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Westmoreland's retreat

Lobbyists:

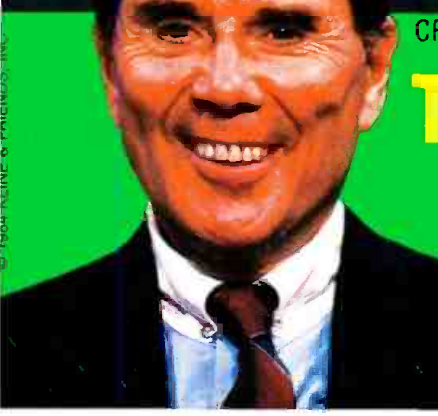
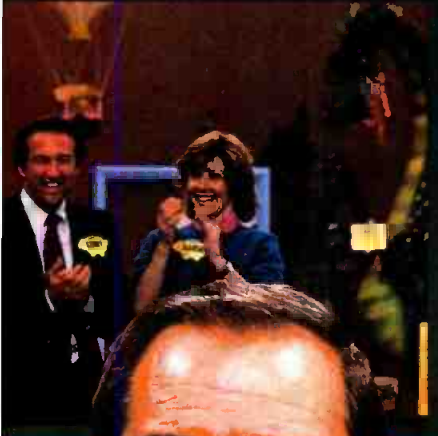
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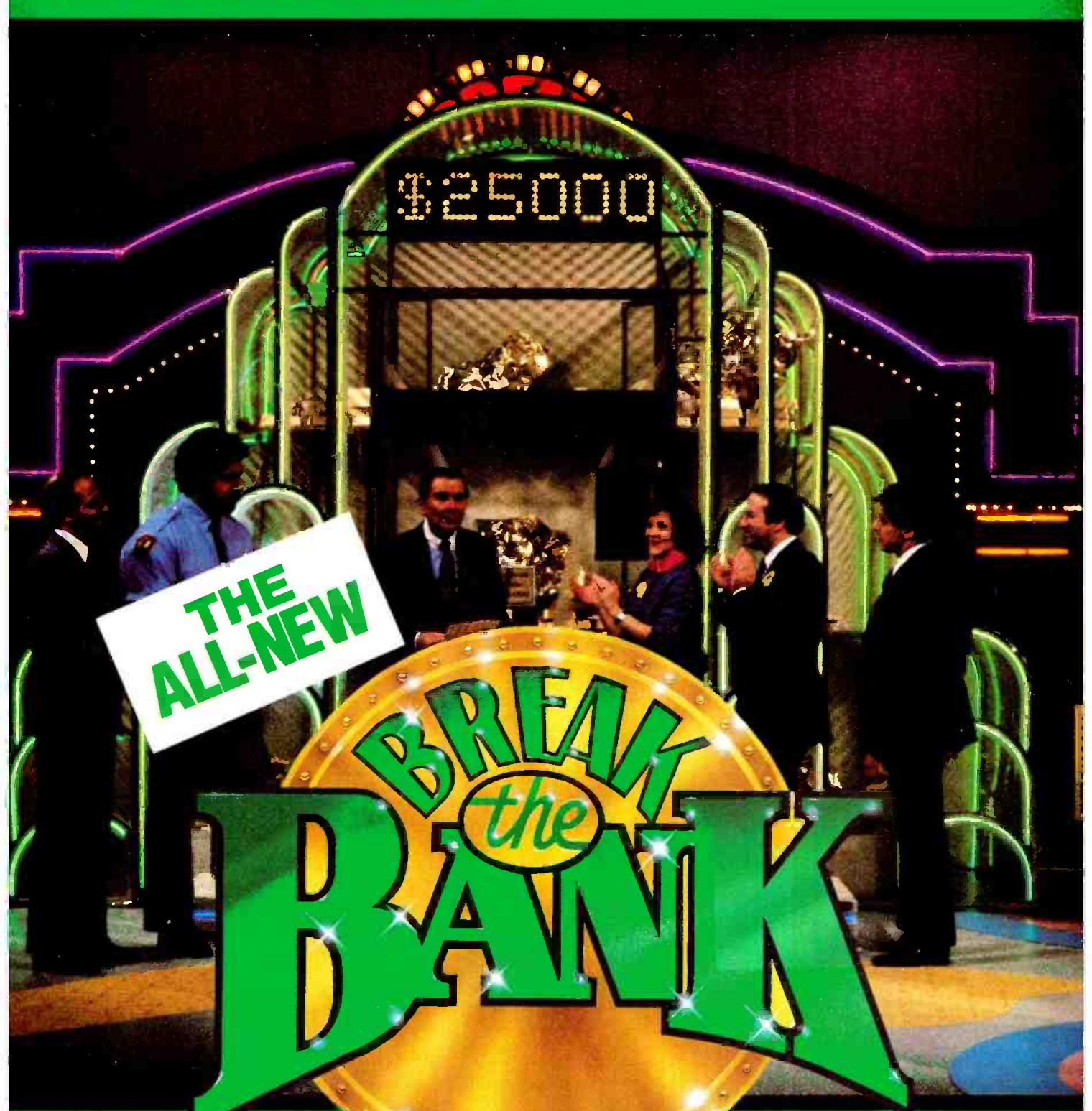
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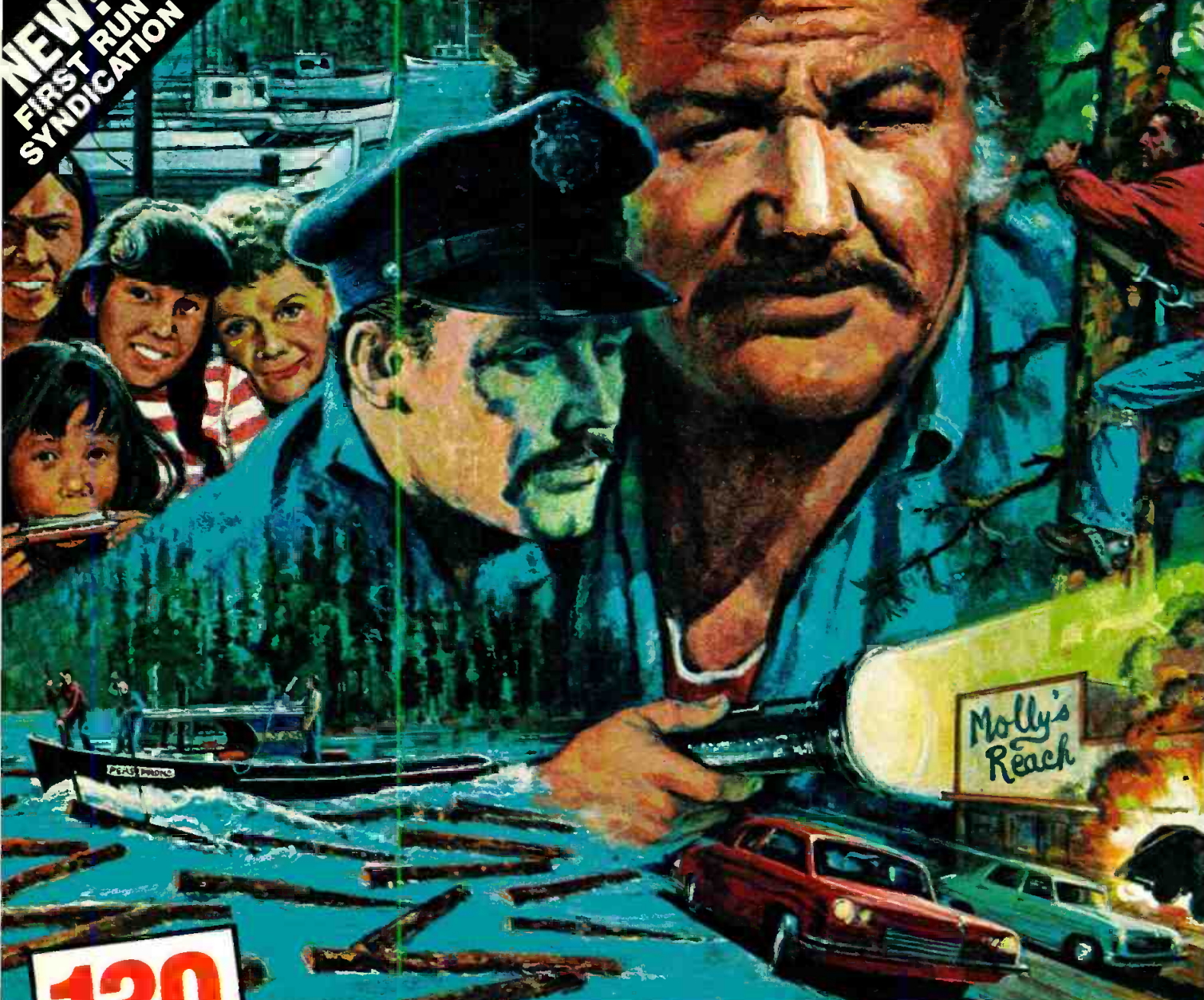
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Broadcasting Feb 25

Westmoreland, CBS settle out of court Bumper crop of network pilots

The lobbyists: Washington's power brokers

END OF THE LINE □ After nearly five months in court, General William Westmoreland and CBS come to out-of-court settlement in libel case general brought against network for its Vietnam documentary. Both sides claim vindication. **PAGE 35.** Observers discuss larger question of what settlement means to libel law and investigative journalism. **PAGE 36.**

BLANKET CASE □ Supreme Court affirms appeals court decision finding that blanket music licenses for television stations do not violate antitrust laws or restrain competition. **PAGE 38.**

FLORIDA MEETING □ NRBA board discusses next move in battling effort to ban beer and wine advertising on radio. **PAGE 40.**

FLIGHT LINE □ Networks order fall pilots with ABC asking for 30, NBC 22 and CBS between 12 and 15. **PAGE 41.**

THE LOBBYISTS □ They differ in style and background, but they share the same goal: to influence and to inform; to carry their client's message effectively and persuasively to the halls and lobbies of power. In this special report, **BROADCASTING** looks at the men and women who help fly the Fifth Estate flag on Capitol Hill. In a series of profiles of key communications lobbyists, and interviews with prominent figures on the communications lobbying scene, chief correspondent Leonard Zeidenberg examines the issues that have helped make the communications business a booming one for Washington's powerful persuaders, providing a look at who does what for whom, and how effectively. **PAGES 44-60.**

INTERNATIONAL TALE □ Reagan administration spokesmen tell congressional subcommittee that Intelsat competitors won't hurt satellite organization; some representatives aren't convinced. **PAGE 61.**

BUDGET REQUEST □ USIA director Charles Wick goes before Congress to explain proposed 22% increase in agency's budget. **PAGE 61.**

LOGGING IN □ Broadcasters support retention of affiliation contract filings with FCC. **PAGE 64.**

TECHNICAL TALK □ TV conference of SMPTE finds discussion of digital video, component analog and HDTV heating up, while television stereo draws closer to reality. **PAGE 69.**

TAKING EXCEPTION □ ABC's Barnathan criticizes those who he says blocked efforts to establish quarter-inch video newsgathering format. **PAGE 70.**

MOVING ALONG □ CBS signs agreement to use Group W Satellite's Stamford, Conn., satellite facilities for television network. **PAGE 70.**

VIEW FROM BATF □ Bureau of Alcohol, Tobacco and Firearms Chief Stephen Higgins discusses bureau's rulemaking covering beer and wine advertising. Subject of ban won't be included. **PAGE 72.**

KINGS OF THE HILL □ Brothers Michael and Roger have made King World a family affair, and a force to be reckoned with in program distribution. **PAGE 95.**

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Warming up

In House Telecommunications Subcommittee's preparation for hearings on broadcast advertising for beer and wine two leading questions have emerged. Source says subcommittee wants to determine, first, whether there is causal relationship between ads and alcohol abuse. Even if causal relationship isn't proved, subcommittee will ask: Is there a basis for legislative action, based on message in beer and wine ads that drinking is "a good thing," and should message be viewed as one side of controversial issue and would it merit use of counteradvertising under fairness doctrine? FCC ruled in 1960's that fairness doctrine applied to cigarette advertising and required broadcasts of antismoking messages. But cigarettes had been ruled hazardous to health by surgeon general, condition inapplicable to beer and wine. Subcommittee will also study effects and extent of broadcast campaign against drunk driving and alcohol abuse. Chairman Tim Wirth (D-Colo.) is said to be impressed by broadcasters' efforts. Hearings are expected next month.

Avoiding sideshow

American Bar Association advisory commission on youth alcohol and drug problems will probably stay out of controversy over beer and wine advertising in its recommendations due to ABA by midsummer. In comments made to BROADCASTING during Los Angeles field hearing last week, Commission Chairman and ABA President John Shepherd said commission's goal is "to drive the drug traffickers from the playgrounds of America," with primary focus on hard drugs and marijuana. "If we permit ourselves to be drawn into this whole debate about the effectiveness of advertising in selling beer and wine, we will delay action on this very serious and tragic problem. . . and we will be playing right into the hands of the dope traffickers."

Out of sight

Look for FCC to start voting on most commission items on "circulation"—that is, without taking public vote at open meeting. Under new policy, said to be intended to get "noncontroversial" items out faster, Mass Media Bureau says it will circulate four times as many items as will be taken up in public meetings. In past,

circulated items were rare. FCC source said policy does not violate spirit of Government in Sunshine Act because items earmarked for circulation wouldn't have been discussed at open meetings anyway.

Among items FCC has voted on circulation in recent weeks: decision leaving docket open in TV stereo must-carry proceeding; order denying Rhodes Productions waiver of prime time access rule; re-definition of Fresno, Calif., market to include Visalia, Hanford and Clovis, all California, for must-carry rules, and rulemaking to delete Section 73.37(e) of rules, which blocks authorization of new or expanded AM operations that don't bring service to unserved or underserved areas.

Ambition in Atlanta

Three-year old CNN Radio, Atlanta, is looking to emerge as major player in network radio arena this year. Among plans on network drawing board are: expansion to 24-hour schedule for its 10-minute newscasts, which now air at top and bottom of each hour from 5 a.m. to 10 p.m. NYT; establishment of newsfeed service (actualities and other material for integration in local newscasts) for its 155 affiliates; significant increase in on-air anchor staff, and upgrade of studio facilities.

CNN Radio was originally launched as audio service to CNN Headline News cable network in April 1982, but started feeding its own newscasts in August 1983. Two weeks ago, network completely switched from Satcom III-R to digital delivery via Satcom I-R, which also serves ABC, CBS, NBC, RKO and Westwood One.

En Espanol

U.S. companies are moving into Spanish-language program production, and announcements should be expected soon. Taft Broadcasting executive told BROADCASTING that development of programming for Hispanic market would be logical result of recent purchase of Gulf Broadcasting properties. Size of Spanish-speaking population served by Taft stations would more than double with addition of Gulf stations in Phoenix, Houston, Dallas and Tampa-St. Petersburg, Fla. Telepictures, which currently dubs Spanish on sound tracks, will soon make first-ever sale to SIN Television Network. Company is also likely to join John Blair Co. and SFN Communications as owners

of Puerto Rican television stations, all bought within last year-and-a-half. Increased demand for Spanish-language programming seems undeniable, given expected doubling of U.S. Hispanic population by 1990, to 40 million.

Roundup

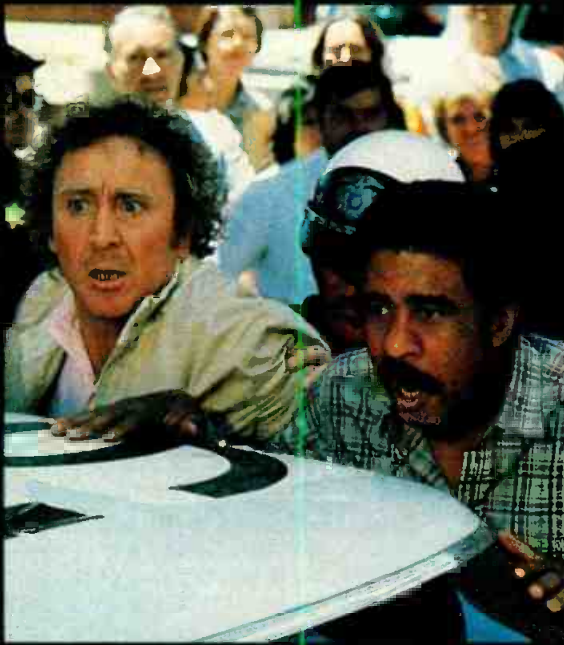
Blair Television, which has been on new business spree for station representation, wound up 1984 with net gain of 15 stations. It's moving into 1984 with bang, acquiring Harte-Hanks's KENS-TV San Antonio, Tex., effective in early March. Blair TV now represents all four Harte-Hanks TV properties. This marks Blair's re-entry in San Antonio market, one of fastest growing in country. KENS-TV has been represented by Katz Television.

Bird in bush

Time is running out for Direct Broadcast Satellite Corp., one of eight original, high-power, direct broadcast satellite permittees. FCC has said it will revoke DBSC's construction permit if DBSC doesn't come up with funding by April 5 to complete contract with Ford Aerospace & Communications for construction of two satellites. According to Wladimir Naleszkiewicz, executive vice president, DBSC needs \$7 million to nail down contract with Ford and stay in DBS business and has not yet given up hope of finding it. DBSC "is seriously talking" to two potential investors, he said. FCC does not seem inclined toward giving DBSC more time to secure necessary funds. Said FCC staffer Bruce Romano: "My guess is that the FCC would not further extend the deadline."

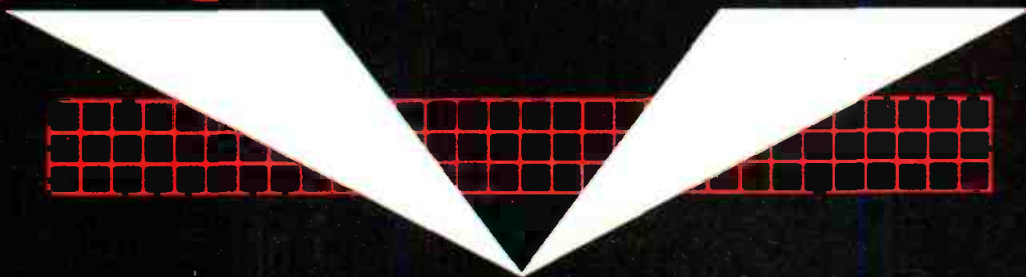
House hunt

Pressure is building on Public Broadcasting Service to select headquarters site following decision to stay in Washington area and eliminate Group W's Satellite News Channel Facility in Stamford, Conn., as possibility (see pages 70 and 72). Of four buildings currently under consideration (including PBS's former headquarters at Post Office building in Washington and another still under construction), likely one is building in Alexandria, Va., that Navy is vacating by May 1; agreement must be reached soon because location has other interested clients. Move to last has raised questions among some PBS employees who say site is poorly served by public transportation.



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WHOLLY MOSES
YOR, THE HUNTER
FROM THE FUTURE**



Copyright, officers on NCTA agenda

The board of the National Cable Television Association was scheduled to elect new officers during its meeting today and tomorrow (Feb. 25-26) in Key Biscayne, Fla. But the industry shouldn't expect many big changes.

Ed Allen, president of Western Communications, is making a bid for a second term as chairman with little, if any, opposition. James Cownie, president, telecommunications group, Heritage Communications Inc., and John W. Goddard, president, Viacom Cablevision, are trying to swap their NCTA posts. Cownie, who is the secretary, is running for treasurer, while Goddard, who is the treasurer, is running for secretary. And Bill Strange, vice president, corporate devel-



Allen



Strange



Cownie



Goddard

opment, Sammons Communications, is running for vice chairman, as Trygve Myhren, chairman and chief executive officer, American Television and Communications Corp., steps down from post.

As best could be determined last week, Cownie, Goddard and Strange would, like Allen, be unopposed for their posts.

Allen said he was seeking re-election as "a kind of holding action." Myhren who was expected to assume the chairmanship this year, begged off, Allen said, saying he needed to devote more time to running ATC. But, he said, Myhren indicated he would be willing to take the job next year. Strange, who is stepping in as vice chairman, has said he has no interest in the chairmanship, said Allen.

Cownie and Goddard are trading places because the NCTA bylaws stipulate that only the chairman can succeed himself and they wanted to remain officers, Allen said.

According to NCTA spokesman Ed Doolley, a second term as chairman is not un-

precedented. Three others have served more than one term, the most recent being Doug Dittrick, president of Tribune Cable Communications, who served two consecutive terms (1979-80 and 1980-81), he said.

The election of officers is not the board's most pressing concern. At the top of the agenda is copyright. Because of the way the 1976 copyright law has been interpreted and applied by the Copyright Royalty Tribunal and the copyright office of the Library of Congress, many cable operators feel they are paying too much in the way of copyright fees for the compulsory license that allows them to import and retransmit distant broadcast signals. The question before the board: What to do about it?

According to NCTA President Jim Mooney, the board will have a wide-ranging discussion on copyright, but it will not try to plot strategy. "I want to find out what consensus can be developed with respect to the industry goals on copyright." Following the meeting, he said, he would be willing to reveal publicly to the extent possible what those goals are.

The most immediate copyright problem is the CRT's upcoming proceeding to adjust the fees for inflation over the past five years. Allen said inflation has risen 36% over the period, but doubts that the program suppliers, who receive the fees through the copyright office, will press for that much of an increase. If they do, he said, "it will blow the whole copyright issue right into Congress."

Among the other items on the agenda is talk about increasing the membership of the NCTA. Cownie, who heads an informal committee on membership, said that he'll report that a number of companies have indicated their interest in joining and he'll ask the board members to approach non-members in an effort to sign them up. "We ought to be able to attract companies serving several hundred thousand more subscribers" before the convention in June, he said.

More or less

Another indication of the slowdown in the growth of the cable industry is the slowdown in its workforce. According to FCC figures released last week, the number of people working "at cable units having five or more fulltime employees" (or nonheadquarter units) rose 6.4% from 59,453 to 63,228. But the growth rate was a fraction of years past. Employment jumped more than 29% from 1980 to 1981 and from 1981 to 1982 and 13.2% from 1982 to 1983. What's more, employment at "headquarter units," which the FCC reports separately, dropped 15.5% from 4,916 to 4,153.

Despite the slowdown, minorities made deeper inroads into the industry during 1984. The percentage of minority men at nonheadquarters units increased from 9.1% in 1983 to 10.5% in 1984, while the percentage of minority women rose from 6.1% to 6.9%. Of those hired in 1984, the FCC said, 51.3% were minority group members.

Do it now

The deadline is April 1. That's the last day the National Cable Television Association will accept nominations from members for its National Awards, which will be presented June 5 on the final evening of the NCTA convention in Las Vegas.

The awards and their criteria:

□ The Vanguard Awards—for a man and woman who exhibit outstanding leadership qualities and make significant contributions to the growth and development of cable.

□ The Challenger Award—for an individual under 40 who exhibits outstanding leadership qualities and makes a significant contribution to the growth and development of cable.

□ Associates Awards—for an associate (hardware or program supplier) who exhibits outstanding leadership qualities and makes a significant contribution to the growth and development of cable.

□ Science and Technology Award—for an individual involved in technical development and/or system operations who makes significant contributions to the continuing technical advancement of the industry through manufacturing, design application and implementation.

□ State/Regional Award—for an individual who contributes to the development of a strong state or regional association and participates in state legislature and regulatory activities.

□ The Marketing Award—for an individual who provides leadership in the development of marketing concepts that lead to significant advancement in consumer awareness of cable television and increased subscribership and who contribute through industry sponsored events and/or promote by other means marketing concepts that benefit the industry.

Winners of awards must be members of NCTA.

Bill Strange, chairman of the NCTA's Awards Committee and vice president of corporate development, Sammons Communications, said that the committee has received between 20 and 30 nominations for each award in the past, adding that he expects the numbers to increase this year. Some of the awards are "extremely coveted."

Because they are so coveted, Strange said he would keep secret the names of his fellow committee members to protect them from those who might be campaigning for awards.

Strange, who has sat on previous awards committees, said he is not looking forward to judging his peers once again. "It's one of the toughest assignments I have ever had."

Cable sales rep

Cox Cable Communications last week named Cable Networks Inc. to be exclusive advertising sales representative for 20 Cox

VOLUME 25

Warner Bros. Television Distribution
A Warner Communications Company



systems in 19 markets, together serving 735,000 of the MSO's more than 1.5 million subscribers.

Merritt Rose, Cox Cable's advertising sales vice president, and John Kramer, vice president and director of sales for CNI, said CNI will represent the 20 Cox systems for sales of local advertising availabilities to national and regional advertisers out of CNI sales offices in New York, Atlanta, Chicago, Los Angeles, Dallas, San Antonio, Tex., and Union, N.J.

They said the appointment was an outgrowth of successful relationships between the two companies since 1983, when CNI first represented the Cox system interconnect in San Diego for national sales. Last April CNI took on regional representation of Cox systems in the Southeast, and in September it began national representation of the Tidewater Cable Interconnect in which Cox participates in the Norfolk-Portsmouth-Newport News, Va., market.

Systems and subscribers covered in last week's appointment are in Jefferson Parish, La. (93,000); New Orleans (73,000); Omaha (66,000); Santa Barbara, Calif. (60,000); Spokane, Wash. (51,000); Moline, Ill. (49,000); Tucson, Ariz. (47,000); Roanoke, Va. (37,000); Gainesville, Fla. (35,000); Macon, Ga. (34,000); Cedar Rapids, Iowa (32,000); Lubbock, Tex. (28,000); Vancouver, Wash. (27,000); Cranston/Johnston, R.I. (20,000); Ocala, Fla. (20,000); Eureka, Calif. (18,000); Warner Robins, Ga. (16,000); Yakima, Wash. (12,000); Myrtle Beach, S.C. (11,000), and Jacksonville Beaches, Fla. (6,000).

Cox Cable, a subsidiary of Cox Communi-

cations, Atlanta, operates cable systems in 23 states and Denmark. CNI, formed in 1980, is a subsidiary of 3M Co. and operates and sells advertising for interconnects in New York and Atlanta and represents interconnects and individual systems in 65 other markets.

Act briefing

The National League of Cities has scheduled three one-day briefing sessions covering the provisions of the Cable Communications Policy Act of 1984—and also covering the FCC ruling on rate regulation, not out yet but expected by April 28. The briefing sessions, for local officials and administrators, are set for the week of May 6-10: in San Francisco on May 6, Chicago on May 8 and Atlanta on May 10. Registration fees are \$90 for NLC direct member cities and members of the National Association of Telecommunications Officers and Advisors, and \$150 for other participants. Registration deadline is April 26.

In a separate development, Matthew Bender & Co., New York, professional publishing firm and publisher of the three-volume "Cable Television Law," has mailed to subscribers of that publication a 106-page pamphlet on the Cable Communications Policy Act of 1984. The supplement was written by the authors of the three-volume work: former FCC Chairman Charles D. Ferris, Frank W. Lloyd and Thomas J. Casey, members of the Washington office of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

Orlando appeal

American Television and Communications Corp., Group W Cable Inc., Micro-Cable Communications Corp. and the National Cable Television Association have asked the FCC to reconsider its decision amending the Orlando-Daytona Beach, Fla., market to include Melbourne and Cocoa, Fla., for the must-carry rules (BROADCASTING, Nov. 26, 1984). In a joint filing at the FCC, the cable interests alleged that the decision was not supported by FCC precedent. "Furthermore, the commission's decision herein is inconsistent with the very purpose of the must-carry rules and sets a precedent that could substantially increase the must carry demands placed on cable operators nationwide," they said.

Disney dealings

A 10-hour mini-series, *Return to Treasure Island*, inspired by Walt Disney Productions' "Treasure Island" theatrical feature, will be produced jointly by the Disney Channel and the British HTV (Harlech Television) broadcast channel and independent Primetime Television, represented in the U.S. by Primetime Entertainment Inc. Production is due to start in March at locations in Spain, Jamaica and the United Kingdom.

The series will recount further adventures of Long John Silver and Jim Hawkins 10 years after the time of the original story as they sail to find treasure buried in the West Indies. It was developed by British producer Robert Baker and Primetime Television of London, producers of the 1983 award-winning "Nicholas Nickleby." HTV producer on *Return* is Alan Clayton; executive producer is Patrick Dromgoole. Executive in charge of production for Disney is Carol Rubin. Piers Haggard is the director. Primetime's parent company, Richard Price Television Associates, will handle worldwide distribution.

HBO extension


Cox Cable Communications and Home Box Office announced they have signed a five-year extension of their agreement to distribute the HBO pay-TV service in all Cox cable systems. There are 54 Cox systems, with more than 1.5 million basic subscribers and 725,000 HBO subscribers. The systems pass more than 2.6 million homes.

Forever young

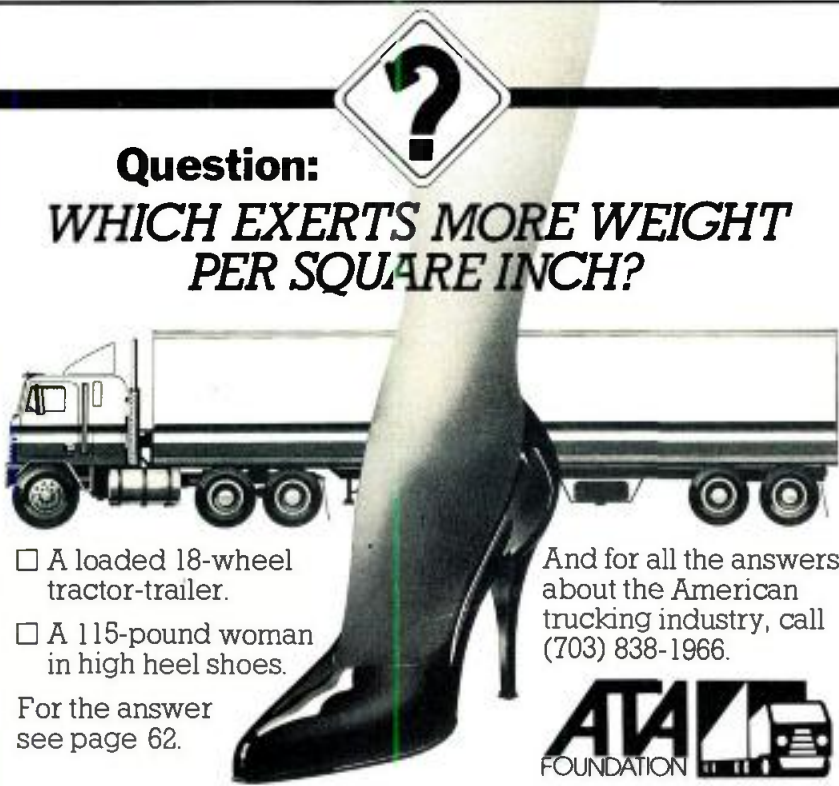
MTV: Music Television is running a new consumer advertising campaign, pegged to the "Always Something New" theme, in some 25 markets and on cable networks. TV spots feature Mick Jagger, David Bowie, Pat Benatar, Lionel Richie and Billy Idol. The campaign started Feb. 9 and will run through March 20. LPG/PON, New York, is agency for MTV.

Foul

The National Basketball Association has asked the FCC to fine Storer Cable Communications for allegedly failing to delete superstation broadcasts of NBA home games on four of its cable systems. The NBA said it had provided the systems with the required notice.



Question:
**WHICH EXERTS MORE WEIGHT
PER SQUARE INCH?**




A loaded 18-wheel tractor-trailer.

A 115-pound woman in high heel shoes.

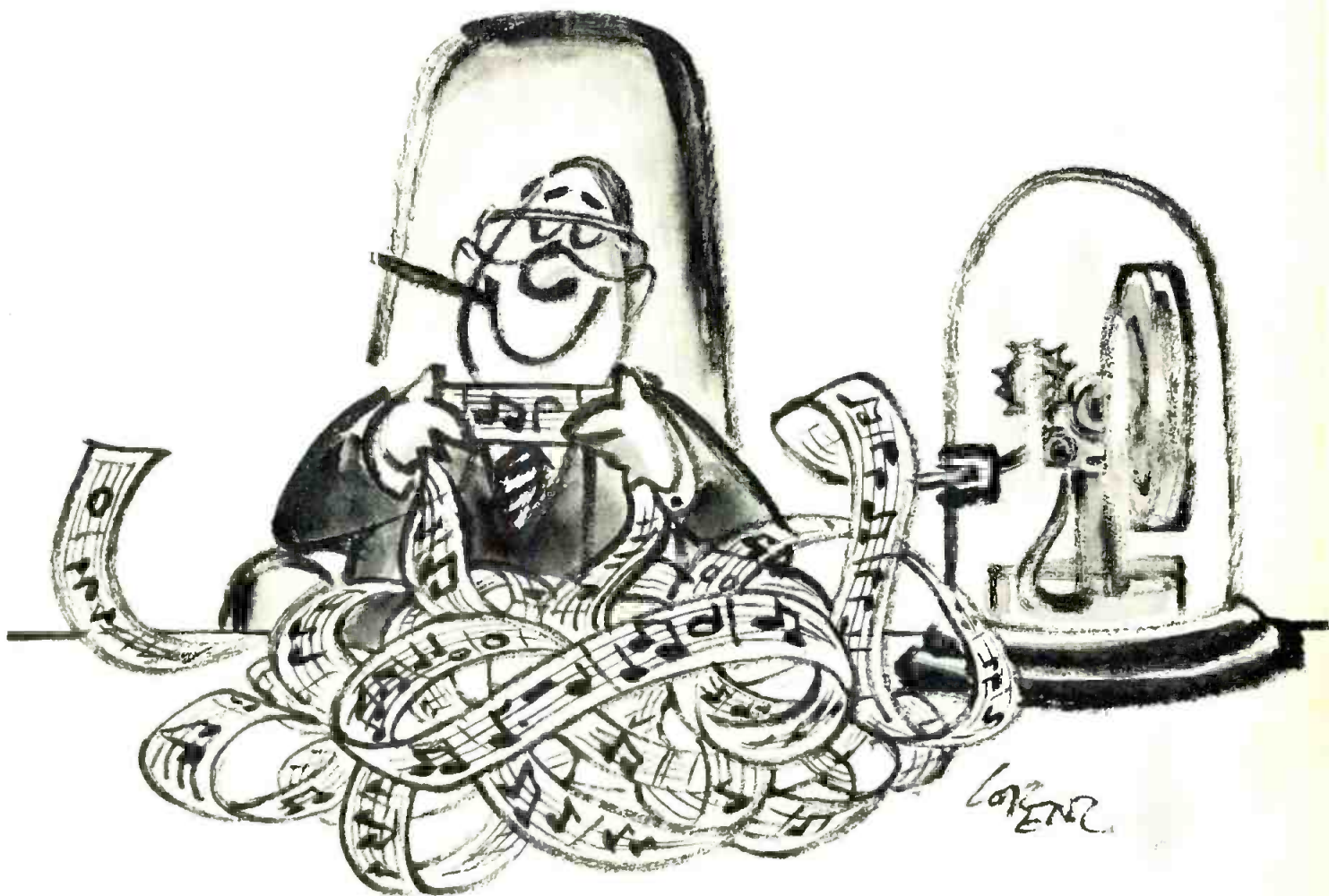
For the answer see page 62.

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Business Briefly

AdVantage

Interep's 1984 scorecard. Analysis of Interep's availabilities for spot radio and its nonwired network for 1984 shows continuation of several trends in recent years. Number-one age demographic is still 25-54 with 33% of requests, down from 34% last year. Interep reports that spot youth-oriented buys slipped in 1984 to 15% from 18% in previous year and 35 + /35-64 category accounted for only 2% of the availabilities but 5% of dollars.

