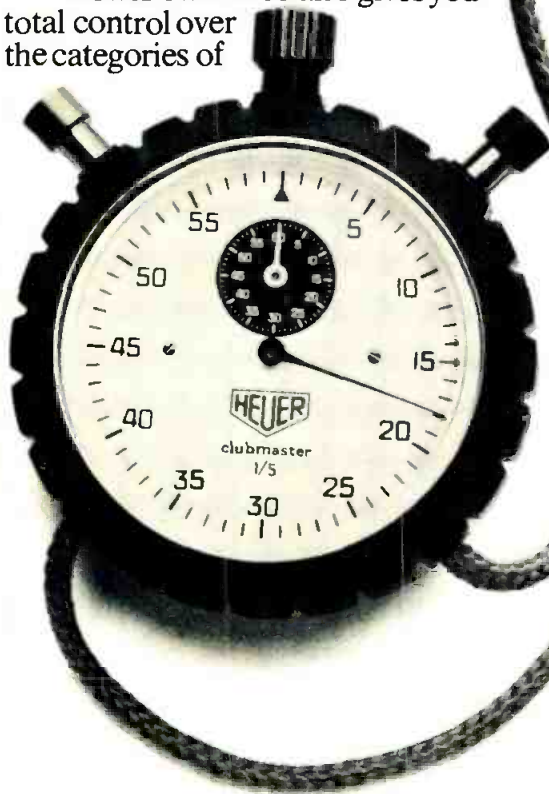
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## Synergism

Radio Convention and Programming Conference held by National Association of Broadcasters and National Radio Broadcasters Association last month brought in higher profits for both organizations than past radio meetings that they held separately. Profits were estimated at \$350,000, which NAB and NRBA will split down middle at \$175,000 each. In past, NRBA made about \$125,000 from its conventions. NAB won't say how it made out on its radio-only conference of 1983, but returns were reportedly marginal.

## Hangover

One question FCC's so-called TV deregulation order did not resolve with certainty is whether commercial loading limitation in children's programming has been scrapped. Official "interpretation" of order at commission is that "amount" limitation was deleted. But commission officials admit that's not clear in order. Issue has been raised in petition for reconsideration. Meanwhile, FCC says prudent broadcasters are going on as if requirement hadn't been deleted.

## With friend like that...

National Association of Broadcasters found itself under fire from own members last week after last-minute intervention into lobbying over cable bill. Group operators asked NAB to back off from attempts to change bill's cable-TV crossownership prohibition. (Newspaper industry was successful in lifting ban on cable-newspaper crossownership.) Group operators with cable and broadcast interests got wind of NAB's activity—described by one observer as "coming in at the 12th hour and screwing things up"—and told association to quit. Groups were afraid (a) that NAB's drive would kill measure (b) felt that crossownership rules are necessary to make case for liberalizing multiple ownership rules in broadcasting.

## Change of ghosts

FCC Chairman Mark Fowler has given Mass Media Bureau task of writing order reconsidering commission's controversial 12-12-12 multiple ownership ruling. David Donovan, attorney for bureau's policy and rules division, will be lead staffer. Source said bureau hopes to have

reconsideration order ready for commission action before end of year. Original order, which was attacked on Capitol Hill, was drafted by FCC's Office of General Counsel.

## Winners

Cubs fever has been real bonus for WGN-TV Chicago which, like Cubs, is owned by Tribune Co. and broadcasts Cubs' games. With Cubs' ratings up 25% over last year, station has upped advertising rates from \$2,500-\$3,000 in 1983 to \$5,000-\$6,000 this year and has seen revenue grow more than 50%.

WGN's superstation status has also been boosted by ball club's fortunes. Last year, after fees for distant signals went up, United Video, which transmits WGN-TV over Satcom III-R to cable systems, lost 120 of its affiliates, almost million subscribers. In last three months systems have been rejoining; some 100,000 subs were added in July alone.

## Bach on bird

Commercial classical music radio stations will soon be able to receive syndicated programming via satellite. Concert Music Satellite Systems (CMSS), newly created division of Concert Music Broadcast Sales (national rep company for classical-formatted stations), will distribute programming via Westar IV beginning Dec. 1, according to its president, Peter Besheer. At outset 18 classical stations will be interconnected, with several outlets added in early 1985.

## Upped ante

Broadcast Music Inc. told television stations in letter sent with monthly bill that it would seek to recover money it lost due to 1983 circuit court decision that froze annual license payments television stations pay to BMI and American Society of Composers, Authors and Publishers at 1980 levels. Now that appeals court has reversed circuit court's decision, which found music licensing organizations violated antitrust laws, BMI told broadcasters, "BMI intends to seek retroactive upward adjustment of the fees you have previously been charged." BMI spokesman said organization did not know "how or when" it would seek retroactive compensation, but "it's our intention to go back and get those dollars."

Attorney for ASCAP said that it is in negotiation with All Industry Television

Music License Committee for license arrangement for past and future payments. Freeze is scheduled to expire Nov. 1, 1984—when committee expects BMI to raise rates—but committee chairman, Les Arries Jr., said extension would be sought.

## Longer wait?

Members of House Energy and Commerce and Foreign Affairs Committees were being recruited last week as signers of letter urging President to defer policy decision on whether to authorize international telecommunications satellite systems that would be alternatives to Intelsat. Letter does not take position on merits of controversial separate-systems proposal, but says next Congress should have opportunity to examine policy issues involved and to offer its views. Letter emerged from office of Energy and Commerce Committee Chairman John Dingell (D-Mich.) and reflects views he has expressed in hearings. It may take while for answer. White House consideration of issue has been stalled for six months, principally because of unresolved turf fight between Commerce and State Departments.

Americans whose applications for separate systems have been on file with FCC for more than year have warned that delay in authorizing U.S. service is leaving clear field to foreign competitors. French company has just indicated interest.

## Deflation

In 10 days ending last Friday Wall Street bears took air out of number of broadcasting stocks. After market's close on Thursday, Standard & Poor's 400 were down two percent, while ABC was down six percent, CBS four and Capital Cities six. There are particulars involved in each case, but, according to company sources and securities analysts, all are victims of several "fundamentals." There is concern that recent "post-Olympic doldrums" in advertising market may extend into fourth quarter, with possible explanations including economic slowdown and heavy spending upfront. In addition, as Joseph Fuchs, vice president at Kidder Peabody, noted, broadcasting stocks have outperformed market since mid-March and, with absence of strong reason for investors to buy, there is now reason to take profits and sell.





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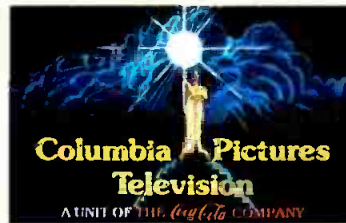
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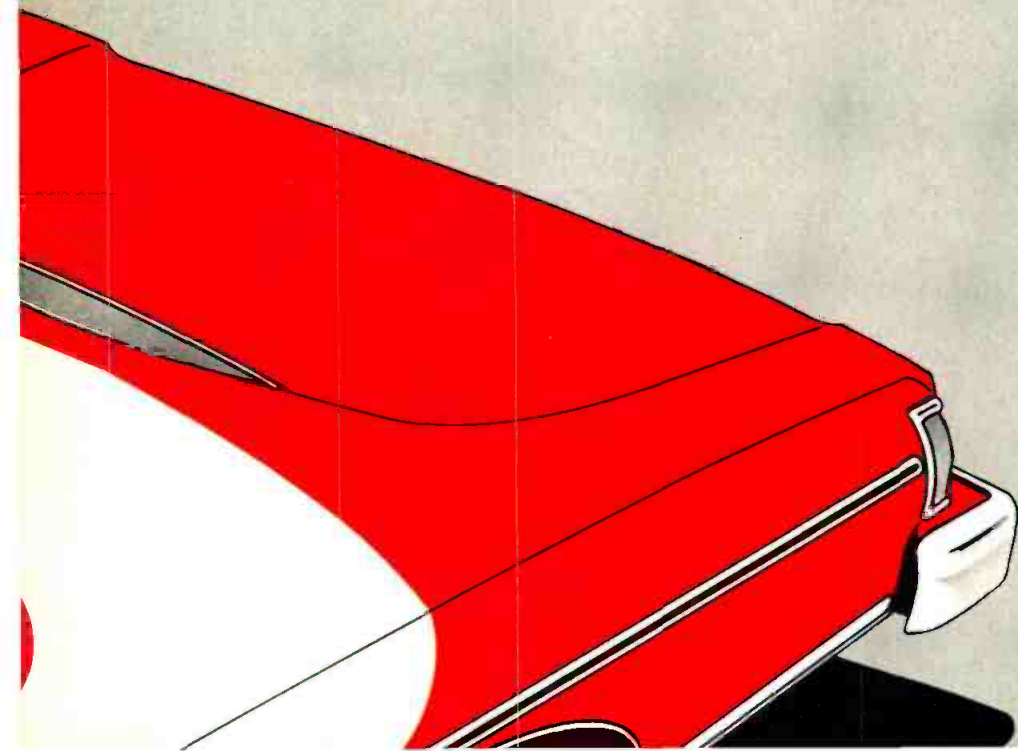
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**WMC-TV**  
**KOKH-TV**  
**KSAT-TV**  
**WTVZ**  
**WBRC-TV**  
**WJTM-TV**  
**WAST**  
**KTHV**  
**KTAL-TV**  
**KOKI-TV**  
**WXEX-TV**  
**WATE-TV**  
**WMPI**  
**KNAT**  
**WTLV**  
**KJEO**  
**WTVH**  
**WHO-TV**  
**WBAY-TV**

ROCHESTER  
PADUCAH  
SPOKANE  
DAVENPORT  
PORTLAND, ME.  
CHATTANOOGA  
COLUMBIA, S.C.  
BURLINGTON  
GREENVILLE, N.C.  
LAS VEGAS  
ROCKFORD  
CHARLESTON, S.C.  
COLUMBUS, GA.  
MONROE  
AMARILLO  
SANTA BARBARA  
BEAUMONT  
McALLEN  
LUBBOCK  
BANGOR  
ALEXANDRIA, LA.  
LAKE CHARLES  
BOWLING GREEN  
LIMA  
ANCHORAGE  
HONOLULU  
WENATCHEE

**WOKR**  
**KBSI**  
**KSKN**  
**WOC-TV**  
**WMTW-TV**  
**WDSI-TV**  
**WOLO-TV**  
**WPTZ**  
**WCTI**  
**KTHV**  
**WREX-TV**  
**WCSC-TV**  
**WXTX**  
**KNOE-TV**  
**KFDA-TV**  
**KCOY-TV**  
**KBMT**  
**KRGV-TV**  
**KLBK**  
**WVII**  
**KLAX-TV**  
**KVHP**  
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**WLIO**  
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CLEVELAND  
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MIAMI  
MINNEAPOLIS  
SEATTLE  
ATLANTA  
TAMPA  
ST. LOUIS  
DENVER  
SACRAMENTO  
BALTIMORE  
INDIANAPOLIS

SAN DIEGO  
KANSAS CITY  
MILWAUKEE  
ORLANDO  
NASHVILLE  
CHARLOTTE  
BUFFALO  
NEW ORLEANS  
GREENVILLE, S.C.  
RALEIGH  
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OKLAHOMA CITY  
LOUISVILLE  
SAN ANTONIO  
NORFOLK  
BIRMINGHAM  
DAYTON  
GREENSBORO  
LITTLE ROCK  
SHREVEPORT  
FLINT  
RICHMOND

KNOXVILLE  
MOBILE  
ALBUQUERQUE  
JACKSONVILLE  
FRESNO  
ROANOKE  
OMAHA  
LEXINGTON  
HONOLULU  
CHATTANOOGA  
AUSTIN  
JACKSON  
SPRINGFIELD, MO.  
EVANSVILLE  
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BATON ROUGE  
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FT. WAYNE  
WACO  
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ANCHORAGE  
SALISBURY  
LAKE CHARLES  
MERIDIAN  
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BOWLING GREEN

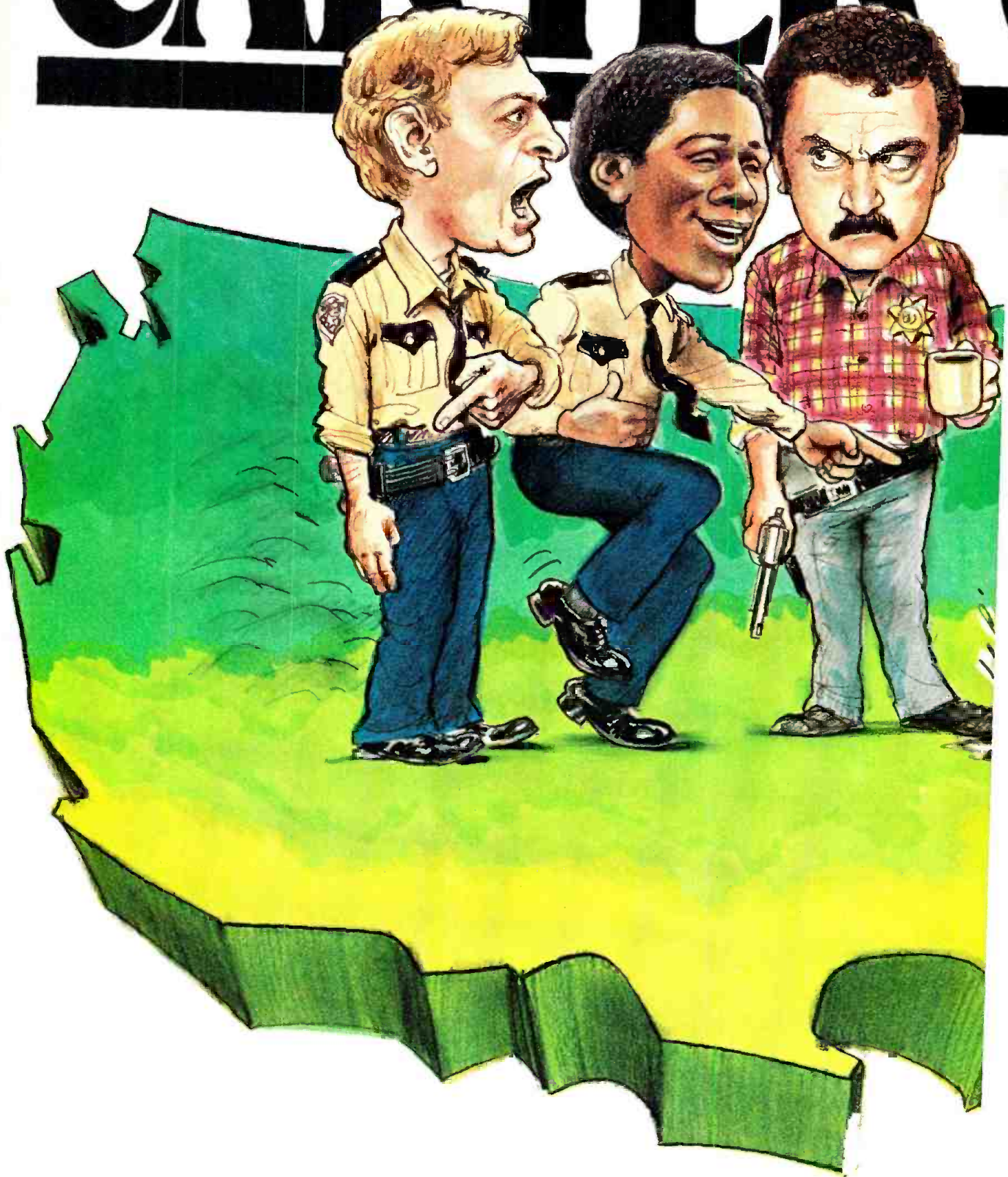
# AGAIN!

A Toy Production distributed by





# CARTER





# COUNTRY



## 77 MARKETS!

LOS ANGELES	KHJ-TV	FRESNO	KJEO
PHILADELPHIA	WTAF-TV	GREEN BAY	WFRV-TV
BOSTON	WSBK-TV	PADUCAH	WSIL-TV
DALLAS	KTVT	SPOKANE	KHQ-TV
HOUSTON	KHTV	LEXINGTON	WTVQ-TV
CLEVELAND	WUAB	CHATTANOOGA	WRCB-TV
PITTSBURGH	WTAE-TV	AUSTIN	KTVV
MINNEAPOLIS	KMSP-TV	JACKSON	WJTV
SEATTLE	KSTW	TUCSON	KVOA-TV
ATLANTA	WSB-TV	EVANSVILLE	WFIE-TV
TAMPA	WFTS-TV	LINCOLN	KHAS-TV
ST. LOUIS	KDNL-TV	COLUMBIA	WLTX
DENVER	KWGN-TV	BATON ROUGE	WAFB-TV
SACRAMENTO	KRBK-TV	HUNTSVILLE	WAAY-TV
BALTIMORE	WBAL-TV	SIOUX FALLS	KELO-TV
HARTFORD	WFSB	WACO	KCEN-TV
PORTLAND, OR	KOIN-TV	GREENVILLE, NC	WCTI
CINCINNATI	WXIX-TV	PEORIA	WEEK-TV
MILWAUKEE	WVTV	LAS VEGAS	KTNV-TV
ORLANDO	WOFL	AUGUSTA	WJBF
NASHVILLE	WNGE	SAVANNAH	WSAV-TV
CHARLOTTE	WSOC-TV	LAFAYETTE	KATC
BUFFALO	WGR	CHARLESTON	WCIV
NEW ORLEANS	WVUE	COLUMBUS, GA	WYEA
GREENVILLE, SC	WSPA	MONROE	WTVE
RALEIGH	WTVD	AMARILLO	KVII-TV
MEMPHIS	WMC-TV	MONTGOMERY	WSFA-TV
OKLAHOMA CITY	KGMC	WHEELING	WTOV-TV
LOUISVILLE	WAVE-TV	RENO	KAME-TV
NORFOLK	WTVZ	MACON	WGXA
BIRMINGHAM	WBRC-TV	TOPEKA	WIBW-TV
DAYTON	WHIO-TV	FLORENCE	WPDE-TV
GREENSBORO	WGHP-TV	ALBANY, GA	WALB-TV
LITTLE ROCK	KTHV	WILMINGTON	WECT
SHREVEPORT	KTAL-TV	ALEXANDRIA, LA	KALB
KNOXVILLE	WBIR-TV	BILLINGS	KTVQ
MOBILE	WKRQ-TV	HONOLULU	KIKU
ALBUQUERQUE	KSAF-TV	ANCHORAGE	KIMO
JACKSONVILLE	WTLV		

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## Naming names

MTV Networks Inc. has announced the name for the music video channel it intends to launch in January 1985 targeted to the 25-to-49-year-old demographic—VH-1. VH stands for "video hits." Like MTV, the new service will be advertiser-supported, running 24 hours a day. It will be offered free to those carrying MTV, but as a stand-alone service operators will be charged an as yet unannounced fee.

## More transponder hopping

Showtime and The Movie Channel notified their affiliates last week that they will drop their eastern feeds on Satcom III-R, and offer them from Galaxy I only, effective Dec. 14. The two services have been beaming the feeds from both satellites since Aug. 15. "We believe our dual feed has given affiliates a comfortable period of time in which to adjust, and that this present two-and-a-half-month notification will further ease the transition," said Stephen Schulte, senior vice president, operations and production services, Showtime/The Movie Channel Inc. "We know from our research in the field that the majority of affiliates are now looking at Galaxy and are ready for this move."

Here's where to find the Showtime and TMC feeds after Dec. 14: Showtime east,

Galaxy I, transponder 5; Showtime west, Satcom III-R, transponder 10; TMC east, Galaxy I, transponder 10, and TMC west, Galaxy I, transponder 14.

## On his own

Robert Lewis, who served for more than eight years as president of Jones Intercable, has resigned and formed own cable company, Lewis Communications Inc. "The accomplishments we achieved at Jones were very satisfying and rewarding," Lewis said, noting that Jones's subscriber rolls grew from 10,000 to 400,000 during this tenure with the company. "However, I think it is time I fulfill the entrepreneurial desire of having my own company." The 26-year cable veteran said he is in the midst of negotiations for the acquisition of several cable systems serving a total of 10,000 subscribers. He added that he will continue as a consultant to Jones.

## Heritage offer

Heritage Communications has filed to offer 1.5 million shares of common stock. The Des Moines, Iowa-based MSO, which currently has 7.6 million shares outstanding, hopes to raise \$25 million, which would be used to reduce debt associated with the acquisitions of cable systems and the July purchase

of Daylight Screen Co. Daylight, based in Warsaw, Ind., is the world's largest manufacturer of front-end and rear-end projection screens, according to a Heritage spokeswoman.

## Walk right in

Cable stores are becoming an increasingly popular marketing tool. Tribune-United Cable of Montgomery county, Md., is the latest to open a store where prospective subscribers can wander in, sample what cable has to offer and sign up for the service. The Tribune-United store, in a mall in the county seat of Rockville, features 25 monitors that will continuously show the various services. According to Tribune-United, the store will also serve as a service center, where subscribers can go to pay bills or increase or decrease their service. Tribune-United said it is considering opening other stores across the county. When completed, the Montgomery system will pass around 230,000 homes.

## Family hours

Showtime has established two "family programming" time blocks in its schedule—4 p.m.-6 p.m. daily and 6 a.m.-10 a.m. Sunday mornings. The new family viewing hours debuted last Monday (Oct. 1).

The family programming will consist of feature films, such as "Huckleberry Finn" and "International Velvet," and cartoon specials. It will also feature episodes of Showtime's own *Faerie Tale Theater* series, and a series entitled *Righteous Apples*, about a multiethnic teen-age rock group, as well as holiday specials. Grouping the pay service's family programming into specific time blocks, said Jim Miller, senior vice president, program planning, is "a way of increasing subscriber familiarity with, and viewing of" Showtime's family program menu.

## Nebraska numbers

Showtime/The Movie Channel Inc. released last week the sixth in a series of surveys by state, which attempt to quantify lost cable revenues due to signal theft. The latest survey, focusing on Nebraska, estimates that cable operators there are losing \$5 million (or 13%) in annual revenues due to the pirating of cable signals. The surveys are prepared by the company's affiliate marketing division, headed by David Schreff. He said that based on the research the company has done, the industry is losing an estimated \$500 million to \$700 million annually because of service theft.

In addition to future surveys of other states' cable theft losses (besides Nebraska, New Jersey, Texas, Florida, Maryland and Delaware have already been surveyed), Schreff said Showtime/TMC would be involved in anticable-theft campaigns in all 50 states over the next two years. He said that campaigns on the state level should focus



**On the dotted line.** Executives of ABC Video Enterprises and Nabisco Brands last week concluded the deal in which Nabisco bought 20% of ESPN for \$60 million. On hand were, front row (l-r): John Martin, president, Ohlmeyer Communications (a Nabisco joint venture which will represent Nabisco on the ESPN board); Don Ohlmeyer, chairman, Ohlmeyer Communications; Herb Granath, president, ABC Video Enterprises, and Warren Schaub, vice president, finance, ABC Inc. Back row (l-r): Alice Kossoff, assistant general attorney and associate director of business affairs, ABCVE; Tom Conway, vice president, finance and administration, ESPN; Robert Lincoln, outside counsel, Nabisco Brands; John Dealy, vice president, assistant general counsel, ABC Inc.; Frank Connors, general attorney, ABC Inc.; Richard O'Brien, outside counsel, Nabisco Brands, and Keith C. Thompson, vice president, Nabisco Brands.



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on securing passage of laws with "the strength and teeth" to deter subscribers from stealing cable as well as to deter those selling illegal decoders. Amnesty and media campaigns are also important, he said, to make "otherwise honest" consumers aware of the seriousness of cable theft and also to provide an opportunity for those stealing cable to clear their accounts without substantial penalties. Showtime/TMC has assembled what it calls a "theft of service combat kit," with materials to help cable operators launch antitheft campaigns. Schreff said that "several thousand" kits have been supplied to cable operators and MSO's requesting the material.

One of the antitheft campaigns Showtime/TMC consulted was launched by the Rhode Island Cable Operators Association (RICOA). The campaign there includes a five-week multimedia advertising blitz designed to inform signal pirates or would-be pirates of the penalties in Rhode Island for unauthorized reception of cable signals (jail terms of up to three years in jail and/or fines up to \$3,000). Also included is a series of symposiums where law enforcement officials, attorneys and community leaders will discuss the problem. Operators will also take steps to beef up the security of their systems and conduct periodic audits to catch pirates.

### New 'Weather'

The Weather Channel took on a new look Oct. 1, offering a new format with eight program blocks per hour and with features reorganized along lines that officials said con-

form more closely to viewer preferences and make the information easier to use.

The program blocks include two outlook segments, four travel segments and two "Weather and You" segments per hour, 24 hours a day. Among other changes, local forecasts were lengthened to 75 seconds and are presented every seven and a half minutes. Time devoted to the local crawl message under local forecasts was extended to 48 seconds, giving operators 12 more seconds for their own use, and the two minutes of local availabilities provided each hour are now positioned adjacent to the local weather forecasts.

The Weather Channel said it is also increasing the frequency of its on-air programming information and has commissioned Telesound Inc., San Francisco, to create musical themes to accompany the new program segments. As part of the travel segment a new international weather report, 60 seconds in length, will be presented hourly. Officials said the changes were based on extensive research conducted by Information & Analysis Inc., Hicksville, N.Y.

### Classical gas

No one has yet proposed a 24-hour cable service based on the format, but this month the pay cable service, Bravo, has begun showing what is believed to be the first "classical music video" seen on television. Adapted from the soon-to-be-released film version of Georges Bizet's opera, "Carmen," Bravo is using the four-minute video as "interstitial" material between programs. The video features scenes from the movie edited



Classical videos

against the aria, Habeneria, performed by the Ochestre National de France. But unlike most music videos, "Carmen" is being released by Columbia Pictures, the film's U.S. distributor, and not by a record company. "We had spoken to several record companies in the past year to get them to do this," explained Robert Weisberg, general manager of Bravo, "but movie companies have more promotional monies available for this kind of thing."

Although Weisberg doubted there would be a "rip roaring flood" of classical music videos appearing on television, he predicted Bravo will be showing other classical music videos in the future—provided it can persuade record companies to produce them or find theatricals to adapt. Bravo is not the only pay service where "Carmen" will be seen. According to Richard A. Rosen, vice president and general sales manager of Columbia Pictures Pay TV, deals are also in the works to show "Carmen" on HBO, Showtime, Arts & Entertainment, the Z Channel in Los Angeles, and possibly PBS.

Like the record companies and their rock music videos, Columbia Pictures sees promotional value in producing videos adapted from theatrical films. As for the "Carmen" video, Rosen said, "we saw an opportunity in this film to open up opera to people who would not normally see it." The video is being distributed to cable services free of charge.

### On cue

ABC Chairman Leonard Goldenson will, in a rare appearance, be in front of the camera to host a program to be seen on the Arts & Entertainment Network Dec. 4, entitled *Reith*, about Lord John Reith, the first director general of the British Broadcasting Corp. Goldenson praised the three-hour BBC production as worthy of the attention of all viewers, "as our lives and viewpoints continue to be influenced by the media of mass communications."

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**Somebody Stole Our Gals!**



**A 1983-84 love story!**

More young women loved Simon & Simon than any other series on television except for a couple of nighttime soaps. Sexist but true!



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For all but one week of the first-run season (23 out of 24 weeks), Simon & Simon increased its ratings over the comparable period of a year ago. Nobody's perfect!

**Great Pete Great Peter Great Repeaters**



**1984's best repeater!**

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**Simon & Simon**

The Action Series With The Light Touch.

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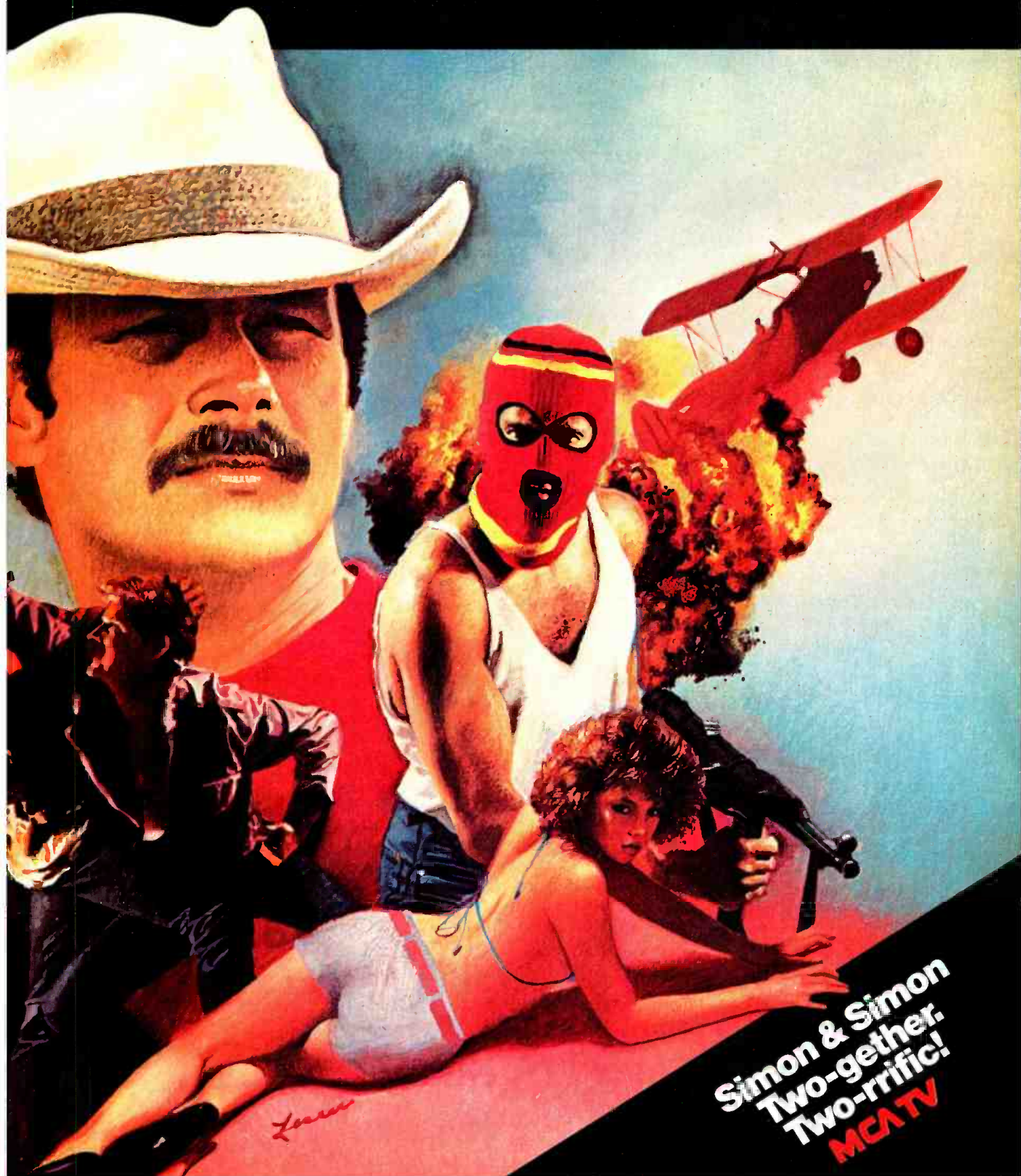


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**Two-gether.**  
**Two-rrific!**  
**MCA TV**



# Business Briefly

## TV ONLY

### National Auto Parts Association

**(NAPA)** □ Fall promotion for auto parts outlets will be conducted in about 72 markets, with some markets having started in mid-September and others beginning in mid-October and mid-November in flights of two weeks. Commercials will run in all dayparts. Target: men, 18-49. Agency: Fahlgren & Swink, Cincinnati.

**Flowers Industries** □ Bread products will be featured in flights of four to six weeks, depending on market, in total of 40 markets. Starting dates vary from Oct. 8 to Nov. 26. Commercials will be placed in fringe and prime time periods. Target: women, 25-54. Agency: Tucker Wayne & Co., Atlanta.

**BMW North America** □ Auto dealer group will schedule various flights, starting over next three weeks, for four weeks in 50 markets. Commercials will run in all dayparts. Target: men, 25-54. Agency: Ammirati & Puris, New York.

**Jim Dandy** □ Dog food will be spotlighted in four-week flight beginning in early November in 14 markets, including Charleston, S.C.; Jacksonville, Fla., and Mobile, Ala. Commercials will be carried in news and fringe periods. Target: adults, 25-49. Agency: Cole Henderson Drake, Atlanta.

**Shulton Inc. U.S.A.** □ Company's Combat roach control system, which has been tested in New Orleans for two years, will be introduced next April, backed by spot television flights in more than 30 markets and on daytime network television and in magazines. Commercials will be placed in daytime and early and late fringe periods. Target: women, 25-54. Agency: Carratiello, Diehl & Associates, Irvington-on-Hudson, N.Y.

## RADIO ONLY

**Valley Federal Savings & Loan** □ Eight-week flight is planned to start in mid-November in Allentown and Easton, both

Pennsylvania. Commercials will run from early morning through early evening. Target: adults, 25-54. Agency: Montgomery & Associates, Bala Cynwyd, Pa.

**Republic Airlines** □ Two-week flight will begin in mid-December in 10 to 15 markets, including Chicago, Detroit, Miami and Oklahoma City. Commercials will run in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

**Florida Citrus Commission** □ Campaign in 20 markets will start in early December for two weeks. Commercials will run in all time periods. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, New York.

**Commercial Credit Co.** □ Various financial services will be spotlighted in two-week flight to begin this week in 15 markets in Maryland, North Carolina and Pennsylvania. Commercials will run in all dayparts. Target: adults, 25-54. Agency: W. B. Doner & Co., Baltimore.

**Automobile Club of Michigan** □ Two- and three-day flights will be carried in 10 Michigan markets, including Lansing, Grand Rapids and Flint, during varying dates in October to promote club's car care clinics. Commercials will be broadcast from early morning through early evening. Target: adults, 25-54. Agency: W. B. Doner, Southfield, Mich.

**Computer Craft** □ Retail store chain will launch flights of four to six weeks in mid-November in nine markets, including Dallas, Las Vegas, San Antonio, Tex., and Oklahoma City. Commercials will be scheduled in all dayparts. Target: adults,

# AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**NBA TIP-OFFS—Week of October 15—**Get a jump on the NBA in our five-part series of ninety second-scripts that look at all the teams, and the players making sports headlines with their moves on—and off—the court.

**THE COLLEGE OF YOUR CHOICE—Week of October 22—**Learn the difference between Hoyas and Hoosiers, Bulldogs and Bruins in our ten-part series that tells you how to pick a college. And how to afford the college of your choice. Sixty-second scripts move in advance on October 13.

**WHEN JOHNNY CAME MARCHING HOME—Week of November 5—**AP explores the plight of America's veterans, and how they've been affected by key issues raised during the post-Vietnam War era. Ninety-second scripts run in advance October 27.

**THE CONTENDERS—**The race is on. AP covers the run for the presidency, and key congressional contests in our series entitled, "The Contenders." Ninety-second scripts supplement your campaign coverage five days a week.

**GIVING THANKS—Week of November 12—**AP's Thanksgiving Day series looks at the things America has to be thankful for, and at how Americans across the country are giving thanks. Scripts run in advance on November 3.

For more information call, (202) 955-7200

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□

WAPI-AM-FM Birmingham, Ala.: To Christal Radio from Blair Radio.

□

WKMI(AM) Kalamazoo, Mich.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WNBG(AM)-WOKS(FM) Williamsburg, Va.: To Torbet Radio (no previous rep).

□

KFXD-AM-FM Boise, Idaho: To Blair Radio from Torbet Radio.



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Jeanne A. Omohundro, LSF Fitzpatrick,  
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Robert Orr, Todd F. Bowie, *production*  
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25-54. Agency: Fogarty & Klein,  
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**RADIO AND TV**

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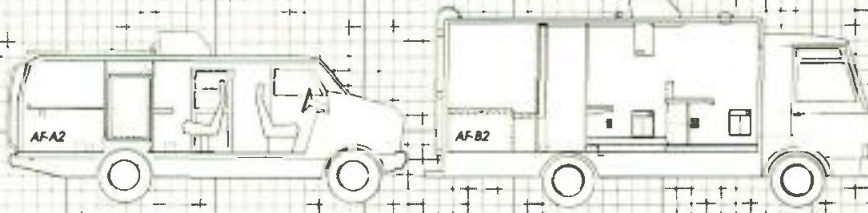
markets in South. Commercials will be  
placed in all dayparts on radio and in  
daytime, fringe and prime time periods  
on television. Target: adults, 25-54.  
Agency: Hume, Sindelar & Wright,  
Miami.



**Sign of the times.** Jefferson-Pilot Broadcasting has acquired the Co-opportunities division of Broadcast Marketing Co. for \$1.5 million. Co-opportunities produces a monthly report on cooperative advertising programs offered retailers by manufacturers and provides training in advertising sales to retailers with co-op budgets. The Co-opportunities service will come under Jefferson-Pilot Retail Services, which operates a retail marketing consultancy for broadcast stations. JPRS has headquarters in Charlotte, N.C., with a Western regional office in Denver. Shown above at the closing of deal are John Edgerton (l), vice president, administration, Jefferson-Pilot Broadcasting Co., and Bill McGee, president of Broadcast Marketing

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Nashville.....	WCAY	South Bend .....	WSBT
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A broadcast deregulation commentary from Timothy Brennan, U.S. Department of Justice, Washington

## Limits of the marketplace model

The FCC's current policy to leave control of broadcasting to the marketplace needs little introduction. Recent manifestations include the elimination of local, informational, non-entertainment and noncommercial programming guidelines, and its notice of inquiry to review the "continued vitality" of the fairness doctrine. The recent Supreme Court decision permitting editorializing on public broadcasting stations is read as potentially permitting a broader application of the deregulatory approach (BROADCASTING, July 9).

As an economist, I applaud the increasing application of economics to communications regulation, and I support much of the FCC's recent deregulatory effort, especially the removal of entry barriers in new services like DBS or low-power television. In over-the-air broadcast regulation, however, the virtue of the marketplace has been exaggerated through an oversimplified application of the theory connecting competitive markets to consumer benefit. A more careful application shows that the case against government involvement in broadcast practice is less clear than the FCC's current policy indicates.

Essentially, economic theory suggests that an unregulated, competitive marketplace will efficiently provide consumers with what they want, as long as each available product can be bought and sold in a well-functioning market. While there is not room here to explore the myriad of conceptual caveats and interpretations buried in this one-sentence summation, we can use this compressed representation to illustrate the potential problems with broadcasting.

The historical rationale for broadcast regulation has been "scarcity." Scarcity is not a problem merely because there are statutory or technological limits on spectrum availability. Rather, the economic relevance of scarcity is that fewness of stations or networks, caused in part by spectrum assignment policies, may result in a lack of competition, with too little production at too high prices. What over-the-air broadcasters produce and sell is not programming for viewers, but the exposure of viewers to advertising. From the economic viewpoint, then, the scarcity risk is that there will be too little time available for advertisements, or insufficient effort made to attract the audiences that advertisers seek. If it were shown that "scarcity" is a problem in this sense, however, proper remedies would likely involve increasing commercial time and viewership. Rules that limit commercial time and man-



Timothy J. Brennan is an economist with the economic policy office of the U.S. Department of Justice in Washington. He received his PhD in economics in 1978 from the University of Wisconsin. These views do not necessarily represent those of the Justice Department.

date low-rated nonentertainment programming work in the wrong direction.

More conventional intuitions regarding commercialization and program content may be supported by considering a market failure less emphasized in broadcasting policy discussion. Since viewers do not pay directly for over-the-air broadcasts, there is no well-functioning market in which the intensity of their desires for particular programs can be expressed. For many types of programs, these desires are likely to be poorly reflected by response to advertising, the only measure of value in an advertiser-supported medium. This market failure is inherent in over-the-air broadcasting regardless of spectrum availability, since there is no economical way to keep nonpaying viewers from watching. This inability to charge viewers directly prevents broadcasters from profiting on the basis of meeting their audiences' desires, potentially causing an inferior mix of programs.

The foremost regulatory remedy for this problem is the removal of barriers to the use of video delivery technologies for which nonpayer exclusion is feasible, permitting a direct viewer payment system. Cable, MDS, STV, VCR use and DBS systems all have that potential. Each of these technologies, however, involve considerable cost in excluding those who don't wish to pay, and

thus may not be able to remedy this market failure.

Absent a technological solution, this market failure suggests that economic welfare may be increased by government action to encourage the provision of broadcasts to underserved audiences. Such programs are likely to be those having a small audience with strong preferences, and for which advertising may strongly detract from the program's content. Although such encouragement (e.g., content-related regulations or subsidies) could be directed at all stations, it is likely more efficient to subsidize this sort of programming over one station. This is the prime economic argument in support of public broadcasting. If the marketplace worked as perfectly as some suggest, this rationale would be absent.

Even a proper economic analysis of the broadcasting market is limited, however, if the tastes and opinions of viewers can be changed through broadcasting. Economics only tells us what is "optimal" given consumers' preferences. Changing preferences make economic judgments dubious, if not impossible. Other disciplines such as psychology, sociology, political science and ethics become necessary for informed policy choice.

This limitation is most relevant to the fairness doctrine. Its underlying premise is that viewers ought to see not only programming they desire, but also that which runs counter to their preferences and would otherwise have been avoided. A conventional economic rationale might be that there is a material public benefit to each of us having an informed electorate. If preferences are affected by what is viewed, however, noneconomic rationales must be considered. For example, it could be argued that individuals become more socially conscious through exposure to different ideas. By virtue of alleged special characteristics as a communications medium, broadcasting may have attributes of a "continuing education" model as well as the "print" model so often invoked.

I know neither which model is more apt nor whether the potential benefits of government involvement could ever outweigh the risks, even if these considerations prove significant. The problems ought not be assumed away by asserting simplistic economics (or First Amendment rhetoric). Such invocations reinforce the unwarranted view that economics is inherently partisan, and discourage both the friends and foes of deregulation from appreciating the power and limits of economic reasoning. This harms the quality of both the public debate and consequent policy.



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## This week

**Oct. 7-9**—*Nebraska Broadcasters Association* 51st annual convention. Holiday Inn, Columbus, Neb.

**Oct. 8-9**—*National Religious Broadcasters* Southwestern chapter convention. Astro Village Complex, Houston.

**Oct. 8-11**—First International Music Video Festival of Saint-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

**Oct. 9**—*Southern California Women in Cable* meet-

■ Indicates new or revised listing

ing. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina del Rey, Calif.

**Oct. 9**—*Association of National Advertisers* annual promotion management workshop. Halloran House, New York.

**Oct. 9**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Atlanta.

**Oct. 10**—*New York TV Academy* luncheon. Speaker: James Mooney, president, National Cable Television Association. Copacabana, New York.

**Oct. 10**—*New York TV Academy* forum, "The Great TV Spokespeople." Omni Park Central hotel, New York.

■ **Oct. 10**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: production. National Association of Broadcasters, Washington.

■ **Oct. 10**—"The Cable Connection," course offered by

*Women in Cable, Washington chapter, and Washington Metropolitan Cable Club*. Topic: programing: local, basic and pay services. George Washington University, Washington.

**Oct. 10-12**—*National Religious Broadcasters* Midwestern chapter convention. Yahara Center, Madison, Wis.

**Oct. 10-12**—*Indiana Broadcasters Association* fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

**Oct. 10-14**—*Women in Communications* 75th national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

**Oct. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton at Walt Disney World, Orlando, Fla.

**Oct. 11-13**—*National Federation of Local Cable Programers* fall regional conference for Midatlantic. Abraham Lincoln Inn, Reading, Pa.

**Oct. 11-14**—*National Black Media Coalition's* 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Speakers include Bryant Gumbel, NBC; Jeff Sagansky, NBC, and Paul Yates, *kyw-tv* Philadelphia. Shoreham hotel, Washington.

**Oct. 11-14**—*Missouri Broadcasters Association* fall meeting. Marriott's Pavillion hotel, St. Louis.

**Oct. 11-14**—*American Women in Radio and Television* Western area conference. Pacific Plaza, San Francisco.

**Oct. 12-14**—*Massachusetts Association of Broadcasters* annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

**Oct. 12-14**—*Illinois News Broadcasters Association* fall convention. Collinsville Hilton, Collinsville, Ill.

**Oct. 12-14**—*Foundation for American Communications* conference for journalists. "Economics and the News," co-sponsored with *Gates Foundation*. Keystone, Colo.

**Oct. 12-14**—*National Federation of Local Cable Programers* fall regional conference for Midwest. Hilton Inn, Minneapolis.

**Oct. 13**—*Unda-USA* Gabriel Awards banquet. Copley Plaza hotel, Boston.

**Oct. 13**—*Radio-Television News Directors Association* region 10 meeting with *Memphis State University*. Memphis.

**Oct. 13-17**—10th annual *Vidcom International*, home video marketplace, sponsored by *Perod Associates/MIDEM Organization*. Palais des Festivals, Cannes, France.

## Also in October

**Oct. 14-16**—*Pennsylvania Association of Broadcasters* annual fall convention. Speakers include FCC Chairman Mark Fowler; National Association of Broadcasters President Eddie Fritts, and NBC-TV President Pier Mapes. Hershey Motor Lodge and convention center, Hershey, Pa.

**Oct. 14-16**—*North Carolina Association of Broadcasters* fall convention. Marriott, Charlotte, N.C.

**Oct. 15**—*Direct Broadcast Satellite Association* annual meeting. Vista International, Washington. Information: (202) 822-4105.

**Oct. 15**—Deadline for entries in *National Black Programming Consortium's* fourth annual video/film competition, "Prized Pieces '84," honoring "finest in black-oriented programing." Information: NBPC, 1266 East Broad Street, 1-E, Columbus, Ohio, 43205.

**Oct. 15**—Deadline for applications for *International Radio and Television Society* College Conference. Information: IRTS, 420 Lexington Avenue, Room 531, New York, N.Y., 10170.

**Oct. 15-18**—*Southern Educational Communications*

## Major Meetings

**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. 17-20**—*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. 10-14, 1985**—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

**Jan. 26-29, 1985**—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

**Jan. 30-Feb. 1, 1985**—25th annual *Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**Feb. 3-6, 1985**—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

**Feb. 15-16, 1985**—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

**March 7-9, 1985**—16th annual *Country Radio Seminar*, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

**March 26-27, 1985**—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

**April 14-17, 1985**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dal-

las, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

**April 20-25, 1985**—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

**May 5-8, 1985**—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

**May 7-11, 1985**—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

**May 12-15, 1985**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 12-15, 1985**—*Broadcast Financial Management Association* 25th annual conference. Chicago. Future conference: April 27-30, 1986, Los Angeles.

**May 15-18, 1985**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 15-18**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

**May 19-22, 1985**—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

**June 2-5, 1985**—*National Cable Television Association* annual convention, including National Cable Programing Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

■ **June 5-9, 1985**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

**June 8-12, 1985**—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

**Aug. 8-Sept. 14, 1985**—*Space WARC*, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

**Oct. 6-9, 1985**—Second annual *Radio Convention and Programing Conference*, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Loew's Anatole hotel, Dallas.

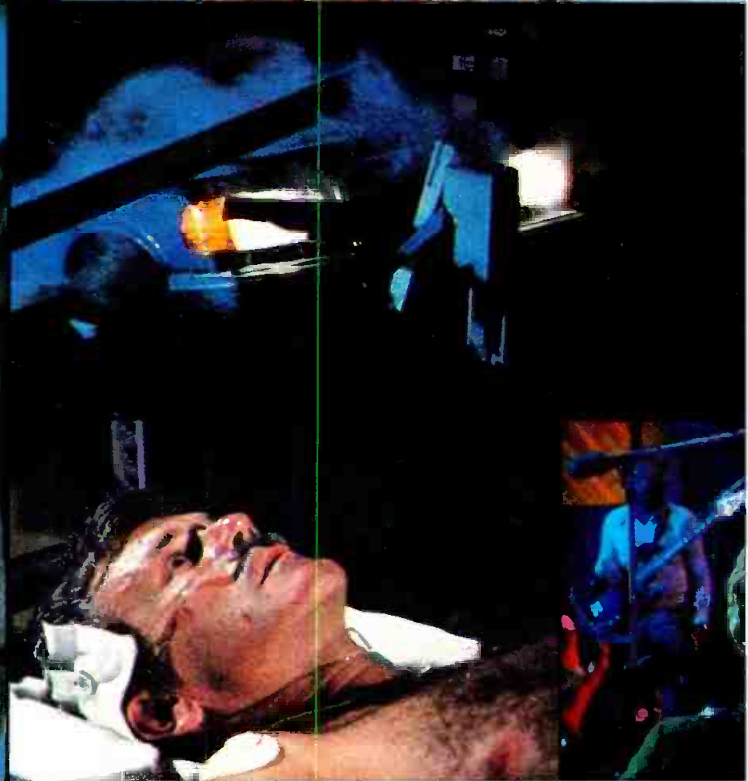
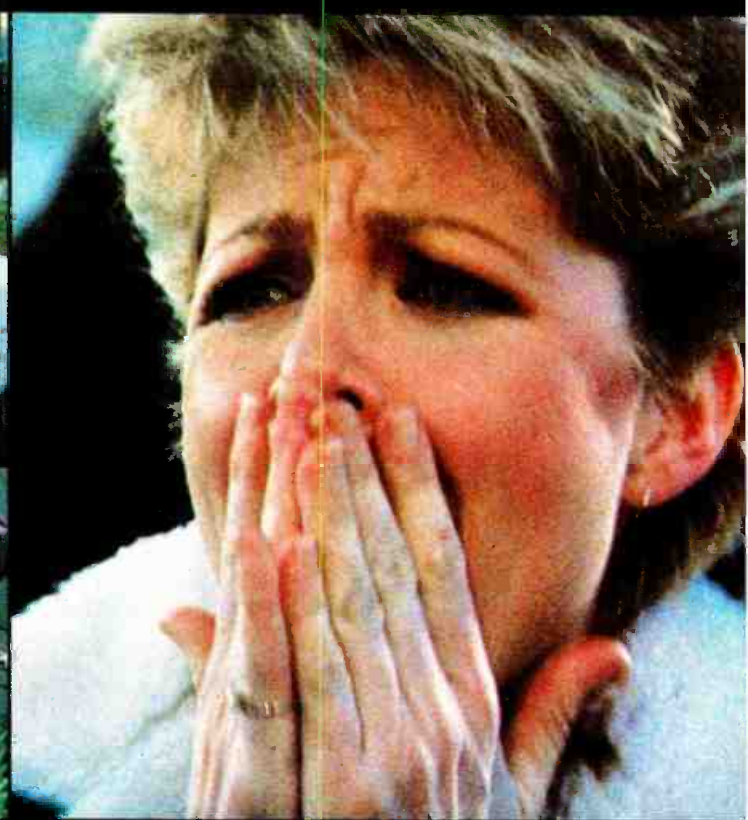


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Association conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

■ **Oct. 16**—*Southern California Cable Association* seminar, "Profitability in the Urban Marketplace." Speakers include Thomas Wheeler, president and chief executive officer, NABU: Home Computer Network, and Glenn Jones, chairman and chief executive officer, Jones Intercable. Airport Hilton, Los Angeles. Information: (212) 655-4150.

**Oct. 16**—*Association of National Advertisers* annual new product marketing workshop. Hotel Roosevelt, New York.

**Oct. 16**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton North Shore, Chicago.

**Oct. 16-18**—*Mid-America Cable TV* convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

**Oct. 17**—*New York TV Academy* luncheon. Speaker: Neal Pilson, executive vice president, CBS/Broadcast

Group. Copacabana, New York.

**Oct. 17**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Ramada Inn, Detroit.

■ **Oct. 17**—"The Cable Connection," course offered by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. Topic: marketing/sales and PR/advertising. George Washington University, Washington.

**Oct. 17-20**—*American Association of Advertising Agencies* 47th annual Western region convention. Hotel del Coronado, San Diego.

**Oct. 17-21**—"Music Personnel Conference," sponsored by *Association of Music Personnel in Public Radio*. Rochester Plaza hotel, Rochester, N.Y. Information: David Paisley, KSOZ(FM) Point Lookout, Mo., (417) 334-6411, or Marianne Carberry, WXXI-FM Rochester, N.Y., (716) 325-7500.

**Oct. 18**—*Women in Film and Video, New England chapter*, meeting. WBZ-TV Boston.

**Oct. 18**—*Cabletelevision Advertising Bureau* local ad-

vertising sales workshop. Airport hotel, Dayton, Ohio.

**Oct. 18-19**—*Society of Broadcast Engineers, Pittsburgh chapter*, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 18-19**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Waldorf-Astoria, New York.

**Oct. 18-21**—*American Women in Radio and Television* Northeast area conference. Omni International, Norfolk, Va. Information: (202) 296-0008.

**Oct. 19**—*Caucus for Producers, Writers and Directors* second annual dinner dance, featuring presentation of Distinguished Service Award and Caucus Member of Year. Chasen's restaurant, Los Angeles.

**Oct. 19**—*Radio-Television News Directors Association* region 12 meeting. Panelists include Robert Trout, ABC News; Mary Alice Williams, CNN, and Tom Petit, NBC News. Sheraton Center, New York.

**Oct. 19**—"Minority Ownership of New Broadcast Stations," seminar sponsored by *FCC, National Telecommunications and Information Administration* and *Minority Business Development Agency*. First City Bank Town Hall, Dallas.

**Oct. 19**—13th annual *Colorado State University* CSU Broadcast Day. Theme: American Broadcasting in an Election Year." CSU campus, Fort Collins, Colo.

**Oct. 19-20**—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Oct. 19-20**—*National Federation of Local Cable Programers* fall regional conference for Southwest. Dallas Public Library, City Hall complex, Dallas.

**Oct. 19-21**—"Communications and Empowerment," conference of *Union for Democratic Communications*. National 4-H Center, Chevy Chase, Md.

**Oct. 19-21**—*American Women in Radio and Television* Northeast area conference. Omni International, Norfolk, Va.,

**Oct. 21-23**—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

**Oct. 22-24**—*New York State Broadcasters Association's* 30th annual membership meeting. Speakers include Joe Flaherty, CBS; Mimi Dawson, FCC, and Phil Donahue, talk show host. Americana Inn, Albany, N.Y.

**Oct. 22-24**—Financial management seminar for broadcasters, sponsored by *Broadcast Credit Association-Credit Information Inc.*, subsidiary of Broadcast Financial Management Association. Hyatt Regency O'Hare, Chicago. Information: (212) 689-1776.

**Oct. 23**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton University City, Philadelphia.

**Oct. 23**—*Connecticut Broadcasters Association* annual meeting. Lord Cromwell Inn, Cromwell, Conn.

■ **Oct. 23-24**—*National Association of Broadcasters* AM radio seminar, "The Revitalization of AM." Henry VIII inn and Lodge, St. Louis. Information: (202) 293-4955.

**Oct. 24**—*New York TV Academy* luncheon. Speaker: John Gault, president, Manhattan Cable TV. Copacabana, New York.

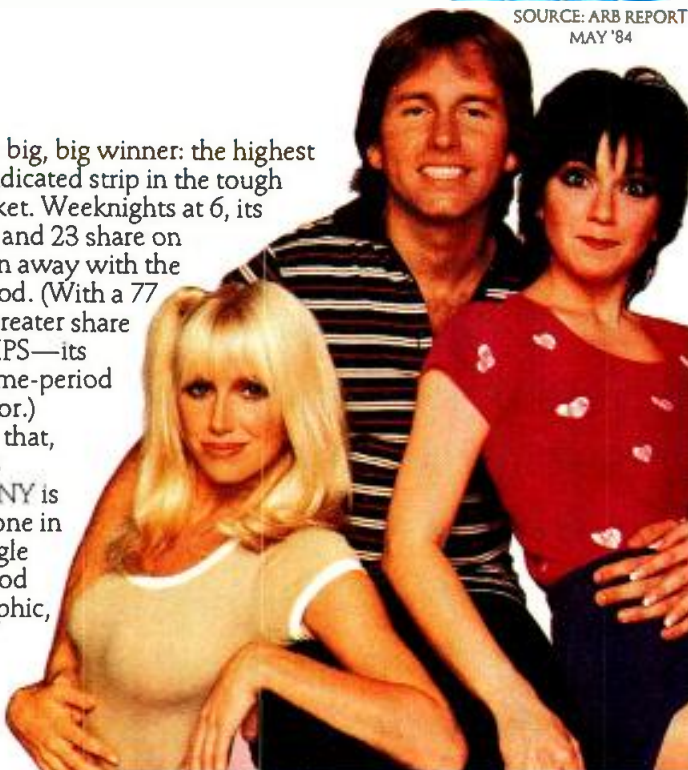
■ **Oct. 24**—"The Cable Connection," course offered by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. Topic: legislation and franchising/refranchising. George Washington University, Washington.

**Oct. 24-26**—*Ohio Association of Broadcasters* fall con-

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SOURCE: ARB REPORT  
MAY '84

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### Errata

□

Deck on story about ratings for first week of prime time season in Oct. 1 issue incorrectly stated ABC won first week. ABC won final week of 1983-84 season.



vention. New Capitol Square Hyatt, Columbus.

**Oct. 24-26**—"New Directions in Satellite Communications: Challenges for North and South," international symposium sponsored by *University of Texas, College of Communication, Austin*. Speakers include Richard Colino, president of Intelsat, and Richard Butler, secretary general, International Telecommunications Union. Jesse H. Jones Communication Center, University of Texas campus, Austin. Information: (512) 471-5775.

**Oct. 24-27**—*National Broadcast Association for Community Affairs* 10th annual convention. Peachtree Plaza hotel, Atlanta.

**Oct. 25**—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

**Oct. 25**—*International Radio and Television Society* newsmaker luncheon. Speaker: Bud Greenspan, official cinematographer of summer Olympics in Los Angeles. Waldorf Astoria, New York.

**Oct. 25**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Pittsburgh.

■ **Oct. 25**—*Academy of Television Arts and Sciences* forum luncheon with Jack Valenti, president, Motion Picture Association of America. Century Plaza, Los Angeles.

**Oct. 25-26**—"Technological Underpinnings of Communications Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies, extension of Annenberg Schools of University of Pennsylvania and University of Southern California*. Part one: "Spectrum Management from a Policy Perspective." Washington Program office, Washington. Information: (202) 484-2663.

