

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Dec 17



AL 36112

MAXWELL  
BLDG 1405  
ROOM 122  
AUL-SAS

12364 MJK NOV/84

36112

54th Year 1984

**12-12-12: political deal**  
SPECIAL REPORT  
**Farm broadcasting**  
**fertile field**

Its Most Recent Telecasts:

**SIMON & SIMON IS THE #1  
ACTION SERIES AND BEATS  
ALL SITCOMS TOO!**

**NO WONDER IT'S  
ALREADY SOLD IN MORE  
THAN 40 MARKETS!**

**MCA TV**

*The One  
Place To Be!*

INTV  
Century Plaza  
Hotel

NATPE  
Fairmont Hotel  
23rd Floor  
In The Tower



**SIMON & SIMON**

The Action Series With The Light Touch!

**MCA TV**





**(DON'T ASK!)**

It's an outrageous, unpredictable,  
first run, weekly, half-hour music series  
from the creator of *Puttin' On The Hits!*

**You Gotta See It To Believe It!**

Advertiser-Supported Programming from

**MCATV**

For more information, call (212) 605-2786  
A Chris Bearde Production

MCATV  
*The One  
Place To Be!*

INTV Fairmont Hotel  
Century Plaza 23rd Floor  
Hotel In The Tower





ON-CAMERA HOST: JOHN FORSYTHE

**AT  
NATPE  
MOSCONE CENTER  
832 MARKET ST.**

We're Back—And We're Almost First Run  
**JOHN FORSYTHE'S  
WORLD OF SURVIVAL**

**221 AWARD WINNING COLOR HALF-HOURS**

The world's most popular and most successful wildlife adventure series  
—at a price you can survive on.

**A SURVIVAL ANGLIA LTD. PRODUCTION**

**I** NOTE: Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "Instructional" for FCC logging

**RKOV PICTURES**



# Broadcasting Dec 17

## Breakthrough for 12-12-12: 25% cap; UHF, minority discounts Agribroadcasting: big business down on the farm Fannon becomes president of NAPTS

**DEAL ON 12-12-12** □ Congressional and FCC parties come to agreement on television portion of multiple ownership rules: a 25% cap on group ownership with discounts for UHF and minority interests. **PAGE 35.**

**RADIO FALLOUT** □ Broker predictions indicate that there is no land rush for radio stations after FCC lifted multiple ownership rules. **PAGE 36.**

**IN CHARGE** □ Peter Fannon chosen as new president of National Association of Public Television Stations. **PAGE 37.**

**SPLIT DECISION** □ Eleven-member appeals court splits 6-5 on Evans and Novak libel case. Judges wrestle with sorting differences between fact and opinion. **PAGE 38.**

**HIGH PRICES** □ Too few and too costly decoders force NBC out of teletext market. **PAGE 40.**

**TAKING STOCK** □ Paine Webber media conference features speakers discussing 1985 advertising predictions, future of broadcasting and cable. **PAGE 41.**

**FERTILE FIELD** □ Keeping the agricultural community informed is an important service of the Fifth Estate, and the stations serving those areas have kept farm broadcasting a growing concern. In this Special Report, **BROADCASTING** examines the role of the farm broadcaster and looks at the agricultural advertising that

contributes to stations' revenue harvests. **PAGES 47-62.**

**ON TO THE FCC** □ Commission to launch inquiry and rulemaking on international satellite competitors to Intelsat. **PAGE 68.**

**BACK IN THE GAME** □ Chuck Barris returns to producing game shows after four-year absence. **PAGE 80.**

**PM WAKE UP** □ Group W Productions launches \$1.2-million campaign to boost *PM Magazine* through advertising, promotion and production help. **PAGE 80.**

**NEW GROUP** □ CBS forms CBS Productions, consolidating theatrical films and worldwide divisions. **PAGE 82.**

**ABC ALLY** □ Media Access Project asks FCC to dismiss CIAs fairness doctrine complaint against ABC. **PAGE 92.**

**WIRELESS IN WASHINGTON** □ Group begins multichannel MDS service in nation's capital using ITFS frequencies. **PAGE 96.**

**NEW NUMBERS** □ Arbitron is developing new ratings book for radio. **PAGE 100.**

**THROUGH THE RANKS** □ John Goddard, president and CEO of Viacom Cable, grew up with hands-on experience in the medium. It has proved more than just a passing fancy. **PAGE 127.**

### INDEX TO DEPARTMENTS

Business .....	96	Datebook .....	18	In Brief .....	128	Programming .....	80
Business Briefly .....	10	Editorials .....	130	Journalism .....	72	Riding Gain .....	94
Cablecastings .....	28	Fates & Fortunes .....	124	Law & Regulation .....	68	Stock Index .....	97
Changing Hands .....	101	Fifth Estater .....	127	Monday Memo .....	16	Teletcastings .....	86
Closed Circuit .....	7	For the Record .....	108	Open Mike .....	26		

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$80, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

**INDEX TO ADVERTISERS** Almi Television 73 □ American Airlines Priority Parcel Service Fourth Cover □ American Chiropractic Assn. 111 □ American Council of Life Insurance and Health Insurance Association of America 95 □ American Farm Bureau Federation 60 □ Antonelli Media Training Center 14 □ Associated Press Broadcast Services 10 □ Blackburn & Co., Inc. 100 □ Blair Entertainment 24-25 □ Blair Television 61 □ BMI 79 □ BrightStar 99 □ Chapman Associates 103 □ Chicago, The University of 72 □ Classified Ads 114-123 □ Columbia Pictures Television 48-49 □ Continental Electronics 82 □ Eastman Kodak Co., Motion Picture & Audiovisual Markets Div. 75 □ Embassy Telecommunications 27, 29, 31, 32-33 □ Encore Programs 22 □ Evergreen Programs, Inc. 34 □ Gammon & Ninowski Media Investments, Inc. 102 □ Frank Gari Productions 87 □ General Motors 91 □ Golden West Television 83 □ The Samuel Goldwyn Co. 15 □ Grandy & Berkson Media Brokers 107 □ Group W Productions 55 □ The Ted Hepburn Co. 104, 106 □ Howard University 94 □ Katz Front Cover □ Katz Radio Group 53 □ Katz Television 51 □ King World 11, 17 □ Ladenburg, Thalmann & Co., Inc. 108 □ Le Parc Hotel 92 □ Lorimar 66-67, 71 □ The Mahlman Co. 101 □ MCATV Second Cover/3, 6, 19, 20-21, 22, 43, 44-45 □ Media General Broadcast Services, Inc. 89 □ Mobil 85 □ Paine Webber, Inc. 109 □ Paramount Television Domestic Distribution 12-13, 69 □ Primetime Entertainment, Inc. 81 □ Professional Cards 113 □ RCA Americom 64-65 □ Republic Pictures Corp. 76-77 □ RKO Pictures 4 □ Services Directory 112 □ Smith Barney, Harris Upham & Co., Inc. 105 □ SONY Broadcast 56-57 □ Standard Rate & Data Service, Inc. 93 □ Howard E. Stark 98 □ D.L. Taffner/Ltd. 88 □ D.L. Taffner Syndication 78 □ Telepictures Corp. 8-9 □ The Tobacco Institute 72 □ 20th Century Fox Television 63 □ WCCO Radio 58 □ WGN Radio 46 □ WNYC FM 74 □ Worldvision Enterprises, Inc. 34 □ World Wide Bingo, Inc. 26

# NELL'S REALLY COOKIN'... AND THE OVEN'S STILL HOT!



Now in 85 markets!  
**NELL CARTER  
STARRING IN  
GIMME A BREAK**

**MCA TV**

*The One  
Place To Be!*

INTV Century Plaza Hotel	NATPE Fairmont Hotel 23rd Floor In The Tower
--------------------------------	---

An Alan Landsburg Production

**MCA TV**

© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED



## Standing pat

FCC may weather budget cuts anticipated for federal agencies better than most. Office of Management and Budget, however, last week advised commission not to expect more in fiscal 1986, beginning next October, than \$93.6 million it's operating on currently.

## Signs of wear

CBS's returning prime time regular series are outperforming returning series on other two networks this season, but it is NBC's returning series that are showing least ratings erosion from last year. Of 35 returning prime time series that were on networks' schedules last season, only five in season-to-date averages have improved their ratings performance over comparable period year ago: *Family Ties* (NBC), up 21.6%; *Cheers* (NBC), up 9.3%; *St. Elsewhere* (NBC), up 5.6%; *Dynasty* (ABC), up 5.5%; *20/20* (ABC), up 3.7%. And although CBS's 12 returning prime time series lead with average 18.7 rating in first 11 weeks of season, all are underperforming their averages at this time last year. On ABC eight out of 10 returning series have slipped average of 2.1 rating points per show, or 12.5%, below their ratings performance for comparable period year ago. On CBS, all 12 returning series are down average of 1.8 rating points per show, or 9.1%. But NBC, with eight out of 11 returning series suffering lower ratings, shows average decline of only 1.5 rating points per show, or 8.3%. Biggest rating drops to date are *Silver Spoons* (NBC), 29%; *T.J. Hooker* (ABC), 22.7%; *Dukes of Hazzard* (CBS), 22.5%; *Love Boat* (ABC), 21%.

## In the family

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) can be generous to faithful committee members. According to reports filed with Federal Election Commission, he contributed \$1,000 to re-election campaign of fellow committee member, Representative Al Swift (D-Wash.).

## Staying up

AM radio listening erosion which has been steady since 1981 ceased in 1984, at least in average quarter-hour (AQH) measurements. Based on analysis of just-

released fall 1984 RADAR 30 (see page 94), Nicholas Schiavone, vice president, radio research, NBC, said AQH AM listenership for Monday-Sunday, 6 a.m. to midnight, remained stable throughout 1984, averaging 4.9% of total 12-plus population in quarter-hour listening. In previous years AQH has declined by average of 0.4 at each 24-week measurement. Schiavone analyzed two 24-week survey components of RADAR 30—network radio rating service of Westfield, N.J.-based Statistical Research Inc. RADAR comprises 48 weeks of continuous measurements.

## Prime time temperance

Caucus for Producers, Writers and Directors is updating its two-year-old white paper on gratuitous use of alcohol on television programs to include new information. Caucus says that since paper went out, producers have started to eliminate unnecessary consumption of alcohol on prime time shows. Caucus said 22 hours of weekly prime time programs have cut down dramatically on incidence of drinking. For example, producers of *Dallas* told Caucus gratuitous drinking by characters on show has been cut by 70%.

## 48 cents on dollar

Without fanfare, lengthy bankruptcy proceeding involving major media buying company, U.S. Media International, New York, dating back to 1971 (BROADCASTING, Oct. 18, 1971, et seq.) has come to end of trail. U.S. Bankruptcy Judge Edward J. Ryan in New York has signed order distributing assets of U.S. Media. Assets amount to about \$1.6 million, 48% of total debt. Approximately 400 creditors, including stations and networks, will share in distribution. Attorney Jules Teitelbaum served as trustee.

## Any angels?

Fate of United Satellite Communications Inc., still smarting from collapse of merger with Comsat's Satellite Television Corp. last month, is hanging in the balance. USCI has been kept afloat by regular infusions of cash from Prudential Insurance. Unless management comes up with solid prospects for new investors to help carry financial load, Prudential will probably cut off funds. If that happens, USCI will have to shut its doors.

Hopes of finding additional investors are

still alive, according to sources close to USCI. Doug Ruhe, co-owner of UPI who had figured in ill-fated USCI-Comsat deal, is reportedly still interested, but wants someone else with deep pockets to jump in with him.

## Up in air

Network radio coverage of United States Football League games in 1985 remains unsettled. ABC Radio, which had exclusive national rights for USFL's first two years of play—1983 and 1984—for \$1.25 million, hasn't closed door on USFL, but chances look slim that there would be coverage next year.

## Down, not out

Chances are slim, but better than nonexistent, that Intelsat board of governors at its meeting, now under way at Intelsat headquarters in Washington, will approve as drafted secretariat's proposed revision of procedures for coordinating separate international systems with Intelsat under XIV(d) provision of international agreement. Director General Richard Colino's view in advance of meeting was not sanguine about proposal's chances. When it originally surfaced, in connection with last board meeting, in September, it generated considerable controversy in U.S., with result that board put matter aside. Its chances were not improved by reports in U.S. press that U.S. would instruct Communications Satellite Corp., its representative on board, to oppose proposed revision.

However, late last week, Intelsat officials were not writing item off. One said situation was, at best, "clearly ambiguous," and that some board members continued to favor it as written. Picture should clear up early this week, he said.

## Job by job

National Association of Broadcasters executive committee is taking different tack from last year in reviewing fiscal 1985-86 salary increases for staff. Last year committee awarded across-board salary increases of 4.8% (after NAB management recommended 9%). This time there will be no across-board increases. Instead, NAB senior executives have evaluated individual performance of staffers before recommending increases to executive committee.

# THE BEST SYNDICATED

When you buy a strip for your station you want to pick the program that has the best chance for success.

Each year there are a lot of new shows to choose from, but only about one of every five is good enough to make it to year #2. That's why it makes sense to stay with a proven winner... like "Love Connection."

<b>NEW YORK</b>		<b>WNBC</b>	
MONDAY-FRIDAY 4:00PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	19	138
OCT 83	Love Connection	16	133
INCREASE:		+19%	+4%

<b>LOS ANGELES</b>		<b>KHJ</b>	
MONDAY-FRIDAY 3:00PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	11	74
OCT 83	MV-3/What's Happening	5	32
INCREASE:		+120%	+131%

<b>PHILADELPHIA</b>		<b>WCAU</b>	
MONDAY-FRIDAY 9:00AM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	18	32
OCT 83	20 Minute Workout	9	26
INCREASE:		+100%	+23%

<b>BALTIMORE</b>		<b>WBAL</b>	
MONDAY-FRIDAY 9:00AM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	15	17
OCT 83	Love Connection	7	7
INCREASE:		+114%	+143%



# BUYING ONLY

# LOVE CONNECTION

"Love Connection," the surprise hit of last season, continues to excel in market after market, showing significant growth in share and young adults over previous programming, and even bettering its own superb performance.

So why take a risk on a new, unproven strip when you can have a bona fide hit! "Love Connection," the best buy in syndication!

<b>SACRAMENTO</b>		<b>KXTV</b>	
MONDAY-FRIDAY 7:30PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	<b>21</b>	<b>41</b>
OCT 83	Love Connection	14	31
INCREASE:		<b>+50%</b>	<b>+32%</b>

<b>WASHINGTON, D.C.</b>		<b>WJLA</b>	
MONDAY-FRIDAY 4:00PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	<b>22</b>	<b>61</b>
OCT 83	Love Connection	18	48
INCREASE:		<b>+22%</b>	<b>+27%</b>

<b>DALLAS-FT. WORTH</b>		<b>KXAS</b>	
MONDAY-FRIDAY 11:30PM			
		H.H. SHARE	ADULTS 18-49 (000)
OCT 84	LOVE CONNECTION	<b>18</b>	<b>41</b>
OCT 83	More Real People	13	10
INCREASE:		<b>+38%</b>	<b>+310%</b>

"Love Connection" is produced by Eric Lieber Productions in association with

## Telepictures CORPORATION

New York • Los Angeles • Chicago • Dallas  
Paris • Sydney • Tokyo • Toronto

## TV ONLY

**Westbrook Retirement Centers** □ First-quarter campaign is set to start in early January in Miami for 12 weeks, with plans to add Chattanooga and other markets. Commercials will be carried in daytime and early fringe. Target: adults, 55 and older. Agency: Hutcheson & Anderson Advertising, Atlanta.

**MCI Telecommunications** □ First-quarter campaign is scheduled to start in early January for 12 weeks in more than 30 markets. Commercials will be carried in daytime and early access. Target: women, 25-54. Agency: Ally & Gargano.

**Humana** □ Four-week campaign for hospitals in areas mainly in South and Southwest begins in early January in about 12 markets. Commercials will be carried in all dayparts. Target: adults, 65 and older. Agency: Fry/Hammond, Orlando, Fla.

**D.H. Filbert Co.** □ Mrs. Filbert's mayonnaise and margarine will be spotlighted in first-quarter flight set to

start in mid-January in about 15 markets in Northeast. Commercials will be placed in daytime and fringe periods. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.

**Vachon** □ Snack cakes will be featured in seven-week flight to begin in early January in six markets, including Providence, R.I.; Albany, N.Y., and Hartford, Conn. Commercials will be carried in all dayparts. Target: women, 25-49. Agency: Arnold & Co., Boston.

**Barbados Board of Tourism** □ Five-week flight over seven weeks is scheduled to begin in mid-January in four markets—Washington, Philadelphia, New York and Boston. Commercials will run in daytime and fringe segments. Target: adults, 25-49. Agency: Richard & Edwards, New York.

**World Mercy Fund** □ Charitable organization will place half-hour film, fundraiser for victims of drought in Africa, during December and January in about 40 markets. Commercials in form of appeals for contributions will be made

**From the FTC.** Federal Trade Commission staff report on impact of state regulations on lawyers' marketing practices said that advertising of legal services promoted competition and led to lower legal fees. Study was based on survey of fees that 3,200 lawyers charged for five services in 17 cities with varying regulations on marketing practices, FTC said. And commission has ruled that ads for Thompson Medical Co. Inc.'s Aspercreme arthritis rub were deceptive: company must disclose in ads and on labels that product does not contain aspirin. Company also may not claim product is effective remedy unless company has two scientific tests to substantiate that claim, FTC said.

at beginning and ending of program on which Frank Sinatra will speak. Target: adults, 21 and older. Agency: Huntsinger, Jeffer, Van Groesbeck, Richmond, Va.

## RADIO ONLY

**Polaroid** □ Three-week flight is set to start on Jan. 7 in 22 markets, including Denver, Detroit, Indianapolis and Seattle. Commercials will run in all dayparts on weekdays. Target: adults, 35-64. Agency: Ally & Gargano, New York.

**Florida Department of Citrus** □ Fresh

# AP WireCheck

**NEWSYEAR '84—Weeks of December 17 and December 24—** Relive 1984's biggest news events in our fifty-part series, NewsYear '84.

**DIVERSIONS—**AP highlights a different form of entertainment every day of the week, from classical music to the latest in video games. Scripts run seven days, from 90 seconds to two and a-half minutes.

**SPORTS QUIZ—**Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

**COMING ATTRACTIONS—**A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

**THE SPORTSMAN—**Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature show. This three-take feature runs about three minutes and moves seven days a week.

For more information call, (202) 955-7200

**AP Associated Press Broadcast Services.**

## Rep Report

**Moving on.** Two Katz Radio Group companies have moved to new locations. Christal Radio has taken quarters in San Francisco in suite 1980, 100 Spear Street, 94105. Phone is (415) 957-9960; Republic Radio in Chicago has moved to 444 North Michigan Ave., 60611. Phone is (312) 836-0850-0851. Eastman Radio has moved to new offices in San Francisco at 43 Osgood Place, 94133. Phone remains (415) 956-3994.

□ KIRO(AM)-KSEA(FM) Seattle: To CBS Radio Spot Sales from Torbet Radio.

□ KOIA(AM)-KMGK(KM) Des Moines, Iowa: To Blair Radio from Eastman Radio.

□ KYNO-AM-FM Fresno, Calif.: To Blair Radio from Christal Radio.

□ KBUF(AM)-KKJQ(FM) Garden City, Kan.: To Blair Radio (no previous rep).



**Super-sleuths with super appeal!**  
**34 classic titles now available!**



**CLASSIC  
DETECTIVES**  
A KING WORLD PRESENTATION

**KINGWORLD**  
TM

**SHERLOCK HOLMES**

Starring  
Basil Rathbone/Nigel Bruce

**CHARLIE CHAN**

Starring  
Sidney Toler and Roland Winters

**MR. MOTO**

Starring  
Peter Lorre

© 1984

New York 212-486-9500 Beverly Hills 213-858-1833 Chicago 312-537-6765 New Jersey 201-522-0100



# ANYTHING FOR MONEY

*Look Again...*

**TURN YOUR TIME PERIOD AROUND  
WHEN YOU PROGRAM "ANYTHING FOR MONEY"  
IN PRIME ACCESS OR EARLY FRINGE.**

Paramount's unique first-run comedy/game show shines with success. In access or early fringe "Anything For Money" delivers top ratings and key demographics.



# ANYTHING FOR MONEY

**PHILADELPHIA WCAU/CBS . . . . . 7:30 pm**

- Up 150% In Women 18-49 and 117% in Men 18-49!
- Up 33% in household share!
- Increased 2 positions in rank!

**MIAMI WPLG/ABC . . . . . 7:30 pm**

- # 1 In Women 18-34 & Men 18-34!
- # 1 In Women 18-49, Teens & Kids!
- Up 43% over its lead-In FAMILY FEUD!

**WASHINGTON WJLA/ABC . . . . . 4:30 pm**

- # 1 affiliate, up 69% in share from a year ago!
- # 1 In Total Women & Men and Women & Men 18-49!
- Beats PEOPLE'S COURT, HOUR MAGAZINE and more!

**DENVER KCNC/NBC . . . . . 4:30 pm**

- 1st in time period up from 3rd a year ago!
- Highest Share in the time period in 3 years!
- Beats EIGHT IS ENOUGH, WKRP IN CINCINNATI and DUKES OF HAZZARD!

**NEW ORLEANS WVUE/ABC . . . . . 3:00 pm**

- # 1 in Women 18-34!
- Up 63% in household shares!
- Up 250% in Total Women!

Source: Oct, May '84, NSI, ARB.

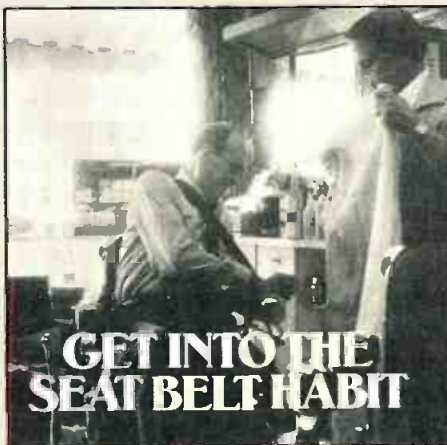


TELEVISION DOMESTIC DISTRIBUTION

COPYRIGHT © 1984 by Paramount Pictures Corporation. All Rights Reserved.

## AdVantage

**Seat belts, or else.** Radio and television stations in New York State are cooperating with government in campaign reminding residents that on Jan. 1, 1985, law goes into effect making seat belt use mandatory in automobiles. Television and radio commercials of varying lengths stress that nonseat belt wearer can be fined as much as \$50. Television spots show people practicing to "get into seat belt habit" in barber chair, in restaurant and on concert piano bench. Other states have announced plans to enact seat belt legislation and similar advertising campaigns are expected to follow. Korey, Kay & Partners, New York, is volunteer agency for New York State campaign.



**Fun advertising.** Television advertising for sporting goods-toy manufacturing category rose by 47% in first nine months of 1984 to \$122.2 million, according to Television Bureau of Advertising. Top advertiser was Mattel, with television expenditures of \$22.6 million, up 31%; followed by Hasbro Bradley, \$18.3 million, up 78% over last year, and General Mills (Kenner and Parker Brothers), \$15.9 million, up 35%. TVB noted that more than half of all sporting goods-toy manufacturers television advertising generally is placed in fourth quarter. TVB's figures are based on Broadcast Advertisers Report data.

**Comeback.** After absence of 75 years, Stearns & Foster Co., Cleveland, manufacturer of mattresses and box springs, returns to national advertising in 1985. New campaign follows acquisition of Stearns & Foster by Ohio Mattress Co. Campaign will run throughout year with added weight during March-June and August-October. Advertising will be on three television networks, on radio networks, cable networks and in print media. Agency is The Bloom Agency, New York.

grapefruit will be highlighted in five-week flight to begin in late February in 18 markets, including Boston and Milwaukee. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Dancer Fitzgerald Sample, New York.

**Rohm & Haas** □ In planning stages is campaign for Blazer herbicide for soybeans scheduled to begin in April in more than 100 markets in Northeast, Southwest and Midwest for approximately 11 weeks. Commercials will run in or near farm programs. Target: men, 25 and older. Agency: Al Paul Lefton Co., Philadelphia.



**AAF advisory.** New York First Amendment attorney Floyd Abrams of Cahill, Gordon & Reindel discussed the legal and policy issues surrounding efforts to ban alcohol beverage advertising, during the American Advertising Federation's eighth annual advertising law and public affairs conference. Abrams said that "for now... chances are pretty good that bans on liquor advertising will be held to be unconstitutional." He added that for those who believe liquor advertising ought to be allowed, "it is very important not to rely on law, even First Amendment law, or lawyers alone. The first level of confrontation here has got to be at the level at which people are thinking of adopting legislation, passing rules, changing the current situation as it is."

The day-long conference—this year called "The Rules of the Game: Advertising in the 80's"—was held at the Capitol Hyatt Regency in Washington. Speakers also included Carol Crawford, director of the Federal Trade Commission Bureau of Consumer Protection; Robert Mercy, *Wall Street Journal* correspondent; Robert Pitofsky, former FTC commissioner and dean of Georgetown University Law Center; Ken Kulzick of Lillick, McHose & Charles law firm; Stephen Durchslag of Sidley & Austin law firm, and Bill Rogal, AAF's general counsel.

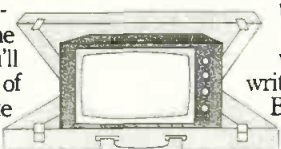
# LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KTTV, WDVM, KTVU AND WSB.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and



markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, Petry and Katz. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.

## ANTONELLI MEDIA TRAINING CENTER

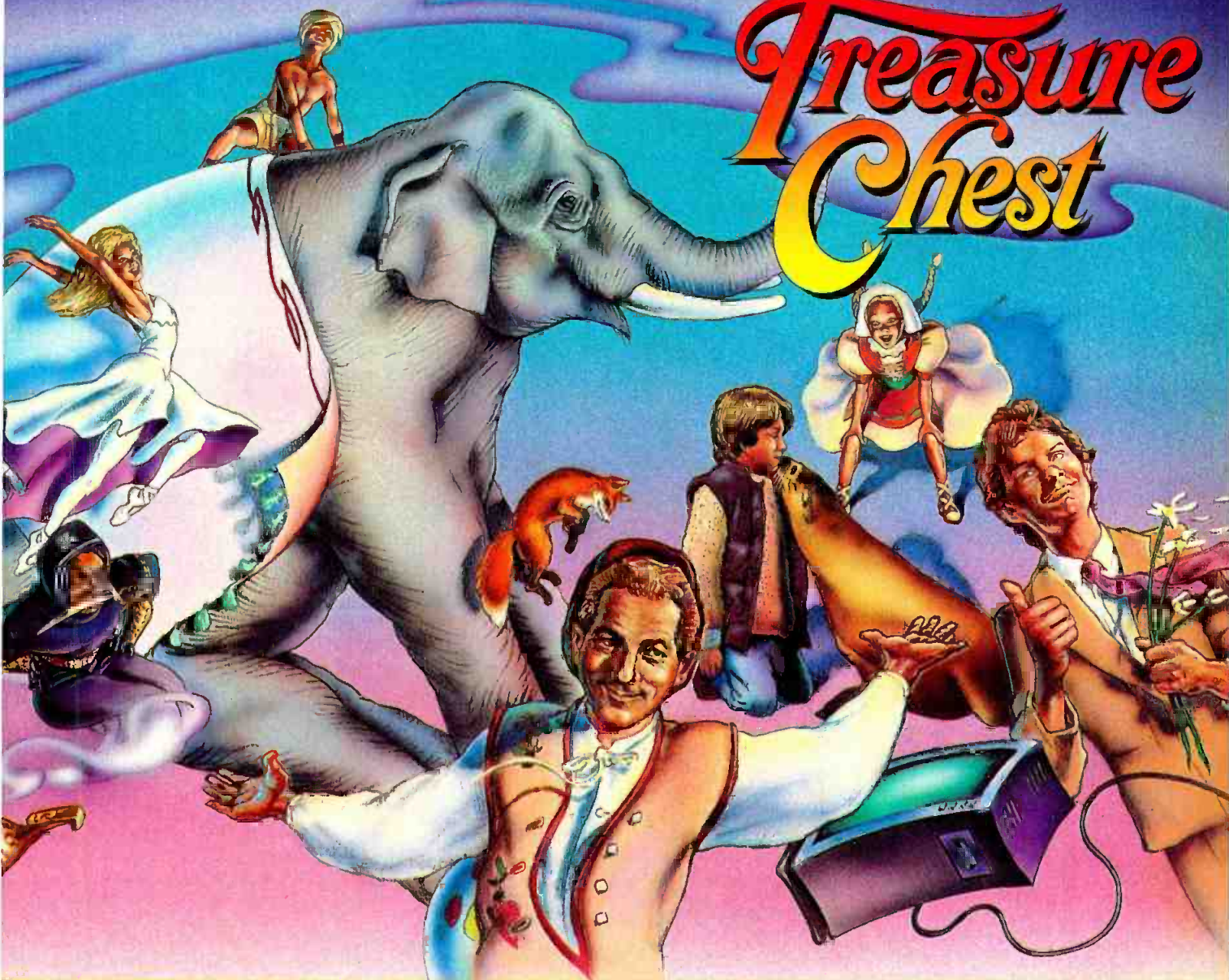
20 West 20th Street, New York, New York 10011 (212) 206-8063

ANTONELLI MEDIA TRAINING CENTER, INC. LICENSED BY THE N.Y. STATE DEPT. OF EDUCATION.



THE  
*Samuel Goldwyn*

# Treasure Chest



## 16 Exciting Family Feature Films

- Films loved by kids and teens as well as adult audiences.
- Great transitional programming.
- Films with that special appeal for prime time, weekends and Holidays.

Available: NATPE '85

*Samuel Goldwyn*  
THE SAMUEL GOLDWYN COMPANY

Los Angeles: (213) 552-2255

New York: (212) 315-3080

Stop by our booth at 684 O'Farrell (at Moscone Center)



# Monday Memo

A broadcasting allegory from Philip Eberly, VP-special projects, Susquehanna Broadcasting Co., York, Pa.

## Comparing and contrasting 50 years of broadcasting

Last fall, even as the finishing touches were being put on the new year's budgets, we anticipated that 1984 would bring forth inevitable references to George Orwell's devastating satire of the same name. Clergy, columnists, comedians and other deep thinkers did not let us down. By the spring of this year, however, most of the cosmic stuff was behind us. Nevertheless, a boomlet in George Orwell books continued for the rest of the year. So before we place Orwell back on the shelf and offer final toasts to WNEW(AM) New York, Mutual and other 50th anniversary celebrants in this milestone year, let us try to imagine how the British satirist might have expanded on the subject of broadcasting, had he lived to write a sequel.

Now as all Orwell buffs know, in Oceania (that mythical country in which Big Brother lurked everywhere) "the entire apparatus of government was divided into four Ministries: the Ministry of Truth, which concerned itself with news, entertainment, education and the fine arts; the Ministry of Peace, which concerned itself with war; the Ministry of Love, which maintained law and order, and the Ministry of Plenty, which was responsible for economic affairs." Thus, the Ministry of Truth administered broadcasting in Oceania. Nineteen eighty-four marked the 50th anniversary of that ministry's establishment—an uncanny coincidence, for American broadcasting's regulatory agency also observed a half-century of its existence. But other than their founding dates, they were as different as day and night.

The startling contrast between the two countries' government bureaucracies was apparent from their beginnings. For instance, in 1934, McCann-Erickson (as was the custom of advertising agencies in those days) produced a new show on NBC, *Let's Dance*, for its client, Uneeda Bakers. Launched on Dec. 1, 1934, *Let's Dance* not only broke new ground in that it was a weekly, three-hour program of Saturday night dance music under single sponsorship, but also introduced to America the premium cracker, Ritz. It was on that show that one of the leaders of the three featured orchestras, Benny Goodman, ushered in a new popular music which caught the ears of American youth and soon had an entire period named after it—the Swing Era.

So impressed was NBC with this pioneer effort that it suggested a program exchange between the United States and Oceania, with *Let's Dance* as its first offering. In submitting the idea, NBC and McCann-Erickson said they understood the Uneeda commercials



Philip K. Eberly is vice president, special projects, Susquehanna Broadcasting Co., York, Pa.; was previously general manager of the company's flagship station, WSBA(AM) York. He is author of *Music in the Air* (Hastings House Publishers), a history of popular music on radio.

would be deleted, since the Ministry of Truth's broadcasting charter decreed, "the airwaves shall not become channels of commerce." But in spite of NBC's willingness to go along with this proviso, Oceania's Ministry of Truth still rejected the network's offer, finding "the music on *Let's Dance* (and particularly Mr. Goodman's orchestra) a dissonant and cacophonous collection of bleatings for brass, reeds and rhythm which we find inappropriate programing for our citizens." The minister added he was perplexed why NBC's offer "would come from a network, rather than from the government agency that regulated your broadcasting arts."

It would be a decade before another attempt was made to swap radio programs with Oceania. This time the suggestion came from the Sponsor Himself. Nobody blinked an eye when the legendary George Washington Hill proposed that his *Lucky Strike Hit Parade* be exchanged for a feature heard on Big Brother radio. (Most network radio clients ultimately became "legendary," but in 1944, Mr. Hill was one of the few.) No one accused Hill of "huckstering," for there was a war on, and Oceania and America were allies. Yet, that wartime kinship failed to move the Minister of Truth. "It is with deep regret," he responded, "that we decline the suggested exchange. Your *Hit Parade* is a cache of maudlin, sentimental songs that will soon pass, in our opinion. Such artless music is totally without merit, and therefore

unsuitable for airing."

The final attempt to export American pop music to Oceania in a cultural exchange came in 1954. That year Bill Haley, leader of group called the Comets, sent a newly cut record, *Rock Around the Clock*, to the Minister of Truth. Haley's hit (which is credited with getting rock 'n' roll off the runway) was returned with a note, indicating "the recording was the final debasement of music itself. That your FCC would permit such material to be broadcast is incomprehensible."

So it came to pass that the Ministry of Truth and the Federal Communications Commission went their separate ways. And on their 50th anniversary, both agencies reflected on their unique histories.

For broadcasters and others in branches of communications under the FCC's jurisdiction, their reflections were a mixed bag. That the regulated often disagreed with the regulators could be borne out by the large number of prosperous law firms in Washington. Still, the regulated knew that in a democracy, the system worked through checks and balances, and that, like most members of regulatory agencies, FCC commissioners, over the years, have been dedicated men and women who have agreed with President Harry Truman that "broadcasting must be maintained as free as the press."

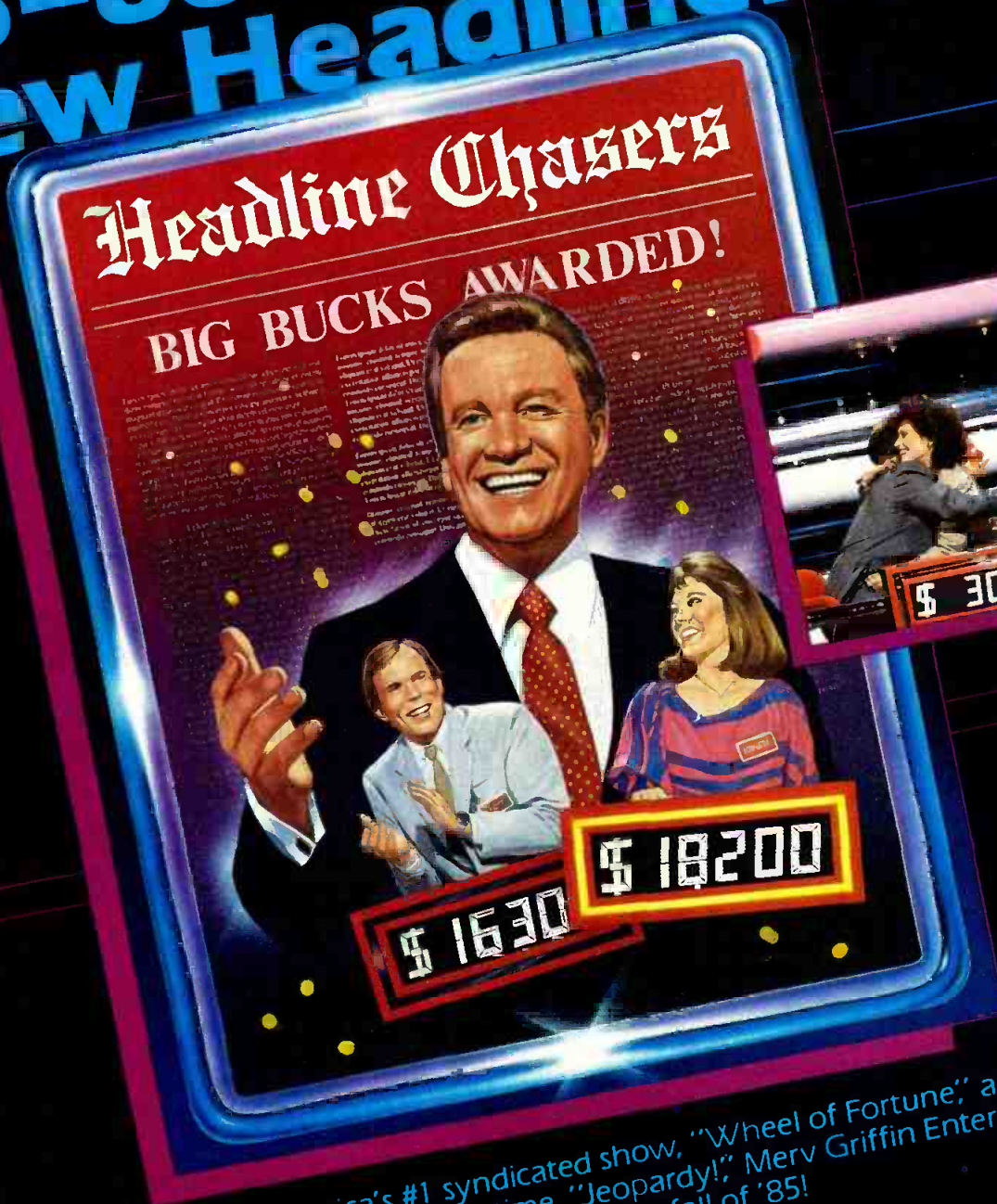
Therefore, in order to recognize the work of the FCC over the past 50 years, the broadcasting establishment, including the FCC Bar Association and the Broadcast Pioneers, in co-sponsorship with 36 organizations representing divergent views on the philosophical-political spectrum, saluted America's regulatory agency for communications. The black tie dinner on June 15 in the nation's capital attracted more than 1,200 broadcasters, lawyers, law makers and performers. Attendees thought it not at all unseemly that on this festal evening, *two* wines be served through the dinner.

Meanwhile, in far off Oceania (where by 1984, the Ministry of Truth had, as the author predicted in his previous work it would, swelled to "3,000 rooms above ground level") another 50th anniversary celebration was also planned. The Ministry decided to hold a "Listener Appreciation Night." Groaning boards laden with food and drink were spread out in the Great Hall of the Party. Special entertainment was arranged, including the premier performance of a government-commissioned symphony, *Airwaves*, to be performed by the Oceania National Symphony. The program also called for a film celebrating a half-century of the Ministry of Truth, as well as speeches by (who else?) Party leaders.

But the evening would never be recorded in the annals of Oceania broadcasting. For, alas, nobody showed up.



# '85-'86's New Headliner!!



In the tradition of America's #1 syndicated show, "Wheel of Fortune," and the most popular TV trivia game of all time, "Jeopardy!," Merv Griffin Enterprises is proud to announce an all-new concept for the fall of '85!

## Headline Chasers

- starring Wink Martindale
- 39 weeks of first-run episodes.
- A highly entertaining and informative format designed to flow in or out of your local / network news.
- Full promotional support, including the King World Creative Services Satellite Kit.

PRODUCED BY



**MERV GRIFFIN**  
ENTERPRISES

IN ASSOCIATION WITH WINK MARTINDALE, INC.

Produced and distributed by  
**THE HOTTEST TEAM**  
IN TELEVISION

National Advertising By Camelot Entertainment Sales

DISTRIBUTED BY

**KINGWORLD**

NEW YORK · 212-486-9300 BEVERLY HILLS · 213-858-1833  
NEW JERSEY · 201-522-0100 CHICAGO · 312-337-6765



# Datebook

## This week

**Dec. 20**—*International Radio and Television Society* Christmas benefit, featuring entertainer Peter Allen. Waldorf Astoria, New York.

## January 1985

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

**Jan. 6-8**—*California Broadcasters Association* winter convention. Guests include former President Gerald Ford, fairness doctrine debate featuring former FCC Chairman Charles Ferris and Senator Bob Packwood (R-Ore.) and movie critics "Siskel & Ebert." Sheraton Plaza hotel, Palm Springs, Calif. Information: (916) 444-2237.

**Jan. 9**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: community relations. National Association of Broadcasters, Washington.

**Jan. 9**—*Ohio Association of Broadcasters* Columbus managers' luncheon. Athletic Club, Columbus.

**Jan. 10-12**—*Utah Broadcasters Association* annual winter convention. St. George Hilton Inn, St. George, Utah. Information: (801) 678-2261.

**Jan. 10-14**—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

■ **Jan. 11**—Seminar on Cable Communications Act of

■ Indicates new or revised listing

1984, sponsored by *Washington Program of the Annenberg Schools of Communications* and *University of Southern California*. Annenberg School on USC campus, Los Angeles. Information: (213) 743-4784.

■ **Jan. 11-12**—*Utah Broadcasters Association* annual convention. Hilton, St. George, Utah.

**Jan. 11-13**—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

**Jan. 13-16**—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

**Jan. 14-16**—*Community Broadcasters of America* first LPTV convention. Moscone Center, San Francisco.

**Jan. 14-18**—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

**Jan. 15**—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRT, 1321 Connecticut Avenue, N.W., Washington, 20036.

**Jan. 15**—Deadline for entries in 27th American Film Festival, sponsored by *Educational Film Library Association*. Information: (212) 227-5599.

**Jan. 15**—Deadline for entries in Champion-Tuck Awards for "outstanding reporting that improves the public's understanding of business and economic issues," sponsored by *Champion International Corp.* and administered by *Amos Tuck School of Business Administration at Dartmouth College*. Information: Champion-Tuck Awards, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 643-5596.

**Jan. 15**—Deadline for entries in 32d Annual Unity Awards in Media, for "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University of Missouri*. Information: (314) 636-6041.

■ **Jan. 15**—Deadline for entries in *JC Penney-University of Missouri* television awards for community leadership. Information: (314) 882-7771.

**Jan. 15**—*Community Broadcasters of America*, association for low-power television, "mini-conference," following NATPE International conference. Moscone Center, San Francisco.

**Jan. 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

**Jan. 16**—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Al Masini, president, TeleRep. Chasen's, Los Angeles.

**Jan. 16**—*Ohio Association of Broadcasters* "hiring/lir-ing" workshop. Marriott Inn North, Columbus, Ohio.

■ **Jan. 19**—*California AP Television-Radio Association* regional seminar. Dunes hotel. Las Vegas. Topic: "Aspects of Gaming." Information: Steve Herman, (702)735-8644.

■ **Jan. 21**—"New Era in CATV: The Cable Franchise Policy and Communications Act of 1984," seminar sponsored by *Practising Law Institute*. Doral Inn, New York.

**Jan. 22-24**—40th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia's Center for Continuing Education, Athens.

**Jan. 22-26**—First *Pacific International Media Market*, showcase of Asian/Pacific film and television product, as opportunity for buyers and sellers. Regent hotel,

**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 14-17, 1985**—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

**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: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

**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.

## Major Meetings

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 11-15, 1985**—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

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

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

**May 15-18, 1985**—*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.

**May 19-23, 1985**—*National Public Radio* annual convention. Marriott City Center, Denver.

**June 2-5, 1985**—*National Cable Television Association* annual convention, including National Cable Programming 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 6-12, 1985**—*Montreux 1985*, 14th International Television Symposium and Technical Exhibi-

tion. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

**Aug. 4-7, 1985**—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

**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.

■ **Aug. 25-27, 1985**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

**Sept. 11-14, 1985**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

**Sept. 11-14, 1985**—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

■ **Sept. 18-20, 1985**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609)848-1000.

■ **Oct. 27-Nov. 1, 1985**—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

■ **Nov. 10-13, 1985**—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

**Nov. 20-22, 1985**—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.





**The One  
Place  
To Be**

**INTV**  
**Century Plaza**  
**Hotel**

---

**NATPE**  
**Fairmont Hotel**  
**23rd Floor**  
**In The Tower**



MCA TV

# The One Place To Be

FOR SYNDICATED HITS!



**SIMON & SIMON** The action series with the light touch! Consistently among TV's top-rated series!



**GIMME A BREAK** Nell Carter in the sitcom that zeroes in on young women, teens and kids!



**QUINCY** Jack Klugman is a powerhouse with young women audiences in any time period!



**UNIVERSAL'S MOST WANTED LIST** Jaws II; Conan, The Barbarian; Smokey And The Bandit II—23 smash hit movies!



**THAT'S INCREDIBLE!** Incredible stories of action and human interest. 165 half-hour episodes.



**BATTLESTAR GALACTICA** Superb sci-fi fantasy, available as twelve 2-hour movies or 24 hour episodes!



**MAGNUM** Tom Selleck in the series that set a new standard for syndication!



MCA TV *The One To Be* FOR ADVERTISER-SUPPORTED HITS!



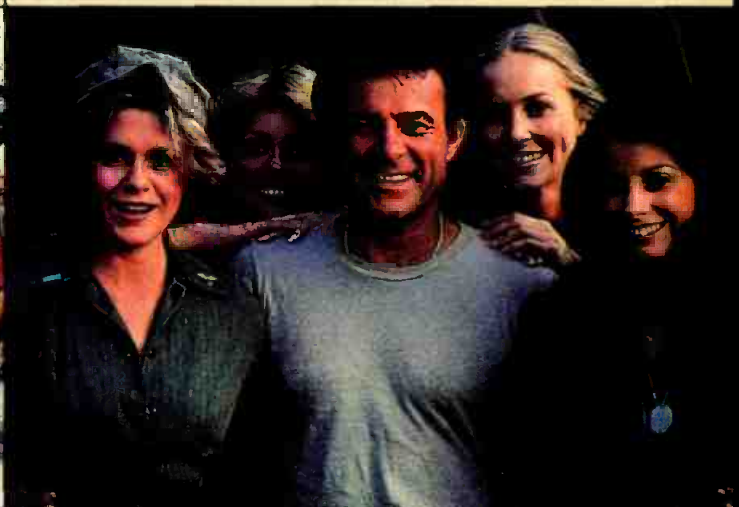
**FTV** An outrageous, first-run, weekly, half-hour music series from the creator of Puttin' On The Hits! **New!**



**PUTTIN' ON THE HITS** This season's smash hit first run series coming back for a big second year!



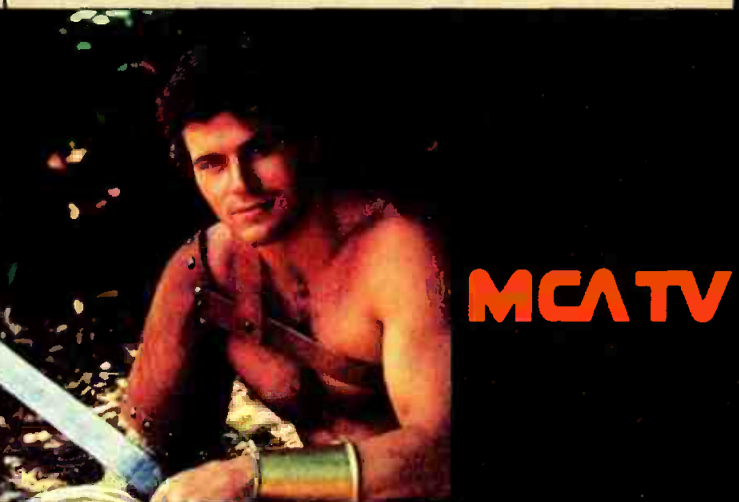
**SWITCH** Robert Wagner stars in this one-hour off-network action adventure series.



**BLACK SHEEP SQUADRON** Action and humor side-by-side in this off-network hour starring Robert Conrad.



**WHIZ KIDS/VOYAGERS** 52 weeks of off-network action targeted to young adults, teens & kids. Whiz Kids is new to syndication; Voyagers is coming back for a second successful year!



**MCA TV**



ENCORE PROGRAMS...

*The One  
Place To Be*

FOR ALL YOUR  
PROGRAMMING NEEDS!

Selling To Independents, Affiliates  
and O&O's Across The Country



A DIVISION OF **MCA TV**

A catalog rich in 2-hour, 90-minute, hour-long and half-hour dramas, mysteries and action-adventures—many in syndication for the first time—as well as a superb selection of mini-series and features.

Whatever your programming needs... whatever the daypart—you'll find it in Encore Programs.

† **FIVE STAR MYSTERY**

Delvecchio  
Ellery Queen  
Mrs. Columbo  
O'Hara: U.S. Treasury  
City Of Angels

\* Rich Man, Poor Man Book 1

† Rich Man, Poor Man Book 2

\* **BEST SELLERS**

Seventh Avenue  
Captains And The Kings  
Once An Eagle  
The Rhinemann Exchange  
Dark Secret Of Harvest Home  
79 Park Avenue  
Loose Change  
Aspen  
Wheels

† The Men From Shiloh  
The Name Of The Game  
The Bold Ones  
It Takes A Thief  
Ironside  
Rod Serling's Night Gallery  
Run For Your Life  
† The Deputy

Mickey Spillane's Mike Hammer  
Hardy Boys/Nancy Drew Mysteries  
Boris Karloff Presents Thriller  
Dead End Kids Movies

\* Available in 60-minute,  
90-minute or 2-hour formats.

† First time in syndication.

**CALL (212) 605-2790**



Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

**Jan. 25**—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festivals Association*. Marriott hotel, Chicago. Information: (312) 834-7773.

**Jan. 25-27**—*Foundation for American Communications* journalism conference, "The U.S. and Latin America." San Diego.

**Jan. 26-29**—*Radio Advertising Bureau's* 5th annual Managing Sales Conference. Theme: "Retail Sales and Radio Marketing." Amfac hotel, Dallas.

**Jan. 28-Feb. 1**—*MIDEM*, international marketplace for music industry Palms des Festivals, Cannes, France. Information: (33)(1) 505-1403.

**Jan. 29**—*Academy of Television Arts and Sciences* forum luncheon with Michael Eisner, chairman and chief executive officer, Walt Disney Productions. Century Plaza, Los Angeles. Information: (818) 506-7880.

**Jan. 29-31**—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

**Jan. 30-Feb. 1**—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

**Jan. 31**—Deadline for entries in 17th annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: (202) 628-1300.

## February 1985

**Feb. 1**—Deadline for entries in *American Bar Association's* Gavel Awards, honoring media for "increasing public understanding and awareness of the American legal system." Information: (312) 988-6137.

**Feb. 1-2**—*Alpha Epsilon Rho, National Broadcasting Society*, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

**Feb. 3-5**—*Louisiana Association of Broadcasters* annual convention. Holiday Inn Central (Holidome), Lafayette, La.

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

**Feb. 5-6**—*Arizona Cable Television Association* annual meeting. Hilton, Phoenix.

**Feb. 6**—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

**Feb. 6-11**—*International Radio and Television Society* annual faculty/industry seminar and college conference. "Programming: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

**Feb. 7**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

**Feb. 8**—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Netherland Plaza, Cincinnati.

**Feb. 11-12**—*Western Educational Society for Telecommunications* 14th annual conference, focusing on public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

**Feb. 12**—*Illinois Broadcasters Association* sales caravan. Southern Illinois University, Carbondale, Ill.

**Feb. 12**—Presentation of 1985 Heart to Child Humanitarian Award. Recipient: Robert Bennett, president, Metromedia. Waldorf Astoria.

**Feb. 12-13**—*Wisconsin Broadcasters Association* annual winter convention and legislative reception/dinner. Concourse hotel, Madison, Wis.

**Feb. 13**—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

**Feb. 13**—*Illinois Broadcasters Association* sales caravan. Sangamon State University, Springfield, Ill.

**Feb. 13**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: lobbying. National Association of Broadcasters, Washington.

**Feb. 13**—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

**Feb. 14**—*Illinois Broadcasters Association* sales caravan. Bradley University, Peoria, Ill.

**Feb. 14-17**—*Howard University's* 14th annual communications conference. "Communications and Development." Howard University campus, Washington.

**Feb. 15**—*Illinois Broadcasters Association* sales caravan. Brandywine Inn, Dixon, Ill.

**Feb. 15**—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

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

**Feb. 18**—Deadline for entries in Athens International Film Festival, sponsored by *Athens Center for Film and Video*. Athena Cinemas, Athens, Ohio.

**Feb. 19**—*Ohio Association of Broadcasters* general sales workshop. Hilton Inn East, Columbus, Ohio.

**Feb. 20**—Deadline for entries in *International Reading Association's* Broadcast Media Awards for "outstanding television and radio programming related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

**Feb. 21**—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Will Rogers Memorial Center, Fort Worth. Information: (817) 737-4011.

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

**Feb. 21-22**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Century Plaza, Los Angeles.

**Feb. 22-24**—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

**Feb. 27**—*American Women in Radio and Television, Washington chapter*, bi-annual salute to new members

## Stay Tuned

A professional's guide to the intermedia week (Dec. 17-23)

**Network television** □ **CBS:** *A Christmas Carol*, Monday 8-10 p.m.; *He's Fired, She's Hired* (comedy), Tuesday 9-11 p.m. **PBS** (check local times): *A Christmas Memory*, Wednesday 8-9 p.m.; *A Day in the Life of Hawaii* (documentary), Sunday 10-11 p.m.

**Network radio** □ **CBS Radio Network:** *Douglas Edwards at the North Pole*, Monday (check local listings). **The United Stations:** *Christmas Around the Country—1984* (three-hour country music special), Friday through Dec. 25 in 200 markets (check local listings).

**Cable** □ **HBO:** *'Sports Illustrated' Presents the Sportsman of the Year*, Tuesday 8-9 p.m. **Showtime:** *Elton John Breaking Hearts Tour*, Sunday 8-10 p.m. **The Learning Channel:** *Western Cable Show* (wrap-up), Tuesday 11 a.m.-noon.

**Syndication** □ **WCRB Productions:** *The Boston Pops Orchestra* (Christmas songs), Monday on 120 stations (check local listings).

**Play It Again** □ **ABC:** "Superman," Sunday 8-11 p.m. **Arts & Entertainment:** *Tenko\** (drama series), Monday 9-11 p.m. **Wrbs Atlanta:** "It's A Wonderful Life," Sunday 1:30-4:15 p.m.



"It's A Wonderful Life" on HBO

**Museum of Broadcasting** □ (1 East 53d Street, New York): *A Tribute to Thames Television*, 60 hours of programming, now through Jan. 31, 1985. *Charlie Brown—A Boy For All Seasons: 20 Years on Television*, retrospective featuring all 26 Peanuts animated specials, as well as newer Saturday morning material, Peanuts commercials and videotaped interviews with creator Charles Shultz, producer Lee Mendelson and animator Bill Melendez, now through Jan. 31, 1985. For information and air times call (212) 752-7684.

\* indicates premiere episode



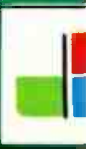
**BIG MONEY · GREED · FUN · FEAR · STR  
DESIGNED TO RE**



Created and produced by Richard Kline in association with Blair Entertainment

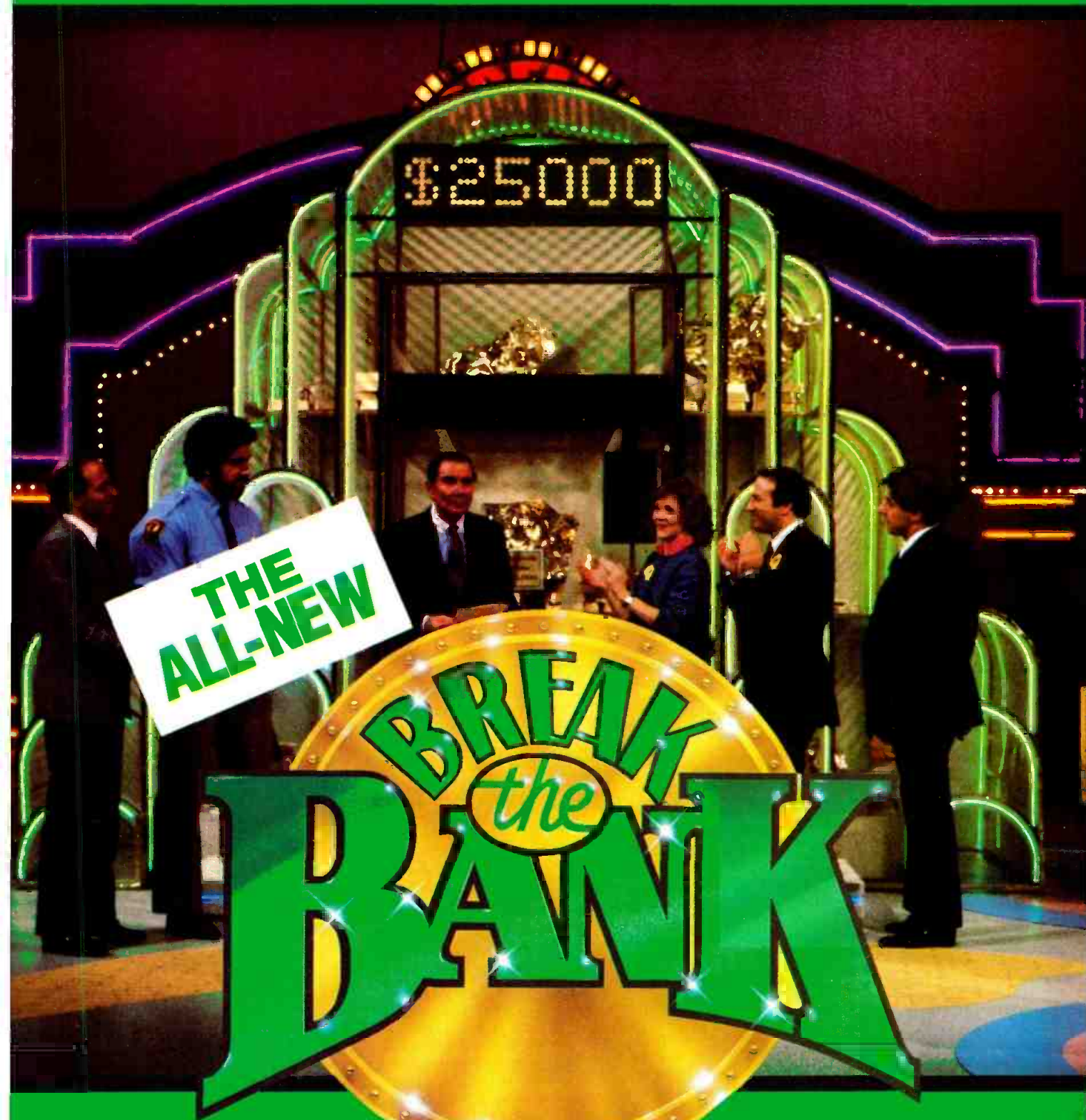
**TELEVISION'S FASTEST, FRESHEST**  
**DAILY STR**

**HOST:  
GENE RAYBURN**





**STRATEGY • ACTION • TENSION • EXCITEMENT  
WITH YOUNG DEMOS**



**THE MOST ADVENTUROUS GAME SHOW!**

**STARTS IN SEPTEMBER '85**

**BLAIR ENTERTAINMENT**

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

**AT NATPE  
MOSCONE CENTER  
46 POST ST.**



of Congress. Russell Senate Office Building, Caucus Room, Washington.

## March 1985

**March 5-6**—Ohio Association of Broadcasters congressional dinner. Hyatt Regency, Capitol Hill, Washington.

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

**March 8**—International Radio and Television Society 45th anniversary/Gold Medal banquet. Waldorf Astoria, New York.

**March 13**—American Women in Radio and Television 10th annual Commendation Awards luncheon. Waldorf-Astoria, New York.

**March 14-15**—Oklahoma AP Broadcasters annual convention. Marriott, Tulsa, Okla.

**March 14-17**—First NATPE International Production Conference. New Orleans Hilton. Information: (212) 949-9890.

**March 15**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Jean-Luc Renaud, department of telecommunication, Michigan State University, East Lansing, Mich., 48824.

**March 15**—Ohio Association of Broadcasters Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

**March 15**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

**March 15-17**—Intercollegiate Broadcasting System national convention. Washington Hilton, Washington.

**March 20**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

**March 21**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**March 22**—Academy of Television Arts and Sciences forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

**March 27-28**—Illinois Broadcasters Association spring meeting and awards banquet. Convention Center, Springfield, Ill.

**March 27-31**—Alpha Epsilon Rho, National Broadcasting Society, 43d annual convention. Opryland hotel, Nashville.

## April 1985

**April 1-3**—SPACE/STTI (*Society for Private and Commercial Earth Stations/Satellite Television Technology Inc.*) show. MGM Grand, Las Vegas. Information: (703) 549-6990.

**April 3**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

**April 8-9**—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons, sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

**April 10**—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

**April 14-17**—National Association of Broadcasters annual convention 63rd annual convention. Las Vegas Convention Center, Las Vegas.

**April 14-20**—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

**April 16**—Academy of Television Arts and Sciences forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

■ **April 19-21**—California AP Television-Radio Association 38th annual convention. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

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

**April 21-23**—West Virginia Broadcasters Association spring meeting. Marriott hotel, Charleston, W. Va.

**April 21-24**—13th annual *Telecommunications Policy Research Conference, Equity: Social and Economic Issues*. Airlie House, Airlie, Va. Information: (413) 549-4600.

**April 24**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**April 24**—Presentation of *Ohio State Awards*, for "excellence in educational, informational and public affairs programming." Awards administered by Ohio State University's WOSU-AM-FM-TV Columbus, Ohio. National Press Club, Washington.

**April 24-26**—Ohio Association of Broadcasters spring convention. Kings Island Resort Inn, north of Cincinnati.

**April 25**—Marist College presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

**April 26-28**—Texas AP Broadcasters annual convention and awards banquet. La Mansion, Austin, Tex.

## May 1985

**May 3-5**—Illinois News Broadcasters Association spring meeting. Hilton, Springfield, Ill.

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

**May 7-11**—American Women in Radio and Television 34th annual convention. New York Hilton, New York.

**May 11-15**—Broadcast Financial Management Association/Broadcast Credit Association 25th annual conference. Palmer House, Chicago.

# Open Mike

## In the running

EDITOR: Re your Nov. 26 "Closed Circuit" lead item, "Two Left," announcing the reported dropout of Harris from the AM stereo competition, leaving the market to Motorola and Kahn Communications. While not specifically stating it, many readers were left with the impression that Harris had completely surrendered to Motorola. Ironically it was Motorola, along with its supporters, that urged the FCC to permanently ban Harris AM stereo exciters and actually was at least a factor in forcing Harris stations off the air for a period of time.

These two competitors could not, without violating antitrust laws, join together to compete with our small firm. But even if

they did, Motorola's modulation engineering approach will still lose. (A recent National Radio Broadcasters Association poll of engineers gave the vote to the Kahn/Hazeltine system over the least popular system, Motorola, by an amazing 12-1 ratio.)

Broadcasters will be free to select the system that allows them to best serve the public because only multisystem AM stereo radios can survive in the free receiver marketplace. There is no place for Motorola-only radios, in a market where Kahn stereo stations serve 10% of all radio listenership (AM and FM) and where these stations have an audience approximately equal to the combined audiences of Motorola, Harris and Magnavox. No wonder some Motorola receiver manufacturers are privately panicking while publicly taking part in Motorola's bandwagon promotion. What a nightmare for receiver manufacturers who cannot successfully market their radios in New York, Chicago, San Francisco and Los Angeles (the car radio capital of the world) because in each of these markets Kahn stations' listenership outnumber Motorola stations' listenership by at least 2-1.

Broadcasters should know that Kahn Communications has received a letter from Harris asking us to allow them to make our exciters. It may be argued that this could raise serious antitrust concerns. However, there can be no doubt that any sell-out by Harris to Motorola would be a violation of the antitrust laws.—Leonard R. Kahn, president, Kahn Communications Inc., Westbury, N.Y.