□

Diff'rent folks. ABC-TV last Wednesday (Feb. 20) carried 30-second commercial for Communications Workers of America on *ABC World News Tonight with Peter Jennings* while CBS rejected spot for its *CBS Evening News with Dan Rather*. Commercial was part of estimated \$2-million advertising and public relations effort by CWA to persuade consumers to select operator-based long-distance telephone service. NBC agreed to carry spot but union decided not to advertise there. CBS said it declined to run spot because it represented "advocacy advertising" but added it would have approved commercial if union had deleted four words, "Don't give it up," referring to operator service.

□

NBC News' new agency. NBC News has named Pearlman Rowe Kolomatsky as its agency, replacing Diener-Hauser-Bates, which continues as agency for other divisions of NBC. Amount of billings was not disclosed.

□

Card promotion. Northwest Orient Airlines, in association with Budget Rent-a-Car Corp., are, for second consecutive year, promoting local radio through AM and FM guide cards produced by The Radioguide People Inc. of Ypsilanti, Mich. Budget Rent-a-Car is placing guides, which list local stations according to format, inside each car it rents in 42 U.S. and Canadian cities serviced by airline.

TV ONLY

Whataburger Restaurants □ Four-week spot flight will start in early May in six markets in Texas. Commercials will be carried in fringe, prime, day and sports periods. Target: adults, 18-49. Agency: Richards Group, Dallas.

National Automotive Parts Association □ NAPA will launch campaign during second quarter, starting April 1 in more than 190 markets, with each market having two-week flight during quarter. Commercials will be presented in all dayparts. Target: men, 18-49. Agency: Fahlgren & Swink, Cincinnati.

RADIO ONLY

Brioso Wine □ Eight-week flight is scheduled to start in early May in Minneapolis; Tampa, Fla., and Nassau-Suffolk counties of New York. Commercials will run in all dayparts. Target: adults, 18-49. Agency: KSL Media, New York.

Gordon's Jewelers □ Four-week flight is set to begin in mid-March in approximately 80 markets, including Cleveland, Denver, Portland, Ore., and Minneapolis. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Dow Jones & Co. □ For its *National Business Employes Weekly* newspaper, campaign will begin in mid-March for four weeks in two selected markets each month for total of 24 markets by end of one year on air. Another Dow Jones publication, *Wall Street Journal*, last week began schedule of network and spot radio on various New York radio stations in support of its new real estate advertising section. Commercials for both campaigns will run in all dayparts. Target: men, 25-54. Agency: Lawrence Butner Advertising, New York.

Texas American Bank □ Flight for up to nine weeks will be launched in mid-March in five markets, including Houston. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: J. Walter Thompson, Dallas.

Indiana Safety Belt Law □ Legislation in support of auto safety belts in Indiana is being promoted in two-week campaign to run in six markets, including South Bend, Evansville and Indianapolis, starting in late February. Commercials are scheduled to run in

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

MUSIC TO YOUR EARS—AP tunes up for the Grammy Awards on Feb. 26. AP will name the winners in a series of updates during the ceremony, and give you a final musical score on winners in all major categories.

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

THIS MORNING—A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move before morning drive.

WHERE THERE'S LIFE—This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

For more information call (800) 821-4747.

AP Associated Press Broadcast Services.

THESE COPS HIT THE STREETS THIS FALL!



Starting this Fall, Peter Falk, Dennis Weaver and Rock Hudson
will be locking up big ratings in markets across the U.S.
You better get them for your station before they get you!

THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES
THE CREAM OF THE COPS!

124 movies from **MCA TV**



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LOOK WHAT'S HAPPENING NOW!!

Sold:

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
DALLAS
CLEVELAND
HOUSTON
MIAMI

WNEW-TV
KTLA
WFLD-TV
WTAF-TV
KBHK-TV
WLVI-TV
WKBD-TV
WDCA-TV
KTVT
WCLQ-TV
KHTV
WTVJ

MINNEAPOLIS
ATLANTA
SEATTLE
TAMPA
ST. LOUIS
DENVER
SACRAMENTO
BALTIMORE
INDIANAPOLIS
PHOENIX
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CINCINNATI
NEW ORLEANS
GREENVILLE, S.C.

KMSP-TV
WGNX-TV
KCPQ
WFTS
KDNL-TV
KWGN-TV
KTXL
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WPDS-TV
KUTP
KPTV
WXIX-TV
WGNO-TV
WLOS-TV

What's Happening Now!!

22 all new, first-run episodes



in association with LBS Communications, Inc.

THE BAGEHOT FELLOWSHIP ANNOUNCES THE WESTINGHOUSE SCHOLARSHIP

The Bagehot Fellowship is an intensive study program at Columbia University for journalists interested in improving their understanding of economics, business, and finance. For the first time, a scholarship, initiated by Westinghouse Broadcasting and Cable Inc. (Group W), is being offered to a qualified broadcast journalist. Special effort will be made to seek qualified minority applicants.

"With the initiation of the Westinghouse Scholarship, Group W has taken a lead in promoting the same excellence in broadcast journalism that it has exhibited as a broadcasting company," said Chris Welles, Director of the Bagehot Fellowship.

The Bagehot Fellowship is open to journalists with at least four years experience. Fellows receive free tuition and a stipend to cover living expenses. Guest speakers have included Paul Volcker, Donald Regan, Felix Rohatyn, Marina Whitman, David Rockefeller, Robert Reich, and J. Peter Grace.

The deadline for applications for the 1985-1986 academic year is April 5. For further information, send in the form below.

To: Chris Welles, Director
Bagehot Fellowship Program
Graduate School of Journalism
Columbia University
New York, New York 10027

Please send me further information and an application form for the Bagehot Fellowship Program for 1985-86.

NAME _____ POSITION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

morning and afternoon drive periods on weekdays. Target: adults, 18 and older. Agency: Hameroff & Milenthal, Columbus, Ohio.

RADIO AND TV

Lee Filters □ Auto filters will be spotlighted in 30 markets on radio and television, starting in late March for eight weeks. Commercials will run in all dayparts. Target: men, 18-49. Agency: Keller-Crescent, Evansville, Ind.

American Television & Communications Corp □ ATC launched spot television campaign in Austin, Tex.; Kansas City, Mo., and Charlotte, N.C., for eight to 12 weeks and will evaluate results for possible expansion to other markets. Campaign is believed to be first to address cable audience segmentation and is budgeted at close to \$1 million, including production, execution, testing and promotional activities. Commercials will run in all dayparts. Target: total family; adults, 18-35, and adults, 21-64. Agency: Manhattan Group Associates, New York.

Sparkomatic Corp. □ Campaign to promote company's line of car stereos and car stereo speakers will be promoted, starting this week, in 25 to 30 radio markets and on television on more than 60 CBS-affiliated TV stations during Grammy Awards telecast on CBS tomorrow (Feb. 26). Radio commercials will run in flights throughout year on album-oriented-rock stations and on AM stereo radio stations. Radio and TV

Rep Report

KTAC(AM)-KBRC(FM) Tacoma, Wash.: To McGavren Guild from Masla Radio.

□

KTYD(FM) Santa Barbara, Calif.: To McGavren Guild from Selcom Radio.

□

KTXZ(AM) West Lake Hills, Tex.: To Weiss & Powell (no previous rep).

□

WTAJ(AM)-WVTF(FM) Melbourne, Fla.: To Weiss & Powell (no previous rep).

□

WLWX(FM) Statesville, N.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

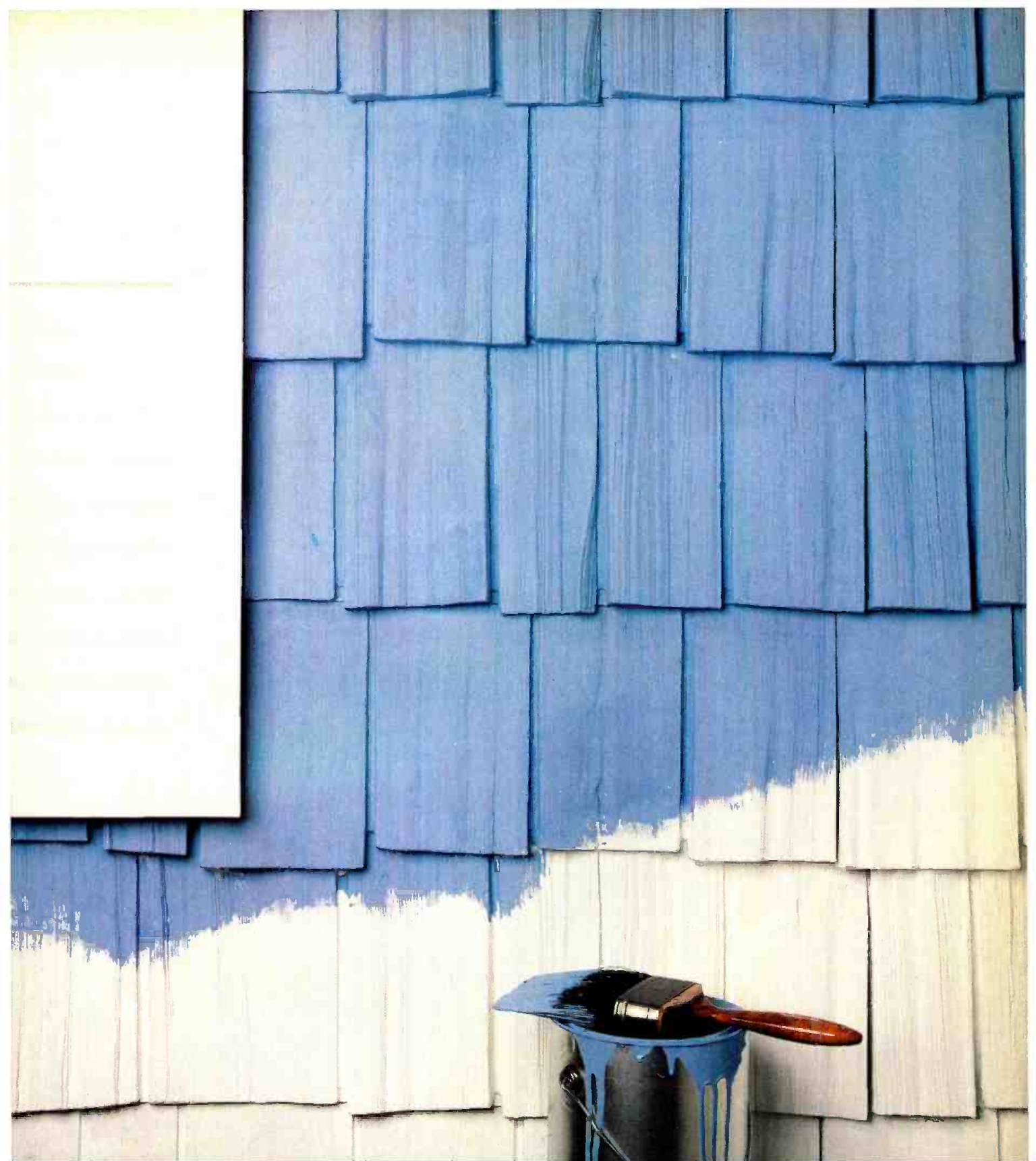
KQJF(AM)-KUTE(FM) Los Angeles: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

WEDR(FM) Miami: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WIXS-FM Marion-Florence, S.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep.)



**WE'VE GOT 70%
OF THE U.S. TV
HOMES COVERED**
and we're not stopping there!

**UNIVERSAL PICTURES
DEBUT NETWORK**

A great deal and a great deal more!

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MCATV

Monday Memo

A Fifth Estate sales commentary from Martin Antonelli, president, Antonelli Media Training Center, New York

How to develop superior salespersons

Most people are under the impression that knowledge will lead directly to success or that to have the "better mousetrap" is tantamount to having a lock on a market. The fact that this is not necessarily true is amply evidenced in the case of selling television time. Many more factors go into making a truly superior salesperson. Let's examine some of them.

■ **Discipline**—At the top of the list of all successful individuals and organizations is discipline. Without it, especially self-discipline, there can never be a maximization of potential. There are too many variables and distractions to make success likely without the aid of a plan of action and execution of that plan. The key is analysis, a plan and execution.

■ **Organization**—We've all heard of the individual with an office that resembles a scrap heap but who knows where everything is. This behavior is symptomatic of something deep-rooted that affects everything that that individual does. Something will always "fall through the cracks." Maximum effectiveness can never be achieved without organization.

■ **Persistence**—Winners look for ways to get the job done. If one approach doesn't work, another will. The loser looks for reasons to rationalize failure to him/herself and to superiors.

■ **Positive mental attitude**—This involves the individual suggesting to him/herself that things are going to go well. It is a frame of mind, an attitude. It sets the stage for success.

■ **Independence**—Knowing you're right is a powerful force to have on your side. But it takes considerable inner strength to forge ahead in the face of discouragement from those around you. The winner finds that strength; the loser succumbs.

■ **Self-confidence**—This involves the belief that one can do what has to be done and develops out of an awareness of what to do in a given situation. Self-confidence builds through experience, if the individual learns from both mistakes and successes.

■ **Self-control**—Selling television time is an emotional roller coaster. Daily highs and lows are commonplace. It is essential to level off these emotional swings so that the individual is not affected too dramatically by success and failure—neither of which is permanent.

Like a baseball pitcher who allows a home run to affect his concentration, continues to



Martin C. Antonelli is the president and founder of the Antonelli Media Training Center in New York. He began his career at Cunningham & Walsh Advertising where he spent three years as a media buyer/planner and one year as account executive. He served subsequently with Avco Television Sales, and TeleRep. At TeleRep he became director of sales training and later director of manpower development and quality control. On April 2, 1984, he left TeleRep to set up the Antonelli Media Training Center.

dwell upon it through the next five or six batters, and ends up falling apart, most salespeople permit losses to influence them for several days. As a result their performance in subsequent situations is adversely affected. Basking in one's glory and taking one's victories too seriously, on the other hand, create too much emotional distance between success and failure and make failure appear a lot worse than it really is. The key is to learn from mistakes so as not to repeat them.

■ **Resilience**—The ability to develop a thick skin, to bounce back from adversity, is also a trait of the winner. No one is impervious to the psychological lashing that most salespeople are subjected to, but it is the rare individual who rolls with the blows and returns to the battle.

■ **Hard work**—Two things become quickly apparent in an examination of the make-up of a winner: There are no short-cuts to success, and hard work can overcome just about anything. The days of the smooth-talking fashionplate lacking substance are gone. In today's sophisticated environment a premium must be placed on knowledge, discipline, organization and trustworthiness.

Buyers are in constant search for a knowledgeable, dependable salesperson. When one is found, they are more than happy to fill up the coffers.

■ **High energy**—Nothing sells like enthusiasm. All winning salespeople are positive about what they sell. They find the good in anything and get the buyer caught up in their enthusiasm.

■ **Product knowledge**—Selling technique is nothing without product knowledge. It is essential to master the station as well as the market. The salesperson must become the expert—the person a buyer turns to with questions. If that salesperson consistently has the answers, the money follows.

■ **Anticipation and planning**—Anticipating what a buyer's response is going to be in a given situation can be of tremendous assistance to a salesperson. Preparation is of paramount importance. If a salesperson can determine what numbers a buyer is likely to give certain programs or how a buyer will respond to a certain logic, he can then formulate and follow an effective plan of action.

■ **Constant learning**—The thought that a salesperson might have more to learn about his/her trade is totally alien to most people in sales. This is an unfortunate commentary but, nonetheless, accurate. Today's typical salespersons believe they have arrived; they know it; their way is the way. This is one of the main reasons for the current condition of the sales community. Mediocre people refuse to accept the notion that constant learning is necessary and productive. Winners, on the other hand, seek out people who can advance their own knowledge and expertise. The superior salesperson understands that to stop growing is to die.

■ **Understanding why people buy**—A clear understanding of the motivation behind people's buying decisions is a major component of the make-up of every superior salesperson. Knowledge of, and response to, the psychological and emotional needs of the buying community distinguishes the truly successful salesperson from the majority of people who sell television time.

The truly successful salesperson finds mutual interests, needs and goals between him/herself and the buyer and concentrates on establishing cooperative effort: Buyer and seller are in it together. In successful negotiating, each side believes it has gained. This is a classic win-win situation and develops long-range results as opposed to short-term gains. Winning salespeople always think long-term; for it is in the long term that reputations are developed. ■

BEFORE YOU SIGN UP FOR A SITCOM, YOU'D BETTER READ THE FINE PRINT!

Make sure its average rating was a phenomenal 21.3 over a three-year network run. That its last summer rerun performance ranked it as the # 2 series in all of television. That it's available right now—not years away. That its stars are as promotable as Wayne Rogers, Lynn Redgrave and Sharan Gless.

Make sure it's *House Calls*—the sitcom that really holds up even in the fine print. 57 sidesplitting half hours from MCA TV.

Datebook

This week

Feb. 25-26—National Cable Television Association board meeting. Key Biscayne hotel, Key Biscayne, Fla.

Feb. 25-27—Television Bureau of Advertising/Sterling Institute managing sales performance program for sales managers. Sahara, Las Vegas.

Feb. 25-27—"Forging a Global Telecommunications Strategy," national policy conference sponsored by Georgetown University, Center for Strategic and International Studies. International Club, Washington.

Feb. 26—Pennsylvania Association of Broadcasters winter conference and Gold Medal dinner. Marriott Inn, Harrisburg, Pa.

Feb. 26—American Advertising Federation second annual West Coast advertising public policy seminar, "The Rules of the Game." Beverly Hilton hotel, Los Angeles. Information: (202) 898-0089 or (415) 421-6867.

Feb. 26-27—"The Revitalization of AM Radio," regional seminar sponsored by National Association of Broadcasters. Sheraton Orlando International Airport Inn, Orlando, Fla. Information: (202) 429-5415.

Feb. 27—American Women in Radio and Television, Washington chapter, biannual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

Feb. 27—Television Bureau of Advertising regional sales training conference. Americana Dutch Resort, Orlando, Fla.

■ **Feb. 27**—Women in Communications, Washington chapter, business meeting, "Progress of Women in Communications." National Association of Broadcast-

ers, Washington.

Feb. 27—Women in Communications, New York chapter, meeting. Speaker: Judith Crist, film and drama critic, author. Summit hotel, New York.

Feb. 27-28—American Women in Radio and Television biannual public affairs seminar. Speakers include Representatives Nancy Johnson (R-Conn.), Pat Schroeder (D-Colo.), Mickey Leland (D-Tex.) and former FCC Commissioner Anne Jones. Hyatt Regency Capitol Hill, Washington. Information: (202) 296-0008.

Feb. 28—Philadelphia Cable Club luncheon meeting. Adams Mark hotel, Bala Cynwyd, Pa.

Feb. 28—Women in Communications, Detroit chapter, meeting, "Women and Economic Opportunity." Dearborn Inn, Detroit.

Feb. 28-March 1—"Revitalization of AM Radio," seminar sponsored by National Association of Broadcasters. Adam's Mark hotel, Charlotte, N.C. Information: (202) 429-5415.

■ **Feb. 28-March 1**—"The Cable/Telco Interface: Regulatory Policy and Business Prospects," seminar sponsored by Washington Program of the Annenberg School of Communications. American Society of Association Executives, Washington. Information: (202) 484-2663.

March 1—Northern California Broadcasters Association luncheon. Speakers: Charles Benard and Neil Resnick, co-op consultants, San Francisco. Trader Vic's, San Francisco. Information: (415) 928-7424.

Also in March

■ **March 5**—Louisiana Association of Broadcasters

annual visit to Washington. Breakfast speaker: FCC Commissioner James Quello; luncheon speaker: Representative Henson Moore (R-La.). Rayburn House Office Building, Washington.

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

■ **March 6**—Society of Satellite Professionals monthly meeting. Speaker: Michael DiPalma, manager of satellite operations, NBC Inc. Miramar hotel, Santa Monica, Calif. Information: (213) 474-3500.

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, honoring Ralph Baruch, chairman, Viacom International. Waldorf Astoria, New York.

March 9—Federal Communications Bar Association seminar, "New Roles for Lawyers in International Telecommunications." Washington Marriott, Washington.

March 10-12—"Telecommunications Opportunities for the Minority Entrepreneur," sponsored by National Telecommunications and Information Administration and Storer Communications. Vacation Village Convention Center, San Diego. Information: (202) 377-1835.

March 11-13—PRIMA (Public Radio in Mid-America) winter meeting. Montelone hotel, New Orleans. Information: (319) 353-5665.

March 13—American Women in Radio and Television 10th annual Commendation Awards luncheon. Awards to be presented by actress Loretta Swit. Waldorf-Astoria, New York.

■ **March 14**—"Unrecordable Video," seminar sponsored by Massachusetts Institute of Technology Communications Forum, on "way of generating television transmissions that can be viewed, but not taped." Marlar Lounge, Cambridge, Mass.

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

March 15—Deadline for entries in International Gold Medallion competition, sponsored by Broadcast Promotion and Marketing Executives. Information: BPME, department of telecommunications and film, San Diego State University, San Diego, 92182.

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**—Deadline for entries in third annual Alcoholism Communications and Marketing Achievement Awards, recognizing "special achievements in alcoholism communications, treatment outreach and optimum use of media resources to spread the good news about recovery," sponsored by National Foundation for Alcoholism Communications. Information: NFAC, 352 Halladay Street, Seattle, 98109.

March 15-16—International satellite and cable television communications law symposium sponsored by UCLA Communications Law Program and International Bar Association. Speakers include Richard Colino, Intelsat; Mimi Dawson, FCC commissioner; Fred Landman, Panamsat. Schoenberg Hall, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

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

■ **March 16**—"Breaking into Radio... A Learning Experience," seminar sponsored by WHFS(FM) Annapolis, Md. Bethesda Country Club, Bethesda, Md. Infor-

Broadcasting

The Newsweekly of the Fifth Estate

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Broadcasting Cablecasting Yearbook 1985

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) Billable orders must be accompanied by company business card or company purchase order. Off press Spring 1985.

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

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

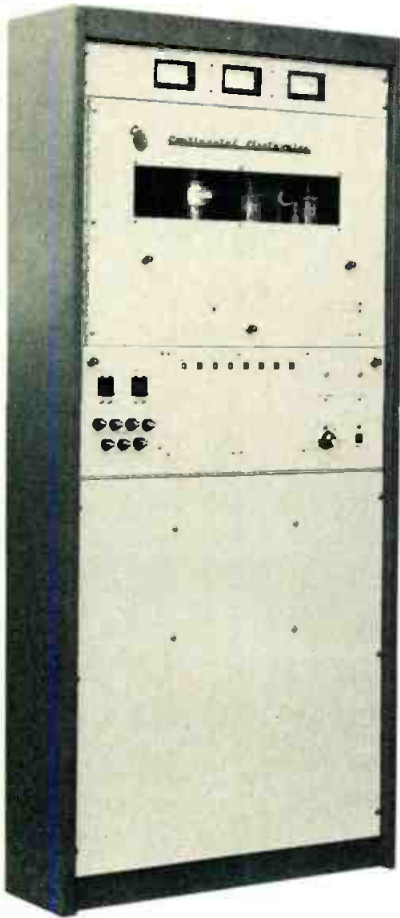
DALLAS POWER FOR AFFILIATES!

RANK IN TIME PERIOD

MARKET	STATION	MON—FRI	RTG	SH	RTG	SH	WOMEN 18-49	WOMEN 25-54
Dallas**	WFAA/A	3:00-4:00pm	11	35	1	1	1	1
Phoenix**	KPNX/A	3:00-4:00pm	6	26	1	1	1	2
Nashville**	WKRN/A	4:00-5:00pm	8	21	2	2	2	2
Memphis**	WHBQ/A	3:30-4:30pm	9	24	1	1	1	1
Albany*	WTEN/A	4:00-5:00pm	8	25	2	2	1	1
Tulsa**	KOTV/C	3:00-4:00pm	9	36	1	1	1	1
Richmond*	WXEX/A	4:00-5:00pm	8	29	1	1	1	1
Flint*	WJRT/A	4:00-5:00pm	8	26	1	1	1	1
Wichita- Hutchinson**	KAKE/A	3:30-4:30pm	6	25	1	1	1	1
Knoxville**	WTVK/N	5:00-6:00pm	7	17	2	2	2	2
Maducah**	WPSD/N	3:30-4:30pm	7	24	2	2	1	1

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Continental's 1 kW AM Power Rock: a sound winner that's ready for AM stereo.

Tough market or not, the Power Rock is designed to give you the best signal around. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

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Send me 1 kW AM Power Rock brochure

Name _____

Station _____

Address _____

City _____

State/Zip _____

Phone (____) _____

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mation: (301) 263-1430.

March 19— "Current Issues in the Development of International Communications," second annual executive seminar sponsored by *Hogan & Hartson*, Wash-

ington law firm. International Club, Washington. Information: Barbara Kline, (202) 331-4690.

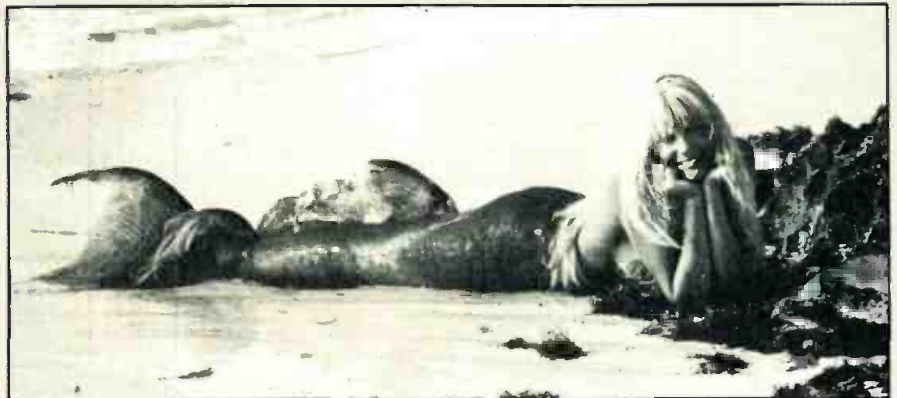
March 19— *Television Bureau of Advertising* regional sales training conference. Sheraton Inn (Airport), Port-

Stay Tuned

A professional's guide to the intermedia week (Feb. 25-March 3)

Network television **ABC:** *A Bunny's Tale* (docudrama), Monday 9-11 p.m.; *Getting the Last Laugh* (comedy special), Tuesday 10-11 p.m.; "Neighbors" (comedy), Thursday 8-10 p.m.; *Rodney Dangerfield Exposed* (comedy special), Sunday 8-9 p.m.; *Moonlighting** (romantic comedy series), Tuesday 10-11 p.m. **CBS:** *The 27th Annual Grammy Awards*, Tuesday 8-11 p.m.; "Still of the Night" (psychological drama), Wednesday 9-11 p.m. **PBS** (check local times): *William Grant: Still Trailblazer from the South* (musical profile), Monday 10:30-11 p.m.; *Survival Special: "The Last Round-up of the Elephants"* (nature), Wednesday 8-9 p.m.; *A Skating Spectacular 1985* (exhibition), Wednesday 9-10 p.m.; *My Heart, Your Heart* (health special), Wednesday 10-11 p.m.; "Koyaanisqatsi" (environmental/musical collage), Friday 9-10:30 p.m.; *Backstage at the Cotton Club* (interviews), Friday 10:30-11 p.m.

Cable **A&E:** *An Evening with Andrew Lloyd Webber* (musical special), Sunday 9:30-10:30 p.m. **The Disney Channel:** *Magnificent Monsters of the Deep* (nature), Saturday 6-7 p.m.; *Steve Allen's Comedy Room* (comedy special), Saturday 10-11 p.m. **HBO:** "Splash"



"Splash" on HBO



American Caesar on WTBS

(romantic fantasy), Friday 8-10 p.m. **WTBS Atlanta:** *Views and Visions* (black history), Wednesday 10:05-11:05 p.m.; *American Caesar* (four-part biography), Sunday 8-10 p.m., continuing March 4-6.

Syndication **WCRB Productions:** *AT&T Presents Carnegie Hall Tonight* (orchestra), week of Feb. 25 on 240 stations.

Play It Again "The Wizard of Oz," Friday 8-10 p.m.

Museum of Broadcasting **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programming, now through March 15. *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode

DALLAS POWER

FOR

INDEPENDENTS!

MARKET	STATION	MON—FRI	RTG	SH	W18-49 (000) % INCREASE 11/84 VS. 11/83
New York*	WOR	7:00—8:00pm	5	8	+34
Los Angeles*	KHJ	7:00—8:00pm	6	9	+63
San Francisco**	KTZO	7:00—8:00pm	3	5	+44
Detroit*	WXON	7:00—8:00pm	4	7	+37
Cleveland*	WCLQ	7:00—8:00pm	3	5	+85
Houston**	KTXH	7:00—8:00pm	8	12	+229
Miami*	WDZL	7:00—8:00pm	3	5	+175
Tampa**	WTOG	12:00—1:00pm	4	14	+100°
Sacramento**	KRBK	7:00—8:00pm	6	9	+62
San Diego*	XETV	7:00—8:00pm	6	11	+75
Orlando*	WOFL	8:00—9:00pm	4	6	+150
Oklahoma City*	KAUT	6:00—7:00pm	7	12	+250
Birmingham**	WTTO	7:00—8:00pm	7	10	+90
Salt Lake City**	KSTU	10:00—11:00pm	2	5	+14
Grand Rapids**	WXMI	7:00—8:00pm	4	8	+15
Louisville*	WDRB	7:00—8:00pm	7	12	+83

First DALLAS... Now KNOTS LANDING!

LORIMAR®

Major Meetings

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

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

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

April 14-17—*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—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

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

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

May 11-15—*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—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

May 19-22—*CBS-TV* annual affiliates meeting.

Fairmont hotel, San Francisco.

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

June 2-5—*National Cable Television Association's* 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 6-9—*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; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

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

Aug. 8-Sept. 14—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—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

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

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

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

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

Nov. 20-22—*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.

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 4-8, 1986—*Association of Independent Television Stations* 13th annual convention (tentative).

Jan. 17-21, 1986—*NATPE International* 23rd annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 2-5, 1986—*National Religious Broadcasters* 43rd annual convention. Sheraton Washington, Washington.

■ **Feb. 7-8, 1986**—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

May 20-23, 1986—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.

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March 25 - Radio

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Gary Stevens, *Doubleday Broadcasting*

March 26 - Television

Park Lane Hotel
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■ **March 19-20**—*New York State Broadcasters Association* fourth annual "Call-On Congress." Washington.

■ **March 19-20**—*Texas Association of Broadcasters* "TV Day" seminar. La Mansion hotel, Austin, Tex.

March 20—*Missouri Broadcasters Association* sales seminar. University Plaza Holiday Inn, Springfield, Mo.

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 20—*Women in Communications, New York chapter*, meeting. Speaker: Isaac Asimov, writer. Summit hotel, New York.

March 21—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlicht, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

March 21—*Television Bureau of Advertising* regional sales training conference. Meridian (downtown), San Francisco.

March 21—*National Association of Black Owned Broadcasters* first Media Awards dinner, honoring Representative Mickey Leland (D-Tex.) and FCC Commissioner Henry Rivera. Sheraton Washington, Washington.

March 21—*Missouri Broadcasters Association* sales seminar. Hilton hotel, Columbia, Mo.

March 21-23—*New Mexico Broadcasters Association* annual convention. Guest: CBS's Van Gordon Sauter. Inn at Loretto, Santa Fe, N.M.

March 22—*Missouri Broadcasters Association* sales seminar. Sports Complex Holiday Inn, Kansas City, Mo.

March 24-31—*Prix Futura Berlin*, conference with panels on radio drama, radio documentaries, TV drama and TV documentaries. Berlin. Information: (030) 308-26-00 or 308-26-01.

March 26—*Academy of Television Arts and Sciences*

forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Beverly Wilshire hotel, Los Angeles. Information: (818) 506-7880.

March 26—*Television Bureau of Advertising* regional sales training conference. Amfac (West Tower), Dallas.

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

March 26-27—*Pennsylvania Association of Broadcasters* visit to Congress. Washington.

■ **March 27**—*New Jersey Broadcasters Association* semi-annual sales seminar. Quality Inn, North Brunswick, N.J.

■ **March 27**—*National Academy of Television Arts and Sciences, International Council*, salute to RAI (Radiotelevisione Italiana). Avery Fischer Hall, Lincoln Center, New York.

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

March 27-29—*Telocator Network of America* semi-annual meeting. Loew's Anatole hotel, Dallas.

March 27-31—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Luncheon speaker: Roy Danish, Television Information Office. Opryland hotel, Nashville.

March 28—*Television Bureau of Advertising* regional sales training conference. Atlanta Hilton (downtown), Atlanta.

March 29—Deadline for entries in "Editorial Excellence Awards, sponsored by *National Broadcast Editorial Association*. Scripts, tapes required for each of 12 monthly editorials. Information: Joe Mannion, WXFL-TV, Box 1410, Tampa, Fla., 33601; (813) 229-7781.

March 30—*Cable Marketing Association of Greater Chicago* first "CableGala." Chicago Field Museum of Natural History, Chicago. Information: (312) 530-4477.

April

April 1—Deadline for entries in Major Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* with cooperation of *National Radio Broadcasters Association*. Information: Munire Terpis, Armstrong Foundation, Room 1342A S.W. Mudd Building, Columbia University, New York, N.Y., 10027; (212) 280-8703.

April 1—Deadline for entries in *International Radio Festival of New York*. Information: International Radio Festival, 246 West 38th Street, New York, 10018.

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 2—*Television Bureau of Advertising* regional sales training conference. Holiday Inn (Westport), St. Louis.

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 5-6—Seventh annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 8—Deadline for entries in Banff Television Festival, recognizing "excellence in television films and programs." Information: (403) 762-3060.

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 9—*Television Bureau of Advertising* regional sales training conference. Marriott (Bloomington), Minneapolis.

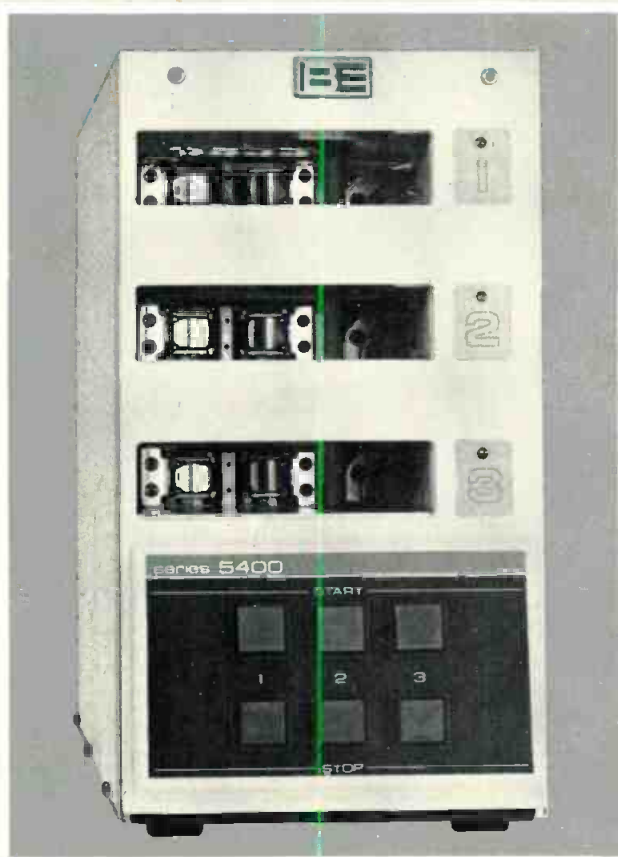
■ **April 9**—*National Academy of Television Arts and Sciences, International Council*, salute to RAI (Radiotelevisione Italiana). Directors Guild of America Theater, Los Angeles.