■ **Oct. 25-26**—*National Association of Broadcasters* AM radio seminar, "The Revitalization of AM." Sheraton Inn-Airport, Portland, Ore. Information: (202) 293-4955.

**Oct. 25-28**—*MDS Industry Association* annual meeting. Sheraton Washington, Washington. Information: Bonnie Guthrie, (202) 639-4410.

**Oct. 27**—*American Society of Composers, Authors and Publishers* entertainment industry seminar. "The Burning Issues of the Copyright Controversy," hosted by UCLA Extension. Speakers include Screen Actors Guild President Ed Asner, Representative Howard Berman (D-Calif.), Writers Guild of America Executive Director Naomi Gurian, attorney Jay Cooper and songwriter Tom Snow. Information: (213) 825-9064.

■ **Oct. 27**—Deadline for entries in Black Maria Film and Video Festival-Competition, sponsored by *Oakeside-Bloomfield Cultural Center* in cooperation with *Montclair State College, Essex-Hudson Film Center of the East Orange Public Library and Edison National Historic Site*. Information: (201) 736-8575.

**Oct. 27-30**—*Texas Association of Broadcasters* annual convention. Hyatt Regency hotel, San Antonio, Tex.

■ **Oct. 28-Nov. 1**—*Public Broadcasting Service* "Program Fair." Madison hotel, Seattle.

**Oct. 28-Nov. 2**—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

**Oct. 29**—*Pennsylvania Cable Television Association* annual meeting. Trump plaza, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

**Oct. 29-30**—*Texas Association of Broadcasters* engineering conference during association's annual meeting (see above). Hyatt Regency hotel, San Antonio, Tex.

**Oct. 30**—*New York TV Academy* forum, "A Night at the Round Tables." Omni Park Central hotel, New York.

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

■ **Oct. 31**—"The Cable Connection," course sponsored by *Women in Cable, Washington chapter, and Washington Metropolitan Cable Club*. Topic: system operation, cable financing and future developments. George Washington University, Washington.

## November

**Nov. 1-2**—"Technological Underpinnings of Communi-

cations Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies, extension of Annenberg Schools of University of Pennsylvania and University of Southern California*. Part two: "Technologies of the Electronic Mass Media." Washington Program office, Washington. Information: (202) 484-2663.

**Nov. 1-4**—15th annual *Loyola Radio Conference*, for college and high school broadcasters, sponsored in conjunction with *Loyola University, department of communication*. Hotel Continental, Chicago. Information: (312) 670-3116.

**Nov. 2**—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

■ **Nov. 2-3**—*National Federation of Local Cable Programmers* fall regional conference for Southeast. University of Tampa and office of Tribune Cable, Tampa, Fla.

■ **Nov. 2-3**—*National Federation of Local Cable Programmers* fall regional conference for Northeast. University of Southern Maine, Portland, Me.

**Nov. 2-9**—27th annual *International Film and TV Festival of New York*. Sheraton Center hotel, New York.



## State of mind

EDITOR: I want to commend you and your reporters on the coverage of the National Association of Broadcasters and National Radio Broadcasters Association in the Sept. 24 edition. Particularly, whenever WHTZ-FM was mentioned, you gave the correct and proper city of license, i.e. "WHTZ-FM New York (licensed to Newark, N.J.)."

Now if only WNET(TV), channel 13, Newark, N.J., followed that lead, we'd be even more pleased. I know you know they are licensed to Newark, but they persist in trying to identify themselves as New York. They could learn from WHTZ-FM.—*Nathan Shoehalter, professor and chairman, theater arts and speech, Rutgers University, Newark.*

## Credit where it's due

EDITOR: We were pleased to see your Sept. 17 report regarding FCC Mass Media Bureau Chief Jim McKinney's suggestion to potential DBS operators that their future success lies in developing "fresh, contemporary, comfortable" programming like *A Prairie Home Companion*.

While the praise is appreciated, we wish to correct the reference to *Prairie Home's* producer. The program is produced by Minnesota Public Radio and distributed nationally by the American Public Radio Network, not by NPR as the report indicated.—*William H. Kling, president, Minnesota Public Radio, St. Paul.*

## Stay Tuned

A professional's guide to the intermedia week (Oct. 8-14)

**Network television** □ **ABC:** *Out of Step* (musical), Wednesday 4:30-5:30 p.m. **CBS:** *The 18th Annual Country Music Association Awards*, Monday 9:30-11 p.m.; *Scorned and Swindled* (drama), Tuesday 9-11 p.m.; *Attack on Fear* (drama), Wednesday 9-11 p.m. **NBC:** *The Burning Bed* (drama), Monday 9-11 p.m.; *1984 World Series, Game 1*, Tuesday 8-11 p.m.; *Vice Presidential Debate*, Thursday 9-10:30 p.m., and *Post-Debate Analysis*, Thursday 10:30-11 p.m. **PBS:** *The New Capitalists: Economics in Indian Country* (documentary), Monday 10-11 p.m.; *The Brain\** (documentary series), begins Wednesday 8-9 p.m.; *Filling in the Blanks* (art special), Wednesday 9-10 p.m.; *On the Money\** (money management series), begins Thursday 8:30-9 p.m.; *Billy Sunday: Baseball, the Bible & Ballet* (ballet portrait), Sunday 10-11 p.m.

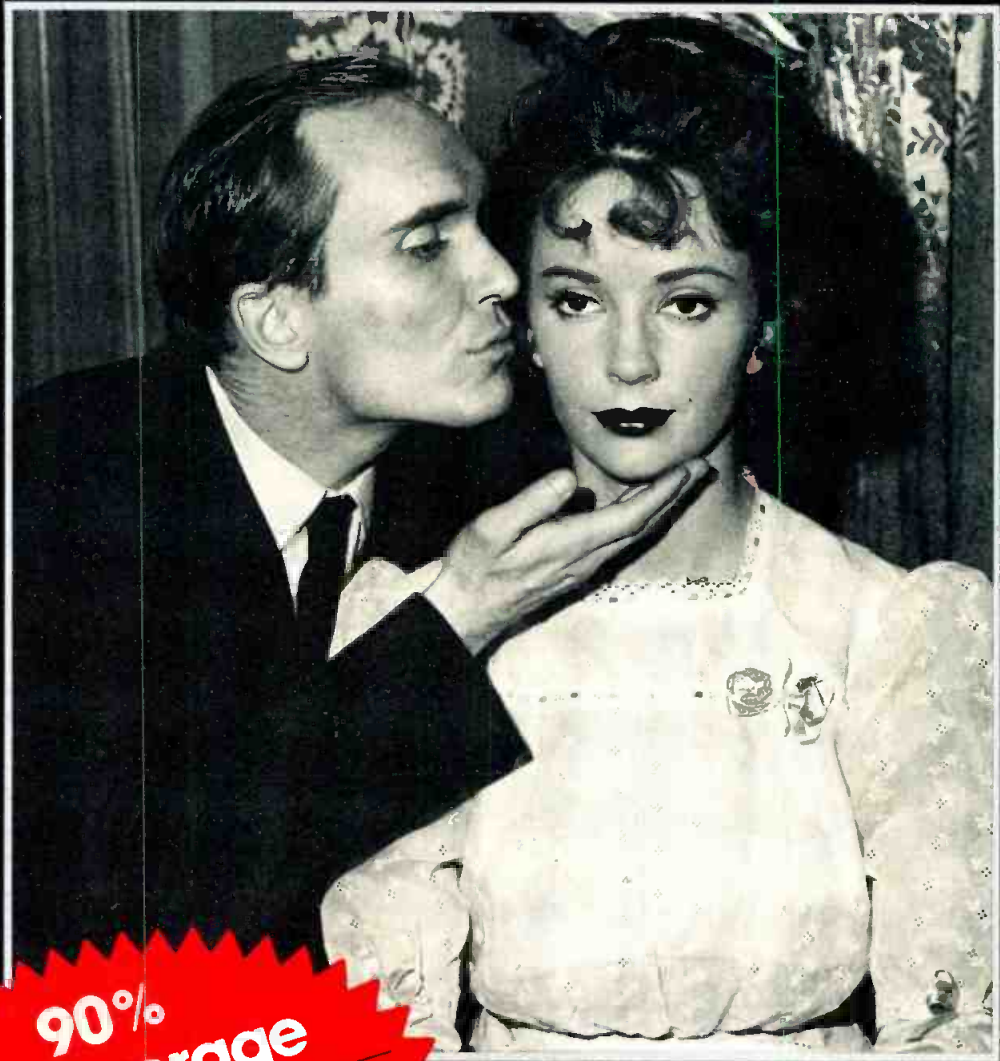
**Cable** □ **Arts & Entertainment:** *Orwell on Jura* (dramatization), Tuesday 9-10:30 p.m., and *George Orwell* (five-part biography), begins Wednesday 9-10 p.m. **CNN:** *Vice Presidential Debate* (pre-debate "Election Watch" special, debate coverage, post-debate roundtable), Thursday 8:30-11:30 p.m.; *Cure for Costs* (health care special report), Saturday 4:30-5 p.m. **HBO:** *Countdown to 'Looking Glass'* (drama), Sunday 8-9:30 p.m. **The Learning Channel:** *The Independents\** (12-part original art series), Sunday 11 a.m.-noon. **The Movie Channel:** "Napoleon" (silent film), Thursday 11:30 p.m.-3:30 a.m. **Satellite Program Network:** *Life in Free China* (documentary), Wednesday 8:30-9 p.m. **USA Network:** *Heartlight City\** (week-day music video show), begins Monday 3-4 p.m. **WGN Chicago:** *Twilight Zone Silver Anniversary Special* (three original episodes), Friday 11:45 p.m.-1:45 a.m.

**Play It Again** □ **Arts & Entertainment:** "Animal Farm" (adult cartoon), Saturday 10-11:15 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York): *See It Now: A Retrospective*, 30 shows, now through Nov. 1. *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, now through Nov. 15. For information and air times call (212) 752-7684.

\* indicates premiere episode

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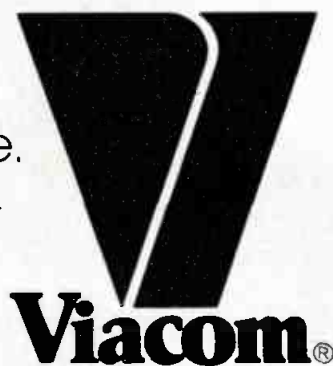


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# Broadcasting Oct 8

Vol. 107 No. 15

TOP OF THE WEEK

## CBS rides high in premiere week; NBC second

**But opening-week numbers show drop in HUT levels and network shares over year-earlier period**

Riding high on the performances of its returning series, CBS won a decisive victory in the Nielsen national ratings during the first official week of the 1984-85 prime time season.

And in what could be regarded as a positive sign for NBC, the long-entrenched third-place network rose to second in premiere week, its highest premiere week finish since 1980. ABC was third, weighed down by its lowest premiere week standing in years. ABC immediately dropped three series from its prime time schedule—two of them new to this season—and added a second movie night on Thursday.

ABC's prime time changes came the day after Nielsen's ratings for premiere week were released, on Wednesday (Oct. 3). The network announced that it was putting on "hold" its new series *Glitter*, produced by

Aaron Spelling, and putting on "hiatus" another new series, *People Do The Craziest Things*, produced by Alan Landsburg. (The network said *Glitter*, which is estimated to cost \$700,000 per episode, would remain in production.) *Foul Ups, Bleeps and Blunders*, a midseason replacement that returned to the fall schedule, will also go on hiatus, effective Oct. 16.

It was the Thursday, 8-to-10-p.m. period where ABC performed radical surgery, replacing its lineup of *People Do The Craziest Things*, *Who's The Boss?* and *Glitter* with a two-hour movie block. The new movie night will begin Oct. 18 with a repeat of the theatrical "Grease," followed a week later by a repeat of "The Jerk." On Nov. 1 and 8, ABC will debut two made-for-TV movies, "The Three Wishes of Billy Grier" and "The Imposter." The next week it will air a two-hour ABC Sports boxing special and on Nov. 22 it will air a repeat of the theatrical "Arthur."

ABC's new series, *Who's The Boss?*, moves to 8:30 on Tuesday, replacing *Three's*

*A Crowd*, which moves up a half-hour to 8, replacing *Foul Ups, Bleeps and Blunders*.

For the week that ended Sept. 30, CBS captured 17.5% of all television homes and 29% of the audience. NBC scored a 16.1/27 and ABC drew a 14.5/24. The disappointing news was that HUT levels along with two networks' ratings and shares were below those of the comparable week a year ago. Except for NBC, which saw both its rating and share increase over last season's premiere week, the other two networks had fewer homes tuned to their programing than they did last year at this time. For premiere week of 1983, CBS recorded an 18.1/29, ABC had a 17.2/28 and NBC a 14.6/23.

During the first three days of the second week of the season (Oct. 1-3), CBS continued its lead, with an average 18.6/29, while NBC came in second with an average 17.8/28, and ABC—which pre-empted its regular schedule on Tuesday and Wednesday for baseball playoffs—averaged a 16.1/26. ABC came in third every night, while CBS

## Up in the air over debate number one



As the date for the first presidential debate of 1984 (Sunday, Oct. 7) approached last week, things were not coming together as neatly as the sponsor, the League of Women Voters, would have liked. Three days before President Reagan and his Democratic opponent, Walter Mondale, were to face off in Louisville's Kentucky Center for the Arts, the names of the four journalists who were to serve as panelists had not been announced. There was also the possibility of a scheduling conflict with the Detroit Tigers-Kansas City Royals game, if the play-off for the American League pennant went to five games.

As for Barbara Walters of ABC News, who was to serve as moderator for the first debate, she had been under some pressure herself last week. She was putting in long hours in Los Angeles, taping interviews for her next special. She was to arrive in Louisville on Saturday, and meet with the league staffers working on the debate—and with the panelists, assuming they had

been named and assembled.

The problem delaying the announcement was the difficulty in clearing the proposed panelists with members of both campaigns. For the first time in the three sets of debates the league has sponsored dating back to 1976, proposed panelists had been vetoed by one or both of the contending camps. A league spokesperson said she did not know who or how many had been vetoed, or by whom, but that the league had been forced to go to a backup list for prospective panel members. Difficulties in contacting them, she said on Friday afternoon, were holding up the announcement. The spokesperson, Sandy Ritzer, said the league felt those whose names it had proposed as panelists for all three debates were "acceptable—qualified and skilled and unbiased."

The possible scheduling conflict if Detroit and Kansas City

*Continues on page 44.*

was first on Monday and Wednesday and NBC was first on Tuesday.

And as has been the case for the past several seasons, prime time serial dramas figured prominently in the top 10 rated shows of the week, followed by situation comedies. Action/adventure and police/detective shows, which account for 35% of prime time programs, the largest portion of the networks' schedules, were more prevalent at the bottom of the chart than at the top.

NBC had four of the top 10 shows during premiere week (Sept. 24-30) (see page 94), and a fifth tied with CBS's premiere of *Murder, She Wrote* for ninth place. CBS had three of the top 10 shows plus its tie, and ABC had one—*Dynasty*. NBC's *Bill Cosby Show* came in third with an average 22.5/37, up almost one full rating point over its premiere the week before. CBS won Monday, Friday and Sunday; ABC won Wednesday and Saturday; NBC took Tuesday and Thursday and finished second on the other five nights.

Despite an increase in the number of television homes in the U.S. during the past year, the lower ratings account for 310,300 fewer homes per average minute for CBS and 2,103,100 fewer homes per average minute for ABC in comparison to premiere week a year ago. NBC, on the other hand, gained 1,434,100 homes per average minute over last year.

NBC researchers reported the network had its strongest premiere week ratings since 1980, when it scheduled the mini-series *Shogun* during premiere week (Sept. 15-21), and recorded a share equal to the other two networks combined. NBC researchers also calculated that during premiere week, eight of NBC's nine new series (excluding *V*, which premieres Oct. 29) averaged a 14.3 rating, compared to an average 16.7 rating for CBS's three new series (less *Charles In Charge* and *Dreams*, which premiered the

following week) and an average 12.4 rating for all of ABC's nine new series (including *Three's A Crowd*, which was formerly *Three's Company*). (The above averages are for premiere week [Sept. 24-30] and include both premieres of new series and the second episodes of new series.)

However, network ratings analysts were quick to point out that one week a season does not make. NBC has come in third every season since 1974-75, and not one of its new fall series from last season returned to the schedule, all victims of low ratings.

Some of the decline in prime time viewers for ABC and CBS might be attributable to lower HUT levels, which showed a decline for the third consecutive week below that of the comparable period a year ago. HUT levels during premiere week were down 2% to 60.8 from 62.1 during premiere week a year earlier.

There was also a decline in total network audience. The combined network share fell from an 80.5 to a 79.2 during the comparable periods. It was also the third consecutive week that the combined network share was below that of a comparable period a year ago. However, over the first three days of the second week of the season, HUT levels inched upward over the comparable period a year ago, from a 63.4 to 63.6.

Network researchers were at a loss for a definitive explanation of the lower HUT levels but said the unseasonably pleasant weather across much of the country during the past three weeks encouraged people to spend more time than usual outside.

Despite ABC's performance—all eight of its new series were in the bottom half of the 64 ranked prime time programs—the network did not appear disheartened. Marvin Mord, vice president, marketing and research services, ABC-TV, noted that ABC had premiered 82% of its schedule before the official start of the new season on Sept.

24, compared to NBC, which premiered 43%, and CBS, which premiered 23%. "Obviously," Mord said, "we got the sampling." But Mord pointed out that ABC's early sampling, coupled with CBS scheduling a mini-series during premiere week—the first time that network has ever done that—helped CBS dilute ABC's performance and, at the same time, gave an edge to NBC.

That was exactly CBS's strategy. David Poltrack, vice president of research, CBS/Broadcast Group, said that *Mistral's Daughter*, which averaged a 28 share over its eight hours, "came in at a rating level not equal to that of a blockbuster mini-series, but was effective in blunting" the returning series opposite it on ABC. And although ABC still won Wednesday, Poltrack pointed out that the season premiere of *Dynasty*, which averaged a 22.2/34 and ranked fourth for the week, was down 18% from its premiere the season before, and that the premiere of *Hotel* following it averaged an 18.7/31, down 29% from its performance in the comparable period a year earlier.

*Mistral's Daughter* "blocked" the season premieres of two of the most successful shows on ABC's schedules. But CBS made a "sacrifice" with *Mistral's Daughter*, Poltrack said, because it could have garnered higher ratings from the mini-series if it had scheduled it later in the season against repeat programming.

Mord did not dispute that analysis, but he pointed out that since ABC was the first network to get sampled, some lower ratings over the next couple weeks could be expected while viewers sample the new programming on the competition. Only after the interruption and delay of the new prime time regular schedule due to baseball playoffs and World Series games, he said, can viewing patterns more accurately be discerned.

For a night-by-night analysis of premiere week, see story on page 94. □

*Continues from page 43.*

were to take the field for a fifth playoff game at 8 p.m. NYT on Sunday really was not a problem, according to ABC. It was in a position to know; its news division was to provide pool coverage for the debate, which was to start at 9 p.m. NYT, and its sports division would have covered the game. A spokesperson said ABC "was confident" the conflict could be worked out, although there was no word on the basis for the confidence. But she said ABC would cover the debate, along with the other networks. And the league was saying it would start at 9 p.m., as scheduled.

Earlier in the week, a solution to another scheduling conflict had been worked out, this one involving the second presidential debate, to be held in Kansas City, Mo., and the Dallas Cowboys-New Orleans Saints National Football League game, both scheduled for 9 p.m. NYT, on Oct. 21. The league moved the starting time of the 90-minute debate up one hour, to 8 p.m., and the starting time of the football game was moved back 30 minutes.

One aspect of the job of preparing for the debates that went smoothly was the selection of the moderators. Besides picking Walters to work the first debate, the league last week announced the selection of Sander Vanocur of ABC News to serve as moderator of the one between the vice presidential candidates—George Bush and Representative Geraldine Ferraro (D-N.Y.)—on Oct. 11, and of Edwin Newman, the retired NBC News corre-

spondent who is now working on specials for PBS, to moderate the second presidential debate.

League President Dorothy Ridings said ABC correspondents drew two of the assignments because league officials had worked with all three in the past. Walters and Newman had each moderated one of the Carter-Ford debates in 1976. Walters had also been a panelist for one of the Carter-Reagan debates. And she and Vanocur had each moderated one of the debates among Democratic presidential hopefuls during the last primary season.

"We regard them top notch," Ridings said. "We chose those we thought were the best without regard to affiliation."

Actually, the league submitted a list of six names for clearance to the Reagan and Mondale camps. Walters, Vanocur and Newman were the league's preferences, Ridings said. "And they came back OK."

While league officials last week were scrambling to organize the first debate, Vanocur seemed relaxed as he looked forward to his assignment on Thursday. If he had had the opportunity to pick his debate, he said, the debate between Bush and Ferraro would have been his choice. "There's not all that pressure that goes with a presidential debate, but it's fascinating in that it will be the first involving a woman candidate for vice president. It will be her first chance to demonstrate her intelligence, her ability to debate. Bush has been known for a long time," he said. "I'm looking forward to enjoying it."



## Busy three months for Mass Media Bureau

**Chief McKinney runs down itinerary of items targeted for attention by yearend, including cable dereg, 80-90 list and KTTL(FM) renewal**

Look for plenty of action from the FCC's Mass Media Bureau during the rest of the year.

James McKinney, the bureau's chief, worked out an agenda with Chairman Mark Fowler last week. And, in an interview with *BROADCASTING*, McKinney said the bureau is hoping to take care of about 40 items before the end of December.

High on the bureau's list of priorities will be implementation of the cable deregulation bill (see story, page 46), assuming the bill passes. McKinney noted that the bill requires the FCC to implement its provisions in 180 days. The bureau, as a result, will get out a notice of proposed rulemaking on the subject during the first quarter of 1985. It will then turn that around as an order by the second quarter. The rulemaking will have a relatively short comment period, and no comment deadline extensions will be granted. "We simply don't have the time," McKinney said.

Also getting priority: The bureau will release the final list of the new FM allotments resulting from its Docket 80-90 proceeding.

At its next meeting (Oct. 17), the FCC will face what to do about KTTL(FM) Dodge City, Kan., McKinney said. The station broadcast programming attacking blacks and Jews, and the question of whether its renewal should be designated for hearing has been before the commission for more than a year (*BROADCASTING*, May 16, 1983).

Also at that meeting, the FCC will address



McKinney

the National Radio Broadcasters Association's request that issues/programs lists be filed annually instead of quarterly as specified now (*BROADCASTING*, July 2).

In addition, the bureau will present an item responding to the FCC's direction earlier this year (*BROADCASTING*, Jan. 30) that it start preparing hearing-designation orders for the more than 160 competing applications for RKO General Inc.'s stations.

In further action, the bureau will recommend an order on its proposal to eliminate cut-off lists from low-power television processing. Under the proposal, applications for all new LPTV's would be accepted only during a specified number of days. No more would be accepted after that "window" was

closed. The familiar cut-off list would be eliminated, and there would be no opportunity to file competing applications. Later in the quarter, the bureau will recommend action on a similar proposal for FM and TV applications (*BROADCASTING*, Sept. 17), one that also incorporates a first-come, first-served concept.

The bureau also is planning to present an item on the age-old problem of VHF channel 6/FM interference, and will consider petitions to reconsider the order eliminating the regional concentration of control rule.

During the quarter, McKinney said the bureau is planning to bring up an item considering whether the commission's must-carry rules should be applied to TV stereo. "Whatever we decide will also resolve teletext must-carry and VBI [vertical blanking interval] must-carry," McKinney said.

Also to be addressed, McKinney said, is the question of whether beep tones should be required when broadcasters are recording or broadcasting telephone conversations. And there's also the so-called compromise between the Association for Broadcast Engineering Standards and the Daytime Broadcasters Association on post-sunset authorizations for daytimers. That will be addressed. So will an order setting the effective date for the Class IVAM nighttime power increases. Word has it the magic date will be Dec. 15.

In further action, the bureau will take care of the remaining issues confronting its first-round direct broadcast satellite applicants, consider issuing construction permits for second-round DBS applicants and take up petitions to reconsider its attribution ruling. □

## Successful summer for CHR format

**Arbitron ratings are testimonial for contemporary hit radio in New York and Los Angeles; MOR/talk continues to do well in Chicago**

Contemporary hit radio (CHR) continued its powerful hold over New York and Los Angeles airwaves while in Chicago, MOR/talk WGN(AM) increased its lead there, according to the new Arbitron summer advances released last week.

In New York, Malrite's contemporary hit WHTZ(FM) (Newark, N.J.) remained the market's number-one station, despite posting lower numbers—6.6 metro share for listeners 12 years old and older (Monday to Sunday, 6 a.m. to midnight)—than last spring when it earned a 7.2.

Winning second place in the new advances was RKO's urban contemporary WRKS(FM), which posted a 5.4 overall share. It had also come in second in the spring book, when it had a 5.1 12-plus share. But climbing from fourth place last spring (4.4) to third place was ABC's top 40 rocker, WPLJ(FM), with a 5.3. RKO's talk-formatted WOR(AM) landed fourth with a 4.7 overall share.

In the market's all-news ratings battle, for the second straight rating period, Westinghouse's WINS(AM) captured a higher 12-plus share than WCBS(AM). WINS took fifth place, posting a 4.4 share while WCBS continued its downward trend, slipping from a 3.6 last spring to 3.3 in the new report.

Also sliding was Infinity's WKTU(FM): down from 4.0 (winter 1984) to 3.3 (spring 1984) to 3.1. The station began to gradually switch from an urban contemporary sound to CHR midway during the rating period ("Riding Gain," Aug. 13).

Meanwhile, Inner City's urban contemporary WBLS(FM), which fell from a 3.7 12-plus share in the winter to 2.6 last spring, picked up momentum during the summer with a share in the new report of 3.5.

Continuing to make inroads into the market's adult contemporary, 12-plus listening audience was Viacom's new "light" contemporary format on WLTW-FM. The station finished with a 2.8 12-plus share—up from 2.4 during the spring sweeps and a 1.6 last winter. (Viacom switched the station's format from country to adult contemporary on Jan. 23.)

Dropping from a 2.7 12-plus share to 2.3

was adult contemporary WPIX-FM while NBC's WYNY(FM) inched up from a 2.6 to 2.8. During the summer 1983 rating period, WPIX-FM and WYNY had a good showing with 3.5 and 3.9 12-plus shares, respectively.

In the easy-listening format, Bonneville's WRFM(FM) emerged as winner over its cross-river rival, Capcities' WPAT-FM Paterson, N.J. The Bonneville station registered a 3.7—same share as the spring report—while WPAT-FM pulled a 2.9, down from 3.6.

Doubleday's WAPP(FM), which was to switch from album-oriented rock (AOR) to contemporary hit radio last Friday (Oct. 5), had a 2.4 share in the summer report, down from a 2.9 last spring.

WAPP's format change (it will be the fourth CHR station in the market) will leave Metromedia's WNEW-FM as the lone AOR outlet in New York.

According to the new advances, WNEW-FM pulled a 3.1, the same 12-plus share it had last spring.

Several other stations maintained the same 12-plus share rating from the previous survey period including talk-formatted WABC(AM) at 2.6; oldies WCBS-FM at 3.3; Mutual's country WHN(AM) at 2.9 (station was sold by Amway Corp., Mutual's parent company, to Doubleday Broadcasting for \$13 million; see page 104); adult contempo-

rary WNBC(AM) at 3.0, and big band/MOR WNEW(AM) at 3.1.

□

What was considered nearly impossible a few years ago—double-digit 12-plus metro share ratings in Los Angeles—was accomplished by Gannett's contemporary hit KIIS(FM) this summer. KIIS retained a grip on first place with an astonishing 10.0, up from 9.7 in the spring.

Finishing second was talk radio KABC(AM) with a 7.9 overall share, followed by easy-listening outlets KJOI-FM, programed by Churchill Productions, with 4.4, and KBIG(FM), owned and programed by Bonneville, at 4.1.

Emerging as the market's top AOR outlet for the second consecutive rating period was ABC's KLOS-FM, which landed in fifth place in the new advances with a 3.5, down from 3.9 in the spring. Metromedia's KMET-FM had a 3.1—down from 3.4—while KROQ-FM Pasadena, programing "Rock of the 80's," finished with a 2.8, up from 2.1.

The market's two all-news stations were tied in 12-plus metro share audience. Both Westinghouse's KFVB(AM) and CBS's KNX(AM) registered 2.9. During the spring 1984 survey period, KNX had a 3.0 to KFVB's 2.9.

Meanwhile, Golden West Broadcasters' big band-formatted KMPC(AM) pulled ahead of Gannett's big band/MOR KPRZ(AM), which airs "The Music of Your Life" format. The Golden West station had a 3.4 12-plus share to KPRZ's 1.7 finish.

Other CHR-formatted stations in Los Angeles did not fare as well as market leader KIIS. CBS's KKHR(FM) continued to climb slowly, moving from 2.6 last winter to 2.9 in the spring to 3.0 in the new advances. KIQQ-FM dipped from a 2.6 last spring to 2.4.

Among the stations showing an improvement in 12-plus metro share audience over the spring rating period were soft contemporary outlets KMGG(FM), up from 1.8 to 2.4, and KOST(FM), up from 2.7 to 3.4. Also on an upswing was Spanish KTNQ-FM, which se from 1.8 to 3.2.

□

It was a familiar scene in Chicago with MOR/talk WGN(AM) in the top spot, this time with an impressive 11.4 12-plus share, up from 8.8 in the spring. (WGNJAM is home to Chicago Cubs baseball.) Century Broadcasting's easy-listening WLOO(FM), programed by Bonneville, was second at 6.8 followed by contemporary black WBMX-FM with a 5.2. Contemporary hit radio landed in fourth spot with CBS's WBBM-FM having a 5.0 overall share—up from 4.6 in the spring—while Gannett's urban contemporary WGCI-FM fell from second with 6.1 to fifth at 4.7 in the new advances.

As for the market's album-rock outlets, Doubleday's WMET(FM) regained the lead by inching past WLUP(FM). WMET registered a 2.9 to WLUP's 2.8. However, both stations have slipped in 12-plus shares from the previous report. Progressive album-rocker WXRT(FM) is holding steady at 2.4.

Among the stations on the upswing in 12-plus share since the spring report were Cen-

tury Broadcasting's big band/MOR WAIT(AM)—up from 2.0 to 2.3—and Westinghouse's talk WIND(AM)—up from 2.7 to 3.4.

Several stations, however, dropped in overall share since the last rating period: RKO's adult contemporary WFYR(FM), down from 2.7 to 2.4; MOR/big band WJJD(AM), which airs "the Music of Your Life" format, down from 2.9 to 2.5; NBC's adult contem-

porary WKQX-FM, down from 4.6 to 3.3; ABC's contemporary hit WLS(AM), down from 3.2 to 2.7, and WLS-FM, down from 3.5 to 2.8, and NBC's country WMAQ(AM), down from 4.1 to 3.2.

Bonneville's adult contemporary WCLR(FM) and Viacom's "light" contemporary WLAQ(FM) maintained the same 12-plus shares from the spring survey period, posting 4.1 and 3.2, respectively. □



Dingell



Wirth

## It's still try, try again time for 4103

**Passage eludes cable's big bill as Congress rushes to recess; coalition of conservative senators throws bodyblock at measure because of EEO provisions**

It was both good news and bad news for H.R. 4103 last week—mostly bad. But as BROADCASTING went to press last Friday, the skies appeared to be lightening up again.

A conservative group of senators, opposed to the measure because of its equal employment opportunity standards, lifted a hold that had kept 4103 from moving in that body. And by late Friday, members were even considering taking a vote. The House, which passed the measure last Monday, had gone home, but was slated to return Tuesday (Oct. 9). Presumably, it will be given a chance to approve the measure again, once the Senate is through.

Estimates of the bill's chances went from hot to cold. "The bill is in very deep trouble," said National Cable Television Association President James Mooney at one point. At another, a staff member for the House Telecommunications Subcommittee was advising reporters, however, to "write the story optimistically."

Mooney said the association was throwing "every resource and everthing we've got at it." But, "it's very sick," he added at that point in the week. Mooney didn't know if the additional time would improve the bill's chances of passage. "I don't know if it's good or not. It could unravel even more," he said.

Much of last week's activity involved a legislative drama whose key players were staff members of the House Energy and Commerce Committee, its Telecommunications Subcommittee and the Senate Commerce Committee. And although the bill

sailed through the House without opposition it became bogged down in a debate among the staff assigned to iron out the differences between H.R. 4103 and its companion measure, S. 66.

By Friday, "all the communications issues were resolved and buttoned up," said Mooney. But the fuss made by a number of conservative senators was jeopardizing the bill. The group, led by Senator Orrin Hatch (R-Utah), includes Jesse Helms (R-N.C.), John East (R-N.C.), Strom Thurmond (R-S.C.), Jeremiah Denton (R-Ala.) and Don Nickles (R-Okla.).

A meeting was called later that day by the staff of those senators to decide what they would do. "We didn't feel the bill was as good as the Senate bill," said one aide. "They [Senators Bob Packwood (R-Ore.) and Barry Goldwater (R-Ariz.)] were trying to pass it on a voice vote. We wanted an official conference," the aide said. Hatch, a spokesman said, was disturbed by a report from the Employment Advisory Council that charged H.R. 4103's equal employment opportunity provisions could set a dangerous precedent (BROADCASTING, Oct. 1).

Furthermore, the situation worsened when staff members from the House Telecommunications Subcommittee joined the Senate aides and, as one source described it, "things turned out pretty bad." The conservative Senate group seemed even more determined to stop the bill and there was soon a stalemate.

The entire week was rocky; no element of the reconciliation between the Senate and House bills was easy. The staffs were "knocking heads" over H.R. 4103's newspaper crossownership provision and its section on leased access channels, said one Capitol Hill observer.

For the sake of the bill, Senate Commerce



# The TV advantage of the Presidency

**Congressional Research Service finds incumbent benefits from network coverage while opposition rebuttals often do not attract equal audience, but Democrats have done better than average in answering Reagan**

The traditional cry of the "outs" that the President has a considerable advantage in gaining access to television network air was heard again in Washington last week. This time, it was accompanied by a 163-page report from the Congressional Research Service that supports the complaint—and even offers evidence that the advantage can pay off in legislative victories. But the report also reveals that the present Democratic opposition in Congress has achieved considerable—indeed, unprecedented—success in gaining, on its terms, rebuttal time on the networks—and with no thanks to the FCC.

The report, prepared at the request of House Speaker Thomas P. O'Neill Jr. (D-Mass.) and the Senate Democratic leadership, shows the President almost routinely is granted requests for network coverage of addresses to the nation on what he considers important matters. It demonstrates the institutionalization of network coverage of the President's addresses to joint sessions of Congress, including the annual State of the Union addresses. And it shows that the ability of the opposition to respond, over network facilities, in a manner and time of its choosing, is uncertain.

That situation is not new, although the documentation is. But what has troubled the Democrats particularly during the Reagan years is President Reagan's demonstrated skill as a communicator. Polls have shown remarkable swings in public opinion to the President's side after a presidential address. And the report cites three occasions when it says the "President's superior access to network television" was among his resources in persuading the House of Representatives in the 97th Congress to adopt his budget and tax measures over the opposition of the Democratic leadership.

The report also cites a presidential address to the nation last May 9 urging immediate increases in economic and military aid to El Salvador that was credited with helping to tip the balance in a 212-208 House vote in favor of the administration position.

O'Neill, in a statement accompanying release of the report, reflected the frustration Democrats feel regarding their disadvantage in gaining access to the networks' air—and the hopeful expectations with which they were looking forward to the first debate Sunday (Oct. 7) between Walter Mondale and Reagan. "This Sunday, the President and the opposition will address the American people on equal terms. It is about time," O'Neill said. "When the President goes on three networks to lobby a position before the Congress, the opposition should be able to respond in kind."

O'Neill said the report shows that "when a Ronald Reagan gets superior access to televi-

sion...he can rely on personality alone. Only when people hear a direct rebuttal can they weigh a proposal on its merits."

The speaker expressed specific criticism of CBS, which, he said, "has often denied a reasonable opportunity for each side of the issue to be heard as required by the fairness doctrine." CBS provides time for views contrasting with those of the President. But the Democrats have complained about what they consider undue delays in making the time available and about what O'Neill called the "odd" hours in which the replies were scheduled. But what seems to anger the Democrats particularly is CBS's insistence on producing its own programs—*Other Views*—for which it chooses the participants, rather than giving air time to the spokesman selected by the Democratic leadership. It has done that six times.

A spokesperson for CBS News President Edward Joyce said CBS's policy dates from the mid-1970's. She said the network always provides time for "other views" whenever it broadcasts a presidential speech on a controversial matter. But she said the network retains editorial control of the manner in which the views are expressed.

The report clearly suggests that the networks have considerable responsibility for the maintenance of a political balance between the parties and the branches of government. It says that although the networks are subject to FCC regulation—the fairness doctrine and the equal time rule—their decisions in carrying presidential speeches and opposition replies "are shaped primarily" by journalistic values. And "in the long term," it adds, "the dynamics of the broadcasting system favor the President, for whom access to network air time is almost always assured when he wants it, and disfavor the opposition, for whom access is almost always uncertain." That fact of life, the report says, "may have significant ramifications for public policy."

The report notes that the President in his almost four years in office has sought network time to address the nation on 15 occasions—and was denied live coverage only once, by one network, ABC. That network's news department, after reviewing an advance copy of a speech, to be delivered during the 1982 congressional election campaign, said it was not sufficiently newsworthy for live coverage. The speech dealt with the economy, and Reagan's exhortation in it "to stay the course," the Republicans' campaign theme that fall, smacked to many of a political pitch. In addition, the networks routinely covered Reagan's three State of the Union addresses, as well as three other speeches to joint sessions of Congress, all on the ground they were newsworthy.

The Democrats have almost always received air time from one or more networks when they sought to reply to the President—but not always when it was requested. At times, replies are heard days later. And the Democrats' inability to gain prompt access on all of the networks simultaneously meant

Committee Chairman Packwood and Communications Subcommittee Chairman Goldwater were willing to accept most of H.R. 4103. However, they wanted some changes. Packwood particularly wanted to remove the crossownership prohibition for newspapers and was seeking to modify the leased access provision. Wirth was not eager to accept those changes. "Wirth wanted everything his way," said one congressional source. Negotiating on behalf of Wirth was David Aylward, subcommittee chief counsel and staff director. Packwood was represented by Ward White, senior counsel.

A number of outside forces also kept tugging at the bill. The newspaper industry was pushing to eliminate the crossownership provision and some cities were lobbying their congressmen for a variety of changes. (The National Association of Broadcasters had also entered the picture and asked that the crossownership restriction for local broadcasters be removed.) In addition, representatives of the California and Massachusetts Cable Television Associations were working to obtain language that would specifically grandfather their states' rate deregulation laws.

By Thursday morning, some of the smoke had cleared and a conference report was prepared. The changes included elimination of the newspaper crossownership provision. A stronger statement on the deregulatory purpose of the bill was inserted. A strengthened section on grandfathering provisions affecting California and Massachusetts was added. And the fight over leased access was settled.

The bill's renewal provision also was altered to allow "a franchising authority and the incumbent operator to agree to a renewal of the franchise without implementing administrative procedures."

In addition, the FCC would be permitted in certain circumstances to grant waivers to telephone companies to allow them to own cable systems where cable service would otherwise be denied to local residents. And the bill's equal employment opportunity provisions were amended to state that "failure of an operator to obtain certification shall not itself constitute the basis for a determination of substantial failure to comply with this title." Additionally, "failure to employ members of minority groups and women at the prescribed parity levels is not by itself a violation of this title."

The bill's controversial provision that would limit cable operators access to apartment buildings when an "equivalent" service is already offered was struck from the measure prior to the vote in the House. The real estate industry, which fought the provision from the start and wanted it completely removed, was able to convince members to remove it in order for passage.

A number of concerns expressed by the cable industry about specific language in the House committee report on H.R. 4103 were settled during a colloquy between Representative Wirth and Thomas Bliley (R-Va.). Among them: channel set-asides, prices for commercial use of leased access channels and several EEO considerations. □

the audience potentially available to them was much smaller than that available to the President. The report quotes Richard Salant, former president of CBS News and later a vice chairman of NBC, as finding that a simultaneous three-network broadcast ordinarily reaches a substantially larger audience than the combined audiences viewing separate broadcasts aired at different times on each of the networks. Salant cited the "principle of no escape."

However, the report says Reagan's Democratic opposition has more regularly achieved its goal of prompt and simultaneous access to the three networks than any previous out-of-power party. It says that two of the three networks often have simultaneously aired rebuttals arranged by the Democratic leadership, and that on five occasions (out of 10 requests) all three networks have aired the Democratic rebuttals at the same time. That equaled the number of times simultaneous access to the three networks was made available to the opposition party in the 17 years of the Johnson, Nixon, Ford and Carter administrations.

What's more, the Democratic leadership in Congress enjoyed what the report calls "unprecedented success" in connection with the President's weekly radio addresses. Until Reagan became a candidate for re-election and the Reagan/Bush campaign began paying for the addresses, the Democrats were given free rebuttal time on the networks carrying the President's broadcasts. And that could prove significant. The report quotes a study of Reagan's use of radio as concluding that, while the radio networks' decision to grant rebuttal time was "a minor one in terms of the value of air time, it was precedent-setting in its recognition of the opposition party in Congress. Never before had the networks given such a sweeping allocation of air time to those opposing a President."

The report deals with the FCC's role in handling controversies raised by the President's use of radio and television and the opposition's efforts to balance them—and suggests that role has become negligible. It says the trend of commission decisions in fairness doctrine matters has been to afford substantial discretion to the networks in allocating air time between the contending parties—a trend, the report notes, that was well under way before Reagan entered the White House. It also says the commission appears to regard the equal time rule as inapplicable to presidential broadcasts when the networks' decisions to carry them are based on bona fide news judgments. That policy, too, was in evidence before 1980. The report cites as a reason for those developments the commission's sensitivity to broadcasters' First Amendment interests. And the consequence is that the allocation of air time for special broadcasts is "a function of network journalism."

And while the report indicates that the Democrats have been faring better than the opposition party during previous administrations in gaining the kind of rebuttal time it sought, it also points out dangers under the present system. The report notes that the Democratic opposition has failed to win ad-

vance assurances from the television networks of rebuttal time for every controversial presidential broadcast—and that only once during the Reagan Presidency were the Democrats granted air time simultaneously on all of the networks to respond to a formal address to the nation (as opposed to addresses before a joint session of Congress). Such a situation, the report says, "makes the opposition potentially vulnerable and at a possible disadvantage should the President seek air time in the future to deliver a special broadcast just before an important vote in Congress." □

## Lottery makes interesting cellular bedfellows

**Many applicants for markets 31-90 decide to band together for piece of a franchise rather than risk loss**

How do you avoid leaving your chances of getting a cellular radio franchise from the FCC to the luck of the draw?

Form partnerships with your competitors.

That's precisely what the more than 700 applicants for 54 of cellular markets 31-90 did last week, causing the FCC to call off a mass lottery scheduled for the 30 largest of those markets.

The news didn't come as any big surprise at the FCC. The idea of using lotteries for markets 31-90 was a regulatory afterthought. Applicants originally filed for those markets with the belief that they would have to fight it out in comparative hearings. That meant putting as much money (maybe \$150,000) and care into those applications as possible. When the FCC changed its mind and decided to use lotteries to choose franchisees, applicants started thinking about ways to protect their considerable investments. "The markets themselves were potentially lucrative enough that a piece of the market was better than a gamble... especially with the expenses they [the applicants] went through in filing," said Andrew Nachby, a program analyst for the FCC's mobile services division.

Also a spur to settlement, said Charles Cooper, president of group broadcaster Charisma Communications Group and Charisma Communications Corp. (which filed applications in 43 of the 31-90 cellular markets), was the fear of being left behind by the telephone companies. (In authorizing cellular radio [basically a mobile telephone service], the FCC provided for two cellular franchises in each market, setting aside one for the telephone company, the other for everyone else.) Even with the lotteries, the winners probably would have had to face petitions to deny and other litigation, Cooper noted.

To get the settlement process moving, several applicants for multiple cities, including group broadcaster Metromedia, MCI and American Mobile Communications—a partnership of Western Union and Ram

Broadcasting—formed a group called the Grand Alliance. Another group of applicants, including Charisma, Graphic Scanning Corp., McCaw Communications and Continental Cellular (owned by MSO Continental Cablevision Inc.) subsequently got together under the banner, Cellular System One. Two weeks ago, those groups, after five days of negotiations, came together. "The pressure of the lottery made it easier to get everyone's attention," one attorney said.

Attorneys for both groups agreed that the multicity applicants had an additional incentive for settling: Subject to FCC approval, settlements offered them an opportunity to trade their interests in markets among themselves, consolidating their holdings by taking larger shares in fewer markets.

Under the game plan, the settlements are basically simple. If there were 10 applicants in a settled market, each applicant came out with a one-tenth interest (except when a multimarket applicant had traded that one-tenth interest to a multicity applicant in another market). For example, Bernard Mann, president of the National Radio Broadcasters Association and of Mann Media, noted that his station group had an interest in the cellular partnership for Greensboro, N.C. His group, one of 14 applicants, came out with a 1/14 interest. "That's better than the risk of getting nothing," Mann explained.

Precisely how the partnerships will break down is not yet known. The partnership agreements weren't on file at the FCC as of last Thursday (Oct. 4), but an attorney for the Grand Alliance said they would be filed soon.

Metromedia, which has significant interests in the top-30 cellular markets, apparently also will be a major player in markets 31-90. The group broadcaster filed a "substantial number" of applications for the latter markets, on its own, through subsidiaries or in joint ventures, according to Tom Dougherty, Metromedia Washington vice president. "We're still sorting through where we're ending up, so I can't give you numbers on it, and I don't think it's all through."



Cooper



Dougherty explained.

The FCC's Nachby said the same sort of settlement partnerships aren't likely to be seen in the future. For starters, the smaller markets are getting vastly more applicants. While 5,200 applications were filed for markets 91-120, only about 750 were filed for markets 31-90. A major reason for the increase, Nachby said, was that people were aware that lotteries would be used to choose franchisees for markets smaller than the 91st, so they generally didn't put as much money and effort into the 91-120 applications. Where an application for markets 31-90 might have cost \$150,000, applications for markets 91-120 appeared to be running in the \$1,000 range, he said. "Now you can afford to gamble," Nachby said. "It's like an expensive Irish sweepstakes." □

## Procedures for public input concerning Comsat's role in Intelsat adopted

The Communications Satellite Corp. has signed a memorandum of understanding with concerned government agencies to formalize the manner in which the public will be permitted to participate in the process of instructing Comsat in its role as the U.S. signatory to the International Telecommunications Satellite Organization. The memorandum says the procedures are intended to "complement, not supplant," existing procedures by which Comsat briefs the government in connection with Intelsat meetings. It also says Comsat agrees to be bound by instructions issued by the State Department.

The memorandum—which Comsat signed with the State Department, the Commerce Department's National Telecommunications and Information Administration and the FCC—grows out of government concern, as well as U.S. companies that are actual or potential customers of Comsat or Intelsat. They felt that interested parties should have a chance to contribute to U.S. policy-making with respect to Intelsat—and the administration agreed.

The procedures outlined in the memorandum institutionalize some of those that were in effect before Intelsat's board of governors meeting last month. It says Comsat will make available to the government (for public inspection) copies of documents it receives from the Intelsat board of governors, signatory meetings and signatories. Comsat may request confidentiality for some documents in accordance with criteria for nondisclosure contained in the commission's Comsat Corporate Structure Order of March 30, 1984. That is intended to protect proprietary information.

But Comsat must also notify NTIA and the State Department of those documents it wants to withhold from the public. And those agencies will make their own decisions regarding confidentiality, in accordance with the Freedom of Information Act.

Among other points covered in the memo-

random:

■ Comsat will hold public meetings on a quarterly basis in connection with Intelsat board of governors meetings. The purpose will be to provide a forum for the review and discussion with interested parties actions taken at the previous board meeting, and actions expected at the next one.

■ Comsat will continue to invite all U.S. international service carriers to the annual Intelsat Global Traffic Meeting. The carriers will continue to receive copies of the traffic data base, which represents the results of those meetings.

■ Thirty days before each Intelsat meeting, the commission will issue a public notice inviting written comments on any matters on the agenda. The government will consider the comments in formulating its instructions to Comsat, "but will not be bound" by the comments.

The parties to the memorandum have left themselves the flexibility to change its provisions, as that may become necessary, particularly in the event of increasing competition among international telecommunications service providers. The memorandum says the parties "agree that future developments may require a reevaluation of the effectiveness of this initiative and the adoption of new or additional procedures, to ensure that the objectives set forth herein continue to be met." It says such developments may include a determination that the procedures

"do not adequately respond to the needs of U.S. participants in a growing and more competitive international telecommunications environment." □

## DBS partnership starts building top management

**Comsat/Prudential/Doug Ruhe venture taps five vice presidents, but continues looking for a CEO after turning down Bodman, Kwit; headquarters will be in New York**

The senior management of the tentative satellite broadcasting partnership of Comsat, Prudential Insurance and UPI co-owner Douglas Ruhe will include at least four incumbent vice presidents of Satellite Television Corp. and at least one executive from United States Communications Inc., according to informed sources.

Once finalized, the new venture will absorb STC, which is wholly owned by Comsat, as well as USCI, which is principally owned by Prudential.

The managers of the new venture, the sources said, will include Edmund Bartlett, now vice president, finance, STC; James Badarracco, vice president, field operations,

## Nevada knocked down

A federal judge in New Orleans ruled last week that the FCC's *Nevada* decision does not give cable operators the right to change the makeup of their basic service tiers. "Because... [*Nevada*] did not change prior FCC precedent, local government franchisors are not pre-empted from regulating retiering of a basic subscriber service tier," said Judge Veronica D. Wicker in her 40-page ruling, "but may hold a cable operator to its contractual duty to provide all promised stations on this tier."

The decision stems from a convoluted legal case in which the city of New Orleans tried to stop its cable franchisee, Cox Cable, from splitting its 30-channel basic tier in two: a new basic tier, containing the "must carry" broadcast signals, and an additional tier, containing the popular advertiser-supported cable service. The "retiering," as the court called it, of the basic service was intended to increase revenues. Subscribers must pay \$10.95 a month for two tiers and roughly the same service for which they had paid \$7.95 before the retiering.

Even if *Nevada* could be construed as allowing cable operators to remove services from a basic tier, "it would still not forbid cable companies from contracting away this right," Wicker said. "Assuming that local agencies' powers were as limited as Cox contends, agencies are not forbidden from contracting with operators to require certain services on a basic tier."

The court also rejected Cox's assertion that it had the power to retier based on the Supreme Court's *Crisp* decision, which affirmed the FCC pre-emption of program content regulation by states and municipalities. "Cox seeks to ride the coattails of *Crisp* framing the issue as one of signal carriage," Wicker said. "However, Cox has never attempted to define or to delimit signal carriage and no signal carriage issues or regulations are involved here."

The judge must have read the FCC's rulings "with blinders on," said Bill Johnson, deputy chief of the FCC's Mass Media Bureau. Johnson pointed to a sentence in the FCC's July clarification of *Nevada*: "[A cable operator] is free to add, delete or realign its service as long as the basic service contains all signals mandated by the commission rules. I don't see how it could be much clearer."

Johnson said the FCC's *Nevada* ruling was not a change in policy. To arrive at the ruling, he said, the commission "accumulated what the FCC has done and simple restated it." Even if it did represent a change, he added, "it's not entirely clear you have to go through a rulemaking process."

STC: David Beddow, senior vice president, engineering, STC; Warren Zeger, vice president, planning and business development, STC, and David Gordon, senior vice president, marketing and sales, USCI.

While notifying the five executives that they are to be a part of the new venture, the prospective partners continued their search for a new chief executive. The partners rejected Richard Bodman, president of STC, who resigned Sept. 21 (BROADCASTING, Oct. 1) and, reportedly, Nathaniel Kwit, president of USCI. According to sources close to Comsat, Kwit, who owns a piece of USCI, is fighting for his job.

Among the top STC executives who didn't make the cut were Ronald Castell, senior vice president of marketing, and Hazel Kahan, vice president of research and market planning. Castell, who has worked for Warner Amex Cable Communications and Group W Satellite Communications, has joined the strategic planning division of Comsat.

Still unknown is the fate of Mickey Alpert, executive vice president; Richard Gal-

kin, senior vice president, programming, and the the rest of some 100 employees in STC's Washington headquarters. The would-be partners have decided to base their venture in New York. So at the very least, some STC staffers will face moving or quitting.

According to sources close to USCI, most the employees of the New York-based company are being eliminated.

Comsat, Prudential and Ruhe announced their intention to combine forces to pursue the satellite broadcasting business last month (BROADCASTING, Sept. 17).

USCI, into which Prudential, General Instrument and others had poured millions of dollars, launched a five-channel service in the Northeast and Midwest last November. It managed to sign up an estimated 12,000 subscribers before it began running out of money last spring.

STC announced its plans in August 1979, but their implementation was always contingent upon Comsat's finding a partner to share the enormous costs and risks. The search for partners was fruitless until Prudential and Comsat began talking last Au-

gust.

The proposed partnership is seen as the last chance for Comsat and Prudential to enter the satellite broadcasting business and to recover their already substantial investment to the fledgling medium. □

## FCC appeal of DBS decision falls short

The FCC is facing a decision as to whether to seek Supreme Court validation of its view that the regulations normally imposed on broadcasters do not apply to programmers who use common carriers in the direct-to-home satellite broadcasting service.

A three-judge panel of the U.S. Court of Appeals in Washington, in a decision affirming other key provisions of the commission order authorizing DBS service, vacated the section making broadcast regulations inapplicable to customer-programmers of DBS systems that operate as common carriers (BROADCASTING, July 30). And last week, the court, without comment—and without indicating any dissenting votes among the 11 judges, denied the commission's petition for rehearing by the full bench. Thus, the commission is left with the decision of whether to seek Supreme Court review.

The panel, in its decision, appeared particularly concerned about freeing customer-programmers of DBS systems from the requirements of those sections of the Communications Act requiring broadcasters to afford reasonable access to candidates for federal office and to provide equal opportunities to all candidates. But the commission, in seeking rehearing, had argued that Congress had not dealt with the question of whether political broadcasting requirements were to be imposed on programmers who were customers of common carriers but who were not themselves licensees. And it said its decision not to impose the requirements was made deliberately, out of concern that the growth of the new service would otherwise be impeded.

The commission had argued that rehearing was warranted because the panel had imposed its "preferred construction" on the political broadcasting sections of the Communications Act, even though the agency's different view was based "on a permissible construction of the statute" and should have been affirmed.

The petition indicated the commission is concerned with more than the DBS service. It said the view that broadcast regulations must be imposed whenever radio facilities are used to disseminate programming directly to the public—regardless of whether the licensee intends to operate as a common carrier or a broadcaster—could also apply to common carriers in other services. It referred specifically to "the multipoint distribution service and other satellite services, whose facilities in recent years have come to attract customers desiring to disseminate their programming directly to . . . individual homes and apartment buildings." □

## CNN denied coverage of CBS-Westmoreland trial

The most publicized libel trial in recent times, *Westmoreland v. CBS Inc.*, will not be televised. Last week CNN lost the final two rounds in its legal battle to cover it gavel to gavel.

In both cases, the CNN appeals were dismissed almost out of hand. The Board of Judges for the U.S. District Court, Southern District of New York, where the trial will be heard by Judge Pierre Leval, voted not to convene to even consider CNN's request for a waiver of its local rule barring cameras in the courtroom.

As a last-ditch effort last Monday (Oct. 1), CNN filed a 33-page petition with the Second Circuit U.S. Court of Appeals in New York asking it to require the district court and Judge Leval to permit televised coverage of the trial. Three days later that court issued its one-paragraph denial, characterizing CNN's requested relief as an "extraordinary remedy" that it would not contemplate short of a full appeal. CNN argued that the categorical ban on cameras from a civil trial in the federal courts, when such coverage is "fully consistent" with due process is, "an unwarranted blackout of private speech between willing speakers and willing listeners through a willing transmitter, a blackout rendered more rather than less troublesome by the fact that it centers on proceedings the Supreme Court has described as constitutionally public and not within the government's private, proprietary domain."

Last week's decisions were consistent with a decision three weeks ago by the U.S. Judicial Conference, which establishes the rules of conduct by which federal courts proceed, refusing to overturn its ban of television and radio coverage of trials in federal courts (BROADCASTING, Sept. 24).

In other pre-trial developments last week, Westmoreland attorneys removed CBS News President Van Gordon Sauter from the list of defendants. He was dropped as a defendant, sources said, because "he came into the picture at the very last minute as CBS News president," and had little to do with the presentation of the broadcast, short of authorizing an air date. The source said dropping Sauter was an attempt to simplify the very complex case.

Also last week, Judge Leval expressed concern that Westmoreland was only charging CBS with libel in connection with statements in the broadcast that alleged he lied to his military superiors and the President, while the broadcast also contended that the intent was to mislead the press, Congress and the American public as well. Westmoreland attorneys submitted that it was the "special relationship" between Westmoreland and his military superiors and the President, that made the charge that he lied to them, perhaps at the expense of American lives, the one to be focused on. Although Westmoreland disputes charges that he lied to anyone, as one attorney for the plaintiff expressed it last week, "everybody accused everybody of lying to the press and public back then. We don't want to retry the entire Vietnam war." He said the most serious flaw with the broadcast, and thus the heart of the case, was CBS's charge that Westmoreland attempted to deceive his superiors. And plaintiff's case, he said, would focus on proving that charge to be libelous.