# radio-tv BINGO

Complete "Ready to Air" Package

\$595 radio \$1250 tv

- OLDEST PROMOTION IN THE INDUSTRY Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE . . . A complete promotional package providing sponsors the "extras" that command extra dollars.

- TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
- INCREASE RATINGS . . . A proven leader in all markets.

© Copyright 1982, J.R. Hampton



**WORLD WIDE  
BINGO, INC.**

P.O. BOX 2311 • Littleton, CO 80161  
Telephone (303) 795-3288

"Our Business Is Improving Yours"



# AN OVERNIGHT SENSATION

The hit of the Fall syndication season.



## DIFF'RENT STROKES

DISTRIBUTION  EMBASSY  
EXCLUSIVELY THROUGH TELECOMMUNICATIONS

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



## The rise of alternative TV news

Brian Lamb is not as frustrated as he used to be.

The reason: Cable television and the rise of national newspapers have broken the hold the three television networks had on the national audience.

Ten years ago, the president of C-SPAN said in a speech at a Media Institute luncheon in Washington last week, the networks alone had access to the mass national audience. And to appear on the networks, he said, "you had to scrap, you had to come up with a gimmick."

Lamb was former Republican Senator Peter Dominick's press secretary in 1970 and 1971. The only time his boss received the networks' attention was when he went to the floor of the Senate to attack Dan Rather, he said.

But times have changed for the better in Lamb's estimation. In addition to C-SPAN, Lamb's 24-hour-a-day cable network reaching a national cable audience of some 20 million homes, he said, there are other cable networks and such national newspapers as *USA Today*, *The Wall Street Journal* and, to an increasing degree, the *New York Times*.

"I love the media and television news reporting," said Lamb. "But I don't like to be captive and have nowhere else to go."

C-SPAN carries live coverage of the House of Representatives and it would like to carry coverage of the Senate. But whether the Senate will allow cameras to monitor its proceedings is uncertain. The new Senate Majority Leader Robert Dole (R-Kan.) is on record as opposing letting cameras in.

In response to a questioner, Lamb said he was unimpressed with public television. It "has not lived up to its responsibility in the public affairs area," he said. "If it had, we wouldn't be in business."

## Turner's \$200-million IOU

Turner Broadcasting System Inc. raised nearly \$200 million last week through a public offering of 200,000 debt-and-equity units, each comprising a \$1,000 senior subordinated note at 12½%, seven shares of common stock and five stock warrants. Interest on the notes, which mature in 1994, will be paid semiannually.

According to TBS, "the net proceeds of the offering will be used to repay fully the company's bank indebtedness and for general corporate purposes, including possible future acquisitions."

Moody's Investors Service had given the offering a B2 rating, putting it in the "speculative" category.

According to Moody's, the rating reflects TBS's "high leverage and weak debt protection measures, but recognizes the potential for improved operating protection from a more stable environment of Turner's cable productions. Moreover, the rating is supported by the inherent value of the company's broadcast station," WTBS(TV) Atlanta.

In further explaining the speculative rating, Fred Pastore, Moody's assistant vice president, said, "Most of the cash flow is coming from a single station. It's not broad enough to feel confident that it will continue through the life of the offering." Overall corporate earnings have been growing, he added, but not "very impressively."

Prudential-Bache Securities Inc. and First Boston Corp., were the underwriters.

## New networks

Several new cable program services introduced themselves to the industry during the Western Cable Show held two weeks ago in Anaheim, Calif. Among the new or recently launched ventures on hand were:

- **Studioline Cable Stereo**, a pay audio service from Western Communications Inc., Walnut Creek, Calif., will be launched next spring on its five cable systems to some 150,000 subscribers. That Western will be the first to offer the service is not surprising. Western President Ed Allen said the company, by virtue of a "multimillion dollar" investment, now owns two-thirds of Studioline. The Western rollout will be a sort of trial for the service, said Allen. The service, which comprises nine different audio channels, will be priced differently in each market, between \$6 and \$10.

- **The Discovery Channel**, an advertiser-supported network operated by Cable Educational Network Inc., will launch on Dec. 17 from 3 p.m. to 3 a.m. NYT on Westar V. The service will feature programs on science, "human adventure," history, nature and travel. Backers said they expect to begin with systems serving a total of three million subscribers.

- **The Aloha Television Network**, offering 24-hour "entertainment, cultural and information programming of the [Hawaiian] islands from the island," is scheduled for launch via Galaxy 1, transponder 22, on a date yet to be announced. The Long Beach, Calif.-based service announced its advertising-supported programming will be available free, with per-subscriber fees and network advertising compensation available. Distribution is planned not only for U.S. cable systems, but for broadcast, MDS and SMATV outlets and electronic media in Japan, Australia, New Zealand, Europe, the Mideast and Asia. Eight minutes per hour are being held for network advertising, and up to four minutes for local affiliates. Sponsors describe the network as "a giant 24-hour video post card."

- **The Discovery Broadcasting System**, based in Los Angeles, plans to offer three separate services in coming months, including the previously announced Discovery Music Channel. The latter, a music video-based competitor to MTV, has pushed back its start date until at least Feb. 1 (from Dec. 31), and is marketing primarily to UHF stations rather than cable systems. Discovery claims it has signed 12 UHF outlets, but has not named them.

DBS also disclosed details of its Discovery

Computer Network (formerly Computer Satellite Network), announced Nov. 16 and scheduled for a Feb. 10 launch. The advertiser-supported, 24-hour service will emphasize programs about computers and high technology. National ad sales are to be handled by Nationwide Cable Rep. A software-downloading component is scheduled to be added later in the year. Four hours of original will be repeated six times during the channel's broadcast day.

Finally, DBS has disclosed plans to add a business news service at an unspecified date. The channel would compete with the Financial News Network, headquartered in nearby Santa Monica and founded by Discovery's chief executive, Glen Taylor.

(At the show, the company demonstrated a high-fidelity audio system it plans to incorporate in the distribution of its various programming. The system, developed by Zuccarelli Holophonic Communications, encodes "audible phonic impulses" so that playback recreates "spatial localization" and dynamic qualities of the original recording environment. The holophonic sound reproduction system was developed by London-based inventor Hugo Zuccarelli, whose company sold the rights to Discovery for its program transmission.)

- **Based in Jackson, Miss.**, the Cable Sports Network has taken over the operation of the College Sports Network, effective Dec. 15. The service, free to cable operators, produces no original material but purchases local sports programming repackaged for national audiences. President William S. Norris predicts the channel will be available to 3.5 million homes.

- **The Pacific Cable Network**, operating from Burbank, Calif., has entered its fourth month of operation and plans to construct a permanent microwave transmission path from its studios to the Culver City up-link maintained by IDB Communications. The basic network's 24-hour programming is transmitted via Satcom IV, transponder 24, and includes live talk shows, news, music, comedy and motion pictures. The service, a unit of O'Neil Broadcasting, has a stated goal of becoming "America's fourth network."

- **Programming on The University Network**, fed 24-hours-a-day on Westar V, transponder 1X, primarily consists of lectures and fund raising by Dr. Gene Scott, the controversial Faith Center pastor based in Glendale, Calif. Faith's Los Angeles-area UHF outlet, KHOF-TV, was shut down by the FCC last May as a result of Scott's refusal to turn over church records to commission investigators.

- **TV Decisions**, a new entertainment magazine text service providing "system-specific television programming schedules, soap opera summaries, trivia games and complete descriptions of movies" was previewed at the Western Show prior to a scheduled roll-out during the Jan. 30-Feb. 1 Texas Cable Show in San Antonio. The satellite-delivered service from United Media Enterprises, based in New York, will rely on



# EMBASSY II



**20 SIZZLING  
MOTION PICTURES**

INCLUDING

**BLADE RUNNER  
CARNAL KNOWLEDGE  
ESCAPE FROM NEW YORK  
IF YOU COULD SEE WHAT I HEAR  
TAKE THIS JOB AND SHOVE IT  
THE HOWLING · THE SEDUCTION  
THE RULING CLASS and more!**

**EMBASSY BRINGS THE STARS TO YOU !**

DISTRIBUTION EXCLUSIVELY THROUGH  **EMBASSY  
TELECOMMUNICATIONS**

1901 AVENUE OF THE STARS, SUITE 1601, LOS ANGELES, CA 90067 (213) 553-3600 ©1984 EMBASSY TELECOMMUNICATIONS



addressable color display generators provided by Texscan Corp. Pricing varies according to subscriber base, with local advertising availabilities included in continuously updated half-hour segments.

### FNN shift

The Financial News Network has terminated all but five of its broadcast agreements to concentrate on expanding cable carriage. Last Friday (Dec. 14), the weekday business information service ended its association with KSCI(TV) San Bernardino (a Los Angeles suburb), one of about 15 UHF stations dropped from the FNN roster this year.

Paul Steinle, president of the Santa Monica, Calif.-based company, said a principal reason for phasing out of broadcast distribution is that Nielsen "essentially does not rate must-carry signals, so we have a whole universe that has not been considered in our ratings. The second reason is that a number of UHF stations—Los Angeles included—were not running our full [13-hour] schedule."

Steinle said FNN expects to continue "for the time being" its current agreements with UHF outlets serving San Francisco; Washington; Philadelphia; San Juan, P.R., and Concord, N.H. The network expects its potential audience in southern California to initially drop from about 1.2 million to 900,000 viewers as a result of the shift. He described FNN's current national Nielsen rating (between 0.3 and 0.4) as "minimal, but at least it demonstrates we have an audience." The four-year-old program service had about 25 UHF affiliates several years ago.

### New 'Seat'

Box Seat, the joint venture of Rainbow Program Enterprises, CBS Inc., the Washington Post Co. and Daniels & Associates, announced it will launch a regional cable sports service in the Los Angeles area in early 1985.

Tony Acone, president of Daniels Cablevision, who has been working for the past two years to develop the service, said its offerings will include live coverage of the National Basketball Association's Los Angeles Lakers, the National Hockey League's Los Angeles Kings and Major Indoor Soccer's Los Angelesazers as well as boxing, tennis and other professional and collegiate events.

Box Seat joins the SportsChannel Network of regional sports services, which include SportsChannel New York, SportsChannel New England, SportsVision Chicago and PRISM, the movie and sports service in Philadelphia. The Sports Channel Network currently serves a million subscribers, according to officials. Box Seat will be available to more than 5.4 million TV homes, primarily in the Los Angeles metropolitan area but also including parts of Arizona, Nevada, New Mexico and Hawaii where league rules permit.

Arthur H. Baer, group vice president of Rainbow Program Productions, which will be responsible for programming, marketing and distributing the new service, said of Box Seat's formation that "this expansion with Daniels of the regional sports concept into the southern California market is evi-

dence of the type of growth expected from the new relationship between Rainbow, the Washington Post Co. and CBS."

Officials said packaging, pricing and promotion strategies would be disclosed shortly.

### Original quality

Home Box Office reported that its viewers gave HBO Premiere Films (original programming) a higher satisfaction score, on average, than they gave theatrical movies. Donald March, senior vice president of HBO Premiere Films, said that in 1983 and 1984 the Premiere Films—introduced in May 1983—averaged a 70 "SAT" score, while theatrical films averaged a 58. SAT is the percentage of homes that viewed a program and recorded an average opinion rating of 3.5 or better on a scale ranging from one ("disliked a lot") to five ("liked a lot"). In straight household ratings, HBO Premiere Films averaged a 16.0, to theatrical films' 14.5.

"This research supports our efforts to use original programming to help fill the demand for more entertainment and to build a distinct personality and image for HBO," March said. "HBO viewers today continue to demand value, and HBO Premiere Films are being perceived as quality productions which satisfy more viewers than the average theatrical movie."

The research covers HBO Premiere Films and theatrical movies presented through September. Since then, HBO said, the debut of HBO's *The Guardian* outperformed each of the commercial broadcast networks in its time period (Oct. 20, 8-9:45 p.m. NYT). HBO said *The Guardian* had a 16.7 rating/28 share while CBS's *Airwolf* and *Mike Hammer* averaged 12.6/21; NBC's *Diff'rent Strokes*, *Gimme a Break* and *Partners in Crime* averaged 10.9/18 and ABC's *T.J. Hooker* and *Love Boat* averaged 8.1/14.

### Subscription protection

The Supreme Court has let stand the decision of the California courts declaring that the city of Alameda, Calif., was constitutionally barred from imposing a special tax on the subscription revenue of pay television services. The decision involves a multi-point distribution service operator, but the counsel for Premier Communication Network said the decision is applicable to cable television.

The city had imposed a 3% tax on the HBO services of Premier, but did not tax other businesses on the basis of income. The California Court of Appeals said the tax violated the First Amendment's guarantee of freedom of the press, basing its decision on a 1983 decision of the Supreme Court overturning a Minnesota tax on paper and ink used in newspaper production. The high court said that tax was unconstitutional.

Premier's counsel, Harold Farrow, of Oakland, Calif., said the decision affirming the ruling of the California court "supports our contention that both the state and federal constitutions should protect cable TV companies against a requirement to pay discriminatory and special taxes." He said the case is significant for cable television and that he planned to proceed with a number of cases dealing with taxes and fees charged to cable TV companies.

### Broadcasting Publications Inc.

Founder and Editor  
Sol Taishoff (1904-1982)

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

## The Fifth Estate Broadcasting

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

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

### Editorial

Donald V. West, managing editor.  
Leonard Zeldenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Harry Jessell, associate editor.  
Doug Halonen, Matt Stump, Kim McAvoy,  
John Eggerton, assistant editors.  
Susan Dillon, staff writer.  
Anthony Sanders, systems manager.  
Jeanne A. Omohundro, LIS Fitzpatrick,  
Randall M. Sukow,  
research assistants.

Robert Orr, Todd F. Bowle, production.  
Senior Editorial Consultants  
Edwin H. James (Washington)  
Rufus Crater (New York)

### Editorial Consultant

Rocco Famighetti (New York)

### Broadcasting Cablecasting

#### Yearbook

Mark Jeschke, manager.  
Joseph A. Esser, associate editor.  
David Seyler, staff assistant

### Advertising

Washington  
John Andre, sales manager (equipment and engineering).  
Doris Kelly, sales service manager.  
Christopher Moseley, classified advertising manager.

#### New York

David Berlyn, senior sales manager.  
Charles Mohr, Ruth Windsor,  
sales managers.

#### Hollywood

Tim Thometz, sales manager.

### Circulation

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

### Production

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

### Administration

David N. Whitcombe, vice president/operations.  
Philippe E. Boucher, controller.  
Albert Anderson.  
Irving C. Miller, financial consultant.  
Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, associate editor.  
Vincent M. Ditingo, senior editor: radio.  
John Lippman, assistant editor.  
Geoff Foisle, staff writer.  
Marie Leonard, June Chauhan,  
advertising assistants.

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

Richard Mahler, correspondent.  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



# ABP

American  
Business  
Press Inc

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

TELEVISION. Cablecastings.



**Embassy presents  
two great reasons  
to stay up late...**





# Reason #1. COMEDY

*Maude*



**141 HILARIOUS HALF-HOURS!**

Starring **Beatrice Arthur, Bill Macy, Adrienne Barbeau, Rue McClanahan** and **Conrad Bain**.

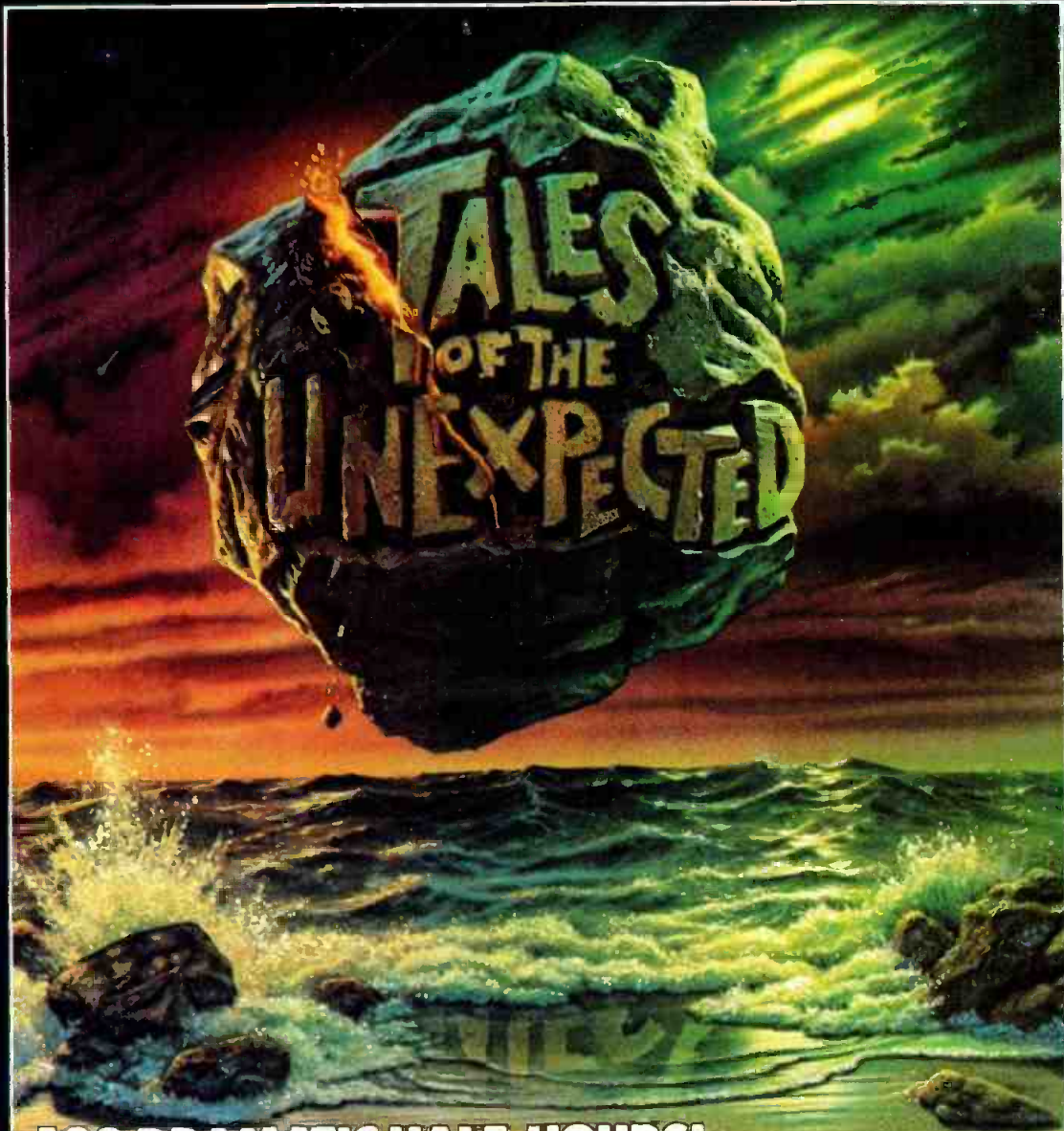
**Quite simply, MAUDE is *the* funniest comedy now available for late-night!**

DISTRIBUTION EXCLUSIVELY THROUGH  EMBASSY TELECOMMUNICATIONS



# Reason #2.

## SUSPENSE



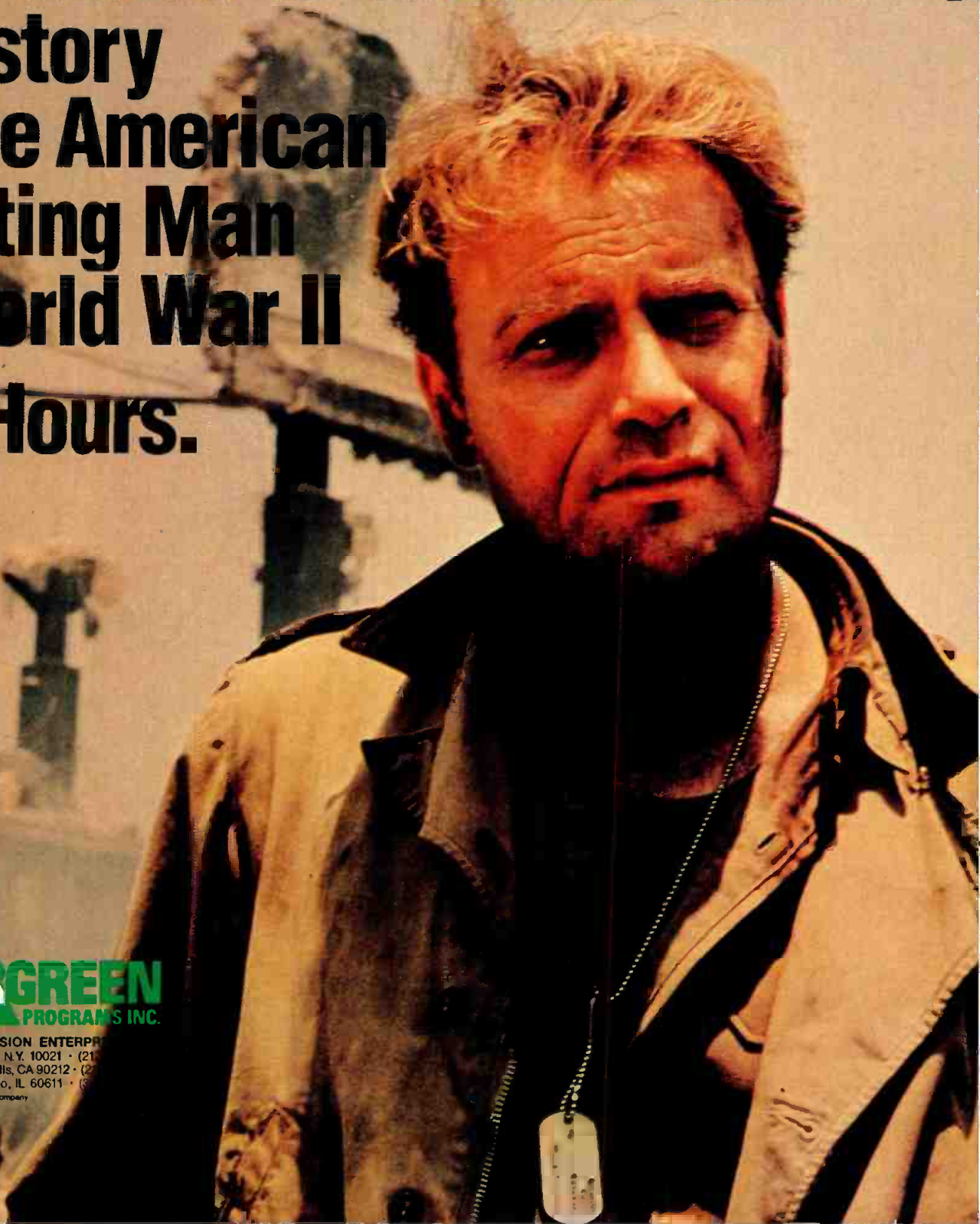
### **100 DRAMATIC HALF-HOURS!**

Featuring Joan Collins, George Peppard, Joseph Cotten, David Cassidy, Victoria Tennant, Jack Weston, Telly Savalas, Sir John Gielgud, and many more.  
Available now for Fall 1985!



# COMBAT!

The story  
of the American  
Fighting Man  
in World War II  
12 Hours.



**EVERGREEN**  
PROGRAMS INC.

A DIVISION OF WORLDVISION ENTERPRISES  
660 Madison Ave., New York, N.Y. 10021 • (212) 512-1000  
9465 Wilshire Blvd., Beverly Hills, CA 90212 • (213) 949-1000  
625 N. Michigan Ave., Chicago, IL 60611 • (312) 527-1000

A Tall Company



# Broadcasting Dec 17

Vol. 107 No. 25

TOP OF THE WEEK



Rivera



Quello



Fowler



Dawson



Patrick

## 12 TV limit to become 12/25% with discounts

**FCC to pass compromise on multiple ownership rule at meeting this week; groups will face double cap of 12 TV's reaching no more than 25% of country's households with breaks for UHF's and minorities; no sunset for TV or radio limits; also on tap: 700 new FM allocations, special PTAR waiver for 'SCTV'; stereo TV must-carry pulled from agenda**

The basic lines of the FCC's reconsideration of its 12-12-12 multiple ownership rule have been drawn.

At its open meeting this Wednesday (Dec. 19), the commission is expected to modify its rule to adopt a double cap on TV ownership—combining the numerical limit of 12 stations with one limiting an entity's reach to 25% of the nation's television households. It's also expected to eliminate the rule's sunset provision for television stations, which otherwise would have eliminated all ownership limits in 1990.

Bowing to congressional concern, the commission, in addition, is expected to eliminate the sunset provision for radio, which would have deleted the remaining restrictions on radio ownership (12 AM's; 12 FM's) in 1990.

Word that consensus had tentatively been reached on the basic outlines of the reconsideration ("Closed Circuit," Dec. 10) was made public last Wednesday (Dec. 12) in a series of press briefings initiated by Senator Pete Wilson (R-Calif.). Wilson, who has been monitoring the proceeding closely, met the day before (Dec. 11) with FCC Chairman Mark Fowler to discuss the commission's plans.

Also at its open meeting, the FCC will release its final list of about 700 allotments for the new FM's stemming from its Docket 80-90 proceeding and it will consider granting a controversial waiver of its prime time access rule. Although it also had been planning to address must-carry for TV stereo, that item never made it to the agenda.

Precisely how the commission will provide boosts for UHF and minority ownership in its multiple ownership ruling was still being negotiated last week. But sources said an FCC draft order early last week would establish "discounts" for each. Under that plan, UHF's would be assessed only for 50% of the television households in their markets. Also under that approach, stations more than half-owned by minorities would be counted for only 25% of the television households in a market; groups that already have their limit of 12 TV's (but have not yet exceeded their penetration caps) also would be able to acquire interests in two additional TV's—that is, for a numerical total of 14—if those extras were more than half owned by minorities.

One possible variation on the UHF theme still being discussed: instead of adopting a discount, the FCC would raise the penetration cap to 30% if the extra 5% were adduced to UHF ownership.

Under a bill Wilson introduced last summer (BROADCASTING, Aug. 20), ownership would have been limited to 10 VHF's and 22.5% of TV households, but raised to a total reach of 27.5% with UHF's. The bill also would have permitted minority-controlled firms to own up to 12 TV's with a 25% reach with VHF's and up to 30% with UHF's.

At the meeting with Wilson, it was said that Fowler "hard-lined" for a 27.5% penetration limit, hoping to avoid being "chiseled down" below the 25% figure that the commissioners had already found to be a happy medium ("Closed Circuit," Dec. 10).

Another source said Wilson started by arguing the case for a smaller number, but by the following day had decided that the 25% limit "seemed reasonable." According to this source, the two also agreed that the consensus called for the sunset being eliminated and for the numerical cap of 12 to be retained. Sources maintained, however, that no "deal" was struck.

One source also said no real consensus emerged on how best to give minority and UHF ownership a boost. The senator, this source said, backed approaches outlined in his bill, while Fowler set forth the discount plans reportedly contained in the commission's draft order. Overall, however, the source said Wilson believed an "acceptable compromise" had been reached.

Also at that meeting, sources said Fowler told Wilson he would not bring up the commission's controversial network syndication and financial interest rulemaking, another subject that has caused Hollywood anxiety. A source in Fowler's office, however, said the chairman had said that the financial interest rulemaking was "very low priority," as he has stated publicly in the past.

If the commission eliminates the sunset provision and adopts the double cap of 12/25%, and the UHF and minority provisions reportedly contained in the draft order, it would not appear to face much additional trouble on the Hill.

Representative Mickey Leland (D-Tex.)



has some problems with the commission's plan. In a Dec. 11 letter to Fowler, Leland said he thought the 50% discount being proposed for UHF was too high; he would prefer half of that.

Leland also said he was concerned about the FCC's proposal for minority discounts. "As I see it, incentives for minority discounts should be outside the consideration of UHF discounts," Leland said. "In other words, whatever percentage cap is adopted should include UHF and VHF ownership. Group owners or the networks should be allowed to exceed the cap only where they are involved in a venture with minorities. Similarly, with regard to the numerical cap for radio and television ownership, group owners should be allowed to exceed the numerical cap only where they are involved in joint ventures with minorities."

If any other congressmen were complaining, they weren't doing so very loudly. Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, does not intend to issue a statement until after the commission acts. But a source said Wirth had "no problems" with the so-called compromise.

And indications were last week that there would be no industry opposition.

Jack Valenti, president of the Motion Picture Association of America—and widely considered to be the instigator of the commission's woes on Capitol Hill over this proceeding and on its financial interest rulemaking—gave the compromise his blessing last week, even though it would permit the networks to increase their TV holdings. "I think it's a very good compromise," Valenti said.

Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters, said the compromise was "consistent with what we have supported in our initial comments and throughout the entire proceeding."

The networks, which could have reached 34.7% of the country with 12 O&O's, may have been hoping for more than that 25%. "But we think it's a decent compromise," one network source said.

Tom Dougherty, Metromedia Washington vice president, said that group broadcaster would have preferred adoption of the 50% discount for independent VHF's that was once set on the bargaining table by Fowler (BROADCASTING, Dec. 3). "But if it comes out with the 50% discount for UHF's, it's all right with us," Dougherty said.

■ At its Dec. 19 meeting, the FCC also will be asked to grant Rhodes Productions a waiver of the prime time access rule. Rhodes, producer of *Second City Television*, a comedy program that had original runs on network, cable and in first-run syndication, has recut the old segments of the program into 158 half hours. It wants to market them for the prime-time access period, even though they contain material that originally had its first run on the network.

A Mass Media Bureau source said the bureau would have denied Rhodes's request as a violation of PTAR ("Closed Circuit," Dec. 10). But the full commission is being asked to take a first cut at the item since the issue is

said to present a "novel question" that falls outside the bureau's delegated authority.

Chairman Fowler's office reportedly wants to grant the waiver. It's arguing, among other things, that the waiver, in helping out a relatively small producer, would be consistent with the spirit of the PTAR's purpose. It's pointing out that less than half of the programming in the recut episodes made its original debut on a network. It's also noting that when *SCTV* did run on the network, it only appeared after 12:30 a.m.

By acting now, the commission would give Rhodes an opportunity to market the programs for the prime time access period at the NATPE International convention in January.

How the vote will fall was unclear last week. But word had it that the commissioners had problems with the item. Those questioning the grant of the waiver note that nobody filed comment in support of Rhodes's request. Filing in opposition, however, were Group W, the ABC Television Affiliates Association, NATPE International, the Association of Independent Television Stations and the National Association of Independent Television Producers and Distributors.

■ One item that was supposed to be addressed at the Dec. 19 meeting—but was held back by Fowler's office—concerned must-carry for TV stereo, program-related teletext and other program-related uses of the vertical blanking interval.

Word has it that a three-vote majority liked the Mass Media Bureau's draft recommendation, which, among other things, would have given cable operators up to a four-year break from TV stereo carriage requirements; contained a clause triggering that obligation when a certain percentage of homes had TV stereo capability, and then permitted operators technical "flexibility" to meet their obligations. The item, however, has been referred back to the bureau by Fowler for "edits." A source in the chairman's office said it was hoped the item would be ready for the commission's first meeting in January.

Why Fowler's office held the item back is also unclear. One source said Fowler merely wanted the opportunity to discuss the matter with his fellow commissioners. Another, however, said it was "no secret that Mark doesn't think much of must-carry." Added yet another: "He [Fowler] didn't have the votes."

In presentations to commissioners and FCC staffers in the past few weeks, Group W proposed that the FCC give cable operators a minimum 30-month break before implementing a must-carry requirement. It also argued for cable operators to be given "flexi-

bility" to meet their stereo carriage obligations the way they see fit. "While the BTSC [the industry-recommended Zenith/dbx] mode may prove acceptable to many cable systems, other systems should not be precluded from utilizing any other feasible mode to deliver services in stereo so long as the end result to the cable subscriber is the same," Group W argued in a filing at the FCC.

■ In addition, the FCC is slated to adopt its final list of about 700 allotments for the new FM's resulting from its Docket 80-90 proceeding. According to Jim McKinney, FCC Mass Media Bureau chief, the commission is hoping to address other questions relevant to the proceeding—including preferences for AM daytimers and application acceptance matters—in a separate item in January. The bureau is still planning to recommend that comparative hearings, not lotteries, be used to grant licenses for the new FM's, he said. □

## Life after 7-7-7

**Group owners, while not stampeding for new stations, are slowly capitalizing on expanded radio limits**

What do the purchase of a \$300,000 AM daytimer in Indianapolis and the record-breaking \$36 million for an AM-FM combination have in common? They are among the transactions that have put radio group owners over the old seven-station ownership limit.

In the three months of radio station trading since Sept. 8, when the FCC increased from seven to 12 the maximum number of either AM or FM stations to be commonly owned, six group owners have taken advantage of the new ruling. Universal Broadcasting Corp., has gone over in the AM category; First Media Corp., Nationwide Communications Inc., Stoner Broadcasting Inc. and Keymarket Communications have either bought or applied for additional FM stations, and one, Gannett Broadcasting Group, now exceeds in both categories.

As correctly predicted earlier by brokers and group owners (BROADCASTING July 30 and Aug. 20) the Sept. 8 rulemaking has led to no land rush by group operators attempting to increase their size and expand into new markets.

And previous speculation that the new rules might increase interest in medium size markets have been borne out by current results. Of 14 stations involved in the going-over-the-top transactions, three are in the top 10 markets, seven in markets 20-50 and four in 50-100.

While not yet at the old limit, Group W's recent purchase, subject to FCC approval, of a station in the 46th Arbitron market, KQXT(FM) San Antonio, Tex., was enabled in part by the possibility of a higher limit. Until that point all its stations had been in the top 25 markets. Dick Harris, president of Group W Radio, said, however, that even under the old limit, he might have considered the San

**Editor's note.** There will be no Dec. 24 issue of BROADCASTING. The 15th annual double issue will be published on Monday, Dec. 31, and will feature a look back at major Fifth Estate events of 1984 and essays on what next year may hold in store—in addition, of course, to the normal news budget.



Antonio purchase because of the growth in that market. The proximity and format similarity to Group W stations in Dallas and Houston also enhanced the possibility of selling advertising on a regional basis.

An increase in the number of markets a large group owner might consider was also noted by Tucson, Ariz.-based station broker, Frank Kalil: "When KAIR(AM)-KJYK(FM) Tucson [Ariz.] were sold ("Changing Hands," Oct. 1) some group operators called me to say they were disappointed that they weren't made aware the stations were for sale. Quite frankly I was surprised. These would have been the smallest stations in their portfolios."

Harris also noted that the higher ownership limit may change Group W's strategy of owning just one radio station per market, which in recent years led it to divest stations in Boston and Pittsburgh: "Now, with the rule of 12 being applicable, we have the luxury of making the decision to double up in a market."

The sale of whole groups has yet to be significant. So far only one transaction has involved more than a two-station combination, that being the eight-station, \$43.5-million purchase of Western Cities Broadcasting by Nationwide Communications Inc., which now has five AM's and more FM's than anyone—10.

Brokers say that there is a strong demand for whole groups of stations, but if that is so, it appears to be a selective demand. Three group owners with at least several stations in medium markets say they have not yet received a single inquiry. David Jack, owner of five AM's and one FM, and John Giuggio, president and chief operating officer of Affiliated Publications, a Boston-based group owner of four AM's and five FM's, both said they had received no inquiries. Giving the same answer was Richard D. Buckley Jr., majority owner of Greenwich, Conn.-based Buckley Broadcasting Corp., which has five AM's and five FM's.

According to Washington-based station broker, Jim Blackburn, there is no shortage of buyers looking for groups. "There are group owners now who would very seriously prefer to buy a group rather than an individual station, both because it is difficult to find single stations in top markets and because it gives them something in a size they can handle. The difficulty is in finding groups who would find it worthwhile to sell."

Frank Kalil, who represented Nationwide in its purchase, said that when the deal was "down to the wire there were five to 10 potential buyers for the group. Whether they were qualified, I'm not prepared to answer."

If there is a strong demand, when will more stations start to change hands? Randall Jeffrey, who brokers in Florida for Chapman Associates, said that while he personally has been very busy, "there were people who were holding, who were thinking there was going to be a substantial impact on station trading and who realize now that the market doesn't have many more buyers than it did before. . . . I think the misconception was that there were numerous groups at the limit when, in fact, as a percentage of group own-

ers they are very small."

According to Blackburn, "I think you are in the stage where you are about to see some things happen. In the next few months I

wouldn't think that many people would hit the new limit but by this time next year there might be a few or several people at or near the new limit." □

## NAPTS picks Fannon as president

**Acting head gets job full time following seven-month search for leader of public TV lobbyists**

After seven months, previously divided public broadcasters reached consensus last week and elected Peter M. Fannon to head the National Association of Public Television Stations (public TV's lobbying organization). Fannon has been the acting president (and an active candidate) since Bruce Christensen left the post to become president of the Public Broadcasting Service last May.

The new NAPTS leader, who has been with the organization since its inception in 1980, was elected during a telephone conference following an NAPTS executive committee meeting last Wednesday (Dec. 12) in Washington. According to one insider, the nomination met with "overwhelming approval" by the full board of trustees.

Following his election, Fannon, 37, said that he looks forward "to the challenges ahead" as NAPTS "strives to cope with difficult times, to stabilize its financial base and to continue to grow." Declining to comment on his style of leadership, Fannon told BROADCASTING that at the top of his new presidential agenda is securing the reauthorization of federal support for public broadcasting—a "tough" task. Fannon said, given President Reagan's two vetoes of public broadcasting reauthorization legislation in the last Congress (BROADCASTING, Oct. 29) and the administration's efforts to reduce the federal budget.



Fannon

According to NAPTS board member Ward Chamberlin (who was on the NAPTS search committee and who is president and general manager of WETA-TV Washington), the coming congressional session was an impetus to name a new NAPTS leader. Said Chamberlin: "We'd felt badly that we'd taken so long about it, and the board felt it was really time to make a decision because we wanted to be ready for this complicated legislative session ahead of us." Asked why the search—aided by the recruiting firm, MSL International—took so long, Chamberlin said that the committee "wanted to look at a lot of people. . . . We wanted to comb the system pretty carefully to make sure we had gotten the best candidates to consider." Oth-

### Viewed with suspicion

Jack Valenti's call for peace between copyright owners and cable is being viewed instead as a veiled threat to cable operators. Valenti, president of the Motion Picture Association of America, made a pitch for peace at the Western Cable Show two weeks ago (BROADCASTING, Dec. 10). His offer, however, received a cool reception. Valenti's message was like "steel wrapped in velvet," said National Cable Television Association President James Mooney. "We like peace too, but peace is not so sweet as to be purchased at the price of taking it on the chin day in and day out. Certain actions of the Copyright Royalty Tribunal and the Copyright Office have gone too far. Something's got to give," he stated after reading Valenti's remarks. (Mooney was not present for the address given at the close of the cable show.) "I think it's naive for anybody to find fault with our not wanting to embrace a Carthaginian peace," Mooney added.

Although Valenti spoke of peace, he also warned that copyright holders would fight to protect their interests. "If the cable industry determines it wants to start a war, then we are prepared to defend ourselves. But, please remember, there is an old parable that says when you point your finger at someone, three fingers are pointing back at you," Valenti stated.

Mooney thought Valenti's underlying message was: "leave things alone—or else." If cable seeks congressional redress, Mooney said, Valenti implied he would "go after the compulsory license if we do not heed his warning." NCTA, Mooney continued, "is not put off by his threat." Furthermore, he added, "we cannot abide by what the CRT has done, and if we can't get relief from the CRT we're prepared to go to Congress." Mooney characterized this early skirmish as only the "opening ceremonies for a game that has yet to begin."



ers have said that the NAPTS board was divided: Some members wanted a candidate from within the noncommercial system; others wanted an outsider.

Indeed, during the process—characterized by many as the best guarded secret in years within public broadcasting—the names of many noncommercial broadcasters (as well as those outside the system) were mentioned as candidates. Included on the list were: Richard Holcomb, vice president for public affairs, American Television and Communications (and former national and local public TV executive); Stanley L. Harrison, director of corporate communications for the Corporation for Public Broadcasting; Forrest L. Morris, executive director of the Mississippi Authority for Educational Television, and David Fiske, CBS director of government and media relations. (Only a handful of leading candidates were actually

interviewed by the NAPTS search committee. Morris and Fiske were interviewed during an NAPTS board retreat in Sante Fe, N.M. [BROADCASTING, Nov. 5], at which time no substantial majority could be reached in favor of either.) Also said to have been under consideration at some point were former CPB board chairman and current board member, Sharon Percy Rockefeller, and Ronald C. Bornstein, former interim National Public Radio president, now vice president of university relations at the University of Wisconsin, Madison.

Following Fannon's selection, David O. Ives, chairman of the NAPTS board who headed the search committee, called Fannon "one of the most knowledgeable people in the country about public television." He said NAPTS was "grateful" for Fannon's work as acting president and believes "he is the right person to help us deal with the difficult is-

suces and circumstances that face our enterprise in the months ahead."

Prior to joining NAPTS (first as general manager and then as vice president), Fannon served as budget examiner in the Office of Management and Budget. He also served on former President Gerald Ford's Regulatory Reform Task Force, and as deputy staff director for Ford's National Economic Summit Conference in 1974. Fannon holds bachelor and master degrees in international relations from the John Hopkins University in Baltimore, and its School of Advanced International Studies in Washington and Bologna, Italy.

Following Fannon's selection, CPB board Chairman Sonia Landau said she looked forward to "working closely with NAPTS to achieve the goals of the public broadcasting community—improved quality programing for the American people." □

## Sorting opinion from fact: drawing the libel line

### Evans-Novak suit proves complex for 11 appeals court judges as split ruling produces mountains of paper probing new areas in libel law

Can material published in a format clearly labeled opinion but suggesting, at least, a factual statement be libelous? The question has proved an inordinately difficult one for the U.S. Court of Appeals in Washington. Eleven members of the 15-member court, after rehearing a case involving a syndicated column by Rowland Evans and Robert Novak, affirmed a lower court decision dismissing the suit on the ground the column simply reflected the writers' opinion. But the court split 6-5 on the issue, and its members could explain their views in no fewer than seven separate opinions totaling 145 pages. The result is regarded by lawyers as a rich collection of important judicial views attempting to illuminate the shadowy area of what is opinion and what is fact.

At issue was a column published in May 1978 in newspapers around the country concerning an avowed Marxist professor of political science at New York University, Bertell Ollman. His appointment to head the political science department at the University of Maryland, which had already been approved, was withdrawn after the appearance of the column. He claimed it had defamed him and sued for \$6 million. The column said his mission in the classroom was to convert students to Marxism and, in a paragraph that proved crucial in the case, quoted an unnamed "liberal" professor as stating Ollman "has no status within the profession, but is a pure and simple activist."

The Supreme Court has held that opinion is protected by the First Amendment—that there is no such thing as a "false" opinion. But the appeals court, following an earlier hearing by a three-judge panel, issued a decision, in August 1983, remanding the case to the district court for trial. Chief Judge Spottswood Robinson III, writing for the panel, noted that there are no clear definitions of "fact" and "opinion." And he said

there are statements published as opinion but appearing to be factual—he called them "hybrids"—that could be libelous if not accompanied by supporting data. The statement attributed to the anonymous professor was said to be such a statement.

Judge Kenneth Starr, writing for the court following a rehearing, took a different approach. He analyzed the challenged statements in the column on the basis of four factors and concluded the material was opinion and, therefore, protected. But Judge John Bork, in a concurring opinion joined in by three other judges, took what seems a stronger position, based on concern over the danger to the First Amendment he feels libel suits pose. He said courts should examine closely cases about types of speech and writing to insure they "do not reach the jury."

Floyd Abrams, of New York, a leading First Amendment attorney, said the 11 judges had produced "a very major opinion." The opinion, he said, provides "one of the most sophisticated analyses on all parts of what is opinion, fact, hyperbole." He singled out Bork's "extremely ringing concurring opinion as particularly sensitive to First Amendment interests." He called it a "seminal ruling in the extremely difficult area of what is opinion and what is fact."

But the case, now six years old, has not yet run its course. The office of Ollman's lawyer, Isidore Silver, said he would ask the Supreme Court to review the appeals court's decision.

The first two factors in Starr's analysis involve the specific meaning of the statement being challenged and its verifiability. But the critical ones relate to context—both the immediate context in which the statement occurs, as to the column or story involved, and "the broader social context into which the statement fits," whether, for instance, it appears as a news story on the front page or a column on the op-ed page.

And in discussing context, Starr says that the column at issue "is part and parcel" of a tradition, dating back to "the earliest days of the Republic," of individuals publishing

"short, frequently sharp and biting writings on issues of social and political interest." It is a tradition, he notes, that ranges from "pamphleteers during the revolution to abolitionists condemning the evils of slavery," and it has been inherited by today's editorial writers and columnists.

"The reasonable reader who peruses an Evans and Novak column on the editorial or op-ed page is fully aware that the statements found there are not 'hard' news like those printed on the front page or elsewhere in the news sections of the newspaper," Starr adds. "Newspaper readers expect that columnists will make strong statements, sometimes phrased in a polemical manner that would hardly be considered balanced or fair elsewhere in the newspaper."

Furthermore, Starr notes, the reader was given other warnings that the column contains opinion, not fact. He says the authors indicated in the lead paragraph "they wanted to spark a more appropriate debate within academia over whether Mr. Ollman's purpose in teaching was to indoctrinate his students." And the column contained a number of questions—such as, "What is the true measurement of Ollman's status?"—that Starr says constituted "cautionary language that militates in favor of treating statements as opinion."

The statement attributed to an unnamed "liberal" professor was "the most troublesome statement in the column." But it, too, is protected speech, according to Starr. "Certainly, a scholar's academic reputation among his peers is crucial to his or her career," Starr writes. But he notes the statement appears in a column on the op-ed page. "The identical quotation in a newspaper article purporting to publish facts or in an academic publication which purported to rate status within a given discipline," Starr says, "would, of course, be quite another matter." Furthermore, Starr says, the thrust of the column is to raise questions about Ollman's scholarship, "not to state conclusively" from the authors' first-hand knowledge that Ollman "is not a scholar and that his colleagues



do not regard him as such."

But Starr indicates he is concerned with a more fundamental consideration than a detailed analysis of specific sentences. He notes that the courts have been instructed by the Supreme Court in an earlier libel case "to assure to the freedoms of speech and press that 'breathing space' essential to their fruitful exercise. For the contraction of liberty's 'breathing space,'" he adds, "can only mean inhibition of the scope of public discussion on matters of general interest and concern. The provision of breathing space counsels strongly against straining to squeeze factual content from a single sentence in a column that is otherwise clearly opinion."

Bork, who was joined in his opinion by Judges Malcolm Wilkey and Ruth Ginsburg and senior Judge George E. MacKinnon, said he was writing separately because he does not think Starr "adequately demonstrated that all of the allegedly libelous statements at issue here can be immunized as expressions of opinion." He interprets decisions of the Supreme Court and other courts as demonstrating that "there is no mechanistic rule that requires us to employ hard categories of 'opinion' and 'fact'—defined by the semantic nature of the individual assertion—in deciding a libel case that touches upon First Amendment values."

In Bork's view, the court must consider "the totality of the circumstances of the case to determine whether a statement may be actionable." He cites several factors that lead him to conclude *Ollman* cannot prevail in the suit: *Ollman* had entered "a political arena in which heated discourse was to be expected and must be protected; the 'fact' proposed to be tried is in truth wholly unsuitable for trial, which further imperils free discussion; the statement is not of the kind that would usually be accepted as one of hard fact and appeared in a context that further indicated it was rhetorical hyperbole." Those matters, he says, are of the type the courts have deemed important—"the danger to First Amendment freedoms and the functional meaning of the challenged statement as shown by its context and its qualities as recognizable hyperbole."

Bork sees the case as necessarily breaking new ground in the interpretation of the First Amendment—and in shaping the responsibility of judges in protecting it. The framers of the First Amendment may not have envisioned libel actions as a threat to the freedom of the press, he says. But if libel actions become a threat "to the central meaning of the First Amendment," he adds, "why should not judges adapt their doctrines?" And in that connection, he says, the courts face a need similar to that faced in the past—as the Supreme Court did 20 years ago in *New York Times v. Sullivan*, when it held that public officials claiming to have been libeled must prove "malice."

That decision, Bork notes, has not been as effective as intended in deterring libel suits and thus protecting "the marketplace of ideas." Accordingly, he recommends another step in the evolution of the law: "The only solution to the problem libel actions pose would appear to be close judicial scruti-

ny to insure that cases about types of speech and writing essential to a vigorous First Amendment do not reach the jury. . . . This requires a consideration of the totality of the circumstances that provide the context in which the statement occurs and which determines both its meaning and the extent to which making it actionable would burden freedom of speech or press."

As for the dissenters, Chief Judge Robinson, in a statement in which Judge J. Skelly Wright joined, essentially restated the position he had expressed in his opinion in the case in August 1983. Robinson and the other dissenters focus on the statement attributed to the unnamed academician regarding the allegedly low repute in which *Ollman* is held by his colleagues. The statement, said Judge Patricia Wald, in an opinion in which Judges Harry Edwards and Antonin Scalia joined, "is an assertion of fact for which its authors can be made to answer, consistent with the requirements of the First Amendment, in a suit for libel."

Scalia, in another of the opinions, took exception to Bork's "constitutional 'evolution,'" an evolution he said was not necessary: "Existing doctrine provides ample protection against the entire list of horribles supposedly confronting the defenseless modern publicist." He noted, for instance, that under *Sullivan*, *Ollman*, to prevail in his suit, would have to prove "malice," that Evans and Novak knew the allegation was false or that they published it without regard to whether it was false—"a formidable task." Furthermore, said Scalia, who was joined in his statement by Wald and Edwards, the identification of "modern problems is a legislative rather than judicial" function: "What a strange notion that the prohibition of excessive libel awards should be solved by permitting, in political debate, intentional de-

struction of reputation—rather than by placing a legislative limit upon the amount of libel recovery."

The case is particularly interesting to those who follow the appeals court's proceedings because the judges' votes did not seem to follow customary liberal/conservative patterns. Each side had its share of liberals and conservatives. Adding yet another dimension of interest is that Bork and Scalia, both conservative—and on opposite sides in the *Ollman* case—are among those mentioned as possible appointees to the Supreme Court.

□

If *Ollman v. Evans* appeared to be a major case in the development of libel law, the federal jury decision in Jerry Falwell's \$45-million libel suit against *Hustler* publisher Larry Flynt seemed an aberration—and one that, if allowed to stand, could chill free speech. Falwell had sued Flynt because of a parody of a popular liquor advertisement that appeared in the magazine. It suggested that the leader of the Moral Majority had committed incest with his mother and frequently preached when drunk. The judge had thrown out a privacy claim, and the jury concluded the ad was too outrageous to be believed and, therefore, could not form the basis of a libel action. But as for a third cause of action in the suit—"intentional infliction of emotional injury"—the jury awarded Falwell \$100,000, plus \$100,000 as punishment.

Abrams said the "emotional injury" claim is a new one and that he does not recall another case in which the jury rejected a libel claim but allowed one for "emotional injury." And it troubles him. "Juries should not be allowed to determine by the seat of their pants what constitutes 'emotional injury.'" He noted that the *Hustler* parody could be

## Judge files libel suit against ABC, Walters, Rivera

Cuyahoga County (Ohio) Common Pleas Judge John L. Angelotta offered these comments on rape and its victims on an ABC 20/20 program dealing with that subject in terms of the record of a convicted rapist, on Sept. 27: "A nice girl who gets raped is different than a bad girl who gets raped, a bad girl being one who carries on this course of conduct with men. To me, she's a lot different than a good girl when you come to the question of rape—while agreeing that you may not rape either kind of girl." Doesn't "a bad girl. . . have the same rights as a good girl. . .?" asked Geraldo Rivera, the correspondent on the piece. "Absolutely has the same rights, but it goes to the credibility of the person, you see," Angelotta replied. "The defendant says these things didn't happen, see? And I think if a nice girl says they did happen, a jury is more apt to believe that. If a bad girl says they did happen, perhaps her credibility is at issue and the jury might not believe her. Maybe she enticed the man."

Following the interview, one of the show's hosts, Barbara Walters, said she was "appalled" by those comments—"this benign judge in Cleveland saying, 'Ah, but if it's a good girl, we understand, but if it's a bad girl, if she slept with someone, she obviously has wanted to be raped.' I thought we were finished with that attitude." And Rivera said: "I hope your anger is reflected in millions of living rooms across the country right now, because that's the only thing that's going to change that attitude, that dinosaur attitude."

Last week, Angelotta filed his response—with the U.S. district court in Cleveland. It was in the form of a \$15-million libel and invasion-of-privacy suit, naming ABC, Rivera and Walters as defendants. The judge said the broadcast sullied his reputation and humiliated him among the voters at a time when he was seeking (successfully, as it happened) re-election. ABC issued a statement asserting, "The suit is without merit. We stand by our broadcast. It was fair and accurate."



compared to a political cartoon—to the biting one by the *Washington Post's* Herblock of an unshaven Richard Nixon emerging from a sewer. "Nixon was pained by such cartoons," Abrams said. "But it is unbelievable that he could have brought suit."

Flynt's attorneys have filed a motion asking Judge James C. Turk, who heard the case in Roanoke, Va., to set aside the "emotional distress" award. □

## Decoder problems plague NBC's try at teletext

**High prices, limited availability of NABTS units were major factors in its decision to get out of medium**

NBC's decision to drop its teletext ambitions (BROADCASTING, Dec. 10) underscores the problem that has severely handicapped the development of the home information medium: The decoders needed to receive and display the teletext information cost more than the service seems to be worth.

The decoders "were not coming fast enough at the right price in the right quantities," said Barbara Watson, general manager, NBC Teletext. "Essentially, we got in too early."

NBC began full time transmission of a national teletext magazine from New York in May 1983. Last July, NBC's KNBC-TV Los Angeles began supplementing the national feed with information for the local broadcast. For most of its life, the national service was updated during normal working hours, five days a week. But during the New Orleans World's Fair, for which several public-access teletext systems were set up, it was updated every day.

When the Los Angeles operation shuts down at the end of the year, five temporary employees will be out of work, said Watson. And when the entire national service is discontinued at the end of next January, she said, some 20 people will either be laid off or shifted to other jobs within NBC.

NBC would not disclose how much it has spent (lost) on its teletext venture. "It's one of those areas we don't discuss," said an NBC spokeswoman.

Watson still believes in the medium, but she conceded that it will not begin to be practical until set-top decoders for existing television sets are available for under \$300 and television sets with built-in decoders are available for less than a \$150 premium.

NBC and CBS, which continues to offer a service similar to NBC's, adopted the North American Broadcast Teletext System, one of two incompatible teletext standards that have been vying to become the U.S.'s de facto standard.

The only NABTS decoders now available are set-top models made by Panasonic. They retail for around \$300, but are only compatible with Panasonic's top-of-the-line television set, which sells for \$1,200. Panasonic is also working on a set with built-in decoder

and a \$1,000 price tag for introduction next spring as well as a set-top unit with an RF output that would be compatible with all television sets and that would sell for under \$500 when introduced next fall.

Along with high decoder costs, the existence of two standards—NABTS and the British-bred World System Teletext—has crippled the development of teletext. It has confused the marketplace and given broadcasters and receiver manufacturers one more reason not to become involved in the medium.

WST proponents see NBC's bailout as good news. If CBS follows NBC and drops out, WST will have the market, such as it is, all to itself. "This is a very positive turn of events for us," said Steve Crowley, president of Ameritext, a group founded to promote WST in the U.S.

In the ongoing standards battle to win support of broadcasters and receiver manufacturers, the WST proponents have argued that the NABTS technology is far too expensive. NBC's announcement, said Crowley, "sort of underlines what we have been saying all along... [the NABTS] technology is not affordable... If NBC and RCA can't come up with an inexpensive decoder for NABTS, I don't think anybody can." RCA is a major receiver manufacturer as well as NBC's parent.

The WST's principal selling point has been its relatively inexpensive decoders and their availability. Zenith makes set-top WST decoders compatible with its late-model sets, for instance, and currently sells them for around \$300. And WST decoders are to be incorporated into the circuitry of the new breed of digital television sets, Crowley said, adding next to nothing to their retail cost.

While acknowledging that the WST decoders are cheaper and more pervasive, Watson maintains the WST technology is still unsuitable for teletext because of its crude graphics capability. "We really believe you need the graphics quality of NABTS to make the service appealing to audiences and to advertisers."

CBS, NBC's partner in NABTS teletext, believes the low-cost decoders are coming and plans to stay in the teletext business until they do. "We are disappointed in the NBC/RCA decision," said Albert Crane, vice president, cable and Information Enterprises, CBS, "but we are still committed to Extravision," CBS's national teletext service. "We are continuing to drive the national service and trying to drive the price of the decoders down," he said.

CBS has been encouraging its affiliates to set up teletext origination facilities so they can supplement the 50-page Extravision service with local information before they broadcast it. So far, only two affiliates, WIVB-TV Buffalo, N.Y., and WBTV(TV) Charlotte, N.C., have taken CBS up on its invitation. WIVB-TV adds between 20 and 30 pages; WBTV, around 50.

According to some teletext industry sources, NBC's exit from teletext may have more to do with RCA's business strategy, than with decoder costs. RCA ordered NBC

out of the business after it became clear that RCA's set manufacturing division could not keep pace with Panasonic and others in the manufacturer of decoders, the sources said. RCA felt that it shouldn't encourage the development of a service that would benefit its television set competitors, they said. RCA also felt that the resources of NBC and the manufacturing division would be better spent in the development of multichannel television sound, they said.

NBC's decision raises the question of whether it will resume sponsoring the National Captioning Institute, a nonprofit group that captions programming for transmission to homes via its dedicated teletext-like Line 21 system. NBC stopped funding NCI in 1982 when it started to get deeply involved in teletext, asserting that captioning should be incorporated into its full-blown teletext service. The loss of NBC's annual contribution of around \$500,000 at the time, said NCI President John Ball last week, "nearly put us out of business."

NCI has renewed hope that it can persuade the network to rejoin the fold. "They may have another look at it now that they are not doing teletext," said Ball. Besides providing more funds for captioning, he said, the return of NBC "would have a tremendous ripple effect" in encouraging program producers, advertisers and cable television networks to fund captioning. □

## Two left in AM stereo battle royal

**Motorola and Kahn are now waiting to see which way Harris goes**

The AM stereo standards battle, which has been dragging on for more than two and a half years, may be coming to an end. But it's still premature to predict a winner. The two surviving companies—Motorola and Kahn Communications—continue to slug it out, each hoping to make its AM stereo system the national standard.

A key player at this juncture is Harris. Having failed to spark an interest among receiver manufacturers in its AM stereo system and having lost considerable momentum when its AM stereo exciter was temporarily ordered off the market by the FCC, the major broadcast equipment manufacturer has reportedly decided to drop out of the AM stereo battle, joining Belar Electronics and North American Philips (Magnavox).

Indications are that Harris's next move will be to adopt the Motorola system. It has already changed the pilot of its exciters so that Harris stereo signals can be received on the growing number of C-Quam-only radio sets. To make or market Motorola exciters would be a logical next step.

If Harris does join the Motorola camp, it would add considerably to Motorola's momentum which has been picking up steadily since the company won the endorsement of



Delco Electronics, the General Motors radio division, in December 1982. Nearly 200 stations now broadcast the C-Quam signal and Motorola expects the number may double next year. Just as important, Motorola is the only system proponent to have wide support among receiver manufacturers.

Harris would not comment on its AM stereo plans last week, but said it may have something to say this week.

Watching closely what Harris does will be Leonard Kahn, president of Kahn Communications. Harris's adoption of the Motorola system would be a blow to Kahn, but he doesn't believe it can happen. In a letter to BROADCASTING (see "Open Mike," page 26), Kahn said the two companies "could not, without violating antitrust laws, join together to compete with our small firm."

Because no major receiver manufacturer has been willing to build a Kahn-only radio, Kahn's hopes rest, to a great extent, on the proliferation of multisystem radios that can decode any of the four stereo signals now being broadcast in the U.S. To have any chance of winning the standards battle, Kahn must keep major-market stations now on the air with his system from defecting to Motorola. The more multisystems there are in the market, the easier it will be for him to keep his stations in line.

So Kahn was pleased to hear last week that Sony, which has two multisystem radios on the market now, has decided to make multisystem semiconductors available to other receiver manufacturers.

Sony Component Products announced that it is offering two chips that would enable manufacturers to build multisystem radios that would not only decode all four systems, but would also automatically determine what type of stereo signal was being broadcast and switch to the appropriate decoding circuitry. The two Sony portable units now on the market have a manual switch with one position for Kahn stations and another for Magnavox, Motorola and Harris stations.

According to Sony's press release, the "universal" decoding chip (CX857) sells for \$2.20, while the complementary "automatic audio processor" (CXA1017) goes for \$3.50. (Another automatic audio processor chip [CX20177] will identify the AM stereo system that is being received. It costs the same as the other processor chip, but is slightly larger.)

"This is the break we have all been waiting for," said Kahn. "As far as I'm concerned the AM stereo battle is over and the broadcasters have won," he said. When other receiver manufacturers begin making the multisystem radios with the Sony chips, he said, the broadcasters will be able to broadcast whatever they want. And, he noted, they have already indicated through a survey by the National Radio Broadcasters Association that they prefer Kahn to Motorola, 12 to one. "Motorola will not be able to give their IC's away in a year," he said.

The other good news for the Kahn and multisystem camps was that Sony would be introducing next year an automatic multisystem car radio. In addition to the AM stereo capability, the unit will feature FM stereo

and a cassette player. The unit is expected to be shown for the first time at the Consumer Electronics Show next month. According to industry estimates, Sony has about a 5% share of the car stereo after-market.

Motorola made little of Sony's announcement. "It is too much, too late," said Motorola's Chris Payne. "It costs too much and it is too late in the marketplace to have any significant effect," he said. Motorola's C-Quam system is still "the sure bet to win."

The news doesn't bring any encouragement to non-C-Quam stations, said Payne. The few multisystem radios that surface in 1985 will be overwhelmed by "the many millions of C-Quam-only receivers" that

will hit the market. "There are nine manufacturers with 14 models of C-Quam receivers on the market and at least five more... will be introducing C-Quam products at the CES show," he said.

Noting that "the marketplace is already down to two systems," he said a "four-system receiver is already 50% obsolete." At almost \$6 a set, the Sony chip set is too expensive, he said. The Motorola C-Quam chips costs around \$1.10 in production quantities, he said. "The cost to implement C-Quam AM stereo in a receiver is such that you will shortly see dual-bandwidth AM stereo-FM stereo-cassette decks for cars for under \$100 at retail." □

## Paine Webber examines media futures

### Broadcast business expecting healthy increases, although lower than those seen in Olympic, election year 1984; cable executives express bullishness

In the early days of the Paine Webber Conference on the Outlook for the Media, some 10 years ago, New York Times Co. executives making a company presentation outnumbered the audience. The company did not return the next year or for a while thereafter. But now it is back, along with a steadily increasing audience, which this year numbered 496 at preregistration. That number, half of whom were financial and securities analysts, was up 27% from last year's attendance of 390.

The conference began last Tuesday with overviews of the various media and, by tradition, was kicked off by Robert J. Coen's predictions for advertising in 1985.

The McCann-Erickson senior vice president began his presentation by revisiting his 1984 predictions. As for why advertising in all media will apparently be 15.2% higher by the end of 1984, and not the 13.8% he had indicated at last year's conference. Coen said he had been too cautious and added, "I never thought that the networks would be able to sell everything at a premium price."

Network television's 20% projected increase in 1984 (to \$8.4 billion), helped all national broadcast and cable advertising to a 16.8% increase, compared to the 13% Coen had predicted. He said spot television should post an 11.8% increase to \$5.4 billion, network and spot radio a 12.8% increase to \$1.5 billion, cable TV a 25% increase to \$400 million and syndicated TV a 33.3% increase to \$400 million.

Next year's growth will be more moderate, according to Coen, because of the absence of the Olympics and a slower rate of economic expansion. Network television will not be up more than 5% in 1985, he said, while network and spot radio and spot TV will increase by 7%. Cable and syndicated television should increase the fastest, rising to a combined total of almost \$1 billion. The 9.7% increase for all advertising media compares to an anticipated 8% increase in the GNP.