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

April 11—*Television Bureau of Advertising* regional

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sales training conference. Hyatt Regency (Dearborn), Detroit.

April 11-12—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 12-18—11th annual Documentary Festival, sponsored by *Global Village*. New York City's Public Theater, New York. Information: (212) 966-7526.

April 13—*American Bar Association Forum Committee on Communications Law and National Association of Broadcasters* fourth annual workshop for lawyers, "Representing Your Local Broadcaster," held in conjunction with NAB convention (see below). Dunes hotel, Las Vegas.

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

April 14-18—Computer Graphics '85, conference and exposition sponsored by *National Computer Graphics Association*. Dallas Convention Center, Dallas. Information: 1-800-543-8000.

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 15—Deadline for entries in 29th annual National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036; (202) 955-7710.

April 15-16—*National Association of Broadcasters* second minority television programing exhibition, during NAB annual convention. Las Vegas Convention Center, Las Vegas.

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 16—*Television Bureau of Advertising* regional sales training conference. Americana Inn (Airport), Albany, N.Y.

April 18—*Television Bureau of Advertising* regional sales training conference. Hilton (Downtown), Philadelphia.

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

■ **April 20**—*New York Women in Film* seminar on "opportunities for staff positions in the New York film and television industries." YWCA, New York.

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 programing." 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 26—*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.

April 26-28—*Carolinas UPI Broadcasters Association* annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

■ **April 26-28**—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting, "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, On-

tario, KIP 5W5.

April 27-May 2—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

April 28-30—Third annual "Improving On-Air Promotion for Public Television," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

April 30—Deadline for entries in *National Broadcast Association for Community Affairs* Community Service Awards. Information: Marsha Kaminsky, WOR-TV New York, 1481 Broadway, New York, N.Y., 10036; (212) 764-6755.

May

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 6-7—*Videotex Information Systems Exposition and Conference*, sponsored by *Videotex Industry Association* and *Cahners Exposition Group*. Sheraton Center hotel, New York.

■ **May 6**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. San Francisco. Information: (202) 626-3140.

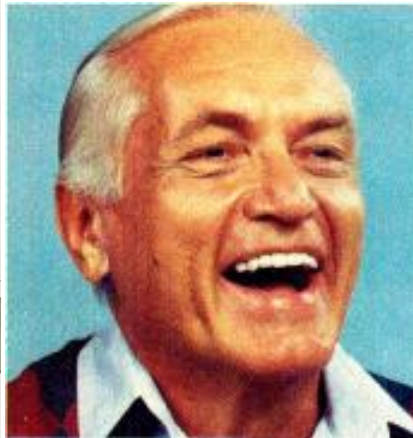
May 7-11—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

■ **May 8**—*Connecticut Broadcasters Association* spring sales and management seminar. Hartford Marriott hotel, Farmington, Conn.

■ **May 8**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

May 8-15—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), which can be submitted by inde-

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■ **May 10**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Atlanta. Information: (202) 626-3140.

May 11—"Stereo for Television, A Whole Different Ballgame," seminar sponsored by *University of Southern California, School of Cinema-Television, and Society of Motion Picture and Television Engineers (Hollywood chapter)*. USC campus, Cinema-Television Center, Los Angeles.

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

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

May 13-16—High Definition Television Colloquium, "Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario, K2C 2M4; (613) 224-1741.

May 14—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: associations. National Association of Broadcasters, Washington.

May 14-15—LPTV West, West Coast conference and exposition for low power television, sponsored by *National Institute for Low Power Television*. Westin Bonaventure, Los Angeles.

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

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

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

May 17-19—*American Public Radio* annual meeting. Westin hotel, Vail, Colo.

May 18-22—Fourth international conference on televi-

sion drama, including presentation of Samuel G. Engel Awards, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

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

May 19-22—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

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

■ **May 20-23**—*Pacific Mountain Network* annual affiliates meeting, "Changes in and on the Air." Westin hotel, Denver. Information: (303) 455-7161.

May 24—*Academy of Television Arts and Sciences* forum luncheon with Robert Bennett, senior VP, television broadcasting and production, Metromedia Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

May 27-June 1—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York. Information: (212) 227-5599.

May 28-31—*Public Telecommunications Financial Management Association* annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

May 30-June 1—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

June

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—*JC Penney-University of Missouri* television workshop. School of journalism, UM, Columbia, Mo. Information: (314) 882-7771.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff, Alberta. Information: (403) 762-

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June 4-6—NBC-TV promotion executives conference. Hyatt Regency, Chicago.

June 6-8—Iowa Broadcasters Association annual convention. Cedar Rapids, Iowa.

June 6-9—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago.

June 6-12—Montreux 1985, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—American Advertising Federation national convention. J.W. Marriott, Washington.

June 9-12—Missouri Broadcasters Association spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

June 10—Presentation of Monitor Awards of Videotape Production Association. Lincoln Center, New York State Theater, New York.

June 10-12—Fourth annual International Radio Festival of New York, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 12—International Radio and Television Society annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

June 12—"Women at the Top," series sponsored by American Women in Radio and Television, Washington chapter. Topic: programing management. National Association of Broadcasters, Washington.

June 12—Ohio Association of Broadcasters sales workshop. Columbus Marriott Inn North, Columbus, Ohio.

June 12-13—Illinois Broadcasters Association annual trip to Washington for visits with legislators and FCC. Washington.

June 17-19—CATA '85, Community Antenna Television Association annual meeting. Opryland hotel, Nashville. Information: CATA Show, P.O. Box 9893, Alexandria, Va., 22304-0479.

June 20-22—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

July

July 10-14—National Association of Farm Broadcasters summer meeting. J.W. Marriott, Washington.

July 11-13—National Federation of Local Cable Programers national convention. Boston Park Plaza hotel, Boston. Information: (202) 544-7272.

July 15-17—New England Cable Television Association annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

July 16—Ohio Association of Broadcasters programmers' workshop. Embassy Suites, Columbus, Ohio.

July 19-21—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

July 22-23—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Hilton Harbour Castle, Toronto.

Errata

Headline in earnings story (Feb. 18) incorrectly stated ABC's fourth-quarter earnings declined. **Operating profit of ABC Television Network declined in fourth quarter, but company's net earnings increased 6% to \$52.4 million.**

□

"Donahue" is seen in Philadelphia on WPVI-TV, not WCAU-TV, as incorrectly reported in "Closed Circuit," Feb. 18.

July 23-26—Florida Cable Television Association annual convention. Amelia Island Resort, Fla.

July 31-Aug. 4—National Association of Black Journalists convention. Baltimore.

August

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

Aug. 7—Ohio Association of Broadcasters news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

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

Aug. 22-24—West Virginia Broadcasters Association fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

September

Sept. 8-10—Illinois Broadcasters Association annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 11-14—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—Radio-Television News Directors Association annual convention. Opryland hotel, Nashville.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by National Academy of Television Arts and Sciences, International Council. Information: (212) 308-7540.

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TOP OF THE WEEK

General Westmoreland sounds retreat

After three years of litigation, Army general drops his \$120-million libel suit over CBS documentary

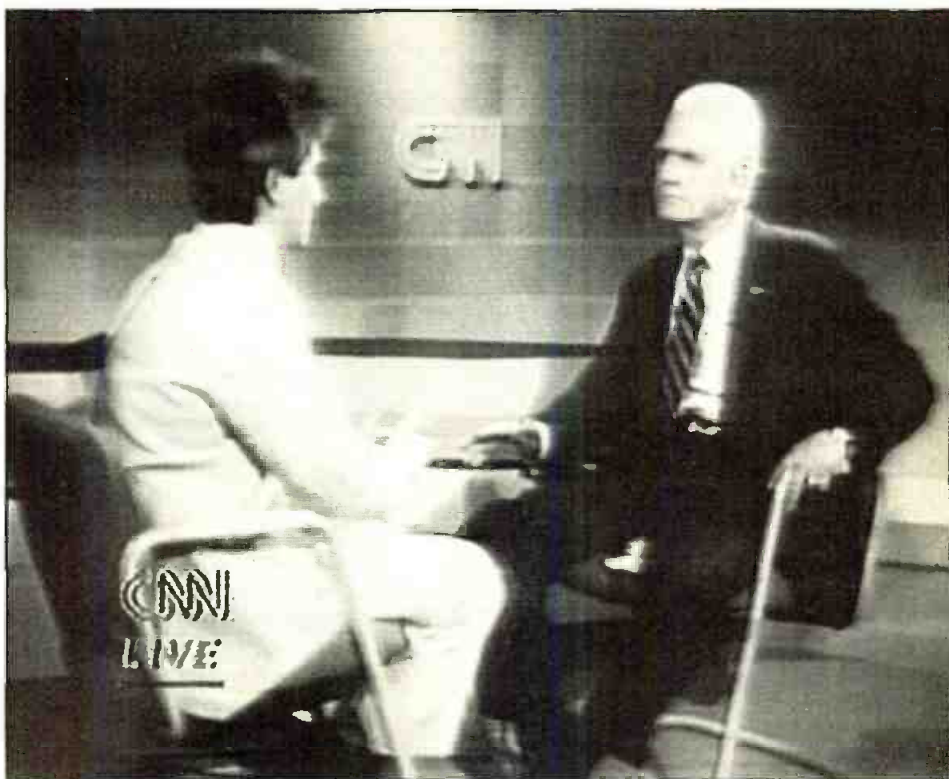
"We are about to see the dismantling of a major news network."

That prediction was made in April 1983 by Dan Burt, president of the Capital Legal Foundation and lead attorney for General William C. Westmoreland in his \$120-million libel suit against CBS for its 1982 documentary *The Uncounted Enemy: A Vietnam Deception*. Burt was referring to what he believed would be the resounding public outcry after his anticipated court victory in which he expected to prove that CBS had knowingly defamed his client and lied about his conduct as head of U.S. forces in Vietnam from 1964 to 1968.

Any glimmer of hope that the prediction would be realized was shattered last week as Westmoreland, largely on the advice of Burt, agreed to dismiss his suit against the network. The abrupt conclusion of the three-year battle came with the trial in its fifth month and just a week or so before it was expected to go to the jury. Westmoreland agreed to a dismissal "with prejudice," meaning that he may never bring suit against CBS again over the issues and claims within the case that commanded perhaps more media attention over the last three years than any other single legal issue.

Despite Westmoreland's repeated denials last week, he clearly walked away with much less than he wanted. Just about all observers believed that the dismissal was a clear-cut victory for CBS. When Westmoreland filed suit in September 1982, nine months after the broadcast of the documentary, he said litigation was necessary because CBS refused to give him an apology and to give a "public explanation of how and why they had gone wrong." In the end, Westmoreland got neither directly, although he interpreted a joint statement issued by him and the network as an "apology."

The key sentence in that joint statement, from Westmoreland's standpoint, was the one that read: "CBS respects General Westmoreland's long and faithful service to his country and never intended to assert, and does not believe, that General Westmoreland was unpatriotic or disloyal in performing his duties as he saw them." But CBS and most observers and commentators last week saw the key phrase within that sentence being "as he saw them," which they concluded let CBS off the hook without the slightest con-



CBS's Crile (l) and Westmoreland discuss the settlement on CNN

cession, let alone a retraction or apology.

Westmoreland signed a joint statement (along with co-defendants Mike Wallace and George Crile, and CBS Inc. vice president and general counsel, George Vradenburg) that also agreed that he "respects the long and distinguished journalistic tradition of CBS."

Hours later, Westmoreland told ABC *Nightline's* Ted Koppel that *Uncounted Enemy* was a "cold-blooded hatchet job." But he said he dismissed the suit because the language in the joint statement, to his thinking, constituted an apology. "I got what I consider was an apology," he told Koppel. "If they had thrown in the word 'apology' I certainly wouldn't have objected to it, but I interpreted their language as something that cleared my name." He said perhaps the greatest value of the case may be that it has had a "salutary" effect on CBS. He quoted CBS Chairman Thomas Wyman as having said in a recent address at Duke University that the libel suit has "reinforced a commitment on our part to be as careful in exercising our journalistic responsibilities as we possibly can."

But some of Westmoreland's staunchest

supporters agreed last week that he came away with far less than he was looking for. "I certainly don't think he got an apology," said Reed Irvine, chairman of the Washington-based Accuracy in Media. "And I find it rather difficult to believe," Irvine added, that Westmoreland sought simply to get CBS to state that it doesn't believe he was "unpatriotic or disloyal in performing his duties as he saw them." That "certainly wasn't what Capital Legal Foundation intended to do," said Irvine. "Westmoreland's attorneys botched the trial because of their inexperience. [Dan] Burt never tried a jury case before. [Head CBS attorney David] Boies is a very experienced trial lawyer."

When Westmoreland filed his suit two and a half years ago he said: "The only question is whether CBS had an obligation to be accurate in its facts before it attempted to destroy a man's character—the work of his lifetime. I trust the American judicial system and an American jury will fairly evaluate what I and those in positions of responsibility said and did, and I am pleased to put my reputation and honor in their custody."

But last week, confided one attorney close to the case, Burt apparently made the deci-

sion to approach CBS based on his sense that things were going poorly for the plaintiff, especially in light of testimony given on behalf of the network in the last three weeks of the trial by former and present military men, including Westmoreland's former intelligence chief, Major General Joseph McChristian, and the former head of enemy strength estimates, Colonel Gains Hawkins. Both appeared on the broadcast and seemed to substantiate CBS's claims against the general. Burt tried to prove in court, with the use of outtakes from the documentary, that so much of their interviews was left on the cut-

ting room floor as to make their on-air statements totally distorted and inaccurate.

But as witnesses for the defense, in court and under oath, both men upheld their on-air statements. McChristian testified that he believed Westmoreland had acted "improperly" by not forwarding to Washington a cable he presented to Westmoreland in May 1967, based on newly completed intelligence studies, indicating substantially higher enemy irregular forces. McChristian testified that Westmoreland had said at the time that sending the cable would create a "political bombshell." Westmoreland maintained he used

the phrase, "public relations problem," and testified earlier in the trial that he did not forward the cable because he wanted more information on the higher figures, and that subsequently he informed his superiors of those figures. Hawkins testified shortly after McChristian that Westmoreland had imposed a 300,000-troop ceiling on enemy strength. Hawkins characterized such a ceiling as "dishonest" and said Westmoreland imposed it because higher figures would be "politically unacceptable."

As one attorney close to the case put it, "the last three weeks of the trial were really

Studying the settlement

In the larger sense, just who won what in the settlement of General William Westmoreland's \$120-million libel suit against CBS is open to interpretation.

But Westmoreland's claim of vindication doesn't appear to have impressed many observers.

Those broadcasters who ventured a call said CBS, and perhaps journalism as a whole, were the immediate winners. Even the conservative Accuracy in Media disputed the general's assessment of the situation. "Oh, come on," said Bernard Yoh, AIM director of communications. "To make that claim itself shows how asinine the whole thing is."

Nonetheless, in the wake of the settlement, some observers also were wondering aloud about the "chilling effect" multimillion-dollar libel actions have placed on broadcast news coverage. Others were expressing hope that the Westmoreland case's resolution would make other public officials and figures think twice before filing similar lawsuits. Still others were hoping that the settlement would take the wind out of the sails of groups like the Capital Legal Foundation, which backed Westmoreland's lawsuit.

Larry Grossman, president of NBC News, saw CBS as the winner. "Clearly General Westmoreland did not get what he sought, and has not apparently been able to prove his charges," Grossman said.

"I think it's very important to all of our reputations that CBS held fast and that their integrity was not overturned," he added. "We all have a real stake in the integrity of each other, even though we try to beat each other's brains out."

Steve Bookshester, assistant general counsel and First Amendment attorney for the National Association of Broadcasters, said it was his hope that the resolution of the case would discourage libel claims by others. "But it also brought home the enormous costs of defending such cases," Bookshester said. "And one can only hope that it won't chill investigative journalism in the future."

Floyd Abrams, a noted First Amendment attorney, said CBS had won a "considerable" victory. "What will be remembered is that General Westmoreland commenced the suit, pursued it and then abandoned it," Abrams said.

Abrams predicted that the case would have "some" deterrent effect on the filing of lawsuits. The Westmoreland case underlined just how expensive it can be to bring such a suit, but it also demonstrated that those who do sue can come out looking a lot worse after a trial than they did before they started. "In my view, General Westmoreland's reputation stood stronger before the suit," Abrams said.

It's too early to determine whether the case will mean greater inhibition or greater freedom for the press, Abrams added, however. CBS's costs were high, not just financially but also in the sense that the suit exposed it to "very loud" criticism for an extended period of time, he noted.

Henry R. Kaufman, general counsel for the Libel Defense Resource Center, said it was clear that CBS had been winning its

case. He also said that discussions with jurors showed them supporting CBS's position. Since the media has been losing about 75% of the libel actions taken against it at the trial level, "it's always good to know that a good case can be won and a jury is not inherently biased against the media," Kaufman said.

On a different level, Kaufman noted that Westmoreland's suit had been supported by politically oriented groups and interests. If the case's resolution made those sorts of groups "think twice about this approach, I think the Westmoreland case will be very beneficial to us all," Kaufman said.

Lou Adler, president of the Radio-Television News Directors Association, said it appeared that Westmoreland had decided to give up the fight when it became clear he had little or no hope of winning. "But for CBS News, for journalism and for the public, it may well have been a Pyrrhic victory," Adler said. "We already have a pretty good idea of the cost in dollars. But what of the cost in the courage and commitment of news organizations to pursue the tough stories, the ones that may lead them through the perilous obstacle course of libel litigation?"

Richard Wald, senior vice president for ABC News, said he thought the "American people" were the winners in the case.

Wald noted that public officials do get angry with their press coverage from time to time, and one way of "getting back" is to file a lawsuit. But what the Westmoreland case points out is that's "onerous, expensive and long," Wald said. ABC, Wald said, has been experimenting with other ways—for example, with its *Viewpoint*—to let people have their say.

According to Wald, Judge Pierre Leval, who had been presiding, said the "wisest thing" about the case in noting that it may have been best to leave a verdict to the judgment of history. "And insofar as it encourages broadcast journalists to develop outlets like *Viewpoint* and public officials to look toward the court of public opinion instead of courts of law, it's a very good thing for journalism," Wald said.

AIM's Yoh, however, said that group believed the Westmoreland case should have gone to the jury. He also said actual malice could have been demonstrated. "The producer, everyone involved, clearly knew that no conspiracy was involved," Yoh said.

Yoh also suggested that Westmoreland had inadequate representation. According to Yoh, Dan Burt, Westmoreland's attorney, was neither a trial nor a libel lawyer. "You wouldn't go to a general practitioner for a heart transplant, would you?"

Burt could not be reached for comment.

Michael McDonald, general counsel of the American Legal Foundation, which has set up a "libel prosecution resource center" to offer support to those who want to sue the media, said the "disappointing" resolution of the Westmoreland case would not have a chilling effect on the filing of libel suits. "As long as the type of vitriolic and unfair advocacy journalism... that led to the Westmoreland suit continues, we will continue to see public officials and public figures continuing to file libel suits," McDonald said.

tough on Westy. He thought the CIA would probably show up [to testify against him], but not the Army guys." The source indicated that Burt's move to dismiss the case was based in part on "humanitarian" grounds—i.e. Westmoreland's personal well being. One of the questions the jury would have had to decide was whether or not the broadcast was essentially true or false. "If Westy lost on the truth issue it would kill him," the source said. AIM's Irvine disputed that scenario. "I don't believe that for a second," he said. Westmoreland "is a soldier; he's not a quitter." He countered that Burt may have sought dismissal more out of a desire to escape the personal "embarrassment" of taking the case all the way and losing it. Burt did not return calls placed to his office last week.

Post-dismissal surveys of the jurors in the case indicated that half or more were leaning toward CBS when Westmoreland decided to throw in the towel. Last Wednesday (Feb. 20), 10 of the 12 jurors appeared on the *CBS Morning News*. In a poll taken before the show, seven of them said they believed the CBS documentary was basically true. The other three were undecided. As to the network's state of mind at the time of the broadcast, nine of the jurors said they felt CBS believed what it was putting on the air was true, while the other juror was undecided. Juror polls by the Associated Press and the *New York Times*, as well as several New York television stations, also showed six or more jurors leaning toward CBS.

Thus, with the chances that his client would prevail against the network at the jury level diminishing rapidly as CBS pressed its defense, Burt approached CBS's Vradenburg on Friday, Feb. 16, about a possible dismissal. In return, Burt wanted assurances that the network would not seek administrative court costs—several hundred thousand dollars—from his client. (According to one source close to the case, when it's all added up, CBS will have spent perhaps \$10 million preparing for and litigating the case. All but \$100,000 of the network's legal fees, however, are expected to be covered by its libel insurance policy, underwritten by a group of companies that CBS declined to identify. Capital Legal Foundation says that close to \$7 million, of its own money and outside funds, has been spent to litigate the Westmoreland case.) Vradenburg indicated that if Westmoreland wanted to talk dismissal, CBS was game, so he and Burt met the next day (Feb. 17) and the following day, Sunday, when, as one attorney involved put it, "things moved rather quickly." A deal was wrapped up by 5 p.m., in time for the Sunday evening news programs.

Burt also asked Vradenburg, in the words of one source privy to the talks, "whether or not there was something nice that CBS could say about Westmoreland" in the joint statement announcing the dismissal. Hence the development of the "lawyerly language," as *Nightline's* Koppel described it, in which the two sides couched their statements.

CBS, for its part, was not gloating last week, or flaunting what most observers felt was the network's win. Network executives maintained their staunch support for the doc-

umentary and denied that an apology had been given to Westmoreland in return for his dropping the suit. "Nothing has surfaced," said CBS/Broadcast Group Executive Vice President Van Gordon Sauter last week, "that in any way diminishes our conviction that the broadcast was fair and accurate." He added that "personally, I do not view the [joint] statement as an apology." A spokesman said also that the network position was that the statement did not constitute an apology to Westmoreland.

The spokesman downplayed any sense of jubilation that may have been felt among the ranks at CBS last week, saying that "there is more a sense of relief that the burden of the trial is over." There was one celebration, however, hosted by the CBS Inc. law department last Tuesday evening at Regine's, an exclusive Park Avenue restaurant and night spot. Network executives, attorneys working on the case, their wives, and witnesses

gathered to celebrate the outcome at a private party. A spokesman characterized the affair as a "reception" to thank all those participating in the case on the network's behalf. One who attended, however, described the party as a celebration in the fullest sense of the word. "Everybody was having a great time," he said, "dancing and drinking too much. I know I did."

That celebration aside, people were not dancing in the halls at CBS News. Network News President Edward M. Joyce set the tone last week, with a memo to Burton Benjamin, praising him for his internal investigation of the disputed documentary, launched after *TV Guide* published an article in May 1982 lambasting the program as a "smear" (although it did not challenge the basic substance of the program). The Joyce memo, distributed widely within the news organization, provided a sober reminder that despite the outcome of the trial, the broad-

Libel shoe on the other foot

WTSP-TV St. Petersburg, Fla., fed up with what it considered defamatory articles about it in the *St. Petersburg Times*, decided last year to do what General William Westmoreland and Israeli General Ariel Sharon were doing in their disputes with the media—sue. Now, like them, WTSP-TV has come up empty—and worse. The state judge who dismissed the case did so in an order lecturing the station on the First Amendment and suggesting that it had sought redress in the wrong court. As a television station, Circuit Judge Maynard F. Swanson Jr. said, it had the facilities to argue its case in the court of public opinion, where, he said, it belonged.

The station had been concerned particularly about three articles written by Karl Vick, the newspaper's television critic, who was named a defendant in the suit. The station did not explicitly allege libel but, rather, claimed that the stories were written for the "malicious purpose" of causing the station damage and embarrassment, and alleged they constituted an invasion of the station's private business affairs. The suit sought damages, but did not specify an amount. Alan Henry, president of Gulf Broadcast Group, the station's owner, said at the time the suit offered "the only way to get a fair hearing" (BROADCASTING, June 25, 1984).

But the judge would have none of that. To permit a suit for damages for statements "that insinuated bad things without requiring that some of those things also be false" is prohibited by U.S. and Florida constitutional prohibitions on restrictions of free speech and press. "To do as plaintiffs request would permit judges and juries to sit as 'super editors' of written statements, judging whether in their opinion the written statements conformed to some nebulous standard of good taste or nicety," he said. That, he added, "would be a dangerous erosion" of First Amendment rights.

In a paragraph that seemed aimed particularly at the allegation regarding an invasion of the station's private business affairs, Swanson noted that the station is in the business of broadcasting programs to the public and is subject to the "scrutiny and licensing of a public agency," an agency that encourages the public to scrutinize and comment on the station's operations. "How much more public can any person or corporation be?" Swanson asked. He also noted that the station could rebut the alleged defamation by broadcasting its version of the dispute "over the public airwaves it is licensed to use. . . . In doing so, plaintiff and defendants would then be engaging in a public dialogue and debate that is so very desirable in our democratic society."

Finally, Swanson said: "Plaintiff's complaint is a petulant response to the alleged defamation by defendants, and it appears to be motivated more by desire to quiet the criticism of a competitor than to redress any wrongs done to it. The excessive litigiousness of many Americans to which Chief Justice [Warren E.] Burger so often complains is amply demonstrated by this complaint, a veritable tempest in a very small teapot."

But management of the station, which is among the package of Gulf assets being sold to Taft Broadcasting (BROADCASTING, Feb. 4), is not giving up the fight. WTSP-TV's counsel, Philip Campbell, who said he was "surprised" by the order since Swanson had not heard "the facts," plans to file an amended complaint. Rather than simply allege the articles contained false statements, he said, "we'll say what the true circumstances were."

cast that sparked it was, from a procedural standpoint, seriously flawed. "Your findings," Joyce told Benjamin, "were both painful to us and encouraging to us. They pointed to embarrassing transgressions of our own CBS News guidelines. They also pointed us toward a statement which you, Van [Sauter] and I were able to make in July of 1982 that 'we stand by this broadcast.'"

Joyce noted in the memo that First Amendment attorney Floyd Abrams was quoted recently as saying: "CBS ought to have gotten a lot more praise than it did for the Benjamin Report." By court order, the network released the report to Westmoreland (and thus the public) during preparation of his case. That, in the view of AIM's Irvine, was one positive element in the whole affair. "It's a devastating indictment of how the documentary was put together," he said. The report cited 11 "principal flaws" in the production of the documentary (BROADCASTING, May 2, 1983). Joyce, in his memo to Burton, who was on assignment in Vietnam and Cambodia last week when the case was dismissed, said: "As painful as it was to acknowledge the flaws in our broadcast, I believed then and I believe now it was right to do so."

The Benjamin Report prompted the network's news division to create a new position, that of vice president, news practices, which was filled by Emerson Stone in September 1982. Stone still holds the position today. He said last week that he spends much of his time conducting seminars at domestic and international CBS news bureaus on news guidelines. In addition, he handles public inquiries about news programs and gives lectures at colleges and other public forums.

In one sense, the Westmoreland-CBS case began when the network broadcast *Uncounted Enemy* on Saturday, Jan. 23, 1982. Yet the story itself was not new at the time. Indeed, one of the subplots of the case was CBS's effort to obtain access to the sealed transcripts of a 1975 congressional committee (the Pike Committee) which CBS said corroborated a basic premise of its documentary—that Westmoreland had imposed a ceiling on enemy troop strength estimates in Vietnam. That effort continued in a Washington appeals court up to the day that the main suit in New York District Court was dismissed. Co-defendant Sam Adams, a paid consultant to the broadcast and former CIA intelligence analyst during the Vietnam War, wrote a lengthy article for *Harper's* on the same subject in 1975. Adams had vigorously disputed the Westmoreland command's estimate of enemy troop strength during the war as far too low and had done exhaustive research in preparation for a book he was planning at the time he submitted the *Harper's* piece. George Crile was the *Harper's* editor assigned to Adams and his story in 1975 and has acknowledged that is where the initial idea for the documentary originated.

The documentary scored the lowest rating of any prime time program for the week ending Jan. 24, 1982—a 9.4 rating and a 15 share. Despite the probability that a rebroad-

cast now would benefit from the publicity of the dismissed trial, CBS's Sauter said there were no plans for one, although he didn't rule out an airing at some future date.

Five months after the broadcast aired, *TV Guide* published its critique of the program, "Anatomy of a Smear: How CBS News Broke the Rules and 'Got' General Westmoreland." The article contended that CBS began with the premise that a conspiracy had been perpetrated and then turned away from evidence that suggested otherwise. The article also accused the program's producers of coddling friendly witnesses and grilling unfriendly ones, including Westmoreland himself. It also said some accounts had been misrepresented in the program and that the program's paid consultant, Sam Adams, subsequently doubted the premises stated in the broadcast. Adams later testified in court that was not the case.

Contending that there was no way left "for me to clear my name, my honor and the honor of the military," Westmoreland filed suit against CBS on Monday, Sept. 13, 1982. He declined an offer of 15 minutes of unedited air time to present his side of the story, which would have led off a follow-up to the original broadcast by the network. Explaining that decision, attorney Burt said 15 minutes would have been inadequate to clear up the "misimpression" that had been created in the nine months since the program had aired.

The Benjamin Report, initiated as a response to the *TV Guide* story, was finished by July 1982 and in May 1983 it was released to the public. The report said that the term "conspiracy," which correspondent Mike Wallace used to describe in the opening segment what had taken place, "was not proved." It also concluded there was an "imbalance" in the presentation of the program, where four times as many favorable witnesses were given three times as much air time as those opposing the program's premise.

Media coverage of the libel case was a story in itself. CNN petitioned both district and appeals courts in New York for permission to cover the trial live, but to no avail. On March 1, CNN will file with the U.S. Supreme Court a petition asking it to review the New York Appeals Court decision. The hope is that the high court will review and perhaps make a ruling concerning media coverage of future court cases. To gain Supreme Court review, said Washington attorney Stuart Pierson several months ago, the network will have to persuade at least four of the nine justices that the issues involved are "so important to the protection and application of the law that if it repeats again [a similar instance, that is, where television coverage is barred from an important court trial] it will create a significant problem" (BROADCASTING, Nov. 19, 1984).

The ban on live coverage did not prevent CNN from covering the trial on a daily basis. In fact, it produced well over 300 Westmoreland-CBS pieces, usually four a day, after the trial began on Oct. 9, 1984. Coverage included an advance piece the night before, a live advance each morning in front of the

court house, a late afternoon wrap-up and, during prime time, a probe of the legal issues.

The three major broadcast networks devoted considerable attention to the story as well. CBS gave it the most attention, carrying a total of 32 pieces (including so-called anchor "tells") after the start of the trial. ABC aired 23 pieces during the trial; NBC carried 14.

As to how it all ended, New York District Court Judge Pierre Leval, the trial judge, summed it up in a statement to the jury last Tuesday, shortly before excusing it from duty: "I think it's safe to say that no verdict or judgment that either you or I would have been able to render in this case could have escaped widespread disagreement. So I suggest to you that it may be for the best that the verdict will be left to history." □

Supreme Court OK's blanket music licenses

High court opts not to review Buffalo Broadcasting appeals court decision in favor of ASCAP and BMI

The U.S. Supreme Court has let stand a September 1984 appeals court decision finding that blanket music licenses for television stations did not violate antitrust laws or restrain competition. The high court declined without comment to hear a six-year-old antitrust suit that claimed the blanket licenses offered to television stations by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. were anticompetitive and illegal.

The blanket license system grants television stations the right to carry the music in syndicated and locally produced programs as well as the music in commercials sold in the spot market. But a suit filed in 1978 in the U.S. Southern District Court of New York by Buffalo Broadcasting Inc., licensee of WTVB-TV Buffalo, N.Y., and five other broadcasters on behalf of all television stations, sought to replace blanket licensing with a system of source licensing in which program producers would acquire the music performance rights when they produced programs.

Despite the obvious setback of the Supreme Court's rejection last week, the plaintiffs are not admitting defeat. Leslie G. Arries Jr., chairman of the All-Industry Television Station Music License Committee and president of WTVB-TV, said that a number of avenues remain open for broadcasters to seek reductions in their music license fees.

At stake are the millions of dollars television broadcasters pay annually to the two major music licensing organizations. Since February 1983, broadcasters have been paying 1980 rates, which in 1984 totaled about \$57 million, according to committee estimates. (The impact of the roll-back is substantial. The committee estimates that under

the old so-called Shenandoah rates, ASCAP and BMI payments would have totaled almost \$80 million in 1984). The roll-back was a result of a decision by district court Judge Lee P. Gagliardi, who two years ago ordered that the rates determining blanket music fees be returned to their 1980 levels while the lawsuit was on appeal.

Television broadcasters have separate mechanisms to negotiate blanket license fees with the two major licensing organizations. For ASCAP, under the terms of a consent decree with the Justice Department, a federal rate court was established to set licensee fee payments when parties could not agree. The situation is different with BMI, which has been meeting with the broadcasters' committee monthly to determine the following month's payment—heretofore simply a renewal of the present payment levels.

This week there will be a hearing before Magistrate Michael Dolinger in New York when each side will argue whether the ASCAP interim blanket fees should be reduced or increased. While the matter is before the rate court, broadcasters can continue to pay at their 1980 levels.

As might be expected, ASCAP and BMI lauded the Supreme Court's decision not to hear the case. In a statement, ASCAP President Hal David said: "The Supreme Court's refusal to grant certiorari to the Buffalo Broadcasting Co. affirms and confirms the ASCAP position that the blanket license was and is a proper and legal way to license our music to the local television stations. We look forward to sitting down and working out business arrangements at the bargaining table rather than the courtroom."

BMI President Edward M. Cramer sounded a similar tone: "I am happy about the Supreme Court decision to finally put this case to rest, though the outcome, to my mind, was never in doubt. In its decision, the appellate court noted that blanket licensing has now been challenged *and upheld* for use by nightclubs, bars, radio stations and a television network. Now, the Supreme Court obviously upholds it for local television stations, too... It's time BMI was able to concentrate on what it does best—serving the creators and users of music."

Last year's appeals court ruling reversed an earlier decision of a trial court that found the ASCAP and BMI blanket licensing system with television stations violated antitrust laws. But the appeals court ruled that the suit did not prove that the current method by which television stations are charged to play copyrighted music represented a restraint of trade. In the appeals court's decision, Circuit Judge Jon O. Newman wrote: "Since the blanket license restrains no one from bargaining over the purchase and sale of music performance rights, it is not a restraint unless it were proved that there are no realistically available alternatives... The plaintiffs did not present evidence to establish the absence of real alternatives."

What will happen in light of the Supreme Court's decision is still largely open to interpretation. But BMI President Cramer told BROADCASTING there are three unresolved issues, "all primarily financial." The first,

he noted, is the matter of the escrow account set aside at the beginning of the lawsuit. That account, with interest, is now estimated at \$18 million-\$20 million, "and there's no substantial argument about what happens to that money; it goes to us [the two licensing organizations]." Second, Cramer said, is the matter of some sort of retroactive adjustment for the fees lost to the two licensing organizations over the past two years while the interim fee has been in effect. He estimated that to be "easily \$100 million, without interest." And third—as far as BMI is concerned—is the development of a new licensing agreement, a subject that only negotiation will resolve at this point, he said. "Having exhausted all judicial remedies," Cramer observed, "I hope negotiations can proceed at a reasonable rate."

Arries said the committee would be "un-



ASCAP President Hal David



BMI President Edward Cramer

daunted" in its pursuit of lower music license fees for broadcasters. "Although we regard the decision as a setback," he acknowledged, "in no way does it set us back

in our goal to achieve a fair price for music for TV stations."