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# Bare Essence

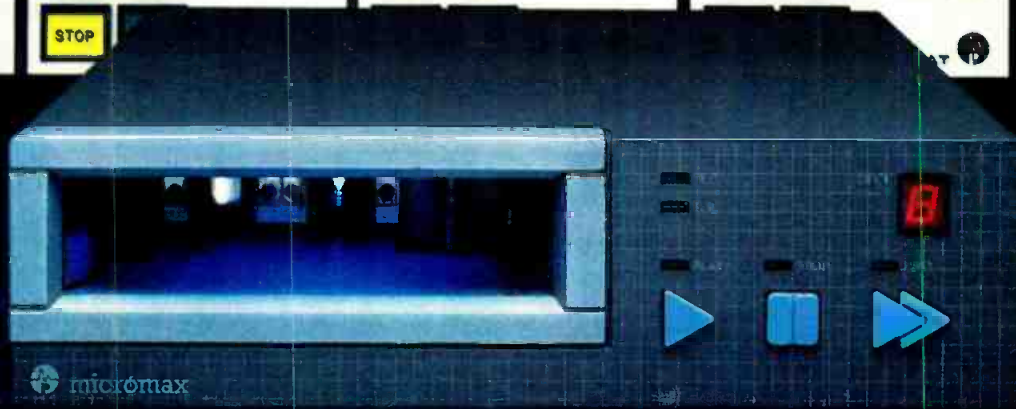
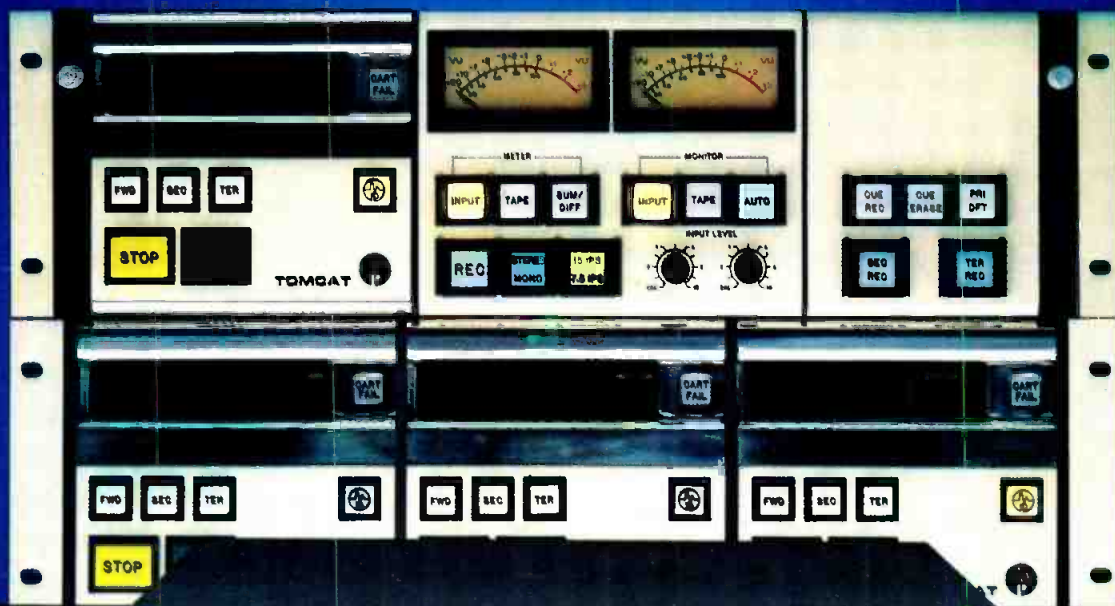
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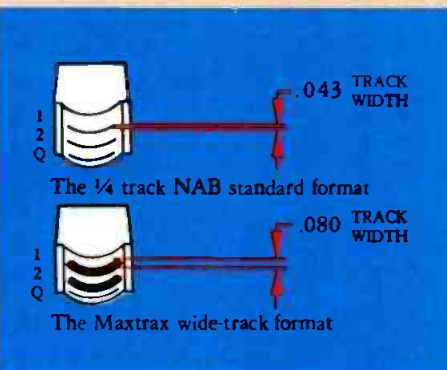
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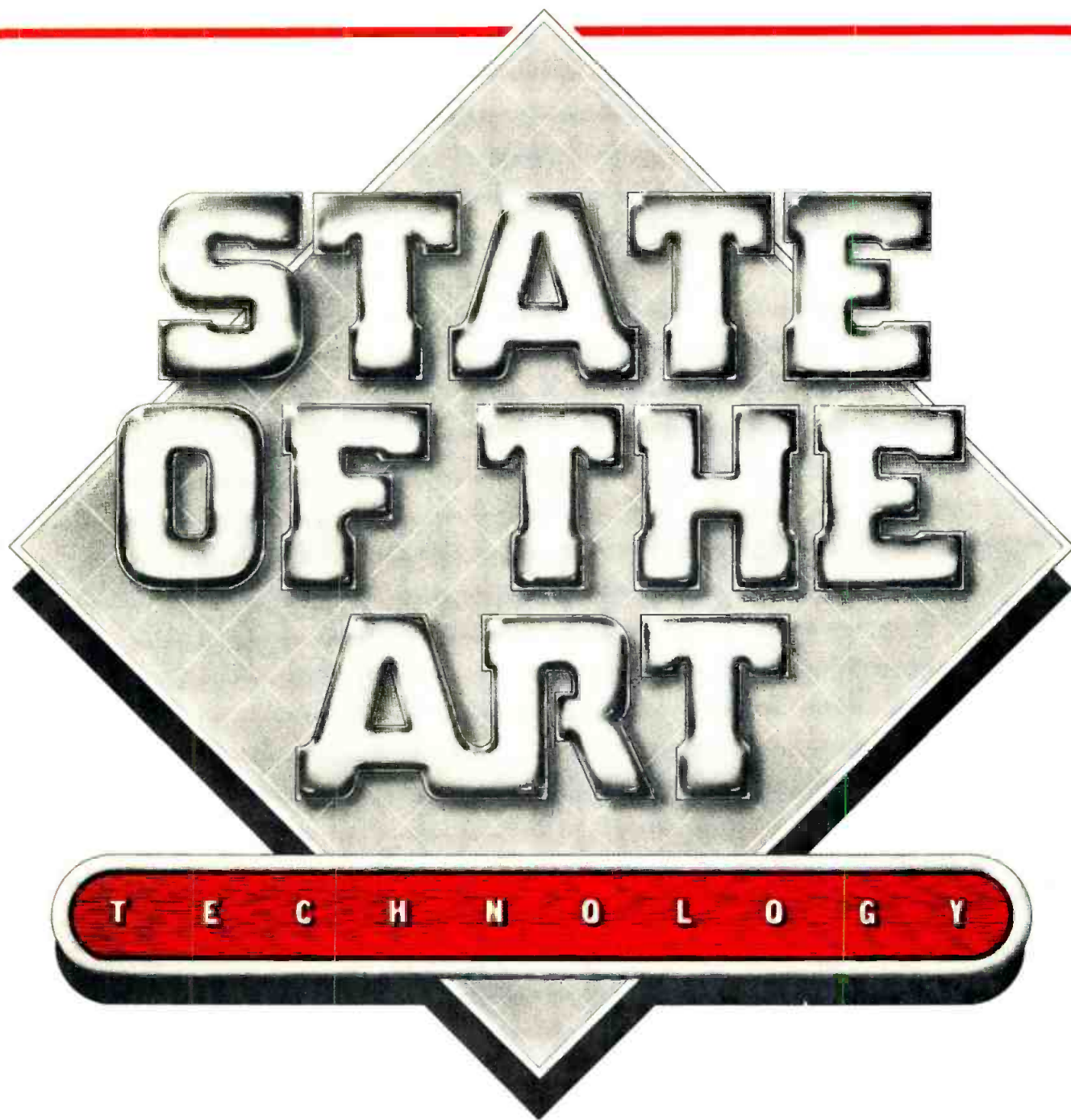
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# STATE OF THE ART

TECHNOLOGY

**T**he older video technology gets, the more powerful it becomes. Pushed forward by the demands of broadcasters and other program producers and the eagerness of manufacturers to satisfy them, the technology becomes more capable every year, filling an increasing number of production roles and giving producers ever greater creative freedom.

Videotape has virtually replaced film in many applications and is threatening to move into areas that were once thought to be the exclusive and permanent domain of film.

At the International Broadcasting Convention, in Brighton, England, Rupert Stow, director of production system analysis, operations and engineering, CBS, said most television news coverage as well as 88% of television situation comedies and variety shows are now produced on tape. The establishment of electronic newsgathering and the deep inroads videotape has made in television stem, in part, from the continuing development in videotape recording. There are enough—some would say more than enough—tape sizes and

formats for every conceivable television application.

The next step is electronic cinematography. By endowing video equipment, particularly cameras and editors, with the operational characteristics of film equipment and steadily improving the picture quality, video engineers are on the verge on making video the medium of choice for the production of television dramas and movies.

There are sound reasons for making the move to video for all types of production: Tape saves time and it saves money. According to Stow, the use of tape in lieu of film in the production of a one-hour television drama could reduce production time by about 14% and could trim the budget commensurably.

And there are increasingly fewer reasons not to make the move. The video engineers are finding ways of making video perform all the tricks film technology has done so well for so long. For the first time this year, for instance, the engineers demonstrated high-resolution slow-motion and stop-action.

Video may prove to be a more flexible and creative medium than



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## VTR SYSTEM DESCRIPTION

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- The VTR shall provide
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- The VTR shall provide
- The VTR shall provide

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- The controls shall be



*Audio Confidence*

- The VTR shall be able to
- The VTR shall be able to
- The VTR shall be able to
- The VTR shall be able to

### DIAGNOSTIC SYSTEM

- The VTR microprocessors shall perform continuous self-checks of system parameters and generate a warning LED if a non-standard or fault condition exists. The operator will be able to enter system code in the numeric readout to trace the fault to a particular assembly in the VTR.
- A logic probe shall be used in conjunction with the microprocessors in the VTR to troubleshoot all of the integrated circuits which are in communication with the microprocessors.

### VIDEO SYSTEM

*AST\**

- The VTR shall include Automatic Scan Tracking as a standard feature.
- The VTR shall be capable of disturbance-free variable play speeds from -1 to 5X.
- The VTR shall include video confidence head and circuitry to allow monitoring of the video during record.

*Video Confidence*

### PACKAGING

- The VTR shall be modular in design to facilitate ease of servicing and to insure highest reliability.
- The VTR shall be offered in a variety of configurations to meet many price and budget criteria.

*New TBC*

### TIME BASE CORRECTOR

- State-of-the-art time base corrector design shall be utilized to attain a TBC performance-matched to the VTR.
- The TBC shall include integral dropout compensation, velocity compensation and color processing.
- The TBC shall be capable of supplying pictures at shuttle rates of up to 600 fps, forward or reverse.
- The TBC shall be capable of smooth, disturbance-free video in variable play range of -1 to 5X normal tape speed.
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"Make it easier to troubleshoot," you said, and we built in an extensive diagnostics system that constantly monitors many system conditions and warns you if a fault occurs. You can even run from the control panel a diagnostic routine using a logic probe to test every IC in direct communication with the two microprocessors.

## A tried and true transport

You demanded reliability. Not wanting to tamper with success, we borrowed the tape transport and mechanical

printed wiring boards and backplane connectors throughout. The modular package allows convenient access to any part of the VTR for easy maintenance.



## A TBC to Match

Because you wanted play speeds from -1 to 3X normal and picture in shuttle, we also developed the new TBC-6 digital time base corrector, performance-matched to the VPR-6. Its 32-line memory and 28-line correction window are the largest in any TBC appropriate for a VTR of this type.



## State of the art editing

So much for recording and playback, how about editing? The VPR-6 has all the capabilities you asked for, including

split audio-video auto edit and auto tag. RS-422 serial communications capability lets VPR-6 function efficiently in a state-of-the-art editing system with the Ampex ACE and other edit controllers.

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"Make audio better," you said, and we did. The VPR-6 has audio (as well as video) confidence playback. The audio system also offers high quality stereo phase and an optional fourth audio channel for EBU systems.

## Selection of styles

Most users may agree on capabilities, but you prefer a variety of configurations to choose from. So, we offer the VPR-6/TBC-6 in four console styles as well as tabletop and rackmount versions. Many Ampex video accessories work with it, including some you may now own.

## In production now

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film. The video images can be reduced by a computer to a stream of digital impulses and manipulated in a remarkable number of ways by special effects generators, which are proliferating in the video marketplace.

Not only does video seek to replace film, it also hopes to usurp the role of a much older medium: paper. Videographics or weathergraphic machines, also based on computers with sophisticated software, permit artists-technicians to create video slides with pictures, words and numbers—without paper, pens, pencils and paint and without a camera.

#### *Working Toward HDTV*

The key to electronic cinematography may be the Sony HDTV camera, which went on sale along with a complete array of HDTV studio equipment at the National Association of Broadcasters convention last May, or something similar. The Sony camera couples the high-resolution and large aspect ratio (picture width to picture height) of HDTV with the operational features of a 35 mm film camera.

Like a film camera, the Sony HDTV camera accepts a variety of fixed lenses, ranging in focal length from 11.5 mm to 56 mm. They are made by Fujinon and Canon. A Nikon 12-to-84-mm zoom lens is also available. The system includes a one-inch videotape recorder with a special signal processor, a camera control unit, two monitors and a 120-inch projection television system.

The industry is working to develop a world HDTV production standard. The standard will have around twice the number of scanning lines as the existing television standards in use around the world, a 5:3 or 5.3:3 aspect ratio compared to the 4:3 ratio of the current standards and a field rate of either 60 or 80 hertz. (The Sony system, based on development work of the Japanese Broadcasting Corp. [NHK], features 1,125 scan-

ning lines, a 5:3 aspect ratio and a 60 hz field rate.)

The chief obstacle to a world standard at this point is the controversy over field rate, which emerged at the IBC convention (BROADCASTING, Oct. 1). Although NHK and most American broadcasters favor 60 hz, some European broadcasters prefer 80. Not only would the higher field rate provide for better motion portrayal, they claim, but it would also allow for smoother conversion to the existing European television standards (PAL and SECAM) with their 50-hz field rates.

Until a way of squeezing the wideband HDTV signal into a narrow UHF or VHF channel can be developed, programs will have to be downconverted to PAL, SECAM or NTSC for broadcast. Converting a 60-hz television picture to 50 hz, as the Europeans have been doing for years to broadcast 60-hz NTSC programming from the U.S. and elsewhere, introduces an annoying flickering effect around moving objects in the picture, called judder.

At a meeting of the international group working on the world HDTV standard in Kingswood Warren, England, last month, the 50 hz proponents said they would consider a 60-hz frequency if the 60 hz proponents could demonstrate a 60-to-50 conversion process that would ameliorate the judder. Accepting the challenge, NHK plans to demonstrate a system at the next meeting of the group, Jan. 9-10, 1985, in Tokyo. Sony is reportedly building the hardware for the system.

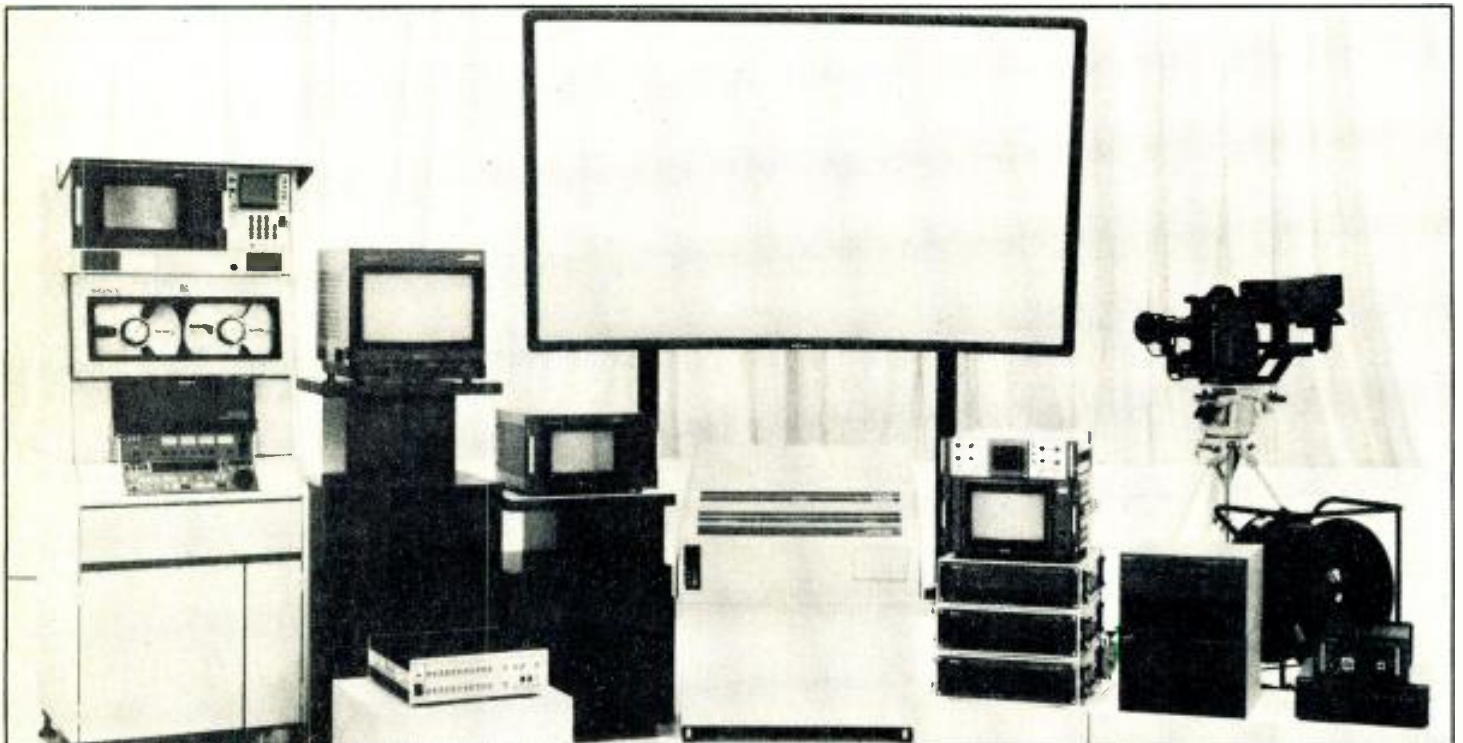
With much ado, RCA introduced its CCD-1 camera at the NAB last spring, promising delivery of the \$37,500 units early next year. As it did when it was shown a year before as a prototype, the CCD camera, which substitutes silicon chips for tubes, generated much interest among broadcasters

and other television producers fascinated by the attributes that derive from the solid-state imaging devices: a 62 db signal-to-noise ratio; freedom from image lag, burn-in and blooming; high dynamic resolution; high sensitivity to light, and immunity from magnetic fields.

The CCD-1 received a workout from NBC at the Democratic and Republican conventions last summer in San Francisco and Dallas, respectively. According to Mike Sherlock, NBC executive vice president, operational technical service, the two CCD-1 cameras that roamed the convention floors with reporters and microwave units worked admirably. At the Democratic gathering, he said, the cameras' special attributes were particularly helpful. When the hall lights were turned down for the presentation of a film, he said, the NBC crews were able to keep shooting because of the low light sensitivity of the cameras. And when fireworks were exploded in the hall at the end of the convention, he said, the cameras were able to take it all in because of their immunity to burn-in.

Despite its advantages, sales of the CCD-1 have not been as great as RCA had expected. It hopes, however, that a seven-city tour of the camera after the Society of Motion Picture and Television Engineers convention in New York later this month and some additional advertising will boost interest in the product.

Judging from the comments of broadcast network executives, however, the problem with the CCD-1 is not the technology, but the packaging. The CCD-1 comes in the same package as RCA's discontinued three-tube Hawkeye camera, which received low marks from broadcasters because of its bulk and weight. The camera is "too heavy and unwieldy," said David Buksbaum, vice president, newsgathering and operations,



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CBS News. Until the camera is slimmed down, he said, it "is not going to go anywhere." According to Mike Fisher, director of equipment planning, operations and engineering division, operations-conscious ABC would like RCA to make its chips and CCD technology available to other manufacturers, which may be able to produce more manageable cameras.

The RCA CCD-1 is not the only promising CCD camera. At less than half the price of the CCD-1, NEC America introduced at the NAB a production model of its SP-3. "Initially, sales were disappointing," said Jeffrey White, marketing services manager. "But since the NAB, sales, while not yet up to initial projections, have been much improved and growing. The market has been a little slow in accepting CCD technology, but the resistance is dissipating."

White feels the SP-3 has some important advantages over the CCD-1 besides its lower price. The resolution of the SP-3, for instance, is "much better" than that of the CCD-1, he said. And the SP-3 camera head is much lighter, he said, weighing in at 5.9 pounds. On the other hand, he acknowledged that the NEC camera falls short of its RCA competitor. He said the CCD-1 is more light-sensitive and, thus, performs better in situations with little light.

In areas where the CCD-1 is ahead of the SP-3, White said, NEC is working to close the gap. At the SMPTE show, he said, NEC America will show a pre-production model of the SP-3A, essentially an SP-3 with improved chips. The new chips are designed to eliminate the "blooming" phenomenon that occurred when the SP-3 with the old chips was aimed directly at a bright light such as



RCA's CCD-1 at the Democratic Convention

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the sun or a spotlight.

White said NEC will be taking orders for the SP-3A at SMPTE, promising delivery by the end of the year. The price of the SP-3A has yet to be set, he said, but it will probably be higher than the \$16,900 price of the SP-3. For a fee that has yet to be determined, he said, NEC will retrofit SP-3's already in the field with the new chips.

If the demand for CCD cameras grows, it is almost certain that other camera manufacturers will add to the supply. According to Woywood, EEV, Philips and Thomson-CSF are trying to catch up with RCA. Philips seems to be particularly interested in the technology. One of its subsidiaries, Amperex, showed a high-resolution CCD at the Electronic Imaging Show in Boston last month, to be available in "commercial quantities" next year. Although the chips will be used principally for "machine vision," a type of robotics, said Carol Ethier, product marketing manager, they could be used for "low-end" ENG cameras. She added that Philips is continuing its work to come up with chips with even higher resolution.

### Slower and Clearer

Both Sony and RCA, using totally different technical approaches, have developed high-quality, slow-motion systems that represent significant improvements over conventional video slow motion. The Sony system, Super Motion, mimics film. Just as film creates slow-motion by speeding up the frame rate, the Sony system produces it by increasing the field rate—from 60 per second to 180. The RCA system, on the other hand, is based on the CCD technology.

The Sony system was developed at the request of ABC primarily for the summer Olympics and, as any regular viewer of the games will testify, two Sony units were used extensively during ABC's coverage, particularly during the gymnastics events. The tighter the camera shot, the more remarkable the pictures. (To make sure viewers fully appreciated the technology, ABC labeled all the "Super Slo-Mo" replays.) Since the Olympics, Super Slo-Mo has shown up on *Monday Night Football* and on ABC's coverage last week of the baseball championship playoffs.

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Motion, but they expired on Sept. 1. The system made its trade show debut at IBC. Sony was taking orders for it there and promising delivery next May. Larry Thorpe, director, camera product manager, Sony, confirmed that ABC paid around \$500,000 for each of its two systems, but added that Sony is working to get the price down to around \$300,000. As the latest enhancement to sports broadcasting, Super Motion may soon become *de rigueur*. "All the networks are going to have these," said Thorpe. Indeed, executives for CBS and NBC confirmed that they had ordered systems.

The Sony system is simple in concept, but complex in design. Using rapid scanning technology developed for HDTV, the Super Motion camera (the BVP-3000 with Saticon tubes and the BVP-3030 with Plumbicon tubes) generates 90 frames of 180 interlaced fields every second, three times as many as



RCA's CCD-1 and regular cameras stopping the action

conventional NTSC cameras. The wideband output is fed by a fiber optics link to a special digital processor, where it is divided into three standard NTSC signals. The signals are then recorded in proper sequence on a one-inch videotape recorder (the BVT-2700) running at three times normal speed. When the recorder is played back at normal speed, fluid slow-motion images are produced.

The RCA slow-motion system, first shown in a suite of the Riviera hotel during the NAB convention, takes advantage of some of the inherent qualities of the CCD technology: freedom from image lag and superior light sensitivity and dynamic resolution. When a CCD camera is coupled with a high-speed (greater than the 1/98th of a second speed of the CCD-1) shutter, the camera produces a string of crisp, smear-free images that can be recorded and played back at a slower speed to produce high-resolution slow-motion. High-speed shutters have been tried on tube cameras to create a slow-motion effect, but such a set-up never proved practical because of the image lag and low light sensitivity of the tubes.

RCA in cooperation with NBC is experimenting with CCD with high-speed shutters to determine the optimum shutter speed. According to NBC's Sherlock, the network successfully tested a camera with the shutter fixed at 1/500th of a second at the Arlington Million horse race in August at Arlington Park, Ill., and plans to try it again at the Breeder's Cup race on Nov. 11 at the Hollywood Park track in Los Angeles.

Each system has its drawbacks. The Sony system, based as it is on conventional pickup tubes, suffers from image smear or, to put it

another way, significant loss of resolution on rapidly moving objects. When a Super Motion videotape of a girl playing tennis was stopped with the ball in flight toward the camera during the demonstration of the system at the IBC, much of the detail of the ball was lost in a smear of yellow. Slow motion from the RCA shuttered CCD has a different problem. Because it samples a scene at the conventional rate, there is no continuity of motion. The problem becomes more acute the tighter the camera is to its subject. Carleton Musson, director of product planning for RCA, said it produces a strobe effect.

Which system is better? That's a tough question because the systems and their attributes are radically different. Certainly, for film-like slow motion with smooth continuity, the Sony system is better. But for stop-action with a lot of the picture detail, the RCA approach wins. According to Sherlock, there may be room for both systems in the equipment arsenals of major sports broadcasters.

RCA and Sony are well aware of the limitations of their respective systems and would like to eliminate them. "You can be sure that the Sony engineers are working hard to reduce the smearing," said Robert Thompson, manager of video systems engineering, "and that the RCA engineers are working equally hard to eliminate the judder."

#### The ENG Wars

Today's de facto standard for ENG is the Sony three-quarter-inch U-matic format, but four other formats—two half-inch and two quarter-inch—are vying to be the ENG standard of the future. The smaller tape format makes possible the combination of camera and recorder into a single unit that can be operated by one person, recalling the days of 16 mm film cameras.

The half-inch formats—the Sony Betacam and the incompatible RCA/Panasonic M-format—have the additional attributes of producing pictures with quality that far surpasses that of three-quarter-inch and approaches that of one-inch studio machines.

The two formats seem to be running neck-and-neck in the U.S. marketplace. According to one manufacturers' survey made last March, there were around 900 recorders and players built to each format in the field. However, Sony has been coming on strong over the past few months.

In an announcement that was apparently timed to coincide with the IBC, CBS said it had purchased "a significant quantity" of Betacam equipment for its new news center in New York and its owned-and-operated station in Philadelphia, WCAU-TV. CBS's initial order included four Betacart machines, programable multicassette playback units that will be used for playback-to-air and a large number of record/playback machines for editing.

Although CBS is clearly intent on outfitting its news center with half-inch gear, it is still not totally clear whether it will use it for news gathering. CBS News's Buksbaum said the news department has not yet decided to use Betacam or any small format recorder. "We tried the [recorder] out eight months

ago and found some problems with it," he said. "Some of the problems have not yet been addressed by Sony. Until we are totally satisfied with it, we are not committed to it at all."

Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group, the CBS division that actually ordered the Betacam gear, said Buksbaum's comments reflect the "ultraconservatism of operating people." He acknowledged that the Betacam field recorder has problems, but was confident that Sony would solve them to his satisfaction and Buksbaum's. "We are going to leave the three-quarter-inch format for the half-inch Betacam format for ENG," he said, "assuming it lives up to its expectations."

With the boost from CBS, sales of Betacam should pick up in the U.S. CBS was the first of the broadcast networks to purchase



Sony's Betacam on assignment in St. Paul

half-inch equipment and its decision could influence other broadcasters.

While the U.S. market may be split roughly equally between proponents of the two half-inch formats, the international markets seems to be controlled by Betacam. Much of Betacam European dominance stems from a European Broadcasting Union recommendation of Betacam. Also, the Canadian Broadcasting Corp. has selected Betacam as its ENG format and has ordered large quantities of equipment.

RCA has by no means given up on the European market. Although the EBU has recommended Betacam, said Robert Thompson, manager of video systems engineering, "a number of very important European users" have yet to commit to a half-inch format. And as long as they remain uncommitted, he said, RCA will continue to inveigh them to join the M-format camp.

RCA's latest effort came just two weeks ago at the IBC. RCA invited representatives of "some of the very important European users" to a hotel suite for a demonstration of an improved PAL M-format recorder, one that, according to Thompson, met the EBU performance standard for the first time—that is, third generation recording on the M-format recorder must be comparable to a first generation recording of a PAL high-band U-matic recorder, the current ENG standard in PAL countries.

To further induce the Europeans to consider RCA technology, RCA launched a crash program in late August to come up with a PAL version of the CCD-1 for the IBC. They succeeded and a prototype was shown in a suite. Woodywood did not expect to have a



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product available before "the second half of 1985."

Complicating the small-format picture is the existence of two incompatible quarter-inch formats—the Bosch Lineplex format and the yet-unnamed proposed compromise standard, which is based primarily on the Hitachi format. The quarter-inch standard question may be solved next week when a working group of the SMPTE convenes at the CBS Technology Center in Stamford, Conn., to evaluate the compromise format and compare it with the Lineplex system and with U-matic. To pass muster, said Bob Thomas, chairman of the working group, a third generation recording from the compromise format must be comparable to first-generation U-matic.

ABC has been vocal in its support for a standardized quarter-inch format. It is attracted by the added portability and ease of use inherent in the smaller tape width. "We are concerned with size and weight," said Mike Fisher, director of equipment planning, operations and engineering, ABC. "Putting that little cassette in your pocket has a lot of advantages over all other formats and schemes." (As Fisher suggested, the quarter-inch cassettes are just slightly larger than a standard audio cassette.)

As if four small-format systems are not enough, Ampex is suggesting a fifth—8 mm. Ampex is marketing M-format half-inch equipment, but, according to Mark Sanders, vice president and general man-

ager, audio-video systems division, it believes both half-inch systems are "interim formats." The way to satisfy demand for smaller, lighter ENG equipment and to incorporate the latest advances in signal processing into it, he said, is to move to 8 mm. Such a format would utilize the 8 mm cassette developed for consumer video, which, he said, is "superb." It features the latest technology and protect the tape very well, he said.

The state of the art in video recording is the one-inch videotape recorder. Recorders come in two varieties—the C-format and the incompatible and far less popular B-format—and, although they've been around for eight years, the market for them is still healthy and highly competitive.

Perhaps as many as 90% of the one-inch recorders sold today are of the C-format variety, according to industry estimates. The B-format machines are most prevalent in Europe, but even there, the C-format machines seem to be making significant inroads.

Ampex and Sony have been waging an all-out technical and marketing battle to become the world's pre-eminent supplier of C-format machines. According to Sanders, Ampex has been able to maintain at least a 50% share of the C-format market through its ups and downs. The market boomed in 1980 and '81, went flat in '82, then bounced back in '83, he said. Ampex expects the market to remain strong throughout 1984 and '85 before flattening out in 1986, he

added.

There are good reasons for Ampex's optimistic market projections, according to Sanders. Only slightly more than half of the broadcasters in the U.S. are equipped with one-inch VTR's. The rest have made do with the old and operationally awkward two-inch machines, three-quarter-inch gear and film, he said. In addition, many broadcasters and production houses—both domestic and foreign—that jumped on the one-inch bandwagon early are looking to replace their machines, he said. And some broadcasters in traditionally B-format countries are breaking ranks and opting for C-format, he said.

If Sony is Ampex's major challenger in the C-format market, Hitachi Denshi is the minor one. "We have always maintained a nice market share," said Bernie Munzelle, vice president, sales and marketing, Hitachi. "We have a good reputation and where the machines are in use, the customers are happy."

At the IBC, Ampex introduced the VPR-6, a \$72,500 machine possessing some of the tape handling, diagnostic and editing capabilities of the top-of-the-line VPR-3 at about the price of the VPR-2B, which is being phased out. Ampex's line also includes a budget VPR-80 and the VPR-5, a portable machine for field production that calls for better than three-quarter-inch or half-inch quality.

Sony offers the BVH-2000, comparable to the Ampex VPR-2B in price and perfor-

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mance, and its top-of-the-line, BVH-2500. Because of its frame-by-frame recording capability, the BVH-2500 can be used for time lapse videography, still storage and animation. (Not wanting to fall behind its competitor, Ampex introduced new software at the NAB that gives its VPR-3 similar animation capability.)

Hitachi's entry in the VTR market is the HR-230, which is in the same class as the VPR-6 and the BVH-2000. A prototype was shown at the NAB, said Munzelle, and a production model will be shown at SMPTE.

#### *Closing In on a Digital Format*

The one-inch C-format VTR's have served the industry well, but they may be obsolete for most production work by the end of the decade. The digital videotape recorder (DVTR), promising 20 or more recording generations without apparent degradation of the picture, is on its way—more quickly than many had thought.

An SMPTE working group has been trying to develop a DVTR standard. If a tentative standard can be agreed on next spring, said Fred Remley, chairman of SMPTE's DVTR working group, pre-production DVTR's could show up at next year's SMPTE and production models could be available the following summer. That's an optimistic view, Remley admits, but not an unrealistic one.

The working group has settled on a number of important parameters, he said, including tape width (19 mm), and obstacles to reaching agreement on other controversial issues do not seem to be "insurmountable." The group still has to agree on "the way of handling the video signal and the specific way of laying the tracks on the tape," he said.

The SMPTE working group is interested in achieving a world DVTR standard and, to that end, is working closely with the EBU and other foreign broadcasting groups. Indeed, said Remley, pressure on the SMPTE group to reach a standard by next spring comes from schedule of the International Radio Consultative Committee (CCIR), which sets international standards.

And indication of the progress being made on the world standard came two weeks ago at the engineering headquarters of the Independent Broadcasting Authority in Winchester, England, following the IBC. In a lab there, Remley said, experiments and demonstrations were conducted on DVTR's manufactured by Sony, Ampex and Bosch.

Ampex's Sanders agreed with Remley that with the standards activity progressing well,



Ampex's VPR-5 at the Olympics



Aurora's videographics/animation system

DVTR's could be in the market in 1986. But the first generation of the machines will be "very rough," he said, lacking many of the features and capabilities broadcasters and other television producers have come to expect in their VTR's. So although DVTR's will make steady inroads as their price comes down and they become operationally sophisticated, he said, the one-inch C-format machines will be "the dominant format" through the end of the decade.

When the industry makes the switch to DVTR's, it will probably also be making the switch from open reels to cassettes in the studio. According to Remley, the SMPTE group will come up with standards for a cassette and a cassette mechanism for the 19 mm tape so that users no longer have to handle open reels. To accommodate different applications of the DVTR, he said, there may be cassettes of two or three sizes and recording times.

The prospects for a scaled-down digital videocassette recorder for ENG are uncertain. "People are beginning to think about another member of the [digital] family," he said, "but it hasn't been demonstrated that anybody would want it if it were developed." It would take several years to develop a digital recorder small enough and light enough to compete with today's analog-component small-format recorder, he said.

#### *The New Look Of Computer Editing*

The Montage Computer Corp.'s Picture Processor, and Lucasfilms/Convergence's Editdroid took the video and film production communities by storm this year. Both systems commanded attention at the NAB last May, the first major U.S. show at which both were exhibited. The "nonlinear" systems allow the editor to program a series of desired edits in a computer without actually recording those edits on the master video or film copy until the editor gives the command to do so. In the meantime, the simulated edits can be called up randomly, in the case of the Montage, from bins of material stored on Sony Betamax videocassette recorders (the theory being, if one breaks down, it can inexpensively be replaced with another), and with the Editdroid, on industrial laser-type

videodisk recorders, and manipulated and rearranged countless times until the operator has a sequence of footage edited to his or her liking. At the press of the button the final edits are then recorded on the master. With linear systems, each edit has to be made in sequence and all the footage up to the point of each edit has to be re-recorded.

With the nonlinear systems, independent frames of stored material are called up and displayed on video monitors in the control panel. In this way the editor can work directly with the images in making the simulated edits and avoid using time-code edit lists.

So far the Montage Picture Processor has been sold to major production and post-production houses in 14 cities, and company President Ronald Barker says the company will have more than 20 units installed within the next month or two. The Montage system is designed to customer specifications; in a typical configuration the price tag is about \$225,000, which does limit its affordability to major production concerns. At the upcoming SMPTE convention in New York, however, Montage will be offering a slightly less sophisticated version of the Picture Processor called the Picture Cutter. It will be priced at \$125,000 and will enable the company to expand its market beyond the major facilities houses, to, in Barker's words, "anybody who shoots and edits" videotape or film.

One of the first major post-production houses to acquire the Montage Picture Processor was Pacific Video, Los Angeles. Company President Emory Cohen said PV made the investment as part of a "long-range plan to develop another portion of the market—serving the film industry with electronic post-production services." Cohen said the Picture Processor was initially designed to edit footage shot with a single camera or material intended to have a single camera look to it, which is how many film projects are done. Barker noted, however, that recent enhancements enable the system to handle footage shot with more than one camera as well.

Montage was the first of its kind of editing system commercially available. The Editdroid system will be in place in a couple of test sites by next month, said Kenneth Yas, a





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marketing executive for the Editdroid system, and generally available by December or January 1985. The base price is \$87,000, although the typical configuration would hike that to about \$125,000, or more.

The basic difference between the Montage and Editdroid systems is the technology used to store footage for simulated edits. While Montage uses videotape stored on consumer VCR's, Editdroid uses laser videodisks stored on machines designed for the professional market. The trade-off is the speed with which the disk technology can search and find requested material for edit, while the capacity per disk is limited to a half-hour of recorded material. The expense of converting film to laser disk for editing is also said by some to be prohibitively high, ranging between \$9,000 and \$15,000 per disk.

The Editdroid market is basically that being pursued by Montage—production companies (studios and independents) and video post-production houses. Some in the business believe that Sony, given its testing of experimental nonlinear systems with CBS (now complete) may offer its own system to the marketplace not too far down the road. Sony Broadcast's product manager, editing systems, Attila Bitto, confirmed the company's "interest" in nonlinear editing systems. But Bitto said he was aware of no plans, even in the developmental stage, to bring a product to market.

The special effects generators are being sold across a wide range of prices and capabilities by a number of manufacturers. The MCI/Quantel Mirage and the Ampex ADO are perhaps the most capable machines on the market and the most expensive.

Other manufacturers, such as NEC America and Harris, sensing the need for devices within the budgets of most broadcasters have introduced lower priced models. So successful has the \$68,000 NEC E-Flex system been that NEC's White seems more concerned about the saturation of the market than he does about the competition. In an attempt to expand its market downward, Ampex, according to a spokesman, this year introduced its "broadcast ADO," a stripped down and less expensive version of the original ADO that "contains what broadcasters have told us they wanted for on-air use."

The latest entry into the market comes

from Philips. The CVE (component video effects) system, which was introduced and demonstrated at the IBC, is typical of the high-end effects generators. For around \$140,000, the CVE does all kinds of things to a video picture. It can squeeze it, stretch it, compress it and expand it. It can transform the picture into a colorful mosaic or put it on the side of a rotating cube. It can reduce and reproduce the picture many times to make montages. It can create a strobe effect and frame a picture with a shimmering rainbow of color. The list of tricks goes on and on.

#### *Electronic Artistry*

Closely related to the digital effects devices are videographics generators, which allow an artist to "paste" or "draw" images and alphanumeric characters on a video monitor using a keyboard and an electronic stylus and pad. If the networks are any indication, electronically generated graphics will likely become the standard for news and sports within the next few years. Already, 90% of the graphics on ABC's *World News Tonight* are created electronically by the sophisticated MCI/Quantel Paint Box videographics unit, according to Ben Blank, director of graphics, ABC News.

NBC News is a believer as well—in videographics and in Paint Box. It is recreating all of its election-night voting displays this year, using the Paint Box instead of character generators, which Blank describes as more labor intensive. "We can work three times faster," said Blank, with the Paint Box compared to manual graphics generation. He said ABC's election graphics would also be created in part by a Paint Box.

(MCI/Quantel has developed, so far only in prototype, a new picture frame storage dubbed Henry. A company spokesman said it was designed to facilitate "instant access" to stored video frames for quicker assembly of graphics. However, Henry probably won't be available generally for another year.)

Because videographics is a relatively new medium, many manufacturers are trying to grab a market share. In addition to MCI/Quantel, systems are being offered by Bosch (FGS-4000), Aurora Systems (the Aurora/100), 3M (BFA), Ampex (AVA-3) and Com-

puter Graphics Labs (Images II).

With the coming of HDTV and the inexorable advances in video technology, it may be only a matter of time before video becomes the pre-eminent production medium. According to CBS's Stow, film's advantage and perhaps only advantage over tape is its greater sensitivity to light. The sensitivity of the best film is "one to two [f] stops greater than that which can be provided by electronic cinematography today," he said.

Based on CBS's experience, "electronic cinematography and post-production... encourages creativity and provides for the highest quality product," Stow concluded. "The savings in material, time and labor achieved bode well for our continuing efforts to stem escalating production costs while providing the creative community with better tools."

#### *Searching For The Best Sound: Carts Or Disks For Radio?*

Technical refinements in the audio processing chain, coupled with increased consumer interest in high fidelity audio, are prompting more and more radio stations to upgrade or fine tune their air sound. With more pressure from competitors both inside and outside the industry, maintaining maximum sound quality is emerging as a top priority not only of engineers, but of general managers and program directors. This preoccupation is manifested nowhere more strongly than in the selection of the origination equipment.

Although the turntable remains the workhorse of radio music programming, particularly in small markets, compact disk players and cartridge tape players are making inroads as stations seek sources that combine high fidelity with programming flexibility. There is general agreement that while the turntable will remain an important fixture in nearly all stations for some time to come, more stations each year are relying on cartridge units as their primary on-air playback mechanism. A few, notably classical, album-oriented rock and heavy metal stations, are frequently using compact disk players directly on the air; however, the industry appears to be waiting for more "user friendly" hardware to enter the radio market.

The latest product from International Tapetronics Corp., based in Bloomington, Ill., is an economy-line Omega Series stereo cartridge playback machine. ITC began replacing its Premium line of cart players/recorders with upgraded Delta Series models, featuring improved tape guides, high-speed rescue and a crystal-referenced servo capstan motor with a vapor-honed nonmagnetic shaft. The Delta series is currently ITC's most popular product line.

Bill Parfitt, market development coordinator, says ITC offers cart equipment in three price ranges with the Series 99-B top-of-the-line product for mastering and Delta in the medium-price range, although audio playback quality is similar to the 99 Series. The economy line includes the PD-II Series mono record/playback unit, plus the ESL-4 series eraser and splice-locator.

ITC research, according to Parfitt, indicates that more stations are converting to

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cart-based music playback every year, in part because of a continuing decline in record vinyl quality that leads to more rapid degradation. The radio industry in general, he added, is embracing higher audio quality standards.

"We have seen a lot of stations dubbing from compact disk to cart using high-quality mastering machines, such as the Series 99-B," he said. "This gives the quality of CD with the versatility of carts." Parfitt said many stations find current CD players "are not really designed for use in a radio station environment," and are unable to find enough software to justify their direct on-air use.

"They are still being used mostly for novelty and promotability, but that could change as new products come on the market."

Pacific Recorders & Engineering Corp., based in Carlsbad, Calif., this spring introduced the Micromax series of stereo cart players, priced below the Tomcat player/recorder series brought out in 1980. A spokesman described Micromax as "functionally compatible" with the Tomcat, which has more features than the new unit (a Micromax record unit is still in development). Micromax is designed for high efficiency, consuming between six and seven watts of power.

Pacific's cart units incorporate the custom

Maxtrax head format, and will not play carts recorded on equipment from other manufacturers. The machines use standard AA cartridges, however.

The Pacific spokesman feels compact disks are "slowly but surely" making industry inroads, as software becomes available, basically serving as substitutes for turntables. Like vinyl records, however, they prove cumbersome in some handling and programming applications, such as segues. "Carts have the advantage of being single program elements," he noted. "Flexibility is the key to this thing." Compact disks still have some technical problems that need to be resolved, the Pacific spokesman concluded, "but they're going to become a primary source of program material, there's no question about it."

Tim Bealor, manager of audio production for Broadcast Electronics, based in Quincy, Ill., reported his company's most recent cartridge tape product is the 5400 Series A-sized three-deck playback unit with companion recorder, available in mono or stereo, introduced at this year's NAB.

"A good number of stations are converting to carted music because of improvements in cart machines and cartridges themselves," Bealor explained. He said station interest in audio quality has increased as the fidelity of the entire audio processing chain has improved. For the first time, he noted, the FM signals transmitted by some stations approach the quality of the best FM receivers.

Capitol Magnetic Products has introduced a new line of AA cartridges, the AA-4, which it believes compares favorably with compact disks when high quality cart recorders are used. The Capitol Records subsidiary conducted a side-by-side comparison of the two formats during last month's NRBA/NAB Radio Convention in Los Angeles.

Fidelipac introduced its first cart record and playback machine, the Dynamax CTR100, at the NAB, with delivery to begin later this month. The unit includes variable speed and sound effects generation capability. The machines feature the Cart Scan System, essentially an automatic switching system that permits broadcasters to mix cartridges recorded in different ways. With an infrared optical sensor, the machines "read" a label of reflective foil affixed to the cartridges and automatically switch to accommodate the particular recording level and stereo format. The system contains another automatic switch that can be used for whatever the broadcaster desires—to turn on a noise reduction system or, perhaps, a flashing light to remind disk jockeys that the particular cartridge calls for an introduction or a tag line.

Most of the CD players being used by radio stations are consumer models manufactured by Sony. In response to the radio broadcaster need for a "professional" CD player, Sony introduced a modular system at the NAB. It consists of a computerized controller that can operate one or more players, that have been designed to withstand the constant use and occasional abuse of disk jockeys. ■

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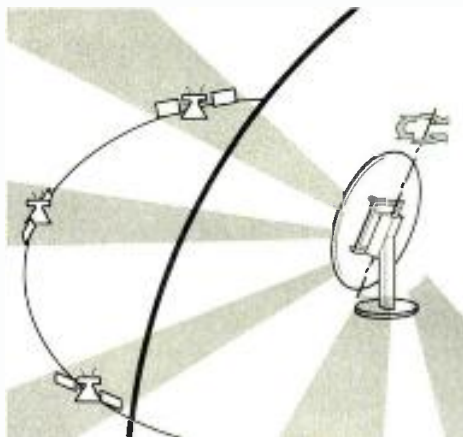
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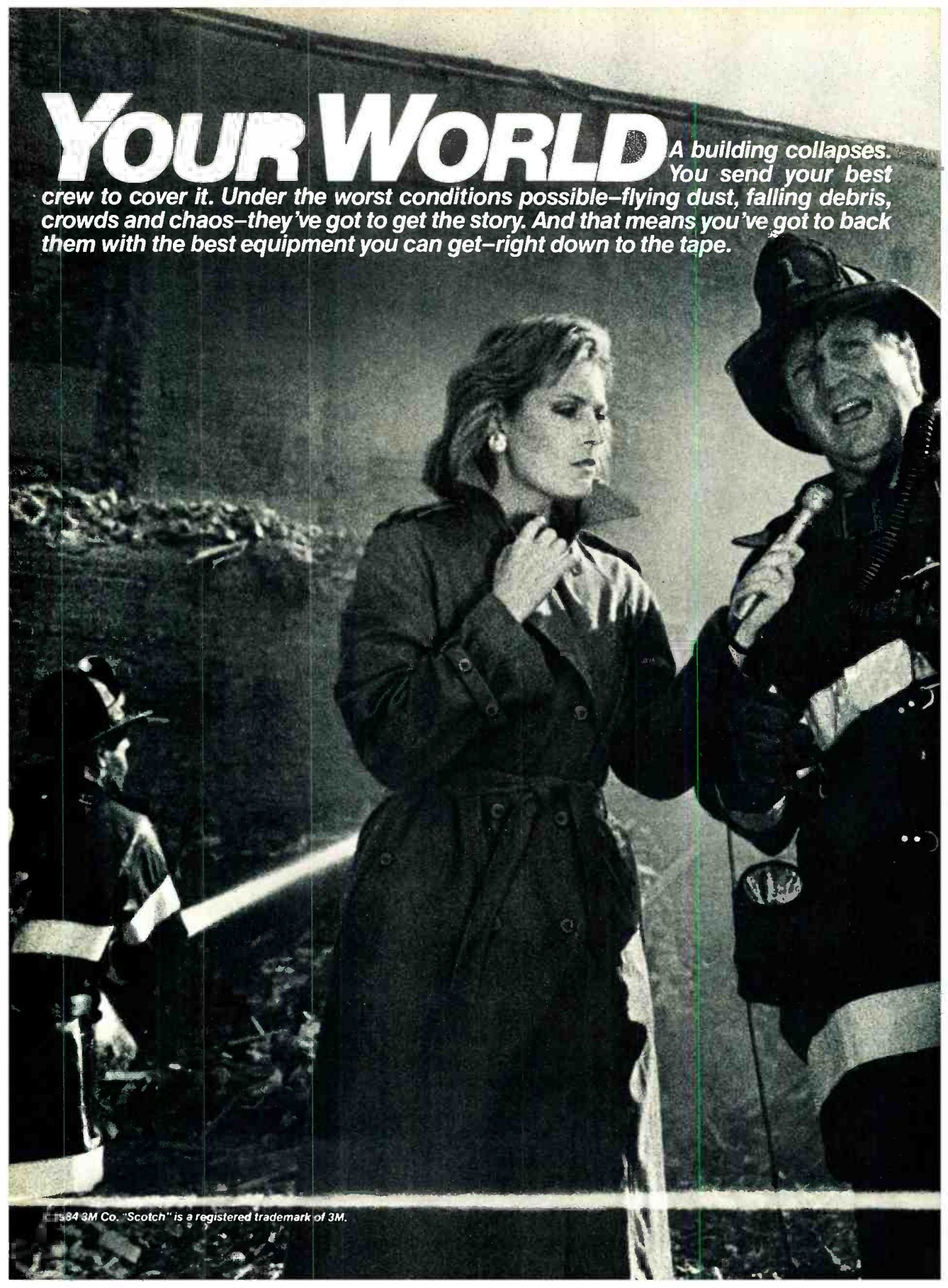
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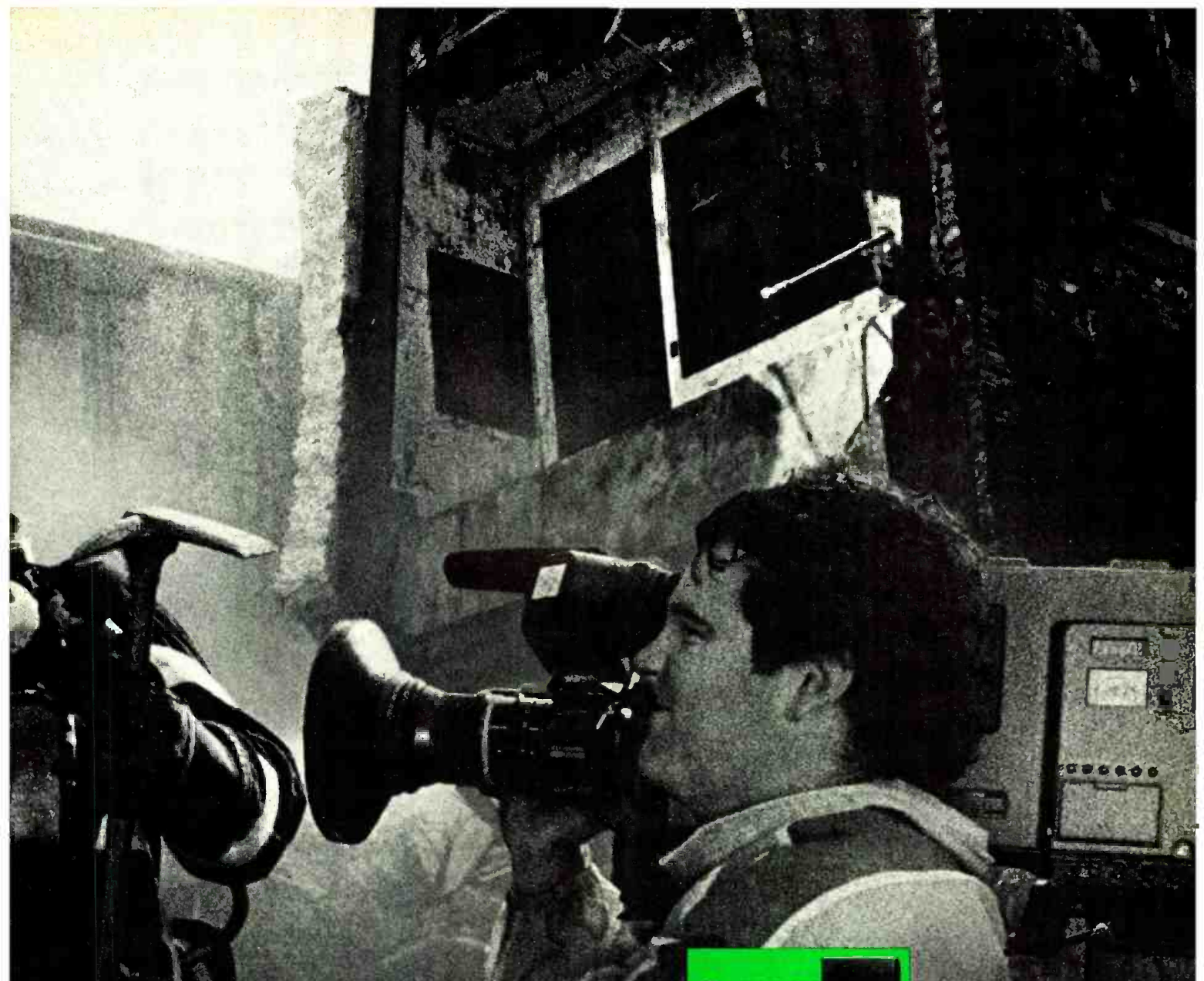
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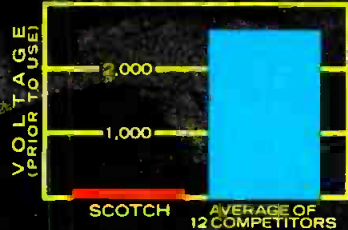


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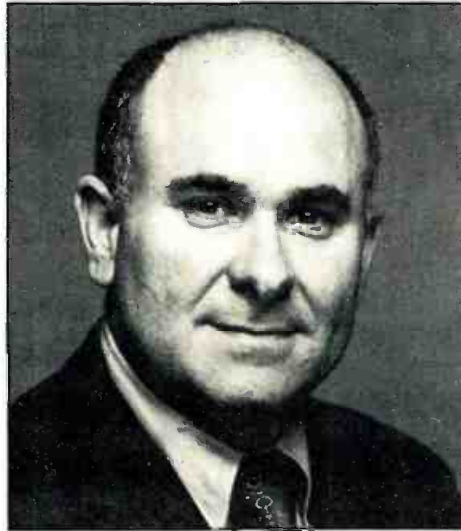
## Radio Marti begins gearing up

**With Drew selected as director and end of fall mentioned as start date, government's Cuban radio service starts dry runs**

Radio Marti is surfacing again as a news item. It had pretty much faded from public view once Congress last year finally passed the controversial legislation authorizing establishment of the radio facility the Reagan administration says is needed to break what it considers the Castro government's monopoly on news available to Cubans (BROADCASTING, Oct. 3, 1983). But with the administration's apparent selection of veteran broadcaster Paul Drew as director of Radio Marti ("Closed Circuit," Oct. 1) and "the end of autumn" being mentioned as the starting date of the new facility, indications are it is in for renewed attention.

Drew, 59, went on the Radio Marti payroll last Monday (Oct. 1) as a consultant. This is a not uncommon device the government uses to bring someone on board without waiting for the formal, and often lengthy, presidential nomination and Senate confirmation process to be completed. But he is doing his best to maintain a low profile for himself and Radio Marti: He was not returning telephone calls last week.

However, officials at the Voice of America, within which the new Cuban service is being established, have provided some information regarding the progress being made to put Radio Marti on the air. Gene Pell, the acting director of the Voice, who is expected to be named to the director's job, said 58 persons have been hired thus far to staff the new station. All told, the staff that is to produce 14½ hours of programing each day is expected to number 150; they will include not only journalists, researchers and technicians but administrative and management types. Staffing Radio Marti has been delayed by the slow pace of completing the



Drew

necessary security clearances, particularly of prospective employees who are foreign-born.

Pell also said the staff is in a "dry-run phase, doing blocks of programing" to determine what can be done on a shift basis with a limited number of people. The staff is producing newscasts as well as sports and music shows. And announcers are being tested as masters of ceremonies for various blocks of programing and for roundtable discussions. The programing is being produced eight hours a day. Some of it may find its way onto the air when Radio Marti begins broadcasting. When that will be remains uncertain. But Charles Z. Wick, director of the U.S. Information Agency, parent organization for both the VOA and Radio Marti, has said it will be the "end of autumn."

The new Cuban service will broadcast on 1180 khz, the frequency used by the VOA station on Marathon Key, in Florida. The administration had fought for a separate ser-

vice that, in its broadcasts to Cuba, would operate as a "surrogate" station for that country and would be placed within the jurisdiction of the Board for International Broadcasting, which now oversees Radio Free Europe and Radio Liberty. But broadcasters feared such an operation would cause Cuba to retaliate by increasing interference to American stations. Those who backed the legislation in the form that Congress accepted said broadcasts to Cuba under the banner of the VOA would probably not have the same effect, since VOA broadcasts are already heard in that country. (The Radio Marti legislation specifies that broadcasts of the Cuban Service be designated "Voice of America: Cuban Service" or "Voice of America: Radio Marti Program.")

The apparent selection of Drew to run the new service surprised some who had been following Radio Marti developments. It was assumed a Cuban-born journalist would be chosen. That was the profile of Emilio Milan, who had been retained as a consultant earlier in the year and had been expected to be named director ("Closed Circuit," April 23). However, he left the post with Radio Marti in a few weeks and returned to his home in Miami. VOA said he had left because "members of his extended family" would not be able to join him in Washington.