In response to a question about the effect of split-30 advertisements on network rev-

enue, Coen said: "In the past, when we have seen commercials get shorter, reducing the cost to advertisers, it has helped networks increase the amount of inventory to sell. There were about 43,000 30-second commercials to sell during the year and 50,000 brands looking for them."

In the session reviewing "The Outlook for the Broadcast Industry," David Poltrack, vice president research, CBS/Broadcast Group, put the 1984 three-network-revenue increase at 18% to 19%, slightly less than Coen's 20%. His projection for next year was also just below Coen's, a 4% to 5% increase.

Looking further ahead to 1990, he said CBS predictions of a 70% three-network share are still valid. Between now and 1986 the homes delivered by the networks should remain at about 37 million as total TV homes increase, because of the network erosion associated with the expansion of cable. However, Poltrack sees the homes-delivered figure beginning to increase in 1987, to 40.4 million by 1990.

Elliot Troshinsky, vice president, advertising, Taft Broadcasting, talked about the increasing challenge to television stations. Among the newcomers seeking a piece of the revenue pie are the 33 additional 30-second spots added by the networks in the 1982-83 season, cable television, barter syndication and VCR's. The predicted spot and local increases (8% to 10% and 12%, respectively) in 1985, he said, will be split among an increasing number of television stations.

An example of the work load that faces station management was provided by Robert Sutton, president, Media General Broadcast



Poltrack



Stevens



Group. He noted that in 1982, the Tampa-St. Petersburg, Fla., ADI, where the company operates WXFL(TV), had three network affiliates and one independent. This year it has three affiliates and four independents with a cable system rapidly increasing its penetration of homes. As a result, affiliate shares in the Tampa market have dropped in recent years, while the price of programming has greatly increased. Despite similar competition affecting many markets, Sutton sees a "bottom-line increase among TV groups of between 10% and 12% in 1985."

Gary Stevens, president, Doubleday Broadcasting Co., said that 1985 revenue growth for radio will probably be 13% to 14%, compared to the anticipated 16% by the end of this year. The growth this year "was heavily influenced by political spending and the telecommunications spurt engendered by deregulation in that sector. These won't be as important as in 1985."

Stevens said that new station owners are changing the business. He noted that in many cases, stations are being bought by investor groups that are "heavily leveraged," as opposed to traditional broadcast companies.

"Lessened support of industry trade groups, and a propensity to focus on short-term results through such mechanisms as excessive promoting and inflated compensation for talent, will continue to shift industry

burdens to the remaining corporate owners, as the latter continue to try to achieve earnings growth in this dichotomous environment," he added.

Despite station ownership changes, the consolidation of station rep firms and the fire alcohol advertising has drawn, the Double-day Broadcasting president said "coping with a changing dynamic has been the hallmark of radio. So, in my mind, 1985 will be business as usual."

The three speakers from the cable industry had nothing but good news about next year's outlook for the wired medium. Peter C. Newell, senior vice president, Capital Cities Cable, noted that local cable ad sales should total about \$80 million, and that a number of companies were reporting \$15 to \$20 per subscriber in local ad revenue. "There is no reason why the local cable system should not be earning as much as the leading radio station from advertising," he added.

David K. MacDonald, director of The New York Times Co.'s Cable TV, focused on a possible solution to stagnant basic penetration, declining pay-to-basic ratios and competition from home video which are affecting the industry. While he acknowledged the smart marketing strategies of some MSO's, he added that marketing can only do so much: "You can't make a Ford look like a Mercedes." To back up the point, he noted that in the top 50 suburban markets "you

can't find a 10% difference" in basic penetration rates, which seemed to indicate a fundamental situation which perhaps marketing couldn't resolve.

One solution to these problems that holds promise is addressability, according to MacDonald, who detailed the company's experience at a system serving Fort Dix, N.J. The system was not necessarily in the most desirable demographic market, he said, because residents of the military base there have generally low disposable income and subsidized entertainment (at Fort Dix there are three movie theaters charging \$2 per ticket.)

The company decided to introduce addressable converters costing \$175 each, although MacDonald said the incremental cost over a nonaddressable converter was \$75. The result, he said, was the generation of more pay-per-view revenue, allowing the system to offer greater variety, and a reduction of in-home servicing of pay sign-ons and disconnects.

William Elsner, vice president of finance and treasurer, United Cable TV, noted some structural reasons to be bullish on cable. Among them: that MSO's in the future will have higher percentages of mature systems in their holdings. Those mature systems, he said, have shown an increasing penetration rate of more than 1% per year, which in the Denver-based MSO's case adds more than a million dollars to the bottom line. □

## Canadian news: programing cutbacks; a news appointment

The new Canadian government's austerity program is causing a sharp decrease in personnel at the Canadian Broadcasting Corp. The CBC, which produces and distributes radio and television programs across Canada, plans to pare away 1,150 jobs as part of an effort to operate with \$75 million less than the current \$896 million budget, an 8% decrease. Pierre Juneau, president of the CBC, said that despite the cut, one of the sharpest in a series of across-the-board cuts ordered by the Progressive Conservative government, an effort will be made to "maintain the basic volume of network programing." But the production values of some programs will be affected, and some projects will not be undertaken, with the result that the effort to "Canadianize" programing will be slowed, with some residual benefit for American producers.

Juneau told a press conference elimination of 750 jobs will come through layoffs, with the remainder through attrition and early retirement. He also said most of the personnel cuts will be from administrative and support services, with the largest separations coming in Ottawa, Toronto and Montreal. CBC currently employs 12,000 people. Additional savings will come from cuts in overtime and the closing of offices in New York, Paris and London. The CBC will also increase the commercial time in its prime time programs.

Juneau said network and regional programing will not be reduced. And while the CBC will honor existing commitments with Canadian producers for new programing, the budget cuts will prevent the network from continuing to displace American material in prime time. The aim had been to increase the level of Canadian-made programing from 79% of prime time, where it stands now, to 85%. Juneau said the dilemma the CBC faces—of an organization whose services are expanding at a time of contracting financial capacity—is caused in part "because of the virtually unlimited importation of American programs" by satellite and cable. Since the CBC felt those programs could not

be banned by regulation, CBC decided to attempt to make its own programs "more distinctive and more Canadian," he said. But, he added, the effort to compete with the American programs was "very costly and thus the source of the budget problem." □

The Canadian government made a personnel change—unrelated to the CBC—at its embassy in Washington that is of interest to media watchers on both sides of the border. Bruce Phillips, one of the best-known on-air news commentators in Canada, has been named minister counsellor, information, at the embassy, Canada's senior news and public affairs job in the U.S. Next month he will replace Patrick Gossage, a former press aide to Canada's former Liberal Prime Minister Pierre Trudeau, who has held the position for three years.

Phillips, whose commentaries appear on the CTV Television Network's 11 p.m. newscasts, also serves as the commercial, English-language network's Ottawa bureau chief. He also is host of a weekly public half-hour public affairs program, *Question Period*, which deals with national and international political news.

Washington will not be unfamiliar to Phillips. He served in the nation's capital as a CTV correspondent for four years. One of his claimed journalistic firsts was the first exclusive interview President Carter granted to a television correspondent after taking office and the first ever given to a Canadian by an American president.



Phillips



Starting September 1985, stations can program 24 outstanding features on an advertiser-supported basis, one each month for two years.

At the end of their barter run, these features will revert to the Debut stations for additional cash runs—with no interim pay cable window!

**A LITTLE SEX**

Tim Matheson  
Kate Capshaw

**CAT PEOPLE**

Nastassia Kinski  
Malcolm McDowell

**CLOAK & DAGGER**

Henry Thomas  
Dabney Coleman

**CONAN THE DESTROYER**

Arnold Schwarzenegger  
Grace Jones

**THE CONQUEROR**

John Wayne  
Susan Hayward

**CRACKERS**

Donald Sutherland  
Sean Penn

**D.C. CAB**

Mr. T  
Irene Cara

**DOCTOR DETROIT**

Dan Aykroyd

**EDDIE MACON'S RUN**

Kirk Douglas  
John Schneider

**FIRESTARTER**

Drew Barrymore  
George C. Scott

**GHOST STORY**

Fred Astaire  
Melvyn Douglas

**GOING BERSERK**

John Candy

**HALLOWEEN II**

Jamie Lee Curtis  
Donald Pleasence

**HARD TO HOLD**

Rick Springfield

**ICEMAN**

Timothy Hutton  
Lindsay Crouse

**THE LONELY GUY**

Steve Martin  
Charles Grodin

**Alfred Hitchcock's  
THE MAN WHO KNEW TOO MUCH**

James Stewart  
Doris Day

**PRIVATE SCHOOL**

Phoebe Cates

**RAGGEDY MAN**

Sissy Spacek  
Sam Shepard

**Alfred Hitchcock's  
REAR WINDOW**

James Stewart  
Grace Kelly

**SIXTEEN CANDLES**

Molly Ringwald

**THE SWORD AND THE SORCERER**

Simon MacCorkindale

**Alfred Hitchcock's  
VERTIGO**

James Stewart  
Kim Novak

**WHERE THE BUFFALO ROAM**

Bill Murray  
Peter Boyle

**UNIVERSAL PICTURES  
DEBUT NETWORK**

A great deal—and a great deal more!

**MCATV**

\*The three Hitchcock movies recently completed record-breaking theatrical engagements, and have had no network exposure in more than a decade.



# No one reaches more farmers than Orion Samuelson and Max Armstrong on WGN Radio.



Orion Samuelson and Max Armstrong are agricultural specialists with over 40 years of experience. They understand the farmer's need for timely, accurate information on all aspects of agriculture. From up-to-the-minute price quotes and coverage of trading action to agricultural news developments at local, state and national

levels, Orion and Max deliver all of the information farmers want.

No wonder they also deliver more farmers with annual income over \$40,000 in the Chicago ADI.\* In fact, Orion and Max rank #1 in eight different time periods. These include the very popular weekday segments between 4:45 AM and 6:05 AM and the 12 Noon Report

\*Source: 1983 Doane Marketing Research, Inc.

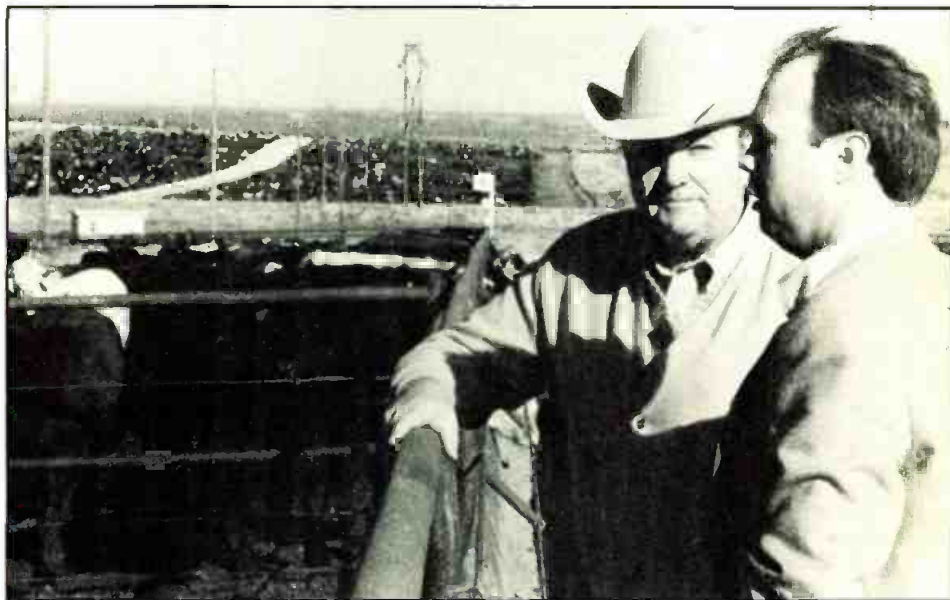
on weekdays and Saturdays. These are just part of nearly 12 hours of prime program time that WGN Radio devotes to agriculture every week.

So when you want to reach more of the most successful farmers around, you'll find them listening to Orion Samuelson and Max Armstrong on WGN Radio.

Represented nationally by **Christal** 

**720 AM**  **WGN Radio is Chicago.**





## Farm broadcasts: staple crop for the Fifth Estate

### Agricultural news and information are integral to the lives and livelihoods of farm audience

To borrow from farm broadcast historian John C. Baker, and his book, "Farm Broadcasting: The First Sixty Years": Farm broadcasters do not develop the new machine or fertilizer. They do not set market prices. But in most instances they bring the word to farmers first and bring it most often.

And in many cases, that word is of critical importance to the audience.

Many farm broadcasters grew up on or around farms, and are or have been farmers themselves. Most have ties to their audience that go beyond a simple business relationship. Listening to farm broadcasters talk about what they do, whether it is a farm director at a small AM station in Kansas or the director of a 10-state regional network, one gets a sense of a common bond, of shared roots in a community and a way of life. One farm broadcaster put it this way: "We're all out there for the advertising dollar, but we're out there to encourage farming and give farmers the information they need to carry on their operations economically. I'm not out there to tell the farmer how to farm, but I do want to provide him with all the information he needs to make his decisions."

The farm broadcaster not only provides the information farmers need, but must provide it when the farmers need it, says Art Sechrest, farm director of WJBC(AM) Bloomington, Ill., and former president of the National Association of Farm Broadcasters. Immediacy is the key to farm news: weather, markets, growing conditions. For example,

he says: It's been raining three days; here's what you have to do in wet conditions. Or the Environmental Protection Agency approves a new pesticide that a farmer wants to use, and that he can't until the EPA gives the OK. A magazine may come out with a story next month saying last month the chemical was approved, but radio or TV comes out with it immediately.

The farm broadcaster's role in the life of his community is one unique in the Fifth Estate. A weather report, for example, is a convenience to the office or factory worker deciding how to dress for the daily commute. To a farmer deciding when to plant or harvest his crop, it is a key element in a business decision affecting his livelihood. As Mark Vail of the Kansas Agriculture Network, Topeka, points out (see box, page 54), keeping up with current market prices is also vital to the farmers' business.

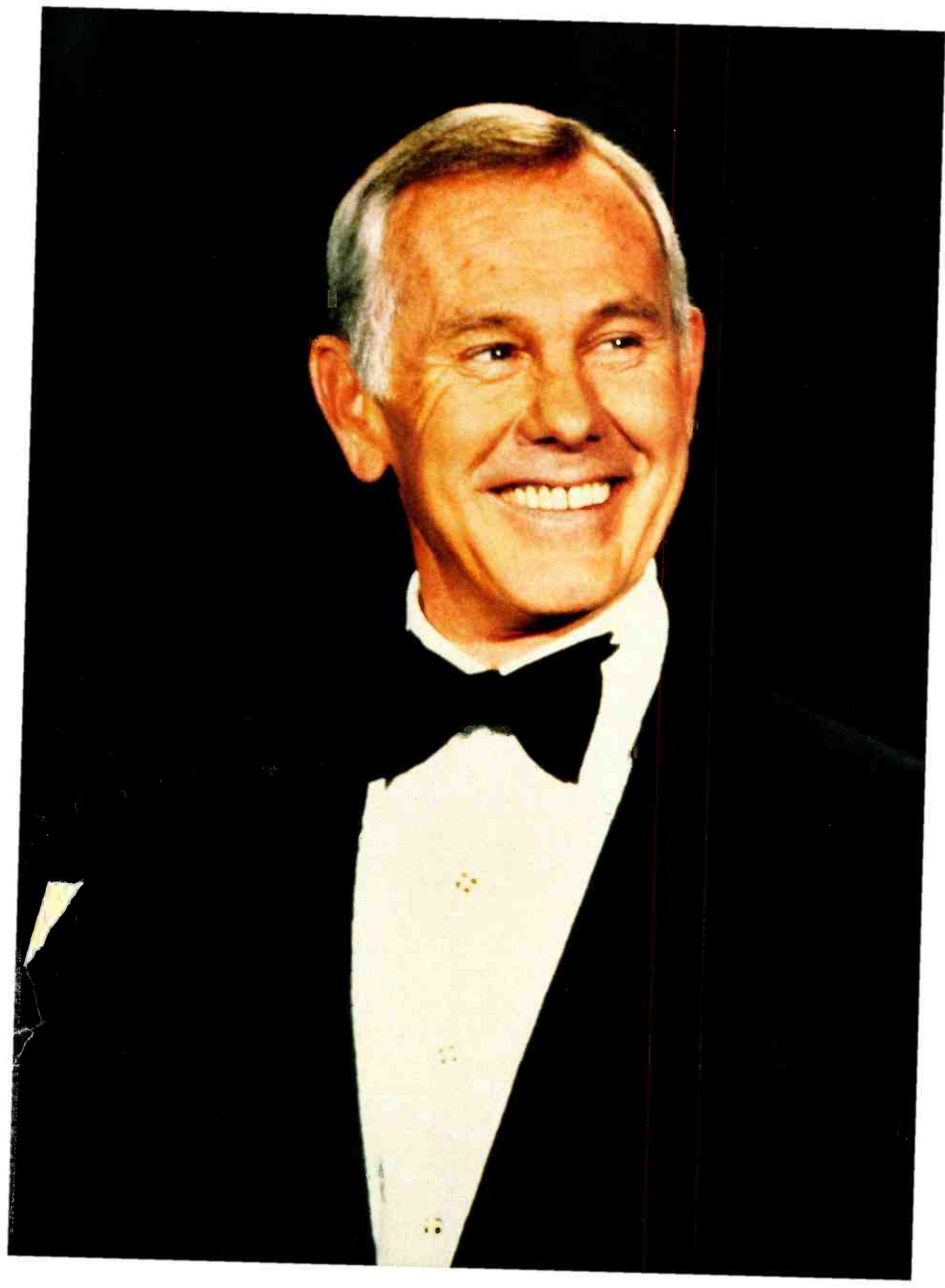
The economic ties between farmer and farm broadcaster are also strong. As the farmers go, to a limited extent, so go farm broadcasters. Ralph Seeley, agribusiness director, WMAQ(AM) Chicago, puts it this way: "If the farmer doesn't have the money to spend, the advertiser moves accordingly. We live or die with the farmer." Orion Samuelson, vice president and farm service director, WGN Continental Broadcasting, Chicago, points out that some advertising categories feel the crunch more strongly: "In the big capital investment items like tractors, combines, buildings, if the economy is lousy, that sector of agribusiness will do very badly; but if you're looking at seeds or chemicals or energy or credit, when times are tough they [farmers] still have to plant."

Not all farm broadcasters follow closely

the relationship between their programming and the advertising dollars generated by them—"I'm strictly editorial," says Johnnie Hood, president of NAFB and farm director of WPTF(AM) Raleigh, N.C., and the Southern Farm Network. "The sales department is down the hall. My feeling for how I'm doing is what I run during my programs." Even among the journalists, however, there remains an economic tie to the farmer. The farm broadcaster identifies with his audience and with his financial problems. When asked how business is, most farm broadcasters are more likely to talk of interest rates, prices and drought, and refer the questioner to the sales department for numbers on advertising sales.

What is a farm broadcaster? Art Sechrest defines him as a broadcaster who provides information for and about agriculture on a daily basis to an audience—farmers, agribusiness people and the general public—that is "information hungry." The primary job is to provide information that farmers need, he says. "Farmers need a lot of different kinds of regular information in order to operate their business," says Sechrest. A farm broadcaster can be the farm director or assistant farm director of a radio or television station, a staff reporter who covers farm news exclusively or the head of a regional programming network. He, or she, is also, according to the requirements for voting membership of the National Association of Farm Broadcasters, someone who "must devote at least 75% of their working time and/or receive 75% or more of their total salaried and talent fee income from farm broadcasting." According to the NAFB, there are 282 voting and probationary members. To that







# There's only one real king of comedy.

The incomparable Johnny Carson  
in the most hilarious, timeless moments  
from "The Tonight Show." It's pure comedy...  
from an American comedy institution!

**130 fast-paced half-hours.**



A St. Cloud Corporation Production distributed by



figure Sechrest adds another "couple hundred" who would classify as farm broadcasters at universities, the Farm Bureau or the United States Department of Agriculture. The NAFB also has 530 associate members, who represent a range of affiliations with farm broadcasting, from agency and rep people to clients to station managers or sales people. Seeley describes the farm broadcaster this way: "A quintessential farm director is someone who can stand on his feet 22 hours a day, eat rubber chicken four nights a week, get up at 2 a. m., be coherent when he gets on the air, knows the chemical industry, livestock industry and knows all kinds of crops. He has to know an awful lot about an awful lot of things."

What are some of those things? Farm programming is as diverse as the crops it deals



WJBC's Art Sechrest

with, from features on 4-H meetings to press conferences with the secretary of Agriculture.

According to Sechrest, the first and largest category of information crucial to farmers is market information. Most major farm commodities are sold on an open market which fluctuates at the whim of demand. Commodities traded on the Chicago Board of Trade, for example, change "literally second by second as bids come in, and livestock markets are changing throughout the day." A farmer wants to know what the market is doing because he bases his decision to sell on the price being paid that day. "The best way to get that is through radio," he says, "and television, to a lesser degree." Farmers can listen to radio anywhere. In the barn, on their tractors, in the pickup on the way to town. With prices changing rapidly, the immediacy of broadcasting is crucial. A farmer raising hogs can listen, or watch, in the morning—a farm broadcaster's hours are those of the farmer, with reports sometimes beginning at 4:30 a. m.—to reports on how many hogs are being sold and predictions of the day's prices.

A major service providing commodity information to radio stations is The Helming Reports, a daily commodity market analysis and forecasting service carried by 90 radio stations, and produced by LBAS Consulting Group, Overland Park, Kan. The service provides four daily reports, two two-and-a-half-minute and two three-minute segments, and a six-minute weekend report. The pro-

grams are delivered via landlines and satellite. The Helming reports, provided by agricultural consultant, economist and LBAS president, Bill Helming, analyze commodity markets and forecast what the next day's cash price trends will be. According to Mark Oppold, broadcast operations director, there are plans for a half-hour weekly program in which Helming will answer letters from the listening audience, and for a television version of the daily market analyses.

Weather plays a big part in a farmer's business, and so weather news is an important part of a farm broadcaster's service to his audience. Many radio stations in farm communities have color radar—KOEL(AM) Oelwein and WMT(AM) Cedar Rapids, both Iowa, for example. According to WMT farm director, Jerry Passer, farmers rank weather and markets together as number one and two priority. Which they rank first depends on the season. "If it's harvest or planting season," he says, "they may take greater interest in weather." Many stations also employ soil monitors and report on ground temperatures in the spring to help farmers pick the optimum time to plant.

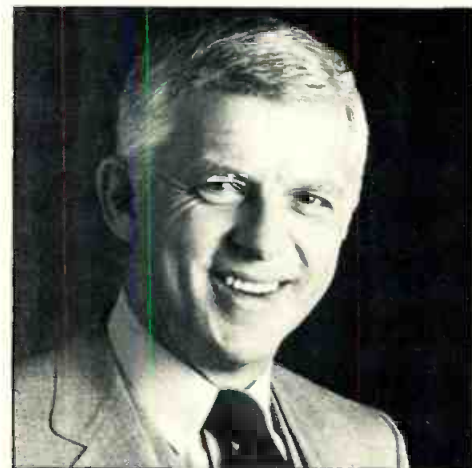
Farm broadcasters also report breaking farm news. "More and more," says Sechrest, "we are becoming international reporters as people become more aware that farming is a global business... A farm broadcaster is a business reporter. His business happens to be agriculture," says Sechrest. They also provide information on new techniques, equipment and methods. And then there is the feature material: coverage of county fairs and the 4-H or interviews with local farmers. Farm broadcasters also interpret agricultural activities and speak on behalf of farmers to the general public. "We have two goals," says Samuelson, "First, to make a concerted effort to provide information to farmers to help them make daily business decisions, and second, to educate the nonfarmer to help him understand what the price of cattle in Sioux City translates into in terms of his local supermarkets. With a full hour [of farm broadcasting] at noon," says Samuelson, "we have an interesting challenge, since it comes at a time when you don't want to lose urban audience. At noon, competing against 56 or 57 AM stations in Chicago, we [WGN(AM)] don't fall below fifth place in adult city audience."

At some stations, the farm director is under the news department, considered a specialized business reporter. He reports to the news director and is totally divorced from the sales end. Other farm broadcasters sell their own programs and work closely with advertisers, like Evan Slack, farm/ranch director at KOA(AM) Denver, a self-proclaimed farmer advocate, who is also involved in the sales end. Getting to know the advertisers is "the means to survival in this business," he says.

Most farm stations are in the Midwest, Great Plains, Southwest, and to a somewhat lesser degree, the Southeast. Who are farm broadcasters and how did they get there? The stories vary, but most, not surprisingly, combine an early interest in broadcasting with a childhood on or around farms. In some cases they chose farm broadcasting; in

others, it seems, farm broadcasting chose them. An example of the latter is Orion Samuelson.

Samuelson, a past NAFB president, is responsible for all agricultural programming on radio and television for WGN Continental. His syndicated radio show, *National Farm Report*, is carried by 200 stations, and *U.S. Farm Report*, a weekly half-hour television program syndicated by Tribune Entertainment, is seen on 100 stations, plus the 4,200 cable systems that carry superstation WGN-TV. Samuelson grew up on a dairy farm in Wisconsin. A bone disease, later cured, made him an invalid for two years, precluded a future in farming and gave him a lot of time to listen to radio. "I wanted to be a disk jockey and sports announcer, which I was for four years," Samuelson recalls. He



WMAQ's Ralph Seeley

worked for WKLI(AM) (now WCOW) Sparta, Wis., then at WHBY(AM) Appleton, Wis. In 1956, WBAY-AM-TV, which also owned the Appleton station, lost a member of its farm staff. "Somebody said: 'Hey, that disk jockey kid down there grew up on a farm; let's bring him up here and talk to him.'" He's been a farm broadcaster ever since.

In the case of Terri-Rae Elmer, agribusiness editor, KFBK(AM) Sacramento, Calif., a career goal in ag was modified. "I was born and raised on a farm in Wisconsin. I had planned to go into ag public relations with a chemical company, but during college I took a radio internship. I stayed with broadcasting." She does a half hour of farm programming at 5 a. m., and between 5:30 and 9 a. m. does six more segments of between one and two minutes each. "As the day goes on, we go more toward the consumer since [Sacramento] is a major market with a big metro area," she points out. She is by her own enumeration, one of only a handful—"10 or 12"—of women in NAFB. She says that perhaps agriculture is "a step behind other businesses," but says there are more women in lower level positions and it is just a matter of time before they move into the association.

Radio is the primary delivery medium for farm programming. Much farm programming on radio is block programming, with sometimes an hour or more in the early mornings beginning anywhere from 4:30 to 8 a. m., a block at noon and market and weather updates throughout the day. Farm programming on television, in contrast, falls predominant



**Q** How can you get  
the industry's latest  
agri study and a  
new planning tool?

**A** Call Katz Television.

Before you plan your next advertising campaign call a Katz Television Agri-Marketing Specialist for your copy of our 1984 farm study. And be sure to ask about the new tool we've developed for planning TV campaigns against Reach & Frequency goals. Call Jim Hunt (312) 836-0584, Bob Levenstein (212) 572-9823 or Dick Williams (212) 572-5485.



Katz. The best.

within local news, in some cases as separate segments, and in others as farm stories within regular newscasts. Kelly Lenz of WIBW-TV Topeka, Kan., which does a half hour of farm programming at noon, points out that farm programming on a television network affiliate is limited by the number of local availabilities, which are in the morning, at noon and at night.

Dale Hansen, farm director of KWVL-TV Waterloo, Iowa, an NBC affiliate, does some market reports within the station's window in *The Today Show*, has a 15-minute segment within the noon news for farm markets and news, and does agricultural stories for the regular 6 and 7 p.m. news.

Bryce Anderson, farm director, of WOWT(TV) Omaha, has a farm segment in the station's 8 a.m. news, including weather and a weekly interview on farm topics. At noon, there are three minutes for weather and "about 10 minutes" for markets and farm news. WOWT does not designate a specific portion of its evening news for farm news, but "we have farm-related stories that I do most of," he adds. Comparing television to radio, Anderson, who worked in radio for seven years says, "At morning and noon we had hour and hour-and-a-half blocks. The only place we have anything like that here," he says, "is in our noon news." But he says, referring to a Katz study that found farmer viewing patterns are similar to those of the nonfarm population, and that most farmers watching television watch the evening newscasts: "We decided that if we wanted to get our biggest farm audience, we should devote more time to material for the evening news. He also points to his service to the nonfarm audience: "I can do a better job of communicating farm issues to a nonfarm audience with a piece on the evening news, than trying to get someone to sit through a half-hour block in the morning."

Ray Wilkinson, is vice president of agricultural affairs for Capitol Broadcasting. As such he wears two hats: that of vice president of the Tobacco Radio Network (see below) and that of farm services director of WRAL-TV Raleigh, N.C. He agrees that there is

more block programming in radio—although he sees trends toward more vignette reporting-and shorter reports throughout the day. He sees the difference between the two media as one of immediacy. "Radio does more immediate programming," he says, adding there is a trend toward spreading the programming out during the day because the farmer can listen to the radio in his pickup or on the tractor. "We're seeing more market reports and weather inserts on stations that format music primarily," he says. His television station has a 15-minute farm program, *County Morning*, at 6:45, leading into *Good Morning America*. At noon, there is a farm news segment within the local noon news, with a weather report tailored to the farmer, which Wilkinson follows with an explanation of its application to agriculture. In the 6 p.m. news there is no scheduled farm segment, but, says Wilkinson, there is generally a major farm story, handled by reporters on the general news staff, but on which the farm department consults.

Wilkinson agrees that radio is the primary farm medium, crediting its immediacy and availability: "We have satellite services delivering data. We know about delivering stuff to a fellow's computer on his farm, for example, but it's going to be awfully difficult for any medium to beat radio in terms of service to agriculture." But Wilkinson does not want to give television short shrift: "Where television is done well, with a professional farm broadcaster and department, it has enormous clout."

Regional and state radio networks are popular in agricultural broadcasting for a number of reasons. Many small, rural stations can't afford to produce their own farm programming or hire a full-time farm staffer. Also, commodity-specific networks are attractive to advertisers who want to target specific producers.

Wilkinson's Tobacco Radio Network, based in Raleigh, N.C., comprises six commodity-specific networks in the Southeast—peanuts, livestock, tobacco, soybeans, cotton and corn—and is delivered to 167 stations in six states. "On our soybean network,



WPTF's Johnnie Hood

for instance," says Wilkinson, "we have stations only in the major soybean producing counties. Specialized networks make economic sense." Wilkinson emphasizes. "They are sought by clients. A program on peanuts goes specifically to areas that produce peanuts, and conversely, we're not sending it to areas that don't produce peanuts. A client that has a product to control weeds and grasses in peanuts wants that kind of targeted buy. They don't have to buy urban markets they don't want or ADI's that don't fit."

Charles Might, executive sales/marketing director for NAFB, explains: "Radio is local; agriculture is too. Iowa is altogether different from Texas; you can't have a national network. You have to be more specialized. Everyone talks now about narrowcasting. That's what we've been doing for 60 years."

Jerry Reed is general manager and anchor of the Northeast Ag Network, carried by 36 stations in New York, Pennsylvania, Vermont and New Hampshire, and farm director of WIBX(AM)-WIBQ(FM) Utica, N.Y. Many stations on his network are what he describes as "mom and pop operations without the budget to put together farm programming." He provides his programming on a barter basis. "All they have to do is give up a minute or a minute and a half of commercial time, then they can turn around and sell an adjacency in a program they haven't had to pay for."

Jack Crouner, owner of the Farm Service Network, Louisville, Ky., provides programming to 54 stations in Kentucky, Indiana, Illinois and Tennessee, working from a studio in his home. Crouner, who left WAVE-TV Louisville, Ky., in 1971 to start his network, saw a need being created by what he felt was the tendency of some of the larger "power" stations to "look at the demographics and decide that they were better off shooting for the 85% or 90% of the nonfarm audience, the drive-in folks, than to devote any time to the farm audience."

The stereotype of the farm broadcaster in overalls and straw hat speaking from a studio baffled with egg cartons is out of date. Satellites and computers are growing parts of the farm broadcaster's ongoing job of keeping 'em up to date down on the farm.

The Brownfield Network, Centertown, Mo., which transmits 45 radio programs a day to 135 affiliates in 13 Midwest states,



Look again. The dapper figure in coat and tie is farm broadcaster Ray Wilkinson of WRAL-TV and the Tobacco Radio Network, Raleigh, N.C. The overalls belong to Hee Haw's George "Goober" Lindsey, who appeared at the Southern Farm Show in Raleigh.



**Q** Who delivers more  
NAFB radio stations  
than any other rep?

**A** The Katz Radio Group.

Before you plan your next advertising campaign call the Katz Radio Group. Our Agri-Marketing Specialists can deliver the farm market better than any other sales rep. We have the sales tools and research data to help you make informed planning and buying decisions.

Call Glenn Kummerow at (312) 836-0573 to place your advertising on radio's leading NAFB stations.

**Katz Radio Group**  
Christal Radio • Katz Radio • Republic Radio



The best.

dropped its landlines two years ago, becoming among the first farm broadcast networks to go entirely satellite. It has its own uplink, located outside Jefferson City, Mo., and rents transponder space on Westar III. In November, Starkville, Miss.-based Progressive Farmer Network engaged Microdyne Corp. to develop a satellite distribution system for the radio programming it sends to 90 affiliates in eight states. Jim Yancy, vice president and general manager of the network, pointed to anticipated savings on distribution costs, improved signal and scheduling flexibility as some of the reasons for the move. The network plans to begin satellite distribution in January 1985, using Westar III, transponder 2.

Since March of this year, some of The Helming Reports programming is delivered via Westar III. Oppold says that improved sound quality was one reason for going satellite. Another, he says, was "having the fixed cost, and not being subject to the tremendous increases of the phone company that we had no control over."

Reed likes the idea of satellite delivery, but not the cost: "Satellite would be nice, but they are cost prohibitive for me at this time.

We're only distributing one program a day. If we were doing seven or eight it might be cost effective because we could recoup our uplink expenses. But it's still in the back of our minds." Jack Crowner, who runs the Farm Service Radio and Television Networks, Louisville, Ky., effectively a one-man operation which produces programming for 54 stations in Kentucky, Indiana, Illinois and Tennessee, still relies on bicycling tapes and a WATS line, although he has "looked into" satellites. "I would have to rent space on a transponder 24 hours a day and I would use it less than an hour a day. But I'm trying to negotiate time on an existing satellite arrangement, to save me putting out \$100,000."

According to general manager Gary Truitt, the Brownfield Network has also been experimenting with a computer software delivery system called Datacasting, developed by the Micropipheral Co., Redmond, Wash. In Datacasting, computer programs or other data are transmitted at about 2400-4800 baud (a unit of measure representing bits of information transmitted per second), over radio subcarriers to receivers equipped with a decoder. The network



WOWT's Bruce Anderson

has run a number of successful tests of the system.

What would be the application for farm broadcasting? There are several, says Truitt. If a chemical manufacturer, for example, develops a computer program to help farmers decide what concentration to use to get maximum weed control on his soybeans—about 10% of farmers have home computers, says Truitt—the company could transmit the information during a commercial.

Since the rate of transmission is so high—about 90 words a second at 4,800 baud—"Brownfield could send the farmer a complete financial market close for the day, plus analysis, in five seconds," says Truitt. Decoders would cost \$50 to \$75 and would be compatible with any home computer.

A computer service already in operation supplying market news for broadcast is the AgriData Network, a division of a Milwaukee-based publisher, AgriData Resources Inc. It is a videotex service that provides weather, news and market information geared to farmers, ranchers, commodities brokers and investors with agribusiness interests.

According to AgriData's Janice Henry, anyone with a personal computer or terminal and a modem can call an 800 number and access information. Members pay for on-line time and for information retrieved. Each page of information is priced differently. Access at 300 baud costs \$28.19 an hour, and at 1200, \$39.24. A one-year, prepaid membership fee is \$399. Broadcasters can set up a code file—a preset number of reports that they can access—for, say, an early morning broadcast. Before air time they can punch in a two-digit code and get all the reports for that morning's broadcast, says Henry. "A couple of dozen" broadcasters now use the system, says Henry, and the network hopes to attract more with a new "executive news summary" in the early morning and mid-morning.

Direct broadcast satellite programming is in the future for agricultural broadcasting, according to Seth Michaels, president and owner of Sky-Tech Inc., Chicago. He feels that in rural areas where distances between farms make cable uneconomical, a targeted service like DBS can be a going concern.

Sky-Tech began broadcasting *Family Farm*, a weekly, one-hour magazine format

## One view from the field

*By Mark Vail, farm director of the Kansas Agriculture Network, Topeka, Kan., which provides farm programming via satellite to 35 radio stations in Kansas.*

My typical day will start with a 6:06 a.m. taped broadcast. The basic market information and farm news from the day before is still a necessity for most stations. We tape a news program and a market program to air in the 6 a.m. hour, with the first live show at 7:45. Farmers aren't that much different from their city counterparts in that they don't necessarily like or have to get up any earlier than anyone else. Take an early morning drive in the country (5-7 a.m.). It's my contention you won't see much activity on any farmstead until a reasonable hour. Yet the confused ag media buyer still insists on ultra-early farm programs since that's the way it has always been done.

Our programming is fairly simple. The shows run from 90 seconds to six minutes in length. Within each show there is room for commercials. In the 5- and 6-minute shows, the network has one commercial minute and the local affiliate has one minute of availability. The 90-second programs include local availabilities. Selling the farm time pays our salaries, nothing else. All affiliates barter time for programs.

Back to my day. From 7 a.m. until 3 p.m., doing the actual programming takes just about all my time. Often I will answer advertiser inquiries or handle media information for some ad agency, and that's part of the job, but keeping an ear to the farm situation is of prime importance.

Contacts are as important to me as to any newsperson. I try and keep in touch with several individuals in Washington, and others around the country. Of particular importance are the contacts within major farm commodity organizations. These groups often become the voice of farmers' wishes and desires, and they are potent forces in the political arena. Additionally, understanding and being current on markets is important. The price of beans today could easily make a \$20,000 difference to any one farmer-listener's income for the year.

The network farm department will travel 100,000 miles in a year covering meetings of different farm groups and advertising conclaves. We must be constantly ready for the advertiser to need us. So we travel that circle as well. From a programming standpoint, international travel is also included. If Secretary of Agriculture John Block is going on a trade mission, chances are one of us will be there to report it.

There have been some dramatic changes in ag broadcasting, radio in particular. Block programming is fading. It appears that concise, business-oriented information is what most stations really want, and an ag broadcaster who doesn't deliver what the station and audience want has a limited career. Radio and TV is a numbers game, and those of us in farm broadcasting cannot possibly play from a strong hand since the number of farmers keeps declining. A numbers (ratings) game can't be won with numbers-minded general managers and program directors. We can, however, be a very salable product.

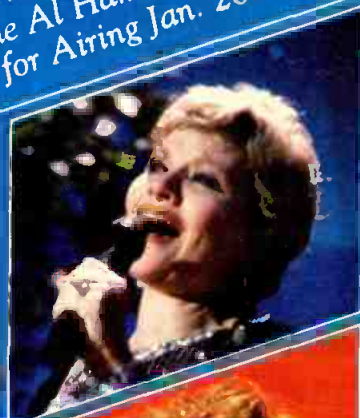


GREAT MUSIC IS BACK ON TELEVISION!

# The Music of Your Life



Hosted by **TONI TENNILLE**  
Guest Stars **JOHNNY MATHIS**  
**PATTI PAGE** and **ANDY GIBB**  
Performing Memorable Songs of the 40s, 50s, 60s, 70s and 80s...  
Recapturing Magic Moments in Viewers' Lives... Recalling  
Highlights of Special Years... All in the Lavish Production Tradition  
of Bob Banner... Based on the Al Ham Radio Format... A Big  
Beautiful One-Hour Special for Airing Jan. 26 - Feb. 10.



**ALREADY CLEARED IN MARKETS WITH 65% COVERAGE.  
AND MORE TO COME. PLUS AN EXCITING WEEKLY SERIES FOR FALL!**



Produced by  
bob banner associates



Call (212) 307-3670 now to bring  
The Music of Your Life to your station.  
And visit us at NATPE.



# SONY TRINITRONS HAVE BEEN YOUR PICTURES CAN LOOK

**1** An Aperture Grille, which doesn't warp, instead of a shadow mask, which does—for high color purity.

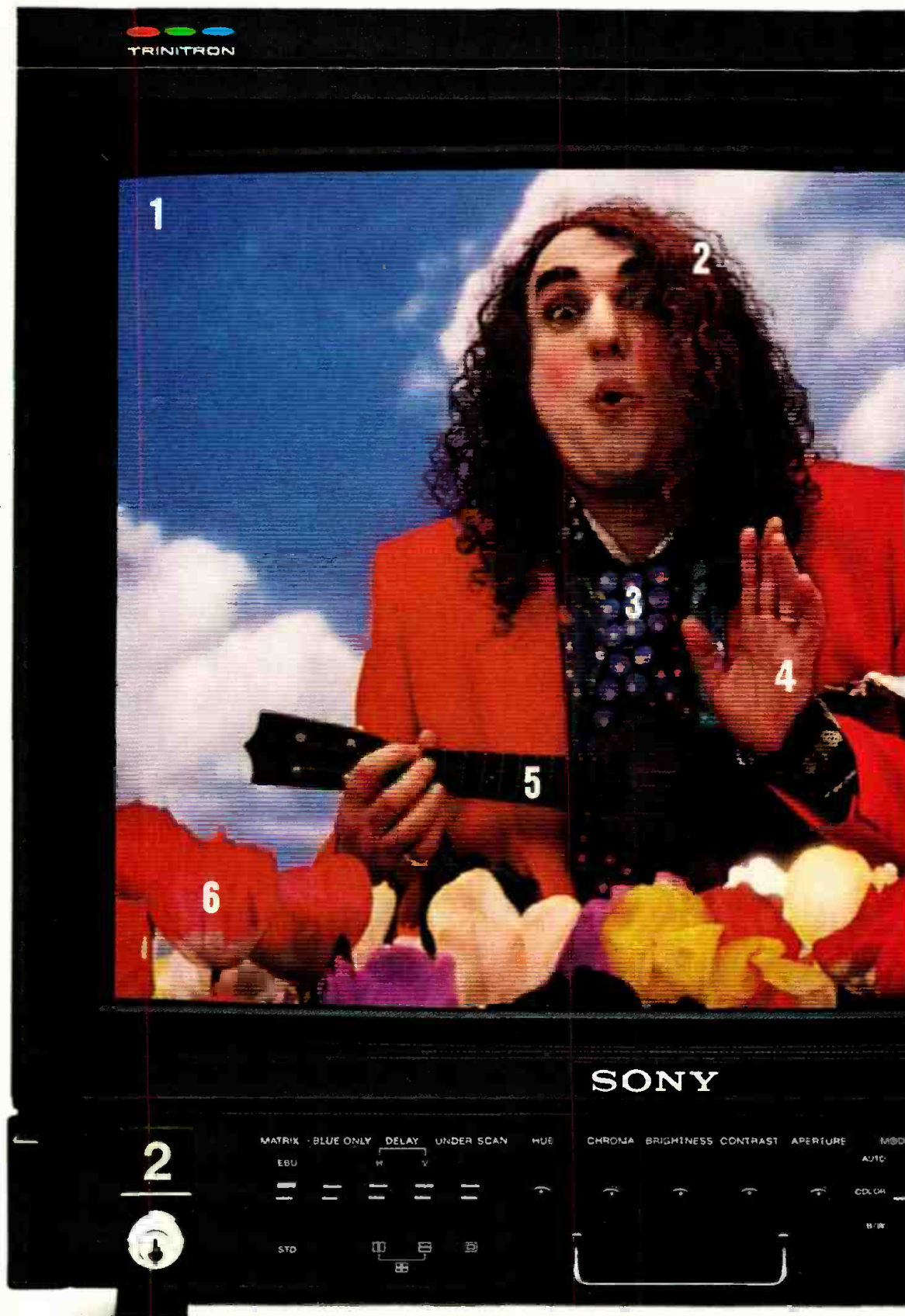
**2** Nine-hundred TV lines for the highest resolution of any master control CRT—so details are sharper, and noise is never hidden.

**3** Advanced comb filter—to achieve excellent luminance/chrominance separation with minimum artifacts.

**4**  $\pm 5$  mm convergence within center circle—to prevent outlines from appearing around images.

**5** One-percent linearity in center lines—to ensure perfectly proportional images.

**6** Current feedback circuitry—to reduce color temperature drift to 1% over 500 hours.





# DRAMATICALLY IMPROVED SO THEIR ABSOLUTE WORST.

If this were live, and you were critically evaluating your video signal, you would be looking blissfully at one of the most revolting pictures you ever saw.

You would, that is, if you were viewing a new Sony BVM-1900 or BVM-1201 Broadcast Trinitron®.

The new BVM Master Control Monitors have been completely re-engineered to reproduce your signal precisely the way it was fed into them.

If Tiny Tim's hair was covered with snow, or his ukulele was making too much noise, you'd know it. Because these Trinitrons offer the highest resolution available—900 TV lines.

This degree of resolution has been made possible through Sony's extensive research and development in high-definition TV.

However, the real reason they're the state of the art in broadcast CRTs is that they give you the highest resolution without ever compromising color purity or brightness.

That's because instead of using a shadow mask, which suffers from the disadvantage of being spherical (therefore causing it to warp

from heat), Sony uses an exclusive Aperture Grille. It's cylindrical, and is rigidly held straight at the top and bottom, enabling it to resist thermal or mechanical bending and ensuring white uniformity.

And thanks to another exclusive Sony feature, Automatic Beam Control, when Mr. Tim goes tiptoeing through the tulips, they won't turn into pansies right before your eyes. Because the monitor reads its own signal and instantly corrects for color drift.

Plus, all phosphors used in BVM Broadcast Trinitrons now match the industry's U.S. standards.

For more information on the one piece of test equipment you shouldn't be without, the one with mixed video capability, that's ready to accept computer graphics, and you don't have to be Tiny Tim to afford, contact Sony Broadcast today.

In New York/New Jersey call Sony at (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) **SONY**® 841-8711. Broadcast

Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07666. © 1984 Sony Corporation of America. Sony and Trinitron are registered trademarks of Sony Corporation.





WGN's Orion Samuelson

rowcasting potential of satellite TV where the farm community is involved is a viable business."

One broadcaster feels that farm programming—plus some entertainment—might find a home on another of the new media: low-power television. Mike Carter, owner of KAOL(AM)-KMZU(FM) Carrollton, Mo., and an associate member of NAFB, who has five low-power applications—Chillicothe and Marshall, both Missouri; Hiawatha and Seneca, both Kansas, and Falls City, Neb.—thinks low-power might find a niche serving the rural areas that remain uneconomical to pass and hence unattractive to cable operators. "I think low-power might be able to fill that gap." Rather than make it a regular commercial station, he says, he would like "to make it a pay television service with scrambled programming." It would be a cost effective way to deliver programming, he says, admitting it would be a low-budget, as well as low-power station: a "one camera" operation. "I think the farmer would be interested in something like that." There is some agricultural programming available, like the *U.S. Farm Report*, or The Weather Channel, which, Carter says, has Kansas City radar and "some other things that would apply to our area." And he would include an entertainment service like HBO or Showtime. And it would be a cost effective way to do it, says Carter, because programs could be transmitted without any wires or hookup. "Just a descrambler you rent to them for \$14 or \$15 a month. I think people talking about



Katz Radio's Glenn Kummerow

program, on Oct. 27 over AT&T's Telstar 301, and had aired three programs when the financial difficulties of Meadowland Communications, the company providing its satellite transmission services, forced the program into hiatus. By the end of January, Michaels plans to have a program back on the satellite, either *Family Farm* or another program that is in the planning stages. *Ag Classified*, a half-hour block consisting of farm news, a segment on what's going on in agriculture on college campuses, a USDA information segment, and "information-oriented" commercials. Although he feels DBS development still has a lot of problems, he asserts that "any business that has the nar-

building low-power TV should keep the agriculture community in mind," he concludes.

### Farm Advertising

*There are some 2.3 million farmers in America. Gross receipts from the sale of farm products will total about \$140 billion in 1984.*

Another aspect of farm broadcasting is agricultural advertising. While it is placed in programming other than farm (and perhaps it should be called an aspect of "agricultural broadcasting," so as not to unfairly enlarge upon a term which should be confined to the

# Real Radio WCCO 83.0

**Only one station really cultivates the farmer.**

Every week, we reach 50% of all farm operators in our part of the country—53% of the high income farmers—with average quarter hour farm ratings greater than 20.0. That's real impact.

Call your WCCO Radio Sales Rep or CBS Radio Spot Sales for more information. Minneapolis. St. Paul.

Source: Data from 1983 Doane DAMS 58 County Study

©1984 WCCO-AM



agricultural-related programming itself), it is an important point at which the agricultural community and the broadcast community meet—the pocketbook.

The reviews of ag advertising business in 1983 and 1984 are mixed, although there is consensus that 1983's PIK (payment in kind) program depressed ag advertising revenues, with the general farm economy described as anywhere from "flat" to "disastrous." How individual stations fared, within that context, often depended on factors such as a station's reach, the size of the market, and the principal crop of the area.

"We took three torpedoes amidship" is the way Seeley of WMAQ(AM) describes the 1983 program. PIK was a one-year program instituted by the government designed to cut production and get rid of surpluses. To compensate farmers for not planting a certain amount of their acreage—an estimated 39% of the country's total acreage—the government gave them an equal amount of that crop from government stores. "What the government couldn't know when they instituted the program," says Samuelson, "is that God was going to sign up for the program with a drought that cut production tremendously."

Although some farmers benefited from the PIK program, which gave them crops to sell, much of that money went into payments on outstanding debt, and high interest rates further discouraged capital-intensive purchases. And what the PIK cut translated into, says WGN's Samuelson, was 39% less seed corn, chemicals, fuel and the like, with a drought reducing production on top of that. "Many of the dealers on Main Street, U.S.A., had not very good years," he says, which led to a cutback in advertising.

In 1984, with the end of the PIK program and those acres back into production, ad revenues have improved generally at their stations, agree Seeley and Samuelson. The farm equipment business, especially tractors, has been a notable exception, with record low sales and plant closings characteristic, according to Seeley.

According to Evan Slack of KOA(AM) Denver, business has been soft, which he says is "reflective of the economy in general and the agricultural economy in particular." Business in 1983 was probably a little better than 1984 has been, he says. Because he is in cattle country, the PIK program did not affect his advertising volume as much as it did others.

"Basically, 1983 was the pits," says Jim Gustafson, general sales manager, WHO(AM) Des Moines, Iowa, which receives more than 30% of its revenues from ag advertising. He says 1984 numbers are showing marked improvement, including a slight upturn in local sales. "It would have been much improved," he says, but the fourth quarter was "disappointing. We are looking for the first half of 1985 to be very strong," he says. Orders for 1985, relative to the whole farm climate, are "handsome, with surprisingly pleasant increases in budgets. . . . We may not be typical," points out Gustafson. With its three-and-a-half hours of farm programming a day and its signal strength—it's a 50 kw clear channel—WHO is one of the few to

have some of the major industry advertisers on 52 weeks a year, he says.

Mark Oppold, with the syndicated radio series, *The Helming Reports*, says that many farm stations in larger markets have probably not seen too much fluctuation in revenue—"If that area of the country is going to be bought, that station is probably going to be on the first buy." But when it came time to tighten some advertising belts, some of the smaller stations, he says, may not have been included in some buys, unlike better days in which advertisers would "literally buy all that they could buy."

On the television side, Bryce Anderson, of WOWT(TV) Omaha, said 1983 was a



WIBW's Kelly Lenz

"down" year. "A lot of chemical and seed money dropped out when the PIK program was instituted." Some of those advertisers came back a little in 1984, he said, with the more normal crop production situation. The farm implement business, he agrees, just isn't there. It has so much inventory, he says, that a case could be made for the necessity of its increasing its advertising, but it hasn't.

Broadcast revenues are very much dependent on the farm economy, says Kelly Lenz, whose WIBW(AM) gets about 40% of its total revenue from agricultural sales. There was a slight decline in ag revenues in 1984, which he attributes to the flat farm economy and in part to carryover from the PIK program. Although local sales have been fairly strong, he says, they were not good enough to make up for the heavy decline in national sales. Lenz points out that there are regional factors affecting those sales. "There aren't as many products available for wheat as there are for corn or soy beans," says Lenz, "so when it comes to budget cutting time for national advertising, we might be dropped out of the program on the basis of acres [for] someone in Iowa or Illinois." An irony of the strong local sales, points out Lenz, is that some of it has been for the sale of farm properties. But that's self-defeating advertising he says, since a farmer selling out is no longer a farm listener.

On the national radio side, market-by-market spot sales and regional network buys are the primary ad vehicles for companies in delivering their message to the agricultural community. Chemical firms (the largest sin-

gle farm radio advertiser category) and seed companies, for the most part, have maintained their advertising budgets for radio through 1984, while expenditures by farm equipment manufacturers have remained down. The buying patterns are markedly seasonal, with most business planned for the first two quarters of each year.

The majority of farm specialists at rep companies canvassed by BROADCASTING said that "overall" national farm radio business in 1984 looks like it will end up "slightly" ahead of 1983's pace.

The reps declined to estimate how much of the billion dollar-plus national spot radio business is composed of farm dollars or to specify the percentage of increase, citing the often fluctuating regional and geographical buying patterns of most advertisers. They note that in 1984 some of their stations witnessed dramatic increases in billings while others have fallen off.

"Nineteen eighty-four was not the big recovery year we expected," says Bill Alford, senior vice president and director of agricultural and state networks for Blair Radio. Alford pointed to two major factors contributing to a flat year: widely scattered droughts in certain regions coupled with a large amount of PIK money used by farmers to pay off existing debt.

Blair represents 10 National Association of Farm Broadcasters (NAFB) member stations and four state networks. "Sixty percent of our farm radio advertising runs during the first four months of the year," says Alford. He adds that the majority (60%) of Blair's farm business comes from chemical companies.

Alford, based in Cedar Rapids, Iowa, also told BROADCASTING that NAFB has commissioned St. Paul, Minn.-based Rockwood Research Corp. to conduct an attitudinal and qualitative research study of Class IA farmers—those who annually gross over \$100,000—which should help to better define the marketplace as well as radio's ability to reach farmers. The study is planned for the first quarter of 1985.

Advertisers today are spending more time evaluating their marketing strategy and geographic coverage, which is delaying the actual implementation of the buys, says Gary Ahrens, vice president and regional manager of McGavren Guild Radio, St. Louis, who serves as the company's farm sales specialist.

Ahrens said he is "cautiously" optimistic that 1985 will be a better sales year than 1984, citing the likelihood of several new product introductions in the crop chemical field. Ahrens also said he sees a renewed interest in advertising among animal health product companies. McGavren Guild Radio represents 28 NAFB member stations as well as the Southern Farm Network in Raleigh, N.C.

Lloyd Senn, director of agricultural development, Torbet Radio, Lubbock, Tex., agreed with Ahrens that advertisers today are "fine-tuning" their marketing strategy and targeting in order to find the best area to move the most product.

The second quarter has become very

strong over the past several years, he says. However, in 1984, Senn says there seems to be more business activity in the third quarter than during the same period in previous years. "Our two best months were March and April, but May through July stayed relatively strong," he said. Senn says he isn't very optimistic that there will be a significant turnaround in farm advertising in 1985: "It's still a question mark." Torbet Radio represents 20 NAFB member stations and four regional networks.

Advertising time sales for Katz Radio were fair through the end of the third quarter, but the fourth quarter has been flat, adds Glenn Kummerow, vice president and director of agricultural services, Katz Radio Group, Chicago. Kummerow says he is "cautiously" looking for a slight upturn in farm business in 1985.

He also observed that the business climate is changing among the agricultural advertising community, with companies carefully reevaluating all media in order to more efficiently allocate their ad dollars. "Once this is done, radio should gain because of its effectiveness and efficiency," says Kummerow.

Kummerow oversees farm sales for the entire Katz Radio Group, which comprises Katz Radio, Christal Co. and Republic Radio. The company currently services a total of 40 NAFB stations (33 with Katz and seven with Christal) in addition to a number of regional networks such as the Texas State Agribusiness Network and the Kansas Agri-

cultural Network.

Dollar figures for national agricultural advertising revenues in television are almost as difficult to pin down as those for radio. What executives of two major rep firms dealing in agricultural television advertising do agree on is that the Broadcast Advertisers Reports estimates are vastly understated. Jim Hunt, director of market development, Midwest, for Katz Communications, who cites a 1983 BAR report of approximately \$18 million, responds with his own projection of \$50 million, and estimates that Katz alone gets about \$20 million in advertising. Dick Giltner, vice president, director of agrimarketing, Blair Television, Chicago, who places Blair's TV ag dollars in the \$20-million range, has heard estimates for industrywide totals as high as \$70 million, but feels the figure is actually more like \$30 million-\$50 million. Why such a discrepancy? A common footnote—and one volunteered by both Hunt and Giltner—cited to BAR estimates is that they are based on the top 75 markets—most of which aren't agricultural markets—and not the markets where the bulk of advertising dollars go. Another problem identified by a number of industry analysts is a problem of terms: the difficulty in determining what qualifies as agricultural advertising. Is a campaign in Iowa for a new Ford truck automotive or agricultural? Another problem, according to Giltner, is that some of the heaviest advertisers, the chemical advertisers (Giltner

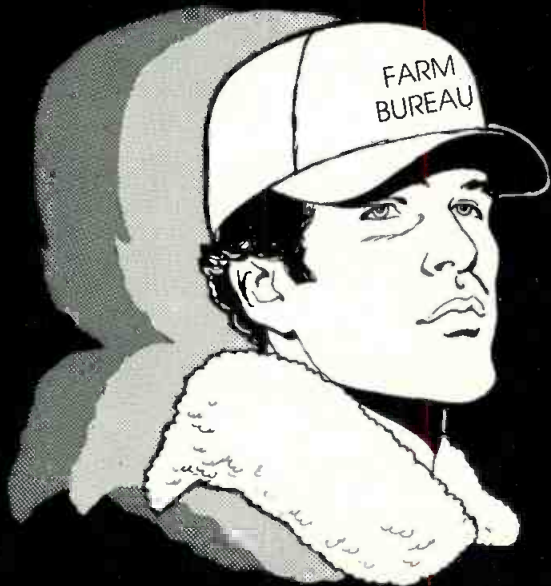
credits them with 75% of total ag billings), are "loath to give out information, so you have a problem in getting an accurate fix on expenditures."

Blair's 1984 television ag business was up 13%-15% in 1984 over 1983, says Giltner, which he attributes in part to increased acreage planted since the end of the PIK program.

As to the connection between ag advertising and the farm economy, Giltner points out that Blair's billings were up 8% or 9% in 1983 over 1982. The advertising dollar stayed up in '83, Giltner says: "It could have been better," but it didn't show the precipitous decline that might have been expected.

Hunt says 1984 television business industrywide was very good, even though the farm economy has not markedly improved. He estimates the increase over 1983 at 20% to 25%. But due largely to the PIK program, he says, 1983 was a down year, so that the business "was just making up for last year. If the farm economy had been better in 1984," says Hunt, "business would have been astronomical." The farmer is still struggling. He's paying off his debt at high interest rates, points out Hunt, "and prices aren't what the farmer had hoped they'd be." With the value of the dollar so high overseas, export business is also weak, he adds. "The equipment manufacturers are suffering tremendously," says Hunt. "The first clients to drop out," says Giltner, "are the farm implement deal-

## WE ARE OPTIMISTIC ABOUT THE FUTURE OF AMERICAN AGRICULTURE



Agriculture is changing — we are confident it can change for the better. Everyone has heard about the problems affecting farmers and ranchers. We're the Farm Bureau and we are working on the solutions.

You can keep on top of all the national news about food and agriculture with American Farm Bureau Federation Broadcast Services.

**NEWSLINE:** a daily, toll-free radio feed.

**INSIGHT:** a 90-second, issue-oriented daily commentary.

**TV NEWS SERVICE:** documentaries, videotape library and newsclips.

**COMPUTERIZED NEWS SERVICE:** computer to computer farm news.

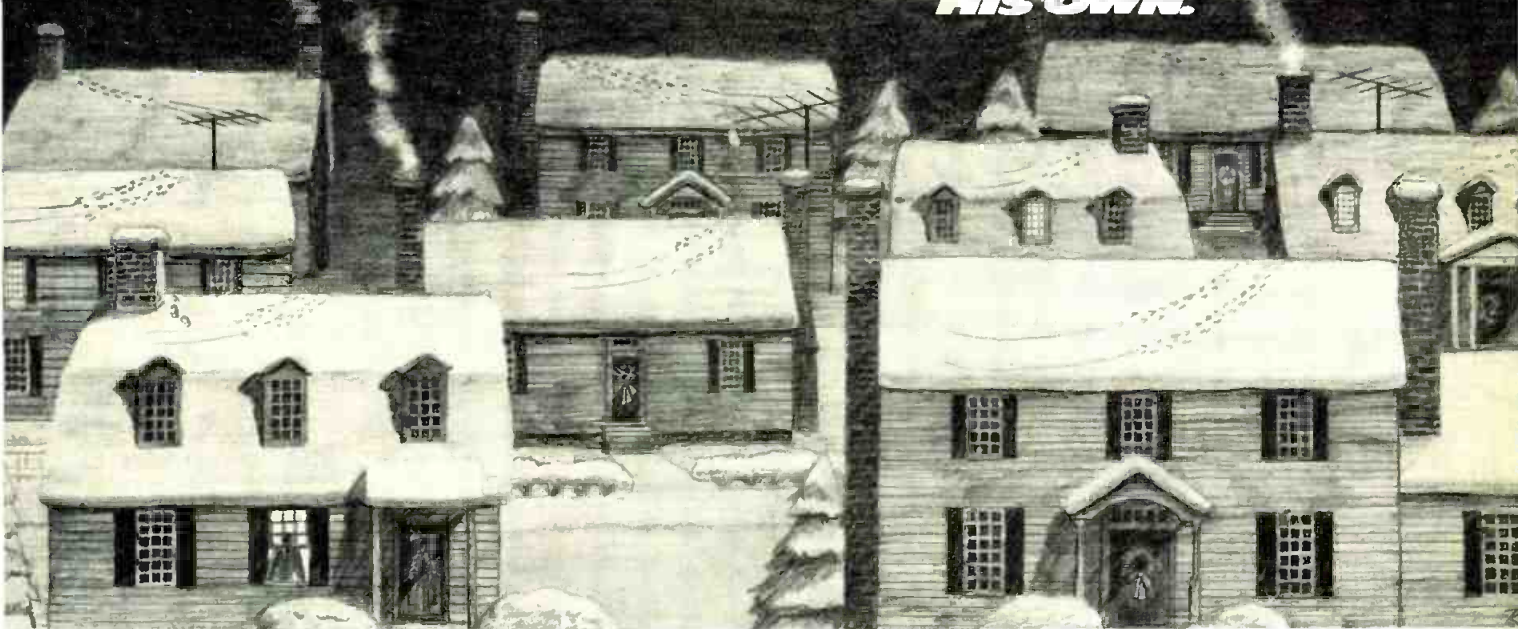
**CONTACT: Broadcast Services, American Farm Bureau Federation**  
225 Touhy Ave., Park Ridge, Illinois 60068 (312) 399-5854



**HE HAS ONLY ONE RECORD TO BEAT.**

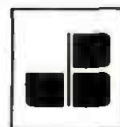


**HIS OWN.**



Warmest wishes for the holiday season.  
Health and happiness in the new year.  
From your friends at Blair.

**BLAIR TELEVISION**





ers, the tractor companies, the combine dealers, the big ticket items."

## The Role Of Farm Reporters

At the NAFB's convention in Kansas City, Mo., Nov. 8-11, a session titled "Investigative Reporting: Does it Fit in Farm Broadcasting?" dealt with the role of the farm broadcaster as reporter. According to Steve Weinberg, a consultant with Investigative Reporters and Editors, University of Missouri, Columbia, investigative reporting is a term many people don't like, including a lot of investigative reporters, who feel that to a certain extent every reporter is an investigative reporter, trying to discover the truth and present it accurately. "But it's a term we all have to live with," he said, offering "in-depth" reporting as a better term.