Among the recourses available, Arries pointed out, is the federal rate court empowered to arbitrate TV music license fees between ASCAP and the committee when the two parties cannot come to terms. He also hinted the committee might seek redress at the Justice Department—which oversees the rate court established by the consent decree—or even in the marketplace, "where more and more stations have joined the effort and where the message that change is needed will eventually come through."

George V. Willoughby Jr., vice president of King Broadcasting, a Seattle-based group owner of four TV stations and a committee board member, suggested three possible avenues for the committee:

■ First, the committee would like to see a modified per-program license fee—the current arrangements have broadcasters paying more money for fewer programs, he said, and are therefore not a viable alternative to the blanket license fee.

■ Second might be a "carve-out method" whereby broadcasters would be granted some sort of deduction for the network programs they carry. (Under the present system, broadcasters are assessed a license fee based on their total annual advertising revenues, including local spots sold in and adjacent to network programs.)

■ Third, broadcasters might be able to go to so-called outside music libraries that sell, license or lease music to local broadcasters free and clear of any additional rights payments. Willoughby said there are between 20 and 30 such firms. "We've always been willing to pay for music use," Willoughby explained. "We just want to be able to pay a fair amount. We felt the blanket music license fee didn't do it."

Committee members argued that under the current structure, local television broadcasters are paying music license fees that are already covered by separate network agreements with the licensing organizations. (In addition, the network-owned TV station divisions also have their own agreement with ASCAP and BMI, and are not represented by the committee.) Willoughby said another alternative might be to include music license fees in the cost of licensing a show from a syndicator, in the same fashion that talent's residual payments are figured in.

Whatever happens, the committee and the two major music licensing organizations are still not seeing eye to eye. Bruce Rich, an attorney with Weil, Gotshal & Manges, and the committee's counsel, made it clear that the committee considers even the interim rolled-back fees too much to pay. "There was a perception when litigation began that all that was involved was a matter of dollars and cents," Rich said. "Six years into the process no one around feels that was what motivated the committee's lawsuit," he said. "There's an understanding that what's been requested now is a structural change. Musicians and publishers can't do business with local stations. The committee simply wants to open up new licensing opportunities in the marketplace." □

Alcohol ad ban tops NRBA agenda

Mann warns that fight isn't over and expresses concern over idea of counteradvertising;

A determined board of directors of the National Radio Broadcasters Association met in Orlando, Fla., last Friday to address the issue that concerns them most in 1985: how to repel the attack on their medium by those who would legislate beer and wine advertising off the air. Ironically, that concern has been heightened by the industry's early successes in meeting the challenge ("Time may have turned on beer-wine issue," **BROADCASTING**, Feb. 11). Tides that ebb have a way of roaring back, the NRBA leadership feels, and complacency at this point could be fatal.

Moreover, NRBA President Bernie Mann (Mann Media, High Point, N.C.) and his colleagues are both alarmed and incensed over suggestions that the way out of the beer-wine dilemma may be to offer counteradvertising on a one-for-one basis. A number of disasters would ensue were that course taken, NRBA feels.

First, the brewing industry that has so far stood steadily with broadcasters in fighting the antibeer/wine forces would likely abandon radio-TV and take its business elsewhere. Second, and of equal concern, a precedent would be set that could plague broadcasters on a broad range of product categories, perhaps beginning with automobiles and nonprescription drugs and going on from there.

As for the public service announcement (PSA) campaigns now being run on NRBA

member stations as well as by other broadcasters, Mann and his fellow board members have some reservations as to their efficacy as a defense mechanism. First, they point out that these campaigns (against drunk driving) have been going on for many years. ("The industry has always been very responsive to society's problems," Mann said, "and it always will be.") Second, they fear that similar demands might be made by groups opposing other products. But most important, they feel that reliance on the PSA approach may divert the industry from what they feel is the ultimate solution: a massive lobbying effort on Capitol Hill.

In the end, the NRBA board adopted a formal resolution on the PSA-counteradvertising issue:

"The National Radio Broadcasters Association opposes any potential requirement which would mandate public service announcements or counteradvertising on radio in any ratio with regard to beer or wine commercials carried by radio stations. Radio broadcasters have always responded to community concerns, issues and needs with appropriate public service programming and other creative ways—as they have to the issues of drug and alcohol abuse and drunk driving and will continue to do so without any such mandate. It would be no more acceptable or appropriate to mandate such a requirement for beer and wine commercials than for advertising of any other legal product that when used or consumed in moderation are of no danger to the consumer."

The NRBA board left Orlando determined to take a harder line on at least one aspect of

the beer-wine controversy: henceforth NRBA will address the opposition as prohibitionists, not just antiadvertising advocates—to "call a dry a dry," as one director put it.

The NRBA leadership discussed with the board a new study showing that PSA campaigns now on radio were running at the rate of \$129 million annually, with an average of 24 spots a week on 90% of stations. Another study, by Arbitron, showed that the audience of sports programming—in which much of the beer and wine advertising appears—was heavily skewed to older rather than younger demographics, with teen-agers, for example, representing but 1.1% of the Monday night football audience on radio in two major markets, while 18-plus represented 98.8%, 25-plus represented 80.2% and 50-plus represented 47.6%.

Although beer-wine clearly dominated the Orlando meeting, other subjects also were addressed. Broadcast deregulation came up for review, with the consensus that—in the words of NRBA past president, Sis Kaplan of WROQ-AM-FM Charlotte, N.C.—"we have to keep it going, to keep it as close to the front burner as possible." But at the moment, said Mann, "we don't know how to unlock that door. Wirth [Tim Wirth, the Colorado Democrat and chairman of the House Telecommunications Subcommittee] won't release deregulation without some form of reregulation." Still, Kaplan emphasized, "major changes don't happen in one or two sessions. We have to take the long view."

NRBA Chairman Bill Clark, president of the radio division of Shamrock Broadcasting, said the association would again advo-



Sunny meeting. NRBA's executive committee met at Orlando, Fla.'s Wyndham hotel last Thursday, in advance of Friday's meeting of the full board. Presiding: President Bernie Mann of Mann Media, High Point, N.C. (at end of table nearest camera). Clockwise from his left: Bob Duffy, NRBA vice president East and chairman of Duffy Broadcasting; Bob Herpe, NRBA assistant treasurer and chairman of Transcom Communications; Larry Keene, NRBA secretary, of WWOQ(FM) Avalon, N.J.; Peter Ferrara, NRBA executive vice president; Bill Clark, NRBA board chairman and

president of the radio division, Shamrock Broadcasting; Jim Wychor, NRBA vice president Midwest and vice president-general manager, KWQA-AM-FM Worthington, Minn.; Abe Voron, NRBA senior vice president; Ted Dorf, NRBA treasurer and vice president-general manager, WGAY(AM)-WWRQ(FM) Washington, and Sis Kaplan, NRBA past president and president of WROQ-AM-FM Charlotte, N.C. Absent when the picture was taken: Norman Wain, NRBA assistant secretary and president, Metroplex Corp.

cate a radio-only deregulation bill and will seek the support of the National Association of Broadcasters in doing so.

The NRBA board also was determined to keep the pressure on another lingering problem: the rates paid for BMI and ASCAP licenses. Mann noted that radio paid \$100 million to those two organizations in 1984 and estimated the total would double in five years. The search for alternatives goes on, he said, but broadcasters are not as aware as they should be.

Also discussed, if not resolved: the FCC's ban on combination selling by noncommon-

ly owned stations, a practice that has been going on for four years, according to board member Bob Duffy of Duffy Broadcasting. NRBA was turning to counsel for guidance on the issue.

The board presented an award to Norman Wain, president of Metroplex Corp., for pioneering the association's sales university. There will be four such courses this year: April 19-21 in San Francisco, June 14-16 in Chicago, Aug. 16-18 in Minneapolis and Oct. 18-20 in New Orleans.

The board decided to hold an "idea session" of group broadcasting heads in St.

Louis this May. The meeting will be hosted by Gannett Broadcasting and will focus on problems peculiar to group broadcasters that may not be experienced by smaller radio operations.

Clark struck a note of optimism amid all the worry over beer-wine and other issues. "Radio broadcasters are confident about the times," he said. "They're not at all concerned about [the prospective competition from] 80-90 and other issue-type concerns. They're not just looking forward to good times, we have them already. Generally speaking, the times are very bullish." □

Networks zero in on fall shows

Annual ordering of pilots begins; reflecting current audience rank ABC will double CBS's list; drama, comedy in equal supply

Early indications are that the three commercial TV networks will order about the same number of pilots for the 1985-86 prime time season as they did last year, with ratings front-runner CBS-TV on the low end (an estimated 12-15 pilots), second-place NBC-TV in the middle (about 22) and third-ranked ABC-TV ordering the most (approximately 30).

CBS-TV

Fall pilots are due for delivery to CBS early in April, according to a network spokesman, with the final count dependent in large part on the ratings performance of current and midseason replacement series. CBS will be replacing the long-running *Dukes of Hazard* and *Alice* and possibly *The Jeffersons*. CBS ordinarily does not break down its pilot orders by genre, but it is believed to have already placed pilot orders for at least four new comedies, three new dramas and an anthology series.

Although CBS has confirmed details reported by producers and other sources, the network has declined to make comments of its own regarding the following pilot orders:

- *Trouble In Paradise*, a one-hour action-adventure program from Dick Clark Productions about a mother-and-daughter hotel detective team, written by Nill Bast and Paul Husson.

- *Free Spirits*, a one-hour comedy-oriented, action-adventure series about five former musicians who form their own detective agency, co-produced by Glen Larson Productions and Dick Clark Productions.

- *Twilight Zone*, a one-hour mystery anthology, based on the Rod Serling-created series of the same name, produced by Phil DeGuere for Universal Television.

- *Steel, Collar, Man*, a light action-adventure pilot from Columbia Pictures Television; executive producer Gerald Abrams.

- *Comedy Week*, a half-hour anthology comedy series from Universal Television, with Carl Gottlieb as writer and Steve Martin as executive producer.

- *Lady Mayor*, a half-hour comedy from Lorimar, starring Dyan Cannon. Written and produced by Bob Ellison and Tom Whedon;

executive producer is Charlie Hauck.

- *Hometown*, a comedy pilot of unspecified length from Paramount, with Gene Reynolds as executive producer and director; Julie and Dinah Kirgo as co-producers and writers.

- *Royal Match*, a one-hour comedy pilot from MGM Television; executive producer Leonard Goldberg.

At least three midseason replacement series are also considered candidates for the fall season, depending on their performance this spring. These include:

- *Double Dare*. Six one-hour episodes of this action-adventure series have been ordered, starring Billy Dee Williams as a suave, sophisticated and wealthy San Franciscan who unofficially helps police solve unusual cases. Ken Wahl co-stars as his street-wise, ex-con partner. It is a Terry Hughes production in association with Warner Bros. Television. Terry Hughes is executive producer; Leon Tokatyan is supervising producer.

- *Detective in the House*, a half-hour sitcom from Lorimar with six episodes ordered, starring Judd Hirsch as a former Air Force engineer who pursues a secret ambition to become a private investigator.

- *The Lucie Arnaz Show* (previously titled *Agony*), a pilot and six episodes of this half-hour sitcom have been ordered from Taft Entertainment. It stars Lucie Arnaz as a radio psychologist.

- *Crazy Like A Fox*, a midseason entry that has performed well since its premiere, appears a safe bet for next fall's schedule.

- *Night Heat*, a one-hour drama currently airing at 11:30 p.m. NYT, has received a 13-episode order from CBS. Although there are no announced plans to move the program, that possibility may be considered if the series does well. The program is from Gross-Jacobson Productions and RSL Entertainment in association with Centerpoint Productions.

NBC-TV

NBC-TV plans to order 10 comedy and about 12 drama pilots, plus "several spin-offs" from current shows, NBC Entertainment President Brandon Tartikoff told affiliate representatives at January's NATPE International convention in San Francisco. He said final orders would depend primarily on ratings performances of current or mid-season replacement series. The network,

which has reshuffled several of its prime time programming executives in recent weeks following the departure of Jeff Sagansky, senior vice president, series programming, has confirmed published reports concerning most of its pilot slate but declined to discuss details. It is believed the network has ordered at least four dramas, four comedies, two anthologies and one news series to date. These include:

- *Amazing Stories*, a half-hour mystery anthology series from executive producer Steven Spielberg and Universal Television, with Josh Brand and John Falsey producing. The series has a 44-episode (two-year) order.

- *Alfred Hitchcock Presents*, another mystery anthology series from Universal Television, based on the old *Alfred Hitchcock Hour*, with Cris Crow executive producer. Producers are Steve Cragg and Alan Barnette, with Andrew Mirisch supervising producer. Writers are Crow, Joel Schumacher and Joel Oliansky. A two-hour pilot has been ordered, divided into half-hour segments.

- An untitled program from Stephen J. Cannell Productions, described by Tartikoff as a "mystery-type show with lots of music."

- *Slicker*, half-hour comedy pilot from Paramount Television, with Gary Nardino executive producer.

- *Friends*, from Embassy Television, half-hour comedy pilot directed by Assaad Kelada. Produced and written by Diana Canova, Marie Peters and Minda Marsh.

- An untitled situation comedy spin-off from Carsey-Werner Productions, based on new characters introduced on *The Cosby Show*.

- An untitled sitcom from writers/producers of *Cheers*: Jim Burrows, Glen Charles and Les Charles.

- An untitled one-hour news magazine, to debut in August or later, anchored by Roger Mudd, based in Washington, with reports from around the world. NBC President Lawrence Grossman has said a pilot may be available at next May's affiliate meeting.

- *First Ladies*, a two-hour action-adventure pilot from Universal Television, starring Joanna Cassidy as one of a team of female CIA agents on special assignment for the President, but who secretly work for his brother. Executive producers are Richard Chapman, Bill Dial and Joel Schumacher. Corey Allen is director.

- *Scene of the Crime*. Six episodes of this

one-hour mystery have been ordered from Levison/Link and Jon Epstein Productions in association with Universal Television. Jon Epstein is executive producer with Karen Harris and Henry Olek as producers. Orson Welles hosts the series, which includes studio audience participation.

Several midseason entries are being evaluated as possible additions to the fall lineup. Among them:

- *Best Times* (previously titled *Making Out*), a one-hour drama from Lorimar.

- *TV Parts*, from Michael Nesmith Productions.

- *Father of Hell Town*, a made-for-television motion picture seen as a possible pilot, starring Robert Blake as inner-city priest.

- *Private Sessions*, a two-hour telefilm starring Mike Farrell as New York-based psychologist-therapist who treats people with unusual psychological problems and becomes actively involved in their cases.

- *Half Nelson*, also two-hour made-for-television feature, starring Joe Pesci as a short-statured New York City detective dreaming of stardom in this light action-adventure from Glen Larson Productions and 20th Century Fox Television.

- *Spencer*, a half-hour midseason comedy from Mort Lachman Associates in association with Alan Landsburg Productions, and *Jump*, an occasional half-hour series from Don Mischer Productions in association with Brillstein Productions, remain on indefinite hiatus.

- *You Are the Jury*, a special produced last fall by Dick Clark and Bob Stewart for Dick Clark Productions for consideration as a series.

ABC-TV

ABC executives have said their 30 pilots will be split evenly between comedy and drama genres, with virtually all the dramas and sitcoms ordered to date, plus one anthology series. The network has abandoned, at least for the time being, its plans for a second prime time news series. ABC has had few prime time series successes this season and is expected to make the largest number of changes in its lineup next fall. ABC Entertainment President Lewis Ehrlich has declined repeated requests to discuss pilots for the fall season. However, a network spokesman said details may be released by the network soon. Current development, reported by nonnetwork sources, includes:

- *Spenser*, two-hour drama pilot plus four scripts from Nightwatch Inc. in association with Warner Bros. Television, starring Robert Urich. Executive producers are John Wilder and Cliff Gould, with Dick Gallegly producing and Lee Katzin directing.

- *BH/LA* (tentative title), a one-hour action-adventure series about two Beverly Hills police officers, one of whom is transplanted from the East Coast, written by Marc Norman from Dick Clark Productions.

- *Boris and Bernie*, a half-hour situation comedy, produced and written by Lila Garrett for Dick Clark Productions.

- *Dark Mansions*, a gothic two-hour serial from Aaron Spelling Productions, starring Loretta Young. Producer and director is

Jerry London.

- *Hollywood Beat* (also titled *Finder of Lost Loves*), a one-hour drama pilot written by Lane Slate, from Aaron Spelling Productions and scheduled for fall or midseason next year. Spelling and Douglas S. Cramer are executive producers, Liz Coe is supervising producer and Jeff Hayes is producer.

- *In Like Flynn*, a two-hour action-adventure pilot from Glen Larson Productions in association with 20th Century Fox Television, executive produced and written by Larson. Jenny Seagrove stars as a researcher who lives a secret life as a best-selling novelist and adventurer. Richard Lang is director, with Stewart Harding and Harker Wade serving as producers.

- *The Brothers-In-Law*, a two-hour action-adventure pilot from Stephen J. Cannell Productions. Executive producer is Cannell, producer is William Philips and it stars Mac Davis, Joe Cortese, Candi Brough and Randi Brough.

- *Dark Horse* from Universal Television, a two-hour action-adventure pilot starring Nicholas Campbell and Randy Brooks, written by Robert Roth and produced by Alan Epstein and Jim Green.

- *J.O.E. & Michael*, a one-hour drama from Universal Television, with Nick Corea executive producer and writer.

- *Abigail's Bones* is a two-hour drama pilot from Universal with Michael Braverman as executive producer.

- *Breaker* (formerly titled *Cutting Edge* and *Cutting Loose*), from MGM Television, is a two-hour police drama starring Carl Weathers and Joseph Bottoms, planned as a one-hour series.

- *Family Honor* is a one-hour drama pilot from Lorimar Productions. Executive producer is Bob Singer.

- *Quicksilver* (also titled *Murder Among Friends*) is a drama for ABC Circle Films from executive producers Steve Tisch and Jon Avnet, along with writer and co-producer Dusty Kaye. Marty Katz is producer and David Greene director.

- *McIver* is a drama pilot from Paramount Television with Henry Winkler as executive producer and Lee Zlotoff writer.

- *Mr. Sunshine*, a half-hour comedy pilot from Henry Winkler-John Rich Productions in association with Paramount Television Network Production. The program follows humorous exploits of the title character, a newly divorced blind father and English teacher who is aserbic, funny and outspoken. Written by David Lloyd. Winkler and Rich are executive producers. Rich is also director.

- *Lloyds of London* (tentative title), a two-hour drama pilot from R.J. Productions in association with Columbia Pictures Television. Robert Wagner stars as a divorced gentleman farmer who investigates claims worldwide for an international insurance company. John Standing co-stars. Linda Bloodworth is writing the pilot, which will have Harry Thomason and Robert Wagner as executive producers.

- An untitled comedy pilot from 20th Century Fox, starring Loretta Swit. Producer-writer is Alan Katz.

- *Joanna* is a half-hour comedy pilot from Paramount Television starring Cindy Williams and is executive produced by Gary Nardino.

- *Beverly Hills Station*, a half-hour Paramount Television situation comedy, with Don Simpson and Jerry Bruckheimer as executive producers.

- *The Mayor*, a half-hour comedy pilot from Universal Television, with Bob Peete as writer, Sandy Veith as director, John Forbes and Kris Keiser co-producers, and Veith and Terry Hart executive producers.

- *Full House*, a pilot for comedy from Embassy Television, about an extended black family headed by an airline executive, played by Ernie Hudson with Beverly Todd as his wife. From production-writing team of Blake Hunter and Martin Cohan.

- *Family Business* is a one-hour drama pilot from MGM, with Fred Freeman and Lawrence Cohen executive producers.

- *Moonlight Cocktail* is a sitcom pilot from MGM Television, with Leonard Goldberg executive producer.

- *International Airport*, a two-hour drama pilot from Aaron Spelling Productions (formerly titled *Runaway* and *Arthur Haley's Airport*) starring Gil Gerard, Belinda Tolbert, Cliff Potts, Pat Crowley, Kitty Moffat and Danny Ponce. Gerard is an airport manager who deals with bomb threats and other weekly crises, while Tolbert is an airport public relations executive. Spelling and Douglas S. Cramer are executive producers, E. Duke Vincent is supervising producer and Bob McCullough producer.

- *Wheels*, a half-hour comedy series written by Bill Levinson, and executive produced by Jim Green and Allen Epstein with Buddy Bregman, from Universal Television.

- *Angry Housewives* is a half-hour comedy series from Universal Television, written by Emily Levine. Executive producers are Levine, David Braun and Stuart Gordon.

- *Place In the Sand* is a half-hour comedy series co-produced by Craig Tennis and Marty Ragaway, with producer-writer Paul Perlove. Universal Television is studio.

- *Solo* is a half-hour comedy based on the British series of the same name, written by Carla Lane and executive producer is Buddy Bregman, from Universal Television.

- *Off the Beam* is a half-hour comedy from Universal and producer-writer Michael Jacobs and executive producer Al Burton.

- *The Man in the Middle* (tentative title) is a half-hour comedy Universal pilot from executive producers Paula Levenbach and Wendy Riche, along with producer-writers Peter Myerson and Ralph Rossini.

- *Looking for Love* is the title of a one-hour anthology series from Universal and producer-writer Renee Taylor, with executive producer Stefanie Kowal.

- *Rowdies* is a one-hour drama pilot from Universal and executive producer-writers Bill Dial and Richard Chapman.

- *Fraud Squad* is an updated one-hour version of a previously-produced half-hour comedy pilot from Universal. Producer-writer is Joe Blasberg, with Jim Green and Allen Epstein as executive producers and Buddy Bregman as co-executive producer. □

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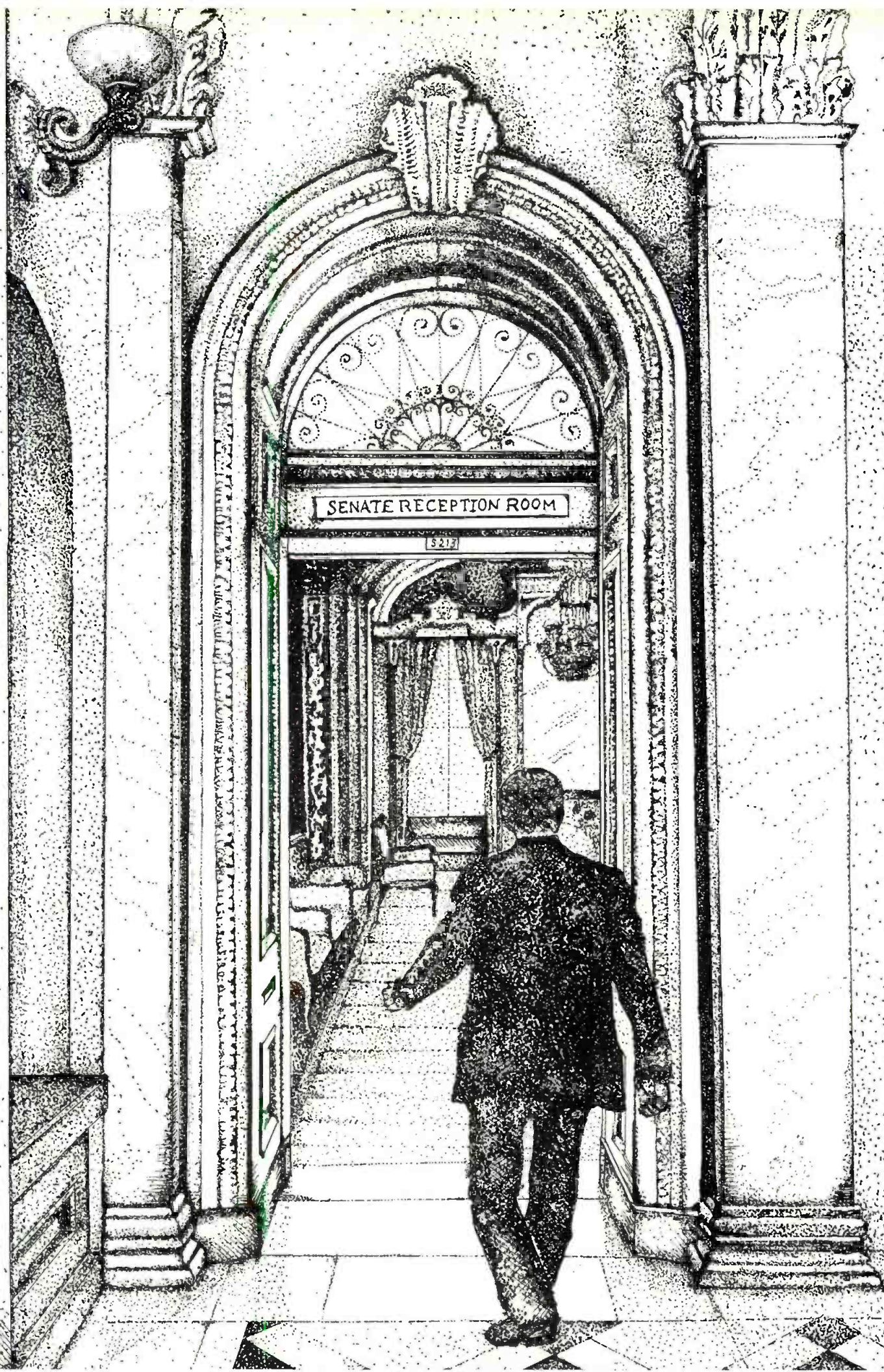
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The Lobbyists

There's still another Army of the Potomac, made up of those men and women who work the corridors of power in behalf of clients and causes as broad as the nation's interest itself. More and more, as telecommunications issues rise in public prominence, these expert advocates are being enlisted by the Fifth Estate. It's all in keeping with the most democratic of the nation's traditions: the right to petition for a redress of grievances.

"By a faction I understand a number of citizens whether amounting to a majority or a minority of the whole, who are united and activated by some common impulse of passion, or of interest, adverse to the rights of other citizens, or to the permanent and aggregate interests of the community." No. 10 of "The Federalist Papers," James Madison.

It is difficult to imagine a more precise or elegant description of what today is referred to as a "special interest" group. And the future President of the United States wrote it some 200 years before representatives of those "factions"—ABC, CBS and NBC, on the one hand, and the Motion Picture Association of America and its allies, on the other—battled for the hearts and minds and votes of the FCC and the Congress over repeal or retention of the network financial interest/syndication rules. Madison, writing as the new nation was in the process of ratifying its Constitution, was explaining that one of the advantages of a "well-constructed union" is its ability to control "the violence of factions." And in adopting the First Amendment to the Constitution, the citizens of the new nation legitimized the activities of groups "activated by some common impulse of passion, or of interest," by guaranteeing them the right "to petition the government for a redress of grievances." Lobbyists have been with us ever since, in matters bearing on communications as on virtually every other enterprise.

They emerge, some of them, from suites of offices with wood paneling and deep pile carpeting, original oils and conference rooms and private kitchens. Others' surroundings are less grand, no more than a few rooms. Many are lawyers—inevitably, in Washington—drawn into lobbying as an essential service to clients. Others are lobbyists first, last and always. Some work for the networks and other corporations engaged in communications, and some double in brass as lobbyists/trade association executives. Like that other communications industry auxiliary, the federal communications bar, lobbyists have become indispensable to those they represent. Indeed, if the press is the Fourth Estate (after the clergy, the House of Lords and the House of Commons, according to Edmund Burke) and broadcasting (according to BROADCASTING), the Fifth, it may not be too much to say that lobbyists are the Sixth.

Increasingly, the communications business is proving a busy and lucrative market for the Washington lobbyist. Time was when most of the lobbying on communications matters was to be limited to the

broadcast networks' Washington vice presidents and to the staffs of the National Association of Broadcasters and AT&T. No more. The National Cable Television Association, in addition to a lobbying staff considered first rate, employs lobbying firms as the British once hired Hessian troops—but uses them more effectively. So does the Motion Picture Association of America. The networks use them, too, if more sparingly. The Association of Independent Television Stations has demonstrated its effectiveness as a lobbying force. The National Radio Broadcasters Association has established a presence on Capitol Hill. Group owners' Washington counsel divide their time between preparing comments for FCC proceedings and visits to members of the Senate and House, sometimes with a client in tow, to explain a position. The technological revolution that has spawned dozens of new communications companies and the trade associations to represent them has, in the process, provided additional work for lobbyists. So has the breakup of AT&T that produced seven new telephone companies. Then, too, of course, there are the citizen groups, a tattered force, figuratively speaking, but one that has its own access to decision makers, at the FCC and on Capitol Hill.

And those forces make their presence felt. In the last couple of years, lobbyists swarmed over the FCC and/or Capitol Hill on such major issues as FCC proposals involving repeal of the network financial interest/domestic syndication rules and of the seven-seven-seven multiple-ownership limits, as well as telephone matters, like the amount of discount that should be allowed other common carriers (MCI and GTE, for instance) in connection with the charges paid to connect with the lines of local telephone companies. There was also the prolonged battle in Congress over cable deregulation (which resulted in legislation) and the concurrent one over deregulation of the broadcasting industry (which did not). For if lawyers are hired to deal with the consequences of legislation or rulemaking, lobbyists are hired to see to it those consequences are as congenial to their clients as possible, if there are any consequences at all.

As lobbyists have become more visible and numerous on Capitol Hill and in the federal agencies, a subtle change is occurring in how they are perceived, at least within the Beltway. They are not seen simply as glib advocates, collecting favors and dispensing large campaign contributions. Of course, fund-raising and contributions play their critical part in the legislative process. Not only do lobbyists flock to fund raisers, paying from \$250 for a ticket to one for a run-of-the-mine congressman to \$1,000 to one for a senator, but they

are frequently asked to help in selling tickets. "If you work with someone on matters for a client, he'll call on you to sell tickets," says James O'Hara, of Patton, Boggs & Blow. "It's defensive. . . . It's part of the business. . . . There's no quid pro quo involved." Indeed, some lobbyists cringe when a client suggests buying a congressman with a healthy contribution. "That's the least effective way to lobby," one of the practitioners of the profession says. "It starts a bidding war that gets to the point of saturation, where it [a contribution] doesn't matter, or where members [of Congress] want to show they are independent. So the correlation between contributions and positive action is inverse or not at all."

Instead, as they press their arguments in behalf of clients, lobbyists are to a degree co-opted by those being lobbied; they are used as a resource. Members of the Senate and House, with responsibilities in a number of areas, not infrequently feel overwhelmed by the complexities of an issue and seek help wherever available. The same is true of their staffs. In that connection, Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee and one of the most forceful members of Congress (he is not called "Big John" simply because of his physical size), believes lobbying is "indispensable to the democratic process." He notes that the Constitution guarantees citizens the right "to petition the government for a redress of grievances," and adds, "Officials at all levels of government have a desperate need for reliable information from all concerned about the effects of policies being considered." He adds a caveat, however: "The best and most effective lobbyists are not doctrinaire or ideological and unbending," for the basis of American government "requires honest compromise and consensus-building."

At the FCC, too, lobbyists are regarded as a resource. "They can give you information you don't have," says Chairman Mark Fowler. But he does not regard all lobbyists with the same degree of respect. "Sometimes they are not helpful," he says. "They make a bad presentation or their material is not factual or coherent—or it is present-

ed too late." And as Commissioner Henry Rivera notes, that kind of performance can be fatal. "The aim is to get access to the decision maker. That's not easy. And unless you have some feeling that the guy isn't going to waste your time, you let your staff see him." But he agrees that lobbyists can serve "a useful purpose as a source of intelligence"—providing information on developments on Capitol Hill as well as wheeling in flip charts to flesh out a client's position.

The lobbyists who seem particularly to impress the decision makers and their staffs are those who can meld a private interest with a public policy goal. Willard R. (Randy) Nichols, former chief of staff to Chairman Fowler and now vice president and general counsel of the Communications Satellite Corp., says a successful lobbyist at the commission is one who understands the agency's aim and how it can be achieved in a way that is compatible with a client's interest, or at least not incompatible with it.

As an example, he recalls the successful effort of representatives of MCI and GTE—respectively, Laurence H. Silberman, under secretary of labor, deputy attorney general and U.S. ambassador to Yugoslavia in the Nixon administration, and now a partner in the San Francisco-based law firm of Morrison & Forester, and Richard E. Wiley, a former FCC chairman now the Wiley in Wiley & Rein, and GTE's Sam Shawhan—who managed to turn the commission around on an order that would have reduced precipitously the discount all so-called OCC's (other common carriers) receive on charges for hooking into the lines of local companies, increasing the costs from 30% of the price charged AT&T, to 80%. "They argued that such a sharp reduction in the discount would make it impossible for them to compete with AT&T and that we could accomplish our goal by reducing the discount to 55% and phasing in the remainder of the cut over time, as the connection service given them improved to the level of that given AT&T." The lobbyists made that presentation not only at the commission, but on Capitol Hill, at the Justice Department and at the National Telecommunications and Information Ad-



Among the memorabilia decorating the office of Joel Jankowsky, of Akin, Gump, Strauss, Hauer & Feld, is a picture of a smiling Alan Alda, flanked by Jankowsky and Michael Gardner, one of his partners in the firm, and inscribed, "To Joel with fond memories, Alan Alda." Another picture is of Larry Hagman, in his J.R. Ewing 10-gallon hat, flanked by Jankowsky and yet another of the firm's partners, Daniel Spiegel. They are mementos of the classic lobbying battle on Capitol Hill over the FCC's network financial interest/syndication rules, a battle Alda, Hagman and friends won with the help

of lobbyists like Jankowsky and his friends (extending far beyond Akin, Gump).

The Dallas-based firm that has 135 lawyers in the Washington office alone, is frequently called on by the Motion Picture Association of America for lobbying help, as in the matter Alda recalls so fondly. Jankowsky heads a 17-member lobbying group within the firm that can call on the support of other sections when needs and expertise coincide. In the fin-syn matter, for instance, Gardner, who heads the firm's communications law section, worked closely with Jankowsky.

Jankowsky learned the ways of Capitol Hill,

particularly the House side, from a master, former Speaker Carl Albert (D-Okla.). Jankowsky, a native of Tulsa, had spent three summers during the 1960's working for Albert, not then Speaker, as an intern while going to law school. Then, after four years in the Army's Judge Advocate General department, he rejoined Albert, in 1972, this time on a paying basis as a legislative assistant. Jankowsky worked out of the Speaker's office for the next five years, until Albert retired, then signed on with Akin, Gump and began building the lobbying organization that is regarded as one of the best in Washington.

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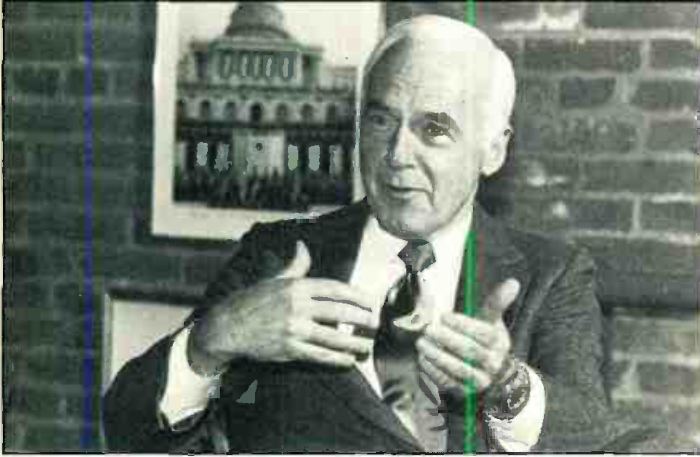
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ministration. (Like good lobbyists, they knew the location of the levers of power.) NTIA and Justice supported the carriers' position, and the commission eventually accepted it—with a saving for the OCC's of several hundred million dollars.