Drew is a native of Detroit and has had a long career as a radio programer. He began as an announcer and program manager for Wayne State University's WDED(FM) Detroit in 1955, and over the next 20 years held increasingly influential jobs in radio. He was profiled in BROADCASTING (July 14, 1975). For five years, from 1973 to 1978, he was vice president in charge of programing for RKO Radio stations, watching over formats ranging from top 40 to talk. He now owns Paul Drew Enterprises in Los Angeles, which consults with radio and television stations on management and programing matters. He has clients not only in the United States but also in Australia, New Zealand and Japan.

Drew was said to have been the personal choice of USIA's Wick. One source familiar with the discussions within the USIA on the issue said that Wick had insisted on a radio executive, one who had run a station, and not a journalist. VOA officials, on the other hand, were said to have argued for a journalist.

With the decision now all but made—it won't be official until the White House sends the nomination to the Senate—Pell last week said he is "comfortable" with it. And while Drew has not run a radio station, Pell said he has the kind of executive experience that will be valuable. "He knows about budgetary and other business matters that he will have to know in dealing with the Hill." Be-

**More LPTV's.** The FCC held its 11th low-power television lottery last week, granting the applications of *Meredith Corp.* for ch. 27 in Phoenix; *Neighborhood TV*, ch. 16, Los Angeles, ch. 67, Salt Lake City, and ch. 67, Lincoln, Neb.; *Linda Clevenger*, ch. 27, Twin Falls, Idaho; *Lidia Rodriguez*, ch. 31, Ridgecrest, Calif.; *Front Range Educational Media*, ch. 41, Lakewood, Colo.; *Dilday*, ch. 69, Pittsburgh; *Panorama Broadcasting*, ch. 45, Charleston, S.C.; *Gregg Jones Clearvision*, ch. 4, Crystal River, Fla.; *John Boler*, ch. 14, Grand Rapids, Minn.; *Russell Communications*, ch. 7, Rawlins, Wyo., and ch. 12, Ponca City, Okla.; *Ponyland Broadcasting*, ch. 47, Columbia, Mo., and ch. 45, Reno; *Women's Low Power Stations*, ch. 15, Cape May, N.J., and ch. 61, Mooreland, Okla.; *Kanza Broadcasters*, ch. 40, Hiawatha, Kan.; *Powell Broadcasting*, ch. 14, Lakeland, Fla.; *Community Service Television*, ch. 31, San Diego; *Vision Unlimited*, ch. 61, Lincoln, Neb.; *Green Hills LPTV*, ch. 18, Trenton, Mo.; *Navajo Community College*, ch. 38, Crownpoint, N.M.; *Munsch-Westenhaver*, ch. 65, Blackshear, Ga.; *Hector Leal*, ch. 27, Waycross, Ga.; *Darell Hunt*, ch. 11, Jacksonville, Tex.; *American Lo-Power Television*, ch. 23, Morgan City, La.; *Agustin Torres*, ch. 7, Rio Grande City, Tex.; *Rural Television*, ch. 7, Poteau, Okla.; *Classic Video Systems*, ch. 20, Williston, N.D.; *George Gunter*, ch. 23, Jamestown, N.D.; *Sandi Barrios*, ch. 4, Farmington, N.M.; *Rosalinda Gonzales*, ch. 41, Watertown, N.Y.; *American Translator*, ch. 15, San Luis, Calif., and *Sandoval Burke*, ch. 66, O'Neals, Calif.



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sides, Pell said, Drew will have support in areas in which he lacks experience.

Humberto D. Medrano, a Cuban-American who had been editor of Cuba's *Prensa Libre* before Fidel Castro came to power in 1959 and who, after arriving in Miami, served as a news commentator for WOCN-AM and columnist for *Diario Las Americas*, will be deputy director in charge of news and programs (BROADCASTING, May 28). And Saul Geffer, a foreign service officer who served in the American Interest Section in the Swiss embassy in Havana, is deputy

director for policy. "Sure, it's a troika," said Pell. "But each leg has its own strength."

Still, heading Radio Marti would mark a new departure for Drew. In its profile of Drew nine years ago, BROADCASTING noted that then-Governor Edmund G. Brown Jr. was about to name him to the California Arts Commission, and said that would be recognition "of what the radio business has long known: Paul Drew makes a difference in popular culture." Now he is being given a chance to make a difference in U.S.-Cuban relations. □

## Copyright Office seeks to stem foreign losses

**Report says international talks as well as negotiations with Canada are needed to stop TV, movie piracy**

The U.S. Copyright Office has taken a long, hard look at the problem U.S. copyright holders—including television and motion pictures—face in the piracy of their works abroad. In a 169-page report, the office estimates that the copyright industries are losing \$1.5 billion in foreign earnings each year through unauthorized use of works copyrighted in the U.S.

The copyright office recommends that the U.S. employ both multilateral copyright conventions—including ratification of the Brussels Satellite Convention, which is intended to suppress the theft of materials beamed by satellites—and unilateral action.

It suggests that the executive branch consider broadly based negotiations with Canada—which, it says, present "a special challenge"—on a variety of transborder telecommunications issues as a means of resolving copyright issues that are souring relations between the two countries. The report—"To Secure Intellectual Property Rights in World Commerce"—was submitted over the signature of the register of copyrights, David Ladd, to the Senate Subcommittee on Patents, Copyrights and Trademarks and to the House Subcommittee on Western Hemisphere Affairs, which had requested it. But as the report notes, congressional concern has been stimulated by the copyright industries that are alarmed by the spread of what the report calls copyright "piracy." Those industries have called on Congress and the executive branch to deal with the problem.

Although the report deals with a broad range of copyright issues, its genesis was in broadcast-related matters. One was the bill (S. 736) that Senator Patrick Leahy (D-Vt.) introduced in 1983 to, as he put it, "redress the imbalance in copyright protection afforded materials retransmitted by foreign cable systems." The principal problem is that U.S. law assures Canadian program producers of payment for use of their copyrighted material, but Canadian law does not require the payment of royalties to American copyright owners. The Leahy bill would deny royalty payments to nationals of a foreign country that does not provide the same kind of compensation to American copyright owners. But the report questions whether the

bill is compatible with the Universal Copyright Convention, to which the U.S. belongs.

Another telecommunications conflict cited as having led to the request for the report was the hearing that the House Subcommittee on Western Hemisphere Affairs held on the unauthorized use in South America and the Caribbean of U.S. programs distributed by U.S. domestic satellites whose footprints extended far beyond U.S. borders. "Copyrighted programing was being intercepted and exploited without permission or remuneration," the report said. However, Congress has addressed that problem, at least to a degree, by conditioning American aid under the Caribbean Basin Recovery Act on actions by countries seeking it to ban unauthorized use either by the government or by private individuals of American programing picked up from U.S. satellites.

Among the report's recommendations are several dealing exclusively with satellite-delivered programing. The first calls for prompt ratification of the Brussels Satellite Convention, on which work was completed in 1974. The convention requires contracting states to bar the distribution from or on their territory of program-carrying signals by any distributor for whom the signal involved is not intended. "It is essential," the report says, "that international law recognize that unauthorized interception and distribution of program-carrying signals is illegal."

The report also says the U.S. should encourage members of the multilateral copyright organizations—the Universal Copyright Convention, to which the U.S. belongs, and the Berne Convention, to which it does not—to examine the broad range of issues concerning the distribution by satellite—particularly direct broadcast satellite—of copyrighted works. And, as part of a broad-scale diplomatic effort to modernize the copyright schemes of western hemisphere countries, the U.S., the report says, should initiate "a multilateral dialogue on the protection of program-carrying satellite signals." An issue that the report says would be of "special importance" in such a dialogue is "the responsiveness" of U.S. film and television industries to local demand, for "the incentive to misappropriate program-carrying signals is greatest in areas not fully, effectively or promptly served by legitimate distributors."

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**Turned down.** Organizations seeking to compel the FCC to adopt rules prohibiting broadcasters from discriminating against the handicapped in hiring and promotions suffered another and possibly final defeat last week in the Supreme Court, on the opening day of the court's new session. The court without comment let stand a decision of the U.S. Court of Appeals for the Ninth Circuit, in San Francisco, turning down two appeals by the California Association of the Physically Handicapped and the California Paralyzed Veterans Association. In one case, CAPH had appealed the commission's rejection of a petition for rulemaking to ban broadcaster discrimination against the handicapped and promoting ownership and management opportunities for the disabled. In the other, the two groups had appealed a decision of a U.S. district court dismissing, for lack of jurisdiction, a suit seeking the same kind of relief. The groups contended in their court arguments that employment discrimination against the handicapped should be treated like discrimination against minorities and women. They also said the 1973 Rehabilitation Act prohibiting recipients of federal aid from discriminating against the handicapped should apply to broadcasters. They said the commission is providing a form of federal aid in granting broadcast licenses.

by Canada, the report suggests that it involves copyright disputes that grow out of Canada's enormous interest in U.S. culture, "with a curiously inappropriate political tone reminiscent of the more difficult moments of the 'North-South dialogue.'" The report notes the Leahy bill is intended to deal with one copyright problem. A Canadian law denying a tax break to Canadians who buy time on American stations whose signals are seen in Canada is another. (Congress seems on its way to enacting a retaliatory "mirror bill" [S.1940] [BROADCASTING, Sept. 24].)

The report cites a number of possible responses, most of them hard-nosed—the Leahy bill, congressionally mandating increases in duties applicable to particular Canadian exports to the U.S., and a bill (S. 2282) introduced by Senator Barry Goldwater (R-Ariz.) to limit foreign ownership of U.S. cable systems (which, the report says, "could provide an economic incentive to secure more favorable treatment in Canada for United States copyright industries").

But the copyright office prefers a fourth response—U.S.-Canadian negotiations concerning the "economic and regulatory integration" of the two countries' telecommunications systems. The report says such talks, "freighted with economic importance to both countries, could become a forum for resolution of copyright disputes," which, because of the transnational character of the systems, are "made more profoundly critical."

The report says the issues now dividing the two countries on the question of copyright are aspects of "a larger dialogue about telecommunications services in the northern hemisphere," and adds: "An opportunity to consider broad-based negotiations in these interrelated areas should be pursued."

The report also says the U.S. has more to gain from negotiations with Canada than from confrontation. It notes that Canada is the most important foreign market for many of the U.S. copyright industries which feel most harmed by Canada's copyright policies. But it says that U.S. copyright owners would stand to lose more than would Canadian copyright owners in a confrontation between the two countries. "In the long term," it adds, "regimes calculated to increase, rather than decrease, copyright royalties which Canada derives from the United States will serve our national interests, and those of our authors and copyright owners." □

## Copyright infringement tops list of international problems

**CBS study examines leading worries among communications executives of companies with overseas interests**

For executives of leading communications businesses in the U.S., the most serious international trade problem facing them is violation of copyright. The second most serious problem, in their view, is the erection of trade barriers by foreign governments in the name of political or cultural concerns but intended in reality to protect government-subsidized industries.

Those are the principal findings of a report by CBS Inc. refining and extending the work completed last year by a subcommittee advising the U.S. Trade Representative. The subcommittee was instructed to identify trade restrictions affecting U.S. businesses in motion picture and television, prerecorded entertainment, publishing and advertising. It operated under the leadership of CBS Chairman and Chief Executive Officer Thomas H. Wyman.

CBS's recommendation, in the report, is that the U.S. "declare its intention to work toward the inclusion of intellectual property issues, including copyright, within the General Agreements on Tariffs and Trade (GATT) rules." Wyman, in a press release accompanying the report, said the recommendation "does not denigrate U.S. efforts in other service trade areas, but identifies which U.S. negotiating effort could most benefit the motion picture and television, prerecorded entertainment, publishing and advertising industries."

The CBS report was the second one released in recent weeks dealing with copyright owners' loss to so-called piracy of their works abroad. The earlier one was issued by the U.S. Copyright Office (see page 81). Together, they make the case as it has seldom been made that the U.S. should take steps to stem the losses being suffered as a result of theft abroad of American intellectual property.

The Wyman subcommittee dealt with international flows of data, information and entertainment for the Services Policy Advisory Committee, part of the network of private-sector panels established to advise the USTR. CBS's contribution, in producing its "trade barriers" report, was to interview 65 industry and trade association executives regarding the trade barriers they considered most harmful on a country-by-country basis. Twenty-five trade experts from government, academia and policy institutes were also interviewed. The result is the first report to list trade restrictions affecting the communications industries in order of priority and on a country-by-country basis.

The GATT, to which 90 governments subscribe, is the multilateral forum that sets the rules for international trade. However, the report notes that a "major deficiency of the GATT" is that its rules apply only to trade in goods, and cover services only as incidental to goods. At present, no date has been set for the next round of multilateral trade negotiation under GATT, nor has a consensus been developed as to what it will include.

■ Copyright infringement—which the report calls a worldwide problem—was the one issue that every executive interviewed by CBS defined as a major trade barrier. Although there are no official figures as to the loss that U.S. firms alone suffer as a result of copyright infringement (the copyright office in its report put the figure at \$1.5 billion), the report notes that the U.S. International Trade Commission estimates that U.S. domestic and foreign sales lost due to foreign counterfeiting and copyright and patent infringement range between \$6 billion and \$8 billion a year.

■ "Cultural restrictions" as a trade barrier were cited by 81% of the executives polled. Offered as an example of the problem were Canada's actions in imposing quotas on imported programming for reasons described as "cultural" but which the CBS report says have the effect of "protecting its government-subsidized film and television production industry"—and the failure of the U.S. government to object.

■ The third most serious problem, in the view of those surveyed, was the failure of foreign countries to allow repatriation of profits or currencies. The report, which says 74% of the executives cited that issue, says blocked currencies in South America, Nigeria and Mexico "hamper the ability of U.S. businesses to price competitively in those markets."

■ The problem that emerged from the survey as the fourth most serious—mentioned by 53% of those contacted—is "the inability of U.S. businesses to export profitably services which compete with state-owned enterprises." As an example, the report cites the French government, which owns the two largest advertising agencies in that country and owns or heavily influences the broadcast media there. "In many cases," the report says, "the French government has pressured state-owned advertising agencies to place product advertisements on state-owned channels."

■ Other issues identified as trade barriers and the percentage of interviewed executives who mentioned them were foreign





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ownership restrictions (32%), transborder data flow restrictions (29%), quantitative restrictions on import of product through quotas or licensing arrangements (25%), restrictions on earnings, discriminatory taxation or limitations on rental terms and royalties (25%), discriminatory customs valuation practices, (23%), local work and local content requirements (19%) and hiring and immigration restrictions (19%).

The report says executives in the four industries studied see their international businesses as crucial to future growth. And al-

though they are concerned about trade barriers against their traditional products, "they are increasingly worried about the application of these barriers to new technology businesses" and fear that the introduction of new creative products "will exacerbate an already serious situation." The report noted that audio cassettes and videocassettes were illegally duplicated in many foreign countries.

The report indicates that leaders of the communications industries hope for more support from the government. They say they

are worried that the government "has not maximized its efforts to argue their case in international negotiations."

The report also says a major problem is the uncertainty as to "whether multilateral GATT negotiations, bilateral negotiations or government-sanctioned private sector initiatives are the best means for resolution of certain trade barrier problems."

There is yet another problem, according to the report: "There is little agreement on which issues should receive negotiating priority." □

## Hits and misses on Fifth Estate scorecard in 98th

**Many communications matters received attention in Congress, including major cable legislation, H.R. 4103; much of what was left behind expected to be resurrected next session, set to begin Jan. 3**

Congress adjourned last week leaving behind a number of unresolved telecommunications issues, although it appeared on the verge of passing a comprehensive national cable policy (H.R. 4103) during the final days of the session (see "Top of the Week").

The lawmakers return in January to begin a new session and many of the issues left behind are expected to be revived. A lame-duck session (the period after the November elections and prior to the convening of the 99th Congress on Jan. 3) is not likely to occur.

While many of the communications bills introduced in the 98th Congress never made it out of committee, progress was made on some measures. The cable bill, which was in the works for more than two years, was the result of a compromise reached by the National Cable Television Association, the National League of Cities and the U.S. Conference of Mayors. It weakens the regulatory grip cities hold on cable franchises.

Among the other pieces of legislation that emerged from Capitol Hill this year:

■ S. 32 grants recording companies control over the first-sale rights of audio recordings.

■ H. Con. Res. 321, a nonbinding resolution, asks broadcasters and other news media to refrain voluntarily from characterizing or projecting the results of an election before all polls are closed.

■ S. 607 reauthorizes the Corporation for Public Broadcasting for fiscal 1987, 1988 and 1989, setting budget ceilings of \$200 million, \$225 million and \$250 million, respectively (see "In Brief").

■ S. 5712 an appropriations measure, allocates \$93.6 million for the FCC and \$13.6 million for the National Telecommunications and Information Administration for FY 1985.

One of the more controversial issues that resulted in congressional action this year was the debate over the FCC's decision to liberalize and eventually eliminate its multiple ownership rules. Congress got into the act, shortly after the FCC issued its decision, by passing a legislative moratorium barring the FCC from implementing the television

portion of the decision until April 1, 1985, or 60 days after reconsideration, whichever comes first (BROADCASTING, Aug. 13).

While two measures were introduced that would set ownership limits based on an audience-reach cap, neither made it out of its respective committees. Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.) introduced a bill (H.R. 6134) that would provide a double cap on television ownership and a cap based on market size for radio. Under the bill, an entity could own television stations reaching 30% of the nation's television households, 25% through VHF's. The bill included limits based on a point system that values broadcast stations on a market-size scale. And it granted a special exemption for entities with interests in minority-controlled stations.

In the Senate, Pete Wilson (R-Calif.) and Daniel Inouye (D-Hawaii) offered legislation that would limit ownership of TV stations to 10 VHF stations. It would also cap ownership of VHF-only stations at 22.5% of the nation's households with the total reach of both VHF and UHF stations limited to no more than 27.5%. It also included a minority ownership provision that would permit increases to 12 stations.

The Senate also confirmed the nominations of FCC Commissioners Dennis Patrick and James Quello and approved the appointment of three members to the Corporation for Public Broadcasting board: Howard D. Gutin, president, general manager, noncommercial KLRN(TV) San Antonio and KLYU-TV Austin, both Texas; Lloyd Kaiser, president and general manager, Metropolitan Pittsburgh Public Broadcasting, and William Lee Hanley, Connecticut businessman.

Although the majority of communications issues remained unsettled, the question of whether the Senate should open its chamber to broadcast coverage was answered before adjournment. A measure, S. Res. 66, that would have permitted radio and television coverage of Senate proceedings died when it failed to win a cloture vote needed to cut off debate (BROADCASTING, Sept. 24). 13).

Another resolution (S. Con. Res. 133), introduced by Senator Paula Hawkins (R-Fla.), which called on television broadcasters (networks and their affiliates) to air public service announcements on missing and kidnapped children, was never considered.

There was no action on a cable copyright bill, H.R. 6164, reported out by the House

Copyright Subcommittee in June. The measure, introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.), is modeled after an earlier omnibus bill that addressed many issues, including cable copyright, home taping and video and audio "first sale." It would permit some cable systems to import additional distant signals without having to pay significantly higher compulsory license fees. And the measure includes reform legislation affecting the Copyright Royalty Tribunal.

Although the legislation provided substantial copyright relief for cable operators, the industry didn't come away with everything it originally wanted. The measure's adversaries, broadcasters, Hollywood and professional sports interests, succeeded in substantially weakening some of the key provisions in the bill (BROADCASTING, June 25) that emerged from committee.

The legislation is based in part on two other bills, H.R. 2902, introduced by Representative Mike Synar (D-Okla.), and H.R. 3419, offered by Sam Hall (D-Tex.). It would, among other things, reduce the size of the CRT from five to three commissioners, authorize the tribunal to hire a chief economist and general counsel and include language stating that "placement of the tribunal in the legislative branch should have no effect on the judicial review imposed by the United States Court of Appeals."

It would also establish specific standards to be considered by the CRT in making royalty adjustments introduced since the FCC dropped its distant-signal rule, including the extent to which television stations compensate copyright owners for programming sold to superstations, and the impact on the availability and cost of programming to subscribers. In addition, the tribunal would be required to consider "the impact of the rates on competition with television broadcast stations." According to the bill, all cable systems would be permitted to carry two distant signals without paying 3.75% of their gross revenues every six months for each distant signal they added after the FCC dropped its restrictions on importing signals. The method by which cable systems calculate royalty fees for secondary transmissions made on a tier of service other than basic is also modified by the legislation.

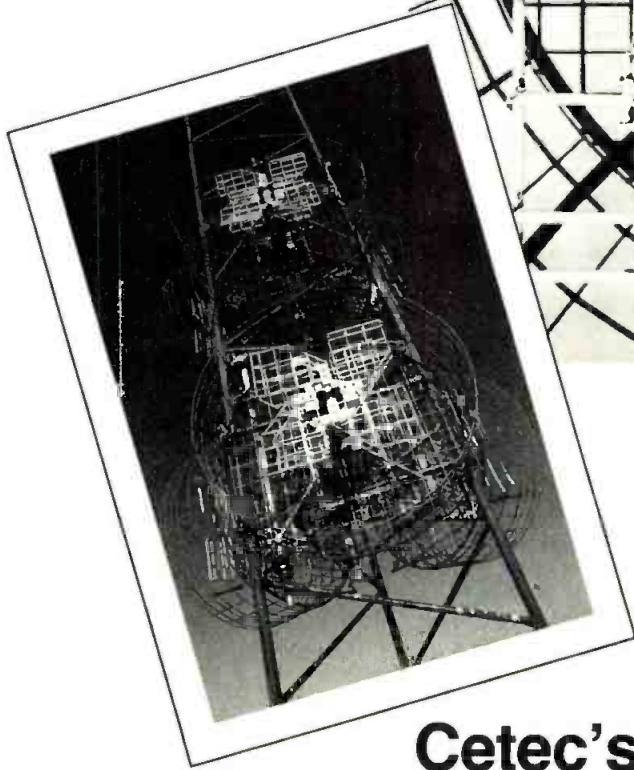
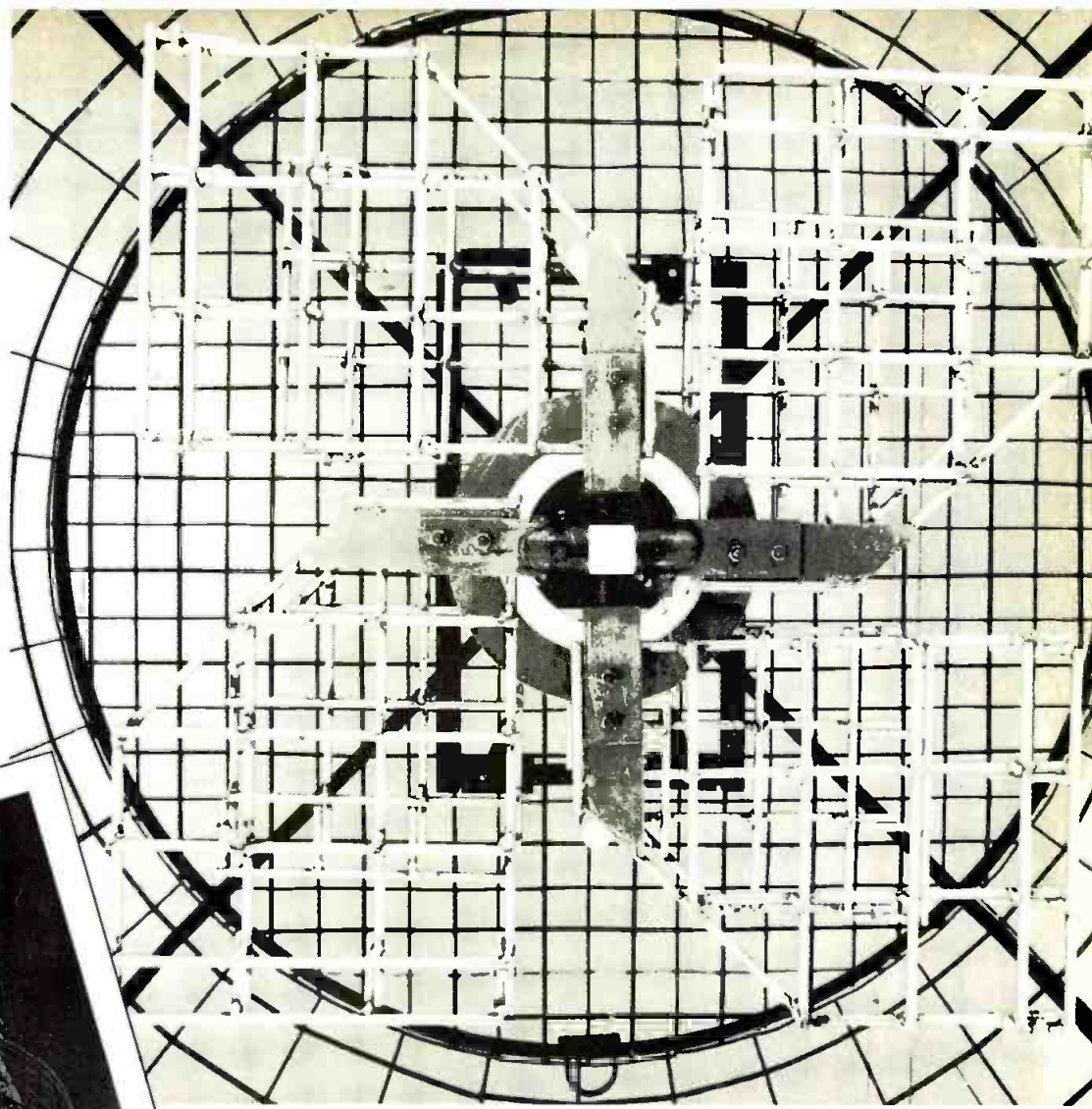
In the Senate, a similar copyright measure, S. 1270, introduced by Dennis DeConcini (D-Ariz.), never cleared the chamber. Other copyright-related issues, such as the



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debate over the video first-sale doctrine and the question of whether home taping should be exempt from copyright liability, never made it out of the Senate Copyright Committee.

The first-sale doctrine holds that copyright owners are not entitled to royalties from the re-sale or rental of their works after the first sale is completed. But legislation (S. 33 and H.R. 1029) would have amended the first-sale doctrine of copyright law to give Hollywood control over the subsequent sale or rental of recorded visual works.

A bill affecting professional sports team franchises that included a provision providing antitrust exemptions for any television broadcast revenue sharing agreements never came to a vote.

**Key legislation left pending:**

■ H.R. 6122, introduced by Representatives Al Swift (D-Wash.), John Dingell (D-Mich.), Wirth, John Bryant (D-Tex.) and Leland, that would, among other things, eliminate comparative hearings in license renewals and establish quantified television programming standards and equal employment opportunity quotas (BROADCASTING, Aug. 13). The subcommittee held a hearing on the bill in September, but did not pursue its passage. The Senate approved a broadcasting deregulation bill (S. 55) in 1982, but the House never considered it.

■ H.R. 4097 would require television stations to air an hour of educational programming for children five days a week. The measure, offered by Wirth, preceded a companion bill introduced by Senator Frank Lautenberg (D-N.J.).

■ S. 1917 would free both TV and radio broadcasters from content regulation and establish their First Amendment rights. Attempts to develop a compromise on the bill by its author, Senate Commerce Committee Chairman Bob Packwood (R-Ore.), failed when the committee rejected a diluted version 11 to 6.

■ H.R. 4464 would break up Comsat and H.R. 5714 would require Comsat's competitive activities to be conducted through a subsidiary.

■ S. 2539 would codify the FCC's rules requiring cable systems within a 35-mile radius or within the station's predicted grade B contour, to carry the signals of local television stations upon the stations' request. The rules also require cable operators to carry distant broadcast station signals that are defined as "significantly viewed."

■ H.R. 5957 would require the FCC to award minority preferences to cellular radio applicants.

■ H.R. 6029 and S. 2869 would grant tax credits to individuals purchasing closed captioning equipment. It would permit credit of 50% for cost of equipment, up to maximum of \$250.

■ H.R. 1155 and H.R. 2331 would encourage minority ownership and employment opportunities in the telecommunications industry and codify the FCC's tax certificate and distress sale policies, tax credits and other investment incentives. H.R. 1155 would beef up the FCC's equal employment opportunity rules and establish an FCC advisory committee on minority telecommunications development. □

## Faith Center to get third chance to sell Hartford TV

**Commission will let licensee of ch. 18 attempt distress sale for \$3.1 million over protests of competing applicant**

It looks as if Faith Center Inc., which has twice failed to consummate distress sales of its WHCT-TV (ch. 18) Hartford, Conn., will get another chance.

In a news release last week, the FCC said it has directed its staff to prepare a draft order granting the licensee permission to sell the station to Astroline Communications Co. According to an attorney for Astroline (a limited partnership, whose general partner and 21% owner is Hispanic), the price tag is \$3.1 million.

Also in the news release, the FCC said the grant would be conditioned on a Mass Media Bureau finding that Astroline is fully qualified and on consummation of the sale within 60 days of bureau approval.

If either of those conditions is not met, the FCC said, Faith Center will be required to file a supplemental application for renewal of the license and competing applications may be filed within 90 days.

The FCC made its decision in closed session, reportedly rejecting the Office of General Counsel's recommendation that Faith Center's petition to try another distress sale be denied.

Faith Center found a surprising ally at the FCC. Elzora B. Kramer, the special assistant for minority enterprise in the FCC's Office of Public Affairs, told BROADCASTING she learned of the general counsel's plans and wrote a memorandum to the commissioners, advising them to "take another look." Kramer said she had written the memo because she thought the pending case presented the commission with an "opportunity" to help further the cause of minority ownership. Kramer said she had not been contacted by any of Astroline's principals; she had simply been keeping the WHCT-TV case in mind because she thought it presented an opportunity for a distress sale, she said.

Shurberg Broadcasting of Hartford Inc.—whose sole principal, Alan Shurberg, is a self-employed computer programmer and resident of Hartford—has been trying to persuade the commission to accept its competing application for the facility since last December. Under Shurberg's reading of the commission rules, his application—and only his—should be designated for a comparative hearing with Faith Center. It's his argument that his application was the only one that was "timely filed." Shurberg, according to his attorney, had asked the Court of Appeals in Washington to force the commission to act on the WHCT-TV case. The FCC, according to the attorney, had assured the court that it would act by Oct. 1.

Shurberg, his attorney said, also has asked the appellate court to review the videotape of the FCC's closed meeting to determine

whether it should have been held behind closed doors. Shurberg contends it should have been held in the open.

The "controlling" general partner in the proposed purchase of WHCT-TV is Richard Ramirez, former general sales manager of WMJX(FM) Boston, with 21% of the stock, according to Astroline's attorney. The limited partner is Astroline Co., which has a 74% total interest and, according to the attorney, is a Boston-based diversified investment group. According to the attorney, additional interests in the partnership are being held in escrow for minority management. Astroline also has a 25% limited partnership interest in Spectrum Telecommunications Co., an applicant for a new TV on channel 46 in East St. Louis, Ill., the attorney said.

Faith Center's renewal application for the station was originally designated for hearing in 1980 to determine its qualifications to remain a licensee in the wake of allegations of fraudulent fund raising. Faith Center was granted permission to sell the station under the commission's distress sale policy. Its first attempt to sell to Television Corp. of Hartford fell through. A second sale, for \$4,875,000 to Interstate Media Inc. was approved by the FCC earlier this year (BROADCASTING, Jan. 16) and then fell through.

According to Astroline, the average of three appraisals of the station's fair market value came to \$7.2 million. □

## Better relations with Congress aim of FCC staff changes

**Chairman hires former FCC and Hill staffer to serve as his personal legislative liaison; legislative affairs to be under new department**

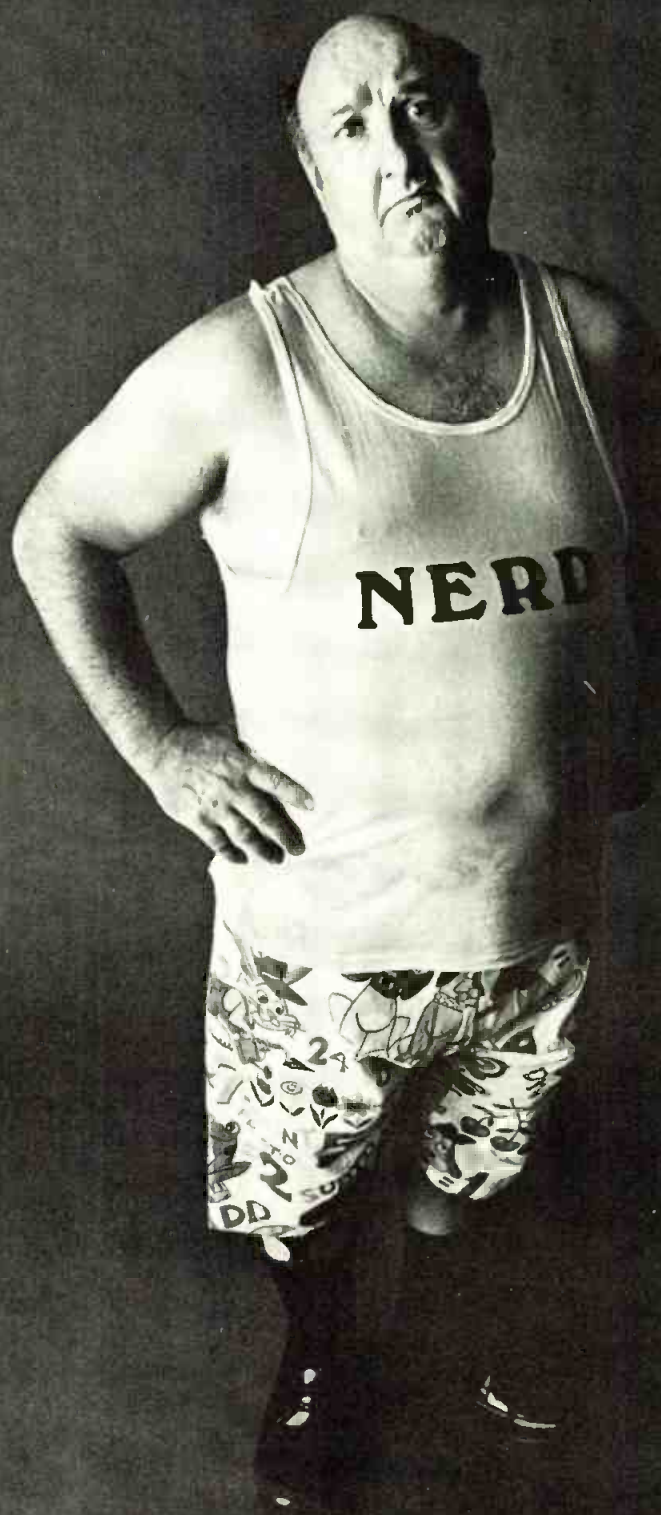
The FCC's relations with Congress haven't been exactly hunky-dory, and FCC Chairman Mark Fowler is trying to do something about them.

Last week, Fowler announced he has hired Raymond L. Strassburger to serve as his personal legislative liaison with Congress. He's also proposing to shift the commission's legislative affairs people, who in the past were responsible for keeping the chairman advised on events on the Hill, from the Office of General Counsel to the Office of Public Affairs. Under the game plan, the latter office would be renamed the Office of Congressional and Public Affairs. Jackson Lee, director of legislative affairs in the Office of General Counsel, would be chief of the new legislative affairs division. He would report to William Russell Jr., director of the Office of Public Affairs.

Strassburger, 37, currently assistant director of the Times Mirror Co.'s Washington office, is scheduled to start working for Fowler Oct. 9. He will report directly to Fowler.

From 1973 through 1977, Strassburger was an attorney in the FCC's Office of General Counsel. After that, he served as a counsel to the Senate Commerce Committee,





The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

**BEATING THIS GUY IN  
THE WET T-SHIRT CONTEST WASN'T EASY.**

where he reported to Senator Bob Packwood (R-Ore.), now chairman of the committee, and Senator Barry Goldwater (R-Ariz.), now chairman of the Senate Communications Subcommittee. Strassburger joined *Times Mirror* in 1981.

The proposal to transfer the FCC's legislative affairs personnel was being circulated among the commissioners last week. □

## Book urges repeal of fairness doctrine

**Ford Rowan's examination of content regulation determines FCC's rule has been failure and should be eliminated**

As the FCC proceeds with its consideration of the controversial question of whether to modify or even repeal the fairness doctrine, a new book on the subject appears, this one written by a broadcast journalist who is also a lawyer. The conclusion of Ford Rowan, a former NBC correspondent who is now the host of PBS's *International Edition*, a weekly series, and practices communications law in Washington, is that the fairness regulations have not worked and that the best solution is "to cut the Gordian knot and end content regulation altogether" (BROADCASTING, June 18). That is a solution he says is not "risk free." It is also one he suggests—contrary to a number of the views expressed in comments filed with the FCC in its inquiry (BROADCASTING, Sept. 10)—that is beyond the authority of the FCC.

Rowan, in "Broadcast Fairness: Doctrine, Practice, Prospects" (Longman Inc., New York; 214 pp; \$29.95), reaches many of the conclusions regarding the doctrine as have those who filed comments urging repeal:

■ It possesses the potential "to intrude

into daily journalistic efforts of broadcasters, and to punish those judged by the FCC's bureaucrats and political appointees to transgress the rule." And while the commission's restraint in applying the doctrine "is commendable . . . the possibility of political misuse of the commission is always present as long as content regulations are on the books."

■ "The system of regulation has evolved to protect the political power of incumbents by giving them access to money and the airwaves. . . . For years, politicians have used the rules to try to keep the mainstream from being polluted by ideological challenge, either radical or reactionary."

■ The doctrine has forced broadcasters to give in to the demands of interest groups, while inconsistent application of complex regulations—those involving the equal-opportunities rule, which apply only to candidates, as well as the fairness doctrine—leave the public and broadcasters unsure of which issues must be aired and which must be treated fairly.

■ The personal attack and political editorializing rules have not worked as intended. The former has "burdened stations with excessive procedures while not affording persons who were attacked on the air an adequate reply remedy." And the latter "has drastically chilled the expression of opinion by broadcasters."

Rowan, as a journalist familiar with the work and proclivities of journalists, also includes in his reasons for doing away with regulations designed to insure fairness the conclusion that they are irrelevant. He acknowledges the shortcomings of reporters in terms of subjectivity (and here he says television correspondents are particularly guilty), shallowness and sensationalism. But the factors accounting for them—from deadline pressures under which stories are produced to the drive to beat the competition

to a penchant for trivializing events, issues and people by (in television) dealing with them in a barrage of one-minute stories—cannot, he says, be cured by government intervention.

Rowan notes that a number of alternatives to the present system of enforcing fairness have been advocated over the years—ending case-by-case review of fairness complaints in favor of evaluating a licensee's fairness performance at license-renewal time and substituting an access requirement for the doctrine, among them. But he says they would not solve all of the problems he feels are inherent in content regulation.

Neither would he be entirely comfortable in leaving the problem of regulation to the marketplace, even when technology is multiplying the media choices available to the public and thus is weakening the scarcity argument for regulating broadcast content. The possibility of undue concentration of media ownership troubles him. "If, in the name of deregulation, existing giants in the communications industry are permitted to gobble up new and existing outlets of communication," he says, "diversity would be reduced, power would be reconcentrated in the same hands and the vigorous, wide-ranging debate on public issues could be stifled."

Still, Rowan is willing to rely on the "professional development, self-restraint, open-mindedness, and maturity" of broadcasters as the "best safeguards against unfairness, partisan bias and inaccurate, sensational news." Regulations, he says, have not worked. They have not delivered on the promise to assure fairness in broadcast news. So "the real solution is to the Gordian knot and end content regulation altogether"

He concedes that is "not risk free," and wonders whether those who supported adoption of the First Amendment's guarantee of a free press would have been prepared to "run the risk that a free electronic press might abuse its power."

More to the point is whether Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Representative Timothy Wirth (D-Colo.), chairman of that panel's Telecommunications Subcommittee, are prepared to run that risk. For unlike some critics of the doctrine who filed in the commission's fairness inquiry, Rowan believes the doctrine was incorporated into Section 315 of the Communications Act when Congress, in 1959, amended the equal-opportunities act to exempt specific categories of news stories from it. Rowan says: "There was no extensive debate about the doctrine and its implications," but he believes that the legislative history makes it clear that the members "voted to write the fairness doctrine into the statute." Thus, repeal could be accomplished only by an act of Congress.

And Dingell and Wirth, who would have much to say about whether a repeal effort could succeed, have said they would fight to preserve the fairness doctrine. Nor would they be alone. As Rowan notes, Congress is "comfortable" with the doctrine and the rules adopted under it: "It [Congress] benefits from them, and as long as that remains the case there will be resistance to change." □

## Washington Watch

**More telephone talk.** Television networks have asked FCC to insure that telephone companies' TV and audio transmission service access tariffs continue to be filed at FCC, and not to permit them to become "part of any 'unified' system of access tariffs to be filed before state public utility commissions." In comments responding to proposal by National Association of Regulatory Utility Commissioners, networks said rationale behind NARUC proposal was "completely inapplicable" to program transmission services. "However the FCC may treat NARUC's . . . plan, it should insure that the television and audio programming services are expressly excluded from the scope of the plan," networks said. "The tariffs for the television and audio program transmission services must continue to be filed at the FCC." □

**New radio.** In initial decision, FCC Administrative Law Judge Byron Harrison has granted application of Hudson Valley Communications Co. for new FM station in Poughkeepsie, N.Y., denying competing application of Dutchess Communications Corp. Harrison said Hudson won out primarily on integration grounds. Hudson is partnership of blacks with James Finley and his wife, Laura, holding 31% each. Ann Marie Carpenter and her daughter, Karen Marie, own 19% each. James Finley is resident of Springfield Gardens, N.Y., and corrections officer at Rikers Island Correctional Facility. Ann Marie Carpenter is chiropractor and resident of Englewood, N.J. □

**Complaint denied.** FCC Mass Media Bureau has denied complaint by Sonia Johnson and Richard Walton, Citizen Party candidates for President and Vice President. Johnson and Walton had contended that Communications Act and fairness doctrine required television networks to include them in debates between Republican and Democrat candidates for President and Vice President. Bureau said complaint was without merit. □



## Trans-Atlantic fiber optic link proposed

**Market-Link, underwater cable service proposed by U.S. and British firms, would offer alternative to satellites; expected to cost \$600 million**

Another venturer wants to supply international telecommunications services. But unlike those seeking FCC authority to provide service via satellite, the latest one plans to provide it by trans-Atlantic fiber optic cable. And Tel-Optik Ltd., a new Washington-based company which has applied to the FCC for landing rights for two cables, is the first privately owned company to seek such rights.

Tel-Optik plans to build a system called Market-Link, linking the financial markets of New York and London, in collaboration with Cable & Wireless PLC of the United Kingdom. Cable & Wireless PLC, parent company of Mercury Communications, is a major telecommunications concern that is the oldest cable-operating company in the world—it has been in the business for 118 years—and manages a half-dozen telephone companies around the world. The \$600-million project will consist of a northern cable,

to be operational by June 1989, and a southern cable, to be in use by June 1992. Each cable is designed to carry three fiber pairs, each of which will operate at a rate of 280 million bits per second—the equivalent of more than 4,000 voice circuits.

Tel-Optik and its British partner are seeking to enter a market now served by the International Telecommunications Satellite Corp. and trans-Atlantic cable system owned by AT&T and its European partners. An eighth cable—which will employ the fiber optic technology—is scheduled to be in operation in June 1988. TAT 8 is owned by AT&T and other U.S. international carriers and, on the other side of the Atlantic, by foreign governments.

In the last 18 months there has been a surge of interest on the part of U.S. entrepreneurs in providing international telecommunications service by satellite. Six applications have been filed with the FCC for authority to link the U.S. and points in Europe by satellite. However, commission consideration has been stalled by the failure of the White House to express its views on the introduction of such service. A critical factor

in U.S. deliberations on the issue is whether separate systems would conflict with U.S. obligations under the Intelsat Agreement.

Tel-Optik does not have that problem; the Intelsat Agreement seeks to preserve Intelsat as a single global satellite system. Kalmann Schaefer, former international affairs adviser to the FCC who is president and chief executive officer of Tel-Optik, said approval of the application for landing rights would be "consistent" with the Reagan administration's "policy of encouraging competition, both domestically and internationally, and without the complicating factor of an international agreement."

However, the chief of the FCC's international facility division, James Ball, said that whether the commission applies its pro-competitive policy in passing on the new venture's application "remains to be seen." He said Tel-Optik's was the first application of its kind the commission had received. And he noted that interested parties will have a chance to address that and other questions raised by the application during the 30 days it will be subject to public comment.

The question of whether the Tel-Optik ap-

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plication would result in excess capacity is likely to be an issue. Spokesmen for both Intelsat and AT&T last week raised that question in commenting on the application. Intelsat is using only about half of its satellite capacity, worldwide, but has devoted a substantial amount of its capacity to the North Atlantic area. "We're a bit mystified as to where the [satellite applicants] and Tel-Optik see demand coming from," said Joseph Pelton of Intelsat. And AT&T's Pic Wagner expressed the view that "the FCC would need to take a close look at the question of excess capacity in view of fiber optic TAT 8. Is there a need for it at this time?" Since only private funds will be invested in the Tel-Optik venture, FCC approval for its construction is not required. However, Wagner said the proposal could affect AT&T and its U.S. partners as well as the agreement with the foreign governments that have a share in the ownership of the TAT 8.

Schaefer is confident there will be enough business for everyone. He foresees 10 times the capacity now available by the end of the decade; he said 40,000 miles of fiber optic cable alone is currently being laid. Some of that capacity will need an international outlet, he said. "Even if it's only 25%, that will be enough for Intelsat, TAT 8 and ourselves." He expects Market-Link to serve financial institutions, common carriers seeking additional capacity and groups of users that would divide capacity among themselves. He also foresees the system being used for teleconferencing and transmitting video.

Sir Eric Sharp, chairman of Cable & Wireless PLC, said in a statement that the firm has been interested for some time in re-entering the submarine cable field in the North Atlantic, which, he noted, "is the busiest in the world." Cable and Wireless's "forefathers," as he put it, laid the earliest telegraph cables in the North Atlantic more than 100 years ago "as privately funded ventures." The relationship with Tel-Optik, he added, "provides an excellent opportunity in this profitable and potentially competitive area of telecommunications."

The principal shareholder in Tel-Optik is E.F. Hutton, with 25%. Others, besides Schaefer, who is a 15% shareholder, include Ronald Coleman, a Washington attorney and Tel-Optik chairman, 15%; Brian Hughes, a former space insurance underwriter who is

Tel-Optik's executive vice president, 15%; James J. McGillan, Tel-Optik secretary, 7.5%, and former Representative Lou Frey Jr. (R-Fla.) and former Senator Joseph Tydings (D-Md.), both now practicing law in Washington, 7.5% each.

Financing of the venture is to be divided evenly between Tel-Optik and Cable & Wireless PLC. Schaefer said Tel-Optik "will not rule out any possibility of financing," including that from common carriers and venture capitalists. □

## Sony unveils new compact disks

**Line includes portable unit, which Sony says is 'world's smallest,' and CD for car**

Sony's bullishness on the digital compact disk (CD) audio field was evident last week when it introduced a new line of CD players, led by the D-5 portable CD unit, which, says Sony, is "the world's smallest." According to Sony, the new player, which measures five inches by five-and-a-quarter inches, can be plugged into a home high-fidelity system or used with an optional battery pack/carrying case and optional headphones. Sony also unveiled, for the first time, new compact disk players for the car.

The D-5, which provides up to five-and-a-half hours of operation, will sell at a suggested retail price of \$299.95. Sony's basic CD car unit, the CDX-5, will be retailed at \$599.95; the CDX-R7 AM/FM CD car player will have a list price of \$699.95. All of Sony's new CD players are expected to be available at retail outlets by mid-November. Two new CD home units were also introduced.

The new products will be supported by a heavy print and television ad campaign which, say Sony officials, will exceed \$3 million during the 1984 holiday season. The media buy will include 30-second spots in prime time network television shows such as CBS's *60 Minutes* and NBC's *Hill Street Blues* as well as NFL games in major markets during November and December. The television campaign positions Sony as the only manufacturer marketing compact disk



CD player and accessories

players for the home, car and portable use.

Sony also launched a month-long ad campaign on MTV last week, comprising 56 commercials, and a separate two-month promotional campaign. The MTV promotion, said Sony, will offer viewers a grand prize of a Sony digital CD component system and 100 CD titles. Sony said it will team with three CD software manufacturers for the MTV promotion: WEA (Warner/Elektra/Atlantic), CBS and Polygram Records.

In another marketing effort, Sony has struck a merchandising deal with CBS Records whereby the electronics manufacturer will offer consumers up to 30 CBS CD titles for \$7.99 each with the purchase of a Sony home, car or portable CD player from next Nov. 1 through Feb. 28, 1985.

In presenting Sony's new CD products last week, Thomas Steckbeck, senior vice president, audio division, Sony Consumer Products, said the digital compact disk field was "the fastest growing audio concept in the last 25 years."

The compact disk technology has also picked up momentum at some classical music radio stations in the country. For example, GAF Corp.'s WNCN(FM) New York aired 160 hours of CD music last week in a special "All CD Week" promotion ("Riding Gain," Oct. 1). □



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**Homemade.** Digital Audio Disc Corp., the Terre Haute, Ind.-based compact disk manufacturer owned by CBS/Sony, commenced operations two weeks ago, becoming the first U.S. facility to produce CD's. Digital Audio will press disks for CBS Records and other domestic record companies. CBS Records will be the exclusive sales agent for disks from the Terre Haute factory, which cost more than \$20 million to build. CBS/Sony plants have been pressing disks in Japan for two years. Overseeing the new operation, as vice president and general manager, is James M. Frische, former director of manufacturing for RCA Records. The new plant will initially employ 100 people and has the capacity to press about 300,000 disks per month. "We will continue to expand our equipment and personnel as marketplace demands grow," said Frische.



## Networks remain firm on election projection stance

**Representatives from ABC, CBS, NBC dispute claims that projections have negative effect on voting; House subcommittee members disagree**

The three major television networks remained unbowed in their decision to continue calling election results before polls close despite pressure from Congress to stop. The networks' practice of projecting or characterizing those results was scrutinized during a hearing last week by the House Telecommunications Subcommittee and a Task Force on Elections.

It was not the first time House members took on the networks. The debate over whether early projections have an adverse impact on voter turnout has been ongoing since the 1980 presidential race. "Let the American people vote without interruption," said Representative Al Swift (D-Wash.), chairman of the task force and author of a resolution (H. Con. Res. 321), adopted by both chambers, that asks broadcasters to voluntarily refrain from characterizing or projecting the results of an election before all polls have closed.

"Clearly, something has come between the networks and their interest in having a positive role in furthering our Democratic process," said House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). "I am not convinced that it is money, since each network has spent an enormous amount in their quest to be first with this year's election results. Perhaps it is stubbornness at being so publicly criticized," he said.

Many of the concerns raised by the congressional panel were voiced during earlier hearings held in the House. However, Wirth introduced a new element into the mix. Wirth plans to look into the practice by at least two networks, ABC and NBC, of counting ballots before they are tabulated by election officials as one method of projecting who the winners will be. Whether CBS engages in the same practice was not disclosed at the hearing. "It's been done by various news agencies even prior to television," said



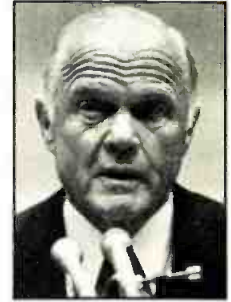
Swift



Wirth



Wyden



Glenn

NBC Executive Vice President, Thomas Pettit. "I am stunned to find out about this practice," Wirth said. Although he acknowledged it was not illegal, Wirth was disturbed because it "delays the election process 20 to 30 minutes," and he pledged to pursue the matter further.

A highlight of the hearing was the airing of an 18-minute videotape of various broadcasts made by the networks during their primary coverage. It focused on the networks' persistence in characterizing voting trends when polls were still open in a state.

Testimony from Senator John Glenn (D-Ohio) reflected the congressional mood. "I come before you simply as one who has run for high public office—and who is disturbed by what I see as unhealthy and undue media influence upon the electoral process," Glenn said. The senator said he was not questioning the accuracy of exit polling used by networks. "I am only asserting my belief that the use of these methods has a negative impact on voting."

Furthermore, Glenn continued, "even the characterization of the vote may influence the election. If a candidate is reported as doing well, his or her supporters might lose interest while the opponent's supporters may be encouraged to go to the polls." The former Democratic presidential contender criticized the networks for being more concerned about maintaining a competitive edge than about preserving the electoral process. "Our sacred electoral process should not take second place to selling dog food, underarm de-

odorant and beer," he added. "The Nielsen ratings are the God of the television industry. I don't know how we beat it."

A possible solution, Glenn suggested, is the introduction of a 24-hour voting period. Still another was offered by Representative Ron Wyden (D-Ore.). Wyden, in a letter to President Reagan and Democratic challenger Walter Mondale, requested that they refrain from making any proclamation of victory or admission of defeat until after the polls have closed on the West Coast. He said both had agreed to the request.

"I believe that the technology of election reporting literally has the potential to nullify the Western vote. I am concerned that voters on the West Coast will feel more and more disenfranchised from the process of voting," Wyden said. Moreover, Wyden also suggested establishing a bipartisan presidential commission on technology and elections. "I have never been much of a fan of presidential commissions, but I am convinced that recommendations of such a commission in this area would not just end up gathering dust in a library."

Much of the hearing focused on what the networks planned to do on election day, Nov. 6. The answer was much in line with their earlier position: to continue reporting projections based on exit polls, but broadcasting no projections until all or a majority of the polls in any particular state had closed. And they planned to continue to characterize voting trends.

"We plan to project the presidential race



Pettit



Watson



Chandler

only one state at a time, allocating each state's electoral votes to the winner's total. When a candidate's total reaches 270, we will state that he has won the Presidency. If our projections are based on exit polls, we will explicitly say so," said Robert Chandler, senior vice president, administration, CBS News. NBC's Pettit said his network agreed with Chandler's statement. ABC's George Watson, vice president, news, essentially took the same stand.

Watson denied network projections have an adverse effect on voter turnout. The problem, he maintained, was due to declining voter registration. "It's a disturbing fact that 55 million American's remain unregistered." ABC, he continued, is doing its part in the campaign to encourage voter participation through an expansive advertising and public service campaign.

A major portion of the question and answer session focused on the difference between a characterization and a projection.

"A projection is the declaration of the outcome of a race. A characterization reports the trend or status of a race as we know it at that time," explained Watson. "That's not dissimilar from our view," Chandler reported. Pettit agreed with the others.

But committee members were irked by that response. They continued to spar with the networks over their position. "You guys don't have any policy unless it's convenient for you," stated Representative John Bryant (D-Tex.). Representative Bill Thomas (R-Calif.) asked if the networks would refrain from making projections if there were a uniform poll closing time across the country. The network representatives could not supply the answer and said the situation would need re-evaluation.

Further testimony concerning the impact of early projections on voter turnout was discussed by a panel including Dr. Albert Cantril, Bureau of Social Science Research; Michael Delli Carpini, a political science

professor at Rutgers University, and Curtis Gans, director of the Committee for the Study of the American Electorate. Cantril said there was really not any "hard evidence of the impact of exit polls." He suggested that until there is a better understanding of the effects of exit polling the networks should voluntarily refrain from making projections.

Carpini found that "somewhere between five to 14 congressional seats were decided by margins smaller than average" in the 1980 elections. Furthermore, he added, "it's my sense that West Coast voters feel their vote is less important."

Gans recommended a number of solutions to the problem including:

- A prohibition on the release of any election results by election officials or volunteers until all the polls close affecting that election.

- The voluntary refusal of citizens to answer exit polls. □

## Programming

### PBS aims to broaden audience

**Noncommercial service's fall lineup offers wider choice for viewers than schedules of the past**

If there is a strategy behind the Public Broadcasting Service's fall lineup this year, it is, according to PBS senior vice president for programming, Suzanne Weil, "that there is something for everybody. . . . There is more choice and a wider range than PBS has ever had, and I would submit, more than what you would find on anybody's broadcast schedule ever."

Featured in PBS's mixed bag of programming are 10 new series (compared to eight last year), in addition to new episodes of the returning PBS staples, such as *American Playhouse*, *Nature*, *Masterpiece Theater* and *Great Performances*. (PBS does not have a premiere week, as such, so new and returning series debut throughout the season, with the bulk airing in the first two

weeks of October.)

Leading the Sunday night, prime time schedule is *Nature*, followed by *Masterpiece Theater* and various "specials" yet to be announced.

*Wonderworks*, a new 26-part family entertainment series, begins Monday's schedule, followed by *Heritage: Civilization and the Jews* (and later in the season, *American Playhouse*). *Wonderworks* features different stories each week about the "rites of passage" that young people experience while growing up, and stars, among others, Shelley Duvall, LeVar Burton, Susan Anton, Henry Winkler and Hermione Gingold. *Heritage* is an \$11-million, nine-part epic filmed in 19 countries, chronicling more than 3,000 years of the history of the Jewish people, set in the context of the development of Western religion and civilization. On Tuesday, *Nova* returns, followed by *Frontline* and *The Constitution: That Delicate Balance*.

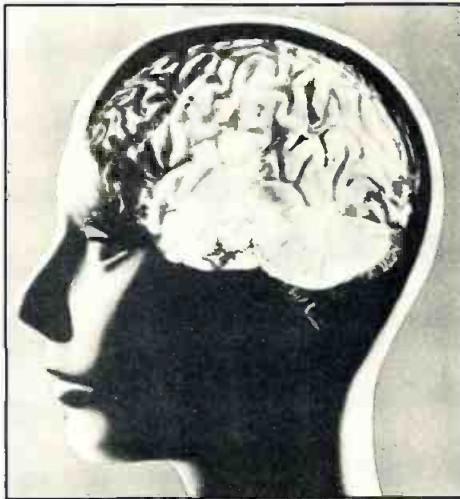
*The Brain* leads off on Wednesday, followed by two hours of special programming, including *Smithsonian World*, *Live from the Met* and the *Mark Russell Comedy Specials*. *Brain* and *Constitution* will also be offered as college credit "telecourses" through the PBS Adult Learning Service. (They are among the first programs funded by the Annenberg/CPB Project, a multimillion-dollar effort to develop new college-level courses using communications technologies, including the video program, a textbook, a student study guide and faculty guide.)