According to the session's moderator, Kelly Lenz, WIBW-AM-TV Topeka, Kan., many farm broadcasters have shied away from investigative reporting. "We don't do it," says Lenz, "and for a variety of reasons." One, he says, is time. A one-man shop may not have the time. In other cases, he adds, some in-depth reporting may involve a client, and "that's a situation that needs to be considered."

Dan Modlin, from the Indiana Rural Radio Network, New Palestine, Ind., is a member of IRE and an advocate of in-depth reporting. Although he does not suggest that every farm broadcaster become an investigative reporter, and is quick to point out that "it's not all the glamorous cloak and dagger stuff," he feels there is a lot farm broadcasters can learn from investigative reporters. He points to the number of government doc-

uments available to the public. As to the necessity of filing freedom of information act requests, he says, "Go ahead and ask for something first; a lot of times they will give it to you out of courtesy." He cites a report he obtained from the Inspector General's office in the USDA for a story on the Soviet grain embargo. "It's rather lengthy, rather boring, but it's everything you always wanted to know about the Soviet grain embargo, and it was free, there for the asking."

A farm broadcaster who by his own admission hasn't done a lot of investigative reporting, Rich Hawkins, of KRVN-AM-FM Lexington, Neb., also feels there has to be a place for investigative reporting. But as the "devil's advocate" in the discussion, he tried to "point out some of the road signs along the way." He says that farm broadcasters do more investigative journalism than they realize. "If you're doing more than ripping and reading the news," he says, "you're starting to exercise the same kinds of judgments that investigative reporters use." It is a question of degree he adds, describing the image of the investigative reporter as someone with a plaque identifying himself as such who if he doesn't turn in an investigative piece a week doesn't get paid. "We see some of these people in journalism," says Hawkins. "I am offended by the kind of reporting where you have people sitting next to the secretary of agriculture in a plane seat listening in on his private discussions."

Hawkins's biggest concern was that, with 10 to 15 stories within a five-minute newscast, farm broadcasters shouldn't be expected to "reinforce every one of those newscasts." He feels the wire services have a major role to play, because they are paid, he says, to provide timely, understandable,

well-researched, informative stories.

The sponsor relationship is a hindrance to some types of reporting, says Hawkins, but not to in-depth reporting. When asked what he would do if a sponsor were being investigated, Hawkins answered that "in an instance where people perceived me as representing a certain commercial identification, I would turn it over to someone else on the staff. The number-one product in farm news is credibility," says Hawkins. He feels that overreporting a story damages credibility more easily than underreporting. "Investigative reporting plays a very small part in day-to-day farm news," concludes Hawkins. "It can be a very important part when the time arises. But the time to go forth and seek the truth is not just because it's Tuesday, but because an event has occurred that needs to be investigated further."

Other farm broadcasters also gave their opinions on the issue:

■ Ralph Seeley of WMAQ(AM) Chicago believes investigative journalism definitely has a place in farm broadcasting. "If there's an issue that needs redress, if a farmer is creating a pollution problem for example," he says, "you're going to hear about it. And we will report both sides of the issue." A lot of people see investigative reporters as antagonistic reporters, says Seeley. "We're not. We do have a bias toward the farmer. But every farm broadcaster works to get the trust of his audience, and you can't get their trust if you don't tell the truth."

Tom Watkins, director, agribusiness programming, WIMA(AM)-WIMT(FM) Lima, Ohio, is new to farm broadcasting, having been a news director at the stations since 1966. The stations were having trouble keeping farm broadcasters, he says. They were all going to better jobs, but the attrition rate had the farm community and advertisers asking whether the stations had a commitment to farm broadcasting, so the general manager asked Watkins—whose news operation had been voted most outstanding in Ohio three times in the last three years—to put those credentials toward farm programming. Comparing broadcast journalism to farm journalism, Watkins feels that farm broadcasters should not necessarily be advocates for the farmer, although he feels that a lot of farm broadcasters feel that "if it's good for the farmers, it's good for broadcasting." Balance is needed, he says. "You have to decide whether you're an advocate or a journalist." He agrees with Seeley that credibility is the key, and that it comes from telling both sides. "I can't say: 'Gee, I can't write this bad story about Ford tractors because they are a big advertiser.'" Since he took over as farm director in August 1984, Watkins says, there are more farm stories in regular newscasts. He says some broadcasters still feel, erroneously, he insists, that the place for farm news is only in farm broadcasts. Finally, he says, there shouldn't really be a difference between a farm director and a news director. The best way to approach farm broadcasting is "as a journalist fairly reporting both sides. And let the cow chips fall where they may."

## The government connection

The United States Department of Agriculture distributes programming on plans and policies of the department and consumer information to stations across the country both by tape and, since Oct. 1, via satellite (Westar IV). USDA provides background information and taped features to farm broadcasters, as well as providing taped programs and news services to stations without full-time farm broadcasters.

Among the programs targeted specifically to the farm community is a radio series, *Agritape Farm Program Report*, updating policies and programs of the department and aimed at the farmer and the agribusiness sector. USDA sends out 2,000 tapes a week to radio stations. Paralleling that report on the television side is the series, *Down to Earth*, which consists of five, three-and-a-half-minute segments a week, sent to 75 stations.

Also on the radio side, there is a daily call-in news service that receives 100-115 calls in each 24-hour period. Although it is called the Radio News Service, some television stations use it as well, with a voiceover and picture, of the secretary of Agriculture, for instance, to go along with an actuality.

One of the department's more popular services, according to James L. Johnson, head of the USDA's radio-television division, is Instant Networking, in which a prominent figure in agricultural affairs, often the secretary of Agriculture, will hold a half-hour telephone press conference from the USDA's Washington radio studios. According to Johnson, a teleconferencing firm in Chicago provides the interconnect that can handle up to 19 farm broadcasters. The network of stations participating is tailored to the subject matter of the conference. For example, if it is on dairy farming, the participating broadcasters will be from predominantly dairy areas of the northern states. Some participating stations run the program live, while most tape it, some tailoring it to their markets by dubbing in their own voices asking questions actually asked by others.





HOST: DICK CLARK

# NOW YOUR STATION CAN WIN THE \$100,000 PYRAMID.

ONE OF TV'S BIGGEST GAME SHOWS—NOW NEW FOR SYNDICATION.

The daily cash prizes are bigger than ever, and the \$100,000 grand prize—won in 60 wild seconds—is the largest on television.

With game shows doing better than ever, the "\$100,000 Pyramid" is the perfect prime access 5-day strip for your station. Today, Pyramid power continues on the network with a 20 plus share over the past two years.

**DICK CLARK—TV'S MOST POPULAR GAME SHOW HOST**

Dick Clark duplicates his Emmy-winning network role as host of the new "Pyramid." Clark is currently ranked at the top in game show host popularity—especially strong with

Women 18-49. His phenomenal television career includes 32 consecutive years on "American

Bandstand," plus NBC's "TV's Bloopers & Practical Jokes" and many specials and TV movies.



*"You're looking at the guy who didn't buy  
The \$100,000 Pyramid."*

THE PRODUCTION EXCELLENCE OF BOB STEWART.

Bob Stewart, current producer of the network "Pyramid" brings his touch of quality to the new "\$100,000 Pyramid."

During his association with Goodson-Todman Productions, Stewart was responsible for "The Price is Right," "To Tell The Truth" and "Password." Under his own banner, Stewart has aired 21 game shows, including the Emmy-winning "\$25,000 Pyramid," "Jackpot," "Personality" and "Three On A Match."

## THE NEW \$100,000 PYRAMID



INTV—SUITE 556-560

TELEVISION

NATPE—FAIRMONT PENTHOUSE SUITE

© 1981 Twentieth Century Fox Film Corporation. All rights reserved.

# WHY DO THE B IN CABLE GIVE RCA A TERRIFIC I



A SMALL SELECTION OF OUR BIG NAMES.

There's plenty of comfort in a reliability factor of 99.99%. It's hard to beat that kind of statistic. This exemplary record is nothing particularly out of the ordinary. RCA has always represented the most positive images in the world of communications. Since the early part of the cen-

For good reason. In fact, for lots of good reasons. Superior satellite service is a good place to start.

It all began in 1975, when the cable TV industry was looking for expansion opportunities. It was then that RCA launched its first Satcom satellite. From that early point on, HBO®, WTBS, ESPN™, CBN, Showtime®/TMC™—all the biggest names (and initials) in programming—signed up.

There were, of course, other satellites available. But not a single one of them offered what Satcom did. Namely, the concept of a dedicated cable satellite with 24 transponders and, later, a back-up system that protected them in the event of a satellite failure. And to this day, they *still* haven't matched our protection system.

Needless to say, it is comforting for our family of programmers to find this kind of safety in RCA.

**RCA AMERICOM. THE COMPANY THAT LAUNCHED THE SATELLIT**

HBO IS A SERVICE MARK OF HOME BOX OFFICE, INC. SHOWTIME IS A REGISTERED TRADEMARK OF SHOWTIME/THE MOVIE CHANNEL, INC. THE MOVIE CHANNEL IS A TRADEMARK OF SHOWTIME/THE MOVIE CHANNEL, INC.



# LARGEST NAMES AMERICOM SUCH RECEPTION?



**OUR BACK-UP SYSTEM OFFERS  
PROTECTION AGAINST BLACKOUTS.**

easy mounting locations for these small receiving dishes. An estimated 22 million households not currently able to receive cable TV will become an exciting new marketing universe.

It's no surprise. It's merely typical of RCA's continuing technological leadership.

The launch is scheduled in the fall of 1985. Therefore, the timing couldn't be better for you to inquire about RCA Americom and learn more about all the benefits it can have in store for you and your business.

Call Bill Berman  
or Don Reinert at  
(609) 734-4000 for  
more detailed in-  
formation.



ture, RCA has stood for enterprise, innovation and an extremely high level of expertise.

That high level is about to manifest itself in a new launch that a lot of people are very excited about. This new spacecraft is a 47-watt, Ku-band satellite with the capability of serving receiving antennas as small as three feet in diameter, thereby opening up a whole new world to operators and programmers. Throughout the contiguous United States, all sorts of places will become

**GET READY FOR  
ANOTHER  
PHENOMENON.**



**COMMUNICATIONS INDUSTRY.**







**FALL 1985**  
**The Perfect Solution**

# **KNOTS LANDING**

**Dominates The Competition**

**130 HOURS**

---

**LORIMAR<sup>®</sup>**



## FCC to address question of Intelsat competition

### Commission to launch inquiry and rulemaking to seek comments on executive branch recommendation

The drama of the developing change in U.S. international communications satellite policy moves to the FCC this week. The executive branch has spent almost two years examining—and quarreling over—the foreign and domestic policy implications of whether the U.S. should authorize international satellite service apart from that provided by the International Telecommunications Satellite Organization. Now that President Reagan has determined that separate systems are required in the national interest (BROADCASTING, Dec. 3)—provided steps are taken to assure the continued viability of Intelsat—the FCC on Wednesday (Dec. 19) will issue

a notice of inquiry and proposed rulemaking on the issue to obtain the views of interested parties.

The secretaries of State and Commerce urged the commission to invite comments, in notifying Chairman Mark Fowler of the President's determination—and of the restrictions they felt should be imposed on authorizations of separate systems. The commission is not expected to propose a rule, as it would normally in a rulemaking proceeding. Rather, questions will be posed as to whether such separate systems would comply with U.S. policy and the legal constraints contained in the Communications Act and the Communications Satellite Act of 1962. As one commission staffer noted, "We've had a lot of time to think up questions." The first of five pending applications

for separate systems—Orion Satellite Corp.'s—was filed in March 1983.

The commission—which will be acting as the Intelsat board of governors winds up its quarterly meeting in Washington—will also make available for review by those who wish to comment a small collection of significant documents on the issue. They will include the President's determination, letters between Secretary of State George Shultz and Secretary of Commerce Malcolm Baldrige and from them to Fowler expanding on the President's terse statement and, possibly, a press release from Commerce's National Telecommunications and Information Administration providing further amplification. A memorandum of law prepared by the State Department will also be made available.

For the most part, the documents reflect a determination to limit the services separate systems would be permitted to provide as a means of assuring Intelsat's continued viability as the single global satellite system. For instance, the Shultz-Baldrige letter to Fowler says separate systems should be permitted to offer the sale or lease of transponders only for service that is not interconnected with public-switched message networks. (That would prevent the provision of international public telephone service, which accounts for 75% of Intelsat's revenues.) It says grants should be conditioned also on foreign parties consulting with the U.S. to coordinate the systems with Intelsat under Article XIV(d) of the Intelsat Agreement "to ensure technical compatibility and to avoid significant economic harm." The legal memorandum provides the basis for that condition, accepting Intelsat's broad view of what constitutes public telecommunications service and thus requires coordination under XIV(d).

What's more, Baldrige, in a letter to Shultz with a copy to Fowler, indicates administration concern with two issues bearing on Intelsat's ability to compete. It says the White House has directed the two departments to examine the scope of Intelsat's pricing flexibility and to make clear their position on international carriers' direct access to Intelsat.

Baldrige noted that Intelsat "generally requires uniform pricing for each service." (Intelsat officials say the agreement *always* requires such pricing to ease the cost burden on developing countries located on "thin routes.") Baldrige said artificially inflated prices on busy routes could induce "inefficient entry by new systems" and that Intelsat should have the flexibility to meet competition, "as long as the prices it charges cover its costs."

As for the second issue, Baldrige said permitting users and carriers other than the Communications Satellite Corp.—which

## Washington Watch

**No cause.** In order designating RKO General Inc.'s WWHO-TV Memphis for comparative hearing with 13 mutually exclusive applicants, FCC has rejected petitions to deny by group of area viewers and National Citizens Committee for Broadcasting and others alleging that station's employment practices and policies violated equal employment opportunity guidelines. FCC said there was no basis to specify EEO issue. FCC also declined to specify issues on allegations of news suppression and violations of fairness doctrine and personal attack rules. □

**Cable order out.** FCC last week released rulemaking aimed at implementing Cable Communications Policy Act of 1984 (BROADCASTING, Dec. 10). Comments are due Jan. 14; reply comments are due Jan. 29. □

**Bliley on dial-a-porn.** Representative Thomas Bliley Jr. (R-Va.) has asked FCC to take another crack at coming up with rules aimed at preventing children from gaining access to pornographic telephone services. In letter to FCC Chairman Mark Fowler, Bliley suggested that FCC consider rules requiring callers to present secret code numbers to get access to dial-a-porn recordings, approach suggested by Court of Appeals in Washington. Responding to legislation introduced by Bliley, FCC did come up with rules aimed at restricting that access, but appellate court said those rules violated First Amendment (BROADCASTING, Nov. 12). □

**Granted, after all.** Reversing decision by administrative law judge, FCC Review Board has granted application of Rainbow Broadcasting Co. for new UHF TV on channel 65 in Orlando, Fla., denying mutually exclusive applications of Metro Broadcasting Inc. and Winter Park Communications. ALJ Walter C. Miller had disqualified Rainbow for alleged misrepresentation over station-lease proposed by one of its principals. Judge then found Metro better of two applicants remaining. Board, however, said Miller erred in disqualifying Rainbow; board said it could find no evidence that Rainbow had willfully intended to deceive, mislead or conceal. Board then found Rainbow preferred on slight integration preference over Metro. Rainbow is partnership 85% owned by Joseph Rey, with remainder held by two others. At time of initial decision, Rey was vice president/sales for WOZL-TV Miami. None of Rainbow's principals had other media interests. □

**In protest.** Representative Mickey Leland (D-Tex.), member of House Telecommunications Subcommittee, was arrested while demonstrating outside South African Embassy in Washington. Leland spent night in jail, was released following day and was not charged. He is one of several House members who have been arrested for participating in protest as part of Free South Africa Movement. In New York, Percy Sutton, former Manhattan borough president and chairman of Inner City Broadcasting, was arrested outside South African Consulate.





## THE AWESOME BEGINNINGS

It all began even before the pilot. AMERICA caught on with unprecedented speed. And within one week it has been cleared in 15 of the top 20 markets, and over 45% of the U.S. It's an all-America sweep, now's the time to buy.

The following affiliates have all committed to AMERICA in their early fringe news lead-in time period:

New York	WCBS-CBS	Seattle	KIRO-CBS	Wichita	KAKE-ABC
Los Angeles	KCBS-CBS	St. Louis	KMOX-CBS	Fresno	KSEE-NBC
Chicago	WBBM-CBS	Sacramento	KXTV-CBS	Jacksonville	WJXT-CBS
San Francisco	KGO-ABC	Hartford	WFSB-CBS	Des Moines	KCCI-CBS
Detroit	WDIV-NBC	San Diego	KFMB-CBS	Omaha	WOWT-CBS
Dallas	WFAA-ABC	Milwaukee	WITI-CBS	Springfield	KOLR-CBS
Houston	KPRC-NBC	Orlando	WESH-NBC	Tucson	KVOA-NBC
Pittsburgh	WPXI-NBC	New Orleans	WWL-CBS	Evansville	WEHT-CBS
Miami	WPLG-ABC	Norfolk	WVEC-ABC	Sioux Falls	KDLT-NBC
Minneapolis	KSTP-ABC	Tulsa	KOTV-CBS	Chico	KRCR-CBS
Atlanta	WSB-ABC			Medford	KOBI-NBC

Including such great broadcast groups as CBS O+O's, ABC O+O's,  
 Post-Newsweek Stations Inc., Belo Broadcasting Corp., H&C Corporation,  
 Cowles Communications Inc., Cox Communications, Inc.,  
 Storer Communications, Inc. and Gilmore Broadcasting Corp.

**CONCEPT. TALENT. EXECUTION. DISTRIBUTION. PROMOTION.  
 TO WIN, YOU MUST HAVE THEM ALL.**



TELEVISION DOMESTIC DISTRIBUTION

**POST-NEWSWEEK  
 STATIONS INC.**

**Merger talk renewed.** The White House is dusting off and preparing to resubmit to Congress a proposal to consolidate the Commerce Department and the U.S. Trade Commission. The idea failed to generate a great deal of enthusiasm in the last Congress, but Secretary of Commerce Malcolm Baldrige, who pushed the idea two years ago, remains convinced it makes sense to combine Commerce's functions with those of the trade representatives in what would be called a Department of International Trade and Industry. He thinks such a department would be better equipped to strengthen the ability of U.S. companies to meet foreign competition. Some Commerce Department agencies which have no relation to trade, such as the Census Bureau, the National Oceanic and Atmospheric Administration and the National Bureau of Standards, would be spun off into a new Department of Science and Technology. But the National Telecommunications and Information Administration would remain with the International Trade and Industry Department.

now has a monopoly on such service—to deal with Intelsat directly for competitive services “would foster competition based on superior efficiency and foresight and tend to deter entry by inefficient systems.” The commission dealt with this issue in March, rejecting a proposal that carriers other than Comsat be permitted to deal directly with Intelsat.

Intelsat officials, who have expressed concern over the prospect of being confronted with competition for service on the major traffic routes, have been encouraged by the documentation thus far released by the U.S. on the policy it intends to pursue in authorizing separate systems. Director General Richard Colino, in a statement last week (BROADCASTING, Dec. 10), said he is “optimistic that this U.S. policy is dedicated to sustaining the economic viability of Intelsat in what the United States government conceives of as a changing international tele-

communications environment.” However, he feels the U.S. effort to restrict the services that separate systems may offer will provide material for a lengthy battle among lawyers as to what would be permissible. Officials at State, Commerce and at the FCC do not agree. As one official said, what is envisaged is “a gold-plated intercom,” connecting, say, a General Motors plant in Flint, Mich., with a company plant in Bonn. What might cause problems, however, is policing such a restriction to guard against what one called “a leaky PBX,” a company switchboard that illegally patched communications through to a public-switched message network.

An additional and major document to be filed with the FCC is one being prepared jointly by the State and Commerce Departments that will set forth the foreign and domestic policy considerations that undergird the President's determination. The paper—

expected to be completed this week or next—will be a coordination and updating of separate reports that State, in behalf of the Senior Interagency Group on international communication and information policy, and Commerce filed with the White House in March (BROADCASTING, April 2). It was the departments' inability to reconcile relatively minor differences between the reports that contributed to the lengthy delay in the announcement of presidential policy. The two finally resolved their differences last month.

Meanwhile, the SIG report (dated Jan. 18, 1983) and associated papers that had been filed with the White House were made available last week by the State Department. They do not contain any surprises; the SIG recommendations paralleling those in the Commerce report later found their way into administration policy. However, one proposal suggested by SIG was not—reportedly at Commerce's insistence—incorporated into policy. It would have attempted to guard against U.S. applicants for separate systems being pressured by foreign governments to procure equipment from their nationals as a condition of securing an overseas partner in those countries. To Commerce, the proposed sounded like “Buy American.” But State Department officials say the government will seek to protect American suppliers by making it clear it will not secure Intelsat coordination for companies that have agreed to buy abroad in return for securing a foreign partner.

The SIG report and especially an underlying foreign policy paper provide a detailed

# WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Alan Byrn can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



CALL TOLL-FREE (800) 424-9876  
THE TOBACCO INSTITUTE.



# YOUNG WOMEN LOVE DALLAS

<b>MARKET</b>	<b>STATION</b>	<b>MON.-FRI.</b>	<b>% CHANGE</b>
New York	WOR	7:00-8:00	+30%
Los Angeles	KHJ	7:00-8:00	+29%
San Francisco	KTZO	7:00-8:00	+7%
Boston	WQTV	7:00-8:00	+333%
Detroit	WXON	7:00-8:00	+19%
Dallas	WFAA	3:00-4:00	+59%
Cleveland	WCLQ	7:00-8:00	+71%
Houston	KTXH	7:00-8:00	+175%
Miami	WDZL	7:00-8:00	+167%
Tampa	WTOG	Noon-1:00	+100%
Sacramento	KRBK	7:00-8:00	+47%
Nashville	WKRN	4:00-5:00	+325%
Milwaukee	WCGV	9:00-10:00	+1200%

**AVERAGE INCREASE +48%**

elaboration of the "balance" officials say is required between the maintenance of a strong Intelsat system—which the U.S. played the lead role in creating 20 years ago—and U.S. economic interests, which, the paper says, requires recognition of the changing international communications marketplace and the encouragement of innovation in satellite technology.

The stakes are high, the paper says: "the character of the noncommunist-world communication links, the future use of the radio spectrum for space services, billions of dollars in equipment purchase, and Soviet penetration of the Third World. An underlying issue is the extent to which additional systems will improve rather than hinder international communications—and their effect on U.S. foreign policy."

The paper says Intelsat has served the U.S. and the world well. Its uniform pricing system reflects the political interest of western countries in assuring communication with the developed as well as the underdeveloped world. It has facilitated business expansion and created a large market for U.S. industry. It has retained the loyalty of virtually all countries against the efforts of the Soviet Union-sponsored Intersputnik to acquire members outside of its bloc. (The paper notes that "a substantial weakening of Intelsat as the dominant global communications system" could aid Soviet efforts in that regard.) And it offers countries lacking their own domestic satellites access to space communications—a fact, the paper says, that could ease the intensity of developing

countries' frequently heard demand for guaranteed access to the geostationary orbit. That demand is expected to be heard again at the World Administrative Radio Conference on space systems to be held next summer in Geneva.

(Additional recognition of Intelsat's importance to U.S. foreign policy interests was indicated last week in the draft of a report by the SIG on proposals for strengthening U.S. communications aid programs for developing countries. The draft cites Intelsat's "aggressive" measures recently, particularly through its VISTA program, to make telecommunications services available to remote areas of the world, and adds, "It is in the U.S. interest to see such services grow." It recommends that U.S. representatives to Intelsat continue to support greater access to the Intelsat system on the part of developing countries.)

On the other hand, the paper says "there is an irreversible tide in the direction of coexistent separate national and regional satellite systems." It mentions Arabsat, which serves Arab countries, and Eutelsat, serving Europe, as well as Canadian and U.S. satellites providing transborder service. It also notes that France, in Telecom, and the United Kingdom, in Unisat, scheduled for launch in 1986, have systems capable of trans-Atlantic as well as domestic service. Such systems, the paper says, do "not preclude a single global system that would provide an essential core for international communications in the 1980's and beyond," adding, "The issue has become how to take advan-

tage of new opportunities while retaining the best of the existing institutions." It also says that, "whatever the U.S. decides, Intelsat faces growing competition from the proliferation of national and regional satellite systems."

The paper also makes clear that what is important for the U.S. in the matter of separate systems is the manner in which its deregulatory policy is expressed in the international arena. One element of U.S. policy the SIG report says supports U.S. foreign policy goals is an emphasis, "whenever feasible . . . on free enterprise, competition and free trade, with full recognition that provision of international communications and information services are joint undertakings among sovereign nations requiring mutually acceptable agreements to accommodate differing national policies."

That language reflects concern expressed in the foreign policy paper about developing countries' reaction to reports the U.S. was considering authorizing the establishment of separate systems. The statements expressed fear that a significant diversion of traffic from Intelsat's Atlantic region would force the global system to raise its rates worldwide—and were linked to the view that "the single global system" described in the Intelsat Agreement bars the existence of virtually any independent system. "This is clearly not the case," the paper says. "It notes that non-Intelsat systems providing international service already exist and were coordinated with Intelsat. "Regardless of the final U.S. action on the pending FCC applications," the paper

THE UNIVERSITY  
OF CHICAGO  
ANNOUNCES THE

**W**illiam  
**B**enton  
**B**ellowships in  
**B**roadcast  
**J**ournalism

Sponsored by  
The William Benton Foundation

The William Benton Fellowship Program at The University of Chicago, now entering its third year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 1. Fellows will be notified by June 1. The 1985-86 Program begins September 23, 1985.

To receive a brochure and application form, mail this coupon to:  
Director, William Benton Fellowships, The University of Chicago,  
1101 East 57th Street, Chicago, Illinois 60637.

PLEASE PRINT

NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE



# HOW TO PICK UP WOMEN

Reach for the stars  
to attract women.



Joan Collins

## Availability Is The Key.

You know you're not just another average program director, sitting by the phone, waiting for it to ring. Deep down, there's a smart, aggressive mentality that will make you more desirable for that segment of the audience that commands over 70% of avail requests. Women 18-54. But how do you program yourself to attract the eye of the women who are the key to your success, your future...and quite possibly, a better love life? Almi Television is the answer!



Sophia Loren

## Reach For The Stars.

Nothing attracts women faster than stars. And Almi has packaged 19

major motion pictures featuring America's top leading ladies. We call the package...She's A Lady. You'll call it the best 38 hours of charisma you ever purchased. She's A Lady puts stars like Joan Collins, Sophia Loren and Vanessa Redgrave right at your fingertips. Forget all about that macho stuff and learn the real way to pick up women. Give them something they relate to...sensitive dramas, provocative subjects, and men like Christopher Reeve and Michael York.



Vanessa Redgrave

## A Word Of Caution.

This isn't just another shallow offering, some cheap after shave or a fad diet to improve your sex appeal. She's A Lady from Almi Television has substance. You'll be able to check the ratings and confirm that you've made the right decision by putting respected women like Liv Ullman, Jessica Tandy and Linda Hunt on your team. Women will want to watch and learn the secrets of attracting men from Joan Collins, Laura Antonelli and Genevieve Bujold. Yes, you guessed it, they're all a part of She's A Lady from Almi Television.

## Timing Is Everything.

A fantastic offer like this doesn't last forever. So don't wait until the competition has snapped up stars like Ellyn Burstyn and Colleen Dewhurst. Get on the phone to Almi Television today and request your copy of She's A Lady demo tape and



Genevieve Bujold

brochure. It's absolutely free and you can examine it at your leisure in the privacy of your home or office.

## You Can Get What You Want.

Let's face it, in the delightful world of demographics, women are number one. And She's A Lady is a sure bet to pick them up. But Almi



Ellyn Burstyn

Television doesn't stop here. We're as determined to be the best syndicated film distributor, just as you're dedicated to creating the best programming for your market. Almi has amassed over four hundred feature films and created packages that attract viewers, that attract advertisers. Let us show you how to pick up anyone you want.

*"She's A Lady"*

19 Major Motion Pictures,  
For & About Women

# ALMI TELEVISION®

The Almi Building • 1585 Broadway • New York, NY 10036 • (212) 315-8650

says, "we must continue to face the problems arising from this misunderstanding of the privileges as well as obligations of members under the Intelsat Agreement."

Intelsat's Colino has called on the U.S. to discuss with its Intelsat partners its emerging policy on separate systems and its implications for the world organization. He has suggested the meeting of Intelsat's ultimate governing board, the Assembly of Parties, to be held in January in Washington as a forum and time. However, a State Department official last week said that appears to be out of the question. He said the U.S. would not be prepared for such a discussion until its policy was finally in place. And among the pieces still to be included, he noted, were the decisions to be made by the FCC in response to the executive branch documents and the comments it receives in its own proceeding. □

## LaRouche says he can't pay libel judgment

He says in court papers his assets total \$5,000, far below \$3 million jury awarded NBC

Lyndon H. LaRouche, the right-wing presidential candidate who had sued NBC for libel but was found by a federal court jury in Alexandria, Va. to be a more appropriate

defendant, says he does not have the \$3,002,000 the jury has directed him to pay NBC. But he has not given up his fight: His lawyers have appealed to the U.S. Court of Appeals for the Fourth Circuit.

LaRouche filed a sworn statement in the district court asserting that his assets total \$5,000—\$3,700 in cash, some guns and other personal possessions. NBC lawyers, referring to an apparently luxurious life style—LaRouche lives on what the lawyers characterize as "a multimillion-dollar estate" in Virginia—say they intend to attempt to collect the judgment. And U.S. District Judge James C. Cacheris has twice refused to block NBC's effort unless LaRouche posts a surety bond for \$3 million, which would cost LaRouche about 10%. LaRouche's lawyers say he cannot raise that much money.

As a result, NBC's attorneys are free to proceed with their collection effort. The appeal would not block that.

LaRouche's troubles began when he sued NBC for \$150 million, contending it libeled him on two programs—*Nightly News*, on Jan. 30, and a *First Camera*, on March 4—that said he and his followers had threatened and intimidated reporters and had threatened to kill President Carter. The jury found no merit in the complaint. But NBC had countersued, contending that LaRouche followers had attempted to frustrate the network's planned interview with Senator Patrick Moynihan (D-N.Y.) by impersonating network reporters and a Senate aide. The jury awarded NBC \$3,002,000. □

## L.A. sheriff seeks different channel

He says FCC's proposed reallocation of ch. 19 will cause interference and suggests reallocation of ch. 16

The Los Angeles county sheriff has struck again.

This time he is asking the FCC to consider letting him use UHF TV channel 16 for public safety purposes.

At the sheriff's prodding, the FCC already has proposed to reallocate ch. 19 for his use (BROADCASTING, Oct. 1). But in a filing at the FCC, the sheriff has noted that his own tests indicate his use of that channel may cause "perceptible levels of interference" to the reception of channel 18 (on which KSCI[TV] San Bernardino operates) on "certain" TV sets in the county. The sheriff insisted that the "heart of the problem" are sets that he says have poor channel selectivity characteristics. Nonetheless, he has proposed that the rulemaking be modified. "Because the interference to channel 18 may, in some areas and on some television receivers, be greater than originally anticipated, the commission should now...widen the instant proceeding to encompass the channel 16 alternative," the sheriff said.

The reallocation of channel 16 would seem to raise additional difficulties in what

# 67kHz FM SUBCARRIER AVAILABLE FOR LEASE IN NEW YORK CITY

For details on the offering  
Call Judy Umlas at (212) 669-7738

WNYG FM 94

One Centre Street, New York 10007



Kodak

Eastman  
Professional Video Tape

CLOSED  
LOCKED  
Eastman  
OPEN

EVT-1000  
Broadcast Quality

EASTMAN KODAK COMPANY, ROCHESTER, N.Y. 14650  
© EASTMAN KODAK COMPANY, 1984  
T.M. EASTMAN

## THE NEW NAME IN VIDEO WORKS WONDERS FOR YOUR IMAGE.

The brand of video tape you choose must be so reliable that you can stake your reputation on it. Audition the new one-inch EASTMAN Professional Video Tape. Its quality matches the highest currently available in the marketplace.

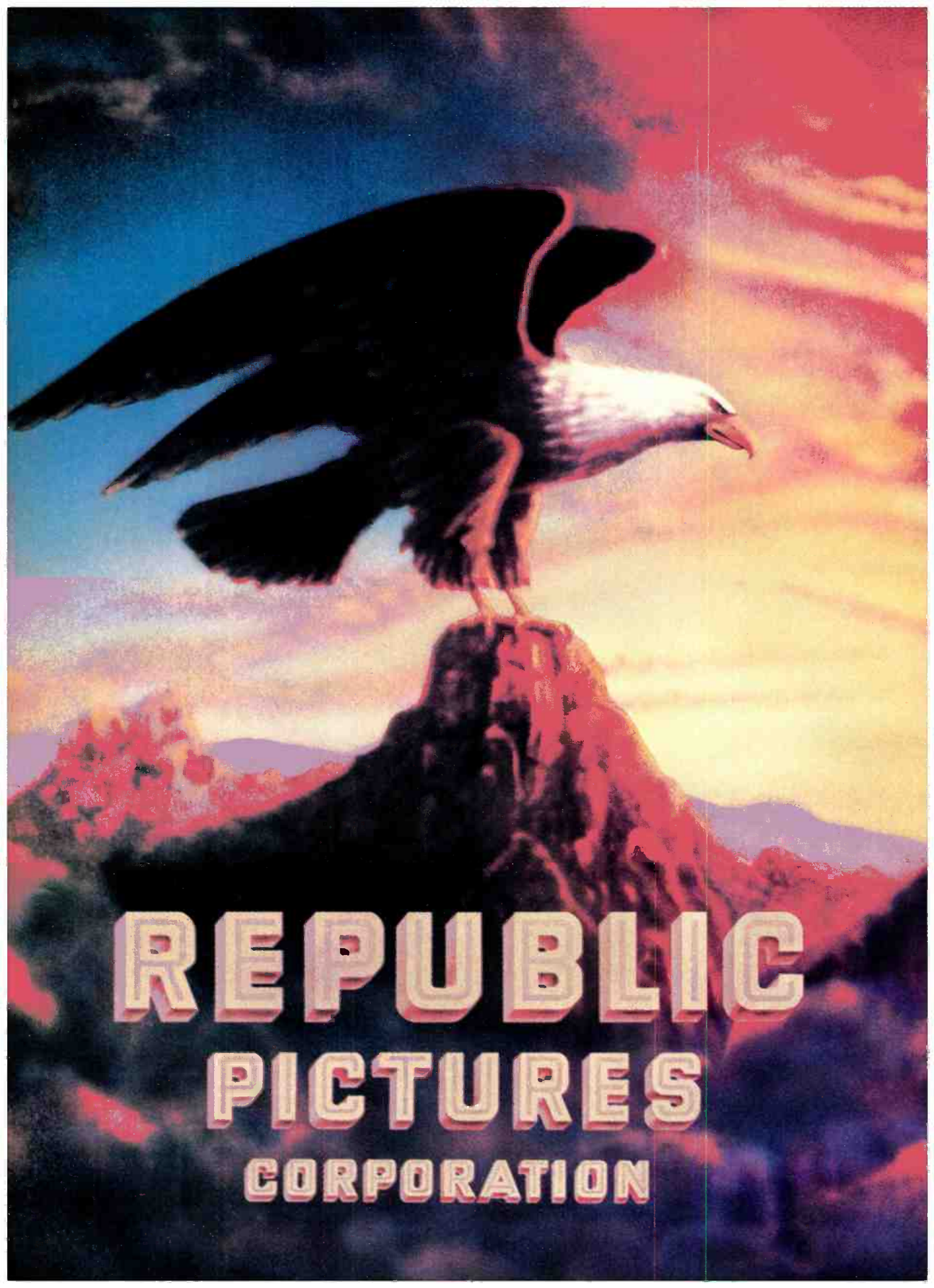
At the NAB convention we demonstrated tenth-

generation dubs virtually indistinguishable from the master. With minimal dropouts. And the same high batch-to-batch uniformity we deliver in our photographic films. Ask your dealer or Kodak sales and engineering representative about the complete line of EASTMAN Professional Video Tape.

Eastman Kodak Company, Motion Picture and Audiovisual Markets Division

Atlanta: 404/351-6510 • Chicago: 312/654-5300 • Dallas: 214/351-3221 • Honolulu: 808/833-1661  
Hollywood: 213/464-6131 • New York: 212/930-7500 • Rochester: 716/254-1300 • San Francisco: 415/989-8434  
Washington, D.C.: 703/558-5220 • Montreal: 514/761-3481 • Toronto: 416/766-8233 • Vancouver: 604/926-7411





**REPUBLIC**  
**PICTURES**  
**CORPORATION**



# YOU'VE SEEN THIS PICTURE A THOUSAND TIMES.

For sixty years, the Republic eagle spread its proud wings for the likes of John Wayne, Roy Rogers and Gene Autry as they blazed their way into movie immortality.

These action movie classics—well over a thousand—have been such a valuable part of NTA that they've become family, joining "Bonanza", "High Chaparral", "Get Smart" and other television favorites.

This family entered the 80's with bold new plans, new blood and a new strength that is best symbolized by the courageous and magnificent eagle.

So, with a mighty flap of wings and a cry of triumph, NTA has become Republic.

You'll be seeing this picture another thousand times, or for the next sixty years, whichever lasts longer.

**Republic  
Pictures  
Corporation**



Bud Groskopf, Art Gross, Dick Jolliffe, Barry Bernard,  
Murray Oken, Tony Dwyer, Terez Kiely, Bill Pastuch

At NATPE, 630 O'Farrell Street

already has been an awkward and controversial proceeding. In an initial decision, an FCC administrative law judge awarded that channel to California Broadcasting Corp. for a new TV station in nearby Ventura. That proceeding has been referred back to the ALJ by the Review Board for further consideration (BROADCASTING, Sept. 3).

In his filing, the sheriff contended that the commission could reallocate channel 16 without dislocating existing TV service (since none is currently on the air). He also alleged that no grant for the channel has been made and that nothing, therefore, would stand in the way of the commission getting the winner of the proceeding for channel 16 to use channel 41 instead, which he said had recently been assigned to Ventura for TV.

The sheriff further noted that KPWR-TV Bakersfield, Calif., operates on ch. 17. "Here, however, preliminary evaluation indicates that because of the distances involved there would be no adverse impact on channel 17," the sheriff said.

"It is premature at this point to determine which of the available alternatives should be followed to meet the sheriff's needs," the sheriff concluded. "The only thing that is certain is that one of the two alternatives [use of channel 16 or 19] must be adopted to meet the need so clearly recognized by the commission in its notice."

In a companion filing, the sheriff has suggested that the commission furnish parties 30 days to comment after modifying its notice of proposed rulemaking. □

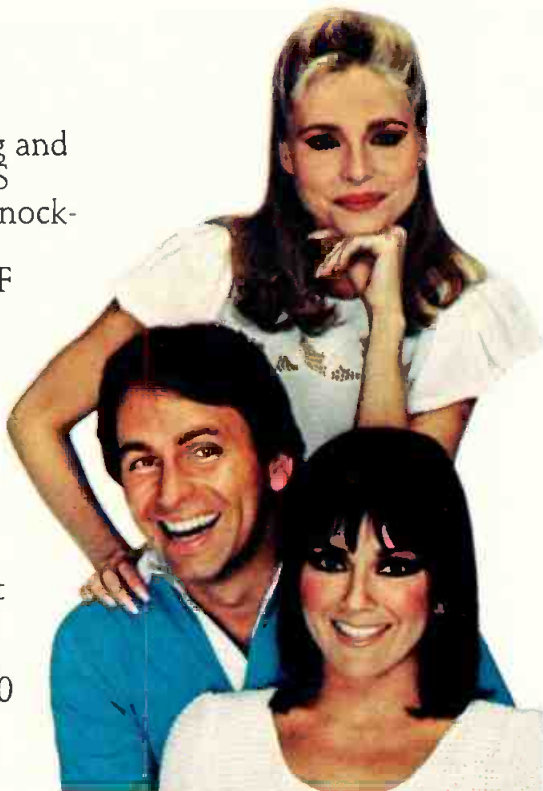
## "THREE'S COMPANY" KNOCKS OUT THE COMPETITION IN NEW YORK.

With a 10 rating and 22 share, THREE'S COMPANY is a knock-out winner for WNEW in the M-F 6-6:30 PM time slot.

Its rating tops its closest competitor by a full 43%, and it wins every key demographic.

Not only that, it improves its own lead-in by 3 rating points and 245,000 homes!

SOURCE: ARB REPORT, OCT. '84



# THE AUDIENCE POWERHOUSE

From D.L. TAFFNER SYNDICATION

NEW YORK (212) 245-4680 ATLANTA (404) 393-2491 CHICAGO (312) 593-3006 LOS ANGELES (213) 937-1144

## Report to urge increase in U.S. communications aid to other countries

The Senior Interagency Group for communication and information is considering a draft report recommending that the government step up considerably its communications aid to developing countries.

The draft, prepared by a working group chaired by the Agency for International Development, says that the National Security Council should issue a policy statement focusing attention on the importance of international telecommunications development and that the level of assistance should be increased (although it makes no specific recommendation) to reflect that NSC mandate. It also says State's Office of Coordinator for International Communication and Information should be used as a mechanism for coordinating interagency response to the NSC guidelines.

The report, requested by the NSC, under which the SIG's specializing in different areas of government operate, stresses the ideological and economic importance to the U.S. of international telecommunications development. It says that "information is a basic resource without which full participation in today's world is impossible" and that it is "destabilizing to allow the world to remain separated into two groups of countries: a small group that is information rich, and a large group that is information poor."

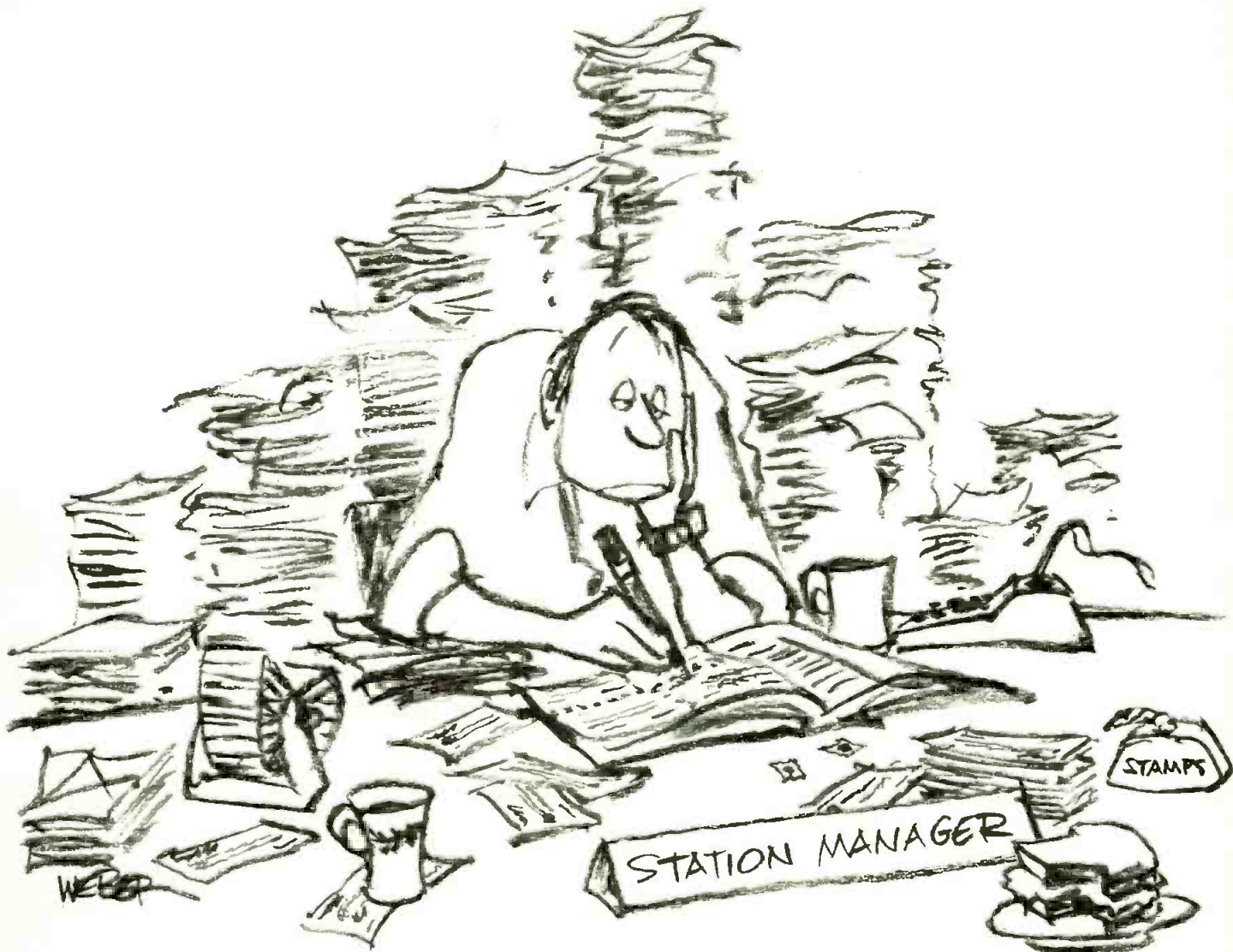
As for the economic implications of telecommunications aid, the report notes the U.S. for the first time this year, is importing more telecommunications equipment than it is exporting, and that the U.S. International Trade Commission projects a continuing trade deficit in that field, one that will reach \$3 billion annually by 1995. Since U.S. development assistance, direct and indirect has over the years improved overall U.S. exports, "there is a strong case... for strengthening the relationship between public and private-sector efforts in Third World communications development."

Among the weaknesses the report cites in current U.S. efforts to provide developing countries with communications aid is what it says is the lack of sufficient coordination among the U.S. agencies involved. While the report says implementation of NSC policy statements should remain within each agency, State's coordinator's office would be an appropriate location for a coordinating mechanism "to facilitate interagency response to the NSC guidelines."

Another weakness discussed is the lack of coordination between private and public sectors to deal with the issue. It recommends the establishment of a task force of representatives of both sectors to study ways the government can assist private enterprise to make investments in developing countries' communications activities.

The draft is subject to further revision in light of comments by SIG members still being filed. But the finished report is expected to be completed by the end of the month. □





We deal with 45,000 songwriters  
so you don't have to.

No other music licensing organization has as many songwriters. No one even comes close.

To deal directly with all of them, the average station would have to spend tens of thousands of hours a year just to handle the paperwork. Not to mention the telephone and postal expenses. And you'd still have to pay royalties.

BMI makes everything simple and efficient. For a small licensing fee, you can use the most popular music to help build your audience.

That's why BMI is such a good deal for you.



Wherever there's music, there's BMI.

## Barris back in the game

**After four-year slowdown, company famous for game show production and syndication returns, citing growth of independent stations, change in attitude by cable and anticipated growth of low-power TV**

Barris Industries Inc., once pre-eminent among game show producers, is back after a four-year layoff. Chairman and Chief Executive Officer Chuck Barris and President and Chief Operating Officer Budd Granoff spoke about their plans last week to the New York Society of Security Analysts.

In the late 1970's, the program schedule was full of Barris shows, including *The Gong Show*, *The Newlywed Game*, *The Dating Game*, *\$1.98 Beauty Contest* and *Three's A Crowd*. But beginning in 1980, the company halted production on the shows, citing an over-supply of programming. Since then, it has gained most of its income from investments made with previously earned money. Revenue in fiscal 1981-84 hovered at one tenth the 1979 and 1980 levels of over \$30 million. The company obtains extra income from its 27% ownership of Ply\*Gem Industries, a New York-based manufacturer of wood and other products.

Within the past year, Granoff, formerly executive vice president, rejoined the company along with several other production executives.

*The New Newlywed Game* is now a "firm go" for first-run syndication in the fall of 1985 and the company is at work on a hand-full of other projects. Barris Industries expects that 75% of its revenue for the year ending May 31, 1985, will come from syndication, compared to 48% in 1984 and 28% in 1983.

"Several people thought the shows were canceled then because I was sensitive about criticism of the programs," said Barris. "This is not true." Whatever the reasons for the cancellations, the stated reasons for getting back into production is increased station demand for product. As Granoff tells it, the company has seen re-runs of shows such as *The Newlywed Game* and *The Dating Game* "obtain better ratings than first-run shows." Currently, about 10% of the library of 4,000 shows is being shown, he said, bringing in \$6.5 million.

As an example of how well the shows have done, he cited a request by WOR-TV New York, which wanted to move at least one of two Barris re-runs from the current afternoon slot into prime time access. Another customer, USA Cable Network, which currently runs *The Gong Show*, has called and asked to double-run the show, for which the company will receive \$250,000 plus 40% of advertising revenue. "Three days ago, they also called us and asked about the

\$1.98 show."

Contributing to the demand for game-show and other product, Barris said, are the continued growth of independent television stations, the anticipated growth of low-power television and a change in attitude among cable networks, which he said would not previously take product that had been syndicated or had appeared on the networks.

In response to a question about the dollars and cents of a new game show, Granoff said that *The New Newlywed Game* has so far garnered \$7 million, including sales in all five top-markets, out of an expected \$13 million-to-\$15 million. Barter advertising sales should bring total revenue from the show to \$25 million-to-\$30 million by the end of 1986, of which 70% should be profit. Most of the roughly \$8 million in costs would be for sales (both syndication and advertising) with about \$2.2 million in production costs (for 175 installments, 85 of them repeats) coming in next. Those calculations presume a minimum eight rating (guaranteed for those buying barter spots) and clearance in markets serving 80% of television households.

There were other projects mentioned at last Monday's presentation. Barris said it is likely that a new version of *The Dating Game* would be ready for syndication in 1986-87. Four game shows, *Physical*, *People Poker*, *Family Olympics* and *Moneywords*, are being readied and Barris said he hopes that one of them is picked up by the networks. He is also developing *Missing*, which Barris said would be about "locating people and reuniting them with their relatives or loved ones." He envisions the show might run at night during the summer months. A part-outtake, part-live show

**Floors 'em.** In a major switch from its past policy, Paramount Television Domestic Distribution will move out of San Francisco's Fairmont hotel and take exhibit space on the floor of the Moscone Center there at the upcoming NATPE International conference, Jan. 10-14. Paramount, which has signed up for 2,000 square feet, brings the number of Moscone exhibitors to 200. Paramount joins Orion, ITC, TPE, Cannon, Katz and Petry as those who have left the Fairmont for the exhibit floor. To date, 13 distributors remain at the Fairmont, including Columbia Pictures Television, 20th Century Fox and MCA-TV.

planned for syndication, *Barris's Wacky World of Television*, ran afoul of union rules and rights payments, Barris said.

If all goes well Granoff said 1985 earnings per share should quadruple those of the year ending May 31, 1984, while 1986 should increase again by two or three times. "1987 should be the banner year," he added.

At least one big difference between the old Barris Industries and the new Barris Industries is that the syndication and advertising will be handled by a subsidiary formed in October, Bel-Air Program Sales, rather than by outside distributors, as was previously the case. The change should lower distribution costs from 20%-to-30% to 10%.

Another difference this time around is that Barris will no longer MC any of the shows. *The New Newlywed Game* will be hosted by Bob Eubanks and the other programs by somebody "wilder and woolier," said Barris, who told the audience, "I've grown older and more staid." □

## Push for 'PM Magazine'

**In effort to boost syndicated program's image, Group W dedicates \$1 million to promotion and to production of local segments by stations**

Group W Productions, to counter what it says is a misconception in the marketplace that *PM Magazine* is fading in the ratings, has launched a \$1.2 million campaign to revitalize the show's image and beef up the funds it makes available to stations in the cooperative for advertising, promotion and production of local segments. The campaign follows extensive research commissioned by Group W Productions to investigate attitudes of viewers and television station executives about the granddaddy of syndicated access shows.

The "million dollar commitment plan" is an all-out effort by Group W management to affirm the company's "total commitment" to the show. "We want to reassure the stations

that *PM* is forever," explained Edwin T. Vane, president of Group W Productions, "and do it in a dramatic way so that there would be no further questions about Group W's commitment" to the show.

According to Group W, the mandate comes from the top: Daniel L. Ritchie, chairman of Westinghouse Broadcasting and Cable Inc., describes the company's backing of *PM* as "deep and far out." Said Ritchie, "my feeling is that if done properly, *PM Magazine* ought to be as evergreen as the news. And that looking down the long run, in competing with other technologies, satellites and so forth, this is a place where local stations can do something unique which other forms of delivery really can't do. So it gives us a special niche."

Group W executives dispute that *PM's* average ratings have slipped, although they do not deny that in some markets the ratings have declined, where it was rescheduled outside the access time period for which it was





Oh, Great Seer! My station's programming is on the skids. My films have no action, no love, no stars! What do you see in my future?

**Courage! I see stars, adventure, romance, ratings . . . Harvey Reinstein and his PRIMETIME "90s" film package.**

## PRIMETIME "90s"

NEVER ON CABLE . . . NEVER IN SYNDICATION

**AVAILABLE NOW!**

**10 OUTSTANDING FILMS, IN COLOR, INCLUDING:**

- "The Migrants" Cloris Leachman — Sissy Spacek
- "Deadly Harvest" Patty Duke Astin — Richard Boone
- "Hunter" John Vernon — Fritz Weaver
- "Dr. Max" Lee J. Cobb — Robert Lipton

**PRIMETIME**  
**ENTERTAINMENT, INC.**

An RPTA Company

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

**VISIT US AT NATPE, 840 MARKET STREET**

designed or because of a weak lead-in. To substantiate claims of the show's longevity, Group W executives point to the performance of *PM* on Group W-owned stations: in access at 7:30 during the November sweeps, it won the time period in four of five major markets. (The exception is KYW-TV Philadelphia, where it came in second to *Wheel of Fortune* on WPVI-TV.) At KPIX-TV San Francisco, where *PM* was born, the show is still number one in its time period after nine seasons.

Currently, 75 stations carry *PM Magazine* and all but three carry it in access or prime time. Of the 75, 21 subscribe to the "national edition," a fully edited and prepared half-hour that does not require local production, talent or crew.

Some of *PM*'s setbacks stem from being dropped in important markets like Miami, where it aired on WTVJ-TV until after the May sweep, and WISN-TV Milwaukee, which canceled it in July after its ratings slipped to the mid-teens. (It was subsequently picked up by independent UHF WCGV-TV for weekend airing.) WWL-TV New Orleans also moved it from daily access to a weekend slot.

Not surprisingly, Group W executives say those are isolated cases and are not indicative of a national trend. In New York on WNEW-TV, for example, *PM* slipped from a 9 share in October 1983 to a 5 share in October 1984. But Group W points out that WNEW-TV pushed it back a half-hour to 8:30 and made *Rituals* the lead-in, which has affected *PM*'s ratings.

According to Vane, the research yielded three principal sets of findings. The first concerned the "general environment" of the show; the second, what stations executives are looking for, and third, what viewers are looking for.

As to "general environment," Vane said the typical *PM* viewer is female, better educated and comes from a dual-income, two-career household. In larger markets, Vane said, "viewers are looking for information, principally, and then they want something that is wholesome, exciting and relaxing. In smaller markets, the emphasis is on wholesomeness first, then information, followed by excitement and relaxation. That was an interesting finding that we had not expected."

Vane said the research found the audience wants to be informed on a day-to-day basis what to expect on *PM*, and that audiences are very responsive to promotion for particular segments, "which means that any participating station, in order to maximize the audience, must promote the program very specifically, as opposed to a generic 'watch *PM* because it's always entertaining.'"

On viewer attitudes, Vane said the research showed what one might expect: viewers like the "local orientation" of *PM* and consider it "their show," no matter which city they live in. And general managers, he said, believe *PM* is "good for the station's image and that it fulfills their obligation for local programming in access time."

And while those findings may reinforce what general managers and program directors believed all along, Vane said part of the reason for the research was to "chart the course correctly for the future." As Group W sees it, a large part of that course involves giving participating stations a bigger financial hand in producing local segments and promoting *PM* in their local markets.

Therefore, part of the \$1.2 million will go towards boosting by 48% the amount of money Group W grants to stations that wish to produce a story of national interest for the cooperative but are unable to because of travel expenses or other financial reasons. Group W is also increasing its co-op advertising budget with stations, according to Bob George, vice president and national executive producer for *PM Magazine*. During each sweep period, he said, Group W shares the cost of 20 *TV Guide* advertisements with *PM* stations. And to give more prominence to the show, Group W is asking stations to move up the size of their sweep advertisements and to help foot the higher bill. Also, another consulting producer will be added, bringing the number to five, to coordinate with stations. The money involved in the renovations is budgeted for the 1984-85 season.

Station executives in the *PM* cooperative, however, testify that the "national office"—as the *PM* headquarters in San Francisco is called—is more flexible in the stories it will accept for the national reel than it once was. George agrees with this assessment. "What we've done is settle on a format of varied lengths because there is no one perfect length for any story," George said. Previously, all stories submitted for consideration to the national reel had to be six-and-a-half

minutes.

George said Group W is also holding regional production workshops where producers and program directors from *PM* stations from around the country come to learn about production techniques and to exchange ideas. And the addition of an extra consulting producer, George pointed out, will cut the number of stations to which each consulting producer is assigned down to 10 each.

Several station executives believe even if *PM* shows significant national ratings erosion in the Nielsen and Arbitron books during the next several weeks, and stations begin to drop the show, Group W will keep it on its own stations because of its well-known commitment to local programming. But, George states, *PM*, perhaps more than any other syndicated show, is only worth the support a station is willing to give it. "We really believe the strength of the show is local, and in fact, the research bore that out," he said. "If the local news runs into a problem, you don't cancel it. You work with it. The same is true of a local magazine show, which this is. The fact that the Group W stations are totally committed to the show I think also speaks to the fact that it's going to be around for awhile." □

## CBS structures new marketing unit

**It forms CBS Productions from theatrical films and worldwide groups to be headed by Alan Levin; Lund named head of sports and McKenna to be general manager of East Coast operations**

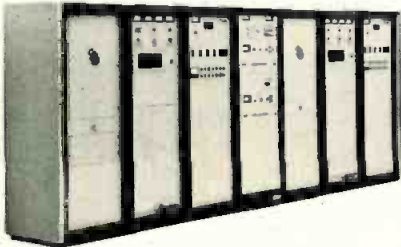
CBS has created a new division in its Broadcast Group to expand the production and marketing of CBS-produced programming outside the CBS Television Network. The new division, CBS Productions, consolidates the CBS Theatrical Films division and Worldwide Enterprises international sales and marketing unit and will concentrate on producing programming for all outlets, including domestic and foreign theatrical release, cable, home video and all areas of international distribution. And, at the same time, the Broadcast Group has appointed a new president of its sports division and a new East Coast vice president-general manager of its operations and engineering division.

Alan Levin, executive vice president, CBS Entertainment, has been named president of CBS Productions. He will report to James H. Rosenfield, senior executive vice president, CBS/Broadcast Group.

CBS/Broadcast Group Worldwide Enterprises unit was formed in 1981 as CBS Broadcast International to sell CBS-produced news, sports and entertainment programming to foreign markets as well as to non-broadcast and new technology markets in the U.S. CBS Theatrical Films produces about four to five theatrical titles annually which are distributed through Warner Bros. Recent CBS Theatrical productions include "American Dreamer" and "Windy City."

"With increasing demand for product,


## NEW Continental 55 kW FM



High performance. Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Compact size. Simple installation. Low power consumption. Available with fully automatic exciter and combiner control.

Write for brochure on 817R-3 FM transmitter

Continental Electronics Mfg. Co.  
Box 270879 Dallas, Texas 75227  
Phone (214) 381-7161

**Continental  
Electronics** 

1 kW thru 50 kW AM & FM transmitters and related equipment  
©1983 Continental Electronics Mfg. Co./5331



# IT'S ALL NEW!



## IT'S A LIVING

**A ratings winner as a network series...  
Just as strong in off network syndication...**

The sexy, zany waitresses who dished up laughs to deliver an impressive young adult, female audience will be back in 26 all new episodes produced by the award winning team of Paul Junger Witt and Tony Thomas

**Available for first run syndication  
fall of 1985**

*Go for the Gold*



**Golden West Television**  
5800 Sunset Boulevard  
P.O. Box 500, Los Angeles, CA 90078  
TWX 910-321-2928



particularly from overseas and the new media technologies, this consolidation of theatrical feature films and other production and marketing efforts positions us with more product for direct participation in new areas of growth," said Gene F. Jankowski, president, CBS/Broadcast Group.

Levin told BROADCASTING that the formation of the new division invites the opportunity for CBS-produced programming to appear on U.S. basic and pay cable networks. CBS, like the other networks, is prohibited by law from distributing programming in the domestic syndication market.

John Eger will continue as senior vice president, CBG Worldwide Enterprises, overseeing the marketing of a growing inventory of original programming. He will report to Levin. CBS said that Worldwide Enterprises will also continue to conduct CBG's new business development and oversee the operation of the Extravision teletext service, CBS Black Hawk Cable, and CBS Interconnects.

Jankowski also announced that Peter Lund, executive vice president of CBS

**Advisers tagged.** KIDSNET, a computerized database of children's radio and television programs, has named the first of 18 "constituency advisory committees." The broadcasting committee will be chaired by Jane Paley, director of community relations for ABC-TV. Also participating will be Joanne Brokaw, vice president for education and community services for the CBS/Broadcast Group; Rosalyn Schram, director of community relations for NBC; Ann McIntyre, national director of Nickelodeon affiliate marketing and promotions; Lucy Chudson, director of family programs for Home Box Office, and Stephanie Campbell, program director at WDCA-TV Washington. More committees are being formed to incorporate advisers from the advertising, noncommercial broadcasting, creative and medical and health industries.

KIDSNET "grew out of a notion that regulatory solutions will not solve the problem of insufficient children's programming," said Karen Jaffe, KIDSNET executive director. Said Lloyd Morrissett, president of the John and Mary Markle Foundation (which has contributed \$75,000 toward research and development for KIDSNET): "We readily blame television for declines in morality and in SAT scores without recognizing that even those who deplore television implicitly admire its power as a teacher."

Sports since April has been named president of the division. Lund joined CBS in 1977 as vice president of the CBS owned AM stations. He will report to Neal Pilson, CBG executive vice president for CBS Sports and Radio.

James McKenna, vice president and general manager of CBS Sports, meanwhile, has been named vice president and general

manager, operations, East Coast, for CBS operations and engineering division. He is responsible for all "East Coast technical facilities, operations manpower and support including the CBS Broadcast Center in New York (which includes CBS News, CBS Sports, CBS Television Network and WCBS-TV. He will report to George Shannon, president of CBS Operations and Engineering. □

## CBS takes another ratings week

CBS-TV notched another weekly win in the prime time ratings for the week ended Dec. 9, coming in 3.7 rating points ahead of NBC-TV and 3.1 ahead of ABC-TV. The Nielsen numbers gave CBS an 18.3 average rating and 28 average share, while ABC moved into second place for the week with a 15.2/24 and NBC was third for a change with 14.6/23.

CBS had six of the top 10 shows, including a 34-minute pro football game rerun on Dec. 9 that did a 23.6/38 to become the fourth highest-rated "program" of the week. NBC had three of the top 10 and ABC had one—the number one, *Dynasty*.

Two of the season's new series scored in the top 10: NBC's *Bill Cosby Show*, which has become a fixture in those precincts, pulled a 23.1/34 and ranked fifth, and CBS's *Murder, She Wrote* produced a 22.3/32 and placed seventh.

CBS won Monday, Thursday, Friday, Saturday and Sunday nights. ABC and NBC split the other two, NBC taking Tuesday and ABC Wednesday.

As usual at that time of year, the week was dotted with holiday specials, repeats and repeated specials. Also as usual, the holiday treats produced mixed results. The networks said ratings for some of their programs were affected by the syndicated *Billy Graham Cru-*

*sade*, which was picked up by several affiliates.

Except for the football rerun that ranked fourth, *All-Star Party* honoring Lucille Ball on CBS Sunday night fared best of all the specials, turning in a 21.7/32 (and tying with *Family Ties* on NBC) for eighth place for the week.