Jim Mooney, president of NCTA, makes the same point in discussing what is generally regarded as NCTA's successful record in Congress. "It's important to understand Congress as an institution—its rules and procedures, as well as the psychology of members and how they operate—and to reconcile your interest with what you perceive to be the interests of the members involved," he says. Hill staffers, too, say they are impressed with arguments that, as one said, "link the private interest with the public interest."

Not too much should be made of the role of lobbyist as resource, however. As the saying goes, "Whose bread I eat, his song I sing." "The public interest [responsibility] lies with the decision maker," says Joel Jankowsky, who heads the lobbying arm of the Washington



Robert K. Gray of Gray & Co is the elegant proprietor of one of the more elegant lobbying firms in Washington. The firm is located in the Power House in Georgetown, so named because that is what it once was, and Gray, who bought it when he went into business four years ago, had the good sense to leave enough brick and pipe exposed to effect the impression of what it once was and the taste and money to decorate it in a way that reflects taste and money, as befits a high-priced lobbying firm.

And Gray, silver-haired and expensively tailored, does not mind describing one of the firm's functions as lobbying—indeed, he says he lobbies himself; it's part of the "fun" he gets from his job. But he suggests "communications" more accurately describes the firm's purpose, a term that, to him, encompasses both public relations and lobbying. "Lobbying," he says, "has become communications, the delivery of better information." He talks of advising members of Congress of "the practical application of legislation—its effects on people, prices, markets, taxes, foreign competition."

Gray & Co. has its roots in Gray's role in the Eisenhower White House, where he served as secretary to the cabinet. After leaving government service with President Eisenhower in January 1961, Gray joined Hill & Knowlton as a vice president, and remained with the public relations firm for 20 years, until starting his own company. Gray & Co. was launched in January 1981, along with the Reagan administration. And that was no coincidence. Gray had been communications director of the Reagan-Bush campaign, and after the election served as co-chairman of the 1981 presidential Inaugural Committee (sharing the duties with Charles Z. Wick, now director of the U.S. Information Agency). His ties with the Reagan White House are evident.

Gray & Co. now has "well in excess of 100 clients," Gray says. Among them is NBC, which it served during the battle in Congress over the FCC's network financial interest/domestic syndication rules. And of the 184 employees (69 of them associated with the recently acquired Gray Strayton International, with offices in Boston, Dallas and Santa Clara, Calif., and specializing in representing high tech companies), two of the newer ones are FCC alumni—Bruce Fein, former general counsel, and Will Demory, formerly with the International Facilities Division. Neither was hired as a lobbyist but, rather, to provide the firm, Gray says, with "expertise in the FCC area."

office of the Dallas-based law firm of Akin, Gump, Strauss, Hauer & Feld and who is regarded as one of the ablest lobbyists in Washington. He would agree with other lobbyists that truthfulness is essential—that without credibility a lobbyist has no standing among decision makers and that the other side's position should be explained to guard a member against being surprised in debate. ("A lobbyist who steers you wrong once is finished," says Representative Tom Tauke [R-Iowa].) But Jankowsky says, "Our job as lawyers [and as lobbyists] is to advocate a position and represent a client. The other side does the same. Policy makers make the public interest decision. We don't." Thus, as is the theory of judicial proceedings, justice in Congress is supposed to emerge from the clash of conflicting views.

Most lobbyists are products of the institutions they lobby—the FCC, for instance, and Congress or the White House—for if there is one qualification at least as important as knowing the sources of power, it is a knowledge of and sensitivity to how the targeted system works. And while some may be experts on the subjects whose cause they are advancing, others's skill may be in the politics of an issue. In lobbying at least as much as in anything else, information is power.

There are lobbyists like Wiley who are comfortable in dealing with the intricacies of an FCC proposal or a piece of legislation. Or like Wiley's successor at the commission, Charles D. Ferris, now a partner in Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, who is regarded on Capitol Hill "as one of the truly great political strategists." Ferris had 15 years of service as a key staff member on both the Senate and House sides before joining the commission in 1977. Or like Akin, Gump's Jankowsky, who had been a legislative assistant to then-House Speaker Carl Albert (D-Okla.), and James O'Hara of Patton, Boggs & Blow, a former Democratic congressman from Michigan, who are said to be masters of the legislative process and rich in contacts. Or like Bruce Wolpe, a senior associate with Wexler, Reynolds, Harrison & Schule Inc., who is a one-time principal legislative assistant to House Telecommunications Subcommittee member Henry Waxman (D-Calif.) and who is said to have the solid personal relationship with the subcommittee's staff and members and the personal credibility essential to a lobbyist. Or like John Lane, of the 50-member law firm of Wilkes, Artis, Hedrick & Lane, who has long represented Westinghouse Broadcasting Co. at the commission and on Capitol Hill. Two colleagues—Mary Jo Manning, former counsel to the Senate Communications Subcommittee, and Emilio Daddario, a former Democratic congressman from Connecticut—work with him on legislative matters. (But he has been fortunate in serving two accomplished lobbyists as president of Group W—the late Donald McGannon and then his successor, Daniel Ritchie. "You can help," Lane says, "but the best lobbying is when a Ritchie or a McGannon talks to a congressman directly.")

But there may not be another like the MPAA's Jack Valenti, who is frequently referred to as the best in Washington—despite his protestations that, as president of an organization with worldwide interests, he has little time for actual lobbying. He has been a fixture—a prominent and respected one—on the Washington scene for more than 20 years, since he joined the White House staff as an aide to President Johnson, and has built an extraordinary network among the power sources in Washington. What's more, he knows the system. David Aylward, a top aide to Representative Timothy Wirth, chairman of the House Telecommunications Subcommittee, offers one reason Valenti is regarded as a successful lobbyist: "He knew that on the details of the 7-7-7 matter, the guy to talk to was Tom Rogers [senior counsel to the subcommittee staff]. Wirth had told Rogers what the policy was and left it to him to work it out. So rather than insisting on talking to Wirth for two hours when he has other problems, Valenti knew whom to talk to."

It seems not to be the case that only the rich and powerful can afford lobbyists with access to the decision makers in Washington. Nick Miller, of Miller & Young, a small communications law firm that lobbies for its clients, says, "The [decision-making] process is an open one—people are accessible. So anyone who gets his act together can get to a decision maker and make his argument." (David Markey, head of the National Telecommunications and Information Administration, for instance, makes it a point to say his door is open to those with a case to plead; he says he wants to hear the arguments first hand.) Richard (Rick) Brown, of the law firm of Brown & Finn.

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For the National Association of Broadcasters, lobbying is spelled g-r-a-s-s-r-o-o-t-s, at least where Congress is concerned. NAB president Eddie Fritts and John Summers, executive vice president for government relations, both carry lobbying responsibilities. And Summers heads a staff of 17, including support.

But when Fritts and Summers discuss efforts to influence Congress, they talk principally of efforts to organize the NAB membership into a massive lobbying organization. The aim, Fritt says, is to have one to five broadcasters responsible for every member of the House and Senate—"to discuss an issue and get a commitment."

The FCC is a different matter. "That's a staff operation," Summers says. "It's so close [to NAB headquarters] we know what's going on. We can lobby them ourselves."

Fritts has been operating at the upper levels of the NAB for four years, first as chairman of the joint boards and, since 1982, as president. (His election to the post was not only surrounded by controversy; he became a candidate after resigning as a member of the team searching for a successor to Vincent Wasilewski. It obliged him to divest himself of his interests in five AM and five FM stations in Mississippi, Arkansas and Louisiana.)

Summers is an old Washington hand. He is a former FCC staffer who joined the NAB in 1969 and rose through the ranks to the position of executive vice president and general manager. And when it appeared that Summers, a strong executive in his own right, was interfering with Fritts's assumption of full control of the organization, he was reassigned by the board, in January 1984, to the chief lobbyist post (BROADCASTING, Jan. 23, 1984).

The NAB's lobbying skills have come in for criticism by outsiders and for examination by the board. But Fritts appears confident the emphasis being placed on the grass-roots approach is correct. He notes that the NAB is part of the "overall broadcasting mix, which includes the networks and their lobbyists." And occasionally, the NAB hires outside lobbyists. But Fritts says, "All politics is local. Lobbying glamour won't go against the sentiment of people back home."

who is counsel to the small Satellite Television Industry Association, impressed members of the House Telecommunications Subcommittee staff with his skill in negotiating a compromise with the well-endowed MPAA—a compromise that led to passage of a provision of the cable deregulation bill that legitimized backyard earth stations. And Sam Simon, of Telecommunications Research and Action Committee, a public interest group, says he is not denied the opportunity to make his case, on Capitol Hill or at the commission. As one Hill staffer said of Simon, "He's not a major mover and shaker. But he comes to a \$50,000 stakes game with \$5 and manages to stay at the table."

A lobbyist's life in Washington can be rewarding, financially and physically. An in-house corporate lobbyist with the necessary experience and contacts may earn upwards of \$125,000. Hourly rates for lobbyists whose firms charge in that manner range from \$75 or \$100 to \$250—perhaps more in the case of Robert Gray and some of his associates at Gray & Co., the public relations/lobbying firm that is known for its close ties to the Reagan White House. "We may be more expensive," Gray says. "We pay our people more; they're better qualified. We expect them, with their professionalism, to do in one hour what others will do in two, if at all." (Some nonlawyer lobbying firms, like Timmons & Co. and Charls E. Walker Associates Inc., roll the dice with clients: They charge a flat, yearly fee—

and that is what is paid, whether the firm does 10 hours of work for the client or 1,000 hours. Somehow, it works.)

And, like litigation, the work has the challenge and pressure and excitement that appeal to the competitive spirit. Says O'Hara, "It's more provocative than dealing with federal contracts law," one of several fields in which Patton, Boggs practices. Jankowsky is convinced he is in the proper arena. "I like the legislative process," he says. "There are numerous checks and balances throughout the system. If there are injustices in a bill, they are likely to be weeded out along the way. I think it's great."

The work can also be demanding. Hill staffers seem to feel particularly generous toward those who put in the hours. "Some people call only when things are hot," says Sandy Stuart, legislative assistant to Representative Vic Fazio (D-Calif.), chairman of the Legislative Subcommittee of the House Appropriations Committee. "The good ones are in touch all the time." And House Telecommunications Subcommittee senior counsel Thomas Rogers says admiringly of Ferris: "I've been up all night with him waiting for the outcome of a House-Senate conference committee meeting." That kind of dedication, he says, is what it takes: "It shows his interest and fortitude in pursuing a lobbying goal. You don't lobby by staying in the office and using the telephone. You have to follow the process in detail." Howard G. Paster, of Timmons & Co., who lobbies for ABC and for



The National Cable Television Association's reputation as a winner on Capitol Hill is one that has been achieved through design and hard work. Between them, Jim Mooney, NCTA president, and Bert Carp, executive vice president, bring to bear on NCTA's legislative projects considerable familiarity with—and sensitivity to—the legislative process.

Mooney had been with then-Representative John Brademas (D-Ind.) for 10 years, including the last four when Brademas was majority whip, until 1980, when Brademas was defeated for re-election. Mooney was left without a job, but not for long. He wound up at NCTA after beating out 75 other candidates for the post of vice president, government relations. He assumed the presidency last year. Mooney is hard edged where his predecessor, Tom Wheeler, was smooth. But he gets similarly high marks on Capitol Hill for his lobbying ability.

Carp had been legislative counsel to then-Senator Walter Mondale (D-Minn.) and, after the Carter-Mondale victory in 1976, joined the White House staff as deputy assistant to the President for domestic affairs and policy. He spent the hiatus between the White House and NCTA, which he joined last summer, as a partner in the Boston-based law firm of Hale & Dorr. He is regarded as a student, as well as a practitioner, of the art of lobbying.

But they do not rely on their own efforts or those of their government relations staff, or even, entirely, on the grass-roots support provided by NCTA members, to lobby for or against legislation. If the issue is important enough—as in the case of the cable television deregulation bill that was enacted in the last session of Congress—they make use of the many lobbying organizations available in Washington. But it is more than simply throwing lobbyists at a problem; what is involved is picking the right lobbyist for a particular assignment—"We retain people who can understand the issues and can argue them effectively," Mooney says—then managing them all (NCTA had eight firms on the payroll at one time or another during the legislative battle over cable deregulation) as an ensemble. That is where experience pays off.



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the commissioner of baseball's office, would agree. "I do most of my work in the lobbies," he says. "I don't trust a lobbyist who sits in the press galleries."

For those interests with the resources, the lobbying firms—including law firms that provide lobbying services—offer a blue chip opportunity to attempt to make an impact. They will plot legislative strategy, draft bills and amendments, prepare floor statements, and help build coalitions among like-minded factions. They can help develop grassroots support for—or opposition to—a piece of legislation. They will also, as Wexler, Reynolds, Harrison & Schule Inc., one of the leading lobbying firms, says in a brochure promoting its services, "provide access to members of Congress and the administration." Inevitably, they include among their partners members in good standing of each of the major parties. For instance, the original partners of Timmons and Co. were members of the Nixon White House—William E. Timmons and Tom C. Korologos. Paster, a Democrat and one-time lobbyist for the United Auto Workers, joined

the firm as a vice president five years ago. Kenneth M. Duberstein left the Reagan White House a little over a year ago to become a vice president in the firm. And William H. Cable, who had been in the Carter White House, resigned from a law firm last spring to become another of Timmons's vice presidents.

Two other well-known examples of the bipartisan approach to lobbying—and whose firm has been active in communications matters—are chairman and president of Wexler, Reynolds: Anne Wexler (Carter White House) and Nancy Clark Reynolds (special assistant to Governor Ronald Reagan, 1962-1966; Reagan presidential campaign assistant, 1980, and White House transition team that year).

One of the most important benefits of a lobbying firm is the additional firepower it can bring to bear on an issue. Bert Carp, executive vice president of NCTA and himself a veteran of both Capitol Hill and the Carter White House, where he served as deputy assistant for domestic affairs and policy, says lobbyists with outside firms are helpful "in extending your message to a particular constituency—to members of the Senate and House with whom they may have a close connection." Considering the dependence a member of



is a good ol' boy from Tennessee, Jim Free (at left).

Free, a Democrat, began learning the legislative process in Tennessee, where he served as chief clerk of the state legislature. He got into national politics in 1976, when he worked in the Carter-Mondale campaign. With that campaign successful, his reward was a job in the White House as a member of the congressional liaison team. And when Carter was defeated for re-election, Free found a better paying job with the Charis Walker company.

Like other lobbyists, Free knows his way around the power centers of Washington. But he has another qualification that he nurtures by maintaining his contacts in Tennessee politics and government. Issues, he notes, often emerge on the state level before bubbling up to the national scene. So his contacts in Nashville constitute what might be called an early-warning system, on such issues as liquor advertising, one that is generating considerable heat in Washington at the moment.

Let me suggest you describe me as one of five partners, all of whom work for the clients." Howard Paster (above), one of the five vice presidents of Timmons & Co., one of the top lobbying firms in Washington, was attempting to be at least as accurate as self-effacing. Paster's name would come up in conversations with ABC

officials when talk turned to the lobbying services Timmons provided the company. But, Paster said, that is how the firm works—each vice president is used according to the skills and talent needed for a client in a particular situation. And Paster, a Democrat, mentioned one key Republican member of the House Energy and Commerce Committee who, he said, "probably never heard of me."

That's where the Republicans in the firm come in.

Timmons & Co. was launched in 1975 by two alumni of the Nixon White House congressional liaison staff—Bill Timmons and Tom Korologos. Since then, with some turnover, it has grown to and held at five vice presidents. Paster, who joined Timmons five years ago, is not only one of the firm's Democrats—and he calls himself an "activist" Democrat—his previous job was as legislative director of the United Auto Workers, a job he held for three years. (He seems bemused by friends who regarded lobbying as a noble profession when practiced in behalf of the auto workers but find it somewhat tawdry when practiced in the cause of corporate clients.) Paster got his training in how the legislative system works as an aide to then-Senator Birch Bayh (D-Ind.).

ABC is not the only firm concerned with communications that employs Paster's and, presumably, four other vice presidents' services. Major League Baseball is another. And so is Anheuser-Busch, a new one, and a sign of the times.

ate in the summer of 1983, when the fight over the FCC proposal to repeal its network financial interest/domestic syndication rules was heating up on Capitol Hill, CBS turned to Charis E. Walker Associates Inc. for help. The firm, started in 1976 by Dr. Charis Walker, who had been deputy secretary of the Treasury in what he refers to as "Nixon I," is one of the top-of-the-line lobbying firms in Washington, although it refers to itself as a "business-political consulting firm." And it does do things like planning legislative strategy and forecasting what government will do in areas of concern to clients.

Although the effort to protect the FCC's fin-syn decision failed—the firm feels it got into the contest too late—CBS seems to have found it useful to have outside lobbying help in Washington. The firm worked with CBS to ease congressional antagonism on the use of exit polling—the networks have agreed not to use exit polling data to call or characterize elections before polls close in a state, in return for an expression of intent on the part of key House members to seek a uniform poll-closing law (BROADCASTING, Jan. 21). And the principal Walker executive working with CBS

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Eugene Cowen, ABC's Washington vice president, is the dean of the networks' Washington-based lobbyists. He stepped into his present job in December 1971, after a career that seems to have fitted him well for it. He is a one-time newspaper reporter who spent 15 years on Capitol Hill and two and a half in the White House before joining ABC. "It was," he says, "a natural flow." Indeed, after signing on with ABC and making his introductory rounds on Capitol Hill, he would simply say, "Hi, I have a new job now."

Cowen, who studied journalism at Syracuse University, is a product of the Newhouse chain. He was a reporter for its *Syracuse* (N.Y.) *Herald-Journal*, then moved to its Washington bureau in 1952. He hooked on with Representative Frances Bolton (R-Ohio) as press secretary, then tried the bureaucracy (Housing and Home Financing Agency and the Department of Health Education and Welfare) for a while as an information officer. But it was a brief tour in the Washington office of a New York public relations firm that led him back to Capitol Hill. He drew the assignment of working with then-Representative Hugh Scott (R-Pa.) in his first run for the Senate, in 1958, and, when that race ended successfully, Cowen signed on as press secretary. Later, he moved over to the more important job of administrative assistant. And, after the 1968 election, Bryce Harlow, then head of President Nixon's legislative liaison staff, pointed his finger at Cowen at one of the inaugural balls and said, figuratively and literally, "Uncle Sam needs you."

Cowen was recruited for his ABC post by Everett H. Erlick, now ABC executive vice president and general counsel, and an executive with whom, people on the Hill say, Cowen forms an effective lobbying team. It was the kind of background calculated to provide him with an education as to the key players on Capitol Hill and elsewhere in Washington and, at least as important, how the governmental process really works.

Congress unfamiliar with an issue must place on someone lobbying one side or the other, Carp says, an outside lobbyist offers a degree of additional insurance. A trade association spokesman might be carried away by the importance of an issue to the association and the feeling the particular member's vote might not be needed again. "But the member knows the [outside] lobbyist will be back on some other issue."

There is one other significant factor in the decision to hire a firm—or several, for that matter. It can be cost effective. "A lot of these people earn big salaries—we couldn't hire many of them," Carp says. "But by hiring them on an hourly basis, you get sophisticated talent at cost-effective rates."

And the large pool of lobbyists in Washington offers the opportunity to hire specialists for specific assignments. For instance, NCTA felt it would be helpful during negotiations over the cable deregulation bill to maintain contact with the nation's mayors, who represent the other side. So Anne Wexler was called in. As a presidential assistant for public liaison in the Carter White House, she had extensive contacts among and knowledge of the mayors. Joseph W. Waz Jr., a senior associate in the firm, says it "played a role in trying to keep the compromise together," adding, "We had to make sure the cities' point of view was clear to the cable interests and vice versa. It wasn't easy."



Robert A. McConnell, CBS's Washington vice president, attracts attention. At 6-feet-8, that is inevitable. But once past that dimension, it is apparent why CBS chose him to represent the firm in Washington. For while he had no first-hand knowledge of broadcasting or of any of the other businesses in which CBS is engaged, he had the kind of background that the corporation realized was essential—he was familiar with the congressional process and the key players in it.

For more than three years, until he joined CBS last December, McConnell had been the assistant attorney general in charge of the Office of Legislative Affairs, the official who serves as the department's liaison with Congress and takes a personal hand in legislation of interest to the administration. He was the administration's principal lobbyist in the major, if ultimately unsuccessful, effort to win passage last year of the Simpson-Mazzoli immigration bill. Even before taking the Justice Department job, McConnell had been part of the Washington scene. Early in his career, McConnell, whose home is in Arizona, had been legislative assistant to Representative John J. Rhodes (R-Ariz.) for three years. Later, he was an officer and director of Program Development Corp., an Arizona consulting firm specializing in campaign management, fund-raising and government relations.

After almost three months in his post, McConnell finds he enjoys it. "It's an exciting industry, an exciting company, with more to it than broadcasting," he says. As he and others note, all the networks have an "image problem" on Capitol Hill, but he feels that progress has been made in polishing that image.

What's more, he sees some advantages in his new job he did not have at Justice—"the facilities here," he says of the comfortable quarters occupied by CBS in Washington, "and the bells and whistles," by which he means the tickets to ball games and to concerts featuring such CBS recording stars as Michael Jackson.

The help of another lobbying firm, Parry & Romani Associates, was sought when—after all other obstacles had been cleared—the cable deregulation bill seemed headed for derailment over an equal employment opportunity provision. Senator Orrin Hatch (R-Utah), chairman of the Senate Labor Committee with a deep interest in the EEO section of the Civil Rights Act, had been alerted to the provision in the cable bill by another interest group, the pro-business Equal Employment Advisory Council, and was concerned about the precedent he saw it setting in creating, apart from the national law, an EEO statute for a particular industry. The NCTA had not had any experience in dealing with Hatch. But Tom Parry, a former Hatch aide, and Romano Romani, a former aide to Senator Dennis DeConcini (R-Ariz.), know him well. And with Romani serving, in his word, as a "catalyst" (for reasons they consider proper, Romani takes the lead in matters involving Hatch, Parry in those affecting DeConcini), Hatch, the NCTA, Representative Mickey Leland (D-Tex.), who had pressed for the provision in the House, and other interested parties worked out a mutually acceptable modification. "It was a real success," says Carp.

For knotty questions concerning parliamentary procedures, O'Hara of Patton, Boggs is the man. The former congressman, now a lawyer, is a student of that arcane subject. The bookshelves in his office contain several volumes on House and Senate precedents and



Robert D. (Bob) Hynes took over as NBC's Washington vice president in October 1983, as the networks were deeply involved in the fight over repeal of the FCC's financial interest/domestic syndication rules—a fight they eventually lost on Capitol Hill—and as they were about to become engaged in another major fight over the commission's multiple-ownership rules, one in which they did better. But Hynes had no reason to feel overwhelmed. He had been on the Washington scene for 18 years, 11 as part of the NBC lobbying team, learning how wishes and ambitions are translated into legislation.

For eight years, from 1964 to 1972, he was among the gatekeepers of power, as minority counsel to the House Committee on Rules, as well as, in an informal sense, legislative counsel to the House Republican leadership—Representative Gerald Ford (R-Mich.), in those days. He joined NBC in 1972 at the invitation of Peter Kenney, the man he was eventually to succeed as NBC's Washington vice president. Over the years, as he moved up the ladder, from director of government relations to vice president, legislative liaison, and, finally, to his present post, he performed the customary chores at the commission, on Capitol Hill and elsewhere in Washington's power centers, of gathering intelligence and representing NBC's interests.

But for one two-month stretch, he performed a service outside the ordinary and became a bit player in one of the dramas of American history. From October to December 1973, he was given a leave of absence from NBC to serve as counsel to Representative Ford during the confirmation hearings on his nomination to serve as President Nixon's vice president, the first time the provisions of the 25th Amendment had come into play.

Hynes had begun his professional career as a lawyer in Cincinnati, but that kind of life was evidently not for his taste. Several years later, through his Ohio political connections, he was in Washington. Since then, as he says, he has been "having fun."

procedures. When, near the end of the lengthy battle over the cable deregulation bill, the question arose as to how best to combine the separate versions that had passed both Houses, it was put to him. The customary procedure is to submit the two versions to a Senate-House conference committee to reconcile differences. That is a latter-day approach. The original method used by Congress, called "amendment between the Houses," is more cumbersome but provides more flexibility in the amendments that can be made in the legislation. That was the method O'Hara suggested, and it was employed.

Can lobbyists brought in off the street deal with the complexities and nuances of a complicated piece of legislation? The short answer is, yes, if necessary. But that degree of expertise is generally needed in dealing only with members of the subcommittee and the committee responsible for the bill. And if lobbyists run into substantive questions they cannot answer, they know who can. But "the vast horde out there, including the large forces who can cause a bill to live or die," says Carp, "generally view these things in superficial terms, and largely in political terms." Passing the word, say, on who supported and who opposed the cable deregulation bill did not require much discussion. Lobbyists are also useful in explaining to a member of Congress why his mayor is calling him or why the satellite

people are angry. "You don't have to know that much very often," Carp says.

At one time or another, eight firms were representing NCTA on the cable deregulation bill. Carp says billings ranged from "a few thousand to considerably more, depending on the time spent." The overall expenses were a factor in causing NCTA to assess its members an additional 20% of their 1984 dues to make up a shortfall of some \$1 million (BROADCASTING, Nov. 19, 1984). But Carp feels the money was well spent. "We had messages to get out to 535 members of Congress, and quickly. Because we had the foresight to assemble a good corps, we were able to succeed."

The NAB, on the other hand, rarely hires an outside lobbying firm. "We rely on grass-roots support," says NAB President Eddie Fritts. The association has a large government relations staff—17, including support help—headed by John Summers, executive vice president for government relations. And it does seek advice of the lobbyists employed by the networks and group owners. But Fritts boasts of the support the association is able to generate among its membership, which includes some 4,500 radio and 770 television stations. He notes that broadcasters are not only constituents but report to the voters on their representatives in Congress, and make their facilities available to them—in short, they are highly visible to their congressional delegations. "We've never lost a vote on the floor of the House," he says. "A superstar [lobbyist] hasn't rolled us yet." He talks of some state associations that are able "to deliver" the votes of congressional delegations. And he notes that 236 members of the House—well over a majority—co-sponsored the broadcast deregulation bill in the last Congress.

But the critical factor would appear to be that broadcast deregulation did not pass in the last Congress. In fact, before it was abandoned, the bill had taken on what broadcasters regarded as a definitely pro-regulatory cast. Whether the employment of one or two hot lobbying firms would have made a difference remains a moot point. NAB's lobbying problems remain a matter of discussion and public comment, particularly on Capitol Hill.

For its part, the NCTA, like the NAB, relies on grass-roots support. Carp says the cable deregulation bill would not have passed without it, at least not in the form that allowed the association to claim a victory. And it depends on its board of directors and industry members for expertise on industry matters. But when it has legislation to move, the board looks to staffers and lobbying firms whose focus is Congress. There are those who say that is where the NAB effort breaks down, that the NAB is so wedded to a tradition of dealing with the FCC that it tends to rely on those who specialize in communications, not Congress.

There is probably more to the art of lobbying than knowing how to do it. Wirth subcommittee counsel David Aylward says it is important to know when not to initiate an effort. A special interest group should "game it out in advance," he says. "It should decide how badly it wants the legislation. Is it ready to fall on its sword, or is it simply a 'nice but' aim? How much is it prepared to compromise?" Then, too, the interest group should attempt to anticipate what other forces might be drawn into the legislative fight, and with what effect. Indeed, could the effort backfire and produce legislation the interest group would regard as harmful? In short, it may be that seeking legislative relief on an issue is not really a good idea.

Among the classic lobbying wars in recent years was the one touched off by the FCC's "tentative" decision in August 1983 to repeal its financial interest rule, which prohibits the television networks from acquiring financial interests in independently produced programs, and to gut the companion rule prohibiting networks from engaging in domestic syndication (BROADCASTING, Aug. 8, 1983). At that point, with the action centered in the commission, the lobbying skills and influence of the networks were clearly dominant. Of course, the networks were going with the flow; the Fowler commission was predisposed to eliminate the rules, in effect since 1970. But as was immediately clear, the networks had won too much; and Fowler had failed to consider the reaction in Congress.

Those fearing that repeal would hurt their interests—primarily the motion picture industry, through the MPAA and its member companies—marshalled their forces, under Valenti's leadership, for a fight on Capitol Hill. In time, they recruited the independent producers

and syndicators and Hollywood talent who felt they had prospered under the rules. Later, the INTV—represented by yet another former FCC chairman (and, more important, a one-time aide to Senator Barry Goldwater [R-Ariz.], chairman of the Senate Communications Subcommittee), Dean Burch, a partner in the firm of Pierson, Ball & Dowd—joined the alliance. And they were not without the professional lobbying and coordinating help of firms like Akin, Gump; Wexler, Reynolds, and Burson-Marsteller, or the highly professional lobbying resources of member MPAA companies.

The networks were not without their own resources in seeking to block action to reverse the commission. There were the Washington vice presidents—ABC's Eugene Cowen (and his deputy, Paul Myers, a veteran of service on Capitol Hill and the Ford White House), NBC's Bob Hynes and CBS's Don Wear (who was succeeded in December by Robert McConnell). In addition, network officials based in New York, such as ABC Executive Vice President and General Counsel Everett H. Erlick, CBS Vice President for Corporate Affairs William Lilley III and NBC Executive Vice President and General Counsel Corydon B. Dunham, were regular visitors to Washington. Then, too, there was the lobbyist support. ABC had the help of the Timmons and Boggs firms (Howard Paster from Timmons and Boggs and O'Hara from Patton, Boggs). CBS retained Charles E. Walker Associates Inc. (principally, Jim Free), as well as Wiley and two former Hill staffers, William Diefenderfer and Bernard Wunder, of the law firm of McNair, Glenn, Konduros, Corley, Singletary, Porter & Dibble. (Diefenderfer has since returned to Capitol Hill, as chief counsel of the Senate Finance Committee.) And NBC relied on Robert Gray of Gray & Co. What's more, the networks had the considerable help of their affiliates and owned stations, for they are the constituents of the lawmakers. "We bring in affiliates and representatives of owned stations for meetings and dinners with members and senators," Cowen said. "They have a special standing."

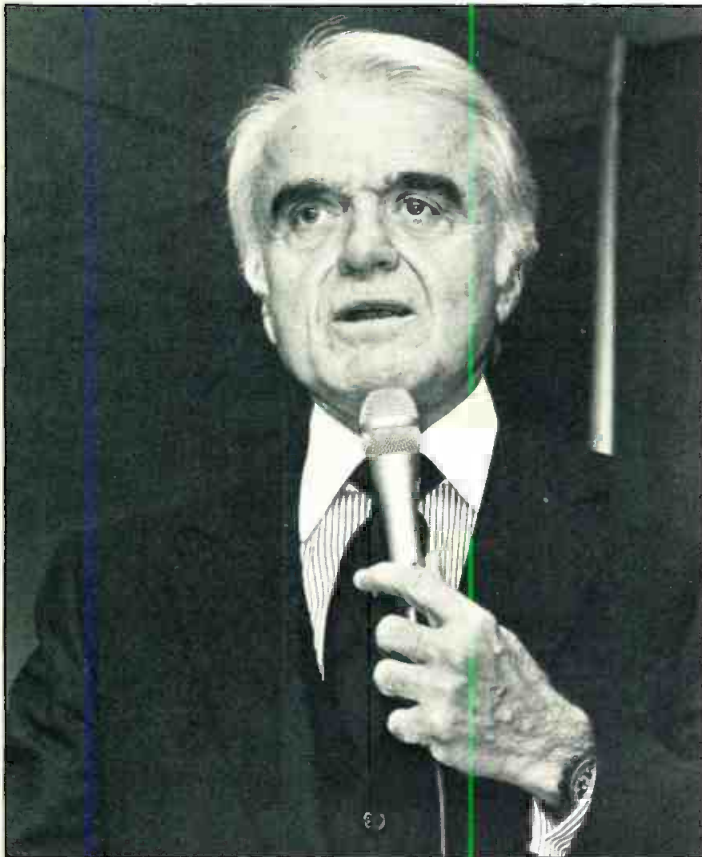
On the face of it, it seemed an even match.

But the antinetwork forces had two things going for them, both sides now agree. One was Chairman Fowler. He precipitated "a direct confrontation with the Hill by not consulting with its members," said one of those on the networks' side. A leading player on the MPAA side said, "Fowler's decisions don't seem to take into

account any effect other than that which is favorable to the networks." The second—and related—factor is what is widely viewed as a solid basis of antinetwork feeling in Congress. Networks are generally regarded as "arrogant" and unfeeling. (Representative Al Swift [D-Wash.], in a speech to the INTV convention last month, said networks are perceived as arrogant because "they work at it.") Their news operations annoy members and make them uneasy. The very size of the networks is a matter of concern. And, at least until the networks on Jan. 17 announced their agreement with members of the House restricting the use of exit-polling data (BROADCASTING, Jan. 21), the networks were denounced regularly and bitterly for broadcasting early projections of election results. It seemed, one Senate staffer said, that some members of the Senate and House would vote for any legislation viewed as antinetwork. "And Jack [Valenti]," said one of the network lobbyists, "has exploited that antinetwork feeling very well." The theme he pounded home was "network power." Congress, Valenti says in commenting on its reaction to the commission decision, "is reluctant to give the networks expanded power. Too much power to anyone is dangerous—that's a maxim public people can feel."

The Valenti forces did not rely on those two factors alone, however. What Akin, Gump's Jankowsky refers to as "an educational" effort was conducted among non-MPAA producers and members of the various talent guilds in Hollywood, an effort in which "the adverse" consequences of the commission's action were explained. Gains that the smaller production companies felt they had made under the rules would be endangered if "the three gatekeepers" were freed of the restrictions under which they had operated since 1970. The INTV—whose members feel they have prospered because of the rules, also joined the coalition out of fear of the consequences that might flow from repeal.

A principal element of the strategy of the antirepeal forces was to shift attention from the MPAA and the nine rich and world-famous production and distribution companies it represents. For the battle on Capitol Hill was being viewed as one between the forces of greed on the East Coast and the forces of avarice on the West Coast (or, in the felicitous phrase of one member of the House Energy and Commerce Committee, "between the Guccis and the wingtips.") Thus, when Embassy Communications' Norman Lear testified that he felt his



If there is a consensus best lobbyist in Washington in communications matters, it is probably Jack Valenti, president of the Motion Picture Association of America. He has been on the Washington scene for 20 years, first as an aide to President Johnson, a fellow Texan, then in his present job. He knows people in high places and in not so high, and treats both kinds with the same degree of old world courtesy. And over the years, he has become a celebrity in his own right, appearing on network television on Oscar night and as featured speaker at fund raisers for politicians of both sides, whether they support positions he has urged or not.

But Valenti resists the label lobbyist. He says he spends little time on Capitol Hill. His duties as head of MPAA, with its worldwide interest, take up most of his time, he says. "I talk to people I know well when someone asks me to," he concedes. "But I don't like to go to friends and ask for anything." Perhaps. But he is given much of the credit for organizing the forces on Capitol Hill that blocked the FCC's movement toward repealing the network financial interest/domestic syndication rules. He was the "field general," as Valenti put it, who organized the variety of forces opposing repeal. He is also credited with starting and fanning the backfire in Congress that prevented the commission from proceeding with its plan to liberalize and, in six years, to sunset its multiple-ownership rules. Again, the networks and their "power" were his target. And while Valenti did not achieve all that he had sought, he declared himself satisfied with the compromise.

Not surprisingly, it is the network lobbyists who most appreciate Valenti's skills. Professionals can recognize professionalism at work. "His 20 years as a major force in Washington counts for something," one network lobbyist said. "He tells the truth. He marshalls his arguments. He is an elegant advocate—he would be a great trial lawyer"—which, in fact, is what the young Jack Valenti, back in Houston, had once hoped to be. And if Valenti insists lobbying does not count for much of his time, opponents see things differently. As one lobbyist said, "He lobbies all the time."