*The Brain*, which begins Oct. 10, is an eight-part series examining how the human brain works. Case histories help illustrate such functions as vision, movement, drives, stress, emotion, learning and memory. One program, called "Vision and Movement," features Olympic gold medalist diver Greg Louganis performing various dives that illustrate how the brain and the body learn complex patterns through repetition. Additionally, the series examines the effects of drugs on the brain, the differences in male and female brains, and mental illness.

*Constitution*, a 13-part series that premiered Sept. 18, was originated and produced by Fred W. Friendly, Edward R. Murrow professor emeritus at the Columbia Graduate School of Journalism. Friendly joins retired Supreme Court Justice Potter Stewart in offering background analysis on each program. Moderators from "leading law schools" will present a hypothetical case based on a constitutional issue to a panel of politicians, judges, lawyers, academics and journalists for debate. Among those slated to participate are former President Gerald Ford, former Secretary of State Edmund Muskie, CBS anchor Dan Rather and feminist Gloria Steinem. Said Friendly: "Most of these panelists are used to offering prepared answers to an interviewer who seeks a conclusion. This series delights in the reverse:



LeVar Burton in *Wonderworks*



*The Brain*



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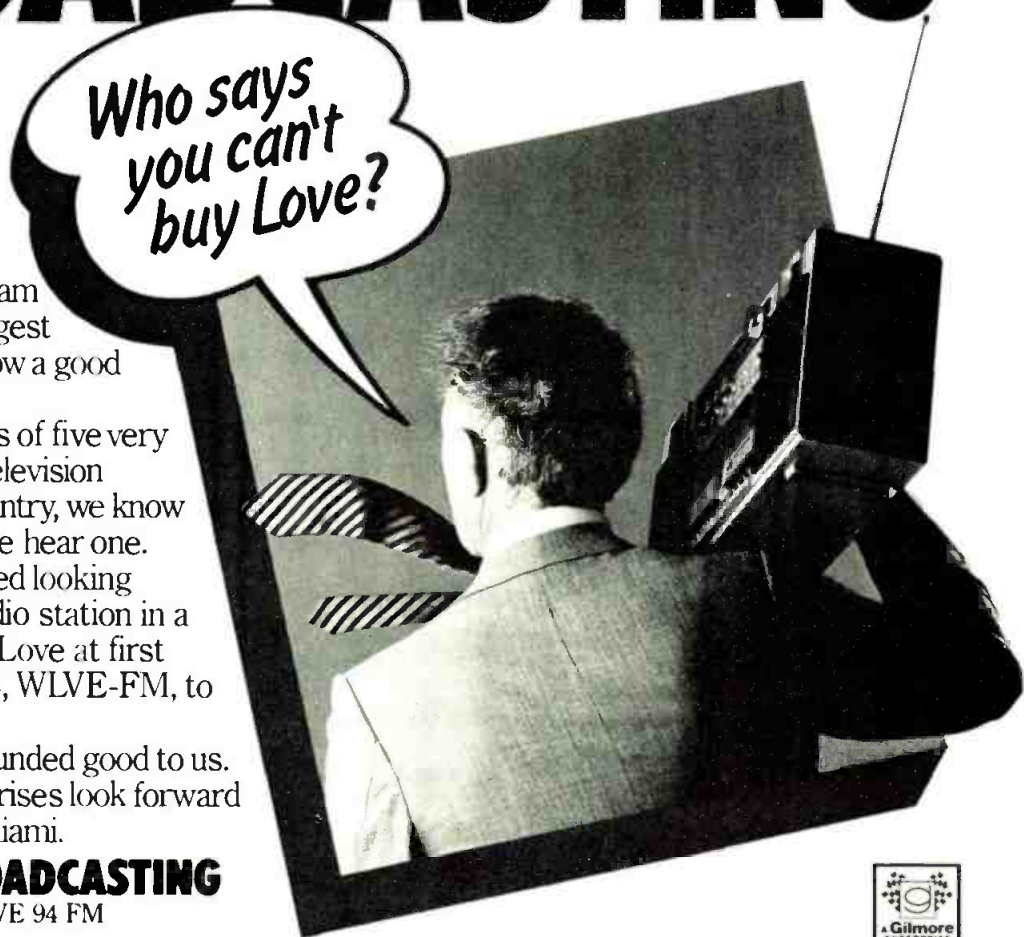
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putting its subjects on the spot, probed by a moderator who knows that a slew of contradictory answers may be valid."

Thursday night offers a potpourri of programming, including *Sneak Previews*, *Mystery!*, *Tony Brown's Journal* and the new 13-part series, *On the Money*, which premieres Oct. 11. *Money* is co-hosted by Linda Harris and Will Lyman, and attempts to provide simplified and practical information on personal money management.

Friday features *Washington Week in Review*, *Wall Street Week* and *Great Performances*. The last was moved from Monday night when PBS research showed that the greatest crossover audience of any two PBS programs was *Wall Street* and *Great Performances*. PBS does not feed programming on Saturdays.

Of the PBS programs airing last year, nothing was pulled "because it was weak," Weil said. However, some programs, such as *Inside Story*, were canceled because of a lack of funding. With no promised demographics to sell to advertisers, PBS's scheduling of programs is more flexible than that of the commercial networks. "We certainly have

**Full-year numbers.** ABC won the prime time ratings over 52 weeks of the 1983-84 season but lost to CBS in both daytime and news ratings. In the 52-week period ending with the official start of the new season on Sept. 24, ABC averaged a 15.8 rating in prime time, compared to 15.3 for CBS and 13.6 for NBC. ABC improved one tenth of a rating point over its performance in the 1982-83 season, but CBS slipped a half of a rating point and NBC fell six tenths of a rating point. In daytime ratings, CBS averaged 7.1, compared to 6.7 for ABC and 5.1 for NBC. However, ABC's performance was 6% below that of the previous year, when it averaged a 7.1 rating, while CBS's daytime average rose 8% from a 6.6 rating and NBC increased 16% from a 4.4 rating. CBS is still the leader in the early evening news ratings, but by a smaller margin than last year. CBS averaged a 12.4 rating compared to 10.3 for ABC and 10.2 for NBC. And all three network early evening news ratings are below that of a year ago's figures. CBS's dropped 5% (from 13.1), ABC's fell 5% (from 10.8) and NBC's 4% (from 10.6).

some idea of what the target audience is and when they're most likely to watch a program and we try to position the program in the schedule that way," Weil said. But "the programs are the ends in themselves for us. I don't particularly worry too much about who a program is geared to," she said. Nevertheless, more science programming and documentaries are expected to broaden PBS's program appeal this year, attracting more younger male viewers, "the 8-to-teen-age group," Weil said.

So far, early rating returns on some of the

new PBS prime time series are promising. Based on overnights from Nielsen for New York, Chicago, Los Angeles, San Francisco and Philadelphia, *Wonderworks'* first episode, "Booker," the story of the young Booker T. Washington, which premiered Oct. 1, averaged a 3.3 rating/5 share. *Heritage's* first episode (Oct. 1) averaged a 5.5/8. Its second episode (Oct. 2) received a 5.3/8. Said PBS's director of corporate information, Mary Jane McKinven: PBS was "very pleased about *Heritage's* showing. We believe we've got a hit." □

## CBS takes week one; NBC places second

CBS won the official opening of the 1984-85 prime season in the Nielsen national ratings with an average 17.5 rating and 29 share, compared to a 16.1/27 for NBC and a 14.5/24 for ABC. For the week of Sept. 24-30, the combined rating/share was 48.1/80 compared to 49.8/80 for the premiere week of the 1983-84 season.

Highlights of premiere week, night by night:

■ The first three-hour episode of CBS's *Mistral's Daughter* delivered that network an average 18.2/29, allowing CBS to beat runner-up NBC by over three full rating points. ABC's *Call To Glory* averaged a 12.3/20 at 8 p.m., losing out by 2.3 rating points to NBC's *TV Bloopers and Practical Jokes*. ABC's *Monday Night Football* (San Diego vs. Los Angeles), recorded a 15.5/27.

■ Powered by a special two-hour season premiere of *A-Team*, NBC won Tuesday with a 19.4/31.5. *A-Team* was the highest-rated program on any network for the evening and the fifth-ranked show of the week, averaging 21.7/34. It outdrew the second part of *Mistral's Daughter* on CBS from 9 to 11. *Paper Dolls* and *Jessie* on ABC in the 9 to 11 p.m. block earned a 21 and 23 share, respectively, down from their 29 shares from premieres the week before.

■ Wednesday night belonged to ABC, with season premieres for its returning schedule of *Fall Guy*, *Dynasty* and *Hotel* delivering a 19.3/31.1. The third and final episode of *Mistral's Daughter* pulled a 16.3/26, its lowest performance of the three nights. Although NBC came in third for the night, *Highway To Heaven* drew a 17.4/28 at 8

p.m., outrating by a hair ABC's *Fall Guy* (17.0/28) and the first hour of the three-hour finale of *Mistral's Daughter* (15/25).

■ NBC won Thursday night by getting off to an exceptionally strong start with *The Bill Cosby Show* (22.5/37) and *Family Ties* (20.1/32), making it the highest rated 8 to 9 p.m. period of the week, beating the premiere of *Magnum, P.I.* on CBS (18.4/30). NBC continued to outpace CBS as its season premieres of *Cheers*, *Night Court* and *Hill Street Blues* (average 30 share) outrated a special two-hour season premiere of *Simon & Simon* (18.2/29).

■ CBS won Friday night with the highest nightly average for the week of any network—21.1/36.2, on the strength of *Dallas* and *Falcon Crest*, the two highest-rated shows of the week. However, it lost out to both ABC and NBC from 8 to 9 p.m. as the *Dukes of Hazzard* premiered with a 13.6/24, the third worst performance of any show in that period for the week. ABC stayed ahead at 8 p.m. with season premieres for *Benson* (15.3/27) and *Webster* (16.5/28).

■ ABC achieved its second victory of the week on Saturday with a two-hour season premiere of *The Love Boat* and the second episode of Aaron Spelling's *Finder of Lost Loves*, which pulled almost identical ratings of a 14.9/27 and 14.2/27, respectively. Although NBC was in second place for the evening between 8 and 10 p.m., it lost out to CBS's *Cover Up* (14.2/27, and tied with *Finder of Lost Loves* on ABC.

■ CBS won Sunday night, a traditional victory, as it saw its premiere of *Murder, She Wrote* capture an 18.8/29, a tie for ninth place.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.4/44	23.	Facts of Life	NBC	16.7/26	45.	Jessie	ABC	13.3/23
2.	Falcon Crest	CBS	23.4/40	24.	Webster	ABC	16.5/28	46.	Partners in Crime	NBC	13.1/24
3.	Bill Cosby Show	NBC	22.5/37	25.	Mistral's Daughter, part 3	CBS	16.3/26	47.	Foulups, Bleeps & Blunders	ABC	13.0/22
4.	Dynasty	ABC	22.2/34	26.	NFL, San Diego vs. L.A. Raiders	ABC	15.5/27	48.	E/R	CBS	12.9/20
5.	A Team	NBC	21.7/34	27.	Benson	ABC	15.3/27	49.	Mike Hammer	CBS	12.8/23
6.	60 Minutes	CBS	20.9/34	28.	It's Your Move	NBC	15.3/24	50.	Airwolf	CBS	12.6/24
7.	Cheers	NBC	20.7/32	29.	Three's a Crowd	ABC	15.3/24	51.	St. Elsewhere	NBC	12.6/21
8.	Family Ties	NBC	20.1/32	30.	Love Boat	ABC	14.9/27	52.	Scene of the Crime	NBC	12.5/21
9.	Murder She Wrote	CBS	18.9/29	31.	Remington Steele	NBC	14.0/26	53.	Glitter	ABC	12.4/19
10.	Knight Rider	NBC	18.9/29	32.	Hardcastle & McCormick	ABC	14.0/23	54.	Call to Glory	ABC	12.3/20
11.	Hotel	ABC	18.7/31	33.	TV Bloopers & Prac. Jokes	NBC	14.6/23	55.	Silver Spoons	NBC	12.2/21
12.	Mistral's Daughter, part 2	CBS	18.7/30	34.	Diff'rent Strokes	NBC	14.5/28	56.	AfterMASH	CBS	12.0/20
13.	Heartsounds	ABC	18.5/31	35.	Trapper John, M.D.	CBS	14.3/26	57.	Hunter	NBC	11.8/20
14.	Magnum, P.I.	CBS	18.4/30	36.	Gimme a Break	NBC	14.3/26	58.	Hot Pursuit	NBC	11.0/21
15.	Night Court	NBC	18.3/28	37.	Bob Hope Special	NBC	14.3/25	59.	Matt Houston	ABC	10.7/18
16.	Hill Street Blues	NBC	18.2/31	38.	Cover-Up	CBS	14.2/27	60.	Who's the Boss?	ABC	10.7/17
17.	Simon & Simon	CBS	18.2/29	39.	Finder of Lost Loves	ABC	14.2/27	61.	Hawaiian Heat	ABC	10.0/17
18.	Mistral's Daughter, part 1	CBS	18.2/29	40.	Punky Brewster	NBC	14.1/23	62.	People Do the Craziest Things	ABC	9.0/15
19.	Secrets/Married Man	NBC	17.5/27	41.	Miami Vice	NBC	13.8/24	63.	Ripley's Believe It or Not	ABC	8.6/14
20.	NFL (7-7:22 p.m.)	CBS	17.4/32	42.	Dukes of Hazzard	CBS	13.6/24	64.	Larouche for President	ABC	6.3/11
21.	Highway to Heaven	NBC	17.4/28	43.	20/20	ABC	13.6/23				
22.	Fall Guy	ABC	17.0/28	44.	Paper Dolls	ABC	13.6/21				

\*Indicates premiere episode





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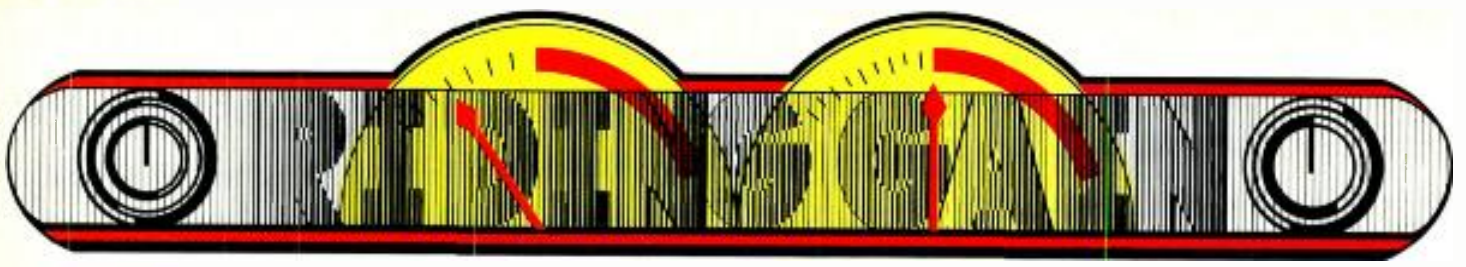
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## The week's worth of news and comment about radio

### Co-op computer

A comprehensive on-line computerized co-op sales system is being launched by Indianapolis-based Co-op Resource Center, a division of Media Monitors Inc. The new system, called Fastlink, will allow subscribers, through the use of a computer terminal, modem and phone line hookup, to access any one of thousands of media co-op plans on the system, according to Media Monitors President John Curtis.

"In addition to retrieving plan summaries, users of the new service will also be able to print out customized presentations for retailers including retailer budget planners, accrual letters and a manufacturer's prior approval letters," said Curtis.

The company also introduced a new "one-step" co-op presentation kit for those who want to take advantage of the service without a computer hook-up. Through this system, subscribers receive co-op "cash coupon" books that may be used to order a customized co-op presentation for targeted retailers. Each coupon, said Curtis, entitles

subscribers to receive five individual manufacturer plan summaries and copies of the manufacturers' actual co-op plans, if available.

Cost of the co-op service for all subscribers is \$95 per month (\$4 per minute for those who access co-op information via computer). Cost per coupon book (24 coupons in each book) is \$600. The service also includes monthly listings of available manufacturer co-op plans by business categories, said Curtis. He added that the firm will conduct three-day seminars on co-op selling and the new system, for \$1,250.

The Co-op Resource Center, which was recently purchased by Curtis from co-founders Marcia Coonce and Mary Kelly, maintains and updates between 4,000 and 5,000 manufacturer plans. Each plan includes data on accrual and participation percentages, program dates, eligible media (radio, television, newspapers) and claim processing and reimbursement instructions.

According to Curtis, Coonce, the former president of the Co-op Resource Center, will

continue with the company in the new capacity of director of special projects. Kelly, former vice president of computer operations, will continue as manager of the data processing center.

Media Monitors, a three-year old company which regularly publishes data on radio and newspaper advertisers, has several sales representatives marketing the co-op services. Handling sales in the New York area is Maurie Webster, head of the Webster Group and executive director of the New York Market Radio Broadcasters Association.

### Radio suit

Eliissa Dorfsman, general sales manager of CBS-owned WCAU(FM) Philadelphia, has filed a sexual harassment suit against Eli Kaufman, former vice president and general manager of CBS FM/National Sales (firm recently merged into CBS Radio Spot Sales ["In Brief," Sept. 10]), and CBS Inc. in the U.S. District Court, Eastern District of Pennsylvania, seeking damages in excess of \$1 million.

According to the plaintiff, who is the daughter of Louis Dorfsman, vice president, advertising and design, for CBS, the incident took place at a special CBS/FM National Sales seminar dinner in September 1982 in New York where, she said, between 30 and 40 people were present. Dorfsman's suit alleges, among other things, sexual assault on the part of Kaufman at the dinner and negligence on the part of CBS for retaining and supervising Kaufman. The suit details the incident, saying Kaufman approached and touched Dorfsman while making indecent remarks.

A CBS Radio spokeswoman said the company reprimanded Kaufman in writing, noting that any similar conduct would result in his termination from the company. "CBS feels it took appropriate and thoughtful disciplinary action," she added. Kaufman, she said, apologized to Dorfsman. But Dorfsman said the incident was "a personally humiliating and devastating experience," that took place in front of many people and should not have been treated like a private matter.

She said it took her two years to file the suit, partly because she was protesting the matter through CBS channels. Dorfsman said she first went to CBS asking that a letter of apology be sent from Kaufman to everyone attending the dinner; that Kaufman be suspended without pay for more than three days, and that she receive some assurance of not having to work with him any more. Those conditions, she said, were rejected.

According to Dorfsman, she wrote in late 1982 to the CBS policy committee, which was headed by Thomas Leahy, executive vice president of the CBS/Broadcast Group. She said Leahy responded in a letter on be-

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half of the committee acknowledging that the incident was "inexcusable and outrageous." But, she said, it took no further action.

Dorfsman said she next appealed to Thomas Wyman who, at the time, was president of CBS Inc. She said Wyman, who is now chairman and chief executive officer, wrote back telling her to "take a deep breath and look to the future."

As for Kaufman's current status with CBS, the spokeswoman said he is still in the process of being reassigned due to the merger of the CBS FM radio rep company into CBS Radio Spot Sales.

### Lennonisms

To commemorate the late John Lennon's birthday on Oct. 9, The Source—NBC's young adult network—is offering affiliates a three-hour special containing what is described as "some never-before-heard anecdotes, insights and witticisms" of the former Beatle. Titled *The Lost Tapes*, the show is being distributed to stations for airing between Oct. 5 and 14. According to Source program director Frank Cody, the program features "exclusive" audio tapes of interviews with Lennon and his wife, Yoko, conducted by author Peter McCabe shortly after the Beatles disbanded. Several Beatles songs are featured in the special, including "A Day in the Life," "Strawberry Fields" and "Lucy in the Sky with Diamonds."

Other upcoming events for The Source include a live, 90-minute Cyndi Lauper concert from the Summit Arena in Houston on Wednesday, Oct. 10, and a live, 90-minute John Waite concert from the Tower Theater

in Philadelphia on Saturday, Oct. 13. Both concerts will be transmitted via Satcom I-R.

### McCartneyisms

Mutual Broadcasting announced a three-hour Thanksgiving weekend (Nov. 22-25) music/interview special, *Paul McCartney: The Beatles & Beyond*. According to Mutual, the show will feature selections from McCartney's upcoming album, *Give My Regards To Broad Street*. The program, which is produced by Los Angeles-based Popular Media Productions, was taped at El Street studios in London. The network sponsor is *Changing Times* magazine.

### Spanish touch

Radio Works of Hollywood is creating the National Spanish Radio Network. A part of the new operation will be two series slated to premiere during the week of Oct. 15: *Sports Commentary with Jorge Berry*, a five-minute program for airing three times each weekday, and *Conozca a Las Estrellas* (Meet the Stars), a 30-minute weekly program focusing on Latin entertainment. Host for the latter show will be Pepe Reyes. Both programs, which are targeted for Spanish-language stations in 42 markets, are being offered on a barter basis. According to Radio Works President Stacie Hunt, most of the stations have already been cleared.

### Copyright case

Broadcast Music Inc. has filed a lawsuit against the owners of KAEZ(FM) Oklahoma

City for copyright infringement. The suit, which was filed in the U.S. district court in Oklahoma City, alleges BMI's copyrighted songs were performed at the station "without authorization and in violation of the U.S. Copyright Act."

### Playback

A 90-second weekday radio series based on *Business Week* magazine's personal business news section is being offered on a market-exclusive barter basis by New York-based R&R Syndications. *Personal Business Reports*, providing information on taxes, investments and careers, is edited and anchored by ABC Radio reporter John Meagher. The series, carried on about 70 stations, is distributed a week in advance of air dates on reel-to-reel tape. The target audience is college-educated, ages 25 to 54, with an average annual personal income of \$54,000 and household income of \$64,000. *Personal Business Reports* relies primarily on editorial material prepared for the weekly business magazine's column of the same name.

### New from DC

Beginning this month, the office of telecommunications for the Smithsonian Institution in Washington, which distributes a weekly, 30-minute, radio magazine program called *Radio Smithsonian*, is offering stations a new four-part mini-series which, according to its producers, features "a rich variety of true tales and tall tales from across America." The series marks *Radio Smithsonian's* 15th year on the air, and is titled *American Stories*.

Cost to commercial outlets for the four installments is \$48, with public radio stations receiving a discount. The programs are being distributed on tape as well as by National Public Radio's satellite system.

### For art's sake

National Public Radio member station WNYC-FM New York last Friday (Oct. 5) began airing a 16-week series called *The Territory of Art*. Produced by the Los Angeles Museum of Contemporary Art in association with KUSC(FM) Los Angeles and American Public Radio, the series covers the works of architects, poets, dancers, photographers, sculptors, painters, musicians and film-makers. The programs also feature poetry readings.

### Mississippi competition

The FCC has designated for hearing renewals of WJRL(AM) Calhoun City and WCSA(AM) Ripley, both Mississippi, along with a competing application for the Ripley station. At the same time, it dismissed the application of Jesse R. Williams, owner of the stations, for a new FM at Calhoun City. The FCC said renewals were designated "due to certain character questions concerning Williams's fitness to remain a commission licensee." Williams's application for the FM and the competing application had been designated for comparative hearing. In that proceeding, the FCC had added misrepresentation, fraudulent billing and discriminatory programming issues against Williams. But before the issues could be tried, Williams withdrew the application.

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# TELECASTINGS

## Growing samples

Arbitron Ratings says it's continuing to expand its meter samples, with those in Dallas-Fort Worth and Washington rising to 400 households each, effective this month, and with the San Francisco sample going to 500. Those are additions of 100 households each in Washington and Dallas and 50 in San Francisco. In April 1985 the meter sample in Boston is due to rise to 400 from 300. New York, Chicago and Los Angeles, metered in the 1970's, now have at least 500 homes each in their meter samples. Philadelphia and Detroit, metered in 1983, now have 325 households each.

## Syndication incentive

Hubbard Entertainment, a division of Hubbard Broadcasting, Minneapolis-St. Paul, plans to put *Good Company*, a one-hour daily strip, into first-run national syndication in January. Officials said the program, which has been produced on Hubbard's KSTP-TV Minneapolis-St. Paul for the past two and a half years, is currently being shown to several major broadcast groups with the understanding that early licensees will receive a revenue-sharing position in the show.

*Good Company* features the husband-wife team of Steve Edelman and Sharon Anderson as hosts of what Kevin Tannehill, executive vice president of Hubbard Entertainment, calls a "personality infotainment show" that is "light and casual" and "never gets too heavy." In Minneapolis-St. Paul, Tannehill said, "the show has been a big winner in early fringe, consistently delivering 40%-50% shares in the key women demos."

Tannehill said the first stations to sign for *Good Company* will receive a share in up to 50% of the gross revenue derived from sales to other stations and ancillary sources. "I've always felt that the stations who take a leadership position and support first-run programming should be rewarded for their risk-taking," Tannehill said. *Good Company* is the first major first-run syndication effort of Hubbard Entertainment since the division was formed last July.

## Pilot progress

LBS Communications and its co-producer, Chelsea Communications, has begun production on the pilot of *The Making Of--*, a half-hour entertainment and informational program on all areas of show business. The pilot is scheduled to be telecast on more than 100 stations in December and is designed as a prototype for a proposed first-run series in 1985. The three program elements of the pilot program are now in production; they include the *Kenny Rogers-*

**Audience participation.** For President Reagan, one of the blessings of being an American is the relief to be obtained in throwing a shoe at a television screen. The President was addressing 1,548 new citizens at a swearing-in ceremony in Detroit last week, and was speaking on the diversity of opinion to be found in the U.S. "Walk by a newspaper stand, and you'll see scores of magazines and newspapers arguing this point and that," he said in prepared remarks. "Listen to television and radio, and you'll hear more than enough opinions with which to agree and disagree. In fact, if you don't, over the next few years, wind up at least once taking off your shoe and throwing it at a television screen, then you will have missed out on one of the great modern American moments."

*Dolly Parton Christmas Special* to be carried over CBS-TV on Dec. 2; a music video starring Jermaine Jackson and Pia Zadora which is being taped on location in Sperlonga, Italy, and a biographical profile of the music star, Peter Allen. Cheryl Tiegs is serving as host for the pilot.

## Appreciation

The National Council for Families and Television, meeting in New York last week, awarded Bob Keeshan, star of the long-running *Captain Kangaroo* show, its Career Achievement Award, for "30 years of distinguished contributions to children and families through television entertainment." NCFT's Corporate Achievement Award went to the Kellogg Co. for its underwriting of the PBS series, *Reading Rainbow*, which encourages children to read.

## Beef beef

The major television networks present an inaccurate picture of farm life, says Tom Lyson, a sociologist with the Agricultural Experiment Station at Clemson University in South Carolina. Using a collection of nightly network newscasts taped by Vanderbilt University, the Vanderbilt Television News Index and Abstracts, Lyson examined 208 farm-related stories appearing on ABC, CBS and NBC between 1975 and 1982. He said he found distortions that could lead to a negative perception of the agriculture business.

Among Lyson's findings: More than 30% of the news stories were reported from Iowa or Illinois—states ranking third and fourth, respectively, in gross farm receipts—while less than 15% were reported from California and Texas, the top two agricultural states; films often showed going-out-of-business

sales, although only 2% to 3% of U.S. farm land changes hands each year; swaying corn and wheat appeared on screen more often than the short, squat soybean plant, although each of the crops is grown on 70 million acres nationwide; more cattle than hogs appeared on film, although hogs outnumber cattle three to one on farms; the family-run farms believed typical of the Midwest were featured more often than the huge corporate farms predominant in California and Texas.

In addition, approximately 86% of the news spots featured single farmers who tended to be pessimists. "When farm income is rising, farmers are concerned that the good times won't last long enough to help," said Lyson. "When the economy is down, they rarely express hope that the future will be any better." News teams rarely interviewed administrators, scientists or officials with a broad view of the situation. Thus, said Lyson, "distorted images of the social and economic conditions of American farmers restrict the ability of the public to form reasonable opinions and make informed decisions about farming issues."

## Inday's first

The first of three half-hour entertainment strips to be set for LBS/Tribune Broadcasting's new Inday daytime network, two-hour programming block is *What's Hot? What's Not?* Each segment will highlight trends in pop culture and report on the latest developments in entertainment, sports and high technology. The series will feature Melanie Chartoff and Jim Palmer as co-hosts, with commentary by Ken Minyard. The series will be produced by Lorimar Productions in association with Hillier & Co. Inday also will include two other half-hour entertainment blocks which have not been set and a half-hour news strip. It will be launched in the fall of 1985 and is being offered to stations on a cash-plus-barter basis.

## Making deals

Knapp Communications Corp. and its magazine, *Bon Appetit*, will assist noncommercial KOED(TV) San Francisco in the production of *New York's Master Chefs*, a public television series from KOED and Exploration TV of New York, in association with WNET(TV) New York. The program is set to premiere nationwide in January 1985. The 13-part series of half-hour programs will feature the preparation of culinary specialties by New York chefs. Under the agreement, *Bon Appetit* will nominate chefs, screen menus and provide "recipe development and testing." A companion cookbook will be produced by Knapp's book publishing subsidiary.

## Times Mirror opens GATEWAY to future

It launches consumer and business videotext service in L.A. area; break-even point seen in four years

Times Mirror Videotex Services last Tuesday (Oct. 2) announced the launching of GATEWAY, a telephone-based consumer videotex service developed in association with Toronto-based Infomart and AT&T Consumer Information Services. James H. Holly, president of the Times Mirror Co. subsidiary, unveiled the service at a news conference at his headquarters in Santa Ana, Calif.

"Four years of research and development have gone into GATEWAY, including an extensive nine-month field trial," said Holly, predicting that videotex will some day become "an information appliance as easy to use as a blender."

GATEWAY is available initially to about 600,000 households in central and southern Orange county, Calif., one of two sites used by Times Mirror in 1982 for experimentation with videotex through both cable and telephone interconnection. Holly told BROADCASTING after the news conference that an interactive cable-based system was abandoned because "the technological problems were pretty enormous." These included the relative unreliability of cable for data transmission and lack of expandability to accommodate a large volume of users. About 150 of Times Mirror's Mission Viejo cable system subscribers volunteered for the field test, while 200 of its Palos Verdes (Los Angeles county) cable system subscribers received a telephone-based service.

GATEWAY relies on a consumer's existing home telephone line and television set for access to a central computer via AT&T's Sceptre videotex terminal. TMVS and Infomart are partners in Videotex America, which holds an interest in GATEWAY Southern California and represents the service to national advertisers.

Described as "an interactive information and transactional communication service," GATEWAY allows subscribers to buy products and services, pay bills, send and receive electronic mail, play games, read the latest news and gain access to national data bases. Beginning in November, subscribers will have access to home banking services. GATEWAY is being sold to subscribers at an initial price of \$29.95 per month (plus a \$99 start-up fee) through eight regional AT&T Phone Center stores and one GATEWAY retail outlet in Irvine. The service is available to commercial subscribers at \$75 per month, plus a \$150 start-up fee and purchase of the Sceptre terminal at about \$800. Users gain access to the computer system through individual identification numbers and passwords.



Sceptre keyboard and GATEWAY service

Holly pegged launch costs at "slightly more than \$10 million," and said he expects GATEWAY to generate revenue of between \$2 million and \$3 million during its first year of operation. The \$10-million break-even point could be reached within three to four years, he predicted, with up to 70% of revenues derived from advertisers. Holly said 36 advertisers and service providers have already committed \$1.3 million to the project. These include American Express, American Airlines, Ticketron, Rand McNally, Equitable Life and Security Pacific Bank.

"GATEWAY is an entirely new advertising medium," Holly contended. "Our advertisers can interact directly with their customers. They can provide extensive information about their goods and services, answer questions and take orders."

According to Dow Carpenter Jr., senior vice president of Times Mirror, news and features from the *Los Angeles Times* (owned by Times Mirror) "will be one of the cornerstones" of GATEWAY, which Carpenter labeled "a new cutting edge in service to our audience." He said GATEWAY emerged as an outgrowth of Times Mirror's involvement in cable television, and predicted videotex growth will come about in an "evolutionary way."

Wendell Johnson, GATEWAY's marketing vice president, said the service would be promoted initially through weekly full-page advertisements in local newspapers and radio spots on local stations. He said the marketing area is being limited for the benefit of consumers (who will be able to make toll-free calls into the system) and advertisers (who are seeking geographically targeted subscribers).

Jack Bucier, general manager for information products and service for AT&T Consumer Products division, said the videotex

service being offered "begins to fulfill the promise of the utility that the information age can bring to American consumers in their homes." In addition to the wireless Sceptre videotex terminal, AT&T developed the technical text coding standard (NAPLPS) and frame creation system incorporated in GATEWAY.

Holly said the introduction of GATEWAY to other markets will depend on results of the Orange county offering, but could come as soon as mid-1985. He said he expects the system to sign 2,000 subscribers within three to six months.

Holly said videotex home subscribers will not be permitted to buy the Sceptre terminals until the service becomes large enough to bring the cost down to \$600 to \$700 per unit, possibly by the end of 1985. He also said software is currently being developed that will allow for direct interface between personal computers and GATEWAY, including IBM PC software scheduled to go on the market next month.

"By the end of 1988, over 40% of the households in the U.S. are expected to own a computer," he noted. "This means 40 million home computers—and we think at least half of them will be capable of using a videotex service." Holly predicted that within the next 18 months, some home market computers will have videotex software built in using random access memory.

IBM, CBS and Sears have formed a joint venture for launch of a major national consumer videotex service, dubbed Trintex, in 1986. A Chicago area consumer videotex service is scheduled to debut next month, backed by Centel, Honeywell and The Chicago *Sun-Times*. GATEWAY is the second consumer videotex service to be launched, following Knight-Ridder's Viewtron service in south Florida, which was launched in



1983 at a cost of \$27 million.

Holly said that 84% of GATEWAY's field trial subscribers had expressed interest in receiving advertising messages about new products and services, "as long as it is not puffery." The newly launched system takes advantage of this by supplying advertisers with demographic information volunteered by subscribers. Electronic mail can thus be sent to subscribers who are considered good prospects. Advertisers are barred, however,

from using this information to compile labels or send materials through conventional mail.

Videotex America has affiliation agreements with newspapers in 15 U.S. markets to share information gained through GATEWAY's operation. The newspapers, including five Times Mirror-owned publications, hold a preferred position for the expansion of similar GATEWAY services outside the Los Angeles area. □

concerned, and suggest that Simon has stuck a real monkeywrench in the works. For those contemplating limited partnership offerings to build their systems in Queens, such as Warner and Queens Inner Unity, said one source, the Simon suit is "an absolute killer." Many investors, he explained, would be reluctant to put capital in a venture with that legal uncertainty hanging overhead.

Perhaps the franchisee feeling the greatest pressure in Queens as a result of the Simon suit is QIU. The longer the process is stalled there, the more tenuous that company's financial position becomes. QIU has an arrangement with Cox Cable by which the latter would acquire at least 25% and up to 49% of QIU depending on the results of a limited partnership offering. The parties had hoped to get the offering out by now, with Cox sustaining, for the interim period, the QIU make-ready process with its own funds. Those funds have just run out with the offering nowhere near complete. And at this point, as one source put it, QIU's financial strategy, as well as its relationship with Cox, "is a real open question."

A third factor that could cause some delays is the current soft demand for investments in limited partnerships to finance cable builds. Successful offerings are usually complete within a matter of weeks. But it took Comcast Corp. months to raise \$65 million in a limited partnership offering for its Baltimore build. And Group W Cable in its recent limited partnership offering for its Chicago franchise raised only about \$38 million of the \$95 million it sought.

Cablevision, Warner Amex and QIU have all said they intend to raise all or part of the money they need to build New York through limited partnerships. While Cablevision is exploring other financing options, said company vice president Sheila Mahony, the limited partnership route is "the preferred one." It's unlikely that the company will be able to raise money in that market before 1985. "That avenue won't be fruitful in the short term," she said. But she also stressed that the company believes the market will turn around. And when it does, she said, Cablevision will attempt to repeat the successful offering it completed in Boston in 1982 when it raised \$34 million with a limited partnership that was "oversubscribed to within a two week period." The stakes are a little higher in New York, where the company hopes to raise \$125 million over several years.

Warner Amex expects to go the market with a limited partnership offering to support its New York builds some time early next year, said Richard Aurelio, the company's senior vice president, programing, marketing and sales. In the meantime, he said, Warner Amex is advancing money to the project so that make-ready, and possibly some construction, can proceed. "Once the city approves our plan," he said, "we'll be ready to move."

Another factor sure to cause delays is the disputes between some of the franchisees and electrical power authorities over who should pay the bill for getting certain facilities, such as telephone poles and streetlights, to meet required make-ready specifications. In Staten Island, for example, where Cox

## More holdups on New York cable

**Delay in approval of technical designs, court case and shortage of takers for leveraged buyouts combine to delay start on wiring of city's outer boroughs**

With technical, legal and financial hurdles yet to overcome, it looks as if another year will pass without a single strand of cable being laid in the outer borough franchises of New York. The current holders of those franchises—Warner Amex Cable (parts of Brooklyn and Queens), Cablevision (Bronx and parts of Brooklyn), Cox Cable (parts of Staten Island and Queens), Queens Inner Unity (parts of Queens), ATC (parts of Queens) and Vision Cable (parts of Staten Island)—were initially targeted for negotiations back in 1981. The franchise contracts were signed in July 1983 with the state signing off on them three months later.

The latest deadline in the process to be passed was Oct. 1 when city franchise officials were to have approved the technical designs of the proposed systems. However, due to a substantial amount of "clarification" that the city is seeking concerning the technical plans of each franchisee, said Susan Herman, with the city's Office of Telecommunications, the office did not grant any approvals by that date. And at this point, the extension to that deadline is open ended, despite pressure being applied by the city on the companies to act expeditiously.

Herman said that part of the problem with the technical plans had to do with "confusion" surrounding the companies' intended use of 550 mhz cable, which would enable them to build their residential systems with just one cable (with 70-channel capacity) instead of the initially proposed dual-cable designs. Last spring the city amended the franchise agreements to let the companies build with 550 mhz cable if they chose, with the caveat that their systems be constructed within three years of the start date. The city also ordered the companies opting to use 550 mhz cable to submit contingency plans for dual cable builds if the 550 mhz technology, for whatever reasons, proves undoable. "There is a great deal of confusion" in the design specifications, said Herman, "as to how the companies plan to use 550 mhz cable in their systems." And none of the companies, she added, have yet submitted a contingency dual-cable build plan.

Herman declined to offer any estimate as to when the technical plans might be approved. "We'll approve each as it becomes approvable," she said. As to when the companies will actually start to build, she said

that with the technical items yet to be worked out, coupled with the pending law suit in New York State Supreme Court by a losing applicant challenging the franchise awards for Queens, and the federal legislative compromise worked out two weeks ago (BROADCASTING, Oct. 1), "I don't see anybody moving in the fast lane."

The suit was filed in May by Starburst Realty Corp., owned by Al Simon, an SMATV operator in Queens and losing bidder for a cable franchise there. Simon has charged that the awarded franchises in Queens violate the city charter because the local community boards were not afforded the opportunity to review the final versions of the agreements between the companies and the city. He also charged that the companies winning the franchises misrepresented the services they said they would provide. Therefore, Simon said, the franchises should be voided. The defendants in the suit initially said they would act to have the suit dismissed quickly, but so far city attorneys (acting on behalf of all defendants) have not sought summary dismissal. In fact, Simon's attorney, Robert L. Beerman, said that his client was considering filing a summary plea and that that decision would be made in about a month.

What effect the suit is having or will eventually have on New York cable is unclear, although it would seem to be limited to franchises in Queens at this point. Some of the defendants in the case, which include the city and various officials, as well as Warner Amex, Queens Inner Unity (QIU) and ATC, still insist they see it as more of a nuisance than anything else. Others associated with the Queens franchises, however, are more

**Gallup on religion.** Pollster George Gallup Jr. will be among the speakers at the 42d annual Convention of National Religious Broadcasters in Washington Feb. 3-6, 1985. He will discuss results of a study done by the Gallup Organization of Princeton, N.J., in conjunction with the University of Pennsylvania's Annenberg School of Communications, that sought answers to such questions as who watches religious TV and why, and how viewers' church-going behavior relates to religious programing (BROADCASTING, April 23). Also slated to appear is Billy Graham, who will address the convention banquet on Feb. 6. Senator Edward Kennedy (D-Mass.) and the Rev. Jerry Falwell will debate religion and politics on Feb. 5.

and Continental have merged their franchises into one joint venture, make-ready work was suspended after 35 miles of plant had been prepared because of the dispute. The make-ready costs in dispute are high. According to one cable executive involved,

the full make-ready costs per mile total \$7,700. Of that total, an average \$4,500 are associated with costs in dispute as to who should pay. Staten Island Cable has asked the city to intervene in an attempt to settle the dispute. □

can assist that prospective station owner in a number of ways. Before a specific property has been considered, she said, a broker can do three things: (1) clarify the buyer's objectives; (2) evaluate the buyer's financial resources, and (3) let the buyer know what stations are on the market. After the buyer shows an interest in a specific property, the broker can (1) assess the competitive situation and conduct negotiations; (2) provide buyer credibility; (3) assist in evaluating and structuring a transaction, and (4) close the deal. Characteristics a broker looks for in a buyer, according to Greenthal, are a well-developed business plan, financial strength, a strong management team and, if possible, a previous track record. Greenthal stressed that the potential buyer should also expect a lot from a broker, looking for someone who will maintain confidences and who knows the business. A broker should have financial sophistication, industry contacts and a knowledge of the various markets, she said, and the buyer should choose carefully. "The only thing you need in order to be a broker is a shingle that says 'broker' on it, and a few phone numbers on your Rolodex of properties that potentially are for sale."

In addition to obtaining the help of an attorney, an engineer and a broker, the potential broadcaster should develop a business prospectus—a plan of action to start her off on the right track and to demonstrate how she plans to conduct her business. Richard R. Previda, Washington manager of the Arthur Young & Co. accounting firm, said that the first thing a buyer should do is describe what she wants her company to be. Once she has defined her objectives, she can then perform a market analysis, project revenues and costs and determine what she has that is unique and will enable her to succeed. Carole Terry, bureau chief at Capital Broadcast News in Washington, agreed that the prospectus is an important guideline that enables the buyer to focus on where she will get capital to start her business, who her clients will be and how day-to-day operations will be carried out. And Leo A. Weiss, director of MIT Enterprise Forum of Washington, Baltimore Inc., said: "The main value of the business plan . . . will be its self-discipline." But he cautioned buyers to make sure business plans they submit to financiers are well put together, because they are a reflection of the applicant.

As to whether that financing can be obtained, there is "a phenomenal potential in every market for a good businessperson," said Robert Understein, president of Understein and Associates, a Certified Public Accountant in Bethesda, Md. An interested buyer should first determine how much she wants to spend, what area of the country or which market she wants to buy into, and whether she wants to buy a successful station or a poorly run station that has the potential for improvement. "Most banks will loan money to a [potential] station operator if the station is generating cash flow," said Understein. However, it is often a good idea to buy a station that has room for improvement, unless the successful station being considered is also located in a fast-growing market.

But the conference did not concentrate

## Broadcasting is women's work

### Advice on how to start and buy properties in radio, TV, cable and new technology abounds at Women in Telecommunications Conference

Judging from last week's second annual Women in Telecommunications Conference, sponsored by the FCC and the American Women in Radio and Television, today's women are actively looking for and taking advantage of opportunities in broadcasting. About 185 women attended the three-day conference Oct. 1-3 at Washington's Marriott hotel.

According to Charlotte Taylor, author of "Women in the Business Game: Strategies for Successful Ownership," and president of Washington-based CTA Management Group, women are becoming entrepreneurs at five times the rate of men. At present, she said, only 2% of American women make salaries of more than \$25,000 a year, and thus "women are getting tired of beating their heads against the corporate ladder" and are going out to begin businesses of their own. Conference moderator Nolanda Hill, president of Television Management and of Central Massachusetts Television, both Dallas, defined an entrepreneur's job as "organizing and managing a business undertaking, assuming the risk for the sake of the profit." Taylor's definition—"Entrepreneurs are doers, not dreamers"—took into account the many characteristics required for a woman to become a successful entrepreneur. Taylor described the necessary situation: The prospective businesswoman must be the right kind of person; she must be approaching the task at the right time in her life, and she must have a commercially viable business idea. Taylor described the entrepreneur as "somebody who talks fast, breathes hard and walks fast"—someone with drive and energy. The woman, she said, must be persistent in problem solving; able to set goals and stick to them; able to accept responsibility. She must have a "tolerance for ambiguity"—an ability to live without knowing if she will make money—and must be able to take risks and deal with failure, because, according to Taylor, 50% of new businesses fail.

"Getting into communications is something that you can't do overnight," said Herbert P. Wilkins, president of Syndicated Communications Inc., the parent of Syncom Capital Corp., a venture capital group. "The process itself has to start gradually. You have to learn what communications is about." Wilkins suggested that women interested in broadcast ownership talk to people already in the industry and read up on the changes being made in Congress, in the courts and at the FCC. There is "probably a minimum learning period of five years," he said. But once the basics have been learned, it is only

a question of "knowing what the opportunity is, and beating everybody to it." Wilkins outlined the opportunities he foresaw in the various areas of broadcasting. He described UHF television as having "tremendous potential laying dormant out in the marketplace," and cautioned women that, while he didn't foresee a lot of opportunity in VHF, they should never close their minds. In radio, he said, the FCC's Docket 80-90 has created additional opportunities for FM ownership. At the same time, he said, the increasing reliance on the FM band and the decrease in interest in AM stations will drive the prices of AM stations down. Wilkins also suggested joining other investors to take advantage of cellular radio, and told the audience that cable television is an easy business to run if the politics of getting a franchise can be overcome or if it is possible to challenge an incumbent operator for his franchise when it goes up for review.

When his firm considers investing, said Wilkins, the qualities he looks for in an applicant are persistence, knowledge of the business, a business plan and a unique selling proposition. "The entrepreneur has to be a salesman," he said. "You've got to sell somebody. You've got to sell some partners; you've got to sell the marketplace; you've got to sell investors. And that's what the entrepreneur is doing."

Once a woman decides she has what it takes to be an entrepreneur, she should engage three important professionals, according to a seminar entitled "Shopping for a Business Professional: Attorney, Engineer and Broker." Helen E. Disenhaus, an attorney with Dow, Lohnes & Albertson in Washington, outlined the services a lawyer can provide. "Attorneys feel they should be used right from the start," she said. They can: (1) identify other consultants; (2) identify available properties; (3) evaluate properties; (4) assist in securing financing; (5) determine how an application stacks up against others; (6) help in a hearing; (7) draft documents and insure that the client's interests are protected; (8) aid in tax planning; (9) draft contracts; (10) prepare FCC applications, and (11) draft documents at closing.

According to Elizabeth L. Dahlberg, an engineer with Lohnes & Culver in Washington, the engineer aids in both the purchasing and building of stations. The engineer can evaluate existing facilities, determine what areas of the country still have opportunities for new builds, decide where a tower must be located to meet FCC rules and prepare the technical data required by the FCC.

Jill Greenthal, a New York broker with the firm of Smith Barney, Harris Upham & Co., said that "brokers tend to work with sellers rather than buyers." But a broker will often consider helping a buyer who has a plan, and



# Stock Index

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	66 1/4	71 3/8	- 5 1/8	- 7.18	11	1,932
N Capital Cities	160	164 3/4	- 4 3/4	- 2.88	17	2,053
N CBS	79	81 3/8	- 2 3/8	- 2.92	10	2,347
O Clear Channel	14 1/2	14 1/2			17	42
N Cox	47 3/4	45 3/4	2	4.37	16	1,348
A Gross Telecast	76 3/4	77	-	0.32	18	61
O Gulf Broadcasting	9 1/4	10	-	3/4	39	405
O LIN	21	23 1/2	- 2 1/2	- 10.64	18	441
O Malrite Commun.	12 1/2	12 1/2			15	104
O Orion Broadcast	1/32	1/32				1,681
O Price Commun.	11 1/4	11 1/4				37
O Scripps-Howard	27 1/4	30 1/2	- 3 1/4	- 10.66	16	281
N Storer	42 3/8	42 1/4	1/8	0.30		695
O Sungroup Inc.	6 3/4	6 3/4				5
N Taft	63 3/4	62 3/8	1 3/8	2.20	14	577
O United Television	17 3/4	17 7/8	- 1/8	- 0.70	29	195

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	19 1/4	20 1/2	- 1 1/4	- 6.10	16	117
A Affiliated Pubs	48	48 1/2	- 1/2	- 1.03	15	390
N American Family	21 5/8	22	- 3/8	- 1.70	11	387
O Assoc. Commun.	14 1/2	14 1/2				69
N A.H. Belo	43 7/8	46	- 2 1/8	- 4.62	13	507
N John Blair	27 1/2	27 3/8	1/8	0.46	15	220
N Chris-Craft	30 1/8	31 3/8	- 1 1/4	- 3.98	21	192
N Cowles	43 5/8	43 5/8			35	173
N Gannett Co.	46 1/2	45	1 1/2	3.33	18	3,725
N GenCorp	35 1/4	37 3/8	- 2 1/8	- 5.69	10	757
O General Commun.	67 1/4	67 1/4			15	33
N Inslico Corp.	16 3/4	16 1/2	1/4	1.52	9	284
N Jefferson-Pilot	34 1/2	34 1/4	1/4	0.73	10	1,104
O Josephson Intl.	9	9			69	44
N Knight-Ridder	27 1/2	28 1/4	- 3/4	- 2.65	14	1,780
N Lee Enterprises	25 3/4	25 7/8	- 1/8	- 0.48	14	343
N Liberty	24 1/8	24	1/8	0.52	12	242
N McGraw-Hill	43 1/4	45 3/8	- 2 1/8	- 4.68	16	2,171
A Media General	59	58	1	1.72	11	412
N Meredith	48 3/4	51 3/8	- 2 5/8	- 5.11	12	459
O Multimedia	34 3/4	37 1/4	- 2 1/2	- 6.71	15	580
A New York Times	33 5/8	33 3/4	- 1/8	- 0.37	15	1,329
O Park Commun.	29	28 1/2	1/2	1.75	21	267
N Rollins	13 7/8	13 1/2	3/8	2.78	20	203
N Schering-Plough	35 3/8	34 1/8	1 1/4	3.66	10	1,789
T Selkirk	18	18 3/8	- 3/8	- 2.04	39	146
O Stauffer Commun.	52	52			13	52
A Tech Operations	40 3/8	42 3/4	- 2 3/8	- 5.56	14	37
N Times Mirror	37 3/8	40	- 2 5/8	- 6.56	11	2,568
N Tribune	30 1/2	30 3/4	- 1/4	- 0.81	14	1,232
O Turner Bcstg.	22	22 1/2	- 1/2	- 2.22	367	448
A Washington Post	79 3/4	82 1/2	- 2 3/4	- 3.33	15	1,116

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	41	41			12	259
O Compact Video	4 1/2	4 7/8	- 3/8	- 7.69		18
N Comsat	26 3/8	26 1/4	1/8	0.48	11	477
O Doyle Dane B.	16 3/4	16 1/4	1/2	3.08	15	89
N Foote Cone & B.	51 5/8	52 1/4	- 5/8	- 1.20	11	172
O Grey Advertising	126	126			8	75
N Interpublic Group	31 5/8	33 3/4	- 2 1/8	- 6.30	11	342
N JWT Group	33 3/4	35 5/8	- 1 7/8	- 5.26	10	202
A MovieLab	5 1/4	5 1/4				9
O Ogilvy & Mather	34 1/4	35	- 3/4	- 2.14	15	313
O Sat. Syn. Syst.	8 1/2	9	- 1/2	- 5.56	12	49
O Telemation	6	6 1/4	- 1/4	- 4.00	6	7
O TPC Commun.	15/16	3/4	3/16	25.07		2
A Unitel Video	7 5/8	7 7/8	- 1/4	- 3.17	14	17
N Western Union	18 7/8	19 5/8	- 3/4	- 3.82		455

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	6 1/8	6 3/4	- 5/8	- 9.26	123	35
N Coca-Cola	62 1/4	62 1/8	1/8	0.20	14	8,243
N Disney	58	59 7/8	- 1 7/8	- 3.13	19	1,949
N Dow Jones & Co.	40 1/2	41 7/8	- 1 3/8	- 3.28	20	2,598
O Four Star	4	4			4	3
O Fries Entertain.	5	5			4	17
N Gulf + Western	27 3/4	27 5/8	1/8	0.45	8	1,941
O Robert Halmi	1 1/4	1 1/4				25
A Lorimar	29 1/2	29	1/2	1.72	15	209
N MCA	43	43 1/4	- 1/4	- 0.58	19	2,084
N MGM/UA	12 1/8	12 5/8	- 1/2	- 3.96	14	602
N Orion	10 3/4	11 5/8	- 7/8	- 7.53	24	101
O Reeves Commun.	6	6 1/4	- 1/4	- 4.00	22	75
O Sat. Music Net.	4 1/4	4	1/4	6.25		29
O Telepictures	15 1/2	16 1/2	- 1	- 6.06	14	119
O Video Corp.	18 1/2	18 3/4	- 1/4	- 1.33	12	31
N Warner	19 5/8	20 1/4	- 5/8	- 3.09		1,190
A Wrather	13 3/8	13 7/8	- 1/2	- 3.60		91

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	5 3/4	5 3/4				34
O AM Cable TV	2 7/8	2 1/2	3/8	15.00		10
N American Express	33	34	- 1	- 2.94	17	7,078
N Anixter Brothers	17 1/2	18 3/4	- 1 1/4	- 6.67	24	318
O Burnup & Sims	6 3/8	6 1/8	1/4	4.08		57
O Cardiff Commun.	5/8	9/16	1/16	11.01	63	3
O Comcast	17 5/8	18 1/8	- 1/2	- 2.76	14	145
N Gen. Instrument	21	22 1/4	- 1 1/4	- 5.62	22	680
N Heritage Commun.	16 5/8	17 1/8	- 1/2	- 2.92	31	126
T Maclean Hunter X	21	21 7/8	- 7/8	- 4.00	29	774
A Pico Products	6 1/2	6 3/4	- 1/4	- 3.70	30	23
O Rogers Cable	5	5				112
O TCA Cable TV	14 1/2	14 1/2				28
O Tele-Commun.	20 1/8	20 1/8				65
N Time Inc.	40 3/4	43 7/8	- 3 1/8	- 7.12	14	2,473
N United Cable TV	26 1/2	27 1/8	- 5/8	- 2.30	120	292
N Viacom	31 1/2	32 1/2	- 1	- 3.08	13	426

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	25	25 1/8	- 1/8	- 0.50	7	190
O C-Cor Electronics	7 3/4	7 7/8	- 1/8	- 1.59	86	24
O Cable TV Indus.	2 7/8	3	- 1/8	- 4.17	19	9
A Cetec	8 1/2	9	- 1/2	- 5.56	11	19
O Chyron	13 1/4	13 3/8	- 1/8	- 0.93	25	122
A Cohu	8 3/4	8 5/8	1/8	1.45	10	15
N Conrac	14 3/8	13 5/8	3/4	5.50	14	89
N Eastman Kodak	70 3/4	72 3/4	- 2	- 2.75	16	11,714
O Elec Mfg & Comm.	9 1/4	8 3/4	1/2	5.71		27
N General Electric	54 1/4	55 3/4	- 1 1/2	- 2.69	11	24,558
O Geotel-Telemet	1 3/8	1 3/8			15	4
N Harris Corp.	26 3/8	27 1/2	- 1 1/8	- 4.09	13	1,053
N M/A Com. Inc.	18 1/4	19 1/8	- 7/8	- 4.58	23	790
O Microdyne	6 1/4	7	- 3/4	- 10.71	18	28
N 3M	75 1/4	77 1/4	- 2	- 2.59	12	8,809
N Motorola	35 5/8	39 1/2	- 3 7/8	- 9.81	12	4,217
N N.A. Phillips	36 1/8	34 3/4	1 3/8	3.96	9	1,037
N Oak Industries	4 3/8	4 7/8	- 1/2	- 10.26		72
A Orrox Corp.	3 3/4	3 7/8	- 1/8	- 3.23		9
N RCA	34 3/4	35 1/2	- 3/4	- 2.11	11	2,847
N Rockwell Intl.	28	28 3/4	- 3/4	- 2.61	9	4,164
N Sci-Atlanta	8 7/8	8 3/4	1/8	1.43	18	206
N Signal Co.s	30	31 1/4	- 1 1/4	- 4.00	12	3,271
N Sony Corp.	15 5/8	15 7/8	- 1/4	- 1.57	15	3,608
N Tektronix	56 1/8	54 3/4	1 3/8	2.51	9	1,080
A Texscan	7	7 5/8	- 5/8	- 8.20	10	47
N Varian Assoc.	37 3/4	38 7/8	- 1 1/8	- 2.89	15	814
N Westinghouse	24 3/4	25 3/4	- 1	- 3.88	9	4,333
N Zenith	24 3/8	24 1/4	1/8	0.52	9	538
<b>Standard &amp; Poor's 400</b>	<b>183.24</b>	<b>187.78</b>	<b>-</b>	<b>4.54</b>	<b>-</b>	<b>2.42</b>

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

only on private businesses. Wednesday's sessions were devoted to the role of the FCC in broadcasting. Concurrent workshops were held on eight different topics: radio and television ownership; cable television; multichannel, multipoint distribution service (MDS); low-power television (LPTV); cellular and common carrier opportunities; FM drop-ins; private radio opportunities, and pipeline technologies. Throughout the conference, videotape machines in the lobby ran tapes introducing viewers to the basics of each technology. As FCC Mass Media Bureau Chief James McKinney pointed out in a session on radio and TV, "you have got to face the fact that broadcasting in this country is a sophisticated business."