After that, repeats of Dr. Seuss and Charlie Brown specials on CBS came in 12th and 15th respectively, and an original *Barbara Walters Special* on ABC was next, in 17th place. Another ABC original special, *Cabbage Patch Christmas*, followed in 25th position. An original *Johnny Cash Special* on CBS ranked 36th, and a repeat of a Bugs Bunny special, also on CBS, was 37th, while a *Dean Martin Special* "roasting" Michael Landon placed 45th.

An *AfterM\*A\*S\*H* special on CBS Tuesday against NBC's powerhouse *A-Team* (21.4/32) and ABC's *Who's The Boss?* (16.8/25) hit absolute bottom, scoring 7.4/11 and ranking 72d among the week's 72 shows.

The week, the 11th of the season, was the ninth won by CBS. NBC has won two.

In the season-to-date ratings CBS is ahead with 17.1/27, NBC is second with 16.4/26 and ABC is third with 15.1/24.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.3/37	26.	Chicago vs. San Diego	ABC	18.0/30	51.	St. Elsewhere	NBC	13.0/21
2.	60 Minutes	CBS	25.0/37	27.	Remington Steele	NBC	17.6/30	52.	Facts of Life	NBC	13.0/19
3.	Dallas	CBS	24.7/38	28.	Scarecrow & Mrs. King	CBS	17.3/26	53.	Benson	ABC	12.8/20
4.	Football—7-7:34 p.m.	CBS	23.6/38	29.	Hill Street Blues	NBC	17.2/27	54.	Paper Dolls	ABC	12.6/22
5.	Bill Cosby Show	NBC	23.1/34	30.	Webster	ABC	17.1/26	55.	Miami Vice	NBC	12.6/21
6.	Simon & Simon	CBS	22.6/34	31.	Who's the Boss?	ABC	16.8/25	56.	Gimme A Break	NBC	12.5/21
7.	Murder, She Wrote	CBS	22.3/32	32.	Fall Guy	ABC	16.3/24	57.	Bill: On His Own	CBS	12.5/20
8.	All Star Party	CBS	21.7/32	33.	Trapper John, M.D.	CBS	16.2/29	58.	Matt Houston	ABC	12.4/21
9.	Family Ties	NBC	21.7/32	34.	20/20	ABC	16.0/25	59.	Best Xmas Pageant Ever	ABC	12.2/21
10.	A-Team	NBC	21.4/32	35.	Love Boat	ABC	15.4/26	60.	Double Trouble	NBC	12.1/21
11.	Magnum, P.I.	CBS	21.0/31	36.	Johnny Cash Special	CBS	15.4/24	61.	Call to Glory	ABC	12.0/18
12.	Dr. Seuss Special	CBS	20.9/31	37.	Bugs Bunny Special	CBS	15.0/23	62.	Spencer	NBC	11.7/20
13.	Falcon Crest	CBS	20.7/35	38.	Cover-Up	CBS	14.9/28	63.	It's Your Move	NBC	11.6/17
14.	Cagney & Lacey	CBS	20.6/33	39.	Moonraker	ABC	14.8/24	64.	Off the Rack	ABC	11.3/17
15.	Charlie Brown Special	CBS	20.6/31	40.	Children in the Crossfire	NBC	14.8/23	65.	Ripley's Believe It or Not	ABC	11.2/17
16.	Newhart	CBS	20.5/30	41.	Knight Rider	NBC	14.6/21	66.	Kramer vs. Kramer	ABC	11.1/16
17.	Barbara Walters Special	ABC	20.4/31	42.	Airwolf	CBS	14.5/25	67.	Hunter	NBC	10.9/17
18.	Kate & Allie	CBS	20.3/29	43.	Six Pack	CBS	14.4/22	68.	Punky Brewster	NBC	10.3/16
19.	Knots Landing	CBS	20.2/32	44.	Mike Hammer	CBS	14.3/24	69.	Secrets of Surviving	NBC	9.9/15
20.	Cheers	NBC	20.0/30	45.	Michael Landon Roast	NBC	14.1/22	70.	Partners in Crime	NBC	9.3/17
21.	Hotel	ABC	19.8/32	46.	Hardcastle & McCormick	ABC	13.7/20	71.	Silver Spoons	NBC	9.0/14
22.	Night Court	NBC	18.9/28	47.	Three's A Crowd	ABC	13.5/21	72.	AfterMASH	CBS	7.4/11
23.	TV Bloopers & Prac. Jokes	NBC	18.6/27	48.	Sun Also Rises, part 1	NBC	13.2/20				
24.	Riptide	NBC	18.5/28	49.	Finder of Lost Loves	ABC	13.1/24				
25.	Cabbage Patch Christmas	ABC	18.3/30	50.	Diff'rent Strokes	NBC	13.0/22				

\*indicates premiere episode



Mobil Masterpiece Theatre presents

# The Jewel in the Crown

Based on Paul Scott's *The Raj Quartet*

Starring Dame Peggy Ashcroft, Eric Porter,  
Tim Pigott-Smith, Art Malik, Geraldine James,  
Judy Parfitt and Susan Wooldridge

A 14-part series begins Sunday Dec. 16

9PM on PBS Check local listings

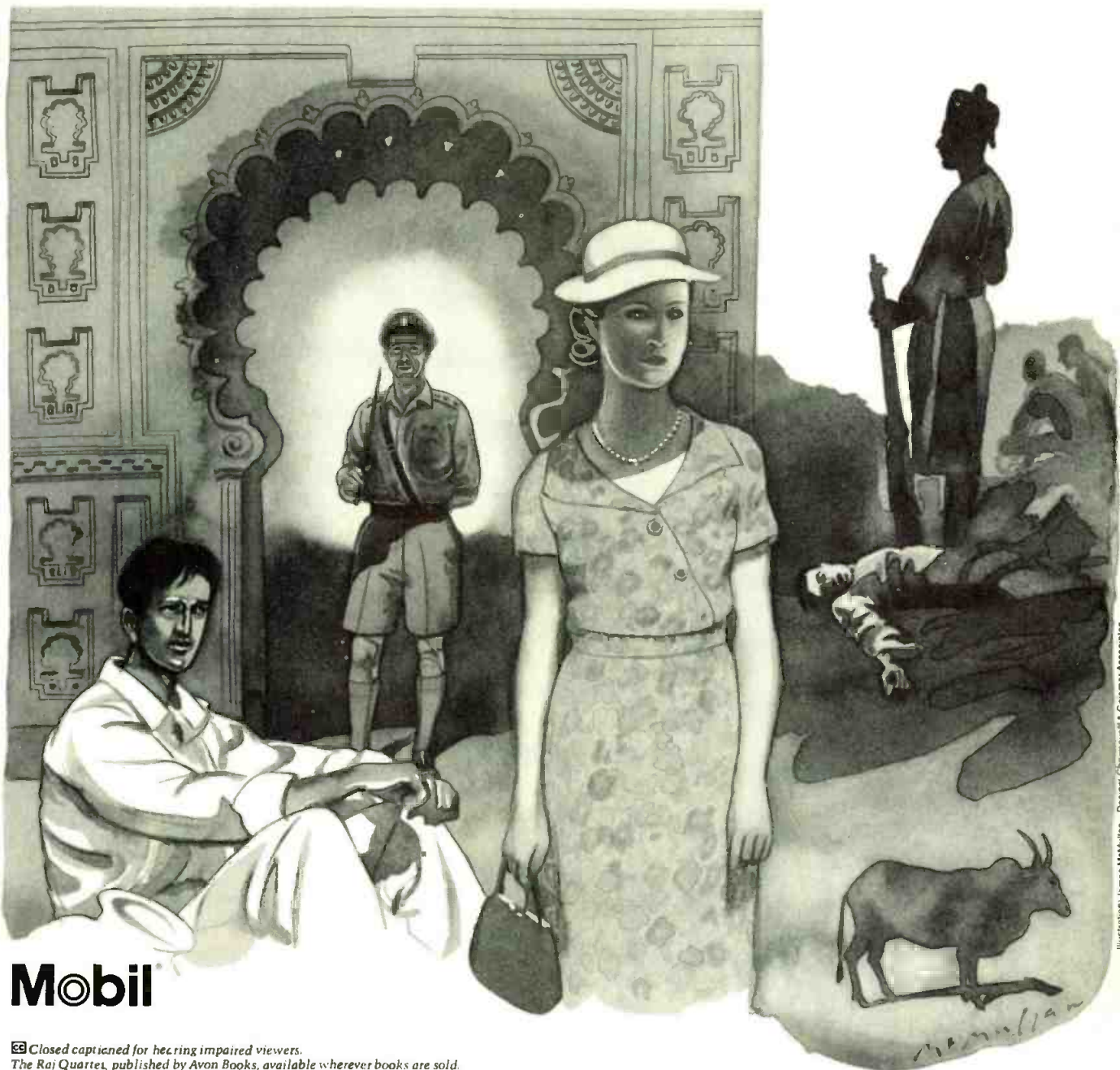
Host: Alistair Cooke

"*The Jewel in the Crown* is the best sustained television I've seen in more than 30 years of watching." *John Leonard, New York Magazine*

"A brilliant production."  
*John J. O'Connor, New York Times*

"The most lush and compelling television since *Brideshead Revisited*." *Harper's Bazaar*

International  
Emmy Award Winner



**Mobil**

CC Closed captioned for hearing impaired viewers.  
The Raj Quartet, published by Avon Books, available wherever books are sold.

Illustration: James McMullan Design: Chermayeff & Geismar Associates © 1984 Mobil Corporation



# TELECASTINGS



## Cloudy future

Executives at CBS-TV and Columbia Pictures Television began "reviewing their options" last week in the wake of the Dec. 7 conviction of actor Stacey Keach on drug charges in a London court. Keach is the star of *Mickey Spillane's Mike Hammer*, produced by CPT in association with Jay Bernstein Productions for CBS. He was sentenced to serve a nine-month jail term after pleading guilty to cocaine possession. According to a spokeswoman for the production company, four completed episodes of the one-hour detective series are ready to air and eight have yet to be shot for the current season. She said if Keach's appeal of the conviction, scheduled this Tuesday (Dec. 18), is granted, production of the remaining segments could proceed without an on-air hiatus. If the appeal is rejected, the studio and network will be forced to consider other, unspecified courses of action.

## Silverman's return

Former NBC President Fred Silverman has entered a two-year exclusive agreement with Walt Disney Pictures, through his InterMedia Entertainment Co., for development and production of theatrical motion pictures. Silverman, in his first involvement

in the feature film business, is expected to produce primarily G- and PG-rated films under the Disney and Touchstone logos, with the first release possible by late 1985. Silverman's association with recently named Disney Chairman and Chief Executive Officer Michael Eisner dates back to the mid-1970's, when the latter served under the then-ABC Entertainment president as vice president for prime time programming.

Silverman's company will continue to develop television projects on a nonexclusive basis and to produce animated programming in an exclusive association with Taft Entertainment.

Earlier this fall, Silverman formed a partnership with former ABC-TV executive Richard O'Leary for purchase and programming of major market UHF stations.

## From NTA to Republic

National Telefilm Associates, a major distributor of syndicated television programming, has filed a reorganization plan with the Securities and Exchange Commission and is changing its name to Republic Pictures, it has announced. The proposed plan will be voted on during a special stockholders meeting scheduled later this month. The action, calling for formation of two classes of common stock and conversion of currently

outstanding stock, includes provisions "which will have the effect of discouraging any threatened change of control of NTA," according to a company announcement. The firm currently distributes more than 1,000 feature films, plus such off-network series as *Bonanza*, *High Chaparral* and *Get Smart*.

## License fee litigation

The All-Industry Television Station Music License Committee has sent a letter to member stations reporting that it met with ASCAP and offered to maintain the present level of payments (about \$57 million annually for the industry as a whole) for blanket music license fees. But the letter said ASCAP countered with a proposal that the industry immediately resume paying under the "percentage of revenue rate" in effect prior to the committee's lawsuit—which the committee claims would total about \$100 million annually.

The dispute over the level of blanket license fees while the committee is appealing its suit to the U.S. Supreme Court now goes to the Federal Rate Court Registrate, which is scheduled to review the parties' positions in December and then determine an interim fee.

In the meantime, the committee told



**ChristmaSing.** The 1984 version of NBC's annual television special, *Christmas in Washington*, aired last Sunday (Dec. 16), featuring entertainers Donny and Marie Osmond, the Osmond Brothers, Frederica von Stade, Nell Carter and Hal Linden, along with the United States Naval Academy Glee Club, the U.S. Army Herald Trumpets, the Shiloh Baptist Church choir and President and Mrs. Reagan. The show was taped Dec. 9 at the National Building Museum in Washington, and was sponsored by the Ford Division of the Ford Motor Co., AT&T and USF&G, an insurance company. It also included a special segment taped with Nancy Reagan in the State dining room at the White House.

This year's event benefited Washington's Children's Hospital National Medical Center, which was presented with a \$25,000 check from NBC. Guests, including members of the Cabinet and Congress, were asked to bring gifts for the hospital's children. Perry Lafferty, NBC Entertainment's senior vice president, movies, mini-series and special projects, called the event "an opportunity for the people of this land to come together, via the medium of television, with their leaders in celebration of the holiday season."

Pictured are: (left) President Reagan welcoming NBC chairman of the board and chief executive officer, Grant Tinker, at a reception; (above, front row, l-r) Hal Linden, Nancy Reagan, Danny LaBocetta (designer of the Christmas postage stamp), President Reagan, Marie Osmond and Donny Osmond, during the finale.



News Channel, Eyewitness News, Hello, Stand Up and Tell 'em You're from, Turn To, You're in Touch, On your Side, Coming Home, News Center News, You're the Spirit of Sports, The One for All, So Good to Turn To, Watch from Wonderful You are, You Sure Look Like a Winner, One and Only, The One Tuned into you, Action News, We're with you, Catch,

Thanks!

We're proud to write  
the music for America's  
Great Communications  
People.

Frank Gari Productions  
34 East Putnam  
Greenwich, Connecticut 06830  
(203) 661-3970

members to continue paying at 1980 rates as they have since February 1983. The committee said it looks as if BMI, the other major music licensing organization, would also resist the request to continue license fee payments at 1980 rates and at the last meeting "indicated that it is only willing to extend the 1980 rate through the month of December 1984 pending further discussion with the committee." The committee said that BMI would notify stations of this along with the December statement. ASCAP and BMI in October won a court of appeals decision overturning the district court's decision outlawing blanket licenses. The stations were denied review by the appeals court and subsequently said they would appeal their case to the U.S. Supreme Court.

### More first-run

New episodes of *What's Happening!*, an off-network situation comedy currently in syndication, will be produced for first-run broadcast next fall as a result of an agreement announced last week between LBS Communications and Columbia Pictures Television. The two companies will be equal partners in reviving the series, canceled by ABC-TV in 1979. LBS will sell three minutes of national advertising per episode while CPT will produce and distribute the program through its syndication division. Stations will retain three-and-one-half minutes for local ad sales. At least 45 new half-hour segments are planned, to be added to the 65 already being distributed. *What's Happening!* is expected to remain a barter series at

least through its second year of first-run syndication.

Based on the theatrical motion picture "Cooley High," the series focuses on the life of a black Los Angeles teen-ager, his family and friends. The program's production budget is reportedly slightly below the network level of about \$325,000 per episode.

*What's Happening!* currently airs in 79 markets. Although it could not be confirmed last week, a CPT spokesman said it's likely that stations now airing the series will have first crack at the new program when it becomes available next September. According to the spokesman, no decisions have been made regarding writing and production staff for the program's first-run episodes.

### In the lineup

Warner Bros. Television confirmed last week that ABC-TV has picked up its comedy series, *Off the Rack*, which premiered in a Dec. 7 try-out against the second half of CBS-TV's *Dallas*. The network has placed an order for six additional episodes of the sitcom, which stars Ed Asner and Eileen Brennan as partners in a garment manufacturing company. The program, which received an 11.3 rating and 17 share in its debut, is expected to be added to the schedule in February or March.

In a separate development, CBS announced Frank Sinatra will play himself in a six-hour mini-series based on the singer's life. The biography will likely be broadcast on the network during the 1985-86 season. Daughter Tina Sinatra will produce the program through her TS Productions, in association with Warner Bros. Television. Sinatra's early years will be dramatized by an actor yet to be named.

### Midnight comedy

General Media Broadcast Services and Orbis Communications have joined hands to produce and distribute a new half-hour, late-night comedy show titled *Comedy Tonight*. The new series, which is scheduled for a test strip on the seven Metromedia stations the week of March 25, 1985, will be hosted by Bill Boggs, who hosts *Midday*, a local talk show on WNEW-TV New York. *Comedy Tonight* will feature Boggs in a talk/variety format with various stand-up comics and guest stars, according to Bob Turner, president of Orbis Communications. Orbis is responsible for station clearances, and Media General Services—in addition to being the show's underwriter—will share the national advertising sales with Orbis. Turner said three minutes per half-hour will be retained for national advertisers and three-and-a-half minutes will be reserved for stations to sell. The show is being produced by Boggs's Productions and will be taped at Metromedia's WNEW-TV studios.

### In the marketplace

Centerpoint Distribution announced last week it will offer four new series, new program inserts, several specials and a second season of its *Rock 'n' America* first-run series during next month's NATPE conference in San Francisco. The company's lineup includes: *Million Dollar Body Challenge*, a dai-

# The Originals!

855 Market Street at NATPE

Big British hits that inspired big American hits! Fast, funny comedy series with situations and characters that are proven audience-pleasers on both sides of the Atlantic.

## KEEP IT IN THE FAMILY

---

(Too Close For Comfort)

## MAN ABOUT THE HOUSE

---

(Three's Company)

## ROBIN'S NEST

---

(Three's A Crowd)

## GEORGE & MILDRED

---

(THREE'S COMPANY'S FRIENDS...)  
(The Ropers)

156 half-hours for strong, cost-effective stripping.

## The Thames Comedy Originals

Available from

D.L. Taffner/Ltd.

New York      Atlanta      Chicago      Los Angeles  
 (212) 245-4680   (404) 393-2491   (312) 593-3006   (213) 937-1144





# Under New Management

## We're everything new!

### **NEW Name: Media General Broadcast Services, Inc.**

Formerly the William B. Tanner Company. As a wholly owned subsidiary, we are backed by the fine reputation and corporate financial stability of Media General, a FORTUNE 500 company.

### **NEW Professionals.**

New people at the top. Some of the most sophisticated media professionals in the business. Highly skilled people who can offer advertisers state-of-the-art expertise in media planning and

buying that few agencies or advertisers can match.

### **NEW Buying Power.**

Backed by the resources of Media General, we are the largest, most diversified broadcast service company of its kind in the country. This gives us the strong media buying power that can give you dramatic efficiency and cost savings. We also have America's largest media bank for even greater savings. Whatever you want to buy, we buy it better. For less. And, our spots run as scheduled.

### **NEW Outlook.**

You'll find a fresh new atmosphere at Media General Broadcast Services. A bright new enthusiasm. A dedicated new commitment to professional service and integrity.

Let us show you how to profit from our expertise and experience.

- Media Placement
- Broadcast Production
- Program Syndication Services
- Special Products & Merchandise
- Travel Services

**Media  
General**



**Broadcast Services, Inc.**

COMMITTED TO EXCELLENCE. COMMITTED TO THE FUTURE.

New York

Cleveland

Chicago

Los Angeles

Memphis

ly half-hour strip combining "the excitement of a game show with physical fitness," from Centerpoint and Guber-Peters Video; *Jacki Sorenson's Lifestyle*, a daily half-hour series mixing "entertainment, interviews, nutrition, health hints, recreational ideas and aerobic dancing"; *Black Rock*, a half-hour weekly featuring black-oriented music videos, interviews and dancing from QC Productions; *The First*, a half-hour weekly series, produced by EJ III Productions and examining "the world's most remarkable people and their accomplishments"; *Miss Manners*, a series of 70-second inserts hosted by syndicated columnist Judith Martin and produced by Post-Newsweek Stations in association with United Media Enterprises; *Cocaine Blues*, a one-hour docudrama about the history and use of cocaine; six one-hour US Festival concert specials, and the second year of *Rock-N-America*, a one-hour weekly comedy and music series hosted by radio personality Frazer Smith. The Entertainment Network will offer *Tranzor*, a first-run animated half-hour series, at NATPE for a March 1985 launch. Sixty-five episodes of the children's adventure program are planned, available on a cash-barter basis. *Tranzor* is being produced by TEN and Three B Productions Ltd.

### Gaylord's racing

An "alternative sports programing" series called *Super Sports America*, focusing on spectator-oriented events such as drag races, Trans-Am and NASCAR races, hydroplane competitions and sprint car races, is being offered by Gaylord Syndicom, the new TV syndication arm of Gaylord Broadcasting's Opryland USA Inc.

Jane Dowden Grams, general manager of Gaylord Syndicom, said 26 installments, each 90 minutes in length and including 18 minutes for commercials, are available Jan. 1. The series is being sold on a cash basis. Grams said it will be shown to programmers at the Association of Independent Television Stations and NATPE International conventions next month and that stations in four of the top 20 markets have already signed up.

"Regular weekly sports shows have been almost nonexistent for independents," Grams said. "With *Super Sports America* they have a program to attract revenue from major advertisers seeking predominantly male viewers."

The series was produced in association with the Nashville Network by Diamond P Sports of Hollywood. Harvey M. Palash is executive producer and John B. Mullin is producer/director. Actor-singer Ed Bruce is host of the series, with Steve Evans and Brock Yates as expert commentators.

### New package

Los Angeles-based Fries Distribution Co. has announced it will release the company's first film package, entitled *Fries Frame I*, at next month's NATPE conference in San Francisco. The 16-film collection includes three made-for-television motion pictures from Tisch/Avnet Productions, eight films produced by Fries Entertainment Co. and several other theatrical releases. "All the films are highly exploitable, a most important factor for local TV stations," explained Robert Lloyd, executive vice president of

the Fries Entertainment division. "They have no exposure on pay TV." A horror-thriller package is scheduled for release in spring 1985.

### Ins and out

A half-hour comedy pilot, *Mister Sunshine*, has been sold to ABC-TV by Henry Winkler/John Rich Productions, in association with Paramount Television Network Production. The sitcom is described as following the humorous misadventures of a newly divorced father and English teacher "who is ascerbic, funny, outspoken and blind." The pilot is expected to begin in late February or early March.

NBC-TV has ordered production of a new mid-season comedy series, called *Sara*, starring Geena Davis and created by Gary David Goldberg and Ruth Bennett, previously involved in production of *Family Ties* for the network. The series concerns the life of a single, San Francisco-area legal assistance lawyer, played by Davis. No premiere date has been announced.

NBC, meanwhile, has canceled *Partners In Crime*, starring Lonnie Anderson and Lynda Carter. The Saturday night detective series will have its last broadcast Dec. 29, with no replacement yet scheduled. The one-hour program, which premiered in September, is from Carson Productions.

### From the archives

Video Placement International, New York, plans to put into syndication a series of 10, one-hour films titled *Forgotten Films*, consisting of footage not widely seen since their original release in the 1920's, 30's and 40's. One program includes a Paramount short dating back to 1931, featuring Bing Crosby, George Burns, Gracie Allen and Stuart Erwin. Stuart Young, chief executive officer of Video Placement and Conceptual Media Entertainment, New York, which is producing the series, said it is designed primarily for syndication to independent stations, cable and low power stations. The film was obtained from numerous sources, including collectors. Henry Graff, film archivist, historian and lecturer, will provide commentary and background notes in each segment.

### LPTV now free

The Copyright Office of the Library of Congress, reversing an earlier position and ending a string of decisions detrimental to cable television, has said that cable operators may now carry the signals of nearby low power television stations without having to pay compulsory copyright license royalties.

In response to queries from cable operators, the Copyright Office said LPTV stations are to be considered distant signals for the purpose of determining copyright liability. And most cable systems must pay additional compulsory license fees for each distant signal they carry.

But having reviewed the 1976 copyright act establishing the compulsory license in light of comments from the LPTV and cable industries and from the chairmen of the House and Senate copyright subcommittees, the Copyright Office last week said the status of LPTV stations under the act was "ambiguous" and, while it awaits clarifica-

tion from Congress, it "will not question the determination by a cable system that a low power station's signal as 'local.'" The opinion appeared in the *Federal Register*.

The decision was probably more important to the fledgling LPTV industry than it was to cable. "We are just overjoyed by this thing," said Robert Allen, general counsel of the Community Broadcasters of America, a newly formed trade association. "If this thing had come down the other way, LPTV, as a practical matter, would have been dead in the water," he said. "We need cable TV."

### Beauty is in the eye

The 1984 Miss World contest, syndicated in the U.S. by Turner Program Services for Thames Television of Great Britain, will be seen in 60 television markets representing 75% of U.S. television households, according to TPS Chairman Henry Gillespie. The markets include 16 of the top 20. The broadcast stations have until Dec. 21 to carry the program in prime time. Superstation WTBS(TV) Atlanta, which like TPS is owned by Turner Broadcasting System, premiered it Dec. 1 at 8:05-9:30 p.m. NYT. Miss World is billed as the world's oldest international beauty pageant, one year older than the Miss Universe Pageant. This year's was the 34th annual production.

### Togetherness

ABC Video Enterprises and Japan Broadcasting Corp. (NHK) have signed an agreement calling for ABCVE to provide consultant services to NHK and for what the companies' announcement called "mutual cooperation in broad areas of the electronic media." The announcement said that in the initial stages of the agreement ABCVE will advise senior NHK management on "the creation and operation of sales and/or acquisition services in the various electronic media for NHK's domestic and international markets."

### Music video violence

A year-long monitoring of television music videos by the National Coalition on Television Violence has found that there are "high levels of violence—especially senseless violence and violence between men and women" in music video programing. The study, which ranked 103 rock groups (each having three or more videos), found that the Irish rock group U2 produced "nonviolent and pro-social" music videos, as did Paul McCartney, The Romantics and Donna Summer.

"Heavy metal" rock groups and Michael and Jermaine Jackson, NCTV said, had the "most violent" videos. The coalition also found "a strong association between the appearance of metal-spiked and studded leather, and torn clothing and the use of violence" in the videos. Said Thomas Radecki, director of NCTV's research and psychiatrist at the University of Illinois School of Medicine: "The intense sadistic and sexual violence of a large number of rock music videos is overwhelming... It is really shocking to see this subculture of hatred and violence becoming a fast growing element of rock music entertainment for the young."



# HOW TO TALK TO TEENAGERS ABOUT DRINKING AND DRIVING.

KEEPING OUT OF HARM'S WAY.

Teenagers can get into a lot of trouble with alcohol. Even teenagers who don't drink. Often they aren't aware of the facts.

A new view of the statistics shows where part of the problem lies, and can lead to a better communication between adults and teenagers.

**Teenagers are in the high-risk group.** People between the ages of 16 and 24 represent only 20 percent of the licensed drivers of our country. But that same group is involved in 42 percent of all the alcohol-related fatal crashes. When you think about that, two tragic things are revealed:

First, not all teenagers killed in such accidents are themselves drunk at the time. Often they have had nothing to drink at all, but are passengers in cars driven by teenagers who have been drinking.

Second, teenagers are often on the roads late at night, especially on weekends, when most crashes involving alcohol occur. They are targets for cars driven by people who have had too much to drink.

**Some facts about alcohol** you might want to discuss with teenagers are often surprising to adults:

- One can of beer, as well as one eight-ounce glass of wine, and one 1½-ounce drink of 86-proof liquor are all equally intoxicating. The risk is the same regardless of what you've been drinking.

- The legal definition of intoxication is based on "Blood Alcohol Concentration" or "BAC." If you have a BAC of .10, you are legally drunk in most states. But for drivers or drinkers who are less experienced, a BAC of .05, or sometimes lower, can be dangerous.

- Even relatively low levels of alcohol can reduce your tolerance to injury, increasing the danger in an accident.

**Arm your teenagers with the facts** and give them time to reflect on them.

If expected to show good judgment, teenagers are more likely to live up to it.

Please discuss the problem of drinking and driving with your teenagers now, and if you think this advertisement will help, ask them to read it.

And keep in mind, that the best way to teach young people—as they may tell you—is by example.

The people of General Motors care, and urge teenagers, and their parents, to give serious thought to the dangers of drinking and driving. It's something we all can do.

*This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.*



Chevrolet • Pontiac  
Oldsmobile • Buick  
Cadillac • GMC Truck

## Media Access Project comes to ABC's defense

**It tells FCC that CIA fairness complaint should be refused and government should be barred from any future libel actions**

The Media Access Project has asked the FCC to dismiss, without further ado, the CIA's fairness complaint against ABC (BROADCASTING, Dec. 3).

In a statement at the FCC last week, MAP, a strong supporter of the fairness doctrine, said the CIA's complaint was blatantly "frivolous" and should be dismissed immediately for failing to present even the rudiments of a legitimate case against the network. What's more, MAP said the FCC should take the occasion to rule that it won't consider fairness doctrine and news distortion complaints by the CIA or any other government agencies.

FCC Chairman Mark Fowler, however, has hinted that he thinks the CIA should have the right to complain. In a letter to the editor of the *New York Times* published

Dec. 9, Fowler said the same issues raised by the CIA's complaint could have been brought by a private individual. "Should its government status preclude a look at the allegations?" Fowler asked.

In its statement, MAP noted that both the FCC's general fairness doctrine and its personal attack provisions apply only to controversial issues of public importance. According to MAP, the CIA complaint, however, does not identify the specific issue of public importance supposedly addressed; for that matter, it fails to establish that any issue raised in the ABC news coverage was controversial and of public importance.

Even if the complaint had demonstrated that such an issue was addressed, MAP said the CIA couldn't make use of the personal attack rule. The alleged attacks occurred during *ABC World News Tonight*, and *bona fide* newscasts are exempt from the personal attack rule.

Then, MAP said that much of the CIA complaint consisted of an unsupported allegation that ABC knowingly broadcast false or misleading information. The FCC, according to MAP, has long held that claims of news distortion must be supported by "convincing extrinsic evidence" that a broadcast had intentionally and knowingly aired false or misleading information. "The CIA complaint presents no such extrinsic evidence," MAP said. "Absent such evidence, the complaint is merely an attempt to use governmental process to embarrass ABC."

MAP urged the commission to dismiss the

complaint rapidly. "The need to protect broadcast licensees from having to answer plainly frivolous complaints which do not make out a *prima facie* case requires that the dismissal of the CIA complaint be prompt," it said.

On another front, MAP argued that government agencies should not even be permitted to file fairness doctrine or news distortion complaints. "The government is, of course, free to speak out against members of the public or the media for their criticism of the government," MAP said. "However, the government may not invoke state processes to sanction or impose any legal obligation on the press because of what is said, published or broadcast. Such action offends every notion of the First Amendment's protection of the freedoms of speech and press. Thus, it is a long-standing common law principle that government entities may not sue for libel. The same rationale should apply to government attempts to file complaints with the FCC concerning a broadcaster's programming."

Also in his letter to the *New York Times*, Fowler expressed his "extreme distress" over an editorial he said accused the commission of a plot to intimidate ABC in its handling of the complaint. Fowler said he has instructed the Mass Media Bureau to address the complaint "without fear or favor," just as it would for any other. He added that staff would determine whether the complaint was legally sufficient within six to eight weeks. □

## INN OF THE INDUSTRY

You are known by the company you keep. Le Parc has built a reputation as the Inn of the Industry for the advertising and performing arts communities. There is a camaraderie within the hotel, suffused with an air of casual elegance.

Conveniently located between Hollywood and Beverly Hills. Le Parc offers the business traveler a home-like setting. Each of the spacious suites feature a sunken living room with fireplace, wet bar and private balcony. Complimentary continental breakfast and limousine service within the area are just a few more reasons why Le Parc has become the Inn of the Industry.



733 N. West Knoll,  
West Hollywood, California 90069  
(213) 855-8888  
(800) 421-4666, Nationwide  
(800) 252-2152, in California

## NewsBeat

**Presidential problem probed.** White House Correspondents Association, which normally goes public only with its production of annual black tie dinner, has now become sufficiently concerned about more substantive issue to go public with it—what it considers obstacles being put in way of reporters' efforts to cover White House and presidential politics. WHCA President Sara Fritz, of *Los Angeles Times*, has sent questionnaire to association members seeking information, she wrote, "to produce a report documenting the seriousness of the situation." She added that report would be published early next year. Fritz said difficulties cited in her letter—which have been subject of complaints by other members of White House Press corps—have grown out of stricter security provided the President and presidential candidates in recent years: "excessive use of force against reporters, glaring inconsistencies in security measures as applied to reporters, staff and public, as well as instances in which Secret Service has been used to shield the President or candidate from questioning by the press." Fritz said association officers have tried to deal with such complaints through meetings with White House and Secret Service officials. But now, she said, "the time has come to call public attention to our problem." Questionnaire, she said, "is the first step toward that goal." □

**Next on CBS.** CBS-TV last week announced that its news division will produce "at least" 12 hours of prime time public affairs programming for the coming year, the majority of them under the umbrella of *CBS Reports*. CBS News Correspondents Walter Cronkite, Bill Moyers and Bill Kurtis are among those assigned to these projects, according to the network, along with such producers as Burton Benjamin, Andrew Lack and Perry Wolff. Themes of programs currently planned include "an examination of the military consequences of the Vietnam War and the role of American servicemen who fought there," the future of the U.S. as a multiracial society, the problem of world terrorism, the legacy of the atomic bombing of Hiroshima and the increase in religious militancy. Air dates and additional topics are to be announced.



## Unlock Hidden Ad Revenue with SRDS Co-op Data Base Special Reports

### Your Key to Effective Co-op Information Management.

Now you can take advantage of co-op programs which can increase your ad revenue by using a customized sales tool which gives you the information you need when you need it.

SRDS Co-op Data Base Special Reports track co-op programs essential to your specific sales needs. They are generated from the pool of over 3,400 co-op programs listed in the Co-op Source Directory, the most comprehensive computer based file of co-op information available . . . anywhere.

These in-depth reports can be ordered in either the Manufacturer Index or Mailing Label Format. They are continuously updated and are customized so you select and receive only the information crucial to your sales needs. For example, you can select a report in the Manufacturer Index of all programs in a particular product classification which offer unlimited accruals. Your report will include only those co-op

programs meeting these criteria and will list:

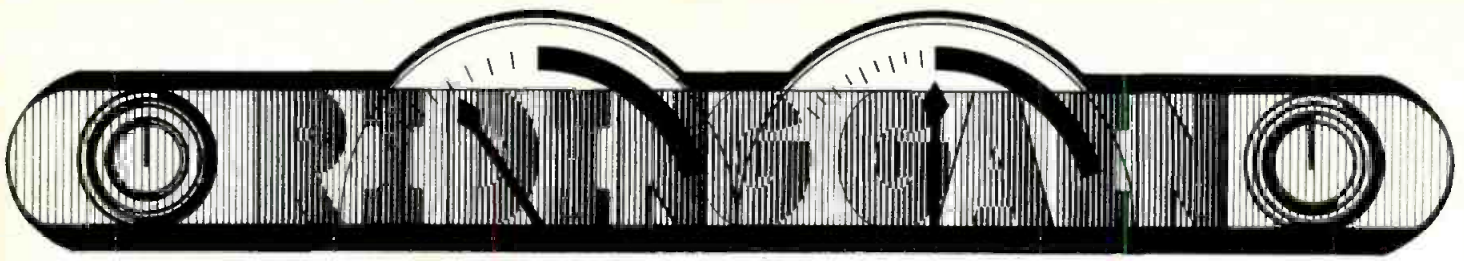
- Manufacturer
- Product classification
- Expiration date
- Participation
- Plan type (manufacturer/retail)
- Accrual
- Manufacturer pre-approved media

You'll find Co-op Data Base Special Reports particularly valuable in generating sales leads . . . identifying co-op funds available to retail accounts . . . pinpointing expiration dates . . . conducting co-op audits . . . and saving you and your retail accounts time and money.

For more information about how you can enter into a program of successful co-op management with Data Base Special Reports, contact Larry Buchweitz at 1-800-323-4601.

**srds Co-op  
services**

Standard Rate & Data Service, Inc.  
3004 Glenview Road  
Wilmette, IL 60091



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

### New division

NBC Radio appears very bullish on the long-form program marketplace for 1985 with its unveiling last Tuesday (Dec. 11) of NBC Radio Entertainment—a new unit that will be devoted exclusively to the development and distribution of entertainment programming. "There are tremendous networking opportunities in the entertainment area and this move demonstrates our commitment to this kind of programming as well as news," said NBC Radio President Randy Bongarten, in making the announcement.

The new NBC Radio unit will be under the supervision of Willard Lochridge, newly-appointed vice president and general manager of The Source, NBC's young adult network. Lochridge noted that all Source long-form entertainment programming will now come under NBC Radio Entertainment. (Thus far, there are 58 concerts and programs scheduled for the network in 1985.)

However, according to Bongarten, NBC Radio Entertainment will not be "self-limiting" in the entertainment programming that

NBC currently distributes. With concerts and other NBC programs serving as base, the new unit will allow NBC Radio to explore other long-form programming areas, said Bongarten.

The first program to be marketed under the new division will be a monthly contemporary hit music/variety show, titled *Live From The Hard Rock Cafe*.

The new series, which is scheduled to premiere Sunday, Jan. 27, at 9 p.m. NYT, from the New York nightclub of the same name, will be hosted by a different celebrity each month and will feature both music and interviews of artists. Source affiliates will have right of first refusal.

### Switch postponed

ABC Talkradio's overnight programming, which was scheduled to switch from KABC (AM) Los Angeles to the new ABC Radio broadcast facilities in New York next month ("In Brief," Oct. 15), will continue from the West Coast until late February or early

March, according to Rick Devlin, vice president and director, Talkradio. Currently, the network airs Ira Fistell from midnight to 3 a.m. NYT and Ray Briem from 3 a.m. to 8 a.m. NYT. Both personalities will remain at KABC(AM) when the move is made. Devlin and ABC Radio Networks President Ed McLaughlin said ABC is continuing to examine different programming options for the overnight shift.

### 'Hot' stuff

Arbitron Radio Advisory Council during its winter meeting in Carlsbad, Calif., endorsed the Electronic Media Radio Council's letter to Arbitron recommending it not impose a rating moratorium of three to six months on stations that pick up call letters dropped by another station in the same market—known as "hot" call letters—because it would produce a less accurate description of radio listening ("Closed Circuit," Nov. 26). The council also embraced EMRC's proposal to add disclosure statements on each page of quarterly rating books for hot-call markets.

Additionally, the advisory council appointed a committee to study Arbitron's proposed ideas for redesigning ratings book including adding more profile data, ethnic breakouts, overnight ratings and "loyal" audience estimates ("Closed Circuit," Dec. 3).

### RADAR report

Nearly 82% of persons 12 years and older in the U.S. listen to the network-affiliated stations of ABC, CBS, NBC, Mutual, RKO, Sheridan, Satellite Music Network or Transstar. That figure translates into 157,000,000 listeners. Overall, over 95% of persons 12-plus or 183,000,000 people listen to radio during the course of an average week.

Those are just some of the findings in volume 1 of the fall 1984 RADAR 30 report released last week by Westfield, N.J.-based Statistical Research Inc. (SRI).

The report also includes a wide range of radio usage data. For example, the aural medium is important to working women—those employed on a full-time basis account for 45% of total radio listening by women, 18 and older.

The new RADAR is based on telephone interviews conducted over 48 weeks from November 1983 through October 1984.

### Expanding markets

"Radio is Supermarketing for Supermarkets," is the name of an advertising presentation that is part of a new sales and marketing kit produced by the Radio Advertising Bureau (RAB) to attract more supermarket advertising to the aural medium. According to RAB, the presentation is designed to look like typical "food day" pages in local news-

ANNOUNCING

Howard University's

## FOURTEENTH ANNUAL COMMUNICATIONS CONFERENCE

"Communications and Development"

February 14-17, 1985 on the main campus

Washington, D.C.

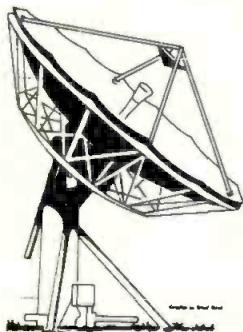
#### Open Plenary Session Featuring

Mr. John H. Johnson, Editor and Publisher of Johnson Publications

Workshops ★ Seminars ★ Job Interviews ★ Conference Dance

Frederick Douglass Scholarship Dinner ★ Recruiters ★ Exhibitions

Fashion Show by the Student Council of the HUSC



#### INFORMATION REQUESTS

##### Howard University

Fourteenth Annual Communications Conference  
School of Communications Continuing Education  
& Community Service Programs  
Washington, D.C. 20059

- Please forward an Interview Application form
- Please forward Recruiter/Exhibitor Registration form
- Please forward Advertising Order form



papers suggesting that additional radio spending will be as effective or more so than newspaper advertising, which is often relied upon by local grocers and supermarket chains. "We think it's unlikely that a supermarket will instantly abandon traditional 'food day' ads in the paper after a single presentation," said RAB President and Chief Executive Officer Bill Stakelin. "Instead, the presentation argues for a media mix; gives food retailers a few ideas about promotions; suggests using radio to increase coupon redemption, and promotes radio to spotlight items in the newspaper ad," he said.

### AP financial

The Associated Press Network News will launch two financial series next year: *Real Estate For Real People* and *The Business Report*. The real estate program, co-hosted by veteran broadcaster Ed Busch and investment counsellor Wade Cook, is described as a 90-second daily guide offering tips to the small investor. It will be fed Monday through Friday at 10:32 a.m. NYT.

*The Business Report*, hosted by AP network financial correspondent Alan Schaertal, is a two-minute analysis of current business and investment trends. Its feed time will be 6:15 p.m. NYT. Both series are scheduled to debut Dec. 31.

### Disk dance

WLIB(AM)-WBLB(FM) New York air personality Gary Byrd is producing a new weekly one-hour, disk-delivered broadcast, *Dance Music International*, as the first project under his newly-formed radio production company, WGBE Productions. The program, which will be distributed by New York-based Radio International, will feature the "international spectrum of dance music" including artist interviews, dance music news, song premieres and a global countdown—the top five dance songs from around the world. "I think there is a desire for people to experience the excitement of musical nuances from the world over," said Byrd. The show is scheduled to debut the weekend of March 1-3. Thus far, 20 stations have cleared the series.

### Willie and Waylon and ABC

ABC Radio Networks will simulcast *Willie Nelson's New Year's Eve Party Live* from Houston with Home Box Office. The program is scheduled to air at 10:55 p.m. NYT with right of first refusal going to stations that program ABC/Watermark's *American Country Countdown* series. In addition to Nelson, singers Waylon Jennings and his wife, Jessi Colter, will appear on the broadcast.

### Just jazz

An eight-hour New Year's Eve cross-country, live satellite-delivered jazz special is being produced by public radio outlet WBGQ(FM) Newark, N.J., in conjunction with National Public Radio and KBEZ(FM) Chicago and KLOM(FM) Long Beach, Calif. The program, which is scheduled to air from 9 p.m. to 5 a.m. NYT, will feature performances by saxophonist James Moody and the Heath Brothers Band in New York; singer/song-

writer Oscar Brown, Jr. and the Marshall Vente Project Nine in Chicago, and vocalist Ernestine Anderson and the Don Menza Band in Los Angeles. The show is being underwritten by Remy Martin Amerique Inc., the National Endowment for the Arts and the National Public Radio Arts and Performance Fund. The broadcast is titled *Remy's New Year's Eve Special*.

### Radio by the Bay

San Francisco-based Western Public Radio is scheduling six, week-long training sessions for "mid-level" radio program producers during the coming year at its nonprofit production facility. According to WPR President Leo C. Lee, three sessions will cover informational programming, two will focus on drama and one will concern live music recording and production. Twelve participants will be chosen for each session from

among applicants.

The program, co-sponsored by WPR and the Corporation for Public Broadcasting, replaces the three-year-old National Radio Training Project, funded through WPR by the John and Mary R. Markle Foundation. The first workshop in the new series is slated to begin Jan. 28, with an application deadline of Jan. 7. A portion of travel, lodging and food costs are paid for by the sponsors. Information: (415) 771-1160.

### Radio network launched

Mississippi now has "Public Radio in Mississippi," a newly formed, eight-station non-commercial radio network. The new stations are WMAE(FM) Booneville, WMAB(FM) Starkville, WMAV(FM) Oxford, WMAW(FM) Meridian, WMAU(FM) Bude, WMAH(FM) Biloxi, WMAU(FM) Jackson and WMAO(FM) Greenwood.

**Format-buying link.** Radio formats are an important factor in the buying decisions of most agency media buyers, according to a Torbet Radio study. The study is based on 296 returned questionnaires from over 1,200 sent out during the third quarter of the year.

When media buyers were asked how often they would like to see national sales representatives, 22% replied weekly while 76% said "whenever needed." And 80% replied that in addition to sales reps, they would also like to meet with station managers. Additionally, 86% of the respondents said that air checks of stations are helpful in planning their radio buys.

The survey also revealed that other than rates, cost-per-point and ratings information, buyers would like to see promotional pieces, market profile, signal information and competitive station information in a rep's presentation. The local programming of greatest interest to media buyers, the survey found, was sports features, followed by air traffic reports, weather reports and restaurant reviews.

All responding buyers acknowledged they utilize Arbitron data, while 24% said they also use Birch. In 1985, Torbet plans a survey on format trends.

## Let us entertain Our critics... And your audience

Lots of business people duck criticism or inquiry about the way they do business. They're not hiding anything, usually. Just fearful that meeting their critics in a public setting will give a wider audience to criticism.

We don't feel that way. We'll entertain honest criticism and inquiry in any setting. We think it's healthy. We also think it's the only way that we can get an airing and some understanding for the strange and interesting things we do and why we do them.

Debate, conflict, drama are the stuff of story-telling and entertainment. It is the very best vehicle for getting across information. News people know this. We do too.

So if our critics show up at your station kicking about us, give us a call. Let us entertain them on your news or public affairs show. And maybe your audience will get a kick out of it, too.

### AMERICA'S LIFE AND HEALTH INSURANCE COMPANIES

Call Arthur J. Maier, manager, broadcast relations, American Council of Life Insurance and Health Insurance Association of America.

212-582-2012

Or Alexandra Kubiacyk, associate.

212-245-4198

**American Council of Life Insurance and Health Insurance Association of America.\***

\* Representing 570 life insurance companies, with 95 percent of the life insurance force in the United States, and 330 health insurance companies, with 80 percent of the health insurance written by insurance companies in the United States.

## Wireless cable makes its Washington debut

**Four channels of programming are offered over Capitol Connection ITFS frequencies; offerings include CNN, C-SPAN, Home Team Sports, SelecTV and ON TV and includes some adult programming; American Family Theater is leasing time from George Mason University**

American Family Theater Inc. and George Mason University began offering a four-channel "wireless cable" service to homes in the Washington metropolitan area last week ("Closed Circuit," Dec. 10). The service, which made its formal debut at a Washington press conference last Tuesday (Dec. 11), is the first commercial venture of its kind.

The Capitol Connection, as the service is being marketed, is broadcast over four Instructional Television Fixed Service (ITFS) channels licensed to George Mason to subscribers whose homes have been equipped with special microwave antennas and receivers. (ITFS channels share the 2 ghz microwave band with multipoint distribution service channels.)

Capitol Connection's four channels: SelecTV; ON TV and Home Team Sports, which share one channel; Cable News Network, and C-SPAN. The whole package retails for \$34.95 a month with, in the case of single-family homes, a one-time installation charge of \$250.

The service incorporates the three-channel (HTS, CNN and C-SPAN) nonprofit ITFS service George Mason has been providing on its own for more than two years, absorbing its subscriber base of around 350 business, trade associations, government agencies and law firms in downtown Washington and adopting its name.

By lining up ITFS channels for its multichannel television service, AFT is getting the jump on pay television operators who have been waiting for the FCC to grant additional MDS channels. After several delays, the FCC finally approved a lottery for awarding the channels last month, but it's expected to be a few months before the first lotteries are held and the first grants made.

At one time, multichannel broadcasting (with ITFS or MDS channels) was seen as a threat to cable television, especially in major markets where the cost of building and operating cable systems is extraordinarily high. But the consensus now seems to be that the service is a transitional or "niche" medium that can prosper only where cable isn't yet or never will be.

Jim Schultz, president of AFT and the Capitol Connection, admitted as much at the press conference: "It would be difficult for us to compete against cable because of the costs involved."

But the city of Washington with its 250,000 homes is far from wired—the fran-

chise has yet to be formally awarded (BROADCASTING, Dec. 10)—and the systems in the large sprawling counties surrounding the city are far from complete. For the foreseeable future, it seems, there will be plenty of homes unpassed by cable to drive a well-priced and well-marketed multichannel broadcasting service.

According to Schultz, there are 1.2 million homes in the Washington metropolitan area, but, because antennas must have a "line of sight" to the ITFS transmitters, only about 900,000 homes can receive the ser-



Schultz and Kelley

vice. And of those, he said, 150,000 now have cable, leaving 750,000 for AFT to attempt to sign up.

Even when cable comes along, said Michael Kelley, director of telecommunications at George Mason, Capitol Connection subscribers will not necessarily switch to cable. Having paid a \$250 installation fee, he said, they may be reluctant to give up on their investment in reception equipment. "People are not going to rip this stuff out once they've got it," he said.

Under terms of their contract, said Kelley, George Mason's director of telecommunications, George Mason is permitting AFT to use the school's channels and transmission facilities to offer the commercial pay television service in exchange for an unspecified percentage of the gross revenues.

But George Mason has retained some control over the venture, said Kelley. AFT is obliged to maintain the pre-existing three-channel service, he said. What's more, he said, he and Elizabeth Carlson Dahlin, executive director of the George Mason University Foundation, the actual licensee of the ITFS channels, have the power to veto AFT's programming decisions.

Kelley said other pay television operators had approached him about leasing the George Mason channels, but none was as accommodating as AFT was. He said he sees AFT more as a partner, than a lessee.

AFT is prepared to spend \$10 million during the first year of operation, Schultz said, but it expects to have nearly 13,000 subscribers (split about equally between single-family houses and homes in multiunit dwellings) and a positive cash flow after just eight months. By the end of the first year, it hopes to have more than 20,000 names on its subscriber rolls.

With a large hunk of the start-up capital, The Capitol Connection has set up shop in the suburb of Arlington, Va. It has a small fleet of installation and service vans and the manpower and tools needed to meet the anticipated demand. Schultz said he would spend between 6% and 7% of the first-year operating budget on advertising and marketing.

SelecTV and ON TV contain unrated adult movies. The night of the press conference, for instance, SelecTV featured at 11:30 p.m. NYT "Kinky Ladies of Bourbon Street." After the press conference, Kelley admitted that he hadn't seen the movies, but that he planned to check them out. "If they are too dirty," he said, "we are going to get them out of there." He added that AFT is prevented from broadcasting any X-rated programming over the system under terms of the contract.

Whether to show or pre-empt the adult movies may be an early point of conflict between the two partners. While they may be a source of embarrassment to George Mason, they are a selling point for AFT.

Arlington Cable Partners, the cable system in Arlington, is indirectly involved in the multichannel broadcast operation. Under a pre-existing agreement, the system provides George Mason with, among other things, room and electrical power at the system headend for the four primary ITFS transmitters as well as room on its tower atop Arlington's Tower Villas apartment building for the transmission antennas. George Mason and, by extension, have agreed not to offer service within the Arlington franchise.

In addition to the four transmitters at the cable headend, George Mason has installed four transmitters operating on different channels as repeaters across town on the USA Today building.

The four repeaters could be converted to primary transmitters and used to expand the service to eight channels, Schultz said. But he has yet to determine, he said, whether going to eight channels would bring in enough additional customers and revenue to justify the cost.

ITFS is a broadcast service, originally intended for the broadcast of instructional and educational programming. However, in May 1983, the FCC revised the rules to allow ITFS licensees to lease excess capacity (all but a few hours each weekday) to commercial pay television operators.

To meet the FCC requirement that a small



# Stock Index

	Closing Wed Dec 12	Closing Wed Dec 5	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	58 5/8	58 3/4	-	1/8	0.21	10 1,710
N Capital Cities	155 1/2	155		1/2	0.32	16 1,996
N CBS	70 5/8	70		5/8	0.89	9 2,098
O Clear Channel	14	13 1/2		1/2	3.70	16 40
N Cox	48 1/4	50 1/4	- 2		3.98	16 1,362
A Gross Telecast	28 7/8	28 3/8		1/2	1.76	7 23
O Gulf Broadcasting	12 5/8	11 5/8	1		8.60	53 553
O LIN	19 5/8	20		3/8	1.88	17 412
O Mailrite Commun.	11 5/8	12		3/8	3.13	14 97
O Orion Broadcast	1/32	1/32				2
O Price Commun.	12 1/2	10 7/8	1	5/8	14.94	41
O Scripps-Howard	26 1/2	26 1/2				16 274
N Storrs	42 7/8	43 3/8		1/2	1.15	703
O Sungroup Inc.	7 1/4	7 1/4				5
N Taft	58	56 7/8	1	1/8	1.98	12 525
O United Television	15 3/4	15 3/4				26 173

	Closing Wed Dec 12	Closing Wed Dec 5	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	24 1/2	25		1/2	2.00	21 149
A Affiliated Pubs	45 3/8	44 1/2		7/8	1.97	14 369
N American Family	21 7/8	23 1/8	- 1	1/4	5.41	11 391
O Assoc. Commun.	15 1/2	15 1/2				74
N A.H. Belo	43 1/4	42 3/8		7/8	2.06	13 500
N John Blair	15	15 1/2		1/2	3.23	8 120
N Chris-Craft	33 3/8	34		5/8	1.84	23 213
N Cowles	45 3/8	45 1/4		1/8	0.28	37 180
N Gannett Co.	45 1/4	45 1/2		1/4	0.55	18 3,625
N GenCorp	33	33				9 708
O General Commun.	67 1/2	67 1/2				15 34
N Insilco Corp.	18 5/8	18 3/8		1/4	1.36	10 316
N Jefferson-Pilot	39 7/8	37 7/8	2		5.28	12 1,276
O Josephson Intl.	7 1/4	7 1/2		1/4	3.33	56 35
N Knight-Ridder	27 5/8	27 3/8		1/4	0.91	14 1,788
N Lee Enterprises	25	25 1/8		1/8	0.50	14 333
N Liberty	23	23 5/8		5/8	2.65	11 231
N McGraw-Hill	39 1/2	39 7/8		3/8	0.94	15 1,982
A Media General	64 1/2	64 5/8		1/8	0.19	12 450
N Meredith	54 1/4	55		3/4	1.36	13 511
O Multimedia	34 1/4	33 1/2		3/4	2.24	15 572
A New York Times	34 3/4	34 5/8		1/8	0.36	16 1,373
O Park Commun.	27	27 1/4		1/4	0.92	19 248
N Rollins	16	15 7/8		1/8	0.79	24 234
N Schering-Plough	36	37 7/8	- 1	7/8	4.95	10 1,820
T Selkirk	19	19 1/4		1/4	1.30	41 154
O Stauffer Commun.	52	52				13 52
A Tech Operations	47 3/4	46 1/2	1	1/4	2.69	16 44
N Times Mirror	38 5/8	39 1/8		1/2	1.28	12 2,653
N Tribune	33 1/2	32 3/4		3/4	2.29	15 1,353
O Turner Bcstg.	17 1/4	18		3/4	4.17	287 352
A Washington Post	78 3/8	78		3/8	0.48	14 1,096

	Closing Wed Dec 12	Closing Wed Dec 5	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	44 1/2	42 1/2	2		4.71	13 281
O Compact Video	4	3 1/8		7/8	28.00	16
N Comsat	26 3/8	26 5/8		1/4	0.94	11 477
O Doyle Dane B.	18	17 1/4		3/4	4.35	16 96
N Foote Cone & B.	48	47 3/4		1/4	0.52	10 160
O Gray Advertising	136	136				9 81
N Interpublic Group	34 1/2	34 1/4		1/4	0.73	12 373
N JWT Group	26 3/8	26 7/8		1/2	1.86	8 158
A MovieLab	4 7/8	5 3/4		7/8	15.22	8
O Ogilvy & Mather	33 3/4	33 1/2		1/4	0.75	14 309
O Sat. Syn. Syst.	7 1/2	7 3/4		1/4	3.23	11 43
O Telemation	5 1/2	5 3/4		1/4	4.35	5 6
O TPC Commun.	5/8	5/8				1
A Unitel Video	6 3/4	6 5/8		1/8	1.89	12 15
N Western Union	10 5/8	9 7/8		3/4	7.59	256

	Closing Wed Dec 12	Closing Wed Dec 5	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMMING</b>						
O American Nat. Ent	1 3/8	1 3/8				7 3
O Barris Indus	8 3/8	7 5/8				167 48
N Coca-Cola	60 7/8	62	- 1	1/8	9.84	14 8,061
N Disney	57 5/8	57 5/8				19 1,937
N Dow Jones & Co.	37 1/2	37 1/2				18 2,406
O Four Star	3 1/4	3 1/4				3 3
O Fries Entertain.	5	4 3/4		1/4	5.26	4 17
N Gulf + Western	27 1/4	27 1/8		1/8	0.46	8 1,906
O Robert Halmi	1 3/16	1 1/16		1/8	11.76	24 20
A Lorimar	28	29 5/8	- 1	5/8	5.49	14 198
N MCA	40 1/2	40 1/8		3/8	0.93	17 1,963
N MGM/UA	11 1/4	12		3/4	6.25	13 568
N Mizlou	2 1/4	2 5/16		1/16	2.72	10
N Orion	9 1/2	10 5/8	- 1	1/8	10.59	21 89
O Reeves Commun.	5 1/4	5 1/4				19 65
O Sat. Music Net.	4 3/4	4 3/4				32
O Telepictures	15 1/2	14 3/4		3/4	5.08	14 119
O Video Corp.	19 1/4	19		1/4	1.32	13 32
N Warner	21 1/2	21 3/8		1/8	0.58	1,303
A Wrather	17 1/2	17 7/8		3/8	2.10	120

	Closing Wed Dec 12	Closing Wed Dec 5	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	4 1/4	4 1/2		1/4	5.56	25
O AM Cable TV	3 1/4	2 5/8		5/8	23.81	12
N American Express	35 7/8	35 1/8		3/4	2.14	18 7,695
N Anixter Brothers	15 1/4	15 1/4				21 277
O Burnup & Sims	6 5/8	7 3/8		3/4	10.17	59
O Cardiff Commun.	9/16	5/8		1/16	9.92	56 3
O Comcast	20	19 5/8		3/8	1.91	16 164
N Gen. Instrument	16 1/4	16 1/8		1/8	0.78	17 526
N Heritage Commun.	18 3/8	18 1/8		1/4	1.38	35 139
T Maclean Hunter X	23 1/2	23 3/8		1/8	0.53	33 866
A Pico Products	4 1/8	3 5/8		1/2	13.79	19 14
O Rogers Cable	5 3/8	5		3/8	7.50	120
O TCA Cable TV	14	13 3/4		1/4	1.82	27 93
O Tele-Commun.	21 7/8	21 7/8				71 915
N Time Inc.	40 3/4	41 1/8		3/8	0.91	14 2,473
N United Cable TV	28 7/8	28 1/4		5/8	2.21	131 318
N Viacom	31	31 3/4		3/4	2.36	12 419

	Closing Wed Dec 12	Closing Wed Dec 5	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	25 3/4	26 1/4		1/2	1.90	8 196
O C-Cor Electronics	6 1/2	6 1/4		1/4	4.00	72 21
O Cable TV Indus.	3 1/4	3 1/4				22 10
A Cetec	7	7				9 15
O Chyron	8 1/8	8 3/8		1/4	2.99	15 75
A Cohu	7	7 1/4		1/4	3.45	8 12
N Conrac	14 3/8	13 3/4		5/8	4.55	14 89
N Eastman Kodak	70	71	- 1		1.41	16 11,590
O Elec Mis & Comm.	6 1/2	6 3/4		1/4	3.70	19
N General Electric	55	55 1/8		1/8	0.23	12 24,898
O Geotel-Telemet.	13/16	13/16				9 2
N Harris Corp.	26 7/8	28 1/4	- 1	3/8	4.87	13 1,073
N M/A Com. Inc.	17 1/8	16 1/2		5/8	3.79	21 741
O Microdyne	5 1/4	5 3/4		1/2	8.70	15 24
N 3M	78 3/8	78 3/4		3/8	0.48	13 9,174
N Motorola	32 1/8	32 7/8		3/4	2.28	11 3,803
N N.A. Philips	38	38 1/2		1/2	1.30	9 1,091
N Oak Industries	2 5/8	2 5/8				43
A Orrox Corp.	2 5/8	2 7/8		1/4	8.70	8
N RCA	35 5/8	34 3/4		7/8	2.52	11 2,919
N Rockwell Intl.	29 7/8	29 3/4		1/8	0.42	10 4,443
N Sci-Atlanta	10 1/8	10 1/4		1/8	1.22	20 235
N Signal Co.s	32 3/4	32 3/4				14 3,571
N Sony Corp.	14 1/4	14 1/2		1/4	1.72	14 3,290
N Tektronix	55 1/2	55 3/4		1/4	0.45	9 1,068
A Texscan	5	5 3/4		3/4	13.04	7 33
N Varian Assoc.	36 7/8	34 7/8	2		5.73	14 795
N Westinghouse	25 1/4	25		1/4	1.00	9 4,420
N Zenith	21 1/8	21 7/8		3/4	3.43	8 467
Standard & Poor's 400	181.68	181.26		0.42		0.23

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.

portion of each commercially leased ITFS channel be used for its original purpose, AFT will pre-empt ON TV and SelecTV for a few hours each day with "teleconferences, tele-seminars and other instructional programming" supplied by George Mason. AFT is operating on the assumption that CNN and C-SPAN don't have to be pre-empted because their programming puts them wholly into the

instructional and educational category.

In marketing the service to multiunit dwellings, AFT plans to take a more flexible approach. In addition to the \$34.95 four-channel package, it plans to offer three more economical packages: ON TV/HTS with CNN and C-SPAN for \$28.95; SelecTV with CNN and C-SPAN for \$26.95, and CNN and C-SPAN for just \$12.95. When the

addressable home equipment is available, Schultz said, AFT may offer the lower levels of service to single-family homes.

AFT has launched the service without scrambling the two pay movie channels, but that will soon change. Schultz said AFT is evaluating a number of different addressable scrambling systems and is leaning toward Zenith's. If the system, which is a modified version of Zenith's cable scrambling system, checks out, he said, the ON TV SelecTV, HTS and, possibly, C-SPAN and CNN will be scrambled.

AFT is owned by Schultz (40%) and Salt Lake City businessman and insurance broker Michael Clark and his daughter (60%). Schultz said Clark, who is chairman of AFT, put up most of the cash.

Schultz probably has more experience with multichannel broadcasting than anyone else in the country, having operated an experimental eight-channel MDS system in Salt Lake City during a stint (1979-1984) as vice president for Skaggs Telecommunications Services Inc.

Like many new venture in mass communications, Capitol Connection may have a tough time making a go of it. A study by the Opinion Research Corp. for the National Cable Television Association released earlier this year found that there is considerable marketplace resistance to high installation fees. And, by any measure, AFT's \$250 fee is high.