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company could not succeed in the marketplace without the protection of the rules, as it had with them, he made an impact, Jankowsky said. So did similar testimony by such as Len Hill, of Hill/Mandelker Films, and Mel Blumenthal, of MTM Productions. And, Valenti has said, so did the presence in the coalition of independent television stations. "We wanted people [to make our case] who had something at stake," said Jankowsky.

Hollywood, being Hollywood, did not neglect its stars. And network officials grumbled about what they viewed as the cynical ploy of flying in film and television stars to pose for pictures with—and thereby influence the votes of—members of Senate and House. But Valenti—at whose request many of the stars traveled east—brushed off such remarks, declaring that while glamour might have helped open doors, the stars were only as effective as the arguments they made.

Once congressional concern about the FCC action became evident, the antirepeal forces pondered the best way to proceed. The analysis that was undertaken led to a number of different plans. Finally, says Jankowsky, the decision was made to seek a moratorium on the commission action.

The strength of the Hollywood position was shown on both sides of the Capitol. Legislative proposals for a six-month moratorium won approval five straight times in votes in Senate and House committees and on the Senate and House floors. The battle was effectively ended, in November 1983, when President Reagan entered the contest, with a letter Presidential Counsellor Edwin Meese III wrote to Senator Pete Wilson (R-Calif.), who had introduced legislation

calling for a five-year moratorium—and who had requested the letter from the President. (Like Representative Henry Waxman [D-Calif.], whose district includes Hollywood, Wilson had been an early supporter of the antirepeal forces—and not only because of the interests of their constituents. Both, says one of the Valenti lobbyists, had been subjected to a heavy "educational" effort.) In his letter, Meese said the President thought it would be wise to impose a two-year moratorium to permit further study of the question (which had already been studied for years) and to monitor the situation (BROADCASTING, Nov. 7, 1983).

The result was a decision by the commission to defer final action until May 10, 1984, because of the "expressed desire" of both Houses of Congress to give the parties a chance to work out a compromise. That decision, expressed in a letter Fowler wrote to Senator Ted Stevens (R-Alaska), eliminated the lobbying pressure on members of the Senate who were anxious to avoid a showdown vote on the floor—and whose aides had lobbied Fowler heavily for just such a resolution of the issue. The two sides did attempt to resolve their differences, but they failed. And the May 10 deadline, if that is what it was, passed without notice.

The networks' effort last year on Capitol Hill was the difficult one, as they saw it, of proving a negative—that they are not potential menaces that must be leashed if democracy is to survive. CBS's Wear says that the problem network lobbyists face is that the networks are "so visible, such a pervasive force, such a natural target for the



Richard E. Wiley made his mark at the FCC in the first half of the 1970's as FCC general counsel, commissioner and chairman. Now, as one of the founding partners of Wiley & Rein, he is cashing in on that background, not only as a lawyer but as a lobbyist. As he walks the halls of the commission to this day, some say, he seems never to have left office. He knows by name not only the commissioners but many members of the staff. And they all know him.

Wiley's clients run the gamut from the American Newspaper Publishers Association to Xerox, with such as CBS, the Communications Satellite Corp., GT&E and the National Association of Broadcasters in between. "We're practicing law," Wiley says, "but to achieve success for clients that can mean lobbying at the FCC, the National Telecommunications and Information Administration, Capitol Hill and the Federal Trade Commission."

Wiley has achieved some notable successes as a lobbyist. When Congress was considering a major common carrier bill a few years ago, he lobbied successfully in behalf of ANPA for a provision that would have prohibited AT&T from engaging in electronic publishing over its network. The legislation was never enacted, but the provision was incorporated in the consent decree breaking up Bell.

But sometimes, Wiley, like others, has found that a win is just not in the cards. Working the commission in behalf of the NAB, he had argued for adoption of an order applying the commission's must-carry rule to stereophonic television. Three commissioners—a majority—declared their support of the proposal, only to see Chairman Mark Fowler pull it from the agenda and deep-six it.



For four years, from 1977 to 1981, Charles D. Ferris was a tough, aggressive chairman of the FCC who managed to infuriate many in the broadcasting establishment even as he continued the move to deregulate that industry, as well as cable television, and to lay the groundwork for a deregulated direct broadcast satellite system.

Now, as a partner in Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, a Boston-based law firm with an office in Washington, Ferris is busy as a lawyer/lobbyist representing a variety of clients in the communications sector, among others GT&E, Western Union, McClatchy Newspapers, Turner Broadcasting, the Democratic National Committee and the Democratic leadership of the House and Senate are on the client list.

Ferris says he is "comfortable" in his visits to the commission, although he says that as a result of what he learned in his four years there, he rations his calls on commissioners. "I appreciated it when someone came to see me when it was important, not just for a client."

But Ferris seems really at home on Capitol Hill, where he served for 15 years as general counsel to the leadership, 13 years on the Senate side and two on the House side. "I know the process up there at least as well as anyone," Ferris said the other day. "And I like the forum of elected officials. And I know what they need to know to make a decision."

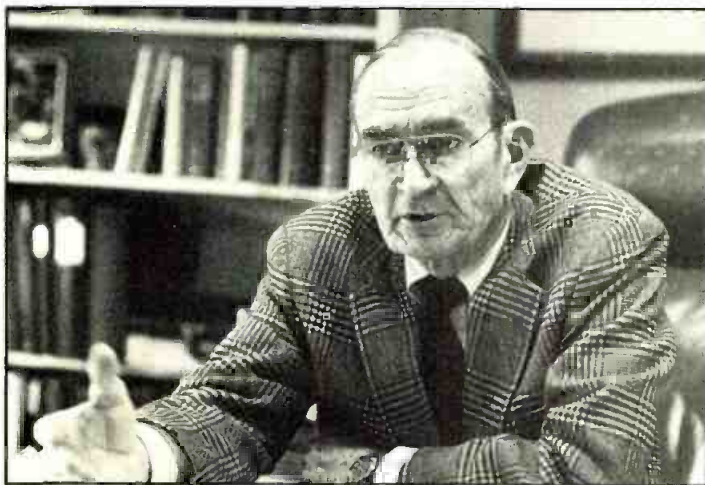
Two of Ferris's personal staff at the commission are with him at the law firm—Frank Lloyd and Tom Casey—and both help with his lobbying chores, particularly at the commission.

concern and criticism of public policy makers." It is not, he says, a matter of "power," as Valenti contends, but of "visibility." The effort was and remains essential, for broadcasters generally—and the networks, it seems, particularly—are subject to two levels of regulation. On one, the FCC acts on the basis of a detailed record and within the confines of *ex parte* rules. On the other, Congress acts on the basis of broader and, network officials would say, "more emotional, perceptions."

So network officials, including top executives of the network corporations in New York, commuted regularly to Washington to meet with members of the Senate and House, to become better acquainted and to try to explain their business. They described the public service programs—those serving children, those designed to illuminate the dangers of drunk driving—that they offer. "We point out there is a public benefit in networking beyond the conveyance of entertainment programming—though that is important, too," one official said. "After all, we provide news and public affairs programming"—at which point the official paused to recognize the irony: "Some of that causes our problems."

And much of what some members of the Senate and House are being told may very well be eye-opening stuff. For among those law makers whose principal, even all-consuming, interests may be defense or agricultural policy, are those whose knowledge of the broadcasting business begins and ends with what is seen on television or heard on the radio.

For a time last summer and fall, all members of the Senate and House were drawn into what seemed might be a reprise of the fight



Dean Burch, former FCC chairman and currently a partner in the Washington law firm of Pierson, Ball & Dowd, has been learning his way about Washington and its institutions of power over a span of some 30 years. And, when not practicing law, he has been putting that background to work as a lobbyist.

Over the years, he has been a player in some of the Republican party's major disasters. The native Arizonan was an aide to Senator Barry Goldwater (R-Ariz.) in the 1950's, helped run Goldwater's campaign for the Republican presidential nomination in 1964, and was chairman of the Republican National Committee when Goldwater suffered his massive defeat at the hands of President Johnson. Five years later, President Nixon named him chairman of the FCC, and he served until 1974, when he responded to a call from the White House to serve as counsellor to the President with cabinet rank, and was on Nixon's staff during the final traumatic months.

Burch did more than survive the Goldwater debacle and the Nixon disgrace. Today he has close ties to the Reagan administration. He worked closely with Vice President Bush during the last campaign, and was among those aiding then-Chief of Staff James Baker III in negotiating with the Mondale forces the terms of the Reagan-Mondale debates. And last year he was named chairman of the U.S. delegation to the World Administrative Radio Conference on satellite services.

As a lobbyist, Burch played a key role in representing the Association of Independent Television Stations in the fight to preserve the FCC's network financial interest/domestic syndication rules.

And this time, Burch was involved in a win, not a disaster.

over the financial interest/domestic syndication issue. The commission decision in July to eliminate the seven-seven-seven rule and replace it with a 12-12-12 rule that would sunset in six years and permit any broadcast entity to own as many stations as it wished caused as much fury within the MPAA and in some areas of Congress as had the action in August 1983. Again, there was outrage over what was seen as a drastic action taken by the commission without consultation with Congress. The MPAA began wheeling its forces into position for an effort to persuade Congress to force a reversal of the commission action. Valenti said the MPAA was concerned about the concentration of too much "power" in the networks, while Fowler's riposte was that the Valenti forces were worried that the networks would be able to increase their power to bargain with Hollywood for its product.

This time, the ending was somewhat different.

Fowler, observers agreed, had improved his lobbying style on Capitol Hill. He visited Wirth, who had been particularly angered by the commission action (even though he was on record as favoring liberalization of the rule of sevens), to assure him of the commission's readiness to reconsider. And the commission lost little time in staying the television portion of the order until April 1, 1985, an action Congress promptly codified in a law.

In the meantime, the networks went to work, throwing executives and lobbyists into a major lobbying operation. Their initial objective was to protect the commission decision. But a visit to Senator Bob Packwood (R-Ore.), then chairman of the Commerce Committee, persuaded network officials to try another tack. Packwood had suffered defeat in the networks' cause on the financial interest/syndication-rule issue, and, a source who had been close to the action reported, "he was not about to fall on his sword unless the networks could show him they had the votes," even though he had welcomed the FCC's original action. They could not. So they concentrated their forces in an effort to avoid "being cut out of the herd and treated differently" from other broadcast groups, as one network official put it. And Valenti had just that in mind. His aim was to prevent the networks from acquiring additional stations—a goal a bill Senator Wilson introduced would have accomplished. The networks were worried. "We tried to make sure that anything that was done included the networks," said one network lobbyist. "We were concerned that others would be permitted to expand, but not us." And the networks had industry support almost across the board—from most group owners and the NAB. The message transmitted was that discrimination against the networks would be unfair. And that appeared to be effective.

And here again Fowler showed lobbying skill—he reached an agreement with Dingell that everyone, including the networks, should come away "with something." The agreement, which Fowler calls "the linchpin" of the final resolution, stiffened the resolve of some nervous commissioners. The final resolution, reached in a meeting between Fowler and Wilson, met the terms of that agreement: an FCC rule providing for a limit of 12 stations reaching no more than 25% of the nation's households, with discounts for UHF ownership and minorities, and no sunset of the rule for either radio or television. And with no special attention paid to network ownership, as such. It wasn't pretty; it wasn't done with the precision that would have been available to an FCC acting without regard to outside pressures. But that was no longer the issue. "That's how public policy is made," said the House Telecommunications Subcommittee's Aylward, "by compromise among the parties." And a lobbyist for one of the networks said much the same. "A fair compromise was struck—a political settlement."

NAB's Fritts contends that the "big shot lobbyist" is a dying breed, one that will disappear in 10 years. He may be right, but in the immediate future, at least, there would seem to be plenty of work for lobbyists of all degrees of importance. All segments of the broadcasting and cable industries, along with sports interests and the liquor industry, are preparing for a major fight over the effort by citizen groups to secure legislation banning the advertising of beer and wine on radio and television. In an important sense, the broadcasters have already begun their lobbying effort, attempting to demonstrate their civic responsibility with public service announcements

and special programs pointing out the dangers of alcohol abuse. Then, too, the MPAA is likely to make another effort to gain an amendment to the first-sale doctrine that would assure film producers a consumers market for videocassette recordings, as well as the existing market in which retailers who buy video recordings are free to rent them without paying royalties on the rentals. That legislative effort has been opposed in the past, and successfully, by the formidable forces of the video software dealers and VCR manufacturers.

Beyond those and other specific issues, there is the conviction of lobbyists and other observers that Congress is and will remain a major force in shaping FCC policy—that Congress's role in the financial interest/domestic syndication and rule-of-seven issues was not an aberration. "Congress never lets go of independent agencies," said one network lobbyist. (That fact of life was impressed on the regulatory/activist Federal Trade Commission of Michael Pertschuk



Patton, Boggs & Blow, one of those Washington law firms that has gained fame—and part of its fortune—as a result of its lobbying activity, has joined the ranks of lobbying organizations that in recent years have been recruited for service by communications interests. ABC, the National Cable Television Association and MCI are among its clients. So are nine U.S. subsidiaries of Japanese manufacturers of videotape recorders. Of the 79 lawyers in the firm, a dozen are used to provide lobbying services. The lawyer/lobbyist among them with the highest profile is Thomas Hale (Tommy) Boggs Jr. (above, left). And one who has played a major role in some of the battles involving communications industry clients is James G. O'Hara (right).

Boggs was born into a political family—his father was the late Representative Hale Boggs (D-La.), House majority leader, and his mother, Corinne (Lindy) succeeded her husband as representative from the second district of Louisiana. And he has acquired the image of a savvy, cigar-smoking lobbyist who, in the words of a headline over a profile on him in *The Washingtonian* two years ago, "knows how to use money and connections to get things done. Hardly anyone does it better." One of his major successes was the effort he mounted in Congress, five years ago, that led to the legislation preventing the Federal Trade Commission from adopting its proposed rule to regulate television advertising aimed at children. His client was the Mars candy company.

O'Hara, who has been with the firm for eight years, became an expert in how Congress works while serving as a Democratic member of the House from Michigan for 18 years. He served on the Education and Labor, Interior, and Budget Committees, as well as the joint committee on congressional operations, and became known as an expert on parliamentary rules, and has applied that expertise in behalf of the Democratic party in various roles at national conventions. He also applies it in the legislative battles he wages in behalf of clients.

Thus, Boggs and O'Hara appear to constitute an interesting team—the operator and the technician.



Anne Wexler (right) and Nancy Clark Reynolds are among the small but growing band of women in the top rank of Washington lobbyists. Along with Robert M. Schule, they provide much of the lobbying talent used in the service of the communications industry clients of Wexler, Reynolds, Harrison & Schule. And the backgrounds of Wexler and Reynolds, as well as of Schule, explain how they arrived at their present positions.

Wexler, chairman of the firm, served in the Carter White House as assistant to the President for Public Liaison after a tour as deputy undersecretary of Commerce. Reynolds, president, has close ties to the Reagan administration that date back to 1966, when she left her job as co-anchor of the evening news on KPIX(TV) San Francisco to join the staff of Governor Ronald Reagan. She remained with him for his two terms, then joined the public relations firm of Deaver (as in Mike, later White House deputy chief of staff) and Hannaford Public Relations in Los Angeles and Washington. And in 1980, she took a leave of absence from her job as vice president for national affairs of Bendix Corp. to work on the Reagan presidential campaign and, after the election, the White House transition team. Schule, senior vice president, is another product of the Carter White House; he was special assistant to the President for congressional liaison.


The fourth founding member of the firm, Gail Harrison, is another senior vice president, another woman, and another Democrat. During the four Carter years, she served as chief domestic policy adviser and assistant to Vice President Mondale. She had been Mondale's legislative assistant when he was a senator and was coordinator of his vice presidential campaign in 1976.

So they came to their new occupation with the the right contacts, and the kind of high-level government experience that commends itself to prospective clients.

with as much force as it has been on the activist/deregulatory FCC of Mark Fowler.) And, adds lawyer/lobbyist Miller, "I see the FCC as an extension of congressional authority, with some sensitivity to administration political interests, while bringing its own expertise to bear. I see the process working as intended. All of which," he adds, "increases the role of the lobbyist."

Several years ago, in an interview with *BROADCASTING* for an article on communications lawyers, Harry Plotkin, a veteran member of the Federal Communications Bar Association, was quoted as saying that lawyers perform "a social service." From removing obstacles for those who want to launch satellites to preparing the way for those who want to buy and sell broadcast properties, he said, "we help the system work."

Some lobbyists would say the same about their work. In fact, Jankowsky came close. They provide much of the information and argument out of which legislators and (in the case of the communications business) FCC commissioners make national policy. But there are those who would disagree with Jankowsky that the system provides for sufficient checks and balances to screen out injustices. And FCC Chairman Fowler, bloodied in battles with lobbyists, earlier this month asked industry representatives celebrating the 50th anniversary of the Communications Act to consider whether "we have a representative government or a constituency government."

Still, all things considered, Madison's view of how a republic can accommodate its factions has turned out to be reasonably prescient. 

Hill cautious on authorizing competition to Intelsat

Reagan spokesmen support competition in international satellite service before House subcommittee, run into worries over Intelsat's future

The Reagan administration took its case for separate international satellite systems to Capitol Hill last week, and found an audience that, at best, remained to be convinced. Representative Daniel A. Mica (D-Fla.), chairman of the House Foreign Affairs Subcommittee on International Operations, repeatedly stressed the need to protect the International Telecommunications Satellite Organization, and observed at one point that if administration estimates prove wrong and Intelsat is damaged, "we would be beyond the point of no return" in providing a remedy. And Representative Don Bonker (D-Wash.), chairman of the Foreign Affairs Subcommittee on International Economic



Schneider, Dougan and Markey

Policy and Trade, expressed concern that "we are violating the proposition that 'if it's not broke, don't fix it.'"

The joint session of the two subcommittees last week—the first in a series on the issue, Mica said—provided the first congressional forum for an examination of ad-

ministration policy decision since President Reagan issued a determination in November that separate systems are "required in the national interest," provided conditions are imposed to protect Intelsat from adverse economic consequences. The FCC in December issued a combined notice of inquiry and rulemaking to obtain the views of interested parties as a basis for considering five pending applications for separate systems. And the full rationale for the administration's position was presented in a 52-page report issued by a Senior Interagency Group on Feb. 4 (BROADCASTING, Feb. 11).

The administration was represented at the hearing by three officials principally involved in drafting the policy—William J. Schneider Jr., under secretary of State for security assistance, science and technology; Ambassador Diana Lady Dougan, State's coordinator for international communication and information policy, and David J. Markey, head of the Commerce Department's National Telecommunications and Information Administration. In sum, they cited the protections that would be afforded Intelsat—the separate systems would be barred from providing the kind of service that generates some 85% of Intelsat revenues—that which is interconnected with public-switched networks; they would be limited to providing customized services. And they noted that an application would not be granted unless a foreign partner was willing to authorize the service and join the U.S. in coordinating the proposal with Intelsat under provisions designed to assure that such systems would be technically compatible with Intelsat and would not cause it any serious economic harm.

But more than that, they argued, as did the SIG report, that separate systems would generate pluses for American business and for consumers of communications services. "While the current international communications market is expanding at a significant rate," Schneider said, "it is clear that new entrants offering new services and competing services will further increase the growth rate of this market." Markey said interna-

USIA budget. USIA Director Charles Wick asked a congressional panel last week to approve the Reagan administration's proposed budget of \$973.6 million for the agency in fiscal 1986. (USIA oversees Voice of America, Radio Free Europe/Radio Liberty and Radio Marti, among others.) The administration is recommending a 22% increase (\$177.7 million) over USIA's FY 1985 budget. Wick testified before the House Subcommittee on International Operations, which has jurisdiction over USIA.

Subcommittee Chairman Daniel Mica (D-Fla.) was supportive of the agency's programs and its need for more funds. However, Mica warned Wick to be prepared to make some cuts. "I think you're going to have to prioritize the agency's needs. I urge you not to take the approach of some of your colleagues; take all or nothing. I am totally supportive but we do have to try and cut this budget," Mica said. His concern about increasing USIA's budget was repeated by others. "Clearly we need to hear your justification for the 22% increase," said Representative Olympia Jean Snowe (R-Me.).

Wick presented this argument: "Even with the very fine support of the Congress, we are a long way from being able to meet successfully the Soviet challenge. In 1982, the Soviets had almost four times the budget we had for its information activity. Even today we are still far behind." Moreover, the USIA director said, "the operating component of our 1986 request represents an increase of four-tenths of one percent above what USIA had in 1967 for program operations." The boost in appropriations is necessary, Wick maintained, to continue USIA's modernization and expansion of VOA relay stations and the construction of new broadcast facilities. The funding would be used to beef up other programs, such as the National Endowment for Democracy, "a private, nonprofit corporation established to encourage and strengthen the development of democratic institutions and processes abroad." Wick also discussed USIA's plans to establish a TV station in Berlin that would be jointly owned and operated by the U.S. and West Germany to broadcast into East Germany. And, "we are seeking an additional \$3 million for Worldnet in FY 1986 to install satellite dishes at overseas posts and upgrade our technical facilities to accommodate these and other rapidly expanding TV programs," he testified.

Wick fielded questions on the budget as well as specific USIA projects, including Radio Marti. He was asked when Radio Marti would go on the air. Wick answered, "late spring or early summer." He said the station could go on the air now for two or three hours a day, but VOA is waiting until it can meet a projected goal of 14½ hours of programming daily. The director attributed the delay in putting the station on the air to security clearance problems as well as the time involved in building a new studio.

In related testimony, Edwin J. Feulner Jr., chairman of the U.S. Advisory Commission on Public Diplomacy, which oversees the USIA, favored the 22% increase in funding. He also urged that Congress support a plan to transfer the Radio Marti program from the VOA to the Board for International Broadcasting. "The decision to place the Radio Marti program within the VOA is not sound public policy," Feulner said. He also recommended that Congress re-examine the policy restrictions on domestic dissemination of the USIA's program materials (BROADCASTING, Feb. 18).

tional communications services are essential to "supporting and expanding U.S. trade in services." He also said the U.S. "has the best satellite technology in the world and people who think they can provide service that's needed and is not being provided—asking only that the government get out of the way and let them." He also said competition would bring down prices, and in that connection noted that the Commerce Department, as promised, was filing a petition with the FCC last week asking it to initiate a rule-making to provide companies other than the Communications Satellite Corp., the U.S. signatory to Intelsat, direct access to the Intelsat system. That, he said, would place Intelsat "on an equal footing with competitors seeking to enter the business and also, potentially, bring Intelsat much more business."

But the subcommittee members were not so sure. Mica said in his opening statement he was "optimistic" that the U.S. can "allow an opening of the market place to competition and still maintain a sound Intelsat organization." But his questioning reflected some doubts. In asking Markey whether the U.S. would have gone "beyond the point of no return" once it licensed an applicant for a separate system and found that Intelsat was indeed being harmed, he saw the U.S. foreclosed from taking action. "We're not going to pull a license," he said. And Markey offered no reassurance: "There are no guarantees."

Bonker described Intelsat as "clearly one



Mica

of the most successful multilateral efforts ever initiated by the United States," and added: "There are very few complaints about it, and much satisfaction on the part of all the participating nations in the results it has achieved—namely, an efficient, moderately priced and reliable global satellite communications servicing all the participating nations equally—rich and poor alike." He said "the burden should be heavily upon those who would change the system to demonstrate the need and practical benefits to be realized."

And there were indications that the protection the administration plan is designed to

provide Intelsat would not be airtight. Schneider, in response to questions from Representative Larry Smith (D-Fla.), said Intelsat would not lose business to the separate systems since they would be offering new services. Furthermore, he said, both Intelsat and the separate systems would benefit from a "growing pie" in both the public-switched and customized services. Later, however, Markey said that some Intelsat customers might leave the global system for the new systems. It is not only "new traffic" that would flow to the new operations, he said. Markey noted that videoconferencing, high-definition television and specialized high speed data—services now being offered by Intelsat—are among the services being proposed by the applicants for separate systems. At another point he suggested that protecting Intelsat is not the ultimate goal: Intelsat's function is "to serve the people... If people want service outside of Intelsat, they should have it."


Another dimension to the problem was suggested by one of three expert witnesses who also testified. Walter Hinchman, of Walter Hinchman Associates Inc., a consulting firm, said the proposed systems could not survive if denied authority to provide public-switched services. "There is not enough business" in the customized services, he said. He noted that Intelsat has forecast a need for 30 transponders while the five applicants for separate systems say they will need 150. "The only way they can succeed is by offering public-switched message service."

The administration officials pointed out that the proposed separate systems do not represent the only competitive threat to Intelsat—perhaps not even the most serious. Schneider said the emergence of optical fibers—and the enormous capacity they provide in the form of cables—"will create a division of services where satellites will primarily service mobile and remote customers and optical fibers will primarily service stationary customers." Thus, he said, "the vitality of Intelsat in the longer term will depend upon its ability to effectively and with economic efficiency serve a portion of the international communication market."

Besides Hinchman, the subcommittee last week received expert testimony from Bert Rein, of the Washington law firm of Wiley & Rein, and Daniel Kasper, of Harbridge House Inc., a management consulting firm. Hinchman and Rein, both of whom have done research projects for Intelsat, fueled doubts expressed by Mica and Bonker.

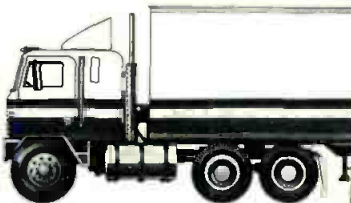
Hinchman saw potential costs to the U.S. in authorizing separate satellite or cable telecommunications systems. He noted that foreign countries have not structured their telecommunications systems according to the free market concepts known to the U.S. but as cooperative undertakings among designated representatives of their respective national interests. Accordingly, he said, "the authorization of 'competitive' systems will result, at best, in 'competition among U.S. systems and suppliers for the favor of foreign interests—a type of competition which is demonstrably disadvantageous to all U.S. interests."

Bert Rein, of Wiley & Rein, also saw new




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Television



STAN CRAMER
Community Affairs Director
KCTV-TV
Fairway, Kansas
For a fact-finding news series
on TV set repair rip-offs that
resulted in solutions.



RENA J. BLUMBERG
Community Relations Director
WWWE-AM, WDOK-FM
Cleveland, Ohio
For an impressive commitment
to the human condition and for
"Where There's Hope," about
a crisis nursery.



LLOYD KAISER
President
WQED-TV
Pittsburgh, Pennsylvania
For "The Chemical People,"
that spotlighted teenage drug
and alcohol abuse and its
solutions.



JAMES RUPP
President
WCCO-TV
Minneapolis, Minnesota
For "Project Abuse," an
educational effort in behalf of
sexually abused children.



JERRY DAHMEN
News Director
KXR-AM, KIOV-FM
Sioux Falls, South Dakota
For "Good News Features,"
an on-going series about
people helping people.



RONALD LIVENGOOD
President, General Manager
WKEA-AM-FM
Scottsboro, Alabama
For an aggressive editorial
policy that created a positive
climate for change.



NINA TRASOFF
Community Relations Director
KGUN-TV
Tucson, Arizona
For "CPR Now," which built
enthusiasm for the life-saving
program, and for efforts in
crime prevention.

Radio

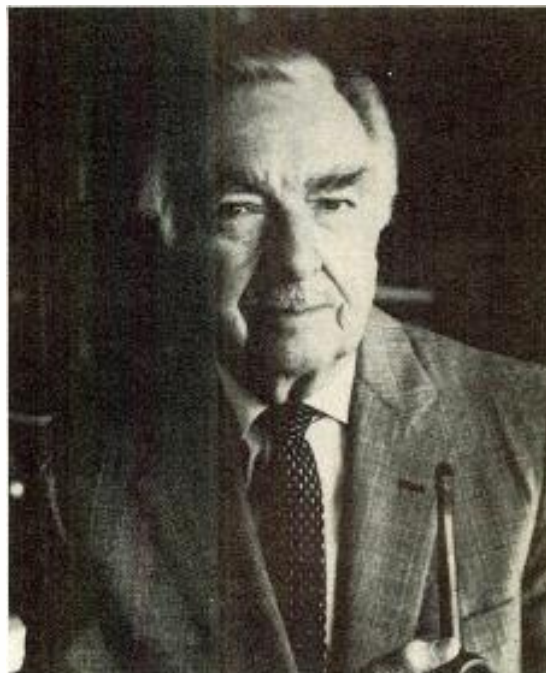


GAYLON CHRISTIE
Owner, General Manager
KOOV Radio
Copperas Cove, Texas
For personal involvement in
the community and for efforts
with handicapped children.

Distinguished Communications Medal

WALTER CRONKITE
Anchorman, Managing Editor
"CBS Evening News with Walter Cronkite"
1962-1981

With admiration and appreciation
For fashioning a style and standard of broadcast
journalism which has assisted Americans in com-
prehending human events and reacting construc-
tively to them,
For telling the truth as clearly and succinctly
as possible so that American viewers could have
a sense of confidence even in times of uncertainty,
For demonstrating a dedication to truth and
freedom of expression guaranteed as an inalien-
able right by our Constitution's Bill of Rights.



The Christian Service Award

The Honorable
MARK O. HATFIELD
United States Senate

For communicating the clear call of Christian conscience in public service, both as Governor and United States Senator;
For authoring books reminding Americans of our historical responsibility for matters of moral concern and for protecting religious conscience and freedom of speech;
For churchmanship of the highest order in the midst of the pressures of public life; and
For communicating a sense of hope in times of distress, a sense of responsibility in times of decision making, and a sense of commitment to meet the challenges of human survival and the quality of human life.

U.S. system owners being "whipsawed" by foreign governments whose permission they would need to serve their countries. And while the U.S. talks of competition reducing prices, Rein said, the reality would be that foreign governments would retain their current tariffs while the U.S. share of the tariffs would be cut. That is one of several foreign policy costs Rein sees flowing from the President's determination regarding the separate systems. Another, he said, is that developing countries will perceive the establishment of the separate U.S. systems as an effort to lock up satellite slots. And that, he said, will result in an effort by those countries at the Space WARC next summer to

establish a rigid plan that will guarantee them access to the orbital arc—the kind of plan the U.S. opposes as being inefficient and wasteful.

Kasper, on the other hand, supported the administration position. He said the U.S. is strong in satellite technology and predicted that the "profit motive will drive U.S. and foreign firms to provide new services." He also was sanguine about the prospect of "limited" competition. "It can be and has been managed before," he said. And he did not think Intelsat, without the spur of competition, would provide new services. "Monopolies inherently resist change," he said. And he saw little harm befalling Intelsat as

the result of the President's determination. He noted that "80% to 90% of the market would be reserved for Intelsat," and added, "If Intelsat can't make it with the market increasing, that should raise fundamental questions as to whether they are doing a good job."

As Mica noted, the hearing was only chapter one. □

Washington Watch

Rivera protest. In statement, FCC Commissioner Henry Rivera has dissented to commission decision announcing lottery for choosing licensees among operational fixed service applicants in 2.5 ghz band. Rivera objected to majority's failure to apply diversity preferences to lotteries. Rivera noted that after Aug. 1, OFS licensees in 2.5 ghz band will be free to deliver home video services. "Because OFS licensees retain content control and can provide communications to the general public, there can be no question that this qualifies as a medium of mass communication as defined by Congress," Rivera said. "Therefore, diversity preferences are mandatory in these lotteries." □

Permanent body. House Task Force on Elections has become standard subcommittee, House Subcommittee on Elections, and task force chairman, Representative Al Swift (D-Wash.), has been named subcommittee chairman. No gates have been set for hearings on uniform poll closing legislation, subcommittee aide said. Aide said Swift will not consider introducing own legislation until hearings get under way. Other members include: Democrats Joseph Gaydos (Pa.), Charles Rose (N.C.), Leon Panetta (Calif.), Mary Rose Oakar (Ohio), William Clay (Mo.) and Sam Gejdenson (Conn.); Republicans: Bill Thomas (Calif.), Barbara Vucanovich (Nev.), Pat Roberts (Kan.) and Bill Frenzel (Minn.). □

Preference deadline. FCC has announced that applicants for multichannel multipoint distribution services who want to claim diversity and minority lottery preferences must amend their applications by March 15. □

CIA opposed. Responding to CIA's petition for reconsideration of staff action denying its fairness complaint against ABC (BROADCASTING, Feb. 18), Media Access Project has alleged that agency has "outrageously appropriated" for its own use protection of fairness doctrine, which MAP said was intended for citizenry, not government. In filing at FCC, MAP said commission had discretion and power to deny CIA standing to maintain fairness complaint, "and it [FCC] should do so." □

Question of timing. Pan American Satellite Corp. has asked FCC Common Carrier Bureau to reconsider extension of comments deadline in proceeding looking toward authorization of private international satellite systems that would provide alternatives to Intelsat system. Bureau, on its own motion, had extended deadline from Feb. 14 to April 1 (BROADCASTING, Feb. 4). Pan American, which has filed application to provide private international satellite service, asked bureau to require comments by March 15. "This period is more in keeping with the time reasonably needed to develop responsive comments, as well as the interests of applicants that this process be completed expeditiously," it said in filing at FCC. □

Antenna site. U.S. and Israel are moving toward agreement for Israel to provide site for shortwave transmitters that Voice of America and Radio Liberty would use to broadcast to southern sections of Soviet Union. Project is understood to have been initiated by Board for International Broadcasting, which oversees Radio Liberty and which has been searching for years for site in Middle East from which Radio Liberty could reach Soviet Central Asia and Kazakhstan. Effort to win Israel's cooperation picked up momentum after VOA, which wants to overcome jamming of transmitters in Europe, showed interest in sharing site in Israel with Radio Liberty. President Reagan early in December wrote to Israeli Prime Minister Shimon Peres, requesting use of site for VOA-RL relay station. Without committing his government, Peres responded with letter requesting details of proposal. Sources say these have now been supplied. Among other things, BIB would build 10 transmitters, and VOA, six. Israeli government is now reviewing matter. Sources in Washington and Tel Aviv have made it clear Israel would rather not grant U.S. request because of concern such cooperation might have on Soviet Jews. However, Israeli government is said to feel that it has no choice, in view of economic and military assistance it receives from U.S.

Broadcasters favor affiliation contract filing

The FCC's proposal to stop requiring the filing of network affiliation and transcription contracts (BROADCASTING, Jan. 21) should be scrapped, according to broadcasters in comments at the commission week.

The ABC Television Affiliates Association said the rule had achieved a purpose stated (when the commission decided to make those filings public in 1969) of promoting competition among the networks and between the networks and their affiliates by "permitting affiliates to bargain on equal footing insofar as knowledge of prevailing market conditions was concerned."

The affiliates said the cost to broadcast licensees of complying with the rule—transmitting a copy of the contract to the FCC—is minimal, as are the administrative costs to the commission. "In short, the existing rule is a good example of a simple, yet effective, regulation which costs relatively little to implement and promotes competition," the affiliates said.

The National Radio Broadcasters Association also urged the commission to continue to require the filings.

NRBA noted that the information provided broadcasters with data on rates and other matters relating to the activity in the marketplace. If that information weren't available, broadcasters would be at a competitive disadvantage when negotiating contracts with network organizations, NRBA said.

While the commission, as an alternative, proposed that the requirement that the information be filed at the FCC be dropped but that the requirement that licensees put the information in their public files be retained, Storer Communications Inc. recommended that the commission do the opposite.

"The burden on the commission of continuing to receive affiliation contracts in Washington would seem minimal when compared to the burdens on licensees and public interest organizations of traveling from city to city to inspect station public files," Storer said.