In the closing session, moderator Nolanda Hill told the audience not to become overwhelmed by the amount of information available, not to wait too long to begin acting, and not to be discouraged by discrimination against women. "You have to say to yourself, 'I've got all the information I need, because any more might keep me from getting things done,'" Hill said. "You can't expect equality. I don't think you can expect anything. . . . It's just a fact of life; it can't be an excuse. . . . If that brick wall is out there, look at it, see if you can get over it. Or under it. Or around it. If you can't get any of that, start running at it. And when you bounce off, move a little to the right, or to the left. You find the weakness in that mortar. And when you do, you can squeeze through. And next time, it won't be such a small hole." □

## Changing Hands

PROPOSED

**KZAZ(TV) Nogales, Ariz., and KGSW(TV) Albuquerque, N.M.** □ Sold by Roadrunner Television and Galaxy-Southwest Television, respectively, to Mountain States Broadcasting for \$13 million, comprising \$6 million cash and remainder note, for KZAZ and \$7,200,000, comprising \$3,900,000 cash and \$3,300,000 note for KGSW. **Sellers** are commonly owned by Eugene D. Adelstein and Edward B. Berger, principals, and number of minority stockholders, who also have interests in KADQ-FM Rexburg, Idaho; KMGX-FM Hanford, Calif., and KBNY-FM Nampa, Idaho. **Buyer** is owned by Providence Journal Co. (50%), which is principally owned by voting trust headed by John C.A. Watkins, chairman, and six others, and Southland Corp. (50%), which is principally owned by trust headed by William R. Corkhum, president. Providence owns WPHL-TV Philadelphia; WMPV-TV Mobile, Ala., and WEAN(AM)-WPIB(FM) Providence, R.I.; publishes *The Providence Journal* and *Bulletin* and owns cable systems in Florida, Massachusetts, New York, California and Rhode Island. Southland owns cable systems in Florida. In addition, two officials of Journal company and Southland have interests in WCKS-FM Cocoa Beach, Fla. Michael P. Metcalf, president of Providence, owns 30% of WCKS; his sisters, Pauline and Esther, own 30% each, and Corkhum, president of

Southland, owns 10%. KZAZ is independent on channel 11 with 150 kw visual, 15 kw aural and antenna 1,570 feet above average terrain. KGSW is independent on channel 14 with 1412.5 kw visual, 141.25 kw aural and antenna 4,138 feet above average terrain. *Broker: The Ted Hepburn Co.*

**WHN(AM) New York** □ Sold by Mutual Broadcasting System to Doubleday Broadcasting Co. for \$13 million cash. Included in sale is assumption of three-year affiliation agreement. **Seller** is subsidiary of Amway Corp., Ada, Mich.-based manufacturer and distributor of home products, principally owned by Richard DeVos and Jay Van Andel. It purchased WHN in 1980 for \$14 million. This sale completes divestiture of its radio properties (BROADCASTING, Sept. 10). **Buyer** is station group subsidiary of New York-based publisher, Doubleday & Co., principally owned by Nelson Doubleday, president. Sale complements Doubleday's WAPP-FM New York. Doubleday Broadcasting owns one AM's and seven FM's and is headed by Gary Stevens, president. WHN is on 1050 with 50 kw full time.

**KHEP-FM Phoenix** □ Sold by Grand Canyon Broadcasters to Affiliated Broadcasting for \$6 million cash. **Seller** is principally owned by Ralph L. Ferguson, chairman. It also owns co-located KHEP(AM). **Buyer** is publicly held, Boston-based publisher and station group of five AM's and five FM's headed by John A. Winkle, CEO. Through subsidiaries it publishes *The Boston Globe*. KHEP-FM is on 101.5 mhz with 100 kw and antenna 1,740 feet above average terrain. *Broker: W. John Grandy*

**WLNR(FM) Lansing, Ill.** □ Sold by Illiana FM Broadcasters to Mariner Broadcasters Inc. for \$1,350,000 cash. **Seller** is equally owned by John M. Van Der Aa, Robert A. Cook and Wendell H. Borink. They have no other broadcast interests. **Buyer** is equally owned by Charles R. Sherrell, and his wife, Trutie. Sherrell is general manager of WBEE(AM) Harvy, Ill. WLNR is on 106.3 mhz with 3 kw and antenna 240 feet above average terrain.

**KMMO(AM)-KMFL(FM) Marshall, Mo.** □ Sold by KMMO Inc. to Missouri Valley Broadcasting Inc. for \$690,000, comprising \$175,000 cash and remainder note. **Seller** is owned by Shelter Financial Securities Inc., subsidiary of publicly held insurance firm based in Columbia, Mo. It has no other broadcast interests. **Buyer** is owned by Marvin A. Luehrs (50%) and Michael L. Philips (50%). It also owns WMNE(AM)-WMEQ(FM) Menomonie, Wis. Luehrs also owns KTTN-AM-FM Trenton, Mo. KMMO is daytimer on 1300 khz with 1 kw. KMFL is 102.9 mhz with 56 kw and antenna 380 feet above average terrain.

**WFMC(AM) Goldsboro, N.C.** □ Sold by Southern Radio and Television Corp. to W.E.G. Broadcasting Corp. for \$600,000 cash. **Seller** is subsidiary of Goldsboro, N.C.-based station group of six AM's and seven FM's owned by George G. Beasley, president. **Buyer** is equally owned by Robert Y. Wooten, Robert J. Etheridge, and William H. Goode. Wooten is sales manager at WFMC.

SUNBELT	Fulltime, powerful AM. Well-equipped with potential for excellent growth and impact in Top-25 market. Area among fastest growing and most desirable in U.S.	\$1,500,000
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Etheridge and Goode are Goldsboro businessmen with no other broadcast interests. WFMC is daytimer on 730 khz with 1 kw.

**KXRR(AM) Davenport, Iowa** □ Sold by Hallstrom Communications Inc. to Timothy P. Anderson for \$350,000, including \$125,000 noncompete agreement, comprising \$75,000 cash and remainder note. Seller is principally owned by James L. Putbresi, who also has interests in WDZ(AM)-WDZQ(FM) Decatur, Ill., and is applicant for new FM in Muncie, Ind.; Patricia A. Manger, who is also trustee for Kelan and Kian Putbresi, minors with interest in WJER-AM-FM Dover, Ohio, and KWKY(AM) Des Moines, Iowa, and two others. Buyer is owned by Timothy P. Anderson. He is director of broadcasting for WPGU(FM) Urbana, Ill. KXRR is daytimer on 1580 khz with 500 w.

**WJTX(AM) Urbana, Ill.** □ Sold by Ridge Broadcasting Inc. to Yankee Ridge Broadcasting for \$340,000 including assumption of \$240,000 note. Seller is owned by Julia A. Glover, whose husband, Richard F. Glover, owns WJUR(AM)-WDBS(FM) Durham, N.C. Buyer is owned by John R. Bowen, general manager of station. WJTX is daytimer on 1580 khz with 250 w.

**KPTL(AM) Carson City, Nev.** □ Sold by Constant Broadcasting Co. to MB Broadcasting Corp. for \$325,000 cash. Seller is Lake Oswego, Ore.-based station group of two AM's and two FM's principally owned by Frederic W. Constant. It purchased KPTL(AM)-KKBC(FM) Carson City, Nev. ("Changing Hands," Sept. 24) and is spinning off AM. Buyer is owned by Craig E. Swope (33.3%) and John A. Schoen (66.6%). Swope is sales manager and will become stations' general manager. Schoen owns biochemical research firm in Dubuque, Iowa. KPTL is on 1300 khz with 5 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 106.

#### CABLE

**System serving Wausau, Wisconsin Rapids and Stevens Point, all Wis.** □ Sold by Teltron Inc. to Jones Intercable for \$25 million. Seller is subsidiary of The Journal Co., employe-owned publisher of *The Milwaukee Journal* and *The Milwaukee Sentinel* and station group of one AM, one FM and two TV's. Teltron, headed by Robert C. James, president, is Journal's only cable interest. Buyer is publicly-traded, Englewood, Colo.-based cable MSO headed by Glenn R. Jones. It operates systems in 18 states with 250,000 subscribers. Teltron system passes 35,750 homes with 527 miles of plant and 26,500 subscribers.

**Systems serving Alta Loma, Glendora, Monrovia, Pomona, Rialto and Upland, all California** □ Sold by Acton Corp. to Daniels & Associates Inc. for \$17 million. Seller is publicly traded, Acton, Mass.-based MSO with 42 cable systems serving 67,000 subscribers. It also owns WDLW(AM) Waltham, Mass. It is headed by Samuel J. Phillips, chairman and CEO. Buyer is Denver-based cable MSO with systems in 12 states with 212,000 subscribers. It is principally owned by Bill Daniels, chairman and CEO. System passes 3,000 homes with 33 miles of plant and 1,250 subscribers.

**Financial spending.** Television advertising for financial services grew in the first half of 1984 by 25.1% to \$341.3 million, according to the Television Bureau of Advertising. Using Broadcast Advertisers Reports data, TVB said the leading advertiser was American Express Co., with TV expenditures of \$39.4 million, up 198.8% from last year. Other top spenders were Sears, Roebuck & Co., with first-half TV spending of \$24.7 million in the financial area, up 20.9%; Citicorp., \$13.8 million, up 159.5%, and Mastercard, \$11.6 million, up 12.2%.

## Lazarus steps down at ABC

John Lazarus, head of sports sales for ABC, resigned on Friday, Sept. 28, amid reports that he allegedly gave ABC's backing to a loan taken by Robert Landau Associates, a financially troubled company headed by Robert Landau. Lazarus and Landau are said to be close friends.

Both Lazarus and Landau denied an *Advertising Age* report last week linking Lazarus to the guaranteed loan. Dittler Bros., an Atlanta-based printing company said to have made the loan, and which has had an ongoing business relationship with RLA for some time, declined comment.

ABC said Lazarus's resignation was accepted with "great regret," only after his contract expired and the two sides could not come to terms on a new one, suggesting the alleged loan had nothing to do with the resignation.

RLA filed for relief under Chapter 11 of the federal bankruptcy laws on Sept. 13, after the company failed to secure additional bank financing for between \$2.5 million and

\$3 million to get by a severe "cash flow crunch," Landau said last week. He said the company, specializing in sports promotions, was "reorganizing," and meeting with creditors to settle its debts. Papers filed with the Federal District Court in New York listed RLA assets at \$6 million and liabilities of \$9.6 million. Initially ABC was listed as RLA's largest creditor—\$1.2 million. The filing was later amended to show that ABC was not a creditor of RLA at all and that the \$1.2 million was actually owed to Dittler Bros. Asked to explain, Landau said it was due to a "misunderstanding" whereby it was believed ABC had paid directly to Dittler the \$1.2 million owed to it by RLA. Yet it still remained unclear why ABC would have done that, given Landau's contention that "no one at ABC" co-signed a loan from Dittler to RLA.

Equally unclear is why Lazarus would sign a document committing ABC to guarantee any loan. Not being an officer of the company, Lazarus would not have had the legal authority to do so, making it unlikely that a court would hold ABC accountable in such a case. Lazarus declined to return phone calls placed last week for comment on the matter. □

## APPRAISALS

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# For the Record

As compiled by BROADCASTING, Sept. 26 through Oct. 3, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

- KGGN(AM) Valdez, Alaska (770 khz)—Seeks assignment of license from Northern Television Inc. to Terminal Radio Inc. for no consideration. Seller is principally owned by A.G. Heibert. It also owns KTVA(TV)-KBYR(AM)-KNIK(FM) Anchorage and KTVF(TV)-KCBF(AM) Fairbanks, all Alaska. Buyer is nonprofit corporation headed by Eric Nielsen, president. It has no other broadcast interests. Filed Sept. 28.
- KKAJ(FM) Arizona City, Ariz. (106.3 mhz)—Seeks assignment of license from Doylan Forney to The Alpha Group for \$250,000, comprising \$80,000 cash, limited partnership valued at \$25,000, and remainder note. Seller owns KGLR(AM) Tucson, Ariz. Buyer is owned by David L.

Tucker (40%), Peggy J. Goth (40%) and John Saathoff (20%). They have no other broadcasting interests. Filed Oct. 1.

- KZAZ(TV) Nogales, Ariz., and KGSW(TV) Albuquerque, N.M. (KZAZ: ch. 11; ERP vis. 150 kw; aur. 15 kw; HAAT: 1,570 ft.; ant. height above ground: 110.; KGSW: ch. 14; ERP vis. 1412.5 kw; aur. 141.25 kw; HAAT: 4,138 ft.; ant. height above ground: 134 ft.)—Seeks assignment of license from Roadrunner Television and Galaxy-Southwest Television, respectively to Mountain States Broadcasting for \$13 million, comprising \$6 million cash and remainder note for KZAZ and \$7,200,000, comprising \$3,900,000 cash and \$3,300,000 note for KGSW. Sellers are commonly Eugene D. Adelstein and Edward B. Berger, principles, and number of minority stockholders, who also have interests in KADQ-FM Rexburg, Idaho; KMGX-FM Hanford, Calif., and KBNY-FM Nampa, Idaho. Buyer is owned by Providence Journal Co. (50%), which is principally owned by voting trust including John C. A. Watkins, chairman, and six others, and Southland Corp. (50%), which is principally owned by trust headed by William R. Corkum. Providence owns WPHL-TV Philadelphia; WMPV-TV Mobile, Ala., and WEAN(AM)-WPJB(FM) Providence, R.I.; publishes *The Providence Journal*, *The Evening Bulletin*, *The Providence Journal-Bulletin*, and *The Providence Sunday Journal*, Providence, R.I., and owns cable systems in Florida, Massachusetts, New York, California and Rhode Island. Southland owns cable systems in Florida. In addition, two officials of Journal company and Southland have interests in WCKS-FM Cocoa Beach, Fla. Michael P. Metcalf, president of Providence, owns 30% of WCKS, his sisters, Pauline and Esther, own 30% each and Corkum, president of Southland owns 10%. Filed Oct. 1.

- KIEL(AM) Jacksonville, Ark. (1500 khz; 1 kw-D)—Seeks assignment of license from National Black Media Coalition to Ft. Washington Broadcasting Co. for \$250,000, comprising \$10,000 cash and remainder note. Seller is

owned by Washington-based citizen group headed by Pluria Marshall, chairman. It has no other broadcast interests. Buyer is owned by Samuel L. Johnson, (43.4%), Lionel Walsh (43.4%) and James T. Brown (13.1%). Johnson was employed at WOOL-AM-TV [now WFAN] Washington. Filed Sept. 20.

- WCNX(AM) Middletown, Conn. (1150 khz; 2.5 kw-D)—Seeks assignment of license from Radio Middletown Inc. to Jan Peek Communications Inc. for \$675,000, comprising \$210,000 cash, \$60,000 noncompete agreement and remainder in note. Seller is owned by Berkshire Broadcasting Co. (80%) and Corydon L. Thurston (20%). Berkshire Broadcasting is North Adams, Mass.-based station group of three AM's and one FM. It is principally owned by Donald A. Thurston and estate of William H. Vanderbilt. Corydon Thurston, son of Donald Thurston, is general manager of WCNX. Buyer is owned by William J. Florence Jr. and his wife, Judith (27.3%); Edward J. Creem Jr. (20.5%); Scott R. Baecker (19.3%), and two others. Florence is local attorney. Creem was former general manager, and Baecker was sales manager, of WLNA(AM) Penn Yan and WHUD(FM) Peekskill, both New York. Filed Sept. 26.
- WIVY-FM Jacksonville, Fla. (102.9 mhz; 60 kw; HAAT: 632 ft.)—Seeks assignment of license from Torrid Broadcasting Corp. to Gilmore Broadcasting Corp. for \$6.5 million cash. Seller is owned by Infinity Broadcasting Corp., New York-based station group of three AM's and six FM's. It is principally owned by Michael A. Wierner, chairman, and Gerald Carrus, president. Buyer is Kalamazoo, Mich.-based station group of one AM, one FM and three TV's, owned by James S. Gilmore. It recently purchased WLVE-FM Miami Beach ("Changing Hands." May 14) and sold KODE(AM) Joplin, Mo. ("Changing Hands." June 14), both subject to FCC approval. Filed Sept. 26.
- WZST(AM) Leesburg, Fla. (1410 khz; 5 kw-D)—Seeks assignment of license from WZST Radio Inc. to Major League Broadcasting Inc. for \$250,000, comprising \$20,000 cash and remainder note. Seller is owned by H. Arthur Reubin, president. He has no other broadcast interests. Buyer is owned by Nick Marnell, general sales manager at KYW(AM) Philadelphia. Filed Sept. 25.
- WLNR(FM) Lansing, Ill. (106.3 mhz; 3 kw; HAAT: 240 ft.)—Seeks transfer of control of Illiana FM Broadcasters Inc. from stockholders (100% before; none after) to Mariner Broadcasters Inc. for \$1,350,000 cash. Seller is equally owned by John M. Van Der Aa, Robert A. Cook, Wendell H. Borrink. They have no other broadcast interests. Buyer is equally owned by Charles R. Sherrell, and his wife, Trutie. Sherrell is general manager of WBEE(AM) Harvy, Ill. Filed Sept. 24.
- WJTX(AM) Urbana, Ill. (1580 khz; 250 w-D)—Seeks transfer of control of Ridge Broadcasting Inc. from Julia A. Glover to Yankee Ridge Broadcasting for \$340,000 cash, including assumption of \$240,000 note. Seller is wife of Richard F. Glover, who owns WDUR(AM)-WDBS(FM) Durham, N.C. Buyer is owned by John R. Bowen. He is general manager of WJTX. Filed Sept. 20.
- KXRK(AM) Davenport, Iowa (1580 khz; 500 w-D)—Seeks assignment of license from Hallstrom Communications Inc. to Timothy P. Anderson for \$350,000, including \$125,000 noncompete agreement, comprising \$75,000 cash and remainder note. Seller is principally owned by James L. Putbrey, who also has interests in WDZ(AM)-WDZQ(FM) Decatur, Ill., and app. for new FM in Muncie, Ind.; Patricia A. Manger, who is also trustee for Kelan and Kian Putbrey, minors with interest in WJER-AM-FM Dover, Ohio, and KWKY(AM) Des Moines, Iowa, and two others. Buyer is owned by Timothy P. Anderson. He is director of broadcasting for WPGU(FM) Urbana, Ill. Filed Sept. 28.
- KAIN(AM) Vidalia, La.—Seeks assignment of CP from Fredericka Cain Todd to Peter J. Renaldi for \$14,000 cash. Seller has no other broadcast interests. Buyer is sales manager at WMIS(AM) Natchez, Miss. He has no other broadcast interests. Filed Sept. 21.
- WBCM(AM) Bay City, Mich. (1440 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Peoples National Bank and Trust of Bay City, receiver to J&B Communications Inc. for \$175,000 cash. Seller is receiver for Mid-States Broadcasting Corp. Buyer is owned by Arnold M. Jacob, president, and 16 others including William Benkelman, who owns WIDL(AM)-WKYO(FM) Caro, Mich. Filed Oct. 1.
- KLKS(FM) Breezy Point, Minn. (95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Lakes Broad-

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casting Group Inc. from George Hagglund (50% before; none after) to Richard A. Andolshek (none before; 50% after) for \$5,000 cash, assumption of \$90,000 debt. Seller has no other broadcast interests. Buyer is Pequot Lakes, Minn., businessman with no other broadcast interests. Station is also owned by Allen Gray, president (50%). Filed Sept. 21.

■ **KEHG(AM)** Fosston, Minn. (1480 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from KEHG Radio Inc. to North Country Broadcasting Inc. for \$137,500, comprising assumption of \$50,000 loan and remainder note. Seller is owned by Ed De la Hunt. It also owns KPRM-AM-FM Park Rapids, Minn. It is also selling KHEG-FM (see below). Buyer is owned by Lawrence B. Mike (80%) and Curtis W. Quesnell (20%). Mike is news director at KKAQ(AM) Thief River Falls, Minn., where Quesnell is announcer and salesman. Filed Sept. 25.

■ **KEHG-FM** Fosston, Minn. (107.1 mhz; 3 kw; HAAT: 110 ft.)—Seeks assignment of license from KEHG Radio Inc. to North Country Radio Inc. for \$137,500, comprising assumption of \$50,000 loan and remainder note. Seller is owned by Ed De la Hunt. It also owns KPRM-AM-FM Park Rapids, Minn. It is also selling KHEG(AM) (see above). Buyer is owned by Dale Roger Olmstead who also owns KKAQ(AM) Thief River Falls, Minn. Filed Sept. 25.

■ **KMMO(AM)-KMFL(FM)** Marshall, Mo. (AM: 1300 khz; 1 kw-D; FM: 102.9 mhz; 56 kw; HAAT: 380 ft.)—Seeks assignment of license from KMMO Inc. to Missouri Valley Broadcasting Inc. for \$690,000, comprising \$175,000 cash and remainder note. Seller is owned by Shelter Financial Securities Inc., subsidiary of publicly held insurance firm based in Columbia, Mo. It has no other broadcast interests. Buyer is owned by Marvin A. Luehrs (50%) and Michael L. Phillips (50%). It also owns WMNE(AM)-WMEQ(FM) Menomonie, Wis. Luehrs also owns KTTN-AM-FM Trenton, Mo. Filed Oct. 1.

■ **New Webb City, Mo.** (94.3 mhz; 3 kw; HAAT: 299 ft.)—Seeks assignment of license from John E. Elsner to J.R. Communications for \$15,000 cash. Station is unbuilt. Seller is chairman of KVRO-FM Stillwater, Okla. Buyer is equally owned by Richard D. Chegwin and John C. David. It also owns KFSB(AM) Joplin, Mo. Chegwin is vice chairman and David is VP of KVRO. Filed Sept. 25.

■ **WGUF-AM-FM** Gulfport, Miss. (AM: 1130 khz; 500 w-D; FM: 96.7 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from WGUF Inc. to Caravelle Broadcast Group of Miss. for \$550,000, comprising \$250,000 cash and remainder note. Seller is owned by Horton D. Turnbeaugh, who has no other broadcast interests. Buyer is owned by Roger L. MacBride (70%), Howard L. Schrott (10%), Robert E. Beacham (10%) and two others. It also owns WISP(AM)-WQDW(FM) Kinston, N.C. Filed Oct. 1.

■ **KPTL(AM)-KKBC(FM)** Carson City, Nev. (AM: 1300 khz; 5 kw-D; 500 w-N; FM: 97.3 mhz; 52 kw; HAAT: 2,240 ft.)—Seeks assignment of license from Woodward Communications Inc. to Constant Broadcasting Co. for \$2,100,000, comprising \$450,000 cash and remainder note. Seller is Dubuque, Iowa-based publisher and station group of three AM's and three FM's, headed by F.R. Woodward. Buyer is owned by Frederic W. Constant (20%) and Pacific Telecom (80%). Constant also owns KYKN(AM) Eugene, Ore.; KDUK(FM) Florence, Ore.; KTOX(AM) Boise, Idaho; KIZN(FM) New Plymouth, Idaho, and has app. for new FM in Anchorage. Pacific Telecom has interest in Constant and is owner of cable systems in Rushford, Minn.; Bethel Alaska, and is purchasing cable system serving Anchorage. Filed Oct. 1.

■ **KPTL(AM)** Carson City, Nev. (1300 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Constant Broadcasting Co. to MB Broadcasting Corp. for \$325,000 cash. Seller purchased stations concurrently (see above) and is spinning off AM. Buyer is owned by Craig E. Swope (33.3%) and John A. Schoen (66.6%). Swope is sales manager and will become station general manager. Schoen owns biochemical research firm in Dubuque, Iowa. Filed Oct. 1.

■ **WFMC(AM)** Goldsboro, N.C. (730 khz; 1 kw-D)—Seeks assignment of license from Southern Radio and Television Corp. to W.E.G. Broadcasting Corp. for \$600,000 cash. Seller is Goldsboro, N.C.-based station group of six AM's and seven FM's owned by George G. Beasley, president. Buyer is equally owned by Robert Y. Wooten, Robert J. Etheridge, and William H. Goode. Wooten is sales manager at WFMC. Etheridge and Goode are Goldsboro businessmen with no other broadcast interests. Filed Sept. 26.

■ **WNCR(AM)** St. Pauls, N.C. (1080 khz; 5 kw-U)—Seeks transfer of control of United States Broadcasting Co. from Phoebe Walker (50% before; none after) to Rose Bor-

itzer (50% before; 100% after) for \$55,000 note. Seller has no other broadcast interests. Buyer owns WNSH(AM) Danvers, Mass. Filed Oct. 1.

■ **WBBG(AM)-WMJI(FM)** Cleveland (AM: 1260 khz; 5 kw-U; FM: 105.7 mhz; 27 kw; HAAT: 900 ft.)—Seeks assignment of license from Robinson Broadcasting Inc. to Jacor Broadcasting of Cleveland Inc. for \$13.5 million, comprising \$10 million cash, and remainder note and transfer of stock. Seller is principally owned by Larry J.B. Robinson. It also owns KGLD(AM)-KWK-FM St. Louis. Buyer is publicly traded Cincinnati-based station group of five AM's and three FM's. It is headed by Terry S. Jacobs, chairman, president and principal stockholder. Filed Sept. 26.

■ **WGSA(AM)** Ephrata, Pa. (1310 khz; 5 kw-D)—Seeks assignment of license from WIOV Inc. to Joel Michaels Media Inc. for \$250,000, comprising \$1,000 cash and remainder note. Seller is owned by Brill Media Inc., Evansville, Ind.-based station group of three AM's and two FM's owned by Alan R. Brill. It also publishes *Morning Sun*, daily newspaper in Mt. Pleasant-Alma, Mich. It purchased WGSA(AM)-WIOV(FM) Ephrata ("Changing Hands," Aug. 20) but also owns WHUM(AM) Reading and must spin off WGSA to comply with FCC ownership rules. Buyer is owned by Michael D. Rubright, whose professional name is Joel Michaels, and his wife, Patricia. Rubright is production director at WRAW(AM)-WRFY-FM Reading, Pa. Filed Sept. 27.

■ **WBRQ(FM)** Cidra, P.R. (97.7 mhz; 360 w; HAAT: 860 ft.)—Seeks transfer of control of Radio Musical Inc. from George M. Arroyo (90% before; none after) to Hector Torres (none before; 90% after) for \$525,000, comprising \$15,000 cash and remainder note. Seller has interest in WIBS(FM) Charlotte Amalie, V.I., and owns new FM in Pine Hills, Fla. Buyer has no other broadcast interests. Filed Sept. 25.

■ **KFBA(AM)-KLLP(FM)** [CP] Floydada, Tex. (AM: 900 khz; 250 w-D; FM: 95.3 mhz; 3 kw; HAAT: 231 ft.)—Seeks assignment of license from Billy D. Pirtle to Robert L. Alldredge and his wife, Charlene, for no less than \$133,570.74 and no more than \$135,000, comprising \$45,000 cash and remainder assumption of liabilities. FM is unbuilt CP. Seller also owns KTER(AM) Terrell, Tex. Buyer is Floydada farmer and businessman with no other broadcast interests. Filed Sept. 24.

## New Stations

### AM's

■ **Bixby, Okla.**—Gerald D. Ingles seeks 840 khz., .5 kw-D. Address: 3002 E. 83rd., Tulsa, Okla. 74137. Principal is app. for six LPTV's in Okla. His wife, Sharon has interest in app. for LPTV's in Bartlesville, and Muskogee. Filed Sept. 25.

### FM's

■ **\*Alamosa, Calif.**—Alamosa Educational Broadcasting Foundation seeks 90.1 mhz; 3 kw; HAAT: 147 ft. Address: 5381 53d Rd., 81101. Principal is nonprofit corporation headed by Steven K. Smith. It has no other broadcast interests. Filed Sept. 21.

■ **\*Fair Oaks, Calif.**—American Media Educational Network seeks 89.9 mhz., .47 kw; HAAT: 768 ft.; Address: P.O. Box 1226, Redding, Calif. 96099. Principal is nonprofit trust headed by Norman E. Kamp. It is also app. for new FM's in Redding, Ukiah, Santa Rosa, Chico, Marysville and Eureka, all California. Filed Sept. 26.

■ **Merced, Calif.**—Gloria K. McAdam seeks 106.3 mhz, 3 kw; HAAT: 328 ft.; Address: P.O. Box, 1428, Los Banos, Calif. 93635. Principal is former owner of KLBS(AM) Los Banos, Calif., but now has no other broadcast interests. Filed Sept. 24.

■ **Merced, Calif.**—Merced Communications seeks 106.3 mhz, 3 kw; HAAT: 328 ft.; Address: 2800 Sehiphol La., Modesto, Calif. 95356. Principal is owned by Barbara Harris (60%); her husband, Mattice (20%), and Ronald J. Malik (20%). Malik has app.'s for nine LPTV's. Malik and Mattice Harris have app. for LPTV in Tyler, Tex. Filed Sept. 28.

■ **\*Seymour, Ind.**—Indiana Bible College Inc. seeks 89.9 mhz, 7 kw; HAAT: 100 ft.; Address: 501 N. Walnut St., 47274. Principal is private nonprofit educational institution headed by Dennis W. Croucher, president. It has no other broadcast interests. Filed Sept. 25.

■ **\*Fitchburg, Mass.**—Tri-State Educational Broadcasting Foundation seeks 90.1 mhz.; .40 kw; HAAT: 310 ft. Address: 413 Hollis Rd., Lunenburg, Mass. 01462. Principal is nonprofit corporation headed by A. Erven Burke, Richard Mul-

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lett and Wilfred Mullett. They have no other broadcast interests. Filed Sept. 14.

■ **Bethania Township, N.C.**—Family Stations Inc. seeks 89.7 mhz; 27 kw HAAT: 388 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation headed by Harold Camping. It owns two AM's and six FM's. Filed Sept. 19.

■ **\*Youngstown, Ohio**—Family Stations seeks 91.7 mhz, 3 kw; HAAT: 300 ft.; Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation headed by Harold Camping. It owns two AM's and six FM's. Filed Sept. 28.

■ **\*Lubbock, Tex.**—Texas Tech University seeks 90.7 mhz, 12 kw; HAAT: 305 ft.; Address: Box 4710, Tech Station, 79409. Principal is educational institution headed by Joe Pevhouse, chairman. It also owns KTXT-FM-TV Lubbock, Tex. Filed Sept. 24.

■ **\*Cheyenne, Wyo.**—Heritage Educational Broadcasting Foundation seeks 89.5 mhz; 30 kw; HAAT: 86 ft. Address: 910 E. Third St., Gillette, Wyo. 82716. Principal is nonprofit corporation headed by Kelly F. and Nancy G. Mader. It also has app.'s for new FM's in Gillette, Rock Springs, Laramie, Casper and Buffalo, all Wyoming. Filed Sept. 14.

#### TV's

■ **Dothan, Ala.**—Wiregrass Broadcasting Inc. seeks ch. 60; ERP vis. 1795 kw; aur. 179.5 kw; HAAT: 1,798 ft.; ant. height above ground: 1,908 ft. Address: Sam Lisenby Rd., Ozark, Ala. 36360. Principal is equally owned by Stephen G. McGowan, Charles Fleming and Kenneth Jeffries. McGowan owns WULA(AM)-WKQK(FM) Eufaula; WAYD(AM)-WORJ(FM) Ozark, both Alabama, and has app. for new FM in Mary Esther, Fla. His father, Max McGowan, has interest in WOOF-AM-FM Dothan, Ala. Filed Sept. 25.

■ **Miami Beach, Fla.**—Cuban-American Ltd. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,788 ft.; ant. height above ground: 1,787.5 ft. Address: 3105 SW 104th Court, 33165. Principal is owned by Marcos A. Rodriguez (71.19% of 80%), Mirtha Orue Muller (20%) and six others. Rodriguez and others own KESS(FM) Fort Worth, have recently purchased 42.5% interest in KWKT(AM) Waco, Tex., pending FCC approval, and KXOL(AM) Fort Worth, pending FCC approval. Rodriguez also owns KLAT(AM) Houston and is app. for new AM's in Universal City, and

Carrollton, both Texas. His brother, Placido is app. for new FM in Homestead, Fla., son Mark is app. for new FM in Albuquerque and has interest in app. for new TV in Dallas, and wife, Gisela is app. for new AM in San Benito, Tex. Filed Sept. 21.

■ **Miami**—Rene Antonio Lopez seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,015 ft.; ant. height above ground: 1,018 ft. Address: 365 NE 116 St. 33161. Principal has no other broadcast interests. Filed Sept. 21.

■ **Tequesta, Fla.**—Tequesta Broadcasting Corp. seeks ch. 25; ERP vis. 5000 kw; aur. 500 kw; HAAT: 1,423 ft.; ant. height above ground: 1,420 ft. Address: 189 Bradley Pl., Palm Beach, Fla. 33480. Principal Deborah O. Kaplan and David E. Brody is app. for LPTV in Oil City, Pa. Kaplan's husband and Brody's wife have app. for new TV in Venice, Fla. Filed Sept. 20.

■ **Tequesta, Fla.**—Southern Florida Broadcasting Co. seeks ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,168.3 ft.; ant. height above ground: 1,167 ft. Address: 243 S. Whitney St., Hartford, Conn. 06105. Principal is owned by brothers, Alfred and Saul Dresner, and their wives, Edith and Audrey (22.5% each), and Milton Aninger (10%). Alfred and Saul own WELV(AM)-WDRE(FM) Ellenville, N.Y.; WCCC-AM-FM Hartford, Conn., they are also app.'s for three LPTV's in New York and Connecticut. Edith and Audrey Dresner are also app.'s for new LPTV in Hartford. Filed Sept. 27.

■ **Sparta, Tenn.**—Josie Moore seeks ch. 59; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,011 ft.; ant. height above ground: 120 ft. Address: 1411 Ledbetter, Round Rock, Tex. 78664. Principal is app. for new TV in Conroe, Tex., and Hilo, Hawaii, and is also app. for LPTV's in Austin and Temple, both Texas. Filed Sept. 24.

■ **Conroe, Tex.**—DLBS Inc. seeks ch. 55; ERP vis. 1,075 kw; aur. 107.5 kw; HAAT: 1,538 ft.; ant. height above ground: 1,521 ft. Address: 1711 Timberwood Dr., Austin, Tex. 78741. Principal is equally owned by Dr. John Schwarzwald, William T. Davis and Donald E. LeBlanc. Schwarzwald is also director of \*KMFA(FM) Austin. Filed Sept. 20.

■ **Conroe, Tex.**—Brokinrod Broadcasting Co. seeks ch. 49; ERP vis. 2545 kw; aur. 255 kw; HAAT: 621 ft.; ant. height above ground: 675 ft. Address: 101 Longview, P.O. Box 1428, 77305. Principal is owned by Billie Brooks

(90%), Vernice D. Kindel (5%) and Amel Rodriguez (5%). Brooks's husband, Henry, has interest in *Morning News* daily newspaper in Conroe. Filed Sept. 20.

■ **Lubbock, Tex.**—Robert Q. Martin and Cesar Amador seek ch. 16; ERP vis. 1,358 kw; aur. 135 kw; HAAT: 3,527 ft.; ant. height above ground: 520 ft. Address: 214 N. 10th #4, Harlingen, Tex. 78550. Principal is owned by Martin (20%) and Amador (80%). They have no other broadcast interests. Filed Sept. 20.

■ **Odessa, Tex.**—Alfred H. Roeyer III seeks ch. 42; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 476.4 ft.; ant. height above ground: 470 ft. Address: 6200 Linwood Dr., 79762. Principal has no other broadcast interests. Filed Sept. 20.

## Facilities changes

### Applications

#### AM's

##### Tendered

■ **KFRN (1280 khz) Long Beach, Calif.**—Seeks CP to increase power to 5 kw; night power to 1 kw, and change to DA-2. App. Sept. 25.

■ **WKCK (1470 khz) Orocovis, P.R.**—Seeks CP to increase night power to 5 kw and change to non-DA. App. Oct. 1.

##### Accepted

■ **New (830 khz) Hialeah, Fla.**—Seeks MP to make changes in ant. sys. App. Sept. 26.

■ **WFMJ (1390 khz) Youngstown, Ohio**—Seeks mod. of lic. to operate transmitter by remote control from main SL. App. Sept. 26.

■ **WARV (1590 khz) Warwick/E. Greenwich, R.I.**—Seeks MP to make changes in ant. sys. App. Oct. 1.

■ **KKYX (680 khz) San Antonio, Tex.**—Seeks CP to change TL and make changes in ant. sys. App. Sept. 28.

■ **New (660 khz) Rural Retreat, Va.**—Seeks mod. of lic. to change SL to Highway 11, outside city of lic. App. Sept. 26.

##### Canceled

■ **WLLY (1350 khz) Wilson, N.C.**—Canceled CP to increase power to 5 kw; change to DA, and make changes in ant. sys. Canceled Sept. 26.

#### FM's

##### Accepted

■ **KWHL (106.5 mhz) Anchorage**—Seeks CP to change HAAT to minus 89 ft. App. Sept. 26.

■ **WKXX (106.9 mhz) Birmingham, Ala.**—Seeks CP to change HAAT to 993 ft. App. Sept. 26.

■ **WTUG-FM (92.7 mhz) Tuscaloosa, Ala.**—Seeks CP to change HAAT to 328 ft. App. Sept. 26.

■ **KUUL (92.1 mhz) Madera, Calif.**—Seeks CP to change HAAT to 328 ft. App. Sept. 26.

■ **KOME-FM (98.5 mhz) Santa Cruz, Calif.**—Seeks MP to change power to 10 w. App. Sept. 28.

■ **WCUP (100.3 mhz) Tifton, Ga.**—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,004.664 ft. App. Sept. 26.

■ **WMDJ-FM (100.1 mhz) Allen, Ky.**—Seeks CP to change SL to outside community of lic. App. Sept. 26.

■ **KYYS (102.1 mhz) Kansas City, Mo.**—Seeks CP to install aux. ant. App. Sept. 26.

■ **KEZK (102.5 mhz) St. Louis**—Seeks CP to change TL and change HAAT to 1,009 ft. App. Sept. 26.

■ **WRQR (94.3 mhz) Farmville, N.C.**—Seeks CP to change TL; change ERP to 1.93 kw, and change HAAT to 406.72 ft. App. Sept. 26.

■ **WHOH (106.3 mhz) Cadiz, Ohio**—Seeks CP to change TL; change ERP to 2.57 kw, and change HAAT to 328 ft. App. Sept. 26.

■ **WEAZ (101.1 mhz) Philadelphia**—Seeks CP to install aux. sys., change ERP to 12 kw, and change HAAT to 1,010 ft. App. Sept. 26.

■ **WREI (98.3 mhz) Quebradillas, P.R.**—Seeks CP to change TL and change HAAT to 1,099 ft. App. Sept. 26.

■ **WELP-FM (103.9 mhz) Easley, S.C.**—Seeks CP to change HAAT to 328 ft. App. Sept. 26.

■ **WTCR (103.3 mhz) Huntington, W. Va.**—Seeks CP to



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change TL; change ERP to 49.6 kw, and change HAAT to 492 ft. App. Oct. 1.

## Actions

### AM's

- KEZY (1190 khz) Anaheim, Calif.—Granted app. to operate transmitter by remote control from main SL. Action Sept. 24.
- KTMG (1370 khz) Deer Trail, Colo.—Granted app. to change TL. Action Sept. 22.
- KUUY (870 khz) Cheyenne, Wyo.—Granted app. to change SL to 1370 Southwest Drive, Laramie, Wyo. Action Sept. 21.

### FM's

- KEZQ (100.3 mhz) Jacksonville, Ariz.—Granted app. to change TL; change HAAT to 439 ft., and make changes in ant. sys. Action Sept. 18.
- \*KNLB (91.1 mhz) Lake Havasu City, Ariz.—Granted app. to change HAAT to 200 ft. Action Sept. 20.
- KBOQ (92.7 mhz) Marina, Calif.—Granted app. to change ERP to 1.023 kw and change HAAT to 567 ft. Action Sept. 17.
- \*KPBS-FM (89.5 mhz) San Diego—Granted app. to relocate ant. change HAAT to 1,900 ft., and change transmitter. Action Sept. 17.
- KBBY (95.1 mhz) Ventura, Calif.—Granted app. to change TL; change ERP to 9.55 kw; change HAAT to 966 ft., and make changes in ant. sys. Action Sept. 19.
- KMMI (103.3 mhz) Denver—Granted app. to change TL; change HAAT to 1,302 ft. and make changes in ant. sys. Action Sept. 20.
- WFOX (97.1 mhz) Gainesville, Ga.—Granted app. to reduce height of aux. ant. by 34 ft.; change ERP to 84 kw, and change HAAT to 1,471 ft. Action Sept. 20.
- KPND (95.3 mhz) Sandpoint, Idaho—Granted app. to change TL; change ERP to 3 kw; change HAAT to minus 385 ft. and make changes in ant. sys. Action Sept. 13.
- KRNA (93.9 mhz) Iowa City—Granted app. to change TL; change HAAT to 1,903 ft. and make changes in ant. sys. Action Sept. 20.
- KCNB (105.7 mhz) Waterloo, Iowa—Granted app. to change TL and change HAAT to 1,322 ft. Action Sept. 14.
- KVSF-FM (105.5 mhz) Beloit, Kan.—Granted app. to change ERP to 2.79 kw and change HAAT to 320 ft. Action Sept. 14.
- KROK (94.5 mhz) Shreveport, La.—Granted app. to change TL; change HAAT to 1,000 ft.; install new transmitter, and make changes in ant. sys. Action Sept. 14.
- WMAR-FM (106.5 mhz) Baltimore—Granted app. to change ERP to 24 kw. Action Sept. 14.
- WPGC (1580 khz) Morningside, Md.—Granted app. to change daytime power to 50 kw. Action Sept. 13.
- WYXX (96.1 mhz) Holland, Mich.—Granted app. to change TL. Action Sept. 14.
- WIBM-FM (94.1 mhz) Jackson, Mich.—Dismissed app. to operate formerly authorized facilities as aux. Action Sept. 24.
- WKNZ (101.7 mhz) Collins, Miss.—Granted app. to change TL; change ERP to 2.2 kw, and change HAAT to 350 ft. Action Sept. 14.
- KTUF (93.5 mhz) Kirksville, Mo.—Granted app. to change ERP to 1.55 kw and change HAAT to 456 ft. Action Sept. 14.
- WYNY (97.1 mhz) New York—Granted app. to change ant.; change transmitter; install new transmission line; change ERP to 6.8 kw, and change HAAT to 1,340 ft. Action Sept. 17.
- WRVH (105.5 mhz) Patterson, N.Y.—Granted app. to change ERP to 1.5 kw. Action Sept. 14.
- WRLT (92.3 mhz) Asheboro, N.C.—Granted app. to change ERP to 100 kw and change HAAT to 1,010 ft. Action Sept. 17.
- WBCY (107.9 mhz) Charlotte, N.C.—Granted app. to change TL; change HAAT to 1,700 ft., and make changes in ant. sys. Action Sept. 20.
- KFNV-FM (97.9 mhz) Fargo, N.D.—Granted app. to change TL; change HAAT to 992 ft., and make changes in ant. sys. Action Sept. 21.
- WGAR-FM (99.5 mhz) Cleveland—Granted app. to install aux. sys. Action Sept. 14.
- WRMZ (99.7 mhz) Columbus, Ohio—Granted app. to change SL to 1460 Dublin Rd., Marble Cliff, Ohio. Action

Aug. 31.

- WGTZ (92.9 mhz) Eaton, Ohio—Granted app. to change TL; change ERP to 31.6 kw; change HAAT to 600 ft., and make changes in ant. sys. Action Sept. 18.
- WTTT-FM (103.7 mhz) Tiffin, Ohio—Granted app. to change TL; change ERP to 50 kw; change HAAT to 430 ft., and make changes in ant. sys. Action Aug. 28.
- \*KNGX-FM (91.3 mhz) Claremore, Okla.—Granted app. to change ERP to 2.205 kw and change HAAT to 365 ft. Action Sept. 20.
- KQTZ (105.9 mhz) Hobart, Okla.—Granted app. to make changes in ant. sys. Action Sept. 10.
- KINB (107.3 mhz) Poteau, Okla.—Granted app. to change ERP to 100 kw; change transmitter; change ant., and change TPO. Action Sept. 11.
- KMYZ-FM (104.5 mhz) Pryor, Okla.—Granted app. to change TL and change HAAT to 1,130 ft. Action Aug. 28.
- KNLR (97.5 mhz) Bend, Ore.—Granted app. to change ERP to 97 kw and change HAAT to 536 ft. Action Sept. 14.
- KFMI (96.9 mhz) Grants Pass, Ore.—Granted app. to

change TL; change HAAT to 2,178 ft., and make changes in ant. sys. Action Sept. 14.

- KKRK (106.9 mhz) Klamath Falls, Ore.—Granted app. to change freq. to 106.9 mhz; change ERP to 43.2 kw; change HAAT to 1,124 ft.; change TL, and make changes in ant. sys. Action Sept. 4.
- WOWQ (102.1 mhz) DuBois, Pa.—Granted app. to change ERP to 22.5 kw and change HAAT to 694.704 ft. Action Sept. 14.
- WQKY (99.3 mhz) Emporium, Pa.—Granted app. to change TL; change ERP to 3 kw, and make changes in ant. sys. Action Sept. 12.
- \*WZZE (88.7 mhz) Glen Mills, Pa.—Granted app. to freq. to 97.3 mhz; change TL; change SL to Vocational Building, Glen Mills School, Glen Mills, Pa.; change ERP to 0.0167 kw; change HAAT to 189 ft., and make changes in ant. sys. Action Sept. 21.
- WVJP-FM (103.3 mhz) Caguas, P.R.—Granted app. to change ERP to 38 kw; change HAAT to 1,741 ft., and change TL. Action Sept. 14.
- WCOS-FM (97.9 mhz) Columbia, S.C.—Granted app. to

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change TL; change ERP to 100 kw; change HAAT to 985 ft., and make changes in ant. sys. Action Sept. 20.

■ **WBFM** (98.1 mhz) Seneca, S.C.—Granted app. to change HAAT to 500 ft.; change ERP to 100 kw, and make changes in ant. sys. Action Sept. 21.

■ **WKIR** (104.1 mhz) Jackson, Tenn.—Granted app. to make changes in ant. sys.; change to non-DA, and change HAAT to 655 ft. Action Aug. 30.

■ **KOKE-FM** (95.5 mhz) Austin, Tex.—Granted app. to change SL to app. 1.6 miles outside Austin city limits. Action Aug. 24.

■ **KQIZ-FM** (93.1 mhz) Amarillo, Tex.—Granted app. to change TL; change ERP 100 kw, and make changes in ant. sys. Action Aug. 28.

■ **KEGL** (97.1 mhz) Fort Worth—Denied app. to change SL to Irving, Tex. Action Sept. 4.

■ **KHCB-FM** (105.7 mhz) Houston—Granted app. to change TL; change HAAT to 100 ft., and make changes in ant. sys. Action Sept. 19.

■ **\*New** (88.1 mhz) Laredo, Tex.—Granted app. to change HAAT to 284.87 ft.; change ant.; change transmitter output power, and change ant. input power. Action Aug. 30.

■ **KQXT-FM** (101.9 mhz) San Antonio, Tex.—Returned app. to install new transmission system. Action Sept. 12.

■ **KKHK** (101.1 mhz) Kanab, Utah—Granted app. to change TL; change HAAT to 786 ft., and make changes in ant. sys. Action Aug. 30.

■ **WCNV** (107.9 mhz) Amherst, Va.—Returned app. to change SL to Highway 29, near Faulconerville, Va. Action Sept. 4.

■ **WJLM** (93.5 mhz) Salem, Va.—Granted app. to change HAAT to 97.138 ft. Action Sept. 12.

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION** (Act. of August 12, 1970; Section 3685; Title 39, United States Code).

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F. Office use, left-over, unaccounted, spoiled after printing	691*	630**
G. Total (sum of E & F—should equal net press run shown in A)	38,653*	39,400**

I certify that the statements made by me are correct and complete.  
**LAWRENCE B. TAISHOFF**  
Publisher

\*Average no. copies each issue during preceding 12 months.  
\*\*Actual number of copies single issues published nearest to filing date.

■ **KIXI-FM** (95.7 mhz) Seattle—Granted app. to change ant.; increase center of radiation height to 42 ft.; change ERP to 100 kw, and change HAAT to 1,220 ft. Action Sept. 14.

■ **WBTQ** (93.5 mhz) Buckhannon, W. Va.—Granted app. to make changes in ant. sys. Action Sept. 14.

■ **WJLW** (95.9 mhz) Depere, Wis.—Returned app. to change HAAT to 328 ft. Action Sept. 12.

■ **New** (93.1 mhz) Riverton, Wyo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 884 ft. Action Aug. 30.

**TV's**

■ **KPOL** (ch. 40) Tucson, Ariz.—Granted app. to change ERP to vis. 1,534 kw, aur. 153.4 kw; change HAAT to 2,029 ft., and change TL. Action Sept. 21.

■ **KTVJ** (ch. 14) Boulder, Colo.—Granted app. to extend completion date of original CP, granted Oct. 4, 1982. Action Sept. 21.

■ **WLCT** (ch. 26) New London, Conn.—Granted app. to change ERP to vis 3,717 kw, aur. 371.7 kw and change ant. Action Sept. 19.

■ **WJXT** (ch. 4) Jacksonville, Fla.—Granted app. to change HAAT to 960 ft. Action Aug. 29.

■ **WTVL** (ch. 27) Tallahassee, Fla.—Granted app. to change ERP to vis. 1,184.7 kw, aur. 118.46 kw; change HAAT to 864.4 ft., and change to non-DA. Action Sept. 21.

■ **WSJV** (ch. 28) Elkhart, Ind.—Granted app. to make changes in ant. sys. Action Sept. 18.

■ **WGME-TV** (ch. 13) Portland, Me.—Granted app. to change aux. TL and ant. Action Aug. 29.

**In Contest**

*The Review Board made the following decision:*

Tucson, Ariz. (Cima Broadcasting Limited Partnership, et al.) AM Proceeding. Scheduled oral argument for Oct. 23 at 10 a.m., Room 235, 2000 L St., N.W., on exceptions to the initial decision of ALJ John H. Conlin granting the app. of Elliott-Phelps Broadcasting Limited Partnership for a new AM station of 580 khz at Tucson, and denying the app. of Cima and Fiesta Productions Inc. Each party has 20 minutes of argument. Cima and Fiesta may reserve part of their time for rebuttal. By letter, Sept. 18.

*ALJ Joseph Chachkin made the following decisions:*

Glendale, Ariz. (Marcell's Inc., et al.) FM Proceeding. Granted motion by Marcell's and dismissed its app. with prejudice. By order, Sept. 12.

Santa Rosa Beach, Fla. (Carter Broadcasting and Santa Rosa Broadcasting Inc.) FM Proceeding. Granted joint request for settlement agreement; dismissed Santa Rosa's app. with prejudice; granted Carter's app. for new FM station at Santa Rosa Beach, and terminated proceeding. By MO&O, Sept. 13.

*ALJ John H. Conlin made the following decisions:*

■ **Washington, N.C.** (Campbell Hauser Corp., et al.) FM Proceeding. Granted joint request and dismissed its app. with prejudice. By order, Sept. 20.

■ **Gillette, Wyo.** (Summit Communications Inc. and Telecrafter Corp.) MDS Proceeding. Granted joint request for agreement; dismissed Telecrafter's app.; granted Summit's app. for a new MDS station at Gillette, and terminated proceeding. By order, Sept. 18.

*ALJ Frederick J. Coufal made the following decisions:*

Fort Myers Villas and Cape Coral, Fla. (Sunshine Broadcasting Inc., et al.) FM Proceeding. Granted joint motion by L.B.C. and Skinner Broadcasting which was part of an earlier settlement agreement and again dismissed Skinner's app. with prejudice. By order, Sept. 10.

Columbus, Miss. (Commoncarrier Corp. and Microband Corp. of America) MDS Proceeding. By separate orders granted motion by Commoncarrier; dismissed its app. with prejudice; granted Microband's app. for a new MDS station at Columbus, and terminated proceeding. By orders, Sept. 10.

New York (United Broadcasting Co. of New York Inc. and Osborne Communications Corp.) AM Proceeding. Granted motion by Osborne to add abuse of process issue and its effect on comparative or basic qualifications of United. By order, Sept. 7.

Sheboygan, Wis. (Retherford Publications Inc. and Sheboygan County Broadcasting Co.) TV Proceeding. Dismissed

Retherford's app. with prejudice. By order, Sept. 10.

*ALJ John M. Frysiak made the following decision:*

St. Johnsbury, Vt. (Stanley G. Emert Jr., et al.) FM Proceeding. Granted motion by Emert and dismissed his app. with prejudice. By order, Sept. 18.

*ALJ Joseph P. Gonzalez made the following decisions:*

Fort Collins, Colo. (Fort Collins Television Inc., et al.) TV Proceeding. Granted motion by Eagle 22 Ltd. and resolved technical issue in its favor. By MO&O, Sept. 14.

Fort Collins, Colo. (Fort Collins Television Inc., et al.) TV Proceeding. Granted joint request for settlement agreement by Fort Collins Television and Eagle 22 Ltd. and dismissed Fort Collins Television's app. with prejudice. By MO&O, Sept. 17.

Nashville, Ga. (Tiftarea Radio Inc., et al.) FM Proceeding. Granted joint request for approval of settlement by Country Communications Inc. and Lisa Chisholm and dismissed Chisholm's app. with prejudice. By MO&O, Sept. 13.

Tampa, Fla. (Gary E. Willson, et al.) TV Proceeding. Granted motion for summary decision by Community Broadcasters of Tampa Inc. and resolved air hazard issue in its favor. By MO&O, Sept. 13.

Framingham, Mass. (Fairbanks Broadcastings Co. of Massachusetts Inc., et al.) AM Proceeding. Granted motion for summary decision by Hudson Inc., Newburgh, N.Y., and resolved air hazard issue in its favor. By MO&O, Sept. 13.

Farmington, N.M. (Quad City Communications Inc., et al.) FM Proceeding. Granted request by Quad City and dismissed its app. with prejudice. By order, Sept. 20.

Logan, Utah (John R. Powley) TV Proceeding. Granted motion for summary decision by Powley and resolved short-spaced issue in its favor; granted Powley's app. for a new television station on ch. 12 at Logan, and terminated proceeding. By MO&O, Sept. 14.

*ALJ Byron E. Harrison made the following decision:*

New Orleans (Powell Community Television, et al.) TV Proceeding. Granted motion by Powell and dismissed its app. By order, Sept. 7.

*ALJ Edward J. Kuhlmann made the following decisions:*

Vineyard Haven, Mass. (Katy Communications Inc. and Cape Video Network Inc.) TV Proceeding. Granted joint request for settlement agreement; dismissed Katy's app. with prejudice; conditionally granted Cape Video's app. for a new UHF TV station on ch. 58 at Vineyard Haven. By MO&O, Sept. 20.

**Summary of broadcasting as of July 31, 1984**

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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.



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# Call letters

## Applications

Call	Sought by
<b>New FM's</b>	
KYXI	Turner-Fiinton-Winslow Broadcasters Inc., Yuma, Ariz.
KHTK	Colleen F. Bee, Bozeman, Mont.
<b>New TV's</b>	
WMCC	Mississinewa Communications Corp., Marion, Ind.
WSMH	Flint Broadcasting Limited Partnership, Flint, Mich.
<b>Existing AM's</b>	
WACV	WCOV Good News Broadcasting Co., Montgomery, Ala.
KLMB	KJOE McCright Broadcasting Inc., Shreveport, La.
KCNN	KXXY Summit Communications of Oklahoma Inc., Oklahoma City
KARR	KGAA Pro Circuit Inc., Kirkland, Wash.
<b>Existing FM's</b>	
WZZP	WXMG Booth American Co., South Bend, Ind.
KTQN	KTQN-FM Center City Communications Inc., Belton, Tex.
<b>Existing TV's</b>	
KIDK	KID-TV Idaho Falls Broadcasting Co., Idaho

Willi Falls, Idaho  
 WBTI Channel 64 Joint Venture, Cincinnati

## Grants

Call	Assigned to
<b>New AM's</b>	
WMGJ	Floyd L. Donald Broadcasting Co., Gadsden, Ala.
WNUY	Lorena M. Durocher, Scottsmeer, Fla.
WMXY	Tharpe Communications Inc., Hogansville, Ga.
WWKM	David A. Carmine, Harrison, Mich.
WCRR	Highlands Broadcasting Inc., Rural Retreat, Va.
<b>New FM's</b>	
KAIO-FM	Judy K. Purtle, Russellville, Ark.
KZYR	Rocky Mountain Wireless Inc., Avon, Colo.
KKSS	Corinthians XIII Broadcasting Co., Yucca Valley, Calif.
KATW	Woodcom Inc., Lewiston, Idaho
*WXPL	Fitchburg State College, Fitchburg, Mass.
WVLA	Wilkinson Broadcasting Co. of Mississippi, Woodville, Miss.
KUEZ	Sheila Callahan & Friends, Missoula, Mont.
KYSX	Capitol City Communications Inc., Bismark, N.D.
KBAL-FM	Pecan Valley Communications Inc., San Saba, Tex.
*KTCV	Kennewick School District #17, Kennewick, Wash.
KTRZ	Wind River Communications Inc., Riverton, Wyo.

**New TV's**  
 WOKO Woodrow D. Nelson, Pontiac, Ill.  
 \*KXON-TV Rogers State College, Claremore, Okla.  
 \*WGTO Ana G. Mendez Educational Foundation, Ponce, P.R.