Even Kelley is not completely confident the venture will be a success. "It may be the biggest bust since direct broadcast satellites," he said. "But I doubt it. I think it will thrive in Washington." □

### Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Burnup & Sims	Second	\$46,731	20	\$10,811	NM	\$1.20
Byers Commun.	Second	\$5,233	-6	(\$3,192)	NM	(\$1.00)
Compact Video	Second	\$12,209	48	\$823	129	\$0.19
Gulf + Western	First	\$1,030,000	4	\$57,200	-29	\$0.81
Laurel	Second	\$1,397	NM	(\$244)	NM	(\$0.13)
Lorimar	First	\$98,442	52	\$17,671	343	\$2.26
News Corp.	Year	\$1,598,900	24	\$82,200	10	\$1.21
Pioneer	Year	\$1,301,900	4	\$32,800	260	\$0.51
SFN	Second	\$149,700	40	\$7,486	-6	\$0.71
Tektronix	Second	\$333,417	17	\$22,021	73	\$1.14
Telecrafter	Fourth	\$1,579	54	\$159	NM	\$0.11
	Year	\$6,387	58	(\$3,084)	NM	(\$1.94)
Wavetek	Year	\$81,478	-3	\$1,394	-70	\$0.15
	Fourth	\$21,182	-13	(\$474)	NM	(\$0.06)

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

**Burnup & Sims** reported that \$9.1 million of net income came from sale of soft drink bottling company. Earnings from continuing operations were \$1.7 million, compared to last year's second-quarter loss of \$318 million. ■ In second quarter of 1983, **Byers Communications** reported net loss of \$12,928. ■ **Compact Video's** second-quarter results last year did not include those of Vidtronics Inc., purchased in November 1983. Revenue for Vidtronics in most recent quarter was \$3.1 million. ■ Income from continuing operations at **Gulf + Western** was up 10% over period last year, which also had \$26 million extraordinary gain from sale of securities. Company said operating income from motion pictures and television was "slightly lower" than in first quarter last year. Higher income from motion picture unit was offset by decline in Paramount Television, "attributable to the absence of the substantial revenues recorded in last year's first quarter from the syndication of *Taxi*." Company also reported increased sales of videocassettes. ■ In second-quarter of 1983 **Laurel** had revenue of \$5,139. New York-based company produced syndicated series, *Tales from the Darkside*. ■ **News Corp.** results were calculated at current Australian/U.S. exchange rate. Company's year ended June 30. ■ **SFN** said second quarter revenue was boosted by "strong sales gains" in educational publishing division and by inclusion of recently acquired radio and television stations and Biomedical Information Corp. John R. Purcell, chairman and president, said net earnings were down because of interest and amortization expense associated with acquisitions, and nonrecurring expenses associated with proposed leveraged buyout of company. Second-quarter revenue from broadcasting properties was \$21.6 million. ■ In last year's fourth quarter, **Telecrafter** had loss of \$98,000. Year long loss in 1983 was \$57,000. ■ **Wavetek's** fourth-quarter loss compares to net income of \$1.8 million in fourth quarter of 1983.

### CBS to sell musical instruments division

CBS announced it will sell the eight companies of its musical instruments division. The company will take a fourth-quarter write-off reflecting both the difference between the book value and the sale price, and the net operating loss expected before the divestiture, which could go to more than one buyer.

CBS had already indicated in August it was having discussions with potential buyers for its Fender guitars subsidiary. Although the division reportedly lost several million dollars in 1983 on sales of \$125 million, most of the subsidiaries, which were acquired between 1965 and 1977 and include Steinway pianos, Rogers drums and Rhodes electronic pianos and synthesizers, are profitable, according to CBS.

Problems that the division has encountered include foreign competition, the strength of the U.S. dollar and weakened school budgets. The CBS spokeswoman said the motivation behind the divestiture was that the division did not "play to the strength" of the company's creative identity.

Although the company gave no approximate price it expects from sale of the subsidiaries, John Reidy, securities analyst with Drexel Burnham Lambert, said CBS, in deciding to take the write-off now, "has been able to assess what the marketplace is willing to pay for these companies." □

A Constructive Service to Broadcasters  
and the Broadcasting Industry

**HOWARD E. STARK**

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405



## Bottom Line

**Bid for more bids.** Board of Des Moines Register & Tribune Co. rejected three offers to buy company and will seek new bids, including those for individual broadcast properties. First offer for closely-held shares of company, at \$100 per share, was made Nov. 5 by 50/50 partnership of Dow Jones and group of individual investors, including Register and Tribune executive officers. Subsequent offers were received from Ackerly Communications Inc., which made highest bid, at \$140 per share, and Ingersoll Publications. Register and Tribune Chairman David Kruidenier reportedly indicated after last Monday's board meeting that bids were considered inadequate and that journalistic credentials of suitor will also be considered. Company will not necessarily be sold whole, however, according to Jeff Epstein, investment banker at New York-based First Boston Corp., who said: "At this point we are talking with everyone looking at part or all of the company." Register & Tribune's broadcast properties are WQAD-TV Moline, Ill.; KHON-TV Honolulu; WIBA-AM-FM Madison, Wis.; KYXI(AM)-KGON-FM Portland, Ore. Value of properties collectively has been estimated by Paul Kagan at \$71 million. Shares of closely held company, which were trading at \$35 before initial purchase offer, have recently traded for \$120.

**New terms.** Metromedia Broadcasting Corp. sold its package of \$1.9 billion, face value, debt securities (BROADCASTING, Oct. 29), raising \$1.3 billion in cash which it will use to retire bank debt incurred in June 21 leveraged buyout. Offering, which comprises four types of debentures, will eliminate previously stated need to sell asset—most likely one of its TV stations—to meet bank financing requirements. It will also reduce current cash interest payments while at same time increasing deductible interest expenses through use of zero coupon notes, which accumulate interest not paid until note comes due.

**20th drop.** Twentieth Century Fox Film Corp. reported \$85-million loss on \$775 million in revenues for fiscal year ended Aug. 25, compared to \$10.6-million loss on \$783.4 million during 1983. Filing with Securities and Exchange Commission also reported studio's outstanding bank debt has climbed from \$192.9 million to \$363.2 million during past year. Losses, blamed mainly on poor feature film performance, could prompt Fox owner Marvin Davis to make "an offering of debt and/or preferred stock and product financing arrangements with outside investors," report states. SEC filing also disclosed Davis has added his son, John, to company's board of directors, along with recently appointed chairman, Barry Diller. Former President Gerald Ford and former Secretary of State Henry Kissinger were among those removed Nov. 16 following reduction of board from 18 to five members. Filing also reveals Fox's prospective sale of unspecified assets, which include real estate and golf resorts. Although Diller's compensation is not disclosed, report says his predecessor, Alan J. Hirschfield, will receive \$500,000 annual fee for "nonexclusive services as a consultant," plus additional consulting fees for indefinite period. In fiscal 1984, Hirschfield received compensation of \$936,000, including bonuses. Vice Chairman and President Norman Levy, who is to leave Fox Dec. 26, received \$1 million in total compensation last year, and after leaving will receive at least \$500,000 per year for next five years under terms of production and/or consulting arrangement. Also in studio's 10K annual report, Fox estimated it will spend \$165 million over next year in film and \$132 million in television production. MTM Enterprises is in "serious" negotiations to buy Fox's 50% interest in Studio City complex it owns jointly with CBS Inc. CBS-Fox facility had been mentioned as relocation site for Fox following proposed sale of existing 63-acre Fox studio in Century City area of West Los Angeles. Relocation plan has been dropped for time being, largely due to zoning restrictions and high interest rates. MTM, founded by actress Mary Tyler Moore and NBC executive Grant Tinker, then her husband, is independent production company responsible for such series as *Hill Street Blues* and *St. Elsewhere*.

**Disney buy.** Walt Disney Productions has authorized stock repurchase program that could enable studio to acquire up to 3.5 million of its 33.7 million shares of outstanding stock. Burbank, Calif.-based company said purchases will be made "from time to time through brokers or dealers in the open market, or in privately negotiated transactions." Spokesman said repurchase effort is not aimed at buying estimated 25% stake of studio currently controlled by members of Fort Worth-based Bass family, who helped Disney fend off takeover attempt earlier this year. In other action, Disney board declared quarterly cash dividend of 30 cents per share, payable Jan. 5 to shareholders of record Dec. 10. Joseph F. Cullman III, former chief executive officer of Philip Morris Inc., was elected to board, effective Dec. 31.

**Multiplying.** Price Communications Corp. announced board approval of five-for-four common stock split in form of 25% stock dividend. Split will increase number of outstanding shares to approximately 4.6 million. Affiliated Publications board approved three-for-two split payable Jan. 25 to shareholders of record Dec. 28. Split will raise outstanding shares to 12 million and raise effective trading float to over 3 million.

# BRIGHT STAR

## NUMBER ONE ACROSS THE ATLANTIC

The BrightStar transatlantic satellite path is the only two-way link capable of connecting to any North American earth station with London the European gateway.

### NUMBER ONE IN QUALITY

BrightStar meets the rigorous specifications for international audio and video transmissions of all our regular users who include the BBC, CBC (Canada), CNN (USA), EUROPEAN BROADCASTING UNION, ITN (UK), LWT (UK), MTV (Canada), NBC, NHK (Japan), NEWSWEEK (USA), PARAMOUNT (USA), RTE (Eire), THAMES TV (UK) and many others.

### NUMBER ONE IN EXPERIENCE

BrightStar is operated by people with 20 years experience of transmitting video by international satellites and using European interconnects—soon to include the European Communications Satellites.

**BrightStar is first across the  
Atlantic—don't be the last  
to find out**

BrightStar, International Building, Rockefeller Center, 630  
5th Avenue, 22nd Floor, New York, NY 10111.  
Telephone: (212) 582 8578. Telex: 642494 WU BRTSTR NY

## New Arbitron rating books in the works

**Initial reaction to prototype of redesigned quarterly market reports is favorable; new books would be distributed in 1986**

The radio industry will be receiving redesigned quarterly market rating books in the mail from Arbitron in 1986, if all goes according to the company's plans. The new books, according to Arbitron officials, will be designed for easier reading of the ratings data, with larger type in vertical page form.

Arbitron's proposed changes would create the following sections in the market reports:

- Audience trends—tentative name given to share trend pages which would include the following demographics: persons 12-plus and 12-34, and adults 25-54 and 35-64. The pages will include average quarter-hour (AQH) metro shares as well as average quarter-hour estimates and cume ratings. (Arbitron originally planned to title the section Arbitrends.)

- Discrete demographics—current daypart averages section of the report which would add men 18-plus and women 18-plus demographics. However, there would be

separate pages for average quarter-hour and cume estimates, AQH shares and cume ratings, with each page containing metro, TSA (total survey area) and ADI (area of dominant influence) listings.

- Audience composition—new section that would show stations what percent of the total 12-plus listening audience they have for different demographics in two categories, average quarter hour and cume (Monday to Sunday, 6 a.m. to midnight).

- Demographic buyer—new section that would illustrate daypart ratings and shares for many demographic categories including persons, men and women 12-34 in metro, TSA and ADI areas. One demographic per page.

- Hour-by-hour average quarter-hour listening estimates (Monday-Friday)—new one-page format for this section of the market report that would feature the following demographic categories: persons 12-plus, teens, persons 12-34 and adults 18-plus, 18-34, 18-49, 25-54 and 35-64. There would be separate pages for average quarter-hour metro and TSA station ratings.

- Listening locations—this section (for-

merly titled "Away from home") would represent a station's share of its total 12-plus average quarter-hour audience as well as men 18-plus and women 18-plus who listen at home, in the car or in other locales. There are five proposed dayparts for measuring location listening, including drive times Monday to Friday and weekends 10 a.m. to 7 p.m. (Upon the request of Arbitron Radio Advisory Council, the company has agreed to conduct a study on whether a significant amount of out-of-home listening goes unreported.)

- Loyal and exclusive cume audience—a loyal audience is described by Arbitron as listening exclusively to one station at least two-thirds of total radio listening time, while an exclusive audience would listen all the time. Listening estimates are proposed for eight different demographics for Monday to Sunday, 6 a.m. to midnight. Arbitron currently has an exclusive cume audience section for four demographics: persons 12-plus, teens, men 18-plus, and women 18-plus. The new section would show what percentage of a station's total cume comprises both loyal and exclusive audiences.

- Overnight listening—new section that would highlight midnight to 6 a.m. average quarter-hour and cume ratings along with cume data for 24 hours (midnight to midnight) for the adult 18-plus demographic, Monday to Sunday.

- Ethnic composition—a new section for ethnically weighted markets only that would show the percentage of a station's total 12-plus average quarter-hour and cume listening audience (Monday to Sunday, 6 a.m. to midnight) comprising black and Hispanic listeners.

Arbitron is also proposing to broaden the scope of its market profile data at the beginning of each book to include adding metro area statistics and expanding census information.

An RAB/Goals subcommittee has recommended that Arbitron delete the loyal listening part of the redesign radio market report because it is a "subjective estimate"; have separate pages for each demographic category in the hour-by-hour listening section, and change the name of the demographic buyer section to "combined demographics," which better defines the data (Arbitron said it will institute some name change for the section).

Also planning to carefully look over Arbitron's new "conceptual design" for the quarterly market reports is a special subcommittee of four Arbitron Radio Advisory Council members who will meet soon after the first of the year to discuss the new proposals. (A prototype of the new book was presented at the Arbitron Radio Advisory Council meeting in Carlsbad, Calif. [see "Riding Gain,"

Best Wishes For a  
Joyous Holiday Season  
And a Healthy And  
Prosperous New Year.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
20036  
1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, IL  
60601  
333 N. Michigan Ave.  
(312) 346-6460

ATLANTA, GA  
30361  
400 Colony Square  
(404) 892-4655

BEVERLY HILLS, CA  
90212  
9465 Wilshire Blvd.  
(213) 274-8151



page 94]). The committee will also provide Arbitron with feedback from the radio broadcasting community.

The special advisory council subcommittee comprises Larry Wexler, vice president and general manager, WPEN(AM)-WMGK(FM) Philadelphia, the new advisory council chairman; John Lauer, vice president and general manager, WGST(AM)-WPCH(FM) Atlanta, the new council vice chairman; Ray Gardella, vice president and general manager, WICC(AM) Bridgeport, Conn., and Eilen Hulleberg, executive vice president, marketing and communications, McGavren Guild Radio.

Initial reaction from committee members to Arbitron's new conceptual design book has been favorable. "I'm happy to see that Arbitron will give the book a new look in an era when they are also moving into more electronic systems," said Wexler. "It will be

a better sales tool than the current book," noted John Lauer.

Rhody Bosley, Arbitron vice president of sales and marketing for radio, said the only new calculation among the proposed ideas was the loyal listening audience. All other data is available either in the market reports or through Arbitron's AID computer system, he noted.

According to Bosley, Arbitron will gather input from the advisory council subcommittee early next year and then present another prototype book at the next full council meeting, which is scheduled for March in Harrison, N.Y. After studying all industry reaction, Arbitron will undertake "design reevaluation" to see, among other things, the cost involved in effectively executing the changes. "Implementation of the new changes in the book will not take place to at least the spring 1986 survey," said Bosley. □

& Co.

**WRNG(FM) Newnan, Ga.** □ Sold by Coweta-Communications Corp. to NEWSystems of Georgia Inc., newly formed subsidiary of Philadelphia-based Broadcast Enterprises International Inc., for \$950,000, comprising \$500,000 cash and \$450,000 note. **Seller** is owned by Dallas M. Tarkenton, president, who also owns WCOH(AM) Newnan; WJGA-FM Jackson, Ga., and WKXR(AM)-WRLT-FM (formerly WGWR(AM)-WCSE(FM)) Asheboro, N.C. **Buyer** is principally owned by Ragan A. Henry, president. BEI also owns WAOK(AM) Atlanta; WBLZ(FM) Hamilton, Ohio; WMLF(AM)-WTLC(FM) Indianapolis; WITH(AM) Baltimore; WPDQ(AM) Jacksonville, Fla.; WJAS(AM) Pittsburgh, and WDIA(AM) Memphis. Henry is on board of noncommercial WHYY-FM Philadelphia and WHYY-TV Wilmington, Del. Broadcast Enterprises International Inc. is selling WJAS (see below). WRNG is on 96.7 mhz with 3 kw and antenna 380 feet above average terrain.

## Changing Hands

### PROPOSED

**WHAM(AM)-WHFM(FM) Rochester, N.Y.** □ Sold by Rust Communications Group Inc. to WVOR Inc. for \$7.3 cash. **Seller** is Leesburg, Va.-based station group of two AM's and two FM's owned by William F. Rust Jr. and family. **Buyer** is principally owned by Albert L. Wertheimer, Jack Palvino and Edgar Musicuf. It also owns WVOR-FM Rochester and WBUF(FM) Buffalo, both New York. WVOR Inc. will spin off WHFM to comply with FCC duopoly rules. WHAM is on 1180 khz with 50 kw full time. WHFM(FM) is on 98.9 mhz with 50 kw and antenna 340 feet above average terrain.

**KQAK(FM) San Francisco** □ Sold by Golden Gate Radio to group headed by Ivan Braiker and James D. Ireland III for approximately \$7 million. **Seller** is owned by Becker Communications Associates, venture capital firm with no other broadcast interests. **Buyer** is principally owned by Braiker, president, formerly vice president of Belo Broadcasting, and Ireland, general partner of RRY Partners, New York-based investment banking firm. Braiker has interest in Highsmith Broadcasting, owner of KLHT(AM)-KZZU-FM Spokane and KRPM(FM) Tacoma, both Washington. It also has interest in KMZQ-FM Las Vegas. Highsmith is principally owned by William Highsmith, owner of Phoenix-based library supply firm. KQAK is on 98.9 mhz with 4.3 kw and antenna 1,450 feet above average terrain. **Broker: Chapman Associates.**

**WXCM(AM)-WIBM(FM) Jackson-Lansing, Mich.** □ Sold by Casciani Communications Inc. to Van Wagner Broadcasting Inc. for \$3,150,000. **Seller** is owned by John B. Casciani who has no other broadcast interests. **Buyer** is subsidiary of Van Wagner Advertising, New York-based display advertising firm principally owned by Jason Perline, president, and Richard M. Schaps. It has no other broadcast interests. WXCM is on 1450 khz with 1 kw day and 250 w night. WIBM-FM is on 94.1 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

**KOBE(AM)-KOPE(FM) Las Cruces, N.M.** □ Sold by Sun Country Radio Inc. to Leland D. Shaffner for \$1 million. **Seller** is owned by P.H. Thiesan, Leah D. Ross and her son, Frank G. Ross. It has no other broadcast interests. **Buyer** also owns KWOC(AM)-KPBM(FM) Poplar Bluff, Mo. KOBE is on 1450 khz with 1 kw day and 250 w night. KOPE is on 104.9 mhz with 3 kw and antenna 32 feet below average terrain. **Broker: Kalil**

**WIXZ(AM) McKeesport, Pa.** □ Sold by Renda Broadcasting Corp. to Serena Communications Inc. for \$1.42 million comprising \$600,000 cash and \$700,000 note, plus \$120,000 noncompete agreement. **Seller** is owned by Anthony Renda, president who also owns WPXZ-AM-FM Punxsutawney, Pa., and WSHH(FM) Pittsburgh, and is buying WJAS(AM) Pittsburgh (see below). **Buyer** is owned by Alan C. Serena, president, who has no other broadcast interests. He is station's general manager. WIXZ is on 1360 khz

TO ALL OUR FRIENDS  
IN THE BROADCASTING  
FAMILY, OUR WISHES  
FOR A WARM AND  
JOYOUS HOLIDAY SEASON

*The Mahlman Company*  
*One Stone Place*  
*Bronxville, New York 10708*  
*914-779-7003*

BOB MAHLMAN

BOB BIERNACKI

NANCY MAHLMAN

BOB STEINBERG

ARIE TOMASELLI

with 5 kw day and 1 kw night. **WJAS(AM) Pittsburgh** □ Sold by BENI Broadcasting of Pittsburgh Inc. to Renda Broadcasting Corp. for \$700,000 cash. Seller is buying WRNG(FM) Newnan, Ga. (see

above). Buyer is owned by Anthony Renda, president, who is selling WIXZ(AM) McKeesport, Pa., to comply with FCC rules duopoly (see above). Renda also owns WPXZ-AM-FM Punxsutawney, Pa., and WSHH(FM) Pitts-

burgh. WJAS is on 1320 khz full time with 5 kw.

For other proposed and approved sales see "For the Record," page 108.

## Western wrapup: VCR's; inter-industry relationships

### Not all observers at panel believe home video is hurting industry

Everybody agrees that the home video explosion—the rapid proliferation of half-inch videocassette recorders and home video dealers willing to rent videocassettes of popular motion pictures for a dollar or two a night—is changing the face of the cable television business, but nobody is sure just how.

Gauging the impact of home video on cable is difficult because research on the television habits VCR owners is sparse and inconclusive. "I don't believe you can really believe the research at this stage of the game," said Stephen J. Scheffer, executive vice president of film/programming, Home Box Office, at a Western Cable Show panel session. "I think instincts are probably a better guide than any research we are reading."

If nothing else, the size and growth of home video can be quantified. According to Alan Cole-Ford, a pay television analyst with Paul Kagan Associates, there will be 14 million homes with VCR's (16% of all television homes) by the end of 1984 and there are some 15,000 home video stores, selling



Warner, Nishiruma, Cole-Ford, Scheffer, Mechanic

and renting videocassettes. He estimated that 25% of the nation's cable subscribers now own VCR's and that another 10% to 20% will join the club next year.

Even though home video has grown quickly in recent years, Cole-Ford said, it

still isn't as big as pay television. "Wholesale cassette revenues" will return \$700 million to program suppliers, about \$485 million of that to motion picture studios, he said. The pay cable network alone, however, will spend more than \$850 million, of which \$600 million will go for motion picture rights, he said.

Scheffer's instincts tell him that VCR may be both good and bad for cable. It may enhance the value of cable to consumers by giving them more programs to time shift, but it also may take the shine off pay services.

To the extent that home video makes movies available to consumers earlier than pay cable, he said, "there is no question in our mind that the relative weighted value of movies on our service is somewhat diminished." "Raiders of the Lost Ark" is a "good example," he said. After months and months of theatrical and home video exposure, he said, "it was not a bellringer" on cable.

According to Bill Mechanic, vice president, pay television, Walt Disney Pictures, cable's position relative to home video is not good. A "decent" motion picture will have a three-month run in the theaters, he said. About six months after its release it will show up in the home video stores and six months after that on cable, he said. The cycle is speeded up or slowed down, depending on the popularity of the movie, he said. A "stiff" might only get a two-week theatrical run.

Mechanic also noted that there is an "interim market"—everything from military bases to the airlines—that has to be exploited before the home video market. The studios try to stay away from the "cassette window" because as soon as the films hit the stores, piracy becomes a problem.

Rod Warner, who spends a lot of time in the cable sales trenches as a sales consultant, believes that home video is good for cable.

## GAMMON & NINOWSKI MEDIA INVESTMENTS, INC.

The firm of Gammon & Ninowski offers to the industry experienced, professional assistance in all phases of station sales, transfers and financing.

Gammon & Ninowski is equipped to offer specialized attention to each listed property. Professional market studies, appraisals, identification of special tax opportunities, financial structuring, and the careful preparation of a compelling presentation are the firm's hallmarks.

We are prepared to structure every transaction to maximize your particular goals.

## GAMMON & NINOWSKI MEDIA INVESTMENTS, INC.,

the media brokers who warrant your trust,  
serving the broadcasting industry with offices located in:

### Washington, D.C.

Ronald J. Ninowski  
James A. Gammon  
Donald R. Bussell  
(202) 861-0960

### Los Angeles, CA

Carl J. Fielstra  
(714) 837-9800



Cable operators don't yet realize, he said, "what a boon to the marketing and retention of the cable subscribers the VCR is coming to be."

Cable salespeople are always delighted to see a VCR in the home because they can show that cable can increase the value and utility of the VCR, Warner said. "It really promotes the sales."

Although Warner believes VCR's encourage consumers to subscribe to HBO, Showtime and the Disney Channel or combinations of the three, he also believes they discourage them from subscribing to The Movie Channel and Cinemax, which are not as distinctive as the others.

To take advantage of the VCR in the home, Warner said, the cable salesman must exploit the human "greed factor" by suggesting that VCR's can be used to tape movies and that the tapes can then be hoarded. They must also instruct customers how to operate their VCR's once they become cable subscribers. Sales have been lost, he said, because some people feel it is too difficult to operate the equipment.

Cole-Ford pointed out there is some evidence supporting Warner's belief that home video is a plus for cable—that the "VCR is a churn fighter." American Cablesystems Corp. surveyed 10,000 of its 215,000 subscribers in several markets and found that the higher the VCR penetration, the lower the pay TV churn. In its Peekskill, N.Y., system, for instance, where 47% of the cable subscribers had VCR's, the annualized

churn was 45%, he said. But in Arlington, Mass., where VCR penetration was just 12%, churn was 67%.

Cable operators may feel moved to cash in on the home video market by setting up their own outlets. But Weston Nishimura, a home

**And the winner is.** The National Association of Broadcasters is entering a new election cycle with 13 radio and six television board seats open. A list of nominees eligible to run for each office (Individual districts in radio; at-large seats in TV) was mailed (Dec. 6-7) to all NAB members. The top two vote getters in each radio district will be on the final ballot, scheduled to be sent in February. The top 12 television vote getters will vie for the six TV seats.

There are 93 candidates on the initial ballot for the radio board including six incumbents: Clyde Price, WACT-AM-FM Tuscaloosa, Ala. (district 9—Georgia and Alabama); David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio (district 11—Ohio); Kenneth MacDonald, WSAM(AM)-WKQC(FM) Saginaw, Mich. (district 13—Michigan); Bev Brown, KGAS(AM) Carthage, Tex. (district 19—Oklahoma and north Texas); Thomas L. Young, KVON(AM)-KNYN(FM) Napa, Calif. (district 23—northern California and Alaska), and Gary Capps, KGRL(AM)-KXIQ(FM) Bend, Ore. (district 25—Oregon and Washington).

Five of the board's incumbents are ineligible for re-election after serving two complete terms. They are: Ed Giller, WFBG-AM-FM Altoona, Pa. (district 3—Pennsylvania); Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky. (district 5—West Virginia and Kentucky); Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark. (district 15—Tennessee and Arkansas); William Hansen, WJOL(AM)-WLLI-FM Joliet, Ill. (district 17—Illinois), and Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D. (district 21—Minnesota, South Dakota and North Dakota).

Two incumbent radio members who are not seeking re-election: Dick Rakovan, formerly of Outlet Broadcasting, Providence, R.I. (district 1—Connecticut, Vermont, Maine, Massachusetts, New Hampshire and Rhode Island), and Charles Jones Jr., WAVE-FM Sarasota, Fla. (district 7—Florida, Puerto Rico and Virgin Islands).

A number of former radio directors are seeking to return to the board, including: E. H. Close, WKNE(AM)-WNBX-FM Keene, N.H. (district 1); Jerry Lee, WEAZ(FM) Philadelphia (district 3), and J.T. Whitlock WLBN(AM)-WLSK(FM) Lebanon, Ky. (district 5). James Wychor, KWOA-AM-FM Worthington, Minn., president of the Daytime Broadcasters Association, which is planning to merge with NAB, is running for the 21st district seat.

On the television side, there are 38 candidates on the first ballot, including four incumbents: Leslie Arries Jr., WVB-TV Buffalo, N.Y.; Wallace Jorgenson, WBT-TV Charlotte, N.C.; Peter Kizer, Evening News Association, Detroit, and Michael McCormick, WTMJ-TV Milwaukee. Also on the board but ineligible for re-election are William Dunaway, formerly of WTHR(TV) Indianapolis, and Jerry Holley, Stauffer Communications, Topeka, Kan. Former TV board member Walter Windsor, WFTV(TV) Orlando, Fla., is on the ballot.



**Children's stories.** World Communications Inc., Carlsbad, Calif., and actor John Ritter (above) are producing *History... In the Company of Children*, a series of at least 65 90-second vignettes recounting the stories of young people who have earned a place in history. Ritter is co-producer, director and narrator of the series, which is aimed at children during after-school hours and Saturday mornings. World produced and licensed an earlier series along the same lines, *History... In the Company of Women*, to superstation WTBS(TV) Atlanta.



## Season's Greetings

To Our Friends,

At this season of peace, harmony and good will, we are grateful for the opportunity to pause and express appreciation for good friends like you.

Thank you for the pleasant association we have enjoyed during the past year. We are grateful for your confidence in us and your friendship and loyalty are deeply appreciated.

In the spirit of the season, we wish you every happiness during the holidays and may all good things be yours in the New Year!

Warmest regards,



1835 Savoy Drive, Atlanta, Georgia 30341 (404) 458-9226

video store pioneer and the head of Video Software Dealers Association, told cable operators to approach home video cautiously since it has far more to do with retailing, than it does television. If a cable operator wants to get in the business, he should do so in cooperation with somebody already in the business.

Although all the talk is about home video, said Cole-Ford, it really is not the fastest growing segment of the television business.

Over the next four years, home video will grow 140%, but addressable cable, or cable pay-per-view, will grow by 240%. "Something is gaining on them," he said.

### Cable operators need basic networks, but disagree with way relationship has evolved

Cable operators have a classic love-hate relationship with the basic cable program networks. They know they need the networks,

particularly in this era of growing consumer dissatisfaction with the pay television services, but they feel the networks are taking advantage of them.

The root of the troubled relationship is the subscriber fee, the per-month, per-subscriber fee the networks charge the operators. The operators believe the basic network should be supported by advertising alone and, if anything, the networks should be paying them to carry their programming in the same way the broadcast networks pay affiliates.

"The relationship has deteriorated," said Marc Nathanson, president of Falcon Communications, at a Western Cable Show panel. When Turner's Cable News Network was being challenged by Satellite News Channel in 1983, he said, Turner pleaded with operators to stick with CNN. But when SNC col-

**Funded.** Of the 312 proposals submitted for the first round of the Corporation for Public Broadcasting's Open Solicitation process, 18 were selected for funding by CPB. Six projects are station productions and 12 are independent productions, CPB said. Those receiving funding for production include: *Charlotte Forten's Mission*, Past America Inc., Miami, and *The Mark Twain Series: Adventures of Huckleberry Finn*, the Great Amwell Co. Inc., New York, in association with WGBY-TV Springfield, Mass. (both to air as part of the Public Broadcasting Service's *American Playhouse*); *Electric Spell*, Tatge Productions Inc., in association with WNET(TV) New York (to air as part of PBS's *Great Performances*); *About Tap*, Folk Traditions Inc., New York; *Doctor Death*, Third Floor Productions Inc., New York; *Langston Hughes*, New York Center for Visual History, New York; *The Hidden Minority*, WQED(TV) Pittsburgh, and the Disability Rights Education and Defense Fund, Berkeley, Calif.; *Miles Ahead: a Salute to Miles Davis*, WNET; *Storme: A Life in the Jewel Box*, Eye of the Storm Productions Inc., Washington; *Beirut: The Last Home Movie*, Zohe Film Productions Inc., New York; *Fortieth Anniversary—Hiroshima/Nagasaki Bomb Attack*, KCTS-TV Seattle and York-Wiley Productions, Washington; *Central America and the Caribbean: Roots of the Crisis*, the Blackwell Corp., Reston, Va., and WGBH-TV Boston (to air as part of PBS's *Frontline*); *Owl TV*, National Audubon Society Productions, Washington, and *Owl Magazine*, Toronto; *Latin America: The Turning Point*, Latin American Project, New York, and *International TV Revue*, ETV Endowment of South Carolina, Columbia, S.C.

Three projects that will receive money for research and development are: *The Department of Justice*, Philip Burton Productions, New York; *Toward an American Dream*, WGBH-TV, and *Cops and Robbers*, the Law Science Council in association with York Productions Inc., Washington.



Nathanson, Sie and Wussler

lapsed, he said, Turner began jacking up rates. That does not encourage "love or loyalty," he said.

When it comes to subscriber fees, Nathanson said, "anything is too much for us to pay."

David Horowitz, president and chief executive officer, MTV Networks Inc., stressed that the basic networks need money, including that from the subscriber fees, to continue to improve their product. "The name of the game is programming," he said, "and programming is very, very expensive." A basic network's real competition, he said, is not the other basic networks, but the three big broadcast networks, which pour hundreds of millions of dollars into programming to attract wide audiences.

The basic cable networks are a real value, said Horowitz. In addition to providing lift and retention for the affiliated cable services, the basic networks turn over advertising time to affiliates. And local advertising, he noted, is growing—from \$50 million in sales in 1983 to an anticipated \$80 million in 1984.

Most cable operators operators grudgingly pay the subscriber fees with the hope that advertising will one day totally support the networks. According to John Sie of Telecommunications Inc., the nation's largest cable operator, that day will come only after the major cities are wired and advertisers can reach a substantially larger percentage of television homes through cable than they now do.

The cable industry, as its "only common objective," Sie said, should do "whatever it takes to wire the rest of the nation," he said. The unwired big cities leave "gapping holes" that discourage advertisers from buying time on the cable networks, he said.

Even if the big cities are wired, not all

November 26, 1984

## Foster Media Corp.

has completed the sale of the assets of radio station

### WTPA (FM)

Harrisburg, PA

to

## Keymarket Communications of Pennsylvania, Inc.

The undersigned initiated this transaction  
and represented the seller in the negotiations.

THE  
TED HEPBURN  
COMPANY Cincinnati



basic service will be free to cable operators. Robert Wussler, executive vice president of Turner Broadcasting System, said the cost of producing CNN will continue to spiral in the years ahead and its subscriber fee will grow from 16 cents this year to perhaps \$1 by the end of the decade. CNN spent \$84 million in 1984, less than a third of what any one of the news departments of the broadcast networks spent, he said.

CNN will try to hold down costs, Wussler said, but they will increase inexorably as the network tries to keep pace with broadcast network competition. He said he wouldn't be surprised if, in two years, CNN was spending more than \$100 million.

That the subscriber fees are not stable, said Sie, has made financial planning difficult for cable operators. To plot their business strategies, he said, operators need predictable long-term pricing.

Responding to Sie, Wussler said long-term subscriber-fee agreements may be possible. He said he sees the day when TBS and operators could work out such arrangements calling for annual increases over several years in a "stair-step fashion."

Because they feel they subsidized basic networks through subscriber fees, some operators also feel free to second guess the business and programing decisions of the basic networks. During the panel session, for instance, TBS took heat from operators for launching its ill-fated venture in music

video, the Cable Music Channel.

The only reason TBS launched CMC was because some operators urged it to do so, he said. What's more, he said, TBS has gotten a "very positive" reaction from the industry

for recognizing quickly that CMC had no future and shutting it down. "We did not let a stream of red ink make our CNN or CNN Headline News problems any worse than they are." □

## Ratings, liquor ads, children's programing top TV-ethics conference discussion

### Industry and nonindustry figures clash over issues facing Fifth Estate

Do ratings strangle or support quality programing? Should government ban liquor ads and mandate children's programing? Are marketplace realities enough to insure public service?

These questions drew the most discussion during a two-day TV and Ethics conference in Boston. It was co-sponsored by Emerson College and the Boston/New England chapter of the National Academy of Television Arts & Sciences.

Keynoter Norman Lear triggered the ratings debate by reiterating his long-held view that television, like the rest of American business, is "slowly dying" of what he called an obsession with short-term thinking. He termed it arrogant for TV executives to accept so little responsibility for programing quality and its effect on society.

Lear identified no "villains," saying that TV executives including himself and his Embassy Communications production company are trapped in a numbers-oriented system

whose only goal is to beat the competition's ratings. He said television needs "new pioneers" who understand that "glorification of instant success is suicide in the long run" and who "won't forfeit their moral judgment to the bottom line."

Professing himself "pained" at Lear's charges was Donald D. Wear, vice president for policy of the CBS/Broadcast Group. "The measure of service to the public is ratings," he said. "Our responsibility as a network is to find out what everybody thinks and then come up with a menu of viewing choices for them. You can't make a good business if you don't respond to the viewer."

A heated, unscheduled exchange over liquor ads came when Action for Children's Television President Peggy Charren accused the industry of ignoring problems like alcohol abuse "unless it's stuffed down your throat, and then you try to diffuse the issue" with public service announcements.

But Leonard S. Matthews, president of the American Association of Advertising Agencies, and NAB President Edward O. Fritts maintained that only educational pro-

**PBS program vote.** The Public Broadcasting Service's *Mr. Rogers' Neighborhood*, *3-2-1 Contact* and *Great Performances* were among the top-ranked programs to be purchased by PBS stations for the fall of 1985, following a non-binding PBS station program preference round. The *MacNeill/Lehrer NewsHour*, which has come under fire by noncommercial stations (BROADCASTING, Nov. 5) ranked 21st out of 38 programs. (The round is part of the PBS Station Program Cooperative—the mechanism by which noncommercial stations collectively choose programing.) Another round will be held next month, which will narrow the list of programs to about 20, with SPC voting ending in February.

The following is a list of programs in order of preference:

*Mr. Rogers' Neighborhood*; *3-2-1 Contact*; *Sesame Street*; *Nature*; *Great Performances*; *Wall Street Week*; *Mark Russell Comedy Specials*; *American Playhouse*; *Nova*; *Frontline*; *Wild America*; *Austin City Limits*; *Wonderworks*; *Reading Rainbow*; *Evening at the Pops*; *Newton's Apple*; *The Victory Garden*; *Eyes on the Prize*; *Black Champions*; *Woodwright's Shop*; *MacNeill/Lehrer NewsHour*; *The Electric Co.*; *Matinee at the Bijou*; *Firing Line*; *Sneak Previews*; *Survival Guides*; *The Nuclear Age*; *Enterprise*; *Comedy with Monteith and Rand*; *Pulse*; *American Masters*; *Philippines: America's Next Crisis*; *The Great Outdoors*; *On Television*; *The M.A.D. Scientist*; *Realization*; *Growing Old in America*; *Living Things*; and *Naturescene*.

December 6, 1984

## Oak Industries Inc.

has sold

## WKID-TV

in Fort Lauderdale, Florida to

## John Blair & Company

The undersigned acted as financial advisor to Oak Industries Inc. and assisted in the negotiations leading to this transaction.

## Smith Barney, Harris Upham & Co.

Incorporated



Lear



NCTA's Schooler: Connecticut's Gundling; David Henderson, Outler Communications president; Howard Liberman, attorney with the Washington law firm Arter and Hadden, and CBS's Wear

grams can combat alcohol abuse and that TV ads don't tempt youngsters to start drinking.

Fritts and Charren also differed over the need to mandate children's programming. The broadcasters' leader sees commercial and public stations providing quality shows, while ACT's head called it "outrageous" and "sick" that commercial networks have no regular daily or weekly Monday-to-Friday children's offerings.

FCC Commissioner Henry M. Rivera termed the lack of children's programming a "sad commentary on the ethics of the television industry." He said the commission "also shares the blame for not guarding the public interest" but that the ultimate responsibility for the "sadly deficient" state of children's programming is the public's, because "it let

the FCC get away with it."

Predictably, a regulator and a cable spokesman differed over who should insure programming diversity, the government or the system owner. William B. Gundling, the Connecticut senior assistant attorney general who helped negotiate an agreement under which the Times-Mirror Corp. will divest itself of one cable outlet and obey strict operating conditions for another, said the "end result of concentration of ownership and crossownership is homogenization of ideas and silencing of differing voices." He argued that the public has the constitutional right to hear as many varied opinions as possible.

Michael S. Schooler, National Cable Television Association associate general counsel, replied that "if the First Amendment has

meant anything over the years, it's meant that you don't want government mandated what is or is not fit to present. Mandated leased access actually threatens diversity because it lets similar services compete among themselves and thereby closes off channels to unique programming. Schooler said.

Two prominent television veterans viewed government regulation as a nuisance that's irrelevant to their responsibilities.

"Each general manager as a federal licensee should be responsible," said WNEV-TV Boston President Sy Yanoff. "The fairness doctrine and equal time don't inhibit me, but the government shouldn't tell me what to do." He credited Charren and ACT for "taking a hard look at children's advertising. Maybe we should have been more responsible [in that area]. But who is ACT to tell me that I have to put on an hour of children's programming?"

The president of the Association of Independent Television Stations, Herman W. Land, voiced similar thoughts. "I hate it when the FCC sits in judgment," he said. "A broadcaster has moral responsibility by virtue of his license. Regulation simply codifies it. No law, nobody can force you to be responsible."

While Land predicted more government encouragement of minority ownership, National Black Media Coalition Chairman Pluria Marshall stressed the need to concentrate on programming and hiring problems.

"We haven't called advertisers, agencies and producers to task" for not providing more realistic portrayals of blacks, he said. And he said the Radio-Television News Directors Association "isn't doing a damn thing" about the low number of black news executives. "We have to stay on their case," Marshall declared, stating that there are only two black television news directors and less than 50 blacks making key television news decisions in the country.

Commenting on news coverage in general, CBS correspondent Morton Dean, who will switch to anchor at Independent Network News by year's end, agreed with a critic that "we are shallow. We don't do enough in-depth reporting, or explore enough new ideas." He said that the longer network news broadcasts become, the shorter the stories get, because of demands for variety to keep viewer attention. Dean added, however, that he thinks television is blamed unfairly for simply reporting bad

November 30, 1984

## Trans World Broadcasting Corp.

has completed the purchase of the assets of

**WHLO**  
Akron, Ohio  
from

**Susquehanna Broadcasting Co.**

*Todd Hepburn, Vice President of the undersigned initiated this transaction and represented the seller in the negotiations.*

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio



**Wary words.** Two leading executives warned broadcasters against investing in technology in search of a marketplace at the Boston conference on TV and Ethics.

Metromedia Corp. Executive Vice President Chester F. Collier said that tomorrow's winners will be the programmers, not suppliers of new delivery systems. "People will connect to cable only if it provides something they want," he said. "The delivery systems that survive will find an alternate way of programing."

Collier called advertiser-supported cable offerings "more of the same" thing that the networks are providing. The networks are undercutting pay cable by providing similar movies, Collier said. To realize its potential, cable will have to make "very radical programing changes," Collier said.

He likened commercial networks to Detroit automakers 15 years ago when they paid little attention to foreign imports: "They're so large and set in their ways that they'll have a difficult time adapting."

He sees the VCR industry in the best position to fill the programing gap. "People will want to do more with VCR's than just time shift and watch movies. VCR will sell specialized programing, such as video magazines and courses," he said. "Fractionalization [of the audience] will be the byword, just as in the magazine and newspaper industry," Collier believes.

Viacom International Chairman Ralph M. Baruch said the financial winners in what he called the current world communications revolution will be those who "prudently evaluate technical developments in terms of consumer demand." Follow the pragmatists, he advised, instead of investing in "technology in search of a marketplace." Cable television has found that this is working to serve the public's "insatiable appetite" for news and entertainment, he said.

Baruch sees transactional services, such as home banking, as having far greater consumer potential than passive information services, such as videotex, and said advertising-supported cable and pay TV make good business sense.

news. "It tells you of a nation in turmoil with a force that print journalism can't match," he said. "We shouldn't be a cheerleader, but a traffic cop, pointing a finger at what's wrong." □

## Rivera outlines ownership tips for minorities

**Commissioner tells BROADCAST audience how to facilitate broadcast station ownership**

The acquisition of broadcast properties by minorities has not always been easy. In an effort to bolster minority ownership in the industry, FCC Commissioner Henry Rivera and others participated in a day-long seminar devoted to the subject.

Rivera was the keynote speaker at the seminar sponsored by the Broadcast Capital Fund Inc. (BROADCAST) in Los Angeles. BROADCAST is a private, nonprofit venture capital company established by the National Association of Broadcasters in 1978 to aid minorities in the acquisition and ownership of broadcast properties.

The seminar called "Getting into the Business of Broadcast Ownership" featured a series of how-to sessions on such subjects as selecting stations, legal and financial concerns, sales strategies and the FCC's rules affecting minority ownership.

Rivera discussed those rules and suggested some areas of the communications industry minorities might want to enter. FM stations and multichannel MDS were two he recommended. "The commission just adopted lottery procedures to begin granting licenses in MMDS. These four-channel, microwave, video distribution systems will be awarded in a lottery process that includes a minority preference and a preference for ap-

plicants who own no mass media property. Once a license has been granted in each city from among the pending applications, additional applications will be accepted for stations serving parts of cities not served by the first round licensees," Rivera explained.

He thought minorities should also explore the opportunities offered by instructional television fixed service (ITFS), broadcast subcarrier authorization (SCA's) and cellular telephone. "Let me just say that each of these services is experiencing rapid growth; each has room for newcomers, there seems to be a willingness on the part of institutional lenders and private investors to provide capital for these new businesses, and, with proper planning and adequate management, each provides opportunities for a healthy profit," Rivera said.

The FCC commissioner outlined several of the FCC's policies designed to increase minority participation in broadcasting. He explained the commission's three major policy statements. The first, he said, deals with the distress sale policy which allows a broadcast licensee in danger of losing his license to sell the station to a minority for not

more than 75% of the station's fair market value. "Normally, once the FCC says you are in danger of losing your license, you cannot sell it to anyone at any price. These licensees are, in effect, let off the hook in exchange for helping to increase the number of minority broadcasters."

The commission's tax certificate policy also encourages minority ownership by permitting a broadcaster who sells his station to a minority to defer payment of any capital gains tax that results from the sale, Rivera explained. Furthermore, he added, the FCC boosts minority ownership by awarding minorities an advantage when selecting from among the applicants who want to own a radio or TV station.

The minority preference for low-power TV and MMDS lotteries also helps, he said. "In order to preserve the advantage received by minorities in the FCC's normal way of choosing broadcast licensees, which is known as the comparative hearing process, Congress instructed the commission to include a minority preference in any lottery used to select licenses in any mass media service." To date, Rivera said, 35% of the LPTV winners have been minorities.

Rivera also mentioned the FCC's expedited processing policy for minority applicants who request it and the recent change in the commission's definition of what amount of ownership constitutes "minority ownership." In the past, the FCC required that a minority stockholder or investor have at least 50% ownership and control of the company in order for the company to be defined as minority owned, he said. "It now permits a limited partnership to be defined as minority owned so long as a minority is the general partner and has at least a 20% equity interest."

Rivera discussed other methods the FCC uses to assist minorities, including sending a list of minorities who are potential station buyers to parties searching for minorities to buy their properties for tax certificate or distress sale purposes.

The bottom line, according to Rivera, however, was that "minorities cannot rely on anyone else—not government and not industry—to see to it that the needs of our community are satisfied. We must rely on ourselves to assure our community's destiny as part of the entire fabric of this country's people is achieved." □

# Grandy & Berkson

W. John Grandy  
1029 Pacific Street  
San Luis Obispo, CA 93401  
(805) 541-1900

Media Brokers

Jay Q. Berkson  
24 Blueberry Lane  
Concord, MA 01742  
(617) 369-1776

As compiled by BROADCASTING, Dec. 5 through Dec. 12, 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

### Applications

■ WRNG(FM) Newnan, Ga. (96.7 mhz, 3 kw, HAAT: 380 ft.)—Seeks assignment of license from Coweta Communications Corp. to NEWSystems of Georgia Inc. for \$950,000, comprising \$500,000 cash and \$450,000 note. Seller is owned by Dallas M. Tarkenton, president, who also owns WCOH(AM) Newnan; WJGA-FM Jackson, Ga., and WKXR(AM)-WRLT-FM (formerly WGWR[AM]-WCSE [FM]) Asheboro, N.C. Buyer is newly formed subsidiary of Broadcast Enterprises International Inc., principally owned by Ragan A. Henry. It also owns WAOK(AM) Atlanta;

WBLZ(FM) Hamilton, Ohio; WMLF(AM)-WTLC(FM) Indianapolis; WITH(AM) Baltimore; WPDQ(AM) Jacksonville, Fla.; WJAS(AM) Pittsburgh, and WDIA(AM) Memphis. Henry is on board of noncommercial WHY-FM Philadelphia and WHY-TV Wilmington, Del. It is selling WJAS pending FCC approval (see below). Filed Nov. 30.

■ WBTY(FM) Homerville, Ga. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Southern Broadcasting and Investment Co. Inc. to Golden Bear Communications Inc. for \$162,000, comprising \$5,000 cash and \$157,000 note, including \$1,000 noncompete. Seller is owned by Berrien Suttan, who has no other broadcast interests. Buyer is wholly owned by Dennis B. Workman, president. It also owns KPPL(AM) Denver. It is app. for new FM at Juneau, Alaska, and is buying KSHR-AM-FM Coquille, Ore., subject to FCC approval. Filed Dec. 4.

■ WKNG(AM) Tallapoosa, Ga. (1060 khz, 5 kw-D)—Seeks assignment of license from Twin County Broadcasting Co. to Twin State Broadcasting Co. for \$170,000, comprising \$35,000 cash and \$135,000 note. Seller is subsidiary of Air South Radio Inc., Fulton, Miss.-based station group of six AM's and three FM's owned by Olvie Sisk and his wife, Ivous. Buyer is owned by James M. Carlisle and Steven L. Gradick, 50% each. Gradick's father, L.E. Gradick, owns 100% WIYN(AM) Rome, Ga., and WPLK(AM)-WZOT(FM) Rockmart, Ga. His mother, Jean M. Gradick, owns 50% WLAW(AM) Lawrenceville, Ga. Carlisle is former general manager of station. Filed Dec. 4.

■ WWWN(AM) Vienna, Ga. (1550 khz, 1 kw-D)—Seeks assignment of license from Dooly-Crisp Communications Corp. to Dooly-Crisp Radio Ltd. for \$225,000, comprising \$30,000 cash and \$195,000 note. Seller is wholly owned by Jack A. Powers, grocery store owner, who purchased station in April. He has no other broadcast interests. Buyer is owned by Ronald J. Verlander Jr., administrative general partner (.50%); Dain Schult, managing general partner (.50%);

Ralph Bishop, limited partner (19.8%); Robert Kleiner, limited partner (9.9%); nine other limited partners at 4.95% each, and other limited partners to be announced, for total ownership of 99% by limited partners. Verlander is president of Faver Communications, newly formed, Atlanta-based investment firm specializing in establishing limited partnerships for acquisition of radio properties. Schult is president of Radio Active, Atlanta-based consulting firm, and is app. for CP for new FM at Ocean View, Del. Bishop is vice president of Atlanta-based consulting firm. Kleiner is Atlanta physician. Filed Dec. 4.

■ WCOP(AM) Warner Robins, Ga. (1350 khz, 5 kw-D)—Seeks assignment of license from Alex Allen Carwile to Michelle Anne Callahan for \$190,000 assumption of debt. Seller bought station Dec. 27, 1983, for \$275,000. He sold WPID(AM) Piedmont, Ala., on June 16, and has no other broadcast interests. Buyer formerly owned 49% of station prior to sale to seller ("For the Record," Nov. 28). Filed Dec. 5.

■ KPCA(AM) Marked Tree, Kan. (1580 khz, 250 w-D)—Seeks assignment of license from Marked Tree Broadcasting Co. to Ramblin Communications Co. for \$125,000, comprising \$25,000 cash and \$100,000 note. Seller is owned by Forrest E. Wilkerson III and Stanley B. Porter, who have no other broadcast interests. Buyer is owned by James Parker; his wife, Constance Parker; her brother, Rick H. Albin, and Albin's wife, Michele A. Albin (each 25%). Albins own KZOT(AM) Marianna, Ark. Parker owns construction firm in Vancouver, Wash. Filed Dec. 3.

■ WKYH-TV Hazard, Ky. (ch. 57; ERP: 214 kw vis., 28.9 kw aur.; HAAT: 800 ft.; ant. height above ground: 442.2 ft.)—Seeks assignment of license from Hazard Television Co. Inc. to Kentucky Central Television Inc. for \$1 million note. Seller is wholly owned by William D. Gorman, president, who has no other broadcast interests. Buyer is owned by Kentucky Central Life Insurance Co., headed by H. Hart Hagan Jr., president and chairman. Buyer also owns WVLC-AM-FM Lexington, Ky.; WKYT-TV Lexington, Ky.; WHOO-AM-FM Orlando, Fla., and WTOC-AM-FM Savannah, Ga. Filed Nov. 28.

■ WCGR(AM)-WFLC(FM) Canandaigua, N.Y. (AM: 1550 khz; 250 w-D; FM: 102.3 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from Canandaigua Broadcasting Co. to Dell Broadcasting Co. of New York Inc. for \$825,000, comprising \$300,000 cash and remainder note. Seller is principally owned by George W. Kimble and Russell Kimble, brothers. It also has interest in WAQX-FM Manlius, WQNY(FM) Ithaca and WAQX(AM) Syracuse, all New York, and WOLF-TV Scranton, Pa. George Kimble also has interest in WWLF-TV Hazelton, Pa. They also have interest in app.'s for two new FM's, three new AM's, one new TV and one LPTV. Buyer is owned by Alfred Dellamonache (90%) and Robert A. Antinarelli (10%). Dellamonache owns plastics factory in Rochester, N.Y. Antinarelli was formerly sales manager at WVOR-FM Rochester. Filed Nov. 26.

■ WIXZ(AM) McKeesport, Pa. (1360 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Renda Broadcasting Corp. to Serena Communications Inc. for \$1,420,000, comprising \$600,000 cash, \$700,000 note, and \$120,000 non-compete agreement. Seller is owned by Anthony Renda, president (100%), who also owns WPXZ-AM-FM Punxsutawney, Pa., and WSHH(FM) Pittsburgh, and is buying WJAS(AM) Pittsburgh, pending FCC approval (see below). Buyer is owned by Alan C. Serena, president (100%), who has no other broadcast interests. He is station's general manager. Filed Nov. 30.

■ WJAS(AM) Pittsburgh (1320 khz, 5 kw-U)—Seeks assignment of license from BENI Broadcasting of Pittsburgh Inc. to Renda Broadcasting Corp. for \$700,000 cash. Seller is subsidiary of Broadcast Enterprises International Inc., which owns WITH(AM) Baltimore, WDIA(AM) Memphis and WPDQ(AM) Jacksonville, Fla., and is buying 20% of WCIN(AM) Cincinnati. Parent also owns shares of NEWSystems Group, which is buying WRNG(FM) Newnan, Ga., subject to FCC approval (see above). Buyer is wholly owned by Anthony Renda, president, who is selling WIXZ(AM) McKeesport, Pa., to comply with FCC rules (see above). Renda also owns WPXZ-AM-FM Punxsutawney, Pa., and co-located WSHH(FM) Pittsburgh. Filed Nov. 30.

■ KLLS(AM) Terrell Hills and KLLS-FM San Antonio, both Texas (AM: 930 khz, 5 kw-D, 1 kw-N; FM: 100.3 mhz, 100 kw, HAAT: 581 ft.)—Seeks assignment of license from

This advertisement appears as a matter of record only.

**\$600,000**



**FOX/LORBER  
ASSOCIATES, INC.**

**Units consisting of Subordinated Notes due 1989  
with Warrants to purchase Common Stock**

*All of these units have been placed privately  
by the undersigned*



**Ladenburg, Thalmann & Co. Inc.**

November 20, 1984



*This announcement is not an offer to sell or a solicitation of an offer to buy any of these securities.  
The offering is made only by the Prospectus.*

December 6, 1984

**1,250,000 Shares**

***KINGWORLD***

**Common Stock**

---

**Price \$10 Per Share**

---

*Copies of the Prospectus may be obtained in any State in which  
this announcement is circulated only from such of the Under-  
writers as are qualified to act as dealers in securities in such State.*

**PaineWebber**  
Incorporated

**Bear, Stearns & Co.**

**The First Boston Corporation**

**Alex. Brown & Sons**  
Incorporated

**Drexel Burnham Lambert**  
Incorporated

**Goldman, Sachs & Co.**

**E. F. Hutton & Company Inc.**

**Kidder, Peabody & Co.**  
Incorporated

**Lazard Frères & Co.**

**Merrill Lynch Capital Markets**

**Prudential-Bache**  
Securities

**L. F. Rothschild, Unterberg, Towbin**

**Smith Barney, Harris Upham & Co.**  
Incorporated

**Wertheim & Co., Inc.**

**Dean Witter Reynolds Inc.**

Shadek Broadcasting Inc. to Swanson Broadcasting Inc. for \$8 million cash. Seller is principally owned by Ed Shadek. It also owns KOGO(AM)-KPRI(FM) San Diego. Buyer is Tulsa-based station group of two AM's and two FM's principally owned by Gerock H. Swanson. It will spin off KLLS and retain its colocated KKYX(AM). Filed Nov. 30.

■ WVOV(AM) Danville, Va. (970 khz, 1 kw-D)—Seeks assignment of license from Dan River Broadcasting Co. to The Wireless Company Inc. for \$237,000, comprising \$15,000 cash and \$222,000 note. Seller is owned equally by Donald O. McDougald; his brother, Michael H. McDougald, and Ronald H. Livengood. Donald McDougald owns 50% WSYL(AM) Sylvania, Ga., and 11% of Statesboro, Ga., cable system. Michael McDougald owns WRGA(AM)-WQTU(FM) Rome, Ga. Livengood owns 40% WKEA(AM) Scottsboro, Ala. Buyer is owned equally by Harry E. Clegg; his brother, Gerald M. Clegg, and James L. Seavy, pres. Harry Clegg is Atlanta-based sales consultant. Gerald Clegg is southeast sales manager for Milton Bradley. Seavy is Verona, Va., pharmacist and real estate developer. They have no other broadcast interests. Filed Dec. 5.

■ KCKO(AM) Millwood, Wash. (1380 khz, 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Great American Radio Corp. to Communication Services International Inc. for \$210,000, comprising \$15,000 cash and \$195,000 note. Seller is owned by Brent T. Larson and Marketing Systems International. Larson owns KFRZ-AM-FM Brigham City, Utah. MSI owns KGA(AM) Honolulu. Buyer is owned by Gary C. Fomia, president who also owns one-third KBCM-AM-FM Tremonton, Utah. His father, Carl Fomia, also owns one-third KBCM. Filed Nov. 29.

## New Stations

### Applications

#### AM's

■ Frayser, Tenn.—Nor-Dot Broadcasting Inc. seeks 880 khz; 1 kw-D. Address: 5050 Poplar, Suite 1430, Memphis, Tenn. 38157. Principal is equally owned by Norma Daly and Dorothy Eisman. They have no other broadcast interests. Filed Nov. 29.

■ Jasper, Tenn.—Patton-Brown Broadcast Group seeks 820 khz; 1 kw-D. Address: 536 Raccoon Trail, Chattanooga, Tenn. 37419. Principal is owned by Phil W. Patton (55%) and Wallace S. Brown (45%). Patton is asst. chief engineer at WGOW(AM)-WSKZ(FM) Chattanooga, Tenn. Filed Nov. 29.

#### FM's

■ Palmer, Ark.—Matanuska Broadcasting Co. seeks 95.7 mhz; 100 kw; HAAT: minus 325 ft. Address: 518B N. 14th St., Gunnison, Colo. 81230. Principal is owned by Enid C. Pepperd, who owns 50% of KGUC-AM-FM Gunnison, Colo. Filed Dec. 7.

■ Sun Valley, Idaho—James W. Fox seeks 95.3 mhz, .05 kw, HAAT: 2,376.25 ft. Address: P.O. Box 670, Pocatello, Idaho 83201. Principal is president and general manager of KWIK(AM)-KPKY(FM) Pocatello, Idaho. Filed Nov. 16.

■ \*Fairfield, Iowa—Fairfield Community Radio Inc. seeks 90.5 mhz; 3 kw; HAAT: 300 ft. Address: 205 E. Burlington, 52556. Principal is nonprofit corporation headed by Andrew S. Bargerstock. It has no other broadcast interests. Filed Dec. 10.

■ \*Salisbury, Md.—Salisbury State College Foundation Inc. seeks 89.5 mhz, 30 kw, HAAT: 581 ft. Address: P.O. Box 2195, Salisbury, Md. 21801. Principal is nonprofit educational corp. headed by Col. George W. Gering. Klein Leister, member of board, has interest in WKHI(FM) Ocean City, Md. Filed Nov. 28.

■ \*Las Vegas—Education Committee of Calvary Chapel of Las Vegas seeks 88.7 mhz, 0.112 kw, HAAT: 1,469 ft. Address: 2500 West Washington Ave., Las Vegas 89106. Principal is nonprofit corp. headed by Patrick Walsh, senior pastor. It has no other broadcast interests. Filed Nov. 30.

■ Los Alamos, N.M.—Martha S. Nedblake and her husband, Ronald, seek 107.1 mhz; 3 kw; HAAT: 300 ft. Address: 602 Spring Willow, Allen, Tex. Principals are general partners owning 95%. Remaining 5% is distributed among three limited partners. It has no other broadcast interests. Filed Dec. 7.

■ \*Brooklyn, N.Y.—Brooklyn Community Broadcasting seeks 91.5 mhz, 20 kw, HAAT: 174 ft. Address: Bedford Ave. and Ave. H, Brooklyn, N.Y. 11210. Principal is nonprofit corp. headed by Robert L. Hess, college president. It has no other broadcast interests. Filed Nov. 30.

■ \*Webster, N.Y.—Mars Hill Broadcasting Co. Inc. seeks 89.3 mhz, 1 kw, HAAT: 76 ft. Address: 4044 Makyes Rd.,

Syracuse, N.Y. 13215. Principal is nonprofit corp. headed by Glenn H. Burdick, president. It owns WMHR(FM) Syracuse, N.Y. Filed Nov. 28.

■ Knoxville, Tenn.—Andrew L. Banas seeks 100.1 mhz, 3 kw, HAAT: 100 m. Address: 12408 Olive Trail, Plymouth, Ind. 46563. Principal has no other broadcast interests. Filed Nov. 29.

■ Jasper, Tex.—Jasper County Broadcasting Co. seeks 100.9 mhz; 3 kw; HAAT: 299 ft. Address: 627 N. Fletcher St., 75951. Principal is owned by James M. Lout, John G. Bryan, Willie D. Williford and Edmund R. Hilley. It has no other broadcast interests. Filed Dec. 5.

■ Staunton, Va.—Ogden Broadcasting of Virginia seeks 94.3 mhz, 1.65 kw, HAAT: 425 ft. Address: 304 West Beverly St., Staunton, Va. 24401. Principal is wholly owned subsidiary of Ogden Newspapers Inc., which also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C.; WTOX(AM) Staunton, Va.; WCCP(AM)-WQLM-FM Punta Gorda, Fla.; WAMT(AM)-WAJX(FM) Titusville, Fla., and two LPTV's, and is app. for 10 LPTV's and for new FM's in Springfield, Fla.; Galveston, Tex., and Folly Beach, S.C. Filed Dec. 4.

### TV

■ Big Bear City, Calif.—Petrum Broadcasting seeks ch. 59; 5,000 kw vis., 500 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 467 ft. Address: 4326 Valley Rd., Norco, Calif. 91760. Principal is owned by Marshall G. Peters (30%); his wife, Linda S. Peters (30%), and Linda Trumbly (40%). It is also app. for ch. 59 in Vineland, N.J. Filed Nov. 23.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WJTX (1580 khz) Urbana, Ill.—Seeks CP to change city of lic. to Tolono, Ill.; change freq. to 870 khz; increase power to 1 kw; change TL, and make changes in ant. sys. App. Dec. 10.

■ KNEB (1150 khz) McAlester, Okla.—Seeks CP to change night power to 1 kw; change TL, and operate by remote control. App. Dec. 10.

## Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total*
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	296	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
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.

■ KIKR (880 khz) Conroe, Tex.—Seeks CP to increase night power to 1 kw and make changes in ant. sys. App. Dec. 10.

■ KVLI (1140 khz) Lake Isabella, Calif.—Seeks CP to increase power to 1 kw. App. Dec. 5.

##### Accepted

■ KNEF (1210 khz) San Marcos, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Dec. 10.

■ WQXI (790 khz) Atlanta—Seeks mod. of lic. to change SL to Roswell Rd. & Long Island Dr., Fulton county, Ga. App. Dec. 10.

■ WEAK (900 khz) Eddyville, Ky.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 6.

■ WKQK (650 khz) Naswauk, Minn.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 10.

■ KTOW (1340 khz) Sand Springs, Okla.—Seeks CP to change night power to 500 kw. App. Dec. 10.

### FM's

##### Accepted

■ KSSC (107.1 mhz) Berryville, Ark.—Seeks CP to change TL; change ERP to 1.1 kw, and change HAAT to 164 ft. App. Dec. 4.

■ KTOD-FM (92.7 mhz) Conway, Ark.—Seeks CP to make changes in ant. sys. App. Dec. 4.

■ KWAU (96.9 mhz) Monterey, Calif.—Seeks CP to change HAAT to 2,450 ft. and make changes in ant. sys. App. Dec. 4.

■ WMGG (95.7 mhz) Clearwater, Fla.—Seeks CP to change HAAT to 533 ft. and make changes in ant. sys. App. Dec. 10.

■ WZNE (97.9 mhz) St. Petersburg, Fla.—Seeks CP to change HAAT to 984 ft. and change TL. App. Dec. 10.

■ KLVN (95.9 mhz) Newton, Iowa—Seeks CP to change TL and change ERP to 2.82 kw. App. Dec. 4.

■ WBPK (106.3 mhz) Flemingsburg, Ky.—Seeks mod. of CP to change TL; change HAAT to 1.36 kw, and change HAAT to 450 ft. App. Dec. 10.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Seeks mod. of CP to make changes in ant. sys. App. Dec. 10.