Scott Roberts, an economist for the FCC's Mass Media Bureau, said the commission had made the proposal on its own motion, not at the suggestion of the networks. "Essentially, we just thought it was another unwarranted rule or policy," Roberts said. "We really haven't made much use of those contracts over the years."

Reply comments are due March 6. □

Stock Index

	Closing Thu Feb 21	Closing Wed Feb 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	66 1/2	66 3/4	-	1/4	0.37	10 1,923
N Capital Cities	173	171 1/2	1	1/2	0.87	17 2,222
N CBS	79 1/2	78 1/2	1	1.27	9	2,362
O Clear Channel	17 3/4	17 3/4			20	52
N Cox	56 1/4	50 5/8	5 5/8	11.11	19	1,588
A Gross Telecast	29 3/4	29 1/2	1/4	0.85	7	24
O Gulf Broadcasting	14 3/8	14 1/8	1/4	1.77	60	630
O LIN	26 1/4	27	-	3/4	2.78	23 552
O Malrite Commun.	14 1/2	14 5/8	-	1/8	0.85	18 121
O Orion Broadcast	1/32	1/32				2
O Price Commun.	12 1/2	13 3/8	-	7/8	6.54	63
O Scripps-Howard	31 1/2	29 1/2	2		6.78	19 325
N Storer	58 1/4	57 7/8	3/8	0.65	35	955
O SunGroup Inc.	7	7				5
N Taft	59 3/4	59 3/4			13	541
O United Television	18	18			30	198

	Closing Thu Feb 21	Closing Wed Feb 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	28	27 5/8	3/8	1.36	22	171
A Affiliated Pubs	36 1/2	38 1/4	- 1 3/4	- 4.58	11	297
N American Family	28 5/8	26 7/8	1 3/4	6.51	14	564
O Assoc. Commun.	21	21				100
N A.H. Belo	48 5/8	49 1/2	- 7/8	- 1.77	18	562
N John Blair	23 7/8	23 1/8	3/4	3.24	14	191
N Chris-Craft	40 1/4	41 3/4	- 1 1/2	- 3.59		258
N Gannett Co.	56 1/4	53 3/4	2 1/2	4.65	22	4,508
N GenCorp	39 1/4	39 7/8	- 5/8	- 1.57	11	843
O General Commun.	78 1/2	76	2 1/2	3.29	17	39
N Jefferson-Pilot	42 3/8	42 3/4	- 3/8	- 0.88	12	1,356
O Josephson Intl.	9 3/4	10	- 1/4	- 2.50	75	48
N Knight-Ridder	33 3/8	34 1/8	- 3/4	- 2.20	17	2,160
N Lee Enterprises	32 1/4	32 1/4			18	429
N Liberty	29 5/8	29	5/8	2.16	14	297
N McGraw-Hill	44 1/2	46 1/2	- 2	- 4.30	17	2,233
A Media General	76 7/8	74 5/8	2 1/4	3.02	14	536
N Meredith	63 1/2	63 1/2			16	598
O Multimedia	48 1/2	48 1/8	3/8	0.78	21	809
A New York Times	39 1/4	38 1/2	3/4	1.95	18	1,551
O Park Commun.	32 1/2	33	- 1/2	- 1.52	23	299
N Rollins	21 1/8	20 5/8	1/2	2.42	31	309
T Selkirk	20 1/2	20	1/2	2.50	45	166
O Stauffer Commun.	52	52			13	52
A Tech Operations	56 1/2	58 1/4	- 1 3/4	- 3.00	19	52
N Times Mirror	48 1/4	48	1/4	0.52	14	3,315
N Tribune	40 1/8	37 5/8	2 1/2	6.64	18	1,621
O Turner Bcstg.	19 1/4	19 1/4			385	392
A Washington Post	95	86 1/4	8 3/4	10.14	17	1,329

	Closing Thu Feb 21	Closing Wed Feb 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	51	50 1/2	1/2	0.99	14	322
O Compact Video	4 3/4	4 1/8	5/8	15.15		20
N Comsat	31 1/2	31 1/2			13	569
O Doyle Dane B.	19 3/4	20 1/4	- 1/2	- 2.47	16	105
N Frote Cone & B.	52 3/4	52 3/4			10	181
O Grey Advertising	145	144	1	0.69	10	86
N Interpublic Group	35 5/8	34 1/2	1 1/8	3.26	12	385
N JWT Group	27 1/2	25 1/2	2	7.84	8	164
A MovieLab	6	5 3/4	1/4	4.35		10
O Ogilvy & Mather	42 1/2	40 1/2	2	4.94	18	389
O Sat. Syn. Syst.	8 1/4	7 5/8	5/8	8.20	12	47
O Telemation	5 1/4	5 1/4			5	6
O TPC Commun.	1/8	1/8				
A Unitel Video	6 5/8	6 3/4	- 1/8	- 1.85	12	14
N Western Union	9 1/4	9 3/4	- 1/2	- 5.13		223

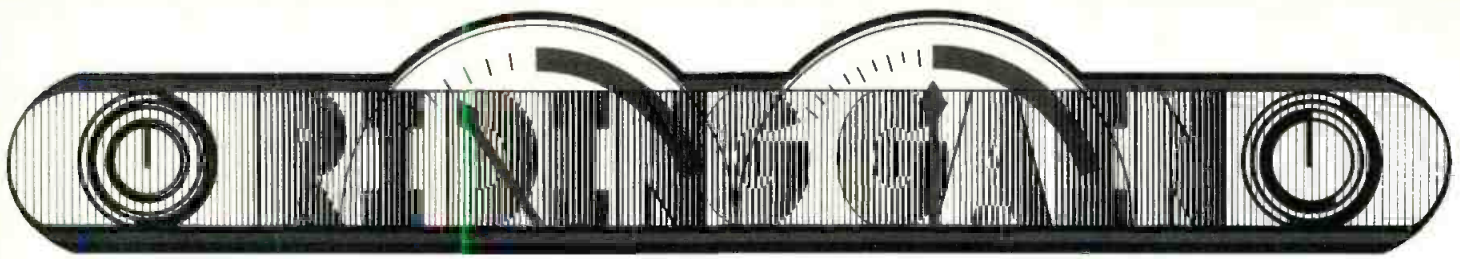
	Closing Thu Feb 21	Closing Wed Feb 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O American Nat. Ent.	1 1/2	1 1/2			8	4
O Barris Indus	11 1/2	11 3/4	- 1/4	- 2.13	192	66
N Coca-Cola	61 3/4	60 7/8	7/8	1.44	13	8,177
N Disney	77 3/8	75 3/8	2	2.65	127	2,610
N Dow Jones & Co.	43 1/4	45 5/8	- 2 3/8	- 5.21	22	2,780
O Four Star	4 1/4	4 1/4			4	3
A Fries Entertain.	7 5/8	7 1/2	1/8	1.67	14	26
N Gulf + Western	32 3/4	31 3/4	1	3.15	10	2,291
O King World	23 1/4	21 1/2	1 3/4	8.14	32	116
O Robert Halmi	2 1/4	2 5/16	- 1/16	- 2.72	45	38
A Lorimar	37 1/4	37 1/8	1/8	0.34	19	264
N MCA	48 5/8	47 5/8	1	2.10	21	2,357
N MGM/UA	13 3/8	12 7/8	1/2	3.88	16	664
N Mizlou	2 7/16	2 19/32	- 5/32	- 6.01		11
N Orion	11 1/2	11 7/8	- 3/8	- 3.16	26	108
O Reeves Commun.	8 1/8	8 1/2	- 3/8	- 4.41	30	101
O Sat. Music Net.	8	7 1/2	1/2	6.67		54
O Telepictures	19 1/2	20	- 1/2	- 2.50	17	150
O Video Corp.	19 5/8	19 5/8			13	33
N Warner	24 1/4	24 7/8	- 5/8	- 2.51		1,470
A Wrather	20	19 3/8	5/8	3.23		137

	Closing Thu Feb 21	Closing Wed Feb 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	5 3/8	5 5/8	- 1/4	- 4.44		32
O AM Cable TV	2 1/8	2 1/8				8
N American Express	41 7/8	42	- 1/8	- 0.30	22	9,019
N Anixter Brothers	18 1/2	17 7/8	5/8	3.50	23	336
O Bumup & Sims	10	9 5/8	3/8	3.90	143	90
O Cardiff Commun.	-1/2	1/2			50	2
O Comcast	26 1/2	23 3/4	2 3/4	11.58	30	327
N Gen. Instrument	20 5/8	21 1/4	- 5/8	- 2.94	21	668
N Heritage Commun.	20 3/8	21 1/8	- 3/4	- 3.55	38	154
T Maclean Hunter X	25 5/8	26 1/4	- 5/8	- 2.38	36	944
A Pico Products	4 5/8	5	- 3/8	- 7.50	21	16
O Rogers Cable	7 3/8	7 3/8				165
O TCA Cable TV	18	17 3/4	1/4	1.41	35	120
O Tele-Commun.	25 1/8	25 1/2	- 3/8	- 1.47	81	1,051
N Time Inc.	49 5/8	50 3/4	- 1 1/8	- 2.22	17	3,011
N United Cable TV	36	34 3/4	1 1/4	3.60	60	396
N Viacom	39 1/8	37 3/4	1 3/8	3.64	16	529

	Closing Thu Feb 21	Closing Wed Feb 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin industries	23	22	1	4.55	7	173
O C-Cor Electronics	7 1/2	8 1/4	- 3/4	- 9.09	107	23
O Cable TV Indus.	4 1/4	4 1/4			25	13
A Cetec	7 3/4	8 7/8	- 1 1/8	- 12.68	9	17
O Chyron	11 3/4	10 1/4	1 1/2	14.63	21	108
A Cohu	9 1/4	9 1/4			10	16
N Conrac	12 7/8	13 5/8	- 3/4	- 5.50	12	79
N Eastman Kodak	69	69 3/8	- 3/8	- 0.54	14	11,375
O Elec Mis & Comm.	7 1/4	5 1/4	2	38.10		21
N General Electric	63 1/2	63 1/4	1/4	0.40	13	28,746
O Geotel-Telemet	1 3/4	13/16	15/16	115.4	19	5
N Harris Corp.	32 5/8	33 1/2	- 7/8	- 2.61	16	1,303
N M/A Com. Inc.	20 3/8	20 3/8			25	882
O Microdyne	6	5 3/4	1/4	4.35	17	27
N 3M	82 7/8	84 3/8	- 1 1/2	- 1.78	14	9,701
N Motorola	35 3/8	37 1/2	- 2 1/8	- 5.67	12	4,187
N N.A. Philips	45 1/4	43	2 1/4	5.23	11	1,299
N Oak Industries	2 3/8	2 1/4	1/8	5.56		39
A Arrox Corp.	2 3/4	2 3/4			6	
N RCA	40	40 1/8	- 1/8	- 0.31	13	3,277
N Rockwell Intl.	36 1/8	35 3/4	3/8	1.05	12	5,373
N Sci-Atlanta	13	12 1/2	1/2	4.00	26	302
N Signal Co.s	33 1/2	34	- 1/2	- 1.47	14	3,653
N Sony Corp.	17	16 1/8	7/8	5.43	17	3,925
N Tektronix	65	65 1/4	- 1/4	- 0.38	11	1,251
A Texscan	6	6 3/4	- 3/4	- 11.11	9	40
N Varian Assoc.	40 3/4	40 1/2	1/4	0.62	16	879
N Westinghouse	31 3/8	30 7/8	1/2	1.62	11	5,492
N Zenith	24 1/4	23 5/8	5/8	2.65	9	536
Standard & Poor's 400	202.16	204.79	-	2.63	-	1.28

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.



The week's worth of news and comment about radio

Opening day

NBC Radio was scheduled to officially inaugurate its new, state-of-the-art, computerized news facility at 1700 Broadway, New York, last Saturday (Feb. 23) with the airing of its 11:54 p.m. (NYT) NBC Radio Network newscast.

The new radio center, which encompasses 16,000 square feet, houses five news studios and four editing studios, according to Craig Simon, director of operations and engineering for the NBC Radio Networks. And there are 21 Basys terminals in place for the news staff, he said. (NBC Radio news staff as well as field correspondents started working with computers on a trial basis during the 1984 political conventions).

Besides the NBC Radio Network, the new location will also serve as headquarters for NBC's other radio network operations and broadcasts: The Source, NBC's young adult network, and Talknet, NBC's self-help, nighttime talk network, as well as for NBC's new programming unit, NBC Radio Entertainment. (Talknet is scheduled to move from former NBC Radio headquarters at 30 Rockefeller Plaza in about three months).

In another development, affiliates of the NBC Radio Network and The Source who also subscribe to Associated Press's News-power 1200 service, will be able to receive daily computerized news advisories over the AP wire direct from NBC Radio headquarters, said Jim Farley, vice president, NBC Radio News. NBC Radio Network affiliates will receive these updates at least 11 times each day while Source stations will get them seven times daily, said Farley.

Dramatic developments

Radio drama programming is gaining an increasing share of the evening schedules of several major-market AM stations, reports Charles Michelson Inc., which syndicates vintage half-hour dramas to about 40 stations nationwide. Charles Michelson, president of the Beverly Hills, Calif.-based company, notes that CBS-owned KNX(AM) Los Angeles expanded its one-hour (9-10 p.m. PST), weeknight drama block to seven nights last month, while NBC-owned KNBR(AM) San Francisco increased its Sunday evening block to four hours. Stations airing a single half-hour series at 8 p.m. (local time) weeknights include WCAU(AM) Philadelphia, KSDO(AM) San Diego and WRCQ(AM) New Britain-Hartford, Conn. WCCO(AM) Minneapolis has added *Gunsmoke* to a five-day-a-week drama slate. Other series being distributed include *Dagnet*, *The Third Man*, *The Six Shooter*, *Theater Royale* and *Red Ryder*.

Michelson said in a BROADCASTING interview that a new Los Angeles-area AM sta-

Top 10 stats. The top 10 markets accounted for 39% of radio's national spot activity in 1984, according to Radio Expenditure Reports, Larchmont, N.Y., which confidentially collects financial information each month from leading rep companies. All the top 10 markets were up in 1984 over the previous year with Dallas leading the way, posting a 24.9% gain in rep-placed business. Rounding out the top 10 are: Washington, up 21.6%; Houston, up 20.2%; Philadelphia, up 18.8%; Detroit, up 17.1%; San Francisco, up 13.7%; Boston, up 13.3%; Los Angeles, up 11.4%; New York, up 9.2%, and Chicago, up 6.7%. Highlighted below is 1984 national spot activity broken down by four market-size categories along with comparisons with 1983.

Market size	1984	1983	% change
1-10	\$320,007,300	\$278,913,200	+ 14.7%
11-25	\$175,703,400	\$152,616,700	+ 15.1%
26-50	\$120,080,300	\$104,750,600	+ 14.6%
51 +	\$202,218,200	\$173,248,800	+ 16.7%
Total	\$818,009,200	\$709,529,300	+ 15.3%

tion will serve as the flagship for a proposed satellite-delivered radio drama network. "It's on hold for the moment because of problems getting land for the antenna," he explained. "It's a station that has been discontinued. They don't have their new call letters yet." Michelson says the station could go on the air by May, and will include a cooking series, re-makes of daytime soap operas (including *Backstage Wife*, *The Goldbergs* and *Vic and Sade*), and Henny Youngman comedy breaks between programs. He declined to name the investors in the project, but said the network's programming would be sold to affiliates on a cash basis.

Charles Michelson Inc. is negotiating with B. Dalton Booksellers for licensing of some of the firm's dramas for cassette sales in retail outlets. A similar deal was implemented last fall with Waldenbooks, which included bartered advertising on several Michelson-distributed dramas.

Tough times

The Georgia Network, which operated for 12½ years as a full-service statewide news network, discontinued its news, sports and features last month after filing for reorganization under chapter 11 bankruptcy laws in April 1984 ("Riding Gain," April 16, 1984). But GN President Don Kennedy said he's still running a farm network, offering eight, four-and-a-half minute reports each weekday to 36 stations.

With the Georgia Network's demise, Meredith Broadcasting's Georgia Radio News Service is now the largest state radio network in the country, according to GRNS vice president and general manager John Lauer. Forty former GN stations have signed with GRNS giving the Meredith network 140 commercial affiliates and five noncommercial, said Lauer.

The Georgia Radio News Service, which was launched by originating station WGST(AM) Atlanta nearly five years ago, cur-

rently offers affiliates hourly state newscasts along with customized regional weather forecasts, sportscasts and agricultural and feature programs, including the nationally syndicated and network-originated *Richard Warner's Moneyline*. GRNS also handles regional distribution of Atlanta Braves baseball, Atlanta Falcons football, and the football and basketball games of the University of Georgia and Georgia Tech, said Lauer, who serves as vice president and general manager of WGST(AM) in addition to overseeing GRNS.

Stat additions

Statistical Research Inc., Westfield, N.J., which measures network radio's audience through its RADAR service, will add several long-form programs to its summer 1985 (RADAR 31) survey. The additions, thus far, are: Mutual's *Dick Clark's National Music Survey* and *Lee Arnold On a Country Road* and RKO Radio Networks' *Countdown America* and *Solid Gold Saturday Night*. Shows currently measured by RADAR 30 are Mutual's *Larry King Show*, National Black Network's *Night Talk* and NBC's *Talknet* programs.

New home

Westwood One, the Culver City, Calif.-based radio program producer and distributor, is expanding its headquarters by 14,000 square feet, according to Arthur Levine, executive vice president and chief financial officer. The divisions set to move to the new offices next month are station sales, traffic, mobile recording, finance, billing, data processing and shipping and receiving. "Westwood One's production and management staffs will remain at company headquarters, where production facilities will be expanded to include additional facilities," said Levine. The additional space, which also houses a sound stage, cost over \$1.5 million to purchase and renovate. It is locat-

TRANSTAR #1 In Fresno

Y-94 FM is stronger than ever in its latest fall '84 Arbitron ratings using Transtar's adult contemporary format via satellite:

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Arbitron AQH Share
Fall 1984, M-S, 6A-Mid.

#1 Adults 25-54 9.7

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TRANSTAR
The Quality Satellite Network

*Transtar's adult contemporary format is available on a market-exclusive basis.



Barrett file. Mutual Broadcasting has signed a programming agreement with entertainment news reporter and commentator Rona Barrett calling for Barrett to do a series of reports and celebrity interviews for the network.

Rona Barrett Communications Inc., Beverly Hills, Calif., will provide Mutual with *Rona Barrett's Entertainment Report*, a 90-second program featuring entertainment news, commentary and reviews, and *Rona Barrett's Celebrity Talk*, a three-and-a-half minute news interview program. Both series will air each weekday. Barrett will also do stories on entertainment industry personalities and events for Mutual's *America in the Morning* program as well as for other network news shows, said a Mutual spokesman. Barrett's series, which marks her debut on national radio, is scheduled to begin April 15.

The deal between Barrett and Mutual was signed at the network's New York office. Seated with Barrett (left) at the contract signing is Mutual executive vice president and general manager, Jack Clements.

ed at 8968 West Washington Boulevard, two blocks east of Westwood One's current headquarters.

En Espanol

Radio Works, a Hollywood-based radio program producer and syndicator, has announced formation of the National Spanish Radio Network, a new Spanish-language feature service. Initial network offerings are *El Comentario Deportivo*, a two-minute weekday sports commentary by actor-sportscaster Fernando Escandon, and *Conozca a Las Estrellas*, a half-hour weekly Hispanic celebrity interview series hosted by

air personality Pepe Reyes.

According to Radio Works, 43 stations reaching an estimated 85% of the U.S. Hispanic market have been signed to carry both tape-distributed programs. The series are available on a 50-50 barter basis, with most local sponsorship already sold out, according to Radio Works Executive Vice President George Edwards. *El Comentario Deportivo* has received major national support from Adolph Coors Co. The Hispanic-oriented GSD&M advertising agency, based in Austin, Tex., is handling the account.

Edwards said additional Spanish-language programs will be announced by Radio Works "in the immediate future." He said

FM lockout requested. The Florida Keys Radio Association, representing radio broadcasters serving that section of the state, has asked the FCC to reconsider its decision in its Docket 80-90 FM proceeding allocating three new FM's to the Keys. It also asked the commission to "impose a freeze on the number of further allotments in the Keys area until it can be shown the population-to-aerial-facility ratio is substantially higher than one to 4,000."

The association said there are already 16 radio facilities in the Keys—one radio station for every 4,000 persons in the area, according to association calculations. But under the FCC's Docket 80-90 plan three new FM's have been allocated, and under the separation criteria in that order, the association said, there would be room for more than a dozen additional FM's. That, according to the association, begs the question of whether, for the Keys area, more stations won't mean less quality of service to the public. "The question must be considered: Does there come a point of supersaturation in which stations are reduced to preautomated services received from satellite or tapes because their economic base caused by increasing fractionalization results in their having a bare minimum of several employees which is not sufficient to create any programming of local interest?" the association said.

"It is respectfully submitted that the commission must consider whether [the] ultimate public interest lies in spectrum allotment overkill," the association said. "It is better for the commission to mandate the provision of minimum amounts of public affairs and news programming to meet local needs than it is to create an unrealistic competitive environment in which there are so many channels allotted that the public is disserved rather than served.

"The Florida Keys Radio Association respectfully submits that the commission should reconsider in this proceeding whether a supersaturated solution in the Keys area is really in the public interest. No one suggests that any single broadcaster as opposed to any other should be protected against competition. However, the realities of dividing and dividing and again dividing a very small audience to begin with can produce less, not more."

there is "a strong chance" that the company's first Spanish-language series, *La Revista Reportera FORBES*, a Hispanic version of its continuing *Forbes Magazine Report*, may return from a two-year hiatus.

Sports deals

Mutual Broadcasting has signed a new three-year deal for national radio rights to the Sugar Bowl, the New Year's Day college football game in New Orleans. The game has been part of Mutual's sports package for the last three years.

On the professional front, CBS-owned KMOX(AM) St. Louis has reached a new three-year agreement with the NFL St. Louis Cardinals. The 1985 season will mark the 26th consecutive year that the station has carried the team. Among the other bidders for Cardinals football was Gannett's KUSA(AM)-KSD(FM) St. Louis ("Closed Circuit," Jan. 14).

On calls

For radio station owners who are looking to change call letters comes the introduction of the "available call letter" kit from the New York-based Radio Information Center (RIO).

The basic ingredient is a current printout of unused calls, said RIO President Maurice Webster. All calls granted by the FCC or applied for up to the week before the list is produced are eliminated, he said.

RIO is also offering subscribers an option to purchase a call-letter list that highlights available popular two-letter combinations such as "EZ" or "MG," which stations can use as promotion vehicles.

Webster said the kit includes complete information on how to apply to the FCC for call letters. Cost for the entire call letter list of either "K" or "W" calls is \$110. The special two-letter combination list goes for an additional \$20.

Playback

The ABC Rock Radio Network will air a live, 90-minute concert featuring the Canadian rock group, Triumph, on Friday, March 8, as part of its *Live Supergroups* series. The broadcast will originate from the Los Angeles Sports Arena at 11 p.m., NYT.

□

Barnett-Robbins Enterprises, Encino, Calif., will launch two new monthly two-hour music/artists profile series over the weekend of March 15-17: *Superstars of Rock* and *Street Beat '85*—the latter geared for urban contemporary and black-formatted stations. Also in the works is a two-hour adult contemporary monthly series called *Superstar Portraits*. The program is scheduled for an April debut.

New format, new call

KRCK(FM) Portland, Ore., last Monday (Feb. 18) became KYTE-FM, in a move described by general manager Dave Berkeley as allowing the station "to combine better" with co-owned KYTE(AM). The change follows KRCK's switch from album rock to classical music Jan. 3. The AM outlet programs the syndicated "Music Of Your Life" nostalgia format. "We are now able to provide a very strong combination advertising package that reaches an upscale, affluent audience," explained Berkeley, who also manages KYTE(AM).

New equipment for new technologies at SMPTE

Among topics of conversation at TV conference are continuing analog-to-digital evolution, stereo TV and high-definition standards

New technologies such as digital video, component analog and high-definition TV may be coming at broadcasters faster than ever, but judging from the annual TV Conference of the Society of Motion Picture and Television Engineers in San Francisco Feb. 15-16, the industry shares little consensus about which will be adopted, or when.

The exception may well be stereo audio for TV, presented along with the other topics in papers given to more than 700 paid registrants. New TV stereo gear certainly held its own at the 25-company exhibit which attracted a 2,000-plus crowd. With availability of essential stereo equipment in many cases just beginning, though, it could be premature to judge how quickly broadcasters will take to the service.

But from the first day of the conference, the growing pace of advancements for digital and analog component technology was in evidence, with progress in standardization, an increase in experimental usage and continued hardware development.

One key step for digital technology is the development of a digital TV tape recorder (DTTR), and, according to University of Michigan's Fred Remley, in an update on the SMPTE DTTR working group he heads, a standard for the unit is expected later this year. The system, which could increase the number of usable tape generations from four or five to 10-20, already has a defined tape width (19 mm), tape thickness (16 micrometers) and three cassette designs ranging from 11 minutes to 90 minutes.

The group is at work defining video and audio encoding, transport characteristics, signal processing and editing provisions, Remley added.

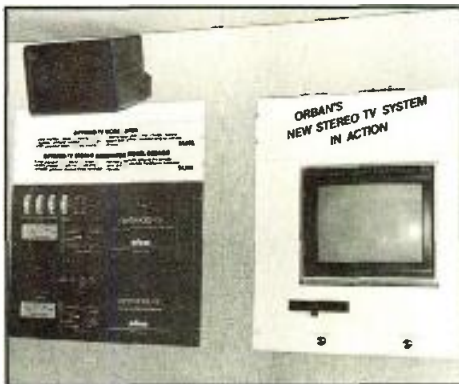
Experimental machines have already been shown, including one at the recent IBC show in Brighton, England, which used 19 mm tape. Another group of DTTR's will also be in use next summer at an experimental all-digital production and post-production studio being built in France by Thomson-CSF and several French broadcasters.

Conference attendees were also given an up-close view of available digital equipment (especially of the image manipulation type) at the related equipment exhibit, with established products from Ampex, MCI/Quantel, Harris, NEC, Thomson-CSF, Abekas, DSC, Fortel and Image Video.

In a further attempt to show broadcasters the advantages of component digital and analog technology, the SMPTE working group on component analog video (CAV) organized a two-day public demonstration of



RCA and NHK HDTV



Orban's TV stereo generator



MSI, Larcan TV stereo units

the technology's signal handling capabilities. At last fall's SMPTE convention, the committee had shown the CAV signal undergoing various impairments in comparison with normal composite signals. In this demonstration, the group used component video sources, such as live camera signals and videotape recordings, to trace the signal through a variety of common processing operations, including chroma key.

As part of the CAV group's effort to work closely with SMPTE's digital video systems (DVS) committee, the demonstration also showed the translation from digital to analog and back in a variety of forms.

Each group's chairman, Merrill Weiss of Imagex on CAV and Stan Baron of Thomson-CSF on DVS, used their presentations on the first day of the conference to update attendees on current standards activities.

Other presentations on analog component reviewed recent developments in CAV hardware, such as switchers, time base correctors and MAC transmission methods. CAV equipment was shown at the exhibit by Grass Valley Group, For-A, Ikegami, 3M, Panasonic and Sony.

Despite all the positive activity occurring in both component digital and component analog technologies, a panel session wrapping up the first day's papers revealed that some questions remain about the acceptance of component technology, and few would venture opinions about how soon it would occur.

According to Thomson-CSF's Baron, "Changes will occur when the industry perceives the advantages to be gained, for example at the component demonstration here. But the change must be user-driven."

"The main body of producers are intimidated by technology," noted Rock Solid's Dave Griffin during the panel. "Don't expect them to spearhead new technologies or give manufacturers direction."

One potential conflict between the two component technologies, digital and analog, is the perception of some that development of a CAV VTR would be just a "stepping-stone" that could restrict users' ability to move to digital. But others note that a CAV machine would not necessarily be an interim technology because of its potential cost advantages over a DTTR and the likelihood that an analog format would be part of evolutionary development to an analog high-definition system.

At the panel's conclusion, Sony's Larry Thorpe noted, "Engineers have a dangerous tendency to take the new and search for confrontation. There are high passions at this point, and raging debates. But I still have optimism, because out of all of this a few pennies will begin to drop, and the new synergism will bring good things."

Thorpe offered as examples the "glimmer" in the digital-analog component debate that the two could work together, and the possibilities of avoiding a confrontation between film and high-definition television.

Discussion of high-definition television was raised again more thoroughly during the conference's second day, in a morning session on "future technology" which also included papers on videodisks, CCD cameras and slow motion video systems.

The current debate over a high-definition production standard received a full hearing with speakers from NHK and RCA Laboratories raising such issues as the number of lines necessary, picture scanning method and dynamic versus static resolution requirements.

The system developed by NHK, using 1,125 lines, a 60-per-second field rate and

an interlace scanning method, was compared to an RCA-developed system which uses 750 lines, but with a progressive scanning rate that provides 60 complete pictures per second, instead of 30, for interlace. Both systems are under consideration by U.S. standards-setting bodies as a possible worldwide production standard for HDTV.

Advocates of the NHK standard argue that its increased number of lines provides better static resolution and the headroom necessary for multiple generation processing. Most also agree that because of bandwidth needs, interlace will be used for transmission. Supporters of a progressively scanned production system, including many in the film industry, believe that the scanning method improves processing capabilities and provides a dynamic resolution better than that of the NHK system.

Although some are urging the industry to take advantage of what they see as a once-in-a-lifetime chance to achieve a world production standard, others, including broadcasters and cinematographers, have indicated that neither system really matches the current quality of 35 mm and that it may be premature to adopt any standard yet.

Hardware demonstrations of the RCA system, not before shown, and of the NHK system followed the conference on the 17th, and presented the two in side-by-side comparisons.

Although Kerns Powers of RCA Laboratories commented in his paper during the conference that "much experimental work remains to be done to prove the post-production value of progressive scan," he added, "the urgency of achieving worldwide agreement on a standard should not be allowed to stand in the way of achieving the best technical standard to meet the needs of the production industry for the next 30 years."

Somewhat less controversial, yet not without its own excitement, were presentations and equipment exhibits for the multi-channel TV sound service (MTS) authorized almost a year ago by the FCC. A sense of inevitability for stereo TV pervaded most of the afternoon-long presentations on Feb. 16, which began with a tutorial on stereo audio by NAB's Vice President of Engineering Tom Keller, and included a talk on the companding system used by the industry-selected BTSC system by Les Tyler of dbx.

Experiments with digital stereo were outlined by A.H. Jones of the BBC, which conducted a series of tests last year in England and is currently putting together draft specifications for a system with the Independent Broadcasting Authority to forward to receiver manufacturers in hopes of establishing the service in Great Britain.

Digital audio hardware development was also reviewed by the Canadian Broadcasting Corp.'s Ken Davies, who helped to develop audio recording aspects for the nearly-standardized digital videotape recorder, and by Ken Gundry of Dolby Labs, who discussed work on an audio broadcast system using delta modulation. Also covered was a new digital audio time base corrector developed by Harris.

Much of the conference activity surrounding MTS came with new product introductions at the equipment exhibit, evidence of

manufacturers' belief that large numbers of broadcasters will implement the service because of competitive needs.

Shown for the first time were stereo generators from a handful of manufacturers, including Modulation Sciences's TSG, with first production models delivered last fall, Orban's Optimod-TV 8182A/SG, first available in January, and from Asaca, the MCS TV Sound Signal Generator, designed with test capabilities for MTS receiver manufacturers. The Asaca unit shown was the first in the country from Japan, and had already been sold to RCA.

Both Orban and Kintek were showing stereo synthesizers as well. The Orban 245F is being used by several stereo broadcasters to create a "pseudo-stereo" from network feeds, and, according to Kintek President John Bubbers, several of Kintek's KT-903's are being used by NBC.

Modulations Sciences also showed a prototype stereo decoder-transfer standard, which can be used by broadcasters to verify the performance of their MTS signal, and being introduced for the first time was the B & B Systems' AM-3 MTS stereoscope for checking stereo phase and separation. □

SMPTÉ's standards committee process outrages Barnathan

ABC's engineering head is upset by what he calls derailment of quarter-inch videotape standards

ABC Broadcast Operations and Engineering President Julius Barnathan has claimed that several Society of Motion Picture and Television Engineer members "with vested interests" intentionally derailed efforts to standardize a quarter-inch video newsgathering format.

Barnathan told BROADCASTING that he now "absolutely questioned the legitimacy" of the organization. "The SMPTÉ committee is made up of vested interests, possibly committed to other formats, and some SMPTÉ executives have a vested interest in other formats," he noted.

Barnathan has written SMPTÉ President Harold Eady, formally noting his complaints and adding: "The heavy hand of [SMPTÉ Vice President of Engineering] Dick Streeter impeded the working group process."

The comments came in the wake of a meeting on Feb. 14 of the two-year-old quarter-inch working group which had been widely expected to cap a 10-month effort to adopt a standard based on a modified Hitachi system.

SMPTÉ would not make public what occurred at the meeting, and following its standard procedure, working group chairn an Bob Thomas of ABC was instructed not to divulge details by Streeter and the chairman of the group's parent committee on video recording and reproduction technology, Bernie Dickens, both of CBS.

"They're trying to scuttle it," Barnathan said when told of SMPTÉ's refusal to publicize the working group decision.



Barnathan

Streeter was not available for comment. Dickens, when contacted, would not discuss the working group actions or Barnathan's position.

"Will quarter-inch go away? No! They're just putting their head in the sand," argued Barnathan, who added that he would consider "getting out of SMPTÉ, to some organization that has the guts to make standards."

"My concern is to have a basic standard everyone could work toward," he said. "The criterion that was set up, with third generation quarter-inch equaling first generation three-quarter-inch U-matic, could have been changed. We've seen tremendous progress in three-quarter-inch, so it was not the easiest thing to beat.

"They don't understand what the charge of the committee was. It would have been better if at least a working standard had been set, even if the interim standard was not as good as third generation," he added. "What do we gain by not doing that? We must set ground rules for manufacturers to begin work. Give it a chance, and if it's not good enough the marketplace will determine that." □

GWSC to uplink CBS-TV programs

Network feeds from New York will be transmitted to satellites from Group W's Stamford, Conn., facility

CBS has taken another big step in its gradual move from terrestrial microwave to satellite distribution of its programming, awarding a 10-year contract to Group W Satellite Communications primarily to handle uplinking of CBS programming emanating from New York ("Closed Circuit," Feb. 18).

The contract, which had been in negotiations for several months and was announced last week, was signed Feb. 15. Neither GWSC nor CBS would discuss the value of the contract.

Beginning late this summer, said David White, vice president, administration, operations and engineering, CBS/Broadcast Group, GWSC will uplink the network's eastern feed as well as such regional programming as the weekly National Football League games, taking over from AT&T which has been handling the uplinking on a

temporary basis at its earth station on Long Island. GWSC beat out AT&T for the permanent, long-term contract, he said.

By striking a deal for the uplinking service, CBS has set in place one of the last major elements of the satellite network that will allow it to cut completely its terrestrial network by the end of 1986. The speed of the move to total satellite distribution depends on how rapidly CBS affiliates install the CBS-specified Scientific-Atlanta earth stations, including one steerable seven-meter dish and one 4.6-meter fixed dish, to downlink the network feeds. According to White, there are 42 stations, mostly in the southern half of the Mountain time zone, with operating earth stations and, by June, there will be 72. Thereafter, he said, CBS hopes to add 18 stations a quarter to the network and have all affiliates on line by the end of 1986.