## Existing AM's

WSBM WXOR Big River Broadcasting Corp., Florence, Ala.  
 KEZC KVOY Magnamedia Inc., Yuma, Ariz.  
 KKAM KDES Tourtelot Broadcasting Co., Palm Springs, Calif.  
 WQBR WJNJ First Coast Broadcasting Corp., Atlantic Beach, Fla.  
 WGPL WLOV G&O Inc., Washington, Ga.  
 WMLA WRBAW, Russell Withers Jr., Normal, Ill.  
 WKYY WIXI Lancaster Broadcasters Inc., Lancaster, Ky.  
 KNZS KSEK Heartland Broadcasting Inc., Pittsburg, Kan.  
 WTKG WYGR Donna Broadcasting Co., Wyoming, Mich.  
 KCNN KXXY Summit Communications of Oklahoma Inc., Oklahoma City  
 WXTO WBMJ G.M. Broadcasting Inc., San Juan, P.R.  
 WKZF WIXC Lincoln County Broadcasting, Fayetteville, Tenn.  
 WODO WAAS James H. Hayes & Judith G. Hayes, Thompson Station, Tenn.  
 KFRZ KBUH First National Broadcasting Corp., Brigham City, Utah  
 KMOB KURA Long Lines Broadcasting Inc., Moab, Utah  
 KLTZ KWHO Northwest Radio Broadcasting Co., Salt Lake City  
 KGNW KSPL Edward G. Atsinger III, Seattle

## Existing FM's

KDES KDES-FM Tourtelot Broadcasting Co., Palm Springs, Calif.  
 WTHM WGLY Fine Arts Broadcasting Ltd., Gouids, Fla.  
 KZDX KMVC Mini-Cassia Broadcasting Inc., Burley, Idaho  
 WTWM WMLA W. Russell Withers Jr., Leroy, Ill.  
 KQWK KDBQ Heartland Broadcasting Inc., Pittsburg, Kan.  
 KWKH-FM KROK Shreveport Great Empire Broadcasting Co., Shreveport, La.  
 WAWZ WAWZ-FM Pillar of Fire Inc., Zarephath, N.J.  
 WKSF WRLX WISE Radio Inc., Asheville, N.C.  
 KHHT KYND-FM Big K Inc., Minot, N.D.  
 WYAV WLAT-FM Resort Broadcasters of South Carolina Inc., Conway, S.C.  
 KFRZ-FM KFRZ First National Broadcasting Corp., Brigham City, Utah  
 KLTO-FM KWHO-FM Northwest Radio Broadcasting Corp., Salt Lake City  
 \*WBCR WBCR-FM The Board of Trustees of Beloit College, Beloit, Wis.  
**Existing TV's**  
 WAKA WSLA Central Alabama Broadcasters Inc., Selma, Ala.  
 WTXL-TV WTXL Tallahassee-27 Limited Partnership, Tallahassee, Fla.  
 KXXV KWVT-TV Central Texas Broadcasting Co., Waco, Tex.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Operations manager.** Aggressive easy listening station. Prefer MOR or A/C experience. Send resume, salary history, management philosophy to John Krogstad, WSWT-FM, P.O. Box 3335, Peoria, IL 61614. EOE.

**General manager.** Small broadcasting company seeks full charge GM for its Minneapolis, Minnesota licensed AM radio station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity for skillful executive. Please respond with experience, salary requirements, references in complete confidence to Box Y-69. EOE.

**Sales manager.** AM/Aspen, CO. Must be experienced, aggressive, creative, able to motivate. Send resume to David Johnson, 620 E. Hopkins, Aspen, CO 81611.

**Seeking hard-working sales manager.** Must be proven leader in sales management/community involvement. Fabulous North-country lifestyle. Send track record, resume, salary history to WCCY/WHUH, P.O. Box 407, Houghton, MI 49931.

**Major market opportunity with great smaller market lifestyle.** Group-owned KSJQ-FM 97, Manteca, needs community-oriented station manager to develop sales in 2 adjacent Arbitron-rated markets. Must become part of the community. If you're tired of big market headaches, California's San Joaquin Valley could offer perfect challenge. Excellent salary plus benefits of major group owner. Rush resume to Michael O'Brien, Vice President, Jonsson Communications Corporation, P.O. Box 2424, Sacramento, CA 95811. EOE. We may have a home for you.

**We're seeking perfect sales mgr., beautiful music Midwest FM.** Must be stable, loyal, hardworking, excellent trainer/motivator. Tell all in letter/resume to Box Z-8.

**GSM - Good opportunity for good people person to mold young sales team.** Creativity and organization a must. CHR and country. Send resume to Kevin Brower, PO Box 12279, Albany, NY 12212, 518-456-1144.

**General manager.** Top-rated highly successful major West Coast Christian station. Immediate opening for aggressive, take-charge executive experienced in religious station management or sales management. Prefer someone who is presently employed in similar situation and seeking a move up the ladder. Top bracket salary and incentives. Send full resume and references in confidence to Box Z-31. EOE.

**General sales manager - Sunbelt market, growing broadcast group.** Sales management experience essential. Excellent compensation package for high-quality professional. Fee paid. Resume to Media Career Consultants Inc., 835 E. Semoran Blvd., Suite 220, Casselberry, FL 32707, 305-834-8027. Replies strictly confidential.

**Program director, WORT-FM, Madison, WI.** Develop/oversee all programming at diverse, non-commercial station, strong audience. Demonstrated management/programming experience required. Open until filled. 608-256-2695 for application. Equal opportunity employer.

**WQKS/KISS 96** seeks experienced general sales manager. Must be able to train, lead, recruit, motivate large local sales force, maintain personal account list. We need aggressive, take-charge individual with strong managerial skills. Send resume, salary history, references to Alan Miller, General Manager, WQKS-FM, P.O. Box 180, Williamsburg, VA 23187. Equal opportunity employer.

**General manager.** Help build FM, AM stations to be purchased as part of new radio group. Aggressive sales record/good programming knowledge. Great opportunity, including equity. Resume to Simmons Communications, 1600 Summer Street, Stamford, CT 06905.

**General manager.** Profitable Atlanta suburban fulltime AM talk station seeks sales-oriented mgr. Strong programming/community involvement background. Mkt. growth unmatched. Small equity possible, based on performance. 404-953-1798.

**Dominant regional station, Northern Rockies,** looking for take charge sales manager to make both of us lots of money! Imagination/drive are musts. Rapid upward movement in company very possible. Send history/references to Box Z-49.

**Manager.** Only Christian station, Midwest city of 300,000+. Must have good sales record. Compensation \$25K+. Resume/references to Box Z-54.

**Small market Sunbelt rebuilding.** Need selling GM and sales help immediately. Salary plus commission, negotiable. Investment and equity definite possibility. Call owner, 813-294-9393; 813-293-4767 evenings EDT.

**General manager,** strong sales record. New class C FM station, small Midwest market. Expanding 3-station group. Start now. Great opportunity for results-oriented person, Call Paul A. Bailion, 612-222-5555.

**Assistant controller.** Expanding radio group has created new position on its headquarters accounting staff. Responsibilities include preparation of financial statements. Computer exposure desired. Accounting degree/radio experience required. CPA certification a +. \$35K. Resume to Box Z-63.

**Missouri manager needed.** Strong sales-oriented manager, preferably from Midwest, needed for Lebanon, Lake of the Ozarks area. Our manager has bought Iowa FM and we need someone to take charge upon his leaving. Class C FM with companion daytime. New thousand foot stick now being built. Join prosperous group operation. Call David Sheppard, 816-263-1230. Moberly, MO.

### HELP WANTED SALES

**Experienced sales manager.** Florida Gulf Coast AM/FM. Must have record of strong sales skills. Self-starter. Build/maintain billing. Salary, commission, more. Resume to Gregory Cohane, 282 N. Auburn Road, Venice, FL 33595. EOE,M/F.

**Move up to TV with rapidly growing Silicon Valley station.** Need aggressive, creative, competitive, "street smart", salesperson with strong radio sales background. Mike Kelley, 408-946-3400.

**Southern California: AM/FM combo, top 100 (12 station market),** seeking professional salesperson with background in direct and agency sales. Salary plus commission, established list, expenses, other benefits. Contact Steve Katomski, KGEO/KGFM, Box 260, Bakersfield, CA 93302, 805-327-3587.

**General sales manager - ARK-LA-TEX area.** If you're interested in managing staff of seasoned veterans and talented rookies, we would like to hear from you. Station has good ratings, great consultants, programming personnel. \$36,000 base salary. Write Box Y-142.

**Looking for a new start on the West Coast?** San Francisco Bay AM big band station needs your creative, aggressive experienced sales abilities. Small list, but lots of sunshine and opportunities. Letters and resumes to Sales Manager, KLIV Radio, Box 995, San Jose, CA 95108.

**Sales help needed.** Single station market serving over 150,000 people. Over 900 businesses need account executives to sell. This is career opportunity, need professionals to do the job. Taking applications for two top-notch sales reps. now. Draw against commissions. One hour drive to LA, San Diego, mountains or beaches. Great family town. If interested, contact Jerry Hartline, P. O. Box 1076, Hemet, CA 92343.

**Account executive - heavy hitter with urban contemporary background.** Selling established AM powerhouse, sunny Jacksonville, FL. 904-642-0530, EOE, M/F.

**Tigers needed.** Florida Keys. We're hot; you must be, too. Hungry to earn big bucks with brand new contemporary FM on air soon. Open territory. Get the meaty accounts with us, not someone else's scraps. Small market, but big opportunity. Fit the description? Write Box 333, Tavernier, FL 33070. We'll call you.

**Nashville - 92Q (WQKQ) and WVOL** seeking one aggressive street fighter to sell urban contemporary stations. Highly rated in latest Arbitron with 14.0 share combo 12+. Currently selling for good rates. Big on sales research. People-oriented/innovative. Minimum two years radio sales experience required. Resumes to John Haggard, Senior Vice-President, WQKQ/WVOL, 1320 Brick Church Pike, Nashville, TN 37207. EOE/MF.

**Sales manager.** 25,000-30,000. Christian formatted Indiana station. Opportunity to become manager. Don't apply without proven sales record. Resume, references, sales record to Box Z-55.

**Development coordinator.** Nashville metro station. Responsible for all fundraising activities. Must have two years full-time paid experience in broadcasting or advertising, preferably in public radio. Send resume, samples of writing, fund raising activities, and MTSU employment application to Personnel Office, Middle Tennessee State University, Murfreesboro, TN 37132. Obtain application by calling 615-898-2300, ext. 2929. Apply by October 19, 1984. MTSU is an equal opportunity/affirmative action employer.

**Long Island's fastest growing radio station.** We want winning account executives. Salary/commission/benefits. Resume to Station Manager, WGLI Radio, 1290 Peconic Avenue, Babylon, NY 11704. EOE.

**Ground floor opportunity for sales manager in growing radio group.** AM FM, strong customer base, desirable Southeast market of 150,000. Excellent compensation package. Career path to GM or larger markets. Degree preferred. Experience/results a must. Resume to Box Z-66.

### HELP WANTED ANNOUNCERS

**Morning personality.** Rare opening at WCSI-radio. Sports and/or technical experience helpful, not necessary. No beginners. Send T & R to Mike King, P.O. Box 709, Columbus, IN 47202.

**Class C stereo country FM** is going live and we have immediate opportunities for announcers. You'll be part of number one country station in the region, with lots of growing to do. We're looking for individuals who enjoy their work, enjoy challenges, enjoy country music. We have it all to offer. Production skills necessary, commercial experience helpful. Tape/resume to Bob Belcher, Operations Director, KTTR/KZNN, Box 727, Rolla, MO 65401. KTTR/KZNN is an equal opportunity employer.

**Announcer interested in working in small market.** Congenial working conditions, must have one year experience. Resume/tape to WTTT, P.O. Box 338, Tiffin, OH 44883.

**Anchorage, Alaska - population 250,000.** Leading adult easy listening station seeks experienced announcer. No beginners. Tape/resume: Bob Stevenson, KHAR, P.O. Box 111566, South Station, Anchorage, AK 99511. EOE.

**All-classical WNED-FM** seeks announcer. Require professional on-air announcing skills and broad knowledge of classical music and concert world. Non-returnable audition tape and resume (with references indicated) to Peter Goldsmith, Program Director, WNED-FM, Drawer B, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

**image-conscious big voices wanted.** Capital City nostalgia/CHR AM/FM combination. No beginners, please. Tapes and resumes to P.O. Box 1478, Topeka, KS 66601. EOE.

**Enjoy small market radio?** Want opportunity to move into management? Announcer-salesperson needed. T/ R to Ken Hollingsworth, Box 833, Crystal Springs, MS 39059, 601-892-3001.



**Established, group-owned,** Midwestern major market Christian radio station seeks true communicator for primetime talkshow. Competitive compensation program for right person. Creative challenge, expanding commercial format. EOE. Resume to Box Z-44.

**Morning person** with sense of humor. Dominant AM/FM operation, southeast Texas, PBP or news experience helpful. Contact Art Lay, Manager, KTXJ/KWYX, P.O. Box 6090, Jasper, TX 75951. EOE/M/F.

**Entry-level position.** Texas FM. 6-midnight shift plus production. \$4/hour. Six day week. Send resume to Box Z-73.

#### HELP WANTED TECHNICAL

**Recording engineer:** national production unit of leading West Coast public radio station seeks experienced classical music recording engineer. Serve as second engineer on remote recording sessions, handle production/post-production duties at station. Good familiarity with professional audio recording equipment, good editing skills required. Deadline November 1. Resume to Robin Romano, KUSC, POB 77913, Los Angeles, CA 90007. EOE.

**Chief engineer** - growing group broadcaster needs experienced, motivated chief engineer talented in all areas of radio operation. Successful combo. Excellent benefits/additional opportunities. Reply in confidence to American Media, Inc., P.O. Box 230, Patchogue, NY 11772. EOE.

**Radio chief engineer.** KWMU-FM, University of Missouri - St. Louis' 100,000 watt NPR station, active in local production, needs top-notch chief engineer. Good salary/fringe benefits for right person. Application deadline October 29, 1984. Send resumes to University of Missouri - St. Louis, Personnel Office, 8001 Natural Bridge Road, St. Louis MO 63121. EOE.

#### HELP WANTED NEWS

**National radio group** looking for talk show hosts. Controversial but friendly; contemporary, educated approach. Large medium market powerhouse. EOE. Resume to Box Z-11.

**News director** with PBP experience. Only experienced news applicants need apply. Salary commensurate with ability. Move up to Missouri's most powerful FM. Resume to KMZU, Box 279, Carrollton, MO 64633, or phone manager, 816-542-0404. EOE.

**WSUS Radio/** cable TV. Expanding news department. \$225 +/week to start. Resumes/audio cassettes to Bob Aaronson, WSUS, P O Box 102, Franklin, NJ 07416. No phone calls. Personal interview required of finalists. EOE/M/F.

**KWIK/95 alive** has our first opening in nine years for news director. Need hardworking pro to handle two stations. T & R to Rich Terry, P.O. Box 998, Pocatello, ID 83201.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Freelance writers** for motivational PSAs, aired on 1,200 stations. Pay: \$400 for 13 spots. For guidelines, write Stephen Winzenburg, Second Thoughts, 9500 W. Illinois Rt. 15, Belleville, IL 62223.

**Successful east coast** AM full service/FM CHR needs assistant PD with experience, proven administrative, promotion, people skills. EOE. Resume to Box Z-12.

**One very special** person to operate new contemporary satellite FM in the Keys. Must do it all, from announcing/production to answering phones/running office. Tremendous responsibility. Chance to earn your way into management with growing small-market group. Desire and attitude are everything. EOE. Box 333, Tavernier, FL 33070.

**Music director** - WKYU-FM. Relevant degree required, Master's preferred. Fill faculty-level position (no teaching required) for 100,000 watt NPR member station serving area from southern Indiana to middle Tennessee. Applicant should be experienced broadcaster who can effect music mix which will continue to provide diverse cultural enrichment, host a daily air shift, have excellent speaking voice/easy-going air style. Salary top teens or higher, based on experience. Excellent benefits. Send resume complete with names of three references, audio tape/cassette audition to WKYU-FM/WDCI, c/o Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. AN affirmative action/equal opportunity employer.

**Audio perfectionist:** Must have complete RF & audio knowledge. Successful CHR FM & new fulltime AM being built this year. Resume to Box Z-53.

**Radio program producer/writer.** Nationally syndicated country music series seeking experienced producer/writer. Experienced in location music recording, scheduling, budget mgmt., script dialogue, all phases production. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

**Radio program** associate producer. Nationally syndicated country music series seeking experienced associate producer. Assist in all phases production, remote recording, talent coordination. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

**Program director** - small market Ohio AM/FM AC format looking for PD with initiative/communicative skills. Air shift and PD responsibilities with position. Send tape/resume to WCSM, Box 492, Celina, OH 45822.

#### SITUATIONS WANTED MANAGEMENT

**I have a general manager** associated with me for 6 yrs. who wants to make a move. If your organization can use a dedicated, ambitious mgr. w/exceptional sales, programing, & administrative skills, call corporate mgr., 609-882-7191.

**Innovative top 10** market manager, now owner of successful small market FM, seeks medium market challenge as GM or turnaround consultant. Positive results guaranteed. Best references. Box Z-39.

**24th market** station manager now available to relocate, Northeast. Successful, young, cooperative, sales/network oriented. Let's work together! Box Z-45.

**Sales manager** seeks general manager's position, w/option to purchase, in single station mkt. of 10,000 or more. Sales experience in radio, direct, retail. Good program ideas which result in more billing. Now living upstate NY. Box Z-52.

**General manager,** in-depth knowledge of radio covering 20 years successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader, motivator. Results and profit-oriented. Need a consistent winner? Write Box Z-59.

**Current GM** with both medium market and top ten/major group management experience seeks GM or corporate position, NE. Write for prospectus demonstrating historic climb to market dominance over competition that had never been beaten. Box Z-67.

#### SITUATIONS WANTED SALES

**New York City** resident seeking spot sales/AE position either on station or rep level primarily in Northeast. Desiring \$10,000 minimum base salary plus commission. Possess degree in communications, two years' sales experience, working handle on the industry, but yearning to learn more. Don't hesitate. Call Michael after 4 PM EDT, 718-384-2999.

#### SITUATIONS WANTED ANNOUNCERS

**Entry level position/**Emerson College grad. Seeking entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music director and/or air shift desirable, too. Will consider most anywhere. California, East, Northeast preferably. No country or news formats, please. Available now! Highly organized, reliable and motivated! Write Mr. Steven, c/o 19 Lyon Road, Chestnut Hill, MA 02167; 617-322-5646, leave message.

**Entry level broadcasters** The School of Communication Arts prepares our graduates for on-air as well as extensive production skills. Marlene Levine, 800-328-5893; 612-721-5357.

**Gimme a listen.** Experienced broadcaster seeking change. Good pipes, enthusiastic PBP, native Midwesterner. John, 309-326-1158, before 6CDT.

**Two years' commercial** experience small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

**Ambitious beginner** making career change to learn the business. Desire combo position with strong interest in production/sales. Related experience. Versatile background, mature outlook. Solid tape/resume. Mike, 414-462-9695 mornings, CDT.

**Successful personality.** MOR, community service, talk formats. Professional attitude and more. Excellent credentials. Box Y-37.

#### SITUATIONS WANTED TECHNICAL

**Professional broadcast** engineer, 20 years hands-on experience in design, construction, maintenance, preparation of applications, ownership, seeks position as technical director with progressive broadcast group. Resume/professional references on request. Reply Box Z-25.

#### SITUATIONS WANTED NEWS

**Veteran news** broadcaster. Major markets, all phases, direction, writing, reporting, performing, editing. Can add relevance, impact, human interest ratings punch to your news product. 313-668-7066.

**Capable newsmen.** Excellent voice/delivery. Tape/resume available. Richard Harris, 940 Irving Pk. Rd, Bensenville, IL 60106, 312-766-0427.

**News/sports!** OM suburban Pittsburgh 2 yrs. Need better job! Strong interviewer, reporter, writer. Knowledgeable, personable. Excellent production skills! B.A. 1982, professional/experience newspaper, radio, TV intern while college. After 5:30 pm eastern, Sean, 412-225-0969. Relocate right deal!

**Veteran sportscaster,** 11 years experience PBP, includes NCAA basketball, college grad. Dan, 316-231-6205.

**Sportscaster,** 3 year sports director, seeks medium or large market opportunity. Excels in studio and PBP. If it's a big market sound you want, call Marc, 314-946-0925.

**AP winners** - male and female team, New York City area. For winning tape, 201-221-1853.

**Newsjock.** Entertaining. Hard-hitting delivery, excellent writing skills. Ready to help your ratings soar. Evenings, 219-456-5198.

**Airbourne traffic.** I love radio and flying! Humorous, creative, personable, dependable. Will relocate! Dave, 317-248-9453.

**News director** available. 5 years medium market experience. Good voice/copy. Currently in NH radio sales. NH, VT, ME area preferred. Box Z-41.

**Experienced newscaster,** quick writer, organized, intelligent delivery. Personable, hardworking; want to relocate. Northeast small to medium market. Box Z-48.

**Major market anchor,** formerly with KFVB, KFRC and WNEW. Seeking similar position. 602-956-6677.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Seasoned pro** seeks PD spot with station needing direction/guidance. Great references. Bud Andrews, 904-744-5750.

**National UPI/award** winning PBP man seeks fulltime sports job with team or major market. Relocate anywhere. 614-373-1490 day, 614-373-6946 night. Dick.

## TELEVISION

#### HELP WANTED MANAGEMENT

**WROC-TV,** NBC affiliate, Rochester, NY, group owned, seeks sales and marketing oriented general manager with strong background in personnel/financial management. Resume to Ralph E. Becker, 7 West 51st St., New York, NY 10019. EOE.

**Accounting supervisor.** ABC affiliate, Sunbelt. Excellent accounting skills/supervisory experience necessary. Responsible for daily operations of accounting department. Broadcast experience helpful. Reply with resume, references, salary requirements to Pat Sellars, Business Manager, WTSP-TV, P.O. Box 10,000, St Petersburg, FL 33733. EOE.

**Development director.** VHF public television station, Denver market. Dept. activities include: auction, pledge, underwriting, grants, special events, and PR. \$18,000 to \$23,000. Resume to KBDI, P.O. Box 427, Broomfield, CO 80020.

**General manager.** Idaho Educational/Public Broadcasting System. Idaho State Board of Education is seeking candidates for the position of general manager of the Idaho educational/public broadcasting system. The general manager is administrator of non-commercial public broadcasting system in Idaho, which includes public television stations on university campuses in Boise, Pocatello, Moscow. The general manager, in consultation with local interest groups, institutional and public school administrators and TV station managers, is responsible for final programming and budgetary decisions and planning of entire system including all stations, the state microwave/translator network, and central service and administrative functions of the system. The general manager is responsible to the State Board of Education which is the governing board for all public education in Idaho and is licensee of all three PBS stations. Preferred qualifications: Candidates shall possess Bachelor's Degree, with preference given for graduate work; at least six years of experience in public broadcasting including evidence of progressively responsible management positions through the senior level; the ability to communicate effectively with subordinates, peers, and superiors; demonstrated ability to interact with leaders in education, government and community; an understanding of commitment to basic purposes and values of public broadcasting and demonstrated ability to represent effectively those values; and demonstrated ability to identify financial needs of the system and attract the funds required. Salary \$40,000 to \$42,000. Send letter of application, resume, three contactable references, post-marked no later than November 1, 1984, to State Board of Education, c/o Mike Mitchell, Chairman, IE/PBS Screening Committee, Len B. Jordan Building #307, 650 West State Street, Boise, ID 83720.

#### HELP WANTED SALES

**TV account executive** - WPMT, new and successful independent station, 46th market, seeks aggressive/experienced person to handle agency and local accounts. Independent TV background a plus. Contact Ed Dempsey, Box 1868, York, PA 17405. 717-843-0043. EOE.

**Salesperson.** Opportunity for experienced TV salesperson to move into 22nd market. If you are strong, proven professional, have at least 1 1/2 years experience, and want to grow with an outstanding company, contact Bruce Lawrence, LSM, WTNH-TV, 8 Elm Street, New Haven, CT 06508. 203-784-8888. Equal opportunity employer.

**Local sales manager** - Experience preferred but if you are successful, mature local salesperson and believe you are ready to move up into management, send your resume. Strong desire and belief you are management material are musts. We will train you. VHF CBS affiliate, Midwest. Send resume/salary requirements to Box Z-23.

**KTNV-TV**, ABC affiliate, seeking highly qualified account executive to join team of pros in one of the fastest growing markets in the nation - Las Vegas. Tremendous opportunity, growing company. Resume to Nancy Hunt-Campbell, General Sales Manager, KTNV-TV, 3355 So. Valley View Blvd., Las Vegas, NV 89102.

**Tremendous growth** has necessitated immediate sales openings. Central California, Spanish TV chain. Lucrative compensation package to professional, self-starters. Rush resumes to Sainte Broadcasting Corporation, PO Box 3689, Modesto, CA 95352.

**Account executive.** Small market, group owned network VHF. Position involves direct, agency, developmental work. Requires aggressive, disciplined salesperson. Media experience preferred. EOE. Write Box Z-42.

**Local sales manager.** Group-owned, leading ABC affiliate, top 50+ south central growth market seeks "leader" for 9-member local staff. Proven track record in creative local sales, marketing, development a must. Management experience preferred. Must have ability to train, organize, motivate, as our local sales manager will share in station management's commitment to field the most professional sales/marketing staff in town. Send resume to KATV Television Inc., P.O. Box 77, Little Rock, AR 72203, Attn: Personnel Director, or apply in person at KATV, 401 Main, Little Rock, AR, 8:30AM-5:00PM CDT Monday through Friday. Applicant will be contacted for interview after filing application and/or resume. No phone calls please. KATV is an equal opportunity employer, M/F.

**General sales manager.** New UHF independent, beautiful Florida Gulf Coast, 61st ADI. 5 years' experience with good track record, must have independent experience. EOE. Write Box Z-5.

#### HELP WANTED TECHNICAL

**VTA Technologies**, a research, development, manufacturing firm in Hollywood, Florida, is accelerating its expansion plans and therefore has following openings: digital design engineers, software engineers, analog engineers. Challenging opportunity for engineers with television engineering background and ability to apply advanced technologies to new areas of teleproduction equipment needs. If you're not satisfied with today's methods and equipment, help us develop tomorrow's. Contact Bob Hensky, 2040 Sherman Street, Hollywood, FL 33020. 305-920-0800.

**West coast cable system** with master control/production facilities seeks maintenance engineer with good technical training, at least five years experience. Must be knowledgeable on all tape machine formats, especially 3/4 inch format. Must be able to troubleshoot, analog and digital circuits to component level. Call Bob Martin or Jack Goldie, 415-998-7344. EOE.

**Maintenance engineer** - Sacramento, California, UHF independent, 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references, FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, TK-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, GVG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRBK-TV/31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. EOE.

**Television master control operator.** Operates and sets up variety of video equipment and transmitter for public television station with newly expanded signal coverage throughout southern California. Must have general FCC license, plus two years full-time experience in on-air master control operation of a broadcast facility. Salary \$15.7K to \$18.6K, plus full family benefits. Send letter and resume postmarked by 10/19/84 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

**Chief engineer.** New public TV station, northern California wine country. Involvement in station development from ground up. Managerial skills, maintenance engineering, 2 years supervisory experience in broadcast operation desired. Salary \$18K-\$22K with prospects for raises as station grows. Send resume to KRCB-TV by October 15. Call 707-585-8522 for further information. AA/EOE. Box 2638, Rohnert Park, CA 94928.

**Maintenance engineer** - must be familiar with all studio equipment, analog/digital troubleshooting, xmt. experience helpful. SBE certification or FCC general license required. TV-26, P.O. Box 991, New London, CT 06320.

**West Coast television station** seeks chief engineer. Beautiful town, heavy recreation area, modestly priced housing. Resume to Box Z-51.

**Chief engineer.** VHF public television station, Denver market. Responsible for studio/equipment maintenance and major transmitter upgrade project. \$18,000 to \$23,000. Resume to KBDI, P.O. Box 427, Broomfield, CO 80020.

**Maintenance supervisor.** Knowledge of UHF transmitter, 3 years experience in solid state repair. 1" experience & 3/4" VCR. Must know systems & able to manage maintenance department. \$15,000 to \$20,000, depending on experience. Call/send resume to Carl Natone, Director of Broadcasting, KSMQ-TV, 1900 8 Avenue, NW, Austin, MN 55912. Excellent benefit plan. EOE/AA.

**Top 20 market VHF network affiliate**, Sunbelt, has opening for news gathering (ENG) technician. Requires at least two years TV operations experience. TV maintenance experience preferred. Duties include field setup, operation, maintenance of news microwave and related equipment. Must work closely with reporters, photographers, news department on daily basis. Must be able to work all shifts including weekends. Resume to Box Z-69. EOE.

#### HELP WANTED NEWS

**Two openings:** co-anchor for 6/11 PM weekday newscasts and weekend anchor/producer. Minimum two years experience. Tape/resume to Steve O'Brien, News Director, WALB-TV, P.O. Box 3130, Albany, GA 31708. EOE.

**TV specialist:** produce video packages, PSAs, other program material for commercial and educational television stations. Desire at least three years major/medium market reporting background; news writing plus ENG shooting/editing skills. Requires Master's degree in communications field. Position closing date 11/15/84. Resume to R.E. Thomas, Chairman, Information Department, College of Agriculture/Home Economics, Washington State University, Pullman, WA 99164-6244. An equal opportunity/affirmative action employer

**News director:** VHF affiliate, Sunbelt, is looking for experienced news director. Develop expanding department. Person must have degree in journalism, at least two years experience with commercial television station as successful executive producer, managing editor, assistant news director or news director. Must be able to lead people/demonstrate strong management ability. Equal opportunity employer. Send resume to Box Z-15.

**Anchor/reporter.** Join hard-working news team and anchor award-winning nightly news for unique cable operation. Staff of eight; competitive with broadcast. Considerable reporting experience required; Salary: mid-teens. Mature and hard working only. Apply: tape and resume by November 1 to Personnel Department, Palmer Communications Centre, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

**Meteorologist.** Do television, radio, and forecasting. One year's TV experience required, with degree in meteorology. Please send tape/resume to Mike Smith, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.

**Weathercasters needed.** Send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

**Weathercaster.** Top-rated newscast in Bangor. Weather is important in this market, so we want someone who combines solid meteorological training with flair/personality. Resume/tape: Jeffrey Marks, News Director, Maine Broadcasting System, One Congress Square, Portland, ME 04101.

**Meteorologist.** Florida capitol city ABC affiliate. Successful candidate will be good communicator with at least two years experience. Tape/resume to Dan Ellington, News Director, WTXL TV, P.O. Box 13899, Tallahassee, FL 32317. EOE.

**Sports director:** we need "go getter." Sports-crazy market. Florida's capitol city ABC affiliate. At least two years on-air experience. Send tape/resume to Dan Ellington, News Director, WTXL TV, P.O. Box 13899, Tallahassee, FL 32317.

**Expanding news operation.** Medium market Sunbelt station needs three news reporters and two news photographers to meet immediate plans for news growth. If you have experience, we can offer you an opportunity to grow with us. No beginners, please! Send tape, resume, salary requirements to Walter Saddler, News Director, WJTV, P.O. Box 8887, Jackson, MS 39204. No phone calls. EOE.

**Farm reporter.** WEAU-TV news looking for unique individual who can cover and report on farm issues and communicate those issues to both farmers/consumers. Farm reporting background required. Resume/tape to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. Equal opportunity employer. No phone calls, please. Application deadline October 19th.

**One of Wisconsin's** leading NBC affiliates has immediate opening for sports director. Anchor 6 & 10PM newscasts. Play-by-play of UW-EC football, basketball, hockey, two golf tournaments. Also coverage of Brewers and Twins, Packers and Vikings, Indy 500 and NAIA basketball tournament. Contact News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. Equal opportunity employer. No phone calls, please. Application deadline October 19th.

**Weekend anchor/producer** - aggressive New York State network affiliate has immediate opening for qualified weekend anchor/producer. Applicant must have excellent producing, writing, on-air skills; proven reporting experience. Resume/salary requirements to Box Z-58. Equal opportunity employer.



**Consumer reporter:** we need person with versatility and flair who's both responsible in story selection and execution, and can create a compelling story with touch of humor. Right person is self-starter who can generate the story ideas, field produce and write the stories, and ideally be capable with live studio reports and live shots from the field. Send letter, tape, resume to: Mimi Pizzi, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

**Meteorologist** - NBC affiliate, NE. 2 yrs. experience. Salary and Benefits pkg. above average. Resume to Box Z-57. EOE.

**TV news director.** Major group broadcaster seeks experienced/creative person for challenging position, major mkt. Experience in Texas preferred. Minimum 7 yrs' working experience in TV news. Applicant must have excellent mgmt. skills, strong production background, ability to take full charge. Exciting opportunity for the right person. Resume/salary requirements to Box Z-62. EOE/MF. All replies confidential.

**Top-rated CBS** medium Midwest affiliate has opening for general assignment reporter. Weekend anchor-producer duties may be included. Two years commercial experience, familiarity with ENG editing essential. Resume to Box Z-68. EOE.

**Creative special projects** producer, with solid research/investigative background. We want to uncover hard-hitting stories in this highly competitive medium market station, in SE. Resume, salary history, references to Box Z-65. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Operations manager** - Mid-west CBS affiliate. Strong commercial production/administrative skills. Excellent opportunities for growth. Great benefits. Resume/tape to: Manager of Personnel, P.O. Box 1717, Spartanburg, SC 29304.

**TV/producer/director** position reopened. Public TV station serving southern Minnesota. Studio experience required. Minimum 4 years' experience plus post secondary education. Begin ASAP. Salary \$18,000 plus liberal benefits. Send resume to KSMQ-TV, General Manager, 1900 Eighth Avenue, NW, Austin, MN 55912. EOE/AA.

**New UHF independent**, 61st ADI, beautiful Florida Gulf Coast. Looking for good program director/must have 5 years' independent experience. EOE. Resume to Box Z-6.

**Producer:** group owned, top 15, net affiliate seeks producer, two to five years experience. Must have strong writing skills, with field production experience. Must be able to produce quality programs for prime. Resume to Box Z-7.

**Promotion manager:** Aggressive affiliate, top 20 market, now accepting applications for position of promotion manager. Must have strong managerial skills, as well as extensive experience in creating print, radio, and on-air campaigns. No beginners. Send resumes only to Box Z-26. Equal opportunity employer, M/F.

**Associate producer/television** host. Public television station with expanded signal coverage throughout Southern California. Must have two years fulltime production experience with some hosting experience. Salary \$15.7K to \$18.6K, excellent family benefits. No tapes please. Send letter/resume, postmarked by 10/26/84, to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

**Creative services** producer/photographer—dominant Midwest NBC affiliate seeks creative, talented, self-motivated producer/photographer to head award-winning EFP unit. Duties include producing and shooting commercial and promotional spots. Requires proven track record, outstanding photographic eye, ability to work well with clients. Not a beginner's position. Send tape/resume to Bob Brooks, VP, Prog./Ops., KTVI, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

**Television producer.** We need person who can document experience in both studio and location production, who is ready for upward career move, interested in doing mix of commercial and religious programming, and who is looking for complex, creative, fast-paced context within which to work. We are medium-sized, Midwest network affiliate, number one in market, with new facility and expanding staff needs. Send letter/resume to Box Z-50. Expect prompt reply.

**Promotion.** Seek highly creative writer-producer with television promotion and/or news experience. Self-starter, upbeat attitude musts. Tape/resume to Carolyn Lawrence, Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

**Consumer reporter:** we need person with versatility and flair who's both responsible in story selection and execution, and can create a compelling story with touch of humor. Right person is self-starter who can generate the story ideas, field produce and write the stories, and ideally be capable with live studio reports and live shots from the field. Send letter, tape, resume to: Mimi Pizzi, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

**Field producer:** Good Company needs that special field producer who can work creatively with our reporter. Reporter has great sense of humor and loves to try the unusual. The field producer must also be skilled with logistics of live remotes. The ideal candidate has at least a year's field producing experience and some shooting/editing skills. Please send a letter, tape, resume to: Mimi Pizzi, KSTP-TV, Good Company, Dept. FP, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

**On-air promotion manager.** Seek highly creative person to plan/produce station campaigns, promotional spots. Must have proven track record. Work with two writers-producers. Department has own photographer, full equipment. Send tape/resume to Carolyn Lawrence, Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

**Director of programming.** Responsible for all broadcast scheduling, acquisition of programming, daily execution of broadcast schedule, development/production of locally-produced programs. Degree in communications preferred; three years experience in broadcast programming or program operations. Resume and salary requirements to Personnel, WMFE-TV, 11510 E. Colonial Drive, Orlando, FL 32817. EOE.

**Producer/director** - creative, quality conscious individual to direct news, commercials, special programs. Prefer minimum 1 year news directing experience. Send tape, salary requirements, resume to Production Manager, WXEX-TV, 21 Buford Road, Richmond, VA 23235. Equal opportunity employer.

**Experienced promotional** writer-producer. Handle heavy volume of on-air promotion, emphasis on sports. Must be extremely well-organized, able to follow through on research, copy, recording, mixing, editing. Must have solid knowledge of audio and videotape post-production techniques, strong design/writing skills, ability to work under pressure, avid interest in sports. Send letter, resume, salary history to Personnel, USA Network, 1230 Ave. of Americas, NY, NY 10020.

**Producer/director.** Highly creative, highly motivated person. Minimum two years' experience in commercial television directing. Emphasis on promotion and commercial experience. Knowledgeable in EFP with minimum 1 year experience in this area. College degree or equivalent experience. Reply to Production Mgr., WPTF-TV, P.O. Box 1511, Raleigh, NC 27602. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Director of engineering**, 27 years broadcast experience, including 17 as corporate engineer over both large/small markets; strong on people management, technical assistance in acquisitions/mergers, large or small construction projects. Tough purchasing negotiator. Excellent health, willing to travel as required. Domestic and international experience. Phone 702-827-1466. Box 70206, Reno, NV 89570.

**Station manager**, program director - 4 years in 100+ market. Prefer Pacific Northwest. Experienced promotion dir., sales mgr., sales. Resume from Box Z-24.

**Creative, conceptual** sales/marketing pro interested in exploring opportunities for next step. Strong leader, sales trainer/coach, top administrator, heavy budget/forecast background. Box Z-27.

**GM currently running** profitable LPTV looking to move to full power. White Box Z-64.

#### SITUATIONS WANTED NEWS

**Entry level position** sportscaster. Radio sports talk show assistant, communications background. Female with interests and knowledge all sports. Carol Coburn, 713-223-2900, or Box Y-109.

**Entry level position:** I am a recent Emerson grad and majored in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 6152, Boston, MA 02150 or leave a message at 617-322-4423. Opportunity is more important than starting salary.

**News management:** skilled, versatile reporter seeks move to news director post. Will also consider second-in-command. Box Y-130.

**TV sports reporter.** 84 MS TV journalism. Major market network affiliate sports experience. Can and will do everything except windows. Seeking entry level position. Single. Will relocate. Opportunity more important than salary. Rick, 317-849-3913.

**Live shots** that knock them dead are forte of this former NYC reporter. Now available. Tony, 203-325-8299.

**Sportscaster**, excellent writing/top-notch packaging skills, promises to bring innovation to your station. Six years combined experience in newspapers, television, radio. Peggy, 505-255-6003.

**News or sports.** Award-winning female reporter/anchor. Six years sports experience, 3 years news. Looking for new challenge. Box Z-1.

**Sports reporter/anchor/PBP.** College grad with radio/TV experience seeks television sports position. Will relocate. Pamela Ward, 301-249-2114.

**Tower Topped** in Topeka. Strong, mature anchor/reporter seeks medium mkt. reporting/anchoring opportunity. Ric, 913-233-7281.

**Newspaper reporter** with radio experience seeks TV reporter's position. Strong writer, fast learner, willing to move. Write/call Jim Osterman, 2881 Fabian Street, Atlanta, GA 30318. 404-799-1361.

**Management goal.** Assistant ND, producer, assignment desk, or similar post sought by thirties market reporter/anchor. Challenge offered counts more than market size. Box Z-37.

**News director** medium market or assistant news director large market. Managing editor medium market ready to move up. Box Z-40.

**Young, aggressive female** reporter/anchor at cable station wants anchor/reporter job with network affiliate. Strong writer, bi-lingual French, B.A. English. Experienced interviewer. Host own live talk show with phone-in participation. Can shoot, edit, produce. Box Z-43.

**Meteorologist** with awards, computer experience, science reporting, AMS seal of approval. Available now. Call Stuart, 314-962-8419.

**Energetic college grad** seeking position as news or sports reporter. Network affiliate experience (22nd market). John Baldwin, P.O. Box 247, Anderson, IN 46015. 317-642-7810.

**Assignment editor.** Put ten years' aggressive reporting experience to work behind your desk. Medium and large markets. Box Z-70.

#### SITUATIONS WANTED SALES

**New York City** resident seeking spot sales/AE position either on station or rep level primarily in Northeast. Desiring \$10,000 minimum base salary plus commission. Possess degree in communications, two years' sales experience, working handle on the industry, but yearning to learn more. Don't hesitate. Call Michael after 4PM EDT 718-384-2999.

**Account executive.** 15-year broadcast pro seeks first television sales opportunity. TvB/Sterling Institute training plus extensive knowledge of/experience in TV operations, research, local programming. I'm highly motivated, willing to relocate for good opportunity. Tony Windsor, P.O. Box 19307, Orlando, FL 32814, 305-351-1336.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer** seeks challenging and rewarding opportunity in television engineering. Eleven years as chief engineer with present station. All offers considered, resume upon request. Write Clarence Mosley, P.O. Box 452, Fort Myers, FL 33902, 813-275-4677

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager, producer/director.** Hard working pro. 10 yrs. experience. James Patterson, 608—255-7383, evenings CDT.

**Music video programs/programming.** Seeking position in music video program, cable TV. Programming knowledge, production, promotion, studio operations. Will consider all inquiries. Over 5 yrs. experience in Boston mkt., in TV/radio, & college. Emerson College grad (broadcasting). Exceptional knowledge most areas of TV. Super knowledge/experience in music & industry. Highly organized, motivated, responsible. Will consider all areas U.S., especially CA, E & Northeast. Will relocate. Mr. Stevens, c/o PO Box 35, Waban, MA 02168, 617—322-4423.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Associate director of research, PBS.** Television audience researchers are invited to apply for newly created PBS position, associate director of research. Principal responsibilities include start-up of PBS's automated program carriage system, management of present carriage system until new system phased in, preparation of various station audience reports. Ability to organize/manage computer data systems essential. Candidates should also possess strong analytical skills, understanding of television audience survey methods, be able to write clearly/concisely. Background should include at least five years' experience in audience research, with graduate degree in mass communications or similar field. Resume and salary history to PBS, Attn: Director of Personnel, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

**Miami-Dade Community College - South campus.** Project director/media and marketing. Responsible for publicity of campus events; plans, organizes, coordinates, implements marketing strategies; plans and develops campus promotional materials and publications; directs release of information via newsletters, brochures and other printed materials; maintains continuous involvement/participation with selected community and business organizations. Will serve as chairperson of the marketing task force and on the college-wide advisory council of publications/advertising and performs related duties deemed appropriate to accomplish functions of the office. Requires: Bachelor's degree in marketing, communications or related field; Master's degree desirable. Five years experience in advertising, marketing, public relations or any combination of experience in these fields. Candidate must have demonstrated ability to work in multi-cultural/ethnic environment. Salary: \$23,847, minimum, liberal employee benefits program. Application deadline: post-marked by October 15, 1984. Submit two copies of resume, current salary, credentials, letters of reference to Personnel Services, 11011 South West 104th Street, Miami, FL 33176. An equal access/equal opportunity community college.

### HELP WANTED SALES

**Expanding video production facility** needs first rate marketing director. Proven track record in related field plus 5 years minimum experience a must. We are aggressively challenging the competition in Washington, DC market and you will be major player. Send resume to Jonathan Park, 150 S. Gordon Street, Alexandria, VA 22304.

### HELP WANTED TECHNICAL

**Experienced wave guide engineer,** experience in path alignment, only qualified need apply. Resume required. Ellis Communications Corporation, P.O. Box 657, Dunnellon FL 32630, 904—489-7742.

**Experienced tower erectors.** If you don't care about the quality of your work, don't apply. Ellis Communications Corporation, P.O. Box 657, Dunnellon FL 32630, 904—489-7742.

### HELP WANTED INSTRUCTION

**Graduate assistants** and teaching assistants to study for M.S. or Ph. D. in communications. Monthly stipend + fee waiver. Persons with undergraduate degree in communications or related field and professional media experience invited to apply. Dr. H. H. Howard, College of Communications, The University of Tennessee, Knoxville, TN 37996-0313.

**The department of mass communications, St. Cloud State University,** seeking two people to fill full-time, nine-month, tenure-track position and half-time tenure track position beginning 1984-85 academic year. Teaching responsibilities for full-time position will be mainly radio-TV. Student advising and department committee assignments will be part of normal load. The full-time person would assist in preparing for accreditation of the radio-TV sequence, teach classes in radio/television, assist with promotion of campus 5,000 watt radio station. Half-time person would teach photojournalism and visual communication, also assist with supervision of department photo lab. Doctorate preferred, ABD considered in mass communications or telecommunications with teaching/mass media experience required for the full-time position; minimum of MA required for half-time position. The department is accredited by ACEJMC and has accredited sequences in news editorial and public relations. For more information/application forms, contact Chair, Search Committee, Department of Mass Communications, Stewart Hall 135, St. Cloud State University, St. Cloud, MN 56301. Deadline for applications, vitae, transcripts: Nov. 9, 1984. No phone calls. Affirmative action/equal opportunity employer.

**Manager of production services.** Administrative/teaching position. PHD or ABD preferred, Master's degree and two years of supervisory experience required. Plan and manage all phases of audio/video production of radio/television department; some teaching responsibilities. 12-month position at minimum of \$25,000 per year. Salary and academic rank commensurate with qualifications/experience. Review of applications begins immediately. Position begins January, 1985. Send vita and three references to Marvin Smith, Department of Radio-Television, Eastern Washington University, Cheney, WA 99004. This is an extension of a previous search. An equal opportunity employer.

**Assistant professor telecommunications.** Full time, tenure track position. Ph. D. preferred, teaching experience required. Teach undergraduate and graduate courses in established, production-oriented program. Should be able to teach audio and/or video production and any of the following: writing, law, programming, management. Competitive salary/benefits. Available January, 1985. Send resume, transcripts, three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer.

**The University of Oklahoma School of Journalism** and Mass Communication seeking applicants for four tenure-track positions to start August 1985. Teaching positions include specialization in advertising, in public relations and in television/film. In addition to specialty, candidates also must have expertise in another area such as graphics, media management or energy communications. Opportunity exists for half-time administrative appointment as well. M.A. required with substantial recent media experience. Ph. D. preferred with quantitative research skills and at least one year of media experience. Salary/rank negotiable. We are looking for people with ideas, enthusiasm, initiative, who are dedicated to quality growth/able to develop funding opportunities. Successful candidates must have demonstrated capacity to teach well, to publish, to build ties with mass communications industry. Located 20 miles south of Oklahoma City, the school is expanding. Sequences accredited by ACEJMC are advertising, news communication, professional writing and public relations. Other areas include the M.A. program, radio, television, film studies, teacher certification. Majors number more than 1,000. Application deadline December 1, 1984. Send letter of application, curriculum vitae, names, addresses, phone numbers of three references to Elizabeth S. Yamashita, Director, H. H. Herbert School of Journalism/Mass Communication, University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. U of OK is an AA/EOE & encourages women/minorities to apply.

### 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.

**Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves.** Millions in equipment purchased annually. Quality Media, 404—324-1271.

**Used 10 KW transmitter.** Needed immediately. Eric Rhoads, 801—359-9536.

**Wanted: Sony BVU - 800 + BVR - 800 in very good cond.** Sony BVP - 250 + Fujinon lens. Contact: Dushca, 8257 Goodrich Street, Springhill, FL 33526, 904—683-9059.

### FOR SALE EQUIPMENT

**AM and FM Transmitters—used, excellent condition.** Guaranteed. Financing available. Transcom, 215—379-6585.

**New TV start-ups - fast, cost effective construction.** Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404—324-1271.

**Top quality equipment - lowest prices - satisfaction guaranteed.** Most brands new and used. Quality Media, 404—324-1271.

**New UHF transmitters - our new "Silverline" transmitters** are unbeatable for quality and price. Quality Media, 404—324-1271.

**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 Corp., 813—685-2938. TWX 810—876-0628 Celco.

**Broadcasting's largest source of copper strap, ground screen, #10 wire, flyscreen.** 317—962-8596, ask for copper sales.

**Sparta 701B** presently on 780, 10 years old, good condition. Being replaced because of power increase. Available November 1. \$6500, plus shipping. WABS, 703—534-2000.

**CCA 25000DS FM (1972), CSI FM 3000E (1982), ITA 5KW FM, Harris MS15, two Bird 25KW dummy loads.** Call M. Cooper/Transcom Corp., 215—379-6585.

**5KW AM Bauer 5000J (1968), RCA BTA-1R 1KW AM.** Both on-air. Call M. Cooper/Transcom Corp., 215—379-6585.

**Revox sale - new PR99, \$1665.** The best prices on Revox equipment. To order, call now or write Pianelli Broadcast, PO Box 030135, Ft. Lauderdale, FL 33303, 305—463-8071.

**Automation system, SMC DP-2 1500 event programmer, 3 random select carousels, 4 Otari decks.** Fred Cantu, 512—327-7790.

**Electronically evaluated videotape.** 3/4" U-matic videocassettes. All sizes, low prices. Also, C-type 1-inch 30 minute videotape, \$24.99. Satisfaction guaranteed. Fast, free delivery. Call collect, Carpel Video, Inc., 301—845-8888.

**CCA FM trx. 10,000 B plate transformer.** Brand new; not needed. Make offer. E. G. Reynolds, 404—536-5501; 534-9998.

**RCA antenna for sale:** channel 27-TFU 36 JDAS directional skull, reasonable. Call Ed Shaper, CE, WTXL-TV, 904—893-3127

**Television editing suite - Ikegami HL-78 w/Cannon 1.6 zoom, (6) Sony 3/4" VCR's, Adda timebase corrector, Crosspoint latch 6142, Cezar decisionmaker, TEK 528/1420, (2) Sony 19" Profel monitors, Sony KV 1945-RS receiver, Teac 3300, custom furniture, rack, and wire/connectors.** Terms available or discount for cash. 804—628-5315.

**BVU-200, TR-50s, TR-600s, TK-44s, BVH-1000s, TR-800s, TK-76Cs with CCUs, RCA film islands, HL-79As, Chyron III, VPR-2Bs.** We need BVU-1100As! Call Marvin Luke, Media Concepts, 919—977-3600.

**New Ampex audio recorders final close-out.** We purchased all of Ampex Canada's inventory. ATR-700, ATR-800, AG440-C & ATR 800 amplifiers, motors, heads, consoles, etc., 25-50% discount. NorthWestern, Inc., 800—547-2252.

### CONSULTANTS

**New FM applications - save 70% on preparation costs.** Applications, P.O. Box 88864, Atlanta, GA 30338, 404—925-0055.

**FM and TV applications prepared.** Call us or you will pay too much! All work guaranteed. Contemporary Communications, 404—775-6920.



## RADIO PROGRAMING

**Radio programming wanted.** Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

**ID's.** Dallas sound got you down? Fresh new ID packages, reasonable prices. Canary Productions, 145 Barcladen Rd., Rosemont, PA 19010. 215-527-8812.

## MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

## CABLE

### HELP WANTED MANAGEMENT

**Cable administrator.** This is the cable television official for Arlington County government. Person in this position will exercise programmatic control over County's cable access system, ensuring that operations are in compliance with County Board policies. Primary duties will include administration of cable contract between the County and cable company, coordinating independent programming of government access channel, and serving as liaison with variety of public and private cable television interest groups. Minimum qualifications for this position are Bachelor's degree, and Master's degree in public or business administration or relevant telecommunications field. The person also must have experience in cable franchise management or administration of regulatory affairs program for a cable operator. Additional qualifying experience may be substituted for all or part of the educational requirement. All applicants will be required to complete a tailored resume. To request application materials and copies of detailed job announcements, call 703-558-2167. Arlington County Department of Personnel, 2100 14th St. N., Arlington, VA 22201. Equal opportunity employer.

## RADIO

### Help Wanted Management

### GENERAL MANAGER

Sunbelt major market. Strong, very successful FM and developing AM. Good growth market. One of the best places to live in America. We are looking for outstanding broadcaster, strong on leadership, management, sales, promotion, programming. Stations are part of growing group. Excellent salary/cash flow incentive program. Write Box Z-74.

### Help Wanted Sales

### SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800-527-4892 today for details & an appointment.

## Help Wanted Sales Continued

### NORTHEASTERN FIVE MARKET

radio group looking for experienced street sales people. Our markets are Springfield, MA; White Plains NY; Allentown PA; Providence, RI. Formats are AOR, CHR, country and adult contemporary. If you're selling for small market station and like to hustle/make money, hop on our band wagon and sell for one of our 50,000 watt top-rated stations. We're dynamite group with a real future and looking to buy more stations. We're all sales, our managers sell with you! Give me a call/drop me a line. Don Wilks, Wilks/Schwartz Broadcasting, WAQY, 45 Fisher Ave., East Longmeadow, MA 01028. 413-525-4141.

## Help Wanted Technical

### ENGINEERS

Mairite Communications Group. Expanding corporation accepting applications for chief engineers and assistant chief engineers. Salary commensurate with experience. Excellent fringe benefits. No phone calls. Submit resumes, salary history, references to Tom L. Bracanovich, Mairite Communications Group, Inc., 1200 Statter Office Tower, Cleveland, OH 44115.

### CHIEF ENGINEER

Leading east Texas combo. State of the art high power FM. Showplace studios. Congenial professional staff. Great family lifestyle. Successful applicant must have extensive maintenance/installation experience. Good salary. Override on FM pagecasting operation. Send resume, past salary history, references: KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. Phone calls welcome.

## Situations Wanted Management

### CEO

Radio, TV, CATV. Seeking something interesting. Write directly to Box 288, Wenham, MA 01984.

## TELEVISION

### Help Wanted Management

### VICE PRESIDENT

Person would be in charge of marketing area, as well as small communications sales group. Individual should possess college degree, experience in marketing and communications sales, management background, television production experience. Please send resume in confidence to Box Z-71. EOE.

### NEWS DIRECTOR

Unique opportunity. Lead newsroom as part of dynamic station and television group. Northeast network affiliate accepting applications for hard working news director who can make it happen. Experience/budget knowledge important. Applicant must demonstrate ability to motivate/administer large staff. Creative person with outstanding broadcast journalism skills will find this a perfect position. Resume/salary requirements to Box Z-38. EOE.

## Help Wanted Sales

### GENERAL SALES MANAGER

Major northeast satellite & videotape distribution company needs take charge, goal-oriented general sales manager to direct sales staff, forecast and meet objectives. Candidate should have knowledge and experience in satellite & videotape marketing. Send resume with sales and salary history to Box Z-29. EOE.

## Help Wanted Sales Continued

### MARKETING DIRECTOR

Expanding video production facility needs first rate marketing director. Proven track record in related field plus 5 years minimum experience a must. We are aggressively challenging the competition in Washington, DC market and you will be major player. Send resume to Jonathan Park, 150 S. Gordon Street, Alexandria, VA 22304.

## Help Wanted News

# News Graphic Designer

6th market network affiliate has opening in its design department for a news graphic designer. The ideal candidate will possess ability to design & execute news graphics for evening newscasts. Must be able to create visually effective images to support stories. Will maintain files & reference materials. Experience with character generations, electronic still storage systems, DVE, & paint box systems extremely desirable. 1-3 years' broadcast design preferred. Experience w/news operations also desirable. BFA or certificate in graphic design or illustration. Equal opportunity employer; women/minorities encouraged to apply. Submit resume, in confidence, to:

### BOX Z-47

### WASHINGTON CORRESPONDENT NATIONAL TV NEWS SERVICE

Minimum 3 years experience as television news reporter required. Liberal arts or journalism degree preferred. Send tape and resume only to:

Gregg Risch  
The NEWSFEED Network  
1111 18th St., NW  
Washington, DC 20036

## Help Wanted Programing, Production, Others

### PRODUCER/DIRECTOR

### KUED-TV

### Salt Lake City, Utah

Bachelor's degree in TV/radio, journalism or related field or equivalent education/experience required. Minimum 2 years solid experience in equivalent position. Demonstrated work experience which reflects strong directing/post-production skills. Will be responsible for variety of studio and remote program format, as well as documentary production. Send two copies of resume with names, addresses, & telephone numbers through October 22, 1984, to Patricia Baucum.

### UNIVERSITY OF UTAH

101 Annex Building, PB-65  
Salt Lake City, UT 84112

Equal opportunity employer

## Help Wanted Technical

### CHIEF ENGINEER

Aggressive Southwest #1 ABC VHF needs chief who can run his/her own show. Must have good people skills. Experience in planning, control, scheduling of capital budgets and projects a must. Complete knowledge of digital, analog, electronic theory. Strong maintenance background necessary. Excellent salary and benefits. Send resume to Box Z-46. EOE.

### REMOTE UNIT SUPERVISOR

F & F Productions, growing industry leader in mobile video production, seeks mobile unit supervisor/maintenance engineer with extensive experience in digital and analog broadcast equipment, managerial ability, strong client relations skills. Excellent salary/benefits, some travel, liberal overtime. Contact Larry Nadler, F & F Productions, 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. EOE, M/F.

### TELEVISION SALES ENGINEER

Broadcast and industrial systems engineer. Applicant should have experience in operation, installation, and maintenance of high-quality video and audio equipment. Ability to discuss television equipment and systems is essential. Salary commensurate with experience. Good benefits, paid car, liberal commission plan. Midwest Communications Corp., 535 Rochester Road, Pgh., PA 15237. 412-364-6780.

## Situations Wanted Management

### ENTREPRENEURIAL MANAGEMENT

1984 UCLA MBA finance & marketing seeks mgmt./business affairs position in corporate or group operations of growth-oriented, aggressive broadcast telecommunications firm. Currently special projects mgr. for Los Angeles UHF applicant/televentrepreneur investment group, w/hands-on demonstrated functional experience in strategic planning, capital acquisition, finance, mktg., as well as general mgmt./personnel experience. I have strong communication skills, FCC/business law experience, sales background, computer/technical knowledge. My entrepreneurial & career interests are in those organizations that see opportunities in deregulation/start-up ventures in UHF, 80/90, LPTV, new technologies. I'm creative team entrepreneur (goals w/results-oriented) for video in the '80s. Contact John P. Marcom, 1015 Gayley Ave. # 347, L. A. CA 90024. 213-824-4792.

## Situations Wanted News

### NEWS MANAGEMENT

Experienced news director seeks new opportunity - all markets considered. Will also consider assistant ND or executive producer in outstanding market/station. I'm hard-working, creative, skillful, have great references from people I've worked with during fifteen years in broadcasting. Box Z-60.