■ \*WHMH (91.5 mhz) Northfield, Mass.—Seeks CP to change ERP to .237 kw; change HAAT to minus 307 ft., and change transmission line. App. Dec. 4.

■ \*WICN (90.5 mhz) Worcester, Mass.—Seeks CP to make changes in ant. sys. App. Dec. 4.

■ WITW (107.1 mhz) Cadillac, Mich.—Seeks mod. of CP to change TL; change ERP to 1.26 kw, and change HAAT to 498 ft. App. Dec. 10.

■ WIQQ (102.3 mhz) Leland, Miss.—Seeks mod. of CP to change TL. App. Dec. 4.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to .535 kw and change HAAT to 620 ft. App. Dec. 5.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Seeks mod. of CP to change TL and change HAAT to 339.8 ft. App. Dec. 4.

■ WBBO-FM (93.3 mhz) Forest City, N.C.—Seeks CP to change TL and change HAAT to 1,897 ft. App. Dec. 10.

■ WJZR (99.7 mhz) Kannapolis, N.C.—Seeks CP to change TL and change HAAT to 1,044 ft. App. Dec. 4.

■ WLXN (94.1 mhz) Lexington, N.C.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 485 ft. App. Dec. 10.

■ WAYV (95.1 mhz) Atlantic City—Seeks CP to change TL and change HAAT to 293 ft. App. Dec. 10.

■ WBNS-FM (97.1 mhz) Columbus, Ohio—Seeks CP to change ERP to 20.5 mhz. App. Dec. 4.

■ WNCI (97.9 mhz) Columbus, Ohio—Seeks CP to change ERP of existing aux. sys. to 26.7 kw. App. Dec. 10.

■ KPNW-FM (99.1 mhz) Eugene, Ore.—Seeks CP to change HAAT to 1,630 ft. App. Dec. 10.

■ KTFA (92.1 mhz) Groves, Tex.—Seeks CP to change TL; change ERP to 2.8 kw, and change HAAT to 309 ft. App. Dec. 4.

■ KITE-FM (105.5 mhz) Portland, Tex.—Seeks CP to change ERP to 2.46 kw. App. Dec. 4.

■ WPUF (92.7 mhz) Mechanicsville, Va.—Seeks mod. of CP to change TL. App. Dec. 10.

■ \*WVPB (91.7 mhz) Beckley, W. Va.—Seeks CP to install new transmission line; change transmitter output power, and make changes in ant. sys. App. Dec. 10.

■ WCOW-FM (97.1 mhz) Sparta, Wis.—Seeks CP to change ERP to 100 kw and change HAAT to 588 ft. App.



■ **WDEZ** (101.9 mhz) Wausau, Wis.—Seeks mod. of CP to change SL to 920 Grand Av., Schofield, Wis. App. Dec. 4.

## TV's

### Accepted

■ **WKYH-TV** (ch. 57) Hazard, Ky.—Seeks CP to change ERP to vis. 1,310 kw, aur. 131 kw; change HAAT to 1,580 ft.; change TL, and make changes in ant. sys. App. Dec. 10.

■ **WSMH** (ch. 66) Flint, Mich.—Seeks MP to change ERP to vis. 1,170 kw, aur. 117 kw; change HAAT to 943 ft., and change TL. App. Dec. 4.

■ **KRRR** (ch. 35) Kerrville, Tex.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,485 ft.; change TL, and make changes in ant. sys. App. Dec. 5.

■ **KOOG** (ch. 30) Ogden, Utah—Seeks MP to change ERP to vis. 3,041 kw, aur. 304 kw and change HAAT to 776 ft. App. Dec. 5.

## Actions

### AM's

■ **KFSA** (950 khz) Fort Smith, Ark.—Returned app. to increase day power to 5 kw. Action Dec. 5.

■ **KHAM** (1000 khz) Horseshoe Bend, Ark.—Granted app. to increase power to 1 kw. Action Dec. 4.

■ **KNIX** (1580 khz) Tempe, Ariz.—Returned app. to increase night power to 25 kw. Action Nov. 4.

■ **WMIN** (1030 khz) Maplewood, Minn.—Granted app. to change TL. Action Nov. 28.

■ **KMON** (560 khz) Great Falls, Mont.—Granted app. to make changes in ant. sys. Action Nov. 30.

■ **WCSL** (1590 khz) Cherryville, N.C.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action Dec. 4.

■ **WLLN** (1370 khz) Lillington, N.C.—Granted app. to make changes in ant. sys. Action Dec. 3.

■ **WLKR** (1510 khz) Norwalk, Ohio—Granted app. to make changes in ant. sys. Action Nov. 30.

■ **KURY** (910 khz) Brookings, Ore.—Granted app. to make changes in ant. sys. Action Nov. 29.

■ **WOYL** (1340 khz) Oil City, Pa.—Granted app. to increase night power to 1 kw. Action Nov. 29.

■ **WARV** (1590 khz) Warwick-East Greenwich, R.I.—Granted app. to make changes in ant. sys. Action Nov. 28.

■ **WSNW** (1150 khz) Seneca, S.C.—Granted app. to make changes in ant. sys. Action Nov. 30.

■ **KIVY** (1290 khz) Crockett, Tex.—Granted app. to make changes in ant. sys. Action Nov. 28.

■ **KIKN** (840 khz) Pharr, Tex.—Granted app. to change TL and make changes in ant. sys. Action Nov. 30.

■ **WSTA** (1340 khz) Charlotte Amalie, V.I.—Granted app. to increase night power to 1 kw. Action Nov. 28.

## TV's

■ **\*WMED-TV** (ch. 13) Calais, Me.—Granted app. to move SL outside community of lic. Action Nov. 30.

■ **\*WMEB-TV** (ch. 12) Orono, Me.—Granted app. to move SL outside of community of lic. Action Nov. 30.

■ **\*WMEM-TV** (ch. 10) Presque Isle, Me.—Granted app. to move SL outside of community of lic. Action Nov. 30.

■ **WSMH** (ch. 66) Flint, Mich.—Granted app. to change ERP to vis. 1,170, aur. 117 kw; change HAAT to 943 ft., and change TL. Action Nov. 30.

■ **WKEF** (ch. 22) Dayton, Ohio—Granted app. to change ERP to vis. 1,858 kw, aur. 185.8 kw. Action Nov. 29.

■ **\*WNEH** (ch. 38) Greenwood, S.C.—Granted app. to move SL outside city of lic. Action Nov. 30.

## In Contest

*ALJ Joseph Chachkin made the following decision:*

Galveston, Tex. (Marr Broadcasting Co. and San Jacinto Broadcasting Corp.) Granted in part motion by San Jacinto to add issues against Marr, including to determine if Marr misrepresented facts and/or lacked candor, misrepresented

intentions, violated rules regarding public inspection files, and the effect on its basic and/or comparative qualifications. By MO&O, Nov. 26.

*ALJ John H. Conlin made the following decision:*

Green Valley, Ariz. (Skyline Communications Group, et al.) TV Proceeding. Granted joint request for settlement agreement by Alden Communications Corp. and Skyline and dismissed Skyline's app. By order, Nov. 29.

*ALJ Frederick J. Coufal made the following decision:*

Vallejo, Calif. (Golden State Television Inc. and Bay Area Community Television Inc.) TV Proceeding. Granted joint request for settlement agreement and dismissed Golden State's app. with prejudice. By order, Nov. 29.

*ALJ John M. Frysiak made the following decisions:*

Key Largo, Fla. (Key Largo Broadcasters, et al.) FM Proceeding. Granted motion for summary decision by Stanton Earl Mitchell and resolved air hazard issue in his favor. By MO&O, Nov. 29.

Lowville, N.Y. (Low Broadcasting Corp., et al.) FM Proceeding. Granted motion for summary decision by Lowville Radio Inc. and resolved reporting and cross-interest issues in its favor; granted joint request for settlement agreement; dismissed apps. of Low Broadcasting, North Country Broadcasting Co. and Black River Broadcasting Co. with prejudice; granted Lowville Radio's app. for a new FM station at Lowville, and terminated proceeding.

*ALJ Joseph P. Gonzalez made the following decision:*

San Bernardino, Calif. (Religious Broadcasting Network, et al.) By separate orders, granted motion by Channel 30 Inc. to add real party in interest issue against San Bernardino Broadcasting; granted motion by Religious Broadcasting to add issue against Sandino Telecasters to determine whether Crocker Communications Corp. has an ownership interest in Sandino and if Sandino misrepresented facts, and the effect on its basic or comparative qualifications. By MO&O, Nov. 27.

*ALJ Byron E. Harrison made the following decisions:*

New Orleans (Horizon Broadcasting Inc., et al.) TV Proceeding. Granted motion for summary decision by Channel

There's still time to enter  
**The Journalism Awards Competition**  
 for distinguished service  
 in health reporting  
 sponsored by the  
**American Chiropractic Association.** Cash prizes  
 and medallions of merit  
 will be awarded  
 for category  
 entries in  
 newspaper,  
 magazine, radio  
 and television.



If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation ... if your work has served to motivate your community to a better understanding of a health problem ... if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

**Closing date for 1984 competition is March 1, 1985.**

For Rules and Entry forms, write to:

Journalism Awards  
 American Chiropractic Association  
 1916 Wilson Boulevard  
 Arlington, Virginia 22201

Plan also to do a suitable work for the calendar year 1985 and enter before March 1986.

49. Joint Venture, and resolved air hazard issue in its favor. By order, Nov. 28.

Nashville (Ruth Payne Carmen, et al.) TV Proceeding. By separate orders, granted motion by Nashville TV "58" Inc. and dismissed its app. with prejudice; granted motion for summary decision by Carmen, and resolved air hazard issue in its favor. By orders, Nov. 21 & 28.

*ALJ Edward J. Kuhmann made the following decision:*

Commerce City and Wellington, Colo. (Pro Broadcasters of Colorado Ltd and Christian Wireless Co.) AM Proceeding. Granted motion for summary decision by Pro Broadcasters and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed Christian's app. with prejudice; granted Pro Broadcasters' app. for a new AM station at Commerce, and terminated proceeding. By MO&O, Nov. 30.

*ALJ Walter C. Miller made the following decisions:*

Cleveland, Tenn. (Silvey-Towe Television, et al.) TV Proceeding. By separate orders, granted motion by WFLI Inc. to add issues against Silvey-Towe concerning site availability, if Silvey-Towe misrepresented facts or lacked candor, whether it failed to file contour map, and the effects on its basic or comparative qualifications; granted motion for summary decision and resolved air hazard issue in WFLI's favor. By MO&Os, Nov. 21 & 26.

Paris, Tex. (The Gene Sudduth Co., et al.) FM Proceeding. Granted joint request settlement agreement by Sudduth, Lamar County Broadcasting Inc., and Palm/Prairie Broadcasting Inc.; dismissed Sudduth and Palm/Prairie's apps. with prejudice, conditionally granted Lamar's app. for a new FM station at Paris, and terminated proceeding. By MO&O, Nov. 29.

*ALJ Joseph Stirmer made the following decisions:*

San Luis Obispo, Calif. (Morro Rock Resources Inc., et al.) TV Proceeding. Granted motion by Morro Rock and dismissed its app. with prejudice. By order, Nov. 29.

Paducah, Ky. (Johnny G. Box, et al.) TV Proceeding. Granted motion for summary decision by Amos Communications Inc. and resolved air hazard issue in its favor. By MO&O, Nov. 29.

Gallup, N.M. (Contemporary Communications Inc., et al.)

TV Proceeding. Granted motion for summary decision by Grand Canyon Television Co. Inc. and resolved air hazard issue in its favor. By MO&O, Nov. 27.

Belmont, N.C. (Scott Neisler, et al.) TV Proceeding. Granted motion for summary decision by Piedmont Crescent Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, Nov. 27.

Newberry, S.C. (Professional Radio Inc. and Service Radio Co.) FM Proceeding. Granted motion by Service to add issues to determine whether Professional was lacking in candor or misrepresented facts and site availability; on judge's motion added issue to determine facts and circumstances relating to Service's contacts with owner of Professional's specified transmitter site. By MO&O, Nov. 26.

Austin, Tex. (Alpha Radio Inc., et al.) AM Proceeding. Dismissed Austin Minority Radio Association Inc.'s app. with prejudice for failure to prosecute. By order, Nov. 27.

## Call Letters

### Applications

Call	Sought by
<b>New AM</b>	
WFEN	D.R.O. Inc., Fenton, Mich.
<b>New FM's</b>	
WOZN	Key West Communications Inc., Key West, Fla.
KBJJ	Garamella Broadcasting Co., Marshall, Minn.
<b>New TV</b>	
KDXT-TV	Metroplex Broadcasting Co., Dallas

### Existing AM

WEAM WDRV Statesville Family Radio Corp., Statesville, N.C.

### Existing FM's

KDKJ KOKQ Goldrush Broadcasting Inc., Oakdale, Calif.  
 WZZR WLXX Delbyco Broadcasting, Sault Ste. Marie, Mich.  
 KBYZ KYSX Capitol Cities Communications Inc., Bismarck, N.D.  
 WJMX-FM Atlantic Broadcasting Co., Florence, S.C.

### Grants

Call	Assigned to
<b>New AM's</b>	
WYHV	Canton Broadcasting Associates, Canton, N.Y.
WEMR	Endless Mountains Broadcasting Inc., Tunkhannock, Pa.
<b>New FM's</b>	
KNPY	Beverly A. Butler, Eureka Springs, Ark.
KFKB	Baker Communications Co., Mountain Home, Ark.
*WURC	Pittsford Educational Broadcasting Foundation, Pittsford, Mich.
KVAD	Lincoln County Broadcasters Inc., Libby, Mont.
KTRD	Lloyd W. Higuera, Gardnerville-Minden, Nev.
WUQU	CLW Communications Group, South Charleston, W. Va.
<b>New TV</b>	
WUXA	Janesville Broadcasting Co., Portsmouth, Ohio
<b>Existing AM's</b>	
WACV	WCOV Good News Broadcasting Co., Montgomery, Ala.
KSKQ	KZLA Spanish Broadcasting System of California Inc., Los Angeles
WDFL	WUSW Women in Florida Broadcasting Inc., Cross City, Fla.
WRXJ	WKTZ Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
KQQI	KLEU KLEU Inc., Waterloo, Iowa
WGH	WNSY COMM COR, Newport News, Va.
KLSY	KJZZ Bellevue Radio Inc., Bellevue, Wash.
KLSN	KHQ KHQ Inc., Spokane, Wash.
<b>Existing FM's</b>	
WYGC	WMFM University City Broadcasting Co., Gainesville, Fla.
WKTZ	WKTZ-FM Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
KWNZ	KKBC Constant Broadcasting Co., Carson City, Nev.
WELV-FM	WDRE Straus Communications In New York Inc., Ellenville, N.Y.
KMMO-FM	KMFL-FM Missouri Valley Broadcasting Inc., Marshall, Mo.
WNSY	WNSY-FM COMM COR, Newport News, Va.
WVJZ	WJMA-FM Solomon & Lowe Communications Inc., Orange, Va.
KLSY-FM	KLSY Bellvue Radio Inc., Bellvue, Wash.
<b>Existing TV's</b>	
WIII	WBTI Channel 64 Joint Venture, Cincinnati

# Services

AERONAUTICAL CONSULTANTS  
 TOWER LOCATION/HEIGHT STUDIES  
 FAA NEGOTIATIONS  
 JOHN CHEVALIER, JR.  
**AVIATION SYSTEMS, INC.**  
 28441 HIGHRIDGE RD STE 201  
 ROLLING HILLS ESTATES, CA 90274  
 (213) 377-3449

**SOUTHERN BROADCAST SERVICES**  
 COMPLETE TURNKEY SYSTEMS  
 STUDIOS TRANSMITTERS  
 TOWERS ANTENNAS  
 Full Rigging & Erection Services  
 Custom Electronics Design & Installation  
 PO Box 740, Alabaster, AL 35007  
 (205) 663 3709

**UNUSED CALL LETTERS**  
**CALL LETTER SYSTEMS**  
 PO Box 12403  
 Jackson, MS 39211  
 (601) 981-3222

**HORIZON INTERNATIONAL**  
 Broadcast Implementation Engineering  
 Best. & Video Facility Design & Installation  
 Systems Evaluations & Critiques  
 Emergency Service & Support  
 3837 E. Wier Ave., Suite 1, Phx., AZ 85040  
 602-437-3800

FCC DATA BASE  
**dataworld**<sup>SM</sup>  
 AM • FM • TV • LPTV • MDS  
 1302 18th St., N.W. Suite 502  
 Washington, D.C. 20036  
 (202) 296-4790 800-368-6754

301-731-5677 Complete Broadcast Facility Design & Installation  
**Harrison systems Ltd.**  
 7515 Annapolis Road Suite 411  
 Hyattsville, Maryland 20784

**BROADCAST DATA SERVICES**  
 Computerized Broadcast Service Including  
 Data Base/Allocation Studies  
 Terrain Profiles  
 A Div. of Moffer, Larson & Johnson, P.C.  
 (703) 841-0282


BROADCAST TV (213) 539-8533  
 LPTV-ITFS-MDS  
 DESIGN THRU PROOF  
 TURNKEY CONSTRUCTION  
 TRANSMITTERS-STUDIO-MICROWAVE  
**JP Associates, Inc.**  
 3115 Kashiwa Street, Torrance, California 90505



# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCCE  
5390 Cherokee Avenue  
Alexandria Virginia 22314  
(703) 642-4164

**A.D. RING & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
Suite 500  
1140 Nineteenth St., N.W.  
Washington, D.C. 20036  
(202) 223-6700  
Member AFCCE

 **CARL T. JONES CORPORATION**  
CONSULTING ENGINEERS  
1701 VARNWOOD COURT - SPRINGFIELD, VA. 22153  
(703) 569-1700  
MEMBER AFCCE  
A Subsidiary of  
Science Applications International Corporation

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCCE

**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCCE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCCE

**SILLIMAN AND SILLIMAN**  
8701 Georgia Ave. #805  
Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCCE

**Moffet, Larson & Johnson, P.C.**  
CONSULTING ENGINEERS  
1925 North Lynn Street  
Arlington, VA 22209  
(703) 841-0500  
Member AFCCE

**DAVID STEEL & ASSOCIATES, INC.**  
P.O. Box 230  
Main St. & Melvin Ave  
Queenstown, MD 21658  
(301) 827-8725  
Member AFCCE

**ANDRUS AND ASSOCIATES, INC.**  
ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD 20904  
 301 384-5374  
Member AFCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCCE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114  
Member AFCCE

**JULES COHEN & ASSOCIATES, P.C.**  
Suite 400  
1730 M St. N.W.  
Washington DC 20036  
(202) 659-3707  
Member AFCCE

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM FM TV Engineering Consultants  
Complete Tower and Rigging Services  
8500 Snowville Road  
Cleveland, Ohio 44141  
216/526-9040

**VIR JAMES**  
CONSULTING ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
3137 W. Kentucky Ave. - 80219  
(303) 937-1900  
**DENVER, COLORADO**  
Member AFCCE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCCE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCCE

**ENTERPRISE ENGINEERING P.C.**  
Consulting Engineers  
FW. HANNEL, PE.  
P.O. Box 9001 Peoria, IL 61614  
(309) 691-4155  
Member AFCCE

**MATTHEW J. VLISSIDES & ASSOCIATES, LTD.**  
Structural Consultants  
Towers, Antennas, Structures  
Studies, Analysis, Designs, Modifications,  
Inspections, Supervision of Erection  
6867 Elm Street McLean, Virginia 22101  
Tel (703) 356-9765  
Member AFCCE

**C. P. CROSSNO & ASSOCIATES**  
Consulting Engineers  
P.O. Box 18312  
Dallas, Texas 75218  
(214) 669-0294  
Member AFCCE

 **RADIOENGINEERING CO**  
CONSULTANTS  
NORWOOD J. PATTERSON  
P.O. Box 420  
SANTA YNEZ, CA 93460  
(805) 688-2333  
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE & ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel (313) 642-6226  
Member AFCCE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
Consulting Engineers  
AM-FM-TV-LPTV-CATV  
POST OFFICE BOX 100  
FOLSOM, CALIFORNIA 95630  
(916) 933-5000

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301-983-0054  
Member AFCCE

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R.D. #2  
Medford, N.J. 08055  
(609) 983-7070

**LAWRENCE L. MORTON, E.E. AND ASSOCIATES**  
Consulting Telecommunications Engineers  
AM, FM, TV, LPTV, CATV, MDS, STL,  
Cellular, Field Engineering, Computerized  
Channel Searches  
21671 SUPERIOR LANE  
LAKE FOREST, CALIFORNIA 92630  
(714) 859-6015

**EVANS ASSOCIATES**  
Consulting Communications Engineers  
AM-FM-TV-CATV-ITFS-Satellite  
Broadcast Engineering Software  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone (414) 242-6000  
Member AFCCE

**SELLMEYER & KRAMER, INC.**  
CONSULTING ENGINEERS  
J.S. Sellmeyer, P.E., S.M. Kramer, P.E.  
AM FM TV MDS ITFS LPTV CATV  
APPLICATIONS \* FIELD ENGINEERING  
P.O. Box 841 McKinney, TX 75069  
(214) 542-2056

 **COMSEARCH, INC.**  
11503 Sunnyside Valley Dr./Reston, Virginia 22091  
1701 North Greenville Avenue, Suite 814  
Richardson, Texas 75081  
Communications Engineering Services  
Harry L. Stemple, Virginia 703/620-6300  
G. Pat Marr, Texas 214/235-3156

**PAUL DEAN FORD**  
BROADCAST ENGINEERING CONSULTANT  
R.R. 12, Box 379  
WEST TERRE HAUTE, INDIANA 47885  
812-535-3831

**JOHN J. DAVIS & ASSOCIATES**  
CONSULTING ENGINEERS  
P.O. BOX 128  
SIERRA MADRE, CA 91024-0128  
(818) 355-6909  
Member AFCCE


 **Teletech, Inc.**  
TELECOMMUNICATIONS ENGINEERS  
FM-TV-MDS-LPTV-Land Mobile  
Applications—Frequency Searches  
P.O. Box 924  
Dearborn, MI 48121  
(313) 562-6873

**RICHARD L. BIBY, P.E.**  
COMMUNICATIONS ENGINEERING SERVICES, P.C.  
1600 Wilson Boulevard, #1003  
Arlington, Virginia 22209  
(703) 522-5722  
Member AFCCE

**ADVANCED SYSTEMS DESIGN**  
FM - TV - CELLULAR - MICROWAVE  
DESIGN AND FACILITIES PLANNING  
1944 FOXHALL ROAD  
McLEAN, VA 22101  
703-237-2356

**EDM & ASSOCIATES, INC.**  
B/cast-AM-FM-TV-LPTV-ITFS Translator  
Frequency Searches & Rule Makings  
C/Carrier Cellular, Satellites  
MMDS, P/P Microwave  
FCC 1st Class & PE licensed staff  
1110 Vermont Ave., N.W., Suite 1130  
Washington, D.C. 20005 Phone (202) 296-0354  
Member AFCCE

**George Jacobs & Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCCE  
Suite 402 8701 Georgia Ave.  
(301) 587-8800 Silver Spring, MD  
20910

 **SACHS/FREEMAN ASSOCIATES, INC.**  
14300 Gallant Fox Lane, Suite 214  
Bowie, Maryland 20715  
Phone (301) 262-4400  
CELLULAR, MOBILE & BROADCAST ENGINEERING  
ERNEST R. FREEMAN, P.E.

**LECHMAN & JOHNSON**  
Telecommunications Consultants  
Applications - Field Engineering  
2033 M Street, N.W. Suite 702  
Washington, DC 20036  
(202) 775-0057

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Northern Michigan. Excellent opportunity for sales-oriented manager. (Four radio stations). 517-321-1763 evenings EST.

**General sales manager.** Tired of hustle & bustle of big city life? A perfect lifestyle where everything's still reasonably priced can be yours if you're honest, hard-working, good trainer, excellent motivator, & dedicated professional. Tell all in resume to Box B-55.

**Sales manager.** Growing Midwest broadcast group needs sales manager for station with proven record of success. Person needs to be selling & training manager. Excellent income/company benefits. All replies strictly confidential. Resume to Box B-58. EOE.

**Sales manager** for growing FM AC who can sell, recruit, train, motivate sales team in highly competitive ten-station market. Contact Rod Krol, WKWK-FM, PO Box 6624, Wheeling, WV 26003. EOE/MF.

**General manager.** Fast growing progressive Texas market of 50,000. Progressive owners seek experienced sales - oriented manager. Prefer someone from Southwest area. Available first of '85. Send resume/details to Box B-62.

**Iowa.** Seeking selling manager who knows small market radio. Excellent opportunity. Will consider solid salesperson ready to move up. Good people skills a must. Resume to Box B-76. EOE/MF.

**GM to eat** Southern 400,000+ market. Brand new C planning top 40. Big reward for successful startup. Box B-78.

**General manager.** AM/FM combo, fast growing section of northern New England. Opportunity for ambitious, community-minded, bottom line oriented, proven leader with strong sales background. Resumes to Box B-85.

**Assistant manager.** Solid sales background a must. Salary plus commission & bonus. Take over established list; assist manager in station operation. Excellent opportunity for successful sales rep to move into management, or established sales and management person to settle down for rewarding stay with growing company. New ownership managing station for ten years has just taken control. Full-time AM, country, single station market. Radio professionals only. KBTN, Neosho, MO, 417-451-1420. EOE.

**Jacksonville, FL.** Sales manager. 100,000 watt FM/full time 5,000 watt AM. Verifiable sales and sales management ability required. Must carry list. Rush resume, letter, including income history: Bruce Webb, WJAX, Box 1740, Jacksonville, FL 32201.

**General manager.** KGOU-FM. Experienced manager for noncommercial, University of Oklahoma, NPR radio station. Manage day-to-day operations, lead long-range planning, promote station, expand financial support, work closely with academic departments, and (if qualified) teach selected journalism and mass media courses. Qualifications: Required - Bachelor's degree; three years' experience in broadcasting including supervisory duties in at least one station department. Preferred - M.A. in journalism or related field; experience in public radio (particularly broad station supervision), legal and financial management involving broadcasting, fundraising, personnel management, teaching at college or university level. Salary competitive. Deadline: Applications will be considered until position is filled. Consideration begins January 2, 1985. Address applications (including names, addresses, phone numbers of three references) to Joseph C. Ray, Associate Provost, The University of Oklahoma, 660 Parrington Oval, Room 104, Norman, OK 73019. U of OK, an AA/EOE.

**General manager.** Take charge, sales-oriented person. Supervise construction and operation of new full-time AM. New York state single station market. Possible future equity. Resume: Jack Clancy, Box 22, Penn Yan, NY 14527.

**General manager.** Person with strong sales record. New class A FM station. Small Missouri market. Expanding 3-station group. Start now. Great opportunity for aggressive results-oriented person. Resume to 60 West 4th Street, St. Paul, MN 55102.

**Young, growing AM station,** delightful rural area, SW, needs take-charge manager who emphasizes sales. Salary, commission, possibility of acquiring part-ownership. Box B-87.

**Manager.** SE small market AM in turn-around situation with potential. Need take-charge person who likes small community radio, promotion, sales. Salary negotiable. Box B-96.

**Sales oriented general manager.** Fulltime AM and FM. New facility, beautiful Texas town. Immediate opening. Excellent conditions/benefits. Reply Box B-97.

### HELP WANTED SALES

**Florida coast.** 350,000 metro. 3 yrs. fulltime radio sales. Class C FM. Consistently top ratings. Begin at no drop in current income. Personal interview at station expense. EOE. Resume (in strict confidence) to Box Z-137.

**KNRY Radio,** California's central coast, has opening in sales for experienced account executive with sales management potential. Good salary, commission, benefits. Resume to W. J. Beaton, Jr., General Manager, KNRY Radio 1240, P.O. Box 2108, Monterey, CA 93940.

**Southeastern class C,** FM adult contemporary, seeks professional salespeople for purpose of building best sales team in market. Candidates must be goal-oriented achievers. Only those with professional selling skills need apply. If you are seeking new opportunity to earn money and recognition, please apply. EOE. Box B-49.

**Sales manager.** Experienced broadcaster for strong SE Iowa AM. Resume to John Reardon, KBIZ, Box 190, Ottumwa, IA 52501. EOE.

**Southern California.** Top 100, medium market, California's fastest growing city, seeking sales professional who'd like to move up. If you prove to me that you can sell, lead by example, recruit, train, motivate, you will become sales manager of #1 rated rock/oldies station in the market. Salary plus commission, plus override, expenses, many other benefits should provide annual income between \$25K-\$45K. Contact Gary Conard, GM, 805-327-3587; resume to KGEQ/KGFM, Box 260, Bakersfield, CA 93302. EOE.

**Sales/radio.** Experienced time salesperson. Strong management potential. WASH-FM, 5151 Wisconsin Ave., NW, DC 20016, resume in care of general manager. EOE.

**LaCrosse, WI.** Aggressive/experienced/hungry. Take list; make money now. Rush resume: WISQ FM, 9360 Hwy. 16, Onalaska, WI 54650.

**Moving to California?** Come to aerospace boom area, one hour from LA. 150,000 people in market area. Leading modern country/news operation needs street-fighter. Experience preferred, but will train qualified person. Must relocate. Draw against commission/20% on collection. No calls. Resume to P. Dale Ware, KUTY, 38201 6th Street East, Palmdale, CA 93550.

**General sales manager.** 10,000 watt AM, Richmond, VA. Goal-oriented person to manage sales staff, work agency and regional account list. Resume to R.H. Martin, 1540 Broadcasting Corp., 6001 Wilkinson Rd., Richmond, VA 23227.

**New York metropolitan radio station** seeks fulltime radio salesperson. Two years' broadcast experience necessary. Must have own car. Resume/references to Sandy Schreiber, WFAS AM/FM, P.O. Box 551, White Plains, NY 10602.

**Jacksonville, FL.** 100,000 watt FM/full time 5,000 watt AM. Verifiable radio sales ability required. Rush resume, letter, including income history: Bruce Webb, WJAX, Box 1740, Jacksonville, FL 32201.

**National rep.** Excellent career opportunity for local sales rep with min. 2 years current experience. Understanding of black radio positioning/marketing as well as strong knowledge of ratings a must. Call or send resume immediately: Media Career Consultants, 853 E. Semoran Blvd., Casselberry, FL 32707, 305-834-8027. Fee paid.

**WKOK/WQKX,** central Pennsylvania's most powerful & fastest growing stations, need one more experienced sales person. If you are highly motivated, self-starting sales pro who knows how to use research and the "consultant sell" approach, we want to meet you. Salary + commission + mileage + benefits = very attractive package. Resume to Joe McGranaghan, Executive Vice-President, WKOK/WQKX, P.O. Box 1070, Sunbury, PA 17801. Equal opportunity employer, M/F.

**Far northern California** class A FM changing to B. Will fully cover adjacent metro, considered one of best places in America to live. Need take charge sales manager to open remote sales office, handle major list (including "house" accounts) gradually add salespeople, become active in community. This sales manager's job has most benefits of GM without disadvantages. Person must be able to work as part of young, aggressive, goal oriented management team helping set and carry out planning/strategy. As new sales territory initial guaranteed compensation will be small but, if person isn't earning \$30,000 after 12 months, we'll find somebody who can. Two years radio sales experience required. Accepting letters/resumes now. Start March 1985. Box B-89.

**Real opportunity.** Fast growing contemporary FM. Small coastal market. Southern New England. First priority is handle top billing list. Earn \$30K + first year. Move up to sales manager in second year. Security, incentive, growth. Don't believe it? Investigate if you're qualified. Send written credentials to Box B-98. Details available to strongest applicants.

**Sales manager.** Upper Midwest combo. Must demonstrate ability to lead/produce more \$. Commission & negotiable draw. Resume/salary requirements to Box B-103.

### HELP WANTED ANNOUNCERS

**Personality adult**-oriented announcer. Small market morning show. Need experience and desire to become PD. Great move for unappreciated afternoon drive announcer. Tape/resume to Box 986, Front Royal, VA 22630. EOE.

**Can you talk?** Do you enjoy live telephone interaction? Can you be controversial, fun, glib, do it all live? Then this major market station wants you. EOE. Resume to Box B-9.

**Announcer.** Must be experienced. Proficient in English & preferably Spanish. Production ability a must. Team player. MOR format. Soon to be 10,000 watts. Resume/audition tape to Emet Huntsman, KVOZ, Box 1638, Laredo, TX 78044, 512-723-4396. EOE.

**Entry level news/production announcer.** Upstate NY AM/FM. Tape/resume: Box 188, Waverly, NY 14892.

**Southeast top 100** modern country needs one (possibly two) experienced announcers for openings after Jan. 1. Personality, professionalism, winning attitude musts. Exceptional company/working conditions. Rush resume to Box B-100.

### HELP WANTED TECHNICAL

**Wilmington's best** AM-FM facilities need your experienced care. Let's talk about your needs. Operations Manager, WAA/WGNI, 919-763-6511. EOE.

**Engineering manager.** Oversee Sunbelt radio stations. Major group broadcaster. Must have track record working with people, as well as technical expertise in all aspects of radio. Position requires mature, experienced professional who's looking for long-term, secure position with well-established broadcasting group offering excellent salary/benefits, including pension plan. Please send resume, complete with references, to Box B-46. EOE.



**Northeast group operator** seeks hands-on chief engineer. AM/FM combo. Must have knowledge of AM directional, FM and SCA, studio construction, maintenance. Must be willing to work. Reply Box B-50.

**Expanding chain** seeking engineer. Head technical division of group. Must understand audio, AM directional, FM, plus FCC rules/regulations. No "desk" engineers, please. SBE certification preferred. Resume to H.J. McAnany, Northeast Broadcasting Corp., 59 Quinpiac Ave., North Haven, CT 06473. EOE.

**Radio engineers** needed by rapidly expanding group owner in SE, MW, & NE. All levels of entry needed for medium and large markets. Resume, references, salary requirements in confidence to Lynn A. Deppen, Radio Engineering Consultant, Suite 102, 800 Mansell Rd., Roswell, GA 30076.

**Chief engineer.** WGUS AM/FM, Augusta, GA. Consider combo. Don Kern, 504-641-1560; Manager, 803-279-1380.

**Florida suncoast AM/FM** seeks hands-on chief engineer. Studio/transmitter experience. Established company. Benefits. Ideal community. Resume/salary requirements to Box B-39.

#### HELP WANTED NEWS

**News director.** South central PA. Emphasis local information. Growing company, good benefits. Jay LeSeure, Operations Manager, WEEO, Box 309, Waynesboro, PA 17268. 717-762-7171. EOE, M/F.

**Senior news reporter.** Denver, CO. Must have 3 years professional broadcasting experience as news reporter. News anchoring and college experience do not count. Salary to \$20,000. Application should include non-returnable audition tape containing one 3-4 minute piece. No news casts. Tape/resume to Kimberly Taylor, KCFR, 2249 South Josephine, Denver, CO 80210. No phone calls. Affirmative action/equal opportunity employer.

**Florida AM-FM,** medium market, updating resume file for possible news director slot. Nice sunshine position for pro with initiative. Resume to Box B-83. EOE.

**Top regional station** seeks committed broadcast journalist with experience in gathering, writing, airing news & meeting tight deadlines. Must be willing to work any shift. Prefer applicants from mid-Atlantic states. Tape/resume to ND, WCTC, Box 100, New Brunswick, NJ 08903. No calls.

**Seeking innovative** newperson with polished delivery and ability to interact with air personalities. We dare to be different; so must you. Great medium market, dream facilities. Put your thoughts in a letter to Box B-101. Females/minorities encouraged.

#### HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

**WRLO creating** new position in radio. Now accepting applications from experienced broadcasters interested in producing their own shift. 3 1/2 day work week. Includes writing, production, promotions. Send production tape/resume to Steve Walrath, WRLO, P.O. Box 509, Antigo, WI 54409.

**Production manager.** AM/FM ABC affiliate knows how valuable you really are. Work directly with VP and sales coordinator. Aggressive, high-energy sales force needs someone with creativity, common sense, good people skills. Excellent benefits/salary. Resume to R. Vickrey, WLPO/WAJK, P.O. Box 215, La Salle, IL 61301.

**WKBO Radio,** now broadcasting from all new studios/offices on North Front St., Harrisburg, PA has immediate opening for program director/AM drive personality. Applicant must have previous programming experience & DJ/talk skills. We're willing to pay top money in the market for right person. Tape and complete resume to John Dame, WKBO, General Manager, 3211 North Front St., Harrisburg, PA 17110, 717-232-1800. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Accounting supervisor.** Nine years' experience all accounting functions for diverse radio broadcasting & cable systems corporation. Successfully installed IBM computer system for accounting and personnel administration. BA; 3.0 GPA. Young executive committed to Broadcast industry. Jim, 313-540-5652.

**GM/group manager** looking for new challenge. 20 years' experience as owner, SM, GM, group president, small and medium markets. Box B-52.

**Strong aggressive general manager.** No-nonsense, hands-on professional. 19 years' experience managing AM/FM. Heavy sales/organizational skills. Quality leader producing results you can bank on. Box B-61.

**Right-hand man.** Fifteen years air/production, programming/operations, traffic/office management, sales-service/promotions, renewals/FCC problems. First phone. Andy Budnick, 904-744-5750.

**General manager** with sales, programming, and management experience. Successful track record, excellent references. Presently employed. Equity's my goal. Prefer small markets, Midwest-Mideast. Box B-77.

**Young general manager.** Prefer top 100 markets. Particularly effective in start-up and turn-around situations. Very confident with "tough" job. 10 year production of revenue and ratings excessive to that expected by my owners/supervisors in major & medium markets. My track-record for hiring, training, organizing, motivating, achieving success is substantial, regardless of market size, format, or agency vs. direct. Currently positioned, but station is changing hands. Prefer Southwest/West. Correspondence confidential. Box B-82.

**Young investor/manager** looking for growth. Creative and imaginative in achieving immediate growth and bottom-line cash flow. Experienced and successful all phases of radio broadcasting (as manager, consultant, and/or part-owner), with significant strength toward sales/marketing. Locale and market-size less important than opportunity. Currently involved in equity/ownership situation, but facility is to be sold. Ideal complement for absentee and/or non-broadcast investor who wants to profit & grow quickly. If you have the need, and the time to talk, I have the interest. All correspondence confidential. Box B-84.

**GM offers dedication,** hard work, organization, motivation, success. 13 years' experience. Pat Chambers, 816-259-2098.

#### SITUATIONS WANTED SALES

**Experienced salesman/announcer** available now! Prefer smaller market and position requiring versatility. Dick Hoff, 1106 Denver, Dalhart TX 79022. 806-249-6362.

#### SITUATIONS WANTED ANNOUNCERS

**I'm a gamer** who loves hard work. College grad looking for first break. Exp. in PBP 4 spts. Good production, enjoy working with community. For tape/resume, call Bill, 313-722-3556. Don't miss this opportunity.

**Urban personality** seeks refined A/C format. "Thinking person's" announcer. Distinctive phrasing. Clear enunciation. Have voice, will travel. T & R: George, 312-348-3314.

**Two years' commercial** experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

**Hire me!** Disc jockey/sportscaster. 3 yrs. on-air personality & sportscaster in top 40/MOR/rock format. Excellent PBP & strong media background. Seeking small mkt. (fulltime). Will relocate. Jack Berke, 70 W. 95th St., NYC 10025, 212-222-2317.

**Seeking someone** who'll give 150%? Commercial station experience. DJ, production, commercial copy, tight board, news. Dependable, pleasant, personable on air. A worthwhile + to your station. Rick Evans, 18 Harvard Ave., Lynbrook, NY 11563, 516-599-1143.

#### SITUATIONS WANTED TECHNICAL

**I have the education** and experience to be your chief engineer. Contact Mike Hughes, 1052 Terrace Avenue, Jackson MS 39209, 601-352-7007.

**Chief engineer** looking for similar position. Eastern market. 15 years experience includes FM, AM, DA, studio, transmitter, and satellite installation, repair, and maintenance. 804-233-1545.

#### SITUATIONS WANTED NEWS

**I'm producing/hosting** talk show that competes successfully with 1 of the talk giants. If you need bright new voice to involve your audience, call 618-931-5484.

**Peabody winner** looking for medium-major market, preferably mid-Atlantic region. Versatile news and sports. Family man, looking to settle. Box B-45.

**Experienced actor** - turned broadcaster. Well educated, good news-sense. Have tapes/samples, will travel. Good DJ -C/W. No sales. 212-265-3172, mornings EST.

**Sports reports,** interviews, editorials, PBP, talk show. Experienced, professional sportsaholic seeks to move up to major college or major mkt. Box B-92

#### SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

**Attention GMs & PDs.** Production director for fraction of cost. Custom IDs, automation tracks, client and station voicing. Now on KLIF, KFOX Seattle. Satisfaction guaranteed. John Mack Flanagan, Great Productions, San Francisco, 415-992-9070

**Copywriting and production** - my creative calling. Ready to specialize fulltime. Professional, academic, even personal credentials. Tim Prchal, 309-837-4582.

**Public affairs,** news, promotions, some on-air experience. Seeking programming position or air work. Prefer Midwest. Al Latall, 312-366-0242

**RAB-awarded** broadcaster. Any size mkt. Experienced operations mgr., program dir., news dir., CRMC sales. Write: Peter Schmidt, (A.K.A. Peter St. James,) 16 Prospect Ave., Dunellen, NJ 08812.

**Seasoned, mature pro** seeking PD or operations spot at stable, adult station. Andy Budnick, 904-744-5750

**Experienced,** creative promotions, production person seeks challenge. Excellent production, experienced also in sales, airshift, graphic design. Box B-102

## TELEVISION

#### HELP WANTED MANAGEMENT

**Business manager.** Major Southwest market. Group-owned, independent station. Minimum 2 years experience as business manager. Resume/salary requirements to Box B-3. EOE.

**Sunbelt indy** seeks operations manager. Heads-up & hands-on skills to motivate production, film/tape editing, air operators. Experienced in budgeting, personnel management, goal setting/evaluation. Working knowledge of field/studio production, 1", CMX, TVRO, Lexicon desirable. Resumes/references to Box B-35.

**General sales mgr.** Hands-on manager. San Angelo, TX. If you demonstrate success in this mkt., will have opportunity to move up with mkt. as general mgr. or move to top 50 mkt. Excellent salary/benefits with multi-operator. Resume to PO Box 27206, Houston, TX 77027.

**Creative director.** Midwest 80+ market. We are seeking award-winning person to develop and execute campaigns in all areas of media. Two years experience, BS degree in communications required. Salary \$22,000-\$25,000. EOE-M/F. Resume to Box B-53.

**Financial manager:** 100+ Sunbelt market TV station. Responsible for operation of financial department and financial reporting to company management. Budgeting, accounting, computer skills required. Experienced. Salary approximately \$30K. Please send resume/salary history to Box B-59.

**Midwest development** and program national award winning PBS station seeks development director. Present development director moving to larger market. Bachelor's degree from recognized college or university and at least 3 to 5 years fundraising leadership, managerial, and personnel supervisory experience necessary. Candidate must display initiative, creativity, personal discipline, "on air presence." Great opportunity to "show your stuff." Will become member of management team of nationally viewership ranked PTV station. Salary commensurate with qualifications and experience. Send vita and at least 3 current letters of recommendation with telephone numbers to D. N. Anderson, General Manager, KTWU-TV, 301 N. Wanamaker Road, Topeka, KS 66606. Deadline January 1, 1985, or search will continue until suitable candidate is found. Appointment expected approximately February 15, 1985. Washburn University an AA/EOE.



**General manager.** Broadcast group seeking general manager. Network affiliated TV station, major N.E. market. Must have strong management skills. Prior management experience required. Reply with experiences and salary requirements to Box B-63. EOE.

**General manager.** Strong, aggressive. New UHF independent. Ogden/Salt Lake City. Experienced in Western markets preferred. Sales-oriented, knowledge of agencies, budget control musts. We'll be at INTV. Resume: Box 1513, Gainesville, FL 32602.

**Research director.** Seeking research director or research analyst ready to move up. Must have good working knowledge of ratings as they relate to sales, marketing statistics, sales billing trends, diary translations. Possibility to move into sales. Group ownership WJKS-TV (NBC), Jacksonville, FL (rank 63), looking for such a person. Salary commensurate with experience. Write Karen Heniger, GSM, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216. EOE.

**Promotion manager.** University PBS station, Southwest. Requires degree in English, journalism, or related field, plus one year's broadcast promotion experience, or equivalent combination of education and experience; working knowledge of television production techniques; ability to deal successfully with other media. Will produce station promotion materials, program guide, purchase advertising, produce daily log, supervise traffic operation. \$15,000-\$18,000. Resume, samples of work, names of three professional references postmarked no later than January 7, 1985, to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. New Mexico State University is an AA/EOE.

**Development manager.** University PBS station, Southwest. Requires degree in communications or marketing plus two years fundraising experience; or equivalent combination of education and experience; strong administrative, communications, selling skills; ability to recruit/motivate volunteers. Will coordinate pledge weeks, membership campaigns, annual auction, solicit underwriting, maintain records. \$18,000-\$21,000. Resume/names of three professional references postmarked no later than January 6, 1985, to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. New Mexico State University is an AA/EOE.

#### HELP WANTED SALES

**Independent, Sunbelt** top 50's market, has immediate opening for aggressive, knowledgeable marketing salesperson, with ability to package/develop new business as well as handle established list. Must have minimum two years' TV sales - independent preferred. Complete resume to Marty Sokoler, Local Sales Manager, KLRT, P.O. Box 2413, Little Rock, AR 72203.

**Account executive.** Midwestern NBC market leader offers seasoned list due early retirement. Two or more years' experience at local or regional level. Opening immediate. Resume to Box B-67. EOE.

**National sales manager.** Seeking motivated individuals who are interested in making a contribution. Ideal candidate should be self-starter with thorough understanding/knowledge of national sales and inventory control. We are a growth company looking for individuals with growth potential. Resume to Ben Tucker, Executive Vice President, Retlaw Broadcasting, P.O. Box 1938, Monterey, CA 93940.

**TV account executive.** Strong NBC affiliate, medium Southeast market. Previous sales experience required. Need enthusiastic, self motivated individual. Management committed to innovative developmental sales approach. Resume to Mike Moss, Local Sales Manager, WWBT/12, P.O. Box 12, Richmond, VA 23201. EOE.

**Kansas City's fastest-growing independent TV station.** KEKR-TV, seeks experienced local salesperson. Dynamic growth opportunity with young, aggressive company. Excellent compensation package. Resume to Ed Perl, Sales Manager, KEKR-TV, 2111 Blue Summit Dr., Kansas City, MO 64126, 816-254-6262.

#### HELP WANTED TECHNICAL

**Chief engineer.** Full power UHF start-up. to sign on in 1985, needs chief engineer now! In Tennessee, serving 8574 market. Write WETO-TV, Box 1074, Greeneville, TN 37744, 615-639-4266.

**Maintenance engineer** - major Florida post production facility, with latest digital equipment, has opening for talented, self-motivated television engineer. Must have strong maintenance skills, & digital experience. Beautiful facility, friendly atmosphere. Call Bruce Graham, Chief Engineer, 305-920-0800.

**Maintenance engineer.** Christian TV station. FCC general license required. Four years' experience in maintenance of studio cameras, Quad and helical VTR's, switchers, etc. UHF transmitter experience helpful. Reply: Dale Osborn, CE, WTTY-TV, Box 534, Fishkill, NY 12524. EOE.

**TV chief engineer** and assistant TV chief engineer. Immediate opening. Experienced engineer with good operations background, capable of maintaining equipment, studio, transmitter. Send resume/salary requirements to Jerry Finn, WTVY-TV, P.O. Box 1089, Dothan, AL 36302. EOE.

**Maintenance engineer.** Independent UHF facility. Responsibilities include emergency and preventive maintenance of all transmitter and studio equipment. Must have good working knowledge of 3/4" format and FCC or SBE certification. Resume to chief engineer, P.O. Box 8467, Canton, OH 44711.

**Chief engineer** - Established group broadcaster building Southwest independent UHF seeks chief engineer with construction experience. Strong mix of studio and RF skills needed. 3 to 5 years' management experience desired. Degree & SBE certification a plus. Excellent growth potential with good compensation package. EOE, M/F. Reply Box B-66.

**Chief engineer.** Supervise maintenance of GVG, Chyron, Ampex, RCA, Panasonic equipment. Established station, Sunbelt. Resume to WKFT-TV, 230 Donaldson St., Fayetteville, NC 28301.

**TV maintenance supervisor.** Installation/repair of studio and transmitter equipment. Good supervisory skills, minimum three years maintenance experience required. FCC general class license preferred. Knowledge of TV broadcast, production, related equipment essential. Competitive salary/excellent benefits. Resume to WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

**Engineer.** New position at top-notch post house. Mostly daytime maintenance of our busy editing rooms and rental gear. No operations work. 1" experience required, design skills desirable. Equipment includes ADO, CMX, Paint Box, HL-79EALS. Steve Beuret, Videomith, Inc., 215-864-0658.

**Video maintenance engineer.** Minimum 3 years' experience maintaining/repairing studio cameras, GVG switcher, master control equipment, 1" and 2" VTR's, extensive experience with 3/4" Sony VCR's. Knowledge of digital and analog theory a must. Contact Bob Martin, 408-998-7344; send resume to BAI, 1310 N. Fourth St., San Jose, CA 95112.

**Chief engineer.** Hands-on chief. Mid-Atlantic, small market ABC, excellent group. Studio/transmitter maintenance experience required. Salary commensurate with ability. EOE. Resume/salary requirements in confidence to Box B-90.

#### HELP WANTED NEWS

**News-sports anchor.** Two jobs. Weekday casts. Need to demonstrate you can be warm/personable on air, can write conversationally. Must be experienced. Send unedited air check, scripts, resume to Dave Basinger, News Director, WCBI-TV, Columbus, MS 39703. EOE.

**Anchor.** 6 & 11. Medium mkt., unbeatable quality of life. Must have strong reporting skills, high energy, sincere interest in people, minimum 3 yrs. primary anchor experience. T&R to ND, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

**Anchor.** Top 50s market seeking qualified individual. Anchor weekday newscasts. Min. three years' experience. Need person who can relate to people. Tape/resume to Television, Box 2285, Grand Rapids, MI 49501.

**Action reporter/troubleshooter.** Two years minimum experience in this type reporting on television. Two part-time assistants to help answer all problems. 1 story a day required. Subjects range from consumer complaints to neighborhood potholes. WAVE-TV, Louisville, KY, 502-561-4143.

**Anchor-reporter.** Upper Midwest ABC affiliate seeks early co-anchor who can do job in the field as well as behind the desk. 2 years' experience required. Resume/salary requirements: Dan French, News Director, WSJV-TV, Box 28, South Bend, IN 46624. EOE.

**Midwest network affiliate** seeks anchor/reporter. Six and ten weekday newscasts. Applicants should possess strong anchor, producing, reporting skills. References with first letter. Resume to Box B-47. EOE.

**Mid-Atlantic network affil.** seeks co-anchor/reporter. Good communicator. Experience preferred. Good pay, excellent benefits. room to advance. EOE/MF. Resume to Box B-57.

**Reporter.** Top 100 Sunbelt market affiliate needs aggressive, creative, general assignment reporter. 1 to 2 years experience necessary. Resume/salary requirements to Doug Ballin, News Director, KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV 89101. Equal opportunity employer.

**Broadcast meteorologist.** Small market Midwest station. AMS seal or eligible. Experience with Colorgraphics helpful. Equal opportunity employer, M/F. Send resume to Box B-71.

**Sportscaster openings.** Interested? Tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Reporter.** South 100+ net VHF has immediate opening for solid beat reporter with 2-3 years experience. Want person who breaks news & takes personal satisfaction in beating the competition. Absolutely no phone calls. Tapes to Craig Alexander, News Director, KATC, Box 93133, Lafayette, LA 70509.

**Anchor/reporter.** Need aggressive, enterprising reporter. Fill weekend anchor position. Experienced applicant should have ability to write/produce newscast and feature reports. Tape/resume to Bob Totten, KOLR TV, Box 1716 SSS, Springfield, MO 65804.

**Progressive, medium market,** four-station group seeking strong co-anchor looking for home. Excellent pay and benefits. Duties include anchoring weekday newscasts, some reporting. Interested parties contact Dick Heidt, KFVR-TV, Bismarck, ND, 701-223-0900. Equal opportunity employer.

**Reporter.** Expanding news operation at Midwestern CBS affiliate requires addition of another news professional capable of back-up for anchor, sports or weather. Resume/tape to Larry Young, News Director, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

**Weather anchor/reporter.** Meteorologist needed for expanding weather center staff. Duties will include anchoring TV & radio weathercasts and science reporting. Must be outstanding communicator with personable style. AMS seal preferred. Tape/resume to Tom Luljak, News Director, WTMJ-TV-AM, PO Box 693, Milwaukee, WI 53201. EOE.

**News director** sought by one of America's premiere NBC TV stations, KARK-TV, Little Rock, AR. We have total commitment to news in one of the Sunbelt's most delightful cities. Staff of 42, full ENG including Bell Jet-Ranger with live capability for 130-mile radius. We have been news leader in market for 14 years, with a product that looks like top ten. Seeking person with medium or major market experience who has excellent hiring ability, is creative, organized, heavy on production knowledge. If you are the person to continue this tradition, send resume/salary requirements plus full references to Tom Bonner, Executive Vice President, KARK-TV, P.O. Box 748, Little Rock, AR 72203. Equal opportunity employer.

**Assignment editor**—NBC affiliate needs professional, 1-3 years desk experience, preferably in major market. Resume to WSVN, Personnel, P.O. Box 1118, Miami, FL 33138. Equal opportunity employer.

**Managing assignment editor.** You'll be no. 2 person working with staff of 30. At least 5 years TV news experience. We are solid no. 1 in our market. Resume with statement of news philosophy to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

**Bureau chief.** WSAZ-TV, #1 station, top 50 market, seeking highly motivated, experienced on-air bureau chief (Charleston, WV). Successful candidate will need abilities in anchoring, in leadership, and human resources management. Should also have degree in journalism or equivalent experience. EOE/M/F. Resumes to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721.

**News anchor** and sports anchor. Midwestern 100+ network affiliate seeking two talented professionals to join expanding news team. Resume/salary requirements to Box B-88. EOE.

**News director.** Small market, excellent group, ABC affiliate, Mid-Atlantic. Strong management skills; interest/ability to groom young, energetic staff. EOE. Replies confidential. Salary requirements/resume to Box B-91.



**Sports anchor.** Terrific midsized sports market, Northeast, accepting applications for energetic, effective, imaginative sports anchor. If you're ready to move up and want to join well-established, leading news operation, drop us a letter & resume stating experience, salary requirements, phone number. We'll contact you right away. Excellent benefits; good place to live/work. Resume to Box B-93. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Broadcast designer.** Knowledge of computer graphics & print, with strong sense of design and experience on VidifontTV, video paint, and Weathergraphics computer. Samples/resume to Jerry Lloyd, WHAS-TV P.O. Box 1084, Louisville, KY 40201. Equal opportunity employer.

**Commercial/promotion director.** 2 years' experience required. Capable of hands-on, creative, quality directing. Resume to Tony Royer, Production Manager, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804. Equal opportunity employer.

**Art director.** KMPH-TV now accepting applications for art director. Position responsible for supervision of production & design of all station-related graphics, including on-air, news graphics, print (all media), and special projects. Must have minimum five years previous experience, preferably some of which is with an independent station. Resume to General Manager, KMPH TV, 5111 East McKinley Ave., Fresno, CA 93727. EOE/M-F.

**Northeast public broadcasting** organization seeking grants/planned giving officer. An existing program is just getting on its feet and requires personable self-starter to give it life. Good communication skills essential, as is ability to translate needs of the organization into effective long-term relationships. Must have car, able to work flexible schedule. Experience in both areas helpful. Reply with resume/salary requirements to Development Office B, WNED, Box 1263, Buffalo, NY 14240. Equal opportunity employer.

**Award winning audio** production house seeks engineers for new studios. Must be capable of producing award-winning sound tracks for slide and video shows, radio, and film. Must relate well to clients; have working knowledge of music and SFX libraries. Resume/tape to SoundHound, 45 W 45th Street, Suite 405, NYC 10036. No phone calls.

**TV promotion writer/producer.** Large Eastern market in search of creative producer/writer for on-air promotion. Must have production knowledge and good sense of creativity. EOE/M-F. Resume to Box B-80.

**Production assistant.** Heavy graphics background. Must be able to operate camera, edit, write, coordinate creative services. Salary commensurate with ability. No tapes. Resumes to CVS, 171 Merrimon Ave., Asheville, NC 28801.

**TV director.** Direct live television programs, taped and edited program material, studio and/or remote productions, single or multiple camera productions. Requires 3 years' directing experience in television production, ability to switch, knowledge of current electronic capabilities of video systems. Sample tape should be available. Salary \$18,015. Send resume only by December 28 to Paul Breeding, Production Manager, Maryland Public Television, Owings Mills, MD 21117. AA/EOE.

**Promotion producer.** Creative writer-producer with at least one year television news promotion experience. Tape/resume to David Smith, Promotion Manager, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211. EOE.

#### SITUATIONS WANTED TECHNICAL

**19 years broadcast** engineering, 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, departmental budgeting from scratch. Please reply Box A-101.

#### SITUATIONS WANTED NEWS

**News photographer,** over one year experience in small market shooting/editing, seeks challenging position, small to medium California market. Dedication, aggressiveness, willingness to get job done are my forte. Resume and tape available. Box B-26.

**Medium/small market** bargain. Reporter, two years experience, some anchoring. Generate own ideas. Available immediately. Lonnie, 208-343-6144

**TV/radio sports reporter:** '84 Indiana University graduate, BA Journalism. Currently morning news & sports radio anchor in large Midwestern market. Have PBP experience. Seeking opportunity with sports-minded station. Audio and video tape available. Prefer Midwest. Dave, 414-332-7676.

**Meteorologist.** Stop costly look for right man. Looking for top 50 prime time Southeast. 6 years top 50, personally galore. Authoritative, no ego problem, friendly, used to being with winners. Doppler, Colorgraphics, forecasting, severe weather lover, community involvement a must. Available soon, contract up. 405-348-6387.

**News director.** Managing editor-assignments editor for small market ready to move to top spot in small or medium market. Excellent references. John Morvant, 318-981-1383.

**TV sports reporter.** 84 MS TV Journalism. Major market network affiliate experience. Production pro too. Can and will do everything. NBA/NCAA/AAA/500. Single. Will relocate. Entry level position more important than salary. Rick, 317-849-3913.

**Meteorologist.** Experienced in top 50 market, looking for number 1 or 2 position, smaller market size. Outstanding forecasting skills, professional, enthusiastic, dedicated, hardworking. Gary, 513-352-5084.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**ENG photographer** - news - production - editing. 3 1/2 years' experience Washington, DC market. Work also distributed in top ten markets. Promo. and spots. copywriting experience, will relocate. Box A-117.

**Emmy-winning** writer/producer of station editorials, currently employed top market, seeks to produce or AP exciting talk or public affairs show. High energy, great news judgment, an eye for style. On-air possible. Try me. Box B-54.

**National documentary** researcher/associate field producer for major network affiliate wants job with innovative programming dept. Versatile, self-starter, ivy-educated, world-travelled, creative. Lisa Brodey, 1734 Thames, Baltimore, MD 21231, 301-327-0544.

**Radio pro** (14 yrs.) with some TV experience looking to break into TV, producing features, hosting programs, announcing voice-overs, booth announce, commercial production. Will go anywhere for right opportunity. Small market OK. Box B-99.

## ALLIED FIELDS

#### HELP WANTED MANAGEMENT

**Communications director.** New Diocesan position. Official liaison with electronic, print media; supervises all public relations. Resume/salary history to Department of Planning, Diocese of Memphis, POB 41679, Memphis, TN 38174-1679.

**Audio-visual manager.** A-V department. Bachelor's degree in appropriate area (prefer Master's degree) + two years' experience in a-v/television production, or any combination of college, specialized media training and experience to total six years. (30 semester hours equal one year). Supervisory experience desirable. Salary \$18,158.40 - \$25,396.80, plus benefits. Deadline: open. To apply, contact Lake City Community College, Rt. 7, Box 378, Lake City, FL 32055, 904-752-1822, extension 313. AA/EOE.

#### HELP WANTED INSTRUCTION

**Graduate assistantships** in new M.A. program prepares students for telecommunications leadership positions. Twelve-month appointments begin July 1, 1985. Half-time stipended (\$7,000) includes tuition waiver for four terms. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are assigned to writing, performance, production courses. Research assistants are assigned to faculty projects. Inquiries to Dr. Frank W. Oglesbee, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AA/EOE.

**Radio-television-film.** University of Maryland. Two positions: (1) Assistant professor or above: teach required course, intro RTVF; other areas. PhD, scholarship, teaching, service required. (2) Staff or faculty: teach production, manage, produce video/TV. MA plus experience. EOE. Inquire: Lawrence Lichty, Communication Arts, College Park 20742.

**American University** school of communication, Washington, DC, seeks graduate assistants with fulltime journalistic experience to assist in teaching & professional duties while earning Master's degree in its program in journalism & public affairs. This is a 1-yr. full-time program. Includes Internship. For more info, write Graduate Admissions Committee, School of Communication, American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. Affirmative action/equal opportunity employer.

**University of Florida** seeks associate professor, Fall 1985, on 9-month tenure track position. Teach graduate and undergraduate courses. Person should be generalist, with interests in broadcast management. Ability to teach either corporate uses of media and/or educational uses of television desirable. Salary up to \$32,000. Summer appointment possible. Ph. D. and professional media experience required. Must be able to join graduate faculty and advise doctoral students. Send application letter, resume, three letters of reference before January 25, 1985, to Dr. Paul Smeayak, Department of Broadcasting, University of Florida, Gainesville, FL 32611. University of Florida, an affirmative action/equal opportunity employer.

**Communication department** chairperson. Illinois State University seeks candidates for department chairperson position in large mass communication and speech communication department. Qualifications: Ph. D., university administration, teaching and research experience desirable. Duties include administration, teaching, research. Rank and salary open. Position available August 16, 1985. Send letter of interest/resume, including names and addresses of references, by February 1, 1985, to Dr. Al Bowman, Search Committee Chairperson, Department of Speech Pathology and Audiology, Illinois State University, Normal, IL 61761, 309-438-5704. ISU, an affirmative action/equal opportunity employer.

#### 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.

**Remote truck:** church related organization. Donation/purchase. Catholic Media Ministry, P.O. Box 40200, St. Petersburg, FL 33743. 813-344-1611.

#### 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.

**UHF transmitters** - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 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.

**You pay too much** if you are not getting your new, double shielded, sweep tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol, Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

**Harris FM-20H3** (1977), 20kw FM, on air, portable studio desk w/2 ORK trnbls. & 8 ch. stereo board, 1TA 5kw FM transmitter. Call M. Cooper/Transcom Corp., 215-379-6585.

**1kw AM RCA BTA-1R**, good condition. Call M. Cooper/Transcom Corp., 215-379-6585.

**Cotec 7000 automation** system-complete, all you need to automate your station-system's up and running for your easy checkout. Only \$30K. Save over 50% of original cost. Contact David Lykes or David Brant, 512-423-3910

**Videocassettes, half price!** Master stock quality U-matic blanks. Chyron evaluated, delabled, erased, fully guaranteed! Albums included. Prices: KCA-60's \$12.49; KCA-30's \$9.49; mini KCS-20's \$7.49; mini MBU-18's \$8.49; KCA-10's \$6.99. 1" and 2" videotape also available. Free, fast delivery to anywhere in U.S. Carpel Video, Inc. Call Collect, 301-845-8888

**25KW FM Sparta** (1978) model 625 w/exciter, like new condition. Call M. Cooper/Transcom Corp., 215-379-6585

**3 Thomson MC601** color cameras, Fujinon 14 X 1 lenses, CCU's with multi-core interface rear V.F. zoom & focus controls. Call Walter Edel, 212-689-1040

**1000 foot solid** 10 foot face tower can be extended to 2000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner Associates, 214-739-2828

**Automation** - Schafer 803; 4 Scully decks. 2 IGM cart machines; 3 carousels, racks. In use; in good working condition. \$10,000. Call Jim Nutter, 601-442-2522, WMIS Radio.

**Lightening Elimination Associates.** LEA Kleen Line power line, conditioner, 250 KW. Used two months since new. Make offer. Call/write Jim Lockerd, KSWO-TV, 405-355-7000

**Sparta 701B**, presently on 780. Good condition. Being replaced because of power increase. Available now \$6,500, plus shipping. Will consider all offers. WABS, 703-534-2000

**TCR-100 cart machine**, serial #6017, with TR-60, master kit and DOM V diagnostics included. 360,000 thread cycles. RCA rebuilt in 1981. \$55,000. Available 1st quarter 1985. Jim Withers, KDNL-TV, 314-436-3030

**FM transmitter**, Gates FM1H3 with TE3 exciter. Also, Gates antenna FMC8A and about 250 ft. transmission line. WOFM, PO Box 15272, Chesapeake VA 23320. K. Raab, 804-421-7111

**Acrodyne solid state** 100 watt UHF transmitter/translator. ENG portable 2GC microwave 12 watt. 315-683-5669

**2 Norelco PC-70** cameras with CCU's, 50' to 100' camera cable, technical manuals. 2 - 15 to 1 (F.18 - 270 mm) lens, 1 - 18 to 1 (F.27. 5 - 500 mm) lens (Angenieux), 1 ITE pedestal, 3' and 5' CU adaptors, and 1 5, 2.0, 3.5 range extenders & 1 Vinten hydraulic pedestal. Asking: \$10,000. 1 - RCA TR70 Quad machine and T.E.P. editor (TR-70 needs capstan motor) Asking: \$1,000. Charles Eddleman, University of Michigan, School of Dentistry, Ann Arbor, MI 48109.

**2-RCA BTF-10ES1** 10 KW FM transmitters for sale. Transmitter includes BTA-15 exciter, BTS-101 stereo generator, harmonic filters, spare parts, low noise kits. For further information, contact Rick Melamed, ABC-NY, 212-887-4981

**AM & FM transmitters.** Used. Continental Communications, Box 78219, St. Louis, MO 63178, 314-664-4497

#### MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271

**Dear Mr. producer:** successful dolls/toys designer offers group of toys ready for children's TV program & movies. Written story outline available. All copyrighted. Agents welcome. Box B-86

**Sub-carrier programmers.** 50,000 watt equivalent FM station just upgraded broadcast plant, now includes sub-carrier capacity that can serve mid-western Maryland, eastern West Virginia, northern Virginia. Inquiries being accepted to lease SCA channels. For information, contact Chuck Thornton, P.O. Box 767, Martinsburg, WV 25401, 304-263-8868

## RADIO Help Wanted Management

### GENERAL MANAGER

Great opportunity to show improvement. Successful AM and fast rising class C FM. Strong, experienced leader needed immediately. Benefits, incentives, lots of help from 12 station group. Reply in strict confidence to Box B-72. EOE.

### Help Wanted Programing, Production, Others

## MAJOR MARKET EAST COAST NOW HIRING

Capitol Broadcasting Corporation seeking dedicated professionals to become part of their newest venture in Charlotte, NC. If you're experienced, unique air personality, programming pro, innovative newscaster, or aggressive salesperson, we'd like to make you a part of our winning team. T & R to:

**Jerry Reckerd, WLTV Radio**  
5237 Albemarle Rd.,  
Charlotte, NC 28212  
EOE, M/F

### PROGRAM DIRECTOR

We need programmer. WBAP/820 Dallas-Ft. Worth. Candidate must have successful track record. Send resume in confidence to Warren Potash, WBAP, One Broadcast Hill, Ft. Worth, TX 76103. A Capital Cities station. EOE. No calls.

## Situations Wanted Management

### NEED A TOP NOTCH EXECUTIVE

to direct your group to greater profits? Extensive experience in sales, promotion, management, programming, finance. Business degree. Shirt-sleeve executive who gets the job done! Write Box B-95.

## For Fast Action Use BROADCASTING'S Classified Advertising

## Situations Wanted Programing, Production, Others

Creative & Experienced

### PROGRAMMER

During the past four years I've programmed for Cap Cities #1 rated Dallas/Ft. Worth Combo!

**KSCS** The nation's original Continuous Country Music station with the infamous Three In A Row Guarantee.

**WBAP** The full service AM giant with personalities, sports play by play, weather and traffic services, as well as constant on-air promotions.

I'm experienced in advertising campaigns; computerized traffic and music systems; baseball and basketball networking; sales merchandising and matched flow programming.

My creative interests lie in Country, Adult Contemporary and Beautiful Music formats. Would like to help you be successful and all it takes is a call to:

**R. T. Simpson (817) 496-3604**  
Available 1st Quarter 1985

## Situations Wanted News

### NEWS DIRECTOR—OPERATIONS MANAGER

One of the best. Seasoned professional. 20 + years' experience. Excellent track record. Mature solid judgement. Dedication to being winner. Learned my trade under some of the best in business, & can put that knowledge to work for your major-medium market station. Can build a winner, or keep successful operation on top. Prefer Texas/South but will go anywhere for right opportunity. Box B-94.

## TELEVISION

### Help Wanted Technical

### MAINTENANCE ENGINEERS

Come to sunny south Florida! Miami-Ft. Lauderdale market! Min. 3 years experience, with FCC first or general license. Knowledge of operation, set-up, maintenance of RCATTU-110C transmitter, Ampex VPR 3, VPR 80, 1200, and 2000 VTR's, TK-29 film island, TK-761 cameras, Grass Valley production-master control switcher, distribution equipment. Strong digital/analog background preferred. Excellent salary commensurate with experience. Resume/salary history in confidence to Andrew Sackheim, Chief Engineer, WDZL-TV, 2055 Lee St., Hollywood, FL 33020. EOE. No phone calls, please!

## THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms  
International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor,  
MI 48106



## BROADCAST TECHNICAL TRAINING SPECIALIST

The National Broadcasting Company, a communications leader, has an exceptional career opportunity for a Technical Training Specialist.

This person will conduct training for our technical staff involved in the audio/video aspects of broadcasting. Additionally, the selected individual will prepare and write training manuals and assist the Manager in the development of new training programs.

To qualify, you must have 3-5 years experience covering all technical areas of broadcasting. A solid grasp of digital and microprocessing electronic television engineering is highly desirable. You must also possess experience in technical writing and platform training. Strong interpersonal and communications skills are needed. A BSEE degree or related college degree preferred.

NBC offers an excellent salary and benefits package. For immediate consideration, forward your resume including salary requirements in confidence to: Kathy Tsougranis, Administrator, Technical Recruitment, Dept. BT, Suite 1678.



# NBC

30 Rockefeller Plaza  
New York, N.Y. 10020

*NBC is an equal opportunity employer m/f*

## Art Director WPIX New York

Make your mark in the nation's top market and help to make WPIX the most exciting television station in America.

If you do breakthrough print advertising, top quality collateral and know your way around electronic graphics, this is the opportunity you've been waiting for.

This position also includes advertising and marketing support for INN/THE INDEPENDENT NEWS and its affiliates across the country.

Send your resume to:  
Vice President,

**Creative Services**

WPIX Inc.  
220 East 42nd Street  
New York, New York 10017  
EEOE/M/F  
No phone calls please

## Manager of Technical Operations

WOR-TV, an RKO station in New Jersey, seeks a skilled Manager to assist in the management and administration of the Engineering Department.

Responsibilities include assisting in the scheduling and directing of operations and maintenance staff; purchasing and maintaining technical standards in studio, remote and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have general class license, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability and administrative skills. Knowledge of digital equipment is a must.

Salary commensurate with experience. Please send resume with salary history and requirements to: **RKO, Personnel Department-BRM, 1440 Broadway, 14th Floor, New York, NY 10018.** An Equal Opportunity Employer m/f/h/v.



A Division of RKO GENERAL, Inc.

## People Are Talking

BRIGHT?

PERSONABLE?

EXCEPTIONALLY TALENTED?

Experienced co-host needed for competitive daily talk show in fourth market VHF station. Must be adept at handling in-depth topics, trends, and issues for this one-hour morning program. Sensitivity and personality a must.

If you are extraordinary, send demo tape and resume ASAP to: Cynthia Fenneman, Executive Producer, KYW-TV, Independence Mall East, Philadelphia, PA 19106.

Equal Opportunity Employer M/F

**KYW-TV 3 W**

## IF YOU HAVE THREE

or more years experience as a promotion producer well-heelled in news and entertainment, promos, looking to move up and into the creative services department of St. Louis' number one television station - we would like to hear from you. We're looking for individual with strong technical, conceptual and graphics background, along with the knowledge of what makes for great television promos and how to produce them. If you are looking for this type of professional challenge, then send your tape and resume to (no phone calls, please)

**Rich Brase**  
**Creative Services Director**  
**KSDK-TV**  
**1000 Market St.**  
**St. Louis, MO 63101**  
**EOE.**



### NATIONAL OFFICE

Needs a consulting producer. 1/1/85. We are expanding and need uniquely qualified individual with 3 to 5 years' magazine show producing and story producing experience. Consulting producer will advise stations on all aspects of program and participate in national programming decisions. Send tape and resume to:

**Debby Messana**  
**PM MAGAZINE**  
**National Office**  
**825 Battery Street**  
**San Francisco, CA 94111.**

**For Fast Action Use**  
**BROADCASTING'S**  
**Classified Advertising**

## FORMER NETWORK TV NEWS PRODUCER

Sought for very lucrative (\$75K + minimum) NY or L.A. - based freelance position as consultant to small, high-powered San Francisco-based TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require same commitment plus good working relationship with the most influential contacts at network news level. Work at home year-round, on your own schedule. Send resume plus general outlines of areas of media influence to:

**PRIMETIME**  
**240 Mountain View Lane**  
**Mill Valley, CA 94941**

### Help Wanted Management

## NATIONAL PROGRAM DEVELOPMENT ASSOCIATE

Major public TV broadcasting station seeking individual to create, write or locate exciting, fundable projects for national underwriting and production. Successful candidate must research, formulate and write program proposals and support six-person national underwriting staff. Requirements include BA or graduate degree, television proposal writing, some production experience. Send resume in confidence to Box B- 81. EOE.

## TELEVISION PROJECT MANAGER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has immediate opening for project manager with minimum 8 years' experience in all areas of TV production. The successful candidate will be decisive, self-motivated, capable of estimating production budgets. Must have proven skills in assisting and dealing positively with clients. Attention to detail. If you feel led and wish to serve, send resume/salary history in confidence to: Manager, Employment, Box LS, The Christian Broadcasting Network, Inc., Virginia Beach, VA 23463. CBN is an equal opportunity employer.

### Miscellaneous

## Docket 80-90!

- Site Survey
- Tower Construction, Management and/or Leasing

**Call Tiner Assoc., Inc.**  
**8300 Douglas, Suite 612**  
**Dallas, TX, 75225 (214) 739-2828**

## TV RESEARCH DIRECTOR

High-level management position, reporting to general sales manager of 5th market television station. Analyze rating trends and media track information, produce daily sales pieces and complete news, programming and special research projects. We're looking for someone who has at least 2-3 years' audience research experience with a broadcasting company, rep firm or ad agency, extensive knowledge of Nielsen & Arbitron rating services, and ability to write well. If you have these qualifications, & want to talk to us, send resume to Human Resources Manager, KPIX, 855 Battery Street, San Francisco, CA 94111. EOE.

**KPIX 5**  
**WESTINGHOUSE BROADCASTING AND CABLE, INC.**



## ALLIED FIELDS

### Help Wanted Management

#### SYSTEMS ADMINISTRATIVE MANAGER

Enterprise Systems Group Inc., leading UK producer of sophisticated broadcast revenue-generating computer software, requires temporary services of systems administrative manager with practical experience on the Enterprise II system or equivalent computer software system. Position will be available January '85 through June '85 only, and minimum of 6 months' experience on the Enterprise system (or equivalent) mandatory. Successful candidate will be college graduate, will have trained users of similar system, will have experience in demonstration and use of system within live broadcast sales environment. Salary \$2,350 per month. If you have the necessary qualifications, send resume immediately to Bill Boyce, Vice President, Operations, Enterprise Systems Group, Inc. Suite 1006, 575 Madison Ave., New York, NY 10022.

### Radio Programing



#### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS • 401 South Main  
Jonesboro, Arkansas 72401 • 501/972-5884

### Employment Service

#### WE PLACE TV and Video Engineers COAST TO COAST

(All Levels, But Not Operators)  
ALL FEES PAID BY EMPLOYERS

Phone/Resume

### KEY SYSTEMS

Westminster Road  
Wilkes-Barre, PA 18702

Phone Alan Kornish at  
(717) 655-1458

#### 10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, 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

#### LOOKING TO BUY

Northeast/Southeast FM or AM/FM.  
All correspondence treated with total confidence. Douglas Tanger, 617-267-0123.

## Public Notice

### CITY OF KEENE NEW HAMPSHIRE

RFP 04-85-04. Request for proposal provision of cable television service. The City of Keene, New Hampshire, will accept written proposals for provision of cable television services within the city until 5:00 PM, Friday, February 1, 1985, in the purchasing office, second floor, City Hall, 3 Washington Street, Keene, NH 03431. The city has been served with cable TV since 1955 and currently Group W Westinghouse is owner of existing system within the city under a non-exclusive city franchise which runs until 1991. The city is interested in receiving proposals from any and all interested parties that would improve basic services (both in quality and number of channels), as well as provide additional pay services not currently available while covering at least the same area currently being served. The City of Keene is a city of 22,000 population located in Cheshire County in the southwest corner of New Hampshire. Cable penetration of the existing franchise in the city is about 88%. Under the existing franchise, the city charges a franchise fee of 3%. The current system has 12 channels of basic service. Copies of the request for proposal may be obtained at the City Purchasing Office, 3 Washington Street, Keene NH 03431, 603-352-1013.

## For Sale Stations Continued

### ROCKY MOUNTAIN TV-VHF

Network affiliate. Small market. Call Corky Cartwright, 619-320-0578; or Greg Merrill, 801-753-8090.



### CHAPMAN ASSOCIATES

nationwide mergers & acquisitions

- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs
  - 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.1 million. Terms.
  - FM CP. SW AL. Only station in county of 16,000. \$15,000.
  - Daytimer. Chattanooga area. Real estate. \$12,000 down. Some payments traded out.
  - FMs: AL, CA, GA, IL, MI, MS, NM, PR, TN, TX, VA.
- BUSINESS BROKER ASSOCIATES**  
615-756-7635 — 24 HRS.

### TEXAS

Absentee owner, for immediate sale. Class A FM. Almost new leased facilities. Major network affiliated. Perfectly located in fast-growing, small, west central Texas city Booming markets, oil, ranching, industry, interstate highway, lakes, junior colleges. Experienced operator could earn payout in very few years. See & you will buy. Only \$375K or best cash offer. 817-265-7771.

## For Sale Stations

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### IF YOUR NEW YEAR'S RESOLUTION

Is to buy your first radio station in 1985 or to add to your holdings, you should be on our mailing list Write or call

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963  
OR GEORGE WILDEY: 207-947-6083

#### SUNBELT POWERHOUSE WITH REAL ESTATE

Don't miss this one of a kind opportunity. Ideal for group owner. Powerful, clear channel, non-directional, great dial position AM. Well established in USA's fastest growth market. Primary coverage to approximately 30 counties with income of about \$9 billion. Rich market for agriculture, oil, industry. Farm director member of N.A.F.B. Absentee-owned. Only \$595,000, cash or terms. Write Box B-44.

## COLORADO RESORT

Class A FM - \$1 million. Call Bob Richmond, 303-292-3339; 303-758-5938; 3941 Nassau Cir. W., Englewood, CO 80110.

## MERRY CHRISTMAS!

*Hogan - Feldmann, Inc.*

MEDIA BROKERS • CONSULTANTS  
SERVING SINCE 1953

16255 Ventura Boulevard, Suite 219  
Encino, California 91436

Area Code 213 986-3201

## SPECIAL NOTICE: ALTERED DEADLINE SCHEDULE

The following dates will serve as classified advertising deadlines for the issues specified. **REMINDER:** There will be no issue published Monday, Dec. 24, 1984.

- **Wednesday Dec 19, 1984**, will be the deadline for the Dec. 31 issue.
- **WEDNESDAY, DEC. 26, 1984**, will be the deadline for the Jan. 7, 1985 issue.
- **MONDAY, JAN. 7, 1985**, will be the deadline for the Jan. 14 issue.

For Sale Stations Continued



**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
GA	Med	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
CO	Med	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
WY	Sm	FM	\$950K	\$150K	Greg Merrill	(801) 753-8090
FL	Sub	FM	\$750K	\$750K	Bill Cate	(904) 893-6471
CA	Sm	FM	\$650K	\$200K	Jim Mergen	(818) 366-2554
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
AZ	Sm	AM/FM	\$525K	\$95K	David LaFrance	(303) 534-3040
IL	Sm	AM	\$525K	\$175K	Burt Sherwood	(312) 272-4970
GA	Sm	AM/FM	\$500K	\$100K	Ernie Pearce	(615) 373-8315
RI	Med	AM	\$372K	Terms	Ron Hickman	(401) 423-1271

For information on these and our 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.

**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.



**R.A. Marshall & Co.**

Media Investment Analysts & Brokers  
Bob Marshall, President

Outstanding Southeastern AM/FM situation located in exceptional university market with strong industrial growth. Price of \$1,200,000 is slightly over twice gross. Liberal terms available from seller.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1038



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

NE	MJR	UHF	CP
NV	SM	VHF	CP
UT	SM	VHF	CP
WI	MED	UHF	CP
WA	MED	UHF	CP

LPTV

SC	MED	UHF	CP
FL	SM	UHF	TV
KY	SM	UHF	CP
ME	SM	UHF	CP

FM

IL	MET	A	
SBELT	MJR	C	

AM

SBELT	MJR	50KW	\$1.2 MIL
AL	SM	DAY	\$185K

Bill Kitchen / Dan Dunnigan  
(404) 324-1271



Quality Media  
Corporation

**THE HOLT CORPORATION**

**FLORIDA  
PROFITABLE  
FULLTIME  
"MUSIC OF  
YOUR LIFE"  
\$800,000  
TERMS**

Westgate Mall □ Bethlehem, Pa. 18017  
215-865-3775

**this  
publication is  
available in  
microform**



Please send me additional information.  
**University Microfilms  
International**

300 North Zeeb Road  
Dept. P.R.  
Ann Arbor, MI 48106  
U.S.A.

18 Bedford Row  
Dept. P.R.  
London, WC1R 4EJ  
England

Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, Tn. 38157

**Dan Hayslett**

*dh* & associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230



**MAJOR MARKET  
SOUTHERN CITY**

Full time AM. State of the art. Your chance at the big time for only \$775,000. Terms. \$400,000 down, brokers welcome. Box B-79.

**24-HOUR  
3000-WATT FM**

Covers fast-growing southern NJ. \$250,000. Frank Ventresca International, 3146 Bristol Rd., Warrington, PA 18976; 215-345-4747 24 hrs.

**CLASS C FM CP**

Ready to build now. All engineering done, 1000 ft. tower & antenna on site, tower footings in, anchor steel set. Studio/transmitter bldgs. owned. Strobes & studio equipment ordered; immediately available. Excellent small NW Kansas market. Will sell all, take partner, manager, with cash to finish construction. Brokers protected. Paul Bailon, 60 W. 4th St., St. Paul, MN 55102.

**SPECIAL NOTICE:  
ALTERED DEADLINE SCHEDULE**

The following dates will serve as classified advertising deadlines for the issues specified. **REMINDER:** There will be no issue published Monday, Dec. 24, 1984.

- **Wednesday Dec 19, 1984**, will be the deadline for the Dec. 31 issue.
- **WEDNESDAY, DEC. 26, 1984**, will be the deadline for the Jan. 7, 1985 issue.
- **MONDAY, JAN. 7, 1985**, will be the deadline for the Jan. 14 issue.

**THIS PUBLICATION IS AVAILABLE IN MICROFORM**

**University Microfilms International**  
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

**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



McElveen

**William McElveen**, VP and general manager, WNOK-AM-FM Columbia, S.C., named president of parent, Audubon Broadcasting, which also owns WBBB(AM)-WPCM(FM) Burlington, N.C., and has license for 100,000 watt FM station in Port Royal, S.C.

**Gary Fries**, VP and general manager, KQEO(AM)-KZZX(FM) Albuquerque, N.M., named senior VP for parent, Sunbelt Communications. He assumes additional duties as general manager of KVOR(AM)-KSPZ(FM) Colorado Springs.

Appointments, ABC Radio: **Jeff Trumper**, vice president and general manager, KSRR(FM) Houston, to same position at WLS-AM-FM Chicago, replacing **John Gehron**, who becomes operations director for stations, concentrating on programming. Succeeding Trumper at KSRR(FM) is **John Cravens**, general sales manager, WABC(AM) New York.

Named VP's, American Television and Communications, Denver: **Donald Carroll**, president, oceanic division, Honolulu; **Dean Ericson**, director of new business development; **Panayes Gatselos**, director of consumer research, and **Thomas Rackerby**, president, San Diego division.

**Robert Wiegand**, general manager, WPEC-TV West Palm Beach, Fla., named executive VP.

**Michael Corken**, VP and general manager, WDSU-TV New Orleans, joins WTHR(TV) Indianapolis as general manager.

**Steven Newcombe**, general manager, Park Broadcasting's WTVR-AM-FM Richmond, Va., joins co-owned KWJJ(AM)-KJIB(FM) Portland, Ore., in same capacity.

**Thomas Kenney**, VP and general manager of KHOU-TV Houston, joins WROC-TV Rochester, N.Y., as VP and general manager.

**Robert Berger**, station manager, KUAM-AM-FM-TV Agana, Guam, named general manager.

**Dale Parker**, Eastern sales manager, NBC TV spot sales, joins WFSL-TV Lansing, Mich., as VP and general manager, effective Jan. 14.

**Randall Rahe**, acting general manager, WCOL(AM)-WXGT(FM) Columbus, Ohio, named VP and general manager of stations.

**Terrell Metheny Jr.**, general manager, KUUY(AM)-KKAZ(FM) Cheyenne, Wyoming, joins KAAV(AM)-KLPQ(FM) Little Rock, Ark., as general manager.

**Mark Melchin**, controller, KOAX(FM) Dallas, joins KFYI(AM) (formerly KDIA) Oakland, Ca-

lif., as director of operations.

**Randy Rundle**, program director, WZOE-AM-FM Princeton, Ill., joins WSWT(FM) Peoria, Ill., as operations manager, succeeding Tim White, named production director of co-owned WIRL(AM) (see "Programming," below).

**Zvi Doron**, VP, planning and business development, Group W Satellite Communications, New York, named VP, international projects, co-owned Westinghouse Broadcasting and Cable there.

## Marketing

Named senior VP's, Benton & Bowles, New York: **Henry Bernstein**, group research director; **Charlotte Rosenblatt**, director of broadcast production; **Carmon Johnston**, executive television producer, and **Sheldon Platt**, executive producer.

**Mary Anne Malley**, media planner, Ogilvy & Mather Direct, New York, joins J. Walter Thompson there in same capacity.

Named to U.S. board of directors, Ogilvy & Mather, Chicago: **Ron Hawkins**, senior VP, group creative director; **John Maruskin**, senior VP, management supervisor; **Ian Miller**, senior VP, management supervisor; **Tom Bell**, VP, associate media director; **Bill Clarkson**, VP, executive producer, and **Bob Gustafson**, VP account supervisor.

**John Fabian** and **Michael Rich**, account executives, McGavren Guild Radio, New York, named VP's, sales.

**Beverly O'Malley**, director of electronic me-



O'Malley



Sotiriou

dia, and **Samuel Sotiriou**, director of media research, Dancer Fitzgerald Sample, New York, named senior VP's.

**Mel Stevens**, associate media director, Needham, Harper & Steers, Chicago, named VP.

**Carol Hawkins**, VP and management supervisor, Stone & Adler, New York, named VP and general manager.

**Michelle Shotts**, VP, BBDO, New York, named manager of media development. **Frances Croke**, assistant network buyer, BBDO, named network buyer. Media planners named media supervisors, BBDO, New York: **John Camilleri**, **Peter Harrington** and **Donna White**. **Julia Pirog**, assistant network buyer, to network buyer.

**Beverly Beaudoin**, VP, management supervisor, Ogilvy & Mather Direct, New York, joins N W Ayer Direct there as managing director.

**Douglas Darfield**, special projects manager, Seltel, New York, named research director. **Marilyn Schienberg**, from Wells, Rich, Green, Los Angeles, joins Seltel there as account executive.

**Larry Haggart**, from Procter & Gamble, joins Campbell-Ewald Co., Detroit, as VP, director of broadcast administration.

**Rick Browning**, from Doyle Dane Bernbach, New York, joins Geer, DuBois there as art director.

**Anne Fredericks**, copy supervisor, Marshall Field & Co., Chicago, joins BBDO there as copywriter.

**Mealifer Lew**, network coordinator, The Bloom Agency, New York, named national broadcast buyer.

**Robert Sliva**, account executive, Blair Television, Detroit, named sales manager of Detroit office. **John Rafferty**, account executive, CBS Network Sales, New York, joins Blair Television there as manager, ABC red team.

**Chuck Crossno**, director of corporate sales, Learfield Communications, Jefferson City, Mo., named national sales manager, responsible for national advertising sales for news and farm divisions.

**Wendy Marquardt**, media director, Wyse Advertising, Cleveland, joins Kelly, Scott & Madison, Chicago, in same capacity.

**Todd Abrams** and **James Palumbo**, VP, account supervisors, D'Arcy MacManus Masius, St. Louis, named account group supervisors.

**Margaret O'Hagan**, from Adam Young, Chicago, joins Katz Television Continental there as account executive, silver sales team.

**Eddie Hopps**, art director, WMKW-TV Memphis, joins Merritt Mosby Advertising there as assistant art director.

**Nancy Coney**, from Ketchum Advertising, Pittsburgh, joins Hallmark Advertising there as media buyer.

**Elena Valdez**, recent graduate, Emporia (Kan.) State University, joins Associated Advertising, Wichita, Kan., as media planner.

**Dexter Williams**, from National Medical Care Inc., Boston, joins Quinn & Johnson/BBDO there as assistant controller.

**Gayle Garrett**, national sales manager, WNOL-TV New Orleans, joins KEKR-TV Kansas City, Mo., as VP, general sales manager. **Ed Perl**, local sales manager, WNOL-TV, joins KEKR-TV as sales manager.

**Joe Ahern**, station manager, WLS-TV Chicago, named general sales manager.

**Jay Adair**, West Coast manager, defunct *Broadcast Week*, joins KFYI(AM) Oakland, Ca-



lif., as sales manager.

**John Dawson**, national-regional sales manager, WBRC-TV Birmingham, Ala., joins WKRC-TV Cincinnati as local sales manager.

**Momi Chang**, account executive, KOVR(TV) Sacramento, Calif., named San Francisco sales manager.

**Jeff Hy**, account executive, WGRQ(FM) Buffalo, N.Y., named local sales manager.

**Larry Scott**, account executive, WMJI(FM) Cleveland, named regional sales manager.

**Kenneth Glover**, general sales manager, WLOS-TV Asheville, N.C., joins WHNS(TV) there as regional marketing manager.

**Jim Ashbery**, coordinator, news department, WXFL(TV) Tampa-St. Petersburg, Fla., named research director.

**Jerry Nelson**, from Cabledata, Indianapolis, joins Gill Management Services, San Jose, Calif., as regional sales manager.

**Sandy Dawson**, from KMET(FM) Los Angeles, joins KOA(AM) Denver as account executive.

**Rita Graber**, from KAIR(AM)-KJYK(FM) Tucson, Ariz., and **Mark Foreman**, from KZAZ(TV) Tucson, join KGUN-TV there as account executives.

**Kayte Deevy**, from WWWE(AM)-WDOK(FM) Cleveland, joins WCLR(FM) Skokie, Ill., as account executive.

**Steven Lessman**, from WMAQ(AM) Chicago, joins WFLD-TV there as account executive.

## Programing

**John Barrett**, Midwest division sales manager, Metromedia Producers, Chicago, joins Tribune Entertainment Co. there as Midwest division sales manager.

**Douglas Roth**, research director, Columbia Pictures Television, Los Angeles, named director, TV research, syndication and network.

**Rob Norton**, operations manager, KRNA(FM) Iowa City, Iowa, assumes additional duties as program director. **J.D. Michaels**, air personality, assumes additional duties as music director.



**Ralston Coffin Jr.**, president and chief operating officer, Agro International, multinational food products company, joins CBS/Fox Video, New York, as president, international division. **Debra Gonsler**, executive producer, original productions, CBS/Fox Video, New York,

named director of production.

**Haldee Granger**, VP, executive producer, Magazine Group, Time Inc., New York, joins CBS/Broadcast Group Worldwide Enterprises there as VP, production and acquisitions.

**Cheryl Morrison**, manager of marketing services, TVOntario, Ontario-based producer and vendor of educational television programming, named director of marketing.

**Regroup.** Media Systems Inc., Harlingen, Tex.-based radio group operator, has established Tichenor Spanish Media Group. New unit is composed of four owned Spanish-language properties: KCOR(AM) San Antonio; KLAT(AM) Houston; KGBT(AM) Harlingen, and KUNO(AM) Corpus Christi, all Texas. Nathan Safir, vice president and general manager, KCOR, is president of group; Richard Castillo, general manager, KLAT, is executive vice president, and Sam Murray, vice president and station manager, KCOR, is senior vice president in charge of sales development and promotions. Other appointments include Tony Solis, vice president and general manager, KGBT, and Luis Munoz, vice president and general manager, KUNO, as group vice presidents.

**Cynthia Patrosso**, creative marketing director, Donahue, Multimedia Entertainment, Chicago, joins Dillon Smith Communications, television program production firm there, as VP and executive producer.

**Stephen Schenkel**, independent producer and serial consultant to ABC-TV, joins NBC-TV, New York, as executive producer, *Another World*.

**Peter Affe**, VP and general manager, New England Sports Network, Boston, regional pay cable channel, joins LBS Communications, New York, as VP, affiliate relations.

**Walter Kalb**, VP, business affairs, Metromedia's KTTV(TV) Los Angeles, named executive-in-charge of new cable television venture, initial offering of which will be exclusive package of Los Angeles Dodgers home baseball games.

**Sue Steinberg**, from Home Box Office, New York, joins RAC Video Productions there as director of program production.

**Debbie Grant**, account executive, Telepictures Corp., Los Angeles, joins Embassy Telecommunications there as account execu-

tive, Western region

**Susan Weissinger**, talent coordinator, The Nashville Network, Nashville, named talent department manager.

**Scott Morris**, attorney, communications group, Viacom, New York, named senior attorney, law department.

**James Zerwekh**, operations manager and program director, WEEK-TV Peoria, Ill., joins KMSP-TV Minneapolis as program director.

**Tim White**, operations manager, WSWT(FM) Peoria, Ill., named production director of co-owned WURL(AM) there.

**Lisa Revare**, from KEKR-TV Kansas City, Mo., named production manager.

**Phil Wright**, producer-director, KIEM-TV Eureka, Calif., named production manager.


**Steven Lowe**, director of television operations and production, KSL-TV, named head of department in conjunction with retirement of VP and programming director, **Scott Clawson**.

**David Manookin**, television operations supervisor, to director of program scheduling and

# 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.

**New posts.** Senate Commerce Committee chief of staff and chief counsel Gerald Kovach is joining MCI, Washington, as senior vice president of regulatory and public policy. Allen Moore, legislative director to Senator John Danforth (R-Mo.), succeeds Kovach with the title of staff director. Moore is taking the post under Danforth, who assumes chairmanship Jan 3 when new Congress convenes.

David Aylward, staff director and chief counsel on the House Telecommunications Subcommittee, will resign that post for "personal reasons" after the start of the new Congress. Aylward has not made definite plans. Cary Caton, who is married to Aylward, is also leaving her post as administrative assistant to Subcommittee Chairman Tim Wirth (D-Colo.). William Diefenderfer, managing partner of the Washington office of McNair Glenn Konduros Corley Singletary Porter & Dibble and former chief counsel on the Senate Commerce Committee, was named chief of staff of the Senate Finance Committee, effective in January.

on-air operations.

**Tom Bender**, program and operations director, KRQX(AM) Dallas, joins KOA-AM-FM Denver as program director.

**Ed Jones**, program manager, WDVM-TV Washington, leaves to become minister. While at station he created *Morning Break*, *Music Video Connection*, *Capital Edition*, *Sneakers* and *In Our Lives*.

**Chuck Dees**, from WQXY-FM Baton Rouge, joins WMLX(AM) Cincinnati as program director.

**Thomas Graye**, operations manager and program director, WROK(AM)-WZOK(FM) Rockford, Ill., joins WLTE(FM) Minneapolis-St. Paul as program director.

**Debra DiMaio**, associate producer, *A.M. Chicago*, WLS-TV Chicago, named producer. **Christine Tardio**, assistant producer, *Good Morning America*, New York, joins WLS-TV, succeeding DiMaio.

**Warren Wright**, assistant network program manager, Nebraska ETV Network, joins non-commercial KWSU-TV Pullman, Wash., as director of television programming.

**Randy Meeker**, producer, WJXT(TV) Jacksonville, Fla., joins 17 Productions, subsidiary of WJKS-TV there, as production manager.

**Judith Kuriansky**, clinical psychologist and air personality, WABC(AM) New York, joins WOR(AM) there as air personality, 7 p.m. to 10 p.m. slot.

**Kim Amidon**, from KHJ(AM) Los Angeles, joins co-owned KRTH(FM) there as air personality.

## News and Public Affairs

Appointments, NBC News: **Jim Lee**, White House producer, Washington, to producer, Denver bureau; **Jim Connor**, campaign field producer, Washington, succeeds Lee, and **Don Critchfield**, campaign field producer, Washington, to producer, special projects.

**John Wheeling**, news director, WEEI(AM) Boston, joins KFYI(AM) Oakland, Calif., in same capacity.

**Don Colson**, from KENS-TV and WOAI(AM), both San Antonio, Tex., joins WABI-TV Bangor, Me., as news director and anchor.

**Charlie Levy**, on-camera meteorologist and assistant team leader, evening shift, The Weather Channel, Atlanta, named team leader. **Chris Edwards**, on-camera meteorologist, evening shift, succeeds Levy.

**James Phillips**, news director, WBSM(AM) New Bedford, Mass., joins *Local Cable News*, Colony Communications' Greater Fall River and Whaling City, both Massachusetts, cable television systems, as news director.

Appointments, news department, WTVT(TV) Tampa-St. Petersburg, Fla.: **Mark Gould**, producer, to executive producer; **Colleen Hardin**, weekend producer, to 11 p.m. producer; **Mike House**, photographer, to weekend producer, and **Debbie Sipes Tozian**, assignment manager, WXFL(TV) Tampa-St. Petersburg, Fla., to assistant assignment editor.

**Kev Reilly**, from KATU(TV) Portland, Me., joins KNDO(TV) Yakima, Wash., as 11 p.m. anchor.

**Reece Stein**, outdoors editor, KUTV(TV) Salt Lake City, named executive sports producer.

**Rehema Ellis**, anchor-reporter, KDKA-TV Pittsburgh, joins WNEV-TV Boston as reporter.

**David Gordon**, from KNRY(AM) Monterey, Calif., joins KFBK(AM) Sacramento, Calif., as reporter. **Scott Shafer**, from KSAN-FM San Francisco, joins KFBK(AM) as afternoon news anchor.

**Susan Austin**, reporter-anchor, WOC-TV Davenport, Iowa, joins KMSP-TV Minneapolis as reporter. **Gary Febowitz**, from KSTP-TV Minneapolis, joins KMSP-TV as news photographer.

**Donald Williams**, from WTHR-TV Indianapolis, joins WJZ-TV Baltimore as reporter.

**Robb Westaby**, air personality, WOWO(AM) Fort Wayne, Ind., joins WMBD(AM) Peoria, Ill., in same capacity.

**Mike Tsolinas**, from KTBC-TV Austin, Tex., joins WJBK-TV Detroit as morning and noon weather anchor.

**Ken Boles**, news director, WLNE-TV Providence, R.I., joins WBBM-TV Chicago as executive producer, news.

## Technology

Appointments, NBC, New York: **Gloria Carbone**, from Grass Valley Group, to manager, purchases, electrical, Operations & Technical Services; **Tina Watson**, from Bloomingdale, New York, to manager, distribution, O&TS; **Susan Schwartz**, senior commitment coordinator, NBC-TV, to manager, commitment analysis; **John Pauley**, director, plant operations, materials, O&TS, to director, construction engineering O&TS; **Joseph Reda**, director, construction engineering, news, NBC, to director, special technical construc-

tion, O&TS; **Warren Allgyer**, director of special projects, engineering, O&TS, to managing director, systems engineering, O&TS, and **Paul De'ak**, manager, production administration and control, NBC Sports, to manager, broadcast technical training, O&TS.

**Kevin "K.M." Richards**, air personality, KAAP(AM)-KKBZ-FM Santa Paula, Calif., named chief operator, responsible for station's engineering and compliance with FCC rules.

**Rick May**, sales representative, New Quad Systems, Portland, Ore., joins Uniden Satellite Technology Inc., Huntington Beach, Calif., as regional sales manager.

## Promotion and PR

**Peter Grad**, senior VP, development, 20th Century Fox, Los Angeles, named to newly created position of executive VP, creative affairs.

**Elizabeth Foster**, secretary to VP, event planning and executive services, ABC Entertainment, named supervisor, special projects and awards, ABC Public Relations.

**John Burrows**, central district director, CBS Radio, New York, named director, affiliate relations.

**Jim Hayek**, from WCIX-TV Miami, joins WPLG(TV) there as design manager.

## Allied Fields

**Larry Wexler**, vice president and general manager, WPEN(AM)-WMGK(FM) Philadelphia, was named new chairman of Arbitron Radio Advisory Council, succeeding **Edward Giller**, president and general manager, WFBG-AM-FM Altoona, Pa.

**James D. Asher Jr.**, president and general manager, WJDA(AM) Quincy, Mass., named to National Association of Broadcasters radio board to finish term vacated by **Dick Rakovan**, formerly of Outlet Broadcasting, Providence, R.I.

**Judith Massa**, music editor, Voice of America, Washington, named director of music.

**Earle Moore**, partner, law firm of Moore, Berenson, Liffander & Mewhinney, New York, will receive second annual Everett C. Parker Public Interest Telecommunications award from Telecommunications Research and Action Center, Washington. Award is given to "person whose work has embodied the principles and values of the public interest in telecommunications."

**Thomas Hardy**, from Corporation for Public Broadcasting, Washington, joins National Telecommunications and Information Administration there as program officer, public telecommunications facilities program.

## Deaths

**R. LeRoy Lastinger**, 64, among founders of noncommercial WEDU(TV) Tampa, Fla., and president of station until his retirement in 1982, died of cancer Dec. 3 in Tampa. He was former board member of Southern Educational Communications Association. Survivors include his wife, Doris, son and daughter.



## Stay west, young man

John Goddard was born and raised in the West, a region closely identified with pioneers and an entrepreneurial spirit. It seems only fitting then that the Viacom Cable president and chief executive officer would take a different tack in his pursuit of a career in cable television.

While many cable executives establish themselves in the field before launching ventures of their own (ATC's Monroe Rifkin and Group W Cable's William Bresnan are two prominent examples), Goddard chose the opposite strategy. With three partners, he built and operated two cable systems near San Francisco while still in graduate school at the University of California, Berkeley. It was only after receiving his MBA in finance in 1966 that Goddard hung up his entrepreneurial spurs in favor of a more traditional career in cable.

Goddard had good reason for a precocious interest in the medium. He was exposed at a tender age to the then-infant and primarily reception-oriented cable television business. His father, Fred Goddard, was a partner in one of the earliest U.S. cable systems—launched in 1952 and serving Aberdeen, Wash. "I remember seeing the inauguration of Dwight Eisenhower in Aberdeen on one of the early cable systems," recalls Goddard. "There was no [broadcast] TV reception from Seattle, which was the closest major market."

That early exposure soon turned to involvement. During summer vacations while in high school and college, Goddard acquired field experience doing installation and construction work on the system. By that time his direction had been determined—it was almost a given that at least his first career move would be in cable. "Very definitely," acknowledges Goddard. "I had a lot of exposure to cable both in the field and in a family sense at home, and was certainly encouraged early on to try my hand at it on an entrepreneurial basis."

Goddard's roots are those of Viacom and extend directly to his entrepreneurial days, when he and his partners built their systems serving the San Francisco Bay Area communities of Pinole and Crockett. One of his partners was Scot Bergren, whose father, Homer Bergren, was president of Tele-Vue Systems Inc., the cable MSO purchased in 1969 by CBS Inc., and subsequently spun off as part of an FCC-required divestiture in 1971 (along with the network's syndication holdings) to become the cable unit of Viacom International.

After completing his MBA in early 1966, Goddard went to work for one of Tele-Vue's systems as assistant manager but remained active in running the two systems in which he had a personal stake. About a year later,



**JOHN WESLEY GODDARD**—President and chief executive officer, Viacom Cable; b. May 4, 1941, Aberdeen, Wash.; BS, industrial engineering, Stanford University, 1964; MBA, finance, University of California at Berkeley, 1966; assistant manager, Bay Area cable system within Tele-Vue Systems, Dublin, Calif., 1966; controller and general manager, Tele-Vue Systems Inc., 1967-71; vice president and general manager, 1971-78, and executive vice president, 1978-80, Viacom Cable, Pleasanton, Calif.; present position since August 1980; m. Joan Marie McGiff, Sept. 13, 1980; one son (from previous marriage), John Jr., 16.

Tele-Vue Systems, which had initially been structured as a closely knit group of limited partnerships, was restructured into a corporation which absorbed the Pinole and Crockett systems owned by Goddard and his partners. At that point he became controller of Tele-Vue, and assumed general management responsibilities for half of its California properties. He was 26.

When the company was acquired by CBS two years later, he became full-time controller and a year after the spin-off became vice president and general manager for all of Viacom's cable properties—in addition to handling company finances.

Goddard became executive vice president in 1978 and president in 1980. Goddard could have become president as early as 1973 had he been willing to move to New York. He had been offered the post then, but turned it down, with Douglas Dittrick, now head of Tribune Cable, accepting the position. He was offered the presidency again in 1978, but again turned it down, with Chris

Derrick, now head of Omni Cable in New Jersey, getting the nod. He still didn't want to leave the West Coast, and Viacom, based in New York, wanted a centralized corporate structure with all of its divisions based at company headquarters. When the third offer came in 1980, the mountain finally came to Mohammed. Goddard remained steadfast in his position not to move east and this time was able to convince his Viacom superiors that the cable division could be run from the Bay Area (specifically, Pleasanton, Calif.). Nevertheless, he does spend quite a bit of time in New York—about one week in four—not only to report on the cable division's activities, but also to participate as a member of the board of the parent company, Viacom International.

Viacom's cable division has grown considerably since the spin-off from CBS, when it had about 100,000 subscribers. The company is now the 10th largest MSO, with about 775,000 subscribers, and has expanded into such markets as Seattle, Marin county, Calif.; Long Island, N.Y.; Nashville, and the suburbs of Milwaukee and Cleveland. Where does Goddard expect to take the company in the near term? "Primarily we are going to take what we have and develop it," he replies. "We spent a lot of money in franchising in the Milwaukee and Cleveland suburbs and we still have a good portion of San Francisco to build out. We also have a lot of communities which have good internal housing growth in the Bay Area and Pacific Northwest where they add three or four housing units a year. We look to maximize our previous investment through higher rates of penetration, higher pay penetration, and movement into advertising sales." Acquisitions will also be considered, he notes, "on a clustered basis to go with what we're currently operating."

Goddard also sees pay-per-view emerging as a revenue stream for cable as the universe of addressable cable homes grows. And in the interim, he makes the pitch to movie companies that, in response to the growth of home video, it would behoove studios to release their product simultaneously to home video suppliers (which now get it first) and to pay services like HBO and Showtime. Why? "Because with pay TV they are paid on a subscriber basis for their product, whereas with the first-sale doctrine they only get paid for the number of tapes they sell."

As for his time away from the office, Goddard is an avid water and snow skier, a duck hunter and a tennis player.

Goddard has overcome some adversity in his life. He has been partially deaf since childhood as a result of a severe case of mumps. But he shrugs it off as "something you learn to live with." And he has, quite successfully and with characteristic aplomb, turned the handicap to his advantage—"It makes me a little more attentive than most. It makes me a better listener." ■



FCC has approved \$125-million sale of independent UHF's **KTXA(TV) Dallas-Fort Worth and KTXH(TV) by KTXH Inc. to Gulf Broadcasting** (BROADCASTING, May 28), subject to Gulf's divesting itself of its **KTXQ(FM) Fort Worth and KLTR(FM) Houston** within 18 months. Gulf had requested permission to keep FM's under exemption to FCC's one-to-market rule that permits UHF-radio combinations under certain circumstances. Gulf had argued that combinations would benefit public in permitting improved operation of all stations. But FCC, noting that both UHF's are profitable, said UHF-radio combinations have generally only been approved when profits from radio station were "essential" to viability of unprofitable UHF facility. "Under the circumstances here, we perceive no basis for undermining the policies embedded in our local multiple ownership rules," FCC said. Commissioner Henry Rivera dissented to that part of decision approving combined ownership for 18 months.

**Paramount Television Domestic Distribution** is releasing into syndication **37 half-hour, off-network episodes of Bosom Buddies**, sitcom that ran regularly on ABC-TV between November 1980 and September 1981, and then sporadically through August 1982. Series also had eight episode repeat run on NBC-TV this past summer. *Bosom Buddies* stars Tom Hanks and Peter Scolari. Former subsequently became well known for roles in theatrical hits, "Splash" and "Bachelor Party." During course of 37 original episodes on ABC-TV, *Bosom Buddies* averaged 15.6 rating/25 share. Paramount said it was releasing series into syndication as result of inquiries from station executives and shortage of "quality" half-hour comedies in marketplace. Paramount also announced restructuring and creation of two new senior executive positions within its television group to consolidate domestic distribution, video and network production divisions into two, rather than three, divisions that existed previously. **W. Randolph Reiss**, president of Paramount Television Domestic Distribution, has been named president of newly formed Domestic Television and Video Programming Division. **Mel Harris**, president of Paramount Video, has been named president of newly created Network Television Production and Video Distribution Division. Reiss adds video pro-



**Holiday cheer.** FCC Chairman Mark Fowler (above) was the recipient of this year's Sol Taishoff award presented by the Washington Area Broadcasters Association at its annual Christmas party last week (Dec. 14). The award, named after BROADCASTING magazine's founder and editor-in-chief, honors those outside broadcasting for contributions to the industry. Not pictured is Charles Osgood, CBS News correspondent, who received the WABA's Honored Prophet award, which recognizes broadcasters who got their start in the Washington area and subsequently have made outstanding contributions to the industry. The WABA's Friend of Broadcasting awards were given to Joseph A. Pollard, vice president of advertising and public relations, Peoples Drug Stores, and Terry Gans, vice president, advertising and sales promotions, Giant Food.

**Corporate VP's.** The board of directors of the Public Broadcasting Service held elections last week. Six new PBS vice presidents were elected at the board's semiannual meeting in Washington. The new vice presidents and their departments are: Daniel C. Agan, advertising and promotion; Dee Brock, adult learning service; Barry O. Chase, news and public affairs programming; Amy S. Fleishman, controller; Lance W. Ozier, program administration and information, and Michael B. Soper, development.

gramming and administration of USA Network to responsibilities or top of present first-run and off-network program sales responsibilities. He also joins USA Network's board of directors. Harris adds video distribution duties and takes over network production responsibilities from Richard H. Frank, president of Paramount Television Group. Frank will concentrate on Paramount's stated desire to expand entertainment and communications interests. Reiss and Harris will continue to report to Frank.

U.S. last week was reported to be thinking beyond its expected withdrawal this month from UNESCO, to establishment of "observer mission" that would monitor UNESCO meetings and help Washington determine if sufficient reforms have occurred within international organization to warrant U.S.'s return. Person said to be White House choice to head commission is **Leonard Marks**, Washington communications lawyer and former director of USIA, who is now chairman of board of Foreign Policy Association in New York. Marks said administration officials had discussed post with him but that it had not yet been offered. If it is, Marks said, he will accept. **President Reagan is expected to announce this week U.S. withdrawal from UNESCO**, about one year after Secretary of State George Shultz said U.S. would leave organization unless organization made changes to deal with U.S. criticisms. U.S. officials say changes have been made but that they are inadequate. U.S. has expressed concern about waste and inefficiency of organization anti-U.S. bias within secretariat and proposals for press regulator considered to run counter to U.S. free-press traditions. U.S. now pays 25% of UNESCO budget, or \$47 million. President, in announcing withdrawal, is expected to report that U.S. will make that money available to international education and scientific programs.

**Arbitron and Nielsen November rating books** that are starting to trickle in show **NBC has made substantial household ratings gains** in Monday-Sunday prime time periods across board in markets of all size. With 49 Arbitron markets now computed (ranging in size from top-ranked New York to 154th-ranked Bangor, Me.), NBC improved in 44 markets over November 1983 compared to eight for CBS and none for ABC, and declined in only five markets compared to 38 for CBS and 49 for ABC. With 50 Nielsen markets now computed, NBC increased its ratings in 45 markets versus year ago, compared to 18 for CBS and one for ABC, while NBC is down in three markets, compared to CBS, which is down in 28, and ABC which has fallen in 48.

FCC Mass Media Bureau has granted application of **American Television of Utah Inc. for new TV on ch. 14 in Salt Lake City.** Bureau conditioned grant on company's taking "adequate measures to identify and substantially eliminate objectionable interference" that may be caused to land-mobile operations. It also said licensee would be responsible for eliminating any objectionable interference to studio-to-transmitter links. Licensee was sole remaining applicant after competitors settled out. American Television is subsidiary of Skaggs Telecommunications Service, which is owned by American Stores Co., publicly traded corporation, based in Salt Lake City, that owns Alpha Beta and Acme Markets.

So-called "**50-10 plan**"—which would reduce **MacNeil/Lehrer News Hour to 50 minutes**, with remaining time to be used as "local window" by noncommercial stations (BROADCASTING, Nov. 5)—is



nder serious consideration," and pending reaction from noncommercial system, said Public Broadcasting Service senior vice president of programming, Suzanne Weil, last week. Suggestion to condense PBS's half-hour *Nightly Business Report* to 10 minutes of window has not been taken seriously by its producers at noncommercial *WPBT(TV)* Miami, according to George Dooley, president and chief executive officer of station. He added: "We're selling the program in the half-hour format." Al Vecchione, president of MacNeil/Lehrer-Gannett Productions, which co-produces *NewsHour*, said his group "is amenable," and will "go along with whatever stations decide."

**KEYC(TV) El Centro, Calif. (ch. 9) has switched network affiliation** effective March 3, 1985, from ABC to CBS. Station was acquired by John Smart and family this summer from Esquire Inc., subsidiary of Gulf + Western, for \$1.5 million (BROADCASTING, June 25). Smart, former chairman of Esquire Inc., textbook publisher. Although licensed to El Centro, KEYC serves El Centro, Calif.-Yuma, Ariz., which is 177 ADI market. ABC said loss represents about 5,000 households in prime time. Affiliation switch leaves ABC out in the cold since El Centro, Calif.-Yuma, Ariz., is two-station market—only other outlet is NBC affiliate KYEL-TV, licensed to Yuma. As ABC affiliate KEYC has been operating off Pacific Time Zone feed which has put its schedule one hour behind competing KYEL-TV, which operates under Mountain Time schedule. New arrangement calls for KEYC to broadcast on Mountain Time.

As required by its DBS construction permit, Comsat's **Satellite Television Corp. filed semi-annual report with FCC** last week on status of its two high-power satellites and its plans for them. **Construction of satellites by RCA Astro-Electronics is progressing on schedule**, it said. First will be delivered by Dec. 20, 1985; second, by April 10, 1986, it said. STC has made reservations with NASA for shuttle launches of birds on March 6, 1986, and June 25, 1986, it said. **STC dumped its extensive plans** for using satellites for six-channel pay television service last month when it decided not to merge with United Satellite Communications Inc. Judging from last week's filing, it has yet to come up with new ones. Group of 22 STC executives, it said, will explore "all available options for the efficient use or disposition of the DBS spacecraft, including specifically a restructured DBS entry based on an attractive investment profile for Comsat."

**ABC's Monday Night Football ratings** showed no noticeable improvement by moving up kick-off time from 9 p.m. to 8 p.m. for Dec. 2 game of Los Angeles Raiders vs. Detroit Lions. Game averaged 3.1 rating/25 share, sliver under its 16.5/29 season-to-date average for 14 previous games. However, with *Call To Glory* absent from schedule that night, ABC's Monday ratings showed two-to-three-share point boost above average. Final *Monday Night Football* game is tonight (Dec. 17), which will be last NFL game on ABC before Super Bowl Jan. 20.

In a response to letter from William O'Shaughnessy, president of *VOX(AM)-WRTN(FM)* New Rochelle, N.Y. (BROADCASTING, Dec. 3), **representative Richard Ottinger (D-N.Y.)** said he thought it "outrageous" that **FCC is seeking to hold ABC News "hostage" with fairness doctrine complaint filed by CIA.** "I, too, hope that the President calls off [CIA Director William] Casey from this unseemly witch hunt," Ottinger said. "To infringe upon the media's ability to gather and present information is to deny the American public of its most important freedom—freedom of speech."

On Dec. 6 **WTAM-TV Hattiesburg, Miss., broadcast report** of apparent disappearance and possible slaying of local cattleman. **General Sales Manager Cliff Brown**—but not news staff—**knew story was hoax**, designed by police to capture alleged money man who had offered \$35,000 to undercover policeman to kill cattleman, Oscar Black, and possibly two others. Scene presented on station's 10 p.m. clock news was of Black's pickup truck, abandoned on desolate road, with gun and blood in cab and Black's cap on ground. Both Brown and editor of *Hattiesburg American* had been asked to run stories on apparent disappearance of Black and to suggest foul

play in effort to trap money man. Brown agreed, but not Sutherland who is president of Sigma Delta Chi, professional journalism society and whose paper is part of Gannett chain. Brown said he saw issue as requiring balancing of "fact three people might die" against "journalistic ethics" and decided former was more important. He also said he had known law enforcement officials involved for years, and felt "they were straight." But Sutherland was concerned about maintaining newspaper's credibility. "If we tell our readers a lie, we'll have lost our effectiveness throughout," he said. "The police shouldn't use the media as part of their investigative arm." Ernie Schultz, executive vice president of the Radio-Television News Directors Association, agreed. "Cooperation with law enforcement agencies obviously has to have its limits," he said. And he expressed view that "presenting false information at the request of law enforcement agencies" is beyond bounds most journalists would regard as permissible "if news media are to retain any vestige of credibility." *WDAM-TV's* viewers, however, supported station. Brown said 80% of 2,000 callers responding to question posed on air last week, said station had acted properly. Despite efforts of police and station, plan failed. Money man apparently became suspicious and did not come forward to make payment after seeing televised report.

**National Association of Broadcasters executive committee** is slated to **review fiscal 1985-86 budget** on Jan. 3 before it is presented to TV and radio boards during winter meeting Jan. 14-18 in Palm Springs, Calif. Executive committee in preliminary examination of budget last week decided to recommend that television members' dues should not be raised.

**Cecily Coleman** (former ABC staff member who filed **sexual harassment suit** against ABC Inc., et al [BROADCASTING, May 28]) has been ordered by judge in U.S. district court in Washington not to discuss case with anyone in news media. Court's action followed motion for sanctions by ABC's attorneys. Coleman's attorneys have filed counter motion to set order aside.

**Westmoreland vs. CBS: week 10.** *In what some legal experts think could be a setback for the case of General William C. Westmoreland in his libel suit against CBS, the presiding judge last week ruled that an internal CBS News report that concluded the network had violated its own news standards in the preparation of the 1982 documentary was inadmissible as evidence.*

Judge Pierre N. Leval wrote that the report is "largely irrelevant to the issues before the jury and consists in great part of opinion and hearsay of varying degrees of remoteness." But Judge Leval also said that certain, as yet undetermined, "items" from the report could be submitted.

The report—called the Benjamin report, after Burton Benjamin, a senior executive producer of CBS News who conducted an internal investigation in response to allegations the documentary was flawed journalistically—found that the producers violated 10 CBS News standards, including "an imbalance in presenting two sides of the issue" as well as favoring sympathetic sources, film editing and distorting the sequence of interviews.

Asked if the judge's ruling would have any impact on the trial, Westmoreland's attorney, Dan Burt, was quoted as saying, "Very little, if any."

According to Judge Leval, the lack of standards cited in the Benjamin report about fairness and impartiality do not apply in libel cases involving public figures. Wrote the judge: "The fairness of the broadcast is not at issue in the libel suit. Publishers and reporters do not commit a libel in a public figure case by publishing unfair one-sided attacks. The issue in the libel suit is whether the publisher recklessly or knowingly published false material. . . . A publisher who honestly believes in the truth of his accusations (and can point to a nonreckless basis for his beliefs) is under no obligation under the libel law to treat the subject of his accusations fairly or even-handedly."



# Editorials

## Innocent bystander

Some details remain to be arranged, but the FCC's political accommodation with the Congress over revisions of its multiple ownership rules is all but done. The question is whether the FCC, in its final vote day after tomorrow, will give away more than it has to.

As the accommodation stood last week, the television ownership limits were delineated by numbers that, for all the outside world may know, were derived by throwing darts or shooting dice. The numbers bear no relationship to the enormous economic research collected in the long rulemaking that preceded the FCC's first revision of its rules. That evidence justified the abandonment of artificial restrictions. But then, as was noted here a week ago with morose resignation, no one expected the political deal to make any economic sense. It satisfies Jack Valenti, and that is all that matters.

Senator Pete Wilson (R-Calif.), to whom Mark Fowler obediently trotted with the commission's fix-it draft last week, may now claim a regular table at the Polo Lounge. The new television limits are within the outer boundaries drawn by Hollywood producers to hedge the market power of broadcast buyers. As a bonus, the word is all but official that nobody at the FCC intends to mention network syndication or financial interest until that issue is forgotten.

As broadcasters were grumpily admitting, the deal worked out by Fowler on the Hill was probably as favorable as television groups could expect. Radio broadcasters with expansion on their minds had reason, however, to wonder how their new rules suddenly got caught in the sausage grinder. Everybody knew that the FCC's original decision to eliminate all numerical limits for television station ownership in 1990 had been lost to congressional veto. It was not as widely felt that the similar sunset for radio limits was also the target for recall.

Every shred of evidence in the FCC proceeding favors the 1990 sunset for radio rules as, if anything, a conservative recognition of the radio market as it exists today. The FCC would demonstrate a remnant of the independence originally assigned to it and the other so-called independent agencies if on Wednesday it sticks to its original sunset for radio rules.

## One up, one down

Broadcasters who editorialize, which is to say broadcasters who take their calling seriously, will welcome the latest libel ruling from the U.S. Court of Appeals in Washington. The court, as reported in an account appearing elsewhere in this issue, has affirmed the protection afforded by the First Amendment to the presentation of opinion and has clarified ways that courts may distinguish between opinion and fact.

Assuming that the appellate decision withstands the review that will be sought before the Supreme Court, which has given the presentation of opinion almost carte blanche protection against libel claims, broadcasters ought to be encouraged to broaden their editorializing. True, broadcasters, unlike editorialists in unregulated media, face a fairness doctrine that is still on the FCC's books and still a burdensome administrative appendage to the editorializing function. But they enjoy parity with colleagues in print when it comes to libel protection. That removes at least one reason to refrain from stating opinion on the air.

In the same week that the appellate court was removing ambiguities from the application of libel law to the presentation of

opinion, a jury in a federal court in Roanoke, Va., created a new libel standard that could stop all journalism in its tracks. The Roanoke case was not your average libel action. It featured Jerry Falwell, head of the Moral Majority, suing Larry Flynt, publisher of the execrable *Hustler* magazine, for featuring Falwell in a parody of a liquor advertisement. Falwell, in the "ad," was accused of committing incest with his mother and preaching while drunk. The jury found no libel in the *Hustler* presentation, which it deemed too outrageous to be believed, but it gave Falwell \$200,000 damages for Flynt's "intentional infliction of emotional injury."

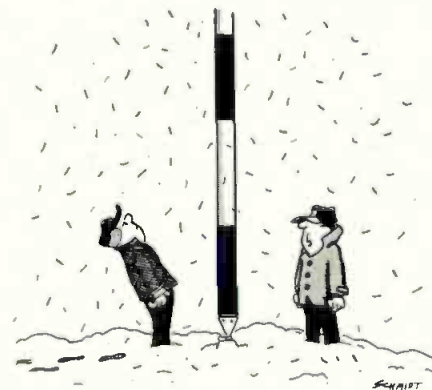
If the emotional injuries of persons offended by their treatment in the media are to be subject to the recovery of damages, there will be little left to print or broadcast. Flynt has said he would appeal. With nose held tight, the proprietors of this page hope he wins.

## Over and out

America's growing disenchantment with UNESCO is about to be expressed convincingly with the withdrawal of the \$47 million a year that the U.S. has been contributing, about a quarter of the UNESCO budget. The disenchantment has been ripening for years, since Third World nations, cued by Russia, began voting for UNESCO activities that are at odds with U.S. principles.

Not the least of this country's conflicts with the Russian-Third World bloc has been precipitated by the bloc's incessant promotion of what used to be called the New World Information Order. The order, which this page has noted should more properly be called the disinformation order, pretends to champion free access to news sources and to oppose censorship, but it also says that news media should support the social, political and economic goals set by governments, that UNESCO should monitor media and that journalists should be licensed, and it displays a bias against advertising and the private ownership of media. Moscow correspondents covering Afghanistan are contemporary models of what the New World Information Order has in mind.

Of the U.S. withdrawal, which Great Britain has said it may emulate, this can be said: About time.



Drawn for BROADCASTING by Jack Schmidt  
*"There's nothing wrong with the antenna. It's just needles falling off our Christmas tree."*





holiday greetings from all of us to all of you



Earl Abrams (ret.)	Jerome H. Heckman	Charles Mohr
Ashok Agarwal	Ed James (ret.)	Christopher Moseley
Albert Anderson	Sandra Jenkins	Jeanne Omohundro
John Andre	Mark Jeschke	Robert Orr
David Berlyn	Harry Jessell	Bruce Robertson (ret.)
Therain Bethea	Kwennin Keenan	Anthony Sanders
Philippe Boucher	Doris Kelly	David Seyler
Todd Bowie	Art King (ret.)	Harry Stevens
June Chauhan	Sandy Klausner	Matt Stump
Rufe Crater (ret.)	Claude Kolthoff	Randall Sukow
Debra DeZam	Marie Leonard	Larry Taishoff
Susan Dillon	Winfield Levi (ret.)	Hy Tash
Vincent Ditingo	Wendy Liebmann	Tim Thometz
John Eggerton	John Lippman	Patricia Vance
Joe Esser	Maury Long (ret.)	Patricia Waldron
Rocco Famighetti (ret.)	Eleanor Manning (ret.)	Don West
Scott Fitzpatrick	Kim McAvoy	David Whitcombe
Geoffrey Fopsisie	Steve McClellan	Ruth Windsor
Don Gallo	Chris McGirr	Len Zeidenberg
Kira Greene	Irv Miller (ret.)	
Doug Halonen	Mark Miller	

Broadcasting Publications INC.

# Is next-day delivery giving you "Overnightmares"?



It's going to be another one of those long nights. Filled with visions of missed deadlines. Ghosts of unhappy bosses (and clients). And the endless hours before you'll know whether the package you sent out today makes it there tomorrow.

But if you had called American Airlines Priority Parcel Service, you could have avoided this overnightmare! That's because we can deliver parcels, door to door, *in hours!* Get your package on American's next flight, or any flight you specify. Just call (800) 638-7320. In Maryland, call (301) 269-5503.

There's no need to lose sleep over hot deadlines. Because when you call American, you'll know exactly where your package is. It's delivered.

**American Airlines Priority Parcel Service**  
**We deliver in hours.**