## Situations Wanted Programing, Production, Others

### TALK SHOW HOST/HOSTESS

Dynamic, witty, photogenic couple, with solid experience/panache. Exc. writing, editing, production skills. Issues, people, personality oriented. Love live audiences and challenges. Try Us! 212-628-7267.

## ALLIED FIELDS Help Wanted Management

# KAMAN BROADCASTING SYSTEMS

KBS, at the forefront in broadcast computer systems for 15 years, has excellent career opportunities on our Customer Services staff. These positions require experience in traffic, sales, accounting or station operations. Extensive travel is involved for the successful applicants.

Send resume to:

Diana Shuck, Kaman Sciences  
P.O. Box 7463  
Colorado Springs, CO 80933



1500 Garden of The Gods Rd., Colorado Springs, CO 80933

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## Help Wanted Sales

### LARGEST COMPUTER GRAPHICS COMPANY

in broadcasting industry seeks aggressive salesperson with knowledge/understanding of production house operations, to sell new state-of-the-art digital paint system. Salary plus commissions, expenses, company benefits. Send resume to ColorGraphics Systems, Inc., 5725 Tokay Boulevard, Madison, WI 53719, Attention: Ken Simmons.

## Public Notice

### PUBLIC NOTICE

Applications for cable television license. Bridgewater, MA. The town of Bridgewater, MA, will accept applications for a cable television license pursuant to regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:30 p.m. December 10, 1984. Applications must be filed on Massachusetts CATV Commission Form 100, and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Bridgewater, MA. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen/Issuing Authority, Town Hall, Bridgewater, MA 02324.

## Miscellaneous

### LOOKING FOR FINANCING?

Let us prepare/present bank or investor proposals for acquisition, new station construction, or working capital needs. Our 16 years' experience in ownership/consulting has helped many broadcasters buy their first station, and we've dealt with many major banks, venture companies, and individual investors. Call for details on how we can tailor our services to your project. 212-980-3886. Mr Robin B. Martin, President, Deer River Group, 645 Madison Ave., NYC 10022.

## Employment Service

### 10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

## Wanted To Buy Stations

### PARTNERS SOUGHT

Developer/manager seeks partners for 2 medium market buys. I have given others advice and guidance in upgrading, now I want to do it for my investors and myself. Proof of industry and financial qualifications required with response.

Write Box Z-61.

### TV CP's WANTED

UHF or VHF. Prefer Western markets. Send written info to Box Z-72.

## For Fast Action Use BROADCASTING'S Classified Advertising



**For Sale Stations**



**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
AK	Med	FM	\$2,000K	\$500K	Elliot Evers	(415) 387-0397
TX	Med	AM	\$1,050K	\$250K	Bill Whitley	(214) 680-2807
OH	Sub	FM	\$750K	Terms	Burt Sherwood	(312) 272-4970
FL	Sm	AM	\$530K	Terms	Randy Jeffery	(305) 295-2572
WI	Med	AM	\$500K	Terms	Burt Sherwood	(312) 272-4970
NY	Sm	AM	\$435K	\$150K	Ron Hickman	(401) 423-1271
CO	Sm	AM/FM	\$345K	\$35K	David LaFrance	(303) 534-3040
PA	Med	AM	\$325K	Cash	Ron Hickman	(401) 423-1271
MO	Sm	AM/FM	\$325K	\$75K	Bill Lochman	(816) 254-6899
ID	Sm	AM	\$275K	\$75K	Greg Merrill	(801) 753-8090

For information on these and other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



**R.A. Marshall & Co.**

Media Investment Analysts & Brokers  
Bob Marshall, President

Underdeveloped class C with companion AM in progressive Southeastern market. "80-90" application pending to quadruple coverage. All new studio gear in place. \$3.0 million, on terms; building/land included.

508A Pineland Mail Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1038

**THE HOLT CORPORATION**

**CONNECTICUT FM**

**CLASS A**

**UNDER \$1.5 MILLION**

**TERMS**

Westgate Mall □ Bethlehem, Pa. 18017  
215-865-3775

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar • Suite 1135 • Memphis, TN 38157



Radio/TV Brokers specializing in Western Properties.

Seattle: (206) 283-2656  
William L. Simpson

San Francisco: (415) 441-3377  
Chester Coleman

San Diego: (619) 728-8018  
Charles R. Kinney

**BROADCAST PROPERTIES WEST, Inc.**  
221 First Avenue West/ Seattle, WA 98119

TV			
FLA	MED	UHF	CP
NE	MJR	UHF	CP
MIDWEST	MED	UHF	CP
NE	MJR	UHF	CP
FM			
SE	MJR	C	3.9 MIL CASH
SE	SM	A	195K
TOP 3	METRO	A	
LPTV			
TX	MED	UHF	
FLA	MED	UHF	CP
MIDWEST	MED	UHF	CP
FLA	SM	UHF	CP

**Bill Kitchen / Dan Dunnigan**  
**(404)324-1271**



Quality Media  
Corporation

**NC-MO-VA-MI-GA**

NC. Fulltime AM, excellent market, asking \$450,000, downpmt. \$90,000. MO FM, 2 times billing, asking \$325,000. 5000 watts VA AM, 1.5 times billing, asking \$150,000. MI AM, only \$35,000 downpmt. GA, powerful AM. 803-585-4638.

**FIRST OWNER OPPORTUNITIES**

Your opportunity to get into radio ownership! Several modestly priced radio stations that will respond to your expertise. Call/write now!

**WALKER MEDIA & MANAGEMENT INC.**  
**JOHN F. HURLBUT, PRES.**  
**BOX 1845**  
**HOLMES BEACH, FL**  
**33509**  
**813-778-3617**

**EXCELLENT OPPORTUNITY**

Just right for owner/operator. Fulltime AM w/class A FM. Mid-Atlantic. Pleasant living. Community has good schools, churches, hospitals. #1 ratings. Price \$325,000, terms, reasonable downpayment.

**REGGIE MARTIN & ASSOCS.**  
**RON JONES: 804-758-4214**

**BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

- Daytimer. Chattanooga area. \$12,000 down.
- Translators: Flagstaff, Camp Verde, Omaha, Prescott Valley, Prescott, Tucson, & Decorah. \$30,000 each.
- FM So. town of 10,000. \$190,000, terms.
- 4 FM, OH. \$240,000 - \$610,000. Terms.
- 100,000 watt. So. city \$2.1 mil., terms.

**BUSINESS BROKER ASSOCIATES**  
**615-756-7635 — 24 HRS.**

**FOR SALE**

Radio stations KRAZ-FM/KRZE-AM, Farmington, New Mexico, including all equipment and real property used in operation. \$20,000 earnest money deposit required. Submit sealed bid to Clerk, United States Bankruptcy Court, P.O. Box 546, Albuquerque, NM 87102, by October 11, 1984. Contact Robert Finch, bankruptcy trustee, 505-325-2029.

**BUY 1 OR BOTH**

Class A FM. S. IL college town. Great family living. Also, 1kw, big CO mkt. 1st owner's dream. Easy to run. \$375K (terms) for both; \$195K each. Call 303-542-1481 after 3 PM MDT.

**THIS PUBLICATION IS AVAILABLE IN MICROFORM**  
**University Microfilms International**  
300 North Zeeb Road,  
Dept., P.R., Ann Arbor,  
MI 48106

## H.B. La Rue

Media Broker

### RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery 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.

## For Sale Stations Continued

### IN-AR-AL-TN-NC

IN AM/FM, 2 times billing, asking \$425,000. AR AM/FM, asking \$350,000, downpmt. \$60,000, includes real estate. AL AM/FM, 2.5 times billing, asking \$250,000, includes real estate. AM TN, \$25,000 downpmt. NC, \$30,000 downpmt. 803-585-4638.

### SE PENNSYLVANIA

Owners/management of profitable daytime are retiring. \$325,000, cash. Contact Ron Hickman, 401-423-1271



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nationwide mergers & acquisitions

### STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

### JAMAR-RICE CO.

Class A FM. 90 mi. so. of Austin, in San Antonio-Houston growth corridor. \$300,000, excellent terms.

512-327-9570  
950 W. LAKE HIGH DR.  
STE. 103  
AUSTIN, TX 78746

### BROADCAST MEDIA ASSOCIATES

Seattle 5KW fulltime AM, negotiable. Northwest AM/FM, \$800,000, with terms - excellent buy. Contact Mark Stevens, 702-329-9437.

### PROFITABLE FULLTIME AM

Medium market, Southeast. Six times cash flow. Some real estate. \$520,000. Box Z-56.

## Dan Hayslett

a associates, inc.

**dh**

*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media

**Michael Byrd**, general manager, KLVJ(AM) Beaumont, Tex.-KYKR-FM Port Arthur, Tex., joins KIOC(FM) Orange, Tex., as partner and VP and general manager.

**Jim Dauphine**, director of programming, CBS Owned Stations, New York, joins WPLG(TV) Miami as director of broadcast operations.

**Jeff Evans**, from WTSG(TV) Albany, Ga., joins WFFF-TV Fort Wayne, Ind., as general manager.



Bilkey

**Otto Bilkey**, sales manager, WTWR-FM Monroe, Mich., named general manager.

**Mel Browning**, from WPFR-FM Terre Haute, Ind., joins WTOG(FM) Murphysboro, Ill., as general manager.

**David Dial**, director of broadcasting, non-commercial WNIN-FM-TV Evansville, Ind.,

named acting general manager, following resignation of president and general manager, **Arthur Paul**.

**Dale Weber**, general manager, WDGY(AM) Minneapolis-St. Paul, joins WNCI(FM) Columbus, Ohio, as general manager.

**Jack McSorley**, general manager, KIOI(FM) San Francisco, named executive VP.

**Steve Pruett**, president, UPI Media, Nashville-based broadcast properties management company principally owned by Douglas Ruhe and William Geissler, majority owners of United Press International, resigns to organize group of investors to purchase UPI Media's WSTG(TV) Providence, R.I.

**Jane Stark**, general sales manager, WGMG-TV Wildwood, N.J., named station manager.

**Sandy Gamblin**, general sales manager, KKBQ-AM-FM Houston, joins WHAS(AM)-WAMZ(FM) Louisville, Ky., as station manager.

**Rish Wood**, general manager, WYDE(AM) Birmingham, Ala., joins WQEN(FM) Gadsden, Ala., as station manager.

**Karen Creighton**, operations manager, WNNE-TV Hartford, Vt., named VP.

**Leonard Gregory**, area VP, Storer Cable Communications, joins Cable Marketing Systems, Miami-based cable marketing interconnect, as VP, administration and market acquisition.

**William Hoffman**, senior counsel and assistant secretary, Warner Amex Cable Communications, New York, named VP.

**Ellen Williams**, accounting manager, WOFL(TV) Orlando, Fla., named business manager.

## Marketing

**Christian von Glasow**, VP, management supervisor, Young & Rubicam, New York, joins SSC&B:Lintas International as VP, international.

**Lawrence Senten**, director, creative services, and executive VP, D'Arcy MacManus Masius, Chicago, joins Kenyon & Eckhardt, Detroit, as senior VP and creative director.

**Gregory Gush**, manager, special projects-sales, TeleRep, New York, joins Katz Sports there as VP, director of sales. **Craig Vickers**, VP, advertising sales, Sportsview, Nashville-based pay-per-view cable sports service, joins Katz Sports, Chicago, as account executive.

**Alfred Smith**, VP, director, daytime sales, ABC-TV, New York, named VP, daytime sales.

Appointments, Trahan, Burden & Charles, Baltimore: **Audrey Bossom** and **Dennis Singleton**, media buyers-planners, to associate media directors; **J. Scott Mackie Jr.**, from Elkman Advertising, Philadelphia, to media buyer-planner, and **Mukut Dave**, media director, to director of marketing and media planning.

**Marge Lewis**, from Campbell-Mithun Advertising, Minneapolis, joins Cash Plus there as broadcast negotiator.

**Mark Ellis**, member of creative department, Weightman Advertising, Philadelphia, named VP.

**Rosemary Maude**, senior project director, Foote, Cone & Belding, New York, named research supervisor.

**Rick Millington**, VP, account supervisor, Bozell & Jacobs, Minneapolis, joins Chuck Ruhr Advertising there as account group director.

**John Barry**, assistant network buyer, BBDO, New York, to network buyer.

**Melba Meade**, Dallas sales manager, CBS-TV Owned Stations, joins Katz Independent Television there as sales manager.

**Mark Benschmidt**, from KHQ-TV Spokane, Wash., joins Katz Television Continental, New York, as research analyst, gold team.

**Michael Feeney**, from Petry Television, Dallas, joins Harrington, Righter & Parsons, Los Angeles, as account executive.

**John Attebery**, from KQZY-FM Dallas, joins Petry Television there as account executive.

**Neal Maziar**, sports director, noncommercial WUOG(FM) Atlanta, joins Eastman Radio, St. Louis, as account executive.

**Cathy Reys**, senior media supervisor, Geer, DuBois, New York, named associate media director.

Named VP's, J. Walter Thompson: **Ginny Dietrich**, media supervisor, Detroit, and **Wally Arevalo**, senior art director, New York.

**Sally Roslow**, director, marketing strategy, Viacom, New York, joins CBS-TV there as manager, marketing, affiliate relations.

**Dave Esbrook**, from HBM Creamer, New York, joins Geer, DuBois there as account supervisor.

**Christine Blatz**, promotion assistant, Avery-Knodel Television, New York, named art director.

**Terry Hurwitz**, from MMT, New York, joins Kadetsky Broadcast Properties, Boston-based rep firm affiliated with Eastman Radio, as account executive.

**Joyce Pence**, broadcast supervisor, Dancer Fitzgerald Sample, San Francisco, joins Quinn & Johnson/BBDO, Boston, as broadcast supervisor.

**Gary Gaal**, director of production services, KTCA-TV Minneapolis-St. Paul, joins Hallmark Advertising, Pittsburgh, as broadcast director.

**Ann Jelito**, from Wunderman, Ricotta & Kline, New York, joins A. Eicoff & Co. there

By Popular Request

## SHERLEE'S IN PERSONAL MANAGEMENT

For a long time, news talent has been asking Sherlee Barish to handle them as a personal manager.

Now she's agreed to represent a limited number of clients.

She'll help you prepare a successful presentation, negotiate your contract, suggest a financial program, and get you ready for your future moves.

Call her at her new number.



### SHERLEE BARISH & ASSOCIATES

Broadcast Personnel, Inc.  
200 WEST 57 STREET  
NEW YORK CITY 10019  
212/977-3580

as account supervisor.

**David Moore**, from Govatos-Dunn, Alexandria, Va., joins Henry J. Kaufman & Associates. Washington, as copywriter.

**Fran Malafronte**, assistant credit manager, Petry Television, New York, named accounting manager.

**Lawrence McHugh**, account supervisor, Ogilvy & Mather, New York, joins Seltel there as account executive.

**Brian Goerke**, from Weightman Advertising, Philadelphia, joins Lewis, Gilman & Kynett there as account executive.

**Robert DeForest Tiernan Jr.**, VP and manager, Selcom, Dallas, joins Blair/RAR, Chicago, as account executive.

**Martin Seligson**, general sales manager, WRAL(FM) Raleigh, N.C., joins Mann Media, High Point, N.C., as director of research and sales development.

**Olin Morris**, VP, director of public affairs, WREG-TV Memphis, named VP, director of marketing and client services.

**Jack Baker**, local sales manager, KTIV(TV) Sioux City, Iowa, named VP, general sales manager.

**Harvey Ostroff**, local sales manager, WYSP(FM) Philadelphia, named general sales manager, succeeding **Richard Marks**, named general manager.

**Robert (Jerry) Webb**, general manager, WWGS(AM)-WCUP(FM) Tifton, Ga., joins WEZY-AM-FM Cocoa, Fla., as general sales manager.

**Michael Dunlop**, general sales manager, WPWR-TV Aurora, Ill., named VP, sales and marketing.

**Robert Scherner**, general sales manager, KGW(AM) Portland, Ore., joins KSFO(AM)-KYA-FM San Francisco as general sales manager.

**Terry Pittman**, director of vendor and special projects, WWBT(TV) Richmond, Va., joins WFAA-TV Dallas as director of research and marketing.

**Ronald La Flamme**, account executive, WROC-TV Rochester, N.Y., and **Risa Schneider**, account executive, WJKS-TV Jacksonville, Fla., join WJXT(TV) Jacksonville as marketing specialists.

**Dave Weinkauf**, local sales manager, KEZI-TV Eugene, Ore., named general sales manager.

**Kurt Mische**, general sales manager, WXUS(FM) Lafayette, Ind., joins WQHK(AM)-WMEE(FM) Fort Wayne, Ind., as local sales manager. **Eric McCart**, local sales manager, WXUS, succeeds Mische.

**Stephen Rozov**, local sales manager, WNE-TV Hartford, Vt., named VP.

**Judy Ramsey**, from WNAF(FM) Indianapolis, joins WRTV(TV) there as account executive.

**Denise Novelli**, from KIKF(FM) Garden Grove, Calif., joins KBZT(FM) San Diego as account executive.

**Mary Pat Conroy**, from Putnam International, Boston, joins WPOR-AM-FM Portland, Me., as account executive.

**Neil Maberry**, from KISW(FM) Seattle, joins

KVI(AM)-KPLZ(FM) there as account executive.

## Programming



Tirinato

**Joseph Tirinato**, president, television distribution, U.S. and Canada, MGM/UA, New York, named president, MGM/UA Television Distribution there. He will be responsible for domestic and international sales of television distribution operation, area which had continued to be overseen by Lawrence Gershman, former president of MGM/UA Television Distribution, since being named president, MGM/UA Television Group, in August 1983 (BROADCASTING, Aug. 29, 1983).

**Lance Taylor**, director of comedy series development, ABC, Los Angeles, joins Columbia Pictures Television there as VP, current programs.

**Arthur Horan**, director of program acquisitions, NBC, Los Angeles, joins Warner Bros. Television there as VP, business affairs.

**Wayne Buress**, Western regional manager, Tocom, Dallas, joins World Video Library, Fort Worth, as marketing director. WVL is 24-hour pay-per-view service.

**Bob Gillespie**, from General Foods Corp., New York, joins D.L. Taffner there as VP.

**Cindy Schneider**, from International Hotels Corp., New York, joins Television Program Enterprises there as programming development analyst.

**Rob Corona**, Eastern division manager, MGM/UA Television, named general sales manager.

**Jeff Bricmont**, VP, creative affairs, Martin Poll Productions, Los Angeles, joins Home Box Office there as director, comedy and drama programming, original programming.



Unkel

**Robert Unkel**, VP, programming, LBS Communications, New York, named senior VP, programming. **David Smith**, director, creative affairs, Intermedia Entertainment, New York, joins LBS Communications, succeeding Unkel.

**Harve Bennett**, producer of theatrical films *Star Trek II: The Wrath of Kahn* and *Star Trek III: The Search for Spock*, for Paramount's motion picture group, has signed agreement to produce for both motion picture and television groups.

**Bill Wells**, manager, dramatic program development, CBS Entertainment, Los Angeles, named director, dramatic program development.

**Madi Ferencz**, VP, marketing, tea division, Nestle, New York, joins Rainbow Programming Services, Woodbury, N.Y., as senior VP,

# Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting & Magazine**  
 3 years \$160     2 years \$115     1 year \$60  
(Canadian and international subscribers add \$20 per year)

**Broadcasting & Cablecasting Yearbook 1984**  
The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No  
(required)

For renewal or address change  
place most recent label here

The one to read when there's time to read only one.



marketing.

**Ross Reagan**, national program director, radio stations, Shamrock Broadcasting, Burbank, Calif., named VP.

**Don Spatz**, air personality, WBAL(AM) Baltimore, joins Maryland Public Television, Owings Mills, Md., as host of weekday morning commentary program.

**Rick Oliver**, film director, WXIX-TV Cincinnati, assumes additional duties as group film supervisor for parent, Malrite Communications' television division.

**Gail Crofts Arnall**, VP, business planning, NPR Ventures, National Public Radio, Washington, joins Educational Film Center, Annandale, Va.-based television, video and film production company, as project coordinator, *Economics USA*.

**Julie Talbott**, director, sales, MJI Broadcasting, New York radio programing syndicator, named VP, general manager.

**Cindy Schneider**, from Intercontinental Hotels Corp., New York, joins TeleRep there as programing development analyst.

**Jim Cutler**, from WHYT(FM) Detroit, joins WZOU(FM) Boston as production director.

**Reginald Cofer**, member of programing department, WAGT-TV Augusta, Ga., named assistant production manager.

**David Brown**, music director, noncommercial WUAL-FM Tuscaloosa, Ala., named program director.

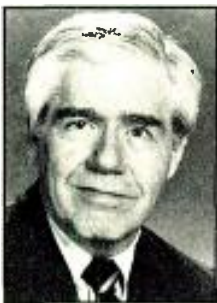
**Jim Tice**, program director, WCOS-TV Columbia, S.C., joins WZZK(FM) Birmingham, Ala., in same capacity.

**Peter Seyfer**, weekend sports anchor and reporter, KGAN-TV Cedar Rapids, Iowa, named sports director.

**Steven Robbins**, production manager, WDEF-TV Chattanooga, joins Viacom Cablevision of Long Island (N.Y.) as producer-director of system's community access channel.

**Paul Stoudenmire**, director of advertising production, NDC, Carlsbad, Calif., joins KTTY(TV) San Diego as production manager.

## News and Public Affairs



Lockhart

Appointments, NBC News: **Ray Lockhart**, VP, news and conventions operations, New York, to VP, worldwide news and services; **Edward Planer**, VP, news coverage, New York, to VP, deputy, daily news coverage and programs; **Ron Bonn**, producer, New York, to special segment producer, *NBC Nightly News*; **Jack Reynolds**, Pentagon correspondent, Washington, to special correspondent, weekend editions of *NBC Nightly News* there; **Fred Francis**, State Department correspondent, Washington, to Pentagon correspondent, and **Robin Lloyd**, correspondent, Washington, to State Department correspondent.

Appointments, Associated Press: **Howard**

**Staats**, assistant general manager and deputy director, AP Broadcast Services, Washington, to Louisville, Ky., bureau chief; **Elaine Norton Hooker**, news editor, Boston, to Hartford, Conn., bureau chief, and **Charles Hill**, assistant bureau chief, Dallas, to chief of Minneapolis bureau.

**Rebecca Millman**, editorial assistant, NBC News, Burbank, Calif., joins KSBY-TV San Luis Obispo, Calif., as assignment editor.

**Larry Rickel**, executive producer of programing, ABC-TV-owned WABC-TV New York, named manager, news advisory service, ABC affiliate relations.

**Denise Sims**, assistant director of public affairs, WREG-TV Memphis, named public affairs director, succeeding Olin Morris, named VP, director of marketing and client services (see "Marketing," above).

**Roger Shephard**, news director, WTAP-TV Parkersburg, W. Va., joins WOWK-TV Huntington, W. Va., as assignment editor and reporter.

**Tony Spiva**, professor of economics, University of Tennessee, Knoxville, joins WATE-TV there as economics editor.

**Jim Davis**, VP, Trexco Associates, Augusta, Ga., joins WAGT-TV Augusta, Ga., as director of news and public affairs.

**Jim Peppard**, acting news director, WIVB-TV Buffalo, N.Y., named news director.

**Lawrence McHugh**, news director, KLDH-TV Topeka, Kan., joins KOLR-TV Springfield, Mo., as director, *Newsbeat*.

**Sam Benson**, director of community affairs, Metromedia-owned KLAC(AM) Los Angeles, joins co-owned KTTV(TV) there as editorial director. **Ann Taylor**, commentator, CBS Radio, and syndicated columnist for King Features, joins KTTV as commentator, 10 p.m. news.

**Ron Dunkling**, assistant to news director, non-commercial WUAL-FM Tuscaloosa, Ala., named news director.

**Paula McClure Sims**, from KSTW-TV Dallas, joins KRLD-TV there as assistant director of public affairs.

**Bill Thompson**, morning anchor and news director, WSNE(FM) Taunton, Mass., joins WTOP-(AM) Washington as anchor.

**Ben Salt**, from WITN-TV Washington, N.C., joins WSET-TV Lynchburg, Va., as anchor-re-

porter.

**Anne Dwyer**, reporter, WXFL(TV) Tampa-St. Petersburg, Fla., named noon co-anchor.

**Lou Guzzo**, former managing editor, Seattle *Post-Intelligencer*, joins KIRO-TV there as news commentator.

**Steve Kosch**, on-camera meteorologist, The Weather Channel, Atlanta, joins WABC-TV New York as weekend meteorologist and science reporter.

**Mai Pham**, reporter, KOB-TV Albuquerque, N.M., joins KXTV(TV) Sacramento, Calif., as reporter and backup anchor.

## Technology

**Gary Stanfill**, general manager, Cetec Vega, El Monte, Calif.-based manufacturer of communications equipment, named president of division.

**Mark Wallhauser**, Eastern sales manager, Wold Communications, New York, joins Communications Carrier Inc. there as VP, sales and marketing.



Cox

**C. Wayne Cox**, VP, engineering, KCR Technology, Hartford, Conn., joins Varian Associates, Palo Alto, Calif., as director of engineering.

**Ron Petty**, from Pioneer Electronics, Montdale, N.Y., joins Sony Broadcast Products Co., Park Ridge, N.Y., as director, mar-

keting services.

**Charles Whitney**, director of advanced systems, Comsat Telesystems, Washington, named director of marketing, Tokyo office, Comsat Technology Products.

**E. Joseph Hochreiter**, VP, corporate development, Penn Central Corp., Greenwich, Conn., named executive VP of newly created Penn Central Telecommunications Co., telecommunications equipment manufacturer.

**Tim Prouty**, manager, broadcast audio, Dolby Laboratories, San Francisco, named national product manager.

**Michael Matthews**, engineering manager, KPIX(TV) San Francisco, joins Private Satellite Network, New York, as director of network

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operations.

**Gerard Hussey**, New England sales engineer, Augat Inc., Attleboro, Mass., named regional applications manager.

**John Rose III**, from professional products division, Panasonic, Chicago, joins Dynavid Corp., Indianapolis, as sales engineer. **Donna Brown**, from defunct Kavco Inc., Indianapolis broadcast equipment supplier, joins Dynavid as sales administrator.

**James Pereira**, chief technician, Greater Fall River (Mass.) Cable TV, named interconnect technician for parent Colony Communications, Providence, R.I. **Jack Lynch**, chief technician, Colony's multipoint distribution service, Providence, succeeds Pereira.

**Mark Fruehauf**, acting group chief engineer, Amature Group, Fort Lauderdale, Fla.-based station group, named chief engineer.

**Don Cuminale**, from Mediasound Inc., New York, joins VCA Teletronics there as audio maintenance engineer.

## Promotion and PR

**Christopher Morgan**, freelance writer, joins ABC Public Relations, New York, as manager, audience information.

**Laurie Goldstein**, account supervisor, Daniel J. Edelman, Inc. public relations, joins Home Box Office as manager, affiliate public relations. Eastern region, remaining based in New York.

**Wayne Hill**, Columbus, Ohio, division manager, Meeker-Mayer Public Relations, joins Warner Amex Cable Communications, New York, as VP, community relations, national division.

**Merry Aronson**, public relations coordinator, American Society of Composers, Authors and Publishers, New York, joins Group W Satellite Communications, Stamford, Conn., as manager, public relations.

**Bill Chapman**, corporate promotion producer, Turner Broadcasting System, Atlanta, named director of creative services for TBS's newly formed video music programming service, Cable Music Channel.

**Ted Albert**, VP, motion pictures and television, ICPR Public Relations, New York, named VP, New York operations.

**Beth Mulnick**, promotion manager, LBS Communications, New York, named promotion director. **Joanne DeRicco**, manager of advertising research, LBS Communications, succeeds Mulnick.

**Peter Stanton**, account supervisor, Manning, Selvage & Lee, Washington, named VP.

**Maria Ivancin**, from Procter & Gamble, Cincinnati, joins Market Research Bureau, Washington, subsidiary of Henry J. Kaufman & Associates, advertising agency, as director.

**Jack Wood**, member of public relations staff, Mattel Toys, Hawthorne, Calif., named manager of television programming and licensing.

**DeEdra Oberle**, from own firm, Creative Communications, Davenport, Iowa, joins WarrenAnderson Public Relations there as public relations writer.

**Charalyn Bishop**, promotion manager,



**Medalists.** FCC Chairman Mark Fowler presented one gold medal and three silver medals in FCC's first incentive awards program. The gold medal is awarded for "extraordinary accomplishment" and the silver medal is for "exceptional service." All employees of FCC are eligible, with winners selected by the full commission upon recommendation of the chairman. Each employee may win only once in his or her career, and only one gold medal is given each year. Winners shown above: managing director and gold medalist, Edward Minkel (r), and silver medalists (l-r) Common Carrier Bureau attorney, Daniel Grosh; Mass Media Bureau assistant chief for management and personnel, Marilyn McDermett, and deputy associate general counsel-litigation, John Ingle.

WCMH-TV Columbus, Ohio, joins KMOL-TV San Antonio, Tex., in same capacity.

**Nancy Pushee**, assistant manager of press information, WXYZ-TV Detroit, named manager of press information.

**Mowani Carter**, promotion assistant, WLS-AM-FM Chicago, joins co-owned WLS-TV there as assistant manager of public relations. **Sue Newcomb**, freelance writer and producer, joins WLS-TV as senior on-air promotion producer.

**Dave Madsen**, production manager, KTIV(TV) Sioux City, Iowa, named promotion manager.

**Eric Stenberg**, executive secretary, KPKE(FM) Denver, named promotion coordinator.

**Vicki Mann**, from RKO's WFYR(FM) Chicago, joins co-owned KFRC(AM) San Francisco as promotion director.

**Stuart Weiss**, from WDTN-TV Dayton, Ohio, joins KTTV(TV) Los Angeles as manager of news promotion.

## Allied Fields

**Clayton Brace**, VP and general manager of KGTV(TV) San Diego, elected chairman of ABC-TV Affiliates Association. Brace, who is serving last year of second two-year term on ABC Affiliates Board of Governors, succeeds **Frederick Barber**, who resigned from WSB-TV Atlanta ("Fates & Fortunes," Sept. 24).

Appointments, Gill Management Services, San Jose, Calif., in restructuring of company into four divisions: processing services, software products, national sales and marketing and finance and administration: **Bill Cavanaugh**, VP, marketing, to senior VP and general manager, processing services; **John Kernan**, VP, development and operations, to group VP and general manager, software products, and **Gil Jacobs**, director, national sales, to VP, national sales and marketing division.

**Henry Baumann**, senior VP and general coun-

sel, National Association of Broadcasters, Washington, named to board of directors, Broadcast Capital Fund Inc., and Broadcast Capital Inc. BROADCAST is nonprofit venture capital company established by NAB to assist minorities in acquisition of broadcast properties.

**Eric Braun**, director of station relations, Telepictures, joins Reymer & Gersin Associates, Southfield, Mich., as VP, consulting television news client stations and groups.

**Antho Lunt**, staff executive, Association of National Advertisers, New York, named VP.

**Frank Bias**, VP, science and technology, Viacom International, New York, awarded Centennial Medal from Institute of Electrical and Electronics Engineers.

Appointments, broadcast news department, University of Missouri School of Journalism, Columbia, Mo.: **Kent Collins**, from WWL-TV New Orleans, to instructor and managing editor of schools' commercial station, KOMU(TV) Columbia; **Adrienne Laurent**, from KSBW-TV Salinas, Calif., to on-air performance instructor and evening anchor on KOMU, and **Leigh Wilson**, from NBC, Burbank, Calif., to instructor and head of department's community service midcareer activity.

Elected officers, sales advisory committee, Television Bureau of Advertising, New York: **Dick Groat**, WOTV(TV) Grand Rapids, Mich., chairman, and **Clark Wideman**, WEAU-TV Eau Claire, Wis., co-chairman.

## Deaths

**Frank P. Satenstein**, 59, director of television series including *The Honeymooners*, *The Jackie Gleason Show*, *Your Show of Shows*, *I've Got a Secret*, *What's My Line* and *Steve Allen Show*, died of cancer Oct. 30 at his home in Manhattan. At his death he was chairman of board of American Book-Stratford Press Inc., book manufacturer based in New York. He is survived by son and two daughters.



## Creative spark fuels Columbia Pictures Television

Senior executives at Columbia Pictures and its parent, Coca-Cola Co., violated Hollywood tradition when they picked the new president of the studio's television production subsidiary, Columbia Pictures Television. The new president came from the creative ranks, not from the fraternity of agents and lawyers that is expected to produce studio heads, and is closely associated with a critically acclaimed hit series. Not only that, she, yes, she, is a woman, the first to head a studio's television production division.

"Most people know me as a writer and producer and someone who is interested in women's issues," Barbara Corday explains. She says "it probably helps" to be the co-creator of CBS-TV's *Cagney & Lacey*, married to its executive producer, Barney Rosenzweig, and female. "I think that the same people will come here that would come here if I were a man, but maybe I will have one or two more people coming because they have a project that they think I might specifically be interested in because it deals with women. That's where the edge comes in."

Corday reports to Herman Rush, a former talent agent who last July was promoted to head the newly formed Columbia Pictures Television Group. She succeeded Jonathon Axelrod, who left CPT for New World Pictures.

"It seems as though it has not been working terribly well for the last few years at other studios to have noncreative or nonproduction-oriented people running the television production units," Corday observed, adding that she relies heavily on her background in her new job. "I spend a lot of my day with our producers and writers, working out story ideas, giving them notes on scripts and talking about casting and writers," Corday said. "I am much more involved on a day-to-day basis in the creative area than are some other heads of television production."

Corday took a circuitous road to the executive suite. As a student in her native Brooklyn, Corday wrote for her high school newspaper and dreamed of a journalism career. Her father was a song writer and her mother a singer and dancer. Years later, Corday immortalized a family joke by naming her company Can't Sing, Can't Dance Productions.

Corday bypassed college to become a publicist for agencies representing nightclubs, restaurants, actors and Broadway shows.

In 1968, Corday met television writer Barbara Avedon, whose credits included such series as *Bewitched* and *Father Knows Best*. Corday volunteered her services to an antiwar organization co-founded by Avedon and the two became friends. In 1972 they began an eight-year writing partnership, turning out scripts for television series.



BARBARA CORDAY—President, Columbia Pictures Television, Burbank, Calif.; b. Oct. 15, 1944, Brooklyn, N.Y.; publicist, Mal Braveman & Associates, New York, 1961-64; publicist, Dorothy Ross Associates, New York, 1964-68; vice president, Mann Scharf Associates, Los Angeles, 1968-72; full-time script writer, 1972-79; director of comedy series development, ABC Entertainment, 1979-80; vice president, comedy series development, ABC Entertainment, 1980-82; independent producer, 1982-84; current position since July, 1984; m. June 3, 1979, Barney Rosenzweig; daughter (by previous marriage); Evan, 16.

"Together we made the transition into dramatic shows and long-form writing," Corday recalls, culminating in 1979 with the critically acclaimed motion-picture-for-television, *Cagney & Lacey*.

The movie attracted high ratings for CBS, particularly among hard-to-reach young, affluent women, but smaller numbers as a midseason replacement series. Howls of protest followed the program's cancellation, and *Cagney & Lacey* was eventually reinstated.

Corday labels *Cagney & Lacey's* revival "a fluke that was very well orchestrated by my husband," who urged viewers to send letters directly to TV critics and CBS. "It is nice to believe that good will out" reflected Corday, "but I think it will only happen one out of every 50 times."

After co-writing the *Cagney & Lacey* pilot, Corday joined ABC Entertainment as director—and later vice president—of comedy series development. In 1982 she left ABC and formed her own production company under Columbia's wing. She produced two pilots and one series, and developed several other projects before her appointment this summer.

The studio had recently had mixed success. *Mickey Spillane's Mike Hammer* and *T.J. Hooker* (developed by Spelling-Goldberg Productions, later purchased by CPT) are doing well on CBS and ABC, respectively, with ABC's *Ripley's Believe It or Not*

struggling against *60 Minutes* on CBS. The company sold more of its four fall pilots last spring, but *Crazy Like A Fox* has been picked up by CBS for mid-season. Columbia also delivers two daytime network soap operas.

Corday says CPT has the advantage of "looking very stable" during a period of rapid executive turnover at several other Hollywood studios but is quietly undertaking internal changes of its own. The studio is moving aggressively into first-run syndication and has recently completed a game show pilot, *Trivial Combat*. The first made-for-television motion picture produced through CPT's partnership with LBS Communications, *It Came Upon the Midnight Clear*, is being distributed for Christmas.

In planning is a complete first-run syndication department servicing a possible ad hoc network some time next year with sitcoms, soap operas and other series.

"The independent stations are clearly looking for product, as off-network series become harder to find," said Corday. "Independents are also tired of only running off-network shows. They want to have first-run product of their own."

CPT also remains active in the production of made-for-television movies and mini-series. "We think it's an important area for our producers and writers. I don't think we can make deals with certain people if you stop them from working in the movie-of-the-week business," she says.

Columbia is shooting a four-hour movie for Operation Prime Time, *Jenny's War*, and a two-hour romance, *Reunion at Fairborough*, for HBO Premiere Films.

At the television networks the search is on for programs that will bring back the disappearing audience, said Corday. "The whole theory of programming today is about counter-programming for groups that are not watching" said Corday. "We have those kinds of conversations with the networks literally every day; they directly affect the development of new shows."

"I think for the moment the three networks still have this fantasy that they will get another 44-share show somewhere down the line, but the acceptable audience levels are dropping. Now a 25 share show is considered good enough to get picked up, instead of a 30 share."

In addition to expanding the studio's roster of established creative talent, Corday is actively searching out new writers. "We don't give enough younger people a chance in this business," said Corday.

"Every studio needs to become a writer's studio in order to survive and function." What about her own future? Corday doubts that she will ever return to full-time writing, but sees "a possibility" of partnering in television production with her husband. She hopes to write at least one book and one play "some day."

**Senate measure** (S. 607) authorizing total of **\$675 million for Corporation for Public Broadcasting** for fiscal years 1987-89 and **\$100 million for Public Telecommunications Facilities Program** for FY 1985-87, **passed House** last Friday by vote of 308-86. House defeated amendments by Representatives Michael Oxley (R-Ohio) and William Dannemeyer (R-Calif.) in which former's would have reduced authorization ceiling levels to \$646 million (15% increase over current level) for FY 87-89, and to \$48 million for PTFP for FY 85-87. Dannemeyer's amendment would have reduced figures still further—to \$536.2 million (5% increase over current level) for FY 87-89 and \$39.6 million for PTFP for FY 85-87. (Action follows President Reagan's veto of S. 2436 in August, which would have authorized ceilings of \$761 million for FY 87-89, and PTFP at \$159 million.) **Reagan is likely to veto new measure** (S. 607), as well. On another front, House-Senate conference ended for funding **Labor, Health and Human Services bill**, which includes CPB appropriation of \$200 million for FY 87; bill must now be approved by both houses.

**CNN** said last week that it would file **appeal** with Second Circuit Court in New York today (Oct. 8) **seeking right to cover Westmoreland/CBS libel trial** which begins tomorrow (Oct. 9). Earlier in week, same court denied CNN's request that district court for southern district New York, where trial will be held, be summarily required to allow camera coverage, but didn't rule out considering full appeal by CNN (see page 50).

In comments on **FCC's rulemaking on TV stereo must-carry, National Association of Broadcasters and Association of Maximum Service Telecasters** have again urged commission to adopt their so-called **"middle ground" proposal**. Under proposal, cable operator would be permitted to strip multichannel sound on non-must carry, and multichannel or second audio programming sound on must-carry signals when those signals are not "integrally related" to regular programming. Cable operators also would be permitted to strip must-carry signals if they certified to FCC that carriage would cause material interference or degradation that could be cured only by "significant" capital expenditures. In addition, cable systems could get exemption by pleading equipment incompatibility if using equipment purchased before last March 29. In this round of comments, NAB and AMST suggested defining "significant" capital expenditures as \$1,000 per must-carry channel. They added, however, if broadcasters were willing to pick up costs exceeding \$1,000, cable operators should not get exemption. Associations also asked that cable companies that qualify for waivers but wish to provide stereo sound or second language transmission by some other mechanism be required to give "at least equal treatment" to local must-carry signals that they give to their own. In its own comments, National Cable Television Association asked FCC to reject middle ground proposal, contending that was not "realistic" solution to must-carry issue. NCTA said proposal was "cumbersome" and would involve FCC in lengthy and costly proceedings. "The flexibility of 'may carry' will allow cable operators to determine how best to serve their subscribers and will encourage technological innovations in cable's provision of the MTS service," NCTA said.

**Sports Time**, regional pay TV network serving 15 states, **will no longer be exclusively pay service**, giving **cable operators outside of Cincinnati, St. Louis or Kansas City ADI's option to carry network as basic service**. Operators would be charged 10 cents to 20 cents per

*New deal. The Public Broadcasting Service and the National Association of Broadcast Employees and Technicians (NABET) have agreed on a three-year contract, which includes a 6% wage increase, effective last July 1, with increases of 5% in the second and third years. It succeeds a three-year contract that expired last June 30 and effects 45 technicians working at PBS in Washington and Bren Mar, Va. The new agreement "represents the best long-term interests of PBS and its employees," said PBS President Bruce Christensen.*

sub. Current 45,000 subscribers had been paying average of \$10 per month for service, of which Sports Time received 50% to 60%. Network started April of this year and ran over 200 baseball games involving teams in those three cities, plus over 300 other live sporting events. Network spokesman Joe Mitch said over two-million subscribers are expected by January under new arrangement. Sports Time is joint venture of Anheuser-Busch, majority partner; Multimedia, one-third owner, and Tele-Communications Inc., owning remainder. Multimedia announced it expects lowering of third-quarter earnings because of revenue short-fall from Sports Time. Twenty cents to thirty cents per share loss it attributes to network would place total year-end loss for Sports Time at \$12.5 million, roughly three times greater than previously expected.

**Bass family** of Fort Worth has **increased its share in Walt Disney Productions to nearly 25%**, with two separate stock purchases last week. Move was effort to resist takeover attempts by group of investors led by Irwin Jacobs, Minneapolis financier, who sold his 9% stake in company last week. First stock purchase, for reported \$150 million, on Oct. 2, increased family's holdings from 8.5% to 16%; second purchase, \$182.5 million, Oct. 4, brought interest to 24.8%.

**SFN Companies Inc.** last week **accepted leveraged buyout proposal** made Aug. 23 by **E.M. Warburg Pincus & Co., Drexel Lambert and certain SFN management**, and had entered into definitive agreement with buying group, incorporated as **New SFN Corp.** Vote was not unanimous, with three SFN board members dissenting. Board meeting reviewing buyout proposal on previous Friday had adjourned without conclusion, leading to speculation that other inquiries about company might mature into counterbid. As part of agreement, original offer, valued at \$40 per share, has been revised upward. Terms now call for cash payment of \$36.50 per share and senior exchangeable preferred stock, "designed to have a market value of \$7.50 per share on a fully distributed basis, company said. Agreement is subject to customary conditions including arrangement of definitive financing by New SFN Corp and approval by FCC and stockholders. Although SFN Companies primary business is textbook publishing, it owns four TV's and three radio stations (two AM's and one FM).

**Federal Trade Commission** said last week that **Mattel Inc.** and **Mattel's ad agency, Ogilvy and Mather**, may now use slow motion and fast motion camera shots in ads aimed at children if "competent and reliable" test results show techniques aren't deceptive to children in context of whole ad (BROADCASTING, Feb. 13). FTC refused to modify another provision of 1971 consent order requiring firms to disclose in broadcast advertisements that not all Hot Wheels toys are compatible with others.

**Dolby Laboratories** last Thursday (Oct. 4) introduced **new digital audio system** initially targeted in U.S. for cable television and direct broadcast satellite transmissions. New system, said Dolby has lower bit rate and bandwidth requirements than other conventional digital systems such as PCM (pulse code modulation). Dolby is building encoder equipment while licensing decoders to other manufacturers.

**Broadcast industry representatives have joined with print colleague and critics in seeking reversal** of what they call "unprecedented jury verdict" holding that **New York Chinese restaurant, Mr. Chow** was **libeled by unfavorable review** that appeared in a French-language guidebook. Media groups, including ABC, CBS, NBC and National Association of Broadcasters, filed friend of court brief in U.S. Court of Appeals in New York, say only thing unusual about case—involving review that criticized quality and authenticity of cuisine and service of restaurant—is result it produced. They say that, "as statements of opinion, reviews are traditionally considered absolutely privileged under the First Amendment." Group filing brief say they publish, broadcast or write reviews of restaurants, plays, theater and arts, and believe that their **First Amen**



**nent right to express their opinions in reviews would be threatened if judgment of lower court were affirmed.** They call on appeals court to reaffirm that libel cases involving reviews of this kind should be dismissed as a matter of law at the earliest stages of the litigation." Jury in district court case directed defendants, Ste. Jour Azur S.A., publisher, and co-editors Henri Gault and Christian Millau to pay restaurant \$20,000 in compensatory damages and punitive damages of \$5. Although that is "relatively modest" in age of "million-dollar megaverdicts," brief says, award represents significant burden for critics who publish dozens or hundreds of reviews, "some portion of them unfavorable." And precedent, it adds, could lead, "unless reversed, to far larger awards in future cases."

□

**All Industry Television Music License Committee filed petition for rehearing** with U.S. court of appeals for second circuit in New York regarding **court's decision to overturn lower court finding that music licensing practices of ASCAP and BMI violated antitrust laws.** Filing on behalf of approximately 750 local television stations claimed that "panel's opinion reflects an almost total disregard of the trial court's fact findings in favor of the panel's own preferred views of the record evidence." On top of what committee described as "serious factual errors" arising from appeals' court decision that reversed favorable 1982 trial court decision, committee also said appeals court "changed the legal standard" for determining the legality of ASCAP's and BMI's licensing practices. Committee reiterated its statement that if appeals court would not hear case it will appeal to Supreme Court. Les Arries Jr., chairman of committee, said in prepared statement that "however difficult or lengthy this battle may be, there is no turning back for the industry; we have made great strides through litigation to date, and we do not intend to be subjected to the gross inequities of the blanket licensing system in perpetuity." Arries added that he expected both BMI and ASCAP to seek retroactive compensation for revenues lost during freeze of license fees, but "the industry will not voluntarily relinquish one penny of those savings."

□

White House has announced **President Reagan's intention to nominate former NBC News Moscow correspondent Eugene Pell to be director of VOA.** Pell, who has served VOA for past year as deputy director, would succeed Kenneth Tomlinson, who resigned last month to return to post with *Reader's Digest*. Pell, who is in his second tour with Voice—he had been deputy program director for news and current affairs in 1982, before becoming chief Washington correspondent for WCVB-TV Boston. Pell, whose appointment had been expected (BROADCASTING, July 16), would be fourth VOA director in Reagan administration.

□

**Hearing** will be held tomorrow (Oct. 9) in U.S. District Court for case of **Cecily Coleman v. ABC Inc., et al** (BROADCASTING, May 28). Suit was filed by former ABC staff member, Coleman, against network and three of its executives, charging that she was fired unjustly from ABC after reporting instances of alleged sexual harassment. Judge Barrington Parker will rule on motion to dismiss Edward Fouhy, vice president and Washington bureau chief of ABC, as defendant in case, as well as motions to compel release by ABC of confiscated Coleman office files; completion of Coleman's deposition, and getting deposition of former ABC vice president for corporate affairs, James Abernathy. (Last has since resigned from ABC.) Also before judge is motion for sanctions against defendant for "unethical and improper conduct" of their counsel, motion which ABC's attorneys have opposed.

□

**NBC News did not renew its option** with former *Entertainment Tonight* co-host **Ron Hendren** as Hollywood-based twice weekly entertainment reporter for *Today* show. Hendren left *Entertainment Tonight* last month after he could not come to terms on new contract. NBC News spokesman said Hendren's departure from *E.T.* no longer enabled him to be cross-promoted. All entertainment news will now be reported by *Today* cohosts Bryant Gumbel and Jane Pauley.

□

**There were reports** Friday (Oct. 5) that **wcor(TV) Washington** had been sold to Dallas group headed by **Nolanda Hill**, owner of Televi-

sion Management Group, and **Milton Grant** who recently sold **KTXA(TV) Fort Worth** and **KTXH(TV) Houston** to Gulf Broadcasting. At deadline no principals could be reached for comment, and station manager and lawyers for station would not confirm or deny report. Wcor is STV operation on ch. 50 with 2,450 kw visual, 1,860 kw aural and antenna 570 feet above average terrain.

□

**FCC Commissioner Henry Rivera** has taken novel tack in arguing for granting **minorities preferences in lotteries for multichannel multi-point distribution service.** In memorandum to fellow commissioners, Rivera is arguing that, instead of locking MMDS in as common carrier service, as commission has proposed (Congress mandated FCC to grant minority preferences for lotteries only for mass media services, not common carriers), commission should adopt "flexible" classification scheme, as it did for direct broadcast satellites. Idea is that MMDS licensees would be permitted to choose, for regulatory purposes, whether they're common carrier, broadcast, private radio or combination. They'd also be permitted to switch readily from one classification to another, moving whichever way market winds blow them. Rivera reportedly thinks defining MMDS as flexible service makes more compelling case for awarding minorities lottery preferences. Memorandum further contends that no matter how FCC defines service, statutory broadcast obligations must be applied.

□

Whoever is elected President next month will conduct Presidency responsive to needs of news media. That, at least, is message to be drawn from answers **President Reagan** and his Democratic challenger, **Walter Mondale**, gave to questions submitted in **American Society of Newspaper Editors survey of their views on press.** Reagan said he would "continue to be as responsive as possible to the public through the media." He called attention to his performance thus far in that regard—26 formal news conferences since 1981 and 200 other formal question-and-answer sessions with press. Actually, his 26 formal news conferences are fewer than those of last two recent Presidents. Mondale said he has been "broadly accessible" to press as candidate and that he would conduct Presidency in same manner. "News conferences are an important source of information for the President, the press and the American people," he said. "I will hold them regularly and frequently."

□

**National Public Radio** released study last week examining nature, cost and governance of **public radio satellite distribution system.** Study examines five possible levels or "tiers" of service, costs and revenues of each for public radio system.

□

Expanding Washington law firm of **Wiley & Rein** (now 51 attorneys) will add well known legal name to roster early next year when **David Ladd**, now register of copyrights and former commissioner of patents, joins as partner. Also joining: **David Leibowitz**, now Ladd associate in copyright area. Former FCC chairman **Richard E. Wiley**, firm's senior partner, noted increasing affinity between communications and copyright issues as new media multiply.

□

Walter Cronkite, CBS News special correspondent, presented **Arizona State University's first annual Walter Cronkite awards** for excellence in journalism and telecommunication to CBS founder and former chairman **William Paley** and former CBS President **Frank Stanton** at luncheon Oct. 5 in Phoenix. Awards recognize "distinguished service to the American news industry."

□

**CBS** announced Thursday it would **cease publication of Cuisine magazine** with December 1984 issue, and would sell magazine's subscription list to Conde Nast Inc. While neither company disclosed price of transaction, CBS said it was making profit. It purchased *Cuisine* in 1982 for \$2.7 million.

## Editorials

**Journalism the hard way**

News executives of the television networks were summoned to the Capitol again last week to be berated for projecting election returns before polls are closed. This may be the oldest rerun in Washington.

Safe to say, it will be played again, unless the U.S. television system shuts down on election night until the last vote is counted in the last Hawaiian precinct. Safe also to say, this is becoming a festering confrontation that infects congressional attitudes toward all of broadcasting and broadcast regulation. It is making life easier for the many other interests that can profit from casting the television networks as the villains in the piece, no matter what piece is playing at the moment in Washington.

"As you are aware," wrote the not-so-genial gentleman from Colorado, Tim Wirth, the Democratic chairman of the House Telecommunications Subcommittee, in inviting the network news presidents to testify last week (tired of performing in a familiar act, the presidents all sent subordinates), "the Election Task Force [of the House] and the Subcommittee on Telecommunications have spent a great deal of time in the past four years examining the relationship between voter participation and early election projections by the broadcast media based on their own exit polling and similar technique."

In all that time in those four years, Wirth could have added but didn't, the task force and the subcommittee have turned up no credible evidence that early projections have had any effect on voting behavior. Last week's testimony included fragments of hearsay and personal hunches: Oh, sure, folks stay home if they know how an election will come out. It was without documentation.

Still, it has become an article of faith on Capitol Hill that politicians can lose elections if their party's presidential candidate is declared a loser before polls in their home districts have closed. As can be detected in a good many bills emerging from the Congress, political convictions aren't always colored by facts. By now it is evident that none of the representatives and senators who voted in overwhelming numbers for resolutions asking broadcasters to refrain from projecting results before polls close can be educated to the fact that there was no real-world reason for that action.

Against the intensifying pressure and the threats of political reprisal to be inferred from it, the networks are proceeding on the only responsible course. As their news executives testified last week, they will call outcomes if their information is deemed sound and if the polls in the given state have closed. To do otherwise would be journalistically irresponsible.

That course has been chosen despite the knowledge of network officials who must deal with Washington that their lots will be made more difficult. It has been chosen despite the worry of other broadcasters that their lots can suffer too.

The networks face a prevailing bias in Washington. A good many politicians don't want television networks to be in the journalism business. That attitude was evident in the Congressional Research Service report released last week by Speaker Tip O'Neill. The report, deploring alleged advantages given to the President by his access to television time, said, with implied regret, that network broadcasts of presidential appearances and those of his political opponents "are shaped primarily" by journalistic values. The clear wish was that coverage be shaped by

external controls that would equalize exposure for both sides.

"When the President goes on three networks to lobby a position before the Congress," said O'Neill, "the opposition should be able to respond in kind." So much for any talk of repealing Section 315 in Tip O'Neill's House of Representatives.

There are other members of the Congress who are resigned to television's assumption of its role in journalism but who would like to see the role played according to their script. Al Swift (D-Wash.), foremost advocate of television restraint in election coverage, declared two weeks ago that journalistic decisions were "inherently subjective," and therefore it would be all right for television news to ignore clear signs of an election outcome and wait to report final tallies of the vote. Practicing journalists will wonder whether Swift learned that principle as the working television newsman he is said to have been in a former incarnation.

It is, of course, the primacy of television among the media of journalism that animates political disputes and generates political fears. Nobody in Washington wants the networks to increase their influence or enlarge their domains.

That underlying mood on Capitol Hill can be used to advantage by the Jack Valentis when they want to undercut the networks in the interest of those they represent. Unhappily, other broadcasters can be victimized. Valenti's movie producers opposed an increase in the number of television stations networks can own. Congress has derailed an increase for everybody.

It is a continuing dilemma that will not soon be resolved. Hand it to the networks for sticking to journalistic principles that serve the public better than the form of television the Tip O'Neill's have in mind.

**Straight and narrow.** *About the only good news about television networks to be heard in Washington in recent weeks came from an unlikely source. A study of evening newscasts found no evidence of slanting toward Republicans or Democrats in coverage of the current political campaign (BROADCASTING, Oct. 1). The study was commissioned by the American Enterprise Institute, a conservative stronghold that would have found liberal bias if it were there to be found. Scratch another myth.*

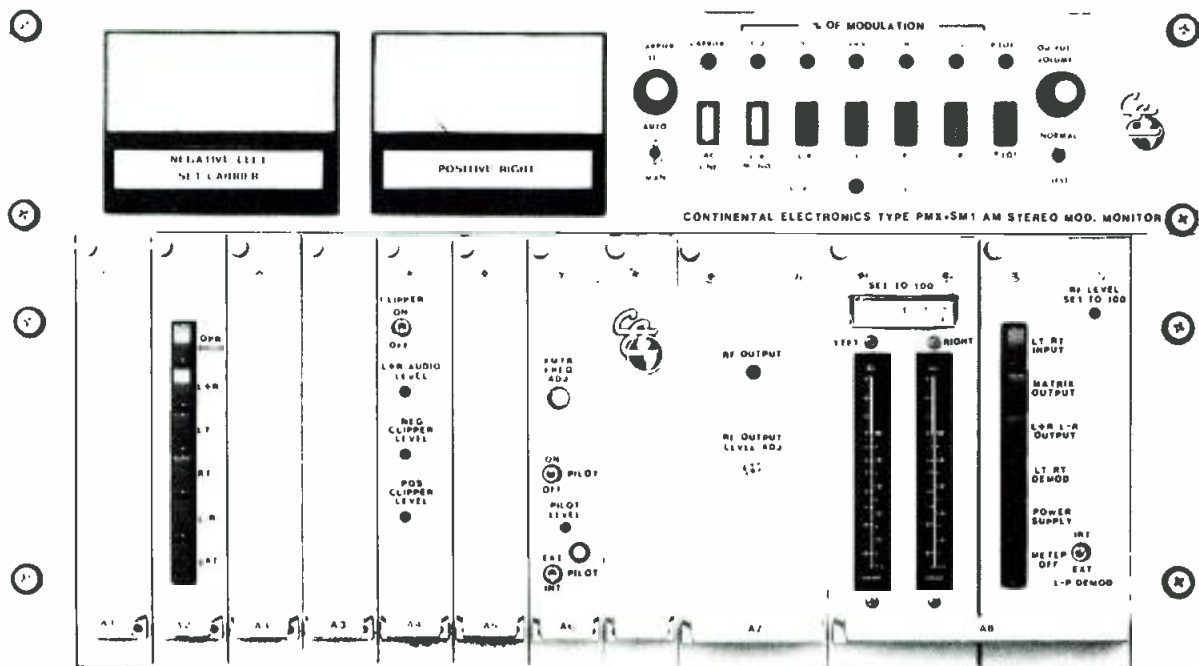


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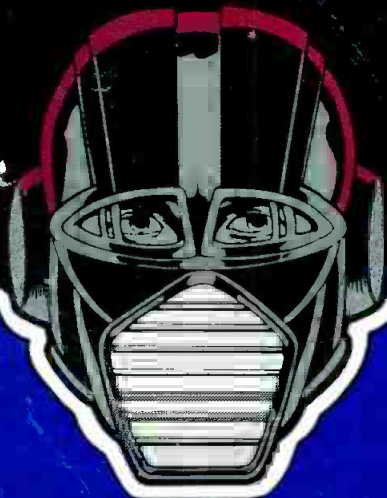
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