CBS plans to award a separate contract this fall for the uplinking of its Pacific feed and programming destined for CBS's New York operations center, said White. AT&T is now providing uplinking services for CBS on the West Coast on a month-to-month basis from its earth stations in Hollywood, he said.

According to GWSC President Harlan Rosenzweig, GWSC will transmit CBS's programming feeds via microwave-fiber optics links from the New York operations center to GWSC's multidish earth station in the Glenbrook section of Stamford, Conn., and uplink them from there to CBS's three trans-

ponders on AT&T's Telstar 301 and six slots on the 302 satellites. GWSC will also downlink news, sports and entertainment programming from across the country at the Glenbrook earth station as well as at its main facility at Harbor Plaza, three miles across town, and pass them along to New York, he said.

The CBS deal puts GWSC at the forefront of the satellite transmission business, Rosenzweig said. "It tells the television world who has got the best satellite transmission capability anywhere," he said. The quality of the CBS signal as it strikes the earth stations of CBS affiliates will be "unsurpassed," he said.

GWSC built its Stamford transmission facilities a few years ago primarily to originate Satellite News Channel, Group W's and ABC's 24-hour-a-day cable news service. Instead of shutting the Stamford facilities down when SNC went out of business in October 1983, GWSC decided to upgrade the facilities and technical support and go into the satellite transmission business.

To do the job, Rosenzweig said, GWSC will spend \$5 million, mostly for two additional 11-meter uplinks at Glenbrook and the microwave-fiber optic paths between New York and Glenbrook. The entire system is to be up and running by Aug. 15, he said.

GWSC will build and activate initially four two-way channels to handle the flow of video and audio to and from Stamford, said Rosenzweig. But, as part of the contract, he

said, CBS has an option to add a fifth channel by December 1985 and a sixth by December 1986.

According to Altan Stalker, vice president, operations, GWSC, the New York-Stamford links will be essentially a series of microwave hops. Fiber optics is being used for the last three miles on the Glenbrook end, he said, because beaming microwaves across Stamford has proved impossible.

The Glenbrook earth station now has one 10-meter and two 11-meter dishes, Stalker said. The Harbor Plaza facility has one five-meter and two seven-meter dishes, which are used primarily for downlinking, he said. The two earth stations are interconnected for transferring feeds between them.

CBS is not the first network to use GWSC for uplinking programming and, if GWSC has its way, CBS will not be the last. According to Rosenzweig, it uplinks two cable networks—Arts & Entertainment and Lifetime—and is in negotiations to handle some of the satellite transmission chores of ABC and the Public Broadcasting Service.

An ABC contract seems particularly promising. According to Stalker, GWSC already handles a good deal of occasional satellite transmissions for the network. For such traffic, he said, GWSC maintains three microwave links with ABC in New York—one for receiving feeds and two for sending. The links are a vestige of SNC's heyday, when the new services exchanged feeds with ABC News in New York. □



Hi-Net goes for S-A

Hi-Net Communications Inc., a joint venture of Comsat and Holiday Inns formed to interconnect HI's 1,500 hotels and motels with a Ku-band satellite communications network, has agreed to a \$40-million equipment and services purchase from Scientific-Atlanta, according to the Atlanta-based satellite equipment manufacturer. Delivery and installation of the hardware will begin this spring and continue through mid-1987, S-A said.

Under the contract, S-A said, it will install a 4.5-meter earth station and a "control computer" at each hotel and motel and a "two-way interactive program selector unit" in every room.

Hi-Net plans to use the network to deliver CNN Headline News, ESPN, Showtime and a pay-per-view service HI guests. It would also use the network for teleconferencing.

Stereo all-stars

Stereo audio experts from NBC, ABC, Universal and Disney, as well as other production studios and local television stations using multichannel TV sound, will gather May 11 for a one-day seminar, "Stereo for Television—A Whole Different Ball Game," jointly sponsored by the Hollywood chapter of the Society of Motion Picture and Television Engineers and the University of Southern California's School of Cinema-Television. The

seminar will be held at the Cinema-Television Center on the USC campus.

The program, expected to draw up to 300 persons, will cover tape and film production and post-production matters such as stereo perception, dynamic range and converting existing music videos and theatrical programs for stereo TV. A technical overview of system requirements for plants and stations will also be provided.

"Our aim is to alert the working professional to the problems involved in stereo television," said Craig Curtis, NBC director of recording and production, who's helping to organize the seminar.

Tape deal cut

Ampex Magnetic Tape Division has become the primary supplier of one- and two-inch videotape to Turner Broadcasting's WTBS(TV) Atlanta, CNN and CNN Headline News, and will remain a supplier of three-quarter-inch tape to the company, following an open-ended agreement between the two firms. Ampex will also become primary supplier of quarter- and two-inch audio tape for CNN Radio. Neither company would discuss expected unit or dollar sales.

Gearing up

An audio processor of particular use to TV and AM broadcasters exploring stereo sound is now available. The MSP126 Multi-

Tap Stereo Processor, designed by Boston-based Ursa Major, allows users to synthesize stereo from mono sources and to manipulate stereo images. In addition, the \$2,500-unit can simulate room ambiance and a variety of signal repeat effects. □

More audio gear comes from Harris Corp., which is planning to present a new audio time base corrector, the Phase Fixer, at the upcoming National Association of Broadcasters convention. The audio TBC corrects stereo phase error, as well as flutter or wow (distortions generally caused by tape speed variations) on tape machines. According to Wally Kabrick, product manager at the Quincy, Ill.-firm, a typical system, including one decoder and two encoders, would be priced together at \$7,225. □

For news applications at radio stations, Pacific Recorders and Engineering has introduced a dedicated audio mixing, routing and monitoring system called the News-mixer. The dual-bus unit, compact enough to be operated on a desk top as well as in an equipment rack, is designed to allow simultaneous recording and dubbing or selection of remote sources, and can also serve as an on-air console. Any combination of tape recorders can be used with the product, and up to eight plug-in input modules can be held in the mainframe. The unit will be available in April. Pricing was not announced.

Alcohol ban: the view from BATF

Bureau of Alcohol, Tobacco and Firearms chief says while agency has jurisdiction over alcohol ads and is re-evaluating its guidelines, it is not considering ban; investigation centers on use of famous athletes and personalities

The forum for debating the issue of banning beer and wine commercials from the electronic media may soon shift from Congress to the Bureau of Alcohol, Tobacco and Firearms. The BATF, which is the government agency with primary jurisdiction over alcohol advertising, is preparing to release a rulemaking that will propose restrictions on beer and wine advertising. But a ban will not be proposed.

The bureau has authority under the Federal Alcohol Administration Act of 1935 to regulate alcohol advertising that is false, misleading, obscene or indecent. (The Federal Trade Commission is concerned with unfair and deceptive ads.) The BATF may release its proposed rulemaking next month.

The rulemaking will tackle such issues as the use of athletes and famous personalities, as well as athletic events, in beer and wine commercials. But that is as far as it is expected to go. "We're not even considering banning and we wouldn't even have jurisdiction to do that," said BATF Director Stephen E. Higgins.

"We will be taking positions on athletes and famous personalities," said Higgins, who joined the bureau in 1961 and assumed the directorship in 1983. "That poses problems as well, as to when a person becomes a famous personality. You have all kinds of questions. We can almost predict what we'll get in some areas. We know we will get a lot more people writing in and saying: 'Don't



Higgins

have any advertising at all,' which we don't feel is within our responsibility."

In the early 1950's the bureau ruled against the use of active athletes in advertising. It felt that the appearance of active athletes in ads was misleading because "it implied that alcohol somehow contributed to their athletic skill," Higgins explained. Since then, he said, the regulation has been criticized for being arbitrary. "What's the difference between an active athlete and the impression that that gives and a retired athlete?" asked Higgins. "The distinction between those somehow got kind of blurred." For example, the BATF director said, some boxers retire and later appear in a commercial. "And then, they would unretire and

they could be active athletes again and would be precluded from being used in advertising," Higgins said.

The bureau began re-examining the role of athletes in ads in 1980. BATF suggested then, in a proposed rulemaking, prohibiting "active athletes from appearing in advertisements for alcoholic beverages or representations of these athletes on labels of alcoholic beverages." (The rules, however, were not adopted.)

It also said: "That the presence of an active athlete, whether or not depicted in the customary uniform or setting which the public normally associates with the athlete, conveys the erroneous impression that the use of the advertised product is conducive to the development of athletic skill or physical prowess. Furthermore, such athletes are the objects of hero-worship and depicting an athlete in connection with alcoholic beverages misleads or is likely to mislead young consumers by conveying the erroneous impression that the use of the advertised product is conducive to the development of athletic skill or physical prowess."

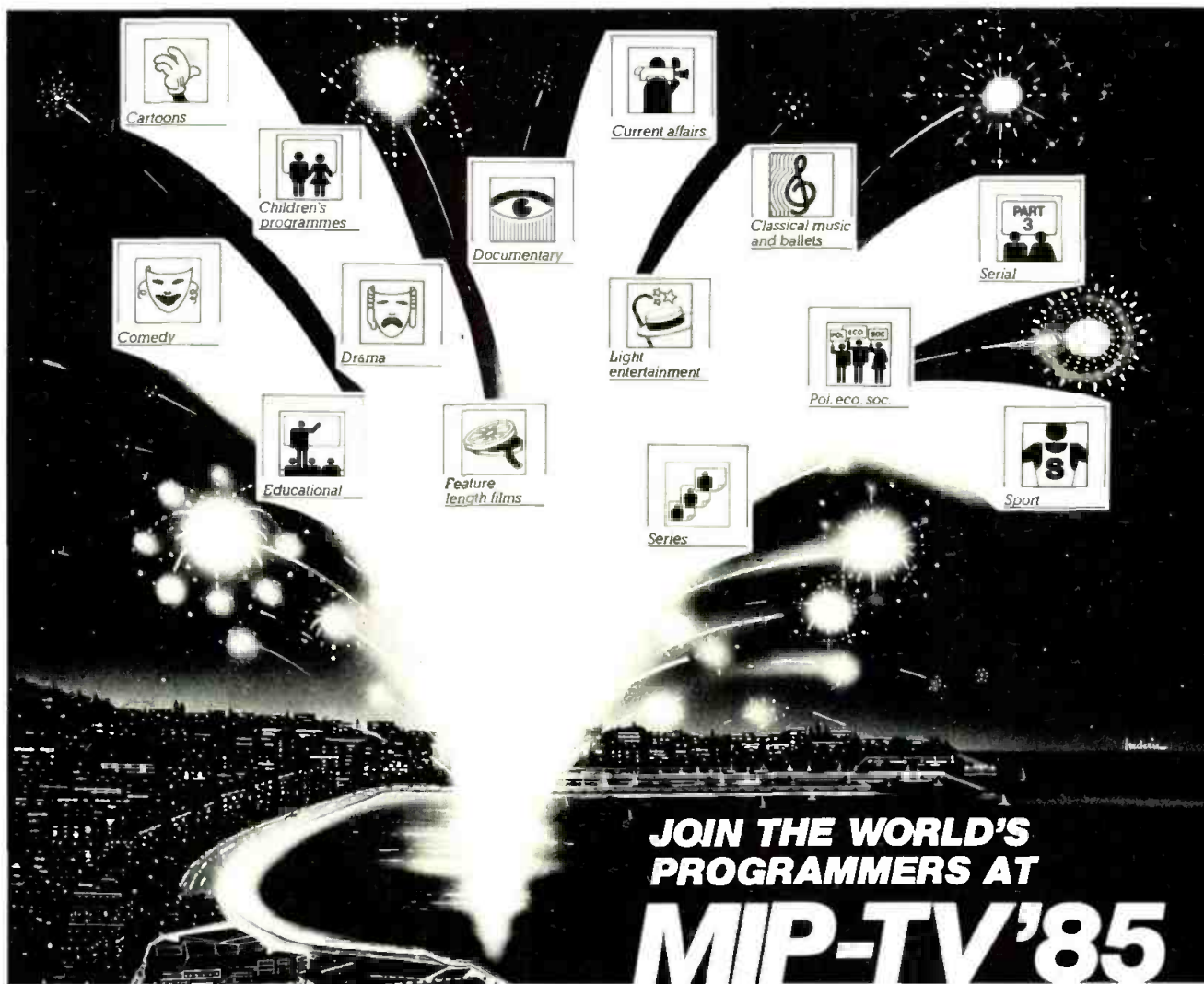
In addition, the agency solicited comments on whether an outright ban was necessary or if using a disclaimer from the athlete that "drinking is not the way to become a good athlete" was an appropriate solution.

In an effort to get more information on alcohol advertising, BATF, along with the Federal Trade Commission, the National Institute on Alcohol Abuse and Alcoholism and the Department of Transportation, commissioned Michigan State to do a study in 1980. (This study, the so-called Atkin-Block study, is cited most often by those in the movement to ban beer and wine advertisements. It found that beer and wine advertis-

PBS business. Public Broadcasting Service management has been authorized by its board of directors to negotiate on the network's relocation options in the Washington area—including PBS's former location, the U.S. Postal Service building at L'Enfant Plaza. Following a closed session, PBS board Chairman Dallin H. Oaks said PBS management was also instructed to "keep itself open to discussing various [relocation] possibilities" outside Washington.

PBS, which is still recovering from a mid-October fire in its corporate offices, estimates it will cost between \$6 million and \$8 million to move the network to another city (BROADCASTING, Jan. 21). Two sites said to be under serious consideration for PBS's new technical facilities and operational headquarters are the Center for Naval Analyses in the Washington suburb of Alexandria, Va., and Group W Satellite Communications' vacant Satellite News Channel building in Stamford, Conn. ("Closed Circuit," Feb. 4). According to a PBS spokeswoman, PBS has insurance ceilings of approximately \$6 million coverage for "business interruption," and about \$23 million for the facilities, the cost of moving and the restoration or purchase of equipment.

At the same meeting, the PBS board discussed a budget proposal for fiscal 1986, which, if approved, would raise the dues of noncommercial television stations about 16% and increase the PBS staff by 21. The proposed budget, which would take effect July 1, 1985, would, among other things, cost an average PBS station now paying \$85,000 in dues about \$15,000 more, a PBS-spokesman said. Following distribution to the PBS member stations, the proposal will be voted on at the PBS annual meeting in San Francisco, May 18.



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Bottom Line

Fund raiser. Signal Companies announced offering of \$125 million in 11¾% notes due 1992 on Eurobond market. Company said net proceeds would be used for "general corporate purposes."

□

TCI ties. Telecrafter Corp. President A. Clinton Ober agreed to sell 184,650 shares of personally owned stock in company to Tele-Communications Inc. TCI's 16.5% ownership of Telecrafter is now equal to that of Ober, who founded company after serving as director of marketing for TCI. Two companies are partners in "Press*PRESS," on-line data service distributed through cable systems to personal computer owners.

□

Trimming forests? Times Mirror announced it is discussing sale of its newsprint and forest products operations to Boise Cascade Corp. For first nine months of 1984 those operations accounted for 15% of revenue for company.

□

Buy-back. Wavetek Corp. board announced it authorized purchase of up to 500,000 of company's 9.1 million shares of stock currently outstanding. Chairman and Chief Executive Officer John M. Thorton stated board felt shares were undervalued.

□

Public devotees. Josephson International announced that shareholder's class action suit has been filed in Delaware Chancery Court seeking to halt previously announced plans to arrange leveraged buyout of company ("Bottom Line," Jan. 21). Suit was filed against Chairman Marvin Josephson, who is working on going-private transaction with Boston Ventures Corp. Formal proposal by Josephson and Boston Ventures has yet to be made.

□

No news is good news. Texscan Corp. shareholder has filed suit in U.S. District court, charging decoder manufacturer with issuing false and misleading statements about its net income for first quarter of 1984 fiscal year, ended April 30. Results had been restated from gain of \$1.4 million to loss of \$229,000. Suit also reportedly said that word of revision prematurely leaked, causing drop in price of company's stock.

ing increases consumption, particularly among young people.)

Although BATF accepted the study, Higgins voiced serious reservations about its conclusions. "If you look at the study, you know it is so highly qualified in terms of the size of the sample and the fact that it didn't test cause and effect and they put so many qualifiers on it. While we used it and while we're using it in our rulemaking, we've done it in kind of a qualified way."

Like FTC Chairman James Miller, Higgins thinks there is insufficient data available linking beer and wine commercials and consumption. "I am kind of where he is on that," Higgins said. "If there is, I just haven't seen anything."

Among the current BATF regulations is a prohibition against the use of flags, seals or anything that implies the product is connected in any way to the armed forces or endorsed by the government, Higgins explained. Also "you can't use obscene or indecent kinds of things. You can't use any type of misleading or disparaging kind of comment," he added.

What might be viewed as false and misleading advertising? According to Higgins, a commercial would be misleading if it showed several products and then said: "Our product contains no harmful additives and ingredients. Can our competitor say the same?" Such a statement, said Higgins, would indicate "that there is something harmful or distasteful or wrong with the ingredient in the other product" being shown, he said.

The bureau also prohibits advertising that makes therapeutic or scientific claims. "We just say those are irrelevant to the use of the product," Higgins pointed out.

"With the exception of brewers all these people [the distilled spirits and wine industries] have permits that we issue," he said. "If they violate either the labeling or advertising acts, we can take action against their permits."

The bureau has discovered another way to keep advertisers in tow. Although the industry is not required to clear commercials with the BATF, Higgins said most companies allow the bureau to preview the ads before kicking off a national campaign. Last year, BATF "precleared" 121 radio and television advertising campaigns. The campaigns represented thousands of commercials of which 108 (89%) were approved and the other 13 (11%) rejected. Those failing to meet the government standards were either changed or didn't run, he added. The bureau also examines about 3,500 magazine and newspapers ads and looks at about 75,000 labels on bottles and cans a year.

"If they bring in an advertising campaign and we see something that's wrong or questionable, we tell them it's not quite right," said Higgins. "We don't try and tell them what makes a better ad. They pay people a lot of money for knowing that. We tell them the things to avoid. And the overwhelming number will change their campaign. Occasionally, somebody will say: 'We flat think you're wrong and we're going to go ahead.' We just agree to disagree, depending upon how serious it is and what the consequences are. If we feel strongly about it, we'll either

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try to take permanent action or in the case of a brewer find a U.S. attorney who'll help us change their mind. And we win some and we lose some."

A new rule issued in 1984 prohibits subliminal advertising techniques. According to the final rule, "ATF believes that action is necessary in this area. There is increasing concern by consumers over the very nature of alcohol beverage advertising. Further strong precedent exists for ATF action. The Federal Communications Commission has declared the use of subliminals to be contrary to the public interest because they are clearly intended to be deceptive. Furthermore, the FCC saw no need to differentiate between subliminal advertising and subliminal program content."

What does Higgins think about beer and wine commercials accused of glamorizing drinking. "From our standpoint, there's nothing illegal about glamorizing drinking.

Bleak report on blacks. Blacks are still failing to make headway in their efforts to affect American society through media, and the deregulation policy being followed in Congress and at the FCC is among the reasons why. Those are among findings of an Aspen Institute report by Aspen fellow Nolan Bowie. Participants in an Aspen Institute conference last August concluded that the greatest structural barrier to fair treatment of blacks in the mass media is the "widespread failure to correct historic employment discrimination." That discrimination was said to be greatest in the most important, policy-making positions. The report also noted that the percentage of jobs held by blacks in broadcasting declined from 9% in 1981 to 8.9% in 1983. It also said obstacles to black ownership of mass media—whether in broadcasting, cable television, newspapers or any other medium—"are great and growing greater." But the report also attributed at least part of what it regarded as broadcasting's failure to serve the interests of blacks to the deregulation goals being pursued on Capitol Hill and at the FCC. Blacks, the report says, have not been helped by "elimination of rules that once required broadcasters to ascertain the needs and interests of the black community (as well as other significant interest groups) and to provide responsive programming." The report offered a number of recommendations for remedying the situation, such as putting blacks on a "fast track" or into accelerated skills development or training programs, leading to editorial and other decision-making positions affecting media content, hiring, promotions, personnel assignment, marketing and sales. But it also indicated blacks may be losing patience with establishment-oriented approaches. If those approaches fail, the report said, "blacks and others should resort, as appropriate, to lawsuits, economic boycotts and public campaigns or demonstrations." The report quoted one participant as saying: "Simply put, radical problems like these require radical solutions."

It maybe unfair to glamorize it, which means it may be an FTC issue, but I can't see anything in our regulations that says you can't glamorize any more than you can glamorize nail polish or perfume," he said.

Higgins predicted interest in alcohol advertising will remain high. The matter has become too intertwined with drunk driving and alcoholism to disappear, he said. "It's so closely tied up with that I don't think it's going to go away for a while."

BATF is waiting for final approval of its proposed rules by its parent, the Treasury

Department, before releasing them. The recent change in leadership at the department, Higgins said, makes it difficult to predict when the rules will come out. "We're anxious to get the rules out and give people a chance to be heard. I am sure what we do will never satisfy everybody on either side. We sometimes think we're about right when we get an equal amount of criticism from those people that don't think we haven't gone far enough and those who say we've gone too far. I suspect we may come out that way here, but its going to take a while." □

Changing Hands

PROPOSED

WITN-TV Washington, N.C. □ Sold by WITN-TV Inc. to American Family Corp. for \$24 million for purchase of stock, plus assumption of liabilities to be determined. **Seller** is principally owned by W.R. Robertson, William S. Page, W.E. Barnes and two others. They have no other broadcast interests. **Buyer** is subsidiary of publicly traded, Columbus, Ohio-based station group of five TV's headed by John B. Amos, chairman. WITN is NBC affiliate on channel 7 with 316 kw visual, 31 kw aural and antenna 1,950 feet above average terrain. *Broker: Blackburn & Co.*

KCBR(TV) Des Moines, Iowa □ Sold by Independence Broadcasting Corp. to Duchossois Communications Co. for just under \$9 million. **Seller** is equally owned by William J. Trout, president, Raymond J. Gazzo and

Carl G. Goldsberry. It has no other broadcast interests. **Buyer** is subsidiary of Duchossois Enterprises Inc., diversified manufacturing and services company based in Bloomington, Ind., principally owned by Richard Duchossois. It owns WASK-AM-FM Lafayette, Ind., and KDAL(AM) Duluth, Minn. KCBR is independent on channel 17 with 3,110 kw visual, 311 kw aural and antenna 1,156 feet above average terrain. *Broker: Blackburn & Co.*

WQRC(FM) Barnstable, Mass. □ Sold by Cape Cod Broadcasting Co. to Cape Cod Broadcasting Co., Ltd. Partnership for \$4.7 million including \$500,000 noncompete agreement. **Seller** is principally owned by Donald P. Moore. It also owns WCVX-TV Vineyard Haven, Mass., and one low-power television station in Dennis, Mass., and is app. for low-power television station in

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Hyannis, Mass. Moore also owns WCEG(AM) Middleborough, Mass. Buyer is owned by Gregory D. Bone (sole general partner, 42% equity owner) his father, Douglas J. Bone

(50% limited partner, 31% equity owner), and Thomas A. LaTanzi (50% limited partner, 27% equity owner). Younger Bone is vice president, marketing director and 1%

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Artel	Fourth	\$1,303	74	\$185	57	\$0.05
	Year	\$4,216	78	\$637	79	\$0.18
Augat	Fourth	\$62,441	-3	\$4,431	—	\$0.25
	Year	\$257,110	12	\$24,119	9	\$1.37
Communications Satellite	Fourth	\$120,261	11	\$14,339	64	\$0.79
	Year	\$442,297	—	\$51,165	2	\$2.83
Conrac	Fourth	\$37,804	7	\$117	-94	\$0.02
	Year	\$154,284	9	\$13,013	87	\$2.12
Gannett	Fourth	\$570,084	19	\$74,509	23	\$0.93
	Year	\$1,960,196	15	\$223,934	17	\$2.80
Grey Advertising	Fourth	\$58,421	23	\$3,037	14	\$4.78
	Year	\$204,077	26	\$10,220	27	\$16.02
Harris Heritage	Second	\$584,978	24	\$21,652	18	\$0.54
	Fourth	\$39,608	30	\$2,380	43	\$0.23
Liberty	Year	\$128,788	22	\$6,561	23	\$0.65
	Fourth	\$85,693	11	\$3,083	12	\$0.30
MCA	Year	\$318,042	8	\$18,584	5	\$1.83
	Fourth	\$496,951	26	\$18,584	-25	\$0.39
New York Times	Year	\$1,651,242	4	\$94,937	-37	\$1.96
	Fourth	\$336,571	13	\$27,564	32	\$0.70
Ogilvy & Mather	Year	\$1,229,580	13	\$100,169	27	\$2.53
	Fourth	\$131,231	21	\$11,729	30	\$1.24
Western Tele- Communications	Year	\$439,178	23	\$25,838	45	\$2.76
	Year	\$35,101	51	\$5,330	-5	\$1.26
Zenith Electronics	Fourth	\$484,000	33	\$11,300	-17	\$0.51
	Year	\$1,716,000	26	\$63,600	37	\$2.88

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Roger D. Wellington, chairman of **Augat**, said that development expenditures of addressable tap for cable noticeably affected year-end results for company, but said those costs are expected to decline after first quarter. □ **Comsat** took fourth-quarter write-off of \$13.5 million as result of dropping plans to enter direct broadcast satellite business. □ **Harris** Chairman and Chief Executive Officer Dr. Joseph A. Boyd said that second-quarter revenue was down in communications sector but that profit increased. □ **Liberty Corp.**'s subsidiary, Cosmos Broadcasting Corp., earned \$4.5 million for year, up 23%. Revenue increased 10% to \$79.8 million with national sales increasing 10% and local sales increasing 14%. For fourth quarter, Cosmos earned \$1.7 million, up 6%. □ **Rogers Cablesystems** said that operating income for first quarter of fiscal 1985, previously reported by company as \$37,082,000, was actually \$27,082,000. □ **United Television** said results to be reported this week will include equity loss of \$3.3 million, attributable to discontinued operations of Warner Communications. Warner shares held by United will give it approximately \$300,000 in equity share of profits from continuing operations. Similar number to be reported in Chris-Craft's second-quarter report will be loss of \$11.2 million and gain of \$1 million. □ Earnings for **Western TCI**, in previous year, include \$3.6 million after-tax gain from sale of subsidiary.



On the dotted line. Officials of Outlet Communications and USA Communications have closed the sale of USA's wpds-TV Indianapolis (ch. 59, independent) to Outlet for \$22 million ("In Brief," Oct. 15, 1984). Present for the signing were (front row, l-r): David E. Henderson, president, Outlet Communications, and Louis Ferrero, president and chairman, USA Communications' parent, Anapcomp Inc. Back row, l-r: Hugh Ben LaRue, media broker, and G. Christopher Duffy, president, USA Communications.

owner of **WQRC**. LaTanzi is Orleans, Mass., attorney. **WQRC** is on 99.9 mhz with 50 kw and antenna 330 feet above average terrain.

WSBH(FM) Southhampton, N.Y. □ Sold by Beach Broadcasting Co. to WSBH-FM Inc. for \$2,150,000 cash including noncompete agreement. Seller is principally owned by Malcom Kahn, who is also applicant for new FM in Key Largo, Fla. It purchased station in 1979 for \$700,000 ("Changing Hands" Aug. 14, 1978). Buyer is subsidiary of Faircom Inc., of Long Island, N.Y. publicly traded firm principally owned by Joel M. Fairman, former New York stockbroker. It has no other broadcast interests. **WSBH** is on 95.3 mhz with 2.8 kw and antenna 400 feet above average terrain. *Broker: Blackburn & Co.*

KTAG(FM) Cody, Wyo. □ Sold by Wyomedia Associates Inc. to Communications Systems II for \$560,000 cash. Seller is equally owned by Kurt Kaiser, Mack Taggart, Tom Ruckman and Keith Spencer, who also own **KTRS(FM)** Casper, Wyo. Buyer is owned by Raymond M. McLean, president, Rex Sheppard, and James Schaeffer (23.67% each), Mike Elmore (15%) and three others. It also owns **KUUS(AM)-KZLS(FM)** Billings, Mont. Schaeffer and McLean also have interest in **KLGM(AM)** Buffalo, Wyo. **KTAG** is on 97.9 mhz with 100 kw and antenna 1,901 feet above average terrain.

WMUF(AM) Paris, Tenn. □ Sold by J-Star Broadcasting Co. to Benton-Weatherford Broadcasting of Tennessee Inc. for assumption of \$267,000 liabilities. Seller is owned by Howard (Ted) Johnson, who has no other broadcast interests. Buyer is equally owned by Gary Benton, Larry Weatherford and Leonard Watson. They also own **WSQR(AM)** Sycamore, Ill. **WMUF** is daytimer on 1000 khz with 500 w.

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TELECASTINGS



Funny Friday

For the second time this season ABC has revised its Friday night schedule. Effective March 15, *Webster* will move up from 8:30 p.m. to 8, and a new half-hour sitcom, *Mr. Belvedere*, will take the old *Webster* slot at 8:30. *Benson*, currently at 8, will move back to 9, the time period held by *Streethawk*. *Streethawk*, introduced Jan. 4 as a midseason replacement, will "go on hiatus" after its March 8 broadcast. *Benson* will be followed at 9:30 by a new half-hour sitcom, *Off the Rack*. *Matt Houston* continues in its 10-11 time period. This gives ABC its first Friday all-comedy lineup in the 8-10 block since 1981-82. *Mr. Belvedere* is described as a "lordly but loving live-in housekeeper" for a suburban Pittsburgh family. The series stars Christopher Hewett, who formerly played the role of Lawrence in *Fantasy Island*. *Off the Rack* stars Ed Asner and Eileen Brennan as partners in a New York apparel company. The show had a special premiere Dec. 7, 1984.

Picked up

CBS-TV has announced it will broadcast an additional 130 segments of its *An American Portrait* series during the 1985-86 prime time season. The one-minute, between-program vignettes, which began airing last fall, commemorate "the accomplishments of our rarely celebrated heroes and heroines" and are broadcast weeknights at 8:58 p.m. NYT. The new segments will be produced and directed for the network by Mike Gargiulo, and hosts will include Los Angeles Mayor Tom Bradley, author Gloria Steinem, Chrysler chairman Lee Iacocca, actress Tyne Daly and conductor Zubin Mehta.

Captain's back

Bob Keeshan, better known to millions of viewers as Captain Kangaroo, returns to CBS-TV Saturday, March 30, at 10 a.m. as host of *Storybreak*, a new weekly, half-hour series presenting original adaptations of popular children's literature. *The Bugs Bunny-Road Runner Show*, currently seen in the 10-10:30 a.m. NYT time period, will be rescheduled in a slot to be announced. According to CBS Entertainment, the producer of *Storybreak*, the program is intended "to motivate and encourage people to read. The books presented will not only be popular with children, but approved by parents, teachers and librarians, as well."

New space for 'Space'

CBS-TV has scheduled its 13-hour mini-series, *Space*, for broadcast on five successive nights at 9-11 p.m. NYT beginning on Sunday, April 14. The drama, based on James Michener's best-selling novel, is produced

by Dick Berg/Stonehenge Productions and Paramount Television Network Productions. Major sponsors include Apple Computer, Chevrolet, General Motors, AT&T, General Foods, Miller Brewing Co., General Electric, Pepsi-Cola, MONY, Xerox, Bristol-Myers and Northwestern Mutual Life Insurance.

Congressional concerns

Hodding Carter, former assistant secretary of state, will host *Capitol Journal*—a new weekly half-hour "news magazine" about Congress, premiering on the Public Broadcasting Service on Thursday, March 28, at 10 p.m.

Serious 'Moonlighting'

ABC-TV will add *Moonlighting*, a romantic comedy series about "what happens when a glamorous media star reluctantly teams up with a witty private eye," to its prime time schedule in early March. The program, a Picturemaker Production in association with ABC Circle Films, will premiere as *The ABC Sunday Night Movie* from 9 to 11 p.m. NYT on March 3 and will move to Tuesday nights at 10-11 p.m. NYT beginning March

5. *Moonlighting* will star Cybill Shepherd and Bruce Willis, with Jay Daniel as producer and Glenn Caron as executive producer.

Disney plans

Walt Disney Productions and Silver Screen Management have reached an agreement to proceed with Silver Screen II, a public limited partnership offering that seeks to raise \$100 million for financing of Disney-produced films. Under the proposal, scheduled to begin next May, proceeds will be used to cover 100% of the negative costs of Disney films that begin production after the offering has been completed. Silver Screens I recently raised about \$83 million to help launch HBO Films.

In other developments, the studio disclosed it will debut two half-hour network animated series on Saturday mornings this fall. NBC-TV has ordered *The Gummi Bear Show*, an adventure-comedy series, while CBS-TV has ordered *The Wuzzles*, based on Disney animal characters. Disney is also producing a new midseason, one-hour western series for ABC, *Wildside*, and recently produced a two-hour variety special

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CBS back in first in weekly ratings

Supported by its regular programming and getting an additional lift with the second part of the mini-series, *The Atlanta Child Murders*, CBS glided to a two-rating-point victory over the nearest competitor for the week ended Feb. 27. But it was not a banner week for any of the networks: HUT levels slipped for the first time in seven weeks below year-ago levels, and combined network ratings were at their lowest level in six weeks.

According to Nielsen, CBS averaged an 18.2 rating and 28 share for the 21st week of the prime time season (Feb. 10-17), compared to a 16.2/25 for NBC and a 15.3/24 for ABC.

CBS won five nights: Monday, Tuesday, Friday, Saturday and Sunday. NBC won Thursday, ABC Wednesday. CBS had five of the top 10 shows; NBC had three and ABC two.

The combined network rating/share was 49.7/77, down 8% in combined ratings from the comparable week a year ago. HUT levels averaged a 64.9, down 1% from the comparable week last year (week ended Feb. 19, 1984).

For the third consecutive week, NBC's *The Cosby Show* was the top-ranked show. Other top 10 programs that were not regular series included the first part of ABC's mini-series, *Hollywood Wives*, which achieved a 22/33 and ranked seventh, and the second part of CBS's mini-series, *The Atlanta Child Murders*, which averaged a 20.9/31 and ranked 10th—a higher ranking but lower rating than its first part.

One thing the second part of *The Atlanta Child Murders* did for CBS was to give it a rare Tuesday win. On all but three occasions this season, NBC has won Tuesday with its regular lineup of *The A Team*, *Riptide* and *Remington Steele*. (One occasion was election night, Nov. 6, when CBS won; another was the following week, Nov. 13, when CBS

scheduled the second part of its mini-series, *Ellis Island*).

Sweeps-oriented TV movies fell outside the top 20-ranked shows. CBS's *Kojak: The Belarus File* drew a 18.5/31 and ranked 23d; NBC's *Two Fathers' Justice* pulled a 17.9/27 and ranked 27th; NBC's *Hitler's S.S.: Portrait of Evil* averaged a 15.8/24 and ranked 39th; ABC's *Obsessed With a Married Woman* (scheduled directly opposite *Two Fathers' Justice*) drew a 14.5/22 and ranked 46th. And ABC's *Challenge of a Lifetime* scored an 8.7/13 and ranked 64 out of 67 programs.

The network premiere of the theatrical "The World According to Garp" on CBS pulled a 12.2/19 and ranked 57th.

Midseason replacements generally performed poorly, with the only clear exception being CBS's *Crazy Like a Fox* (17.6/25, 29th). The third episode of NBC's *Sara* averaged a 14.2/21, off two rating points from its previous broadcasts.

The fifth episode of ABC's *MacGruder & Loud* had its lowest performance to date—13.8/20—although still better than the average 11 and 10 ratings achieved by that time period's (Tuesday, 9-10 NYT) predecessors, *Paper Dolls* and *Glitter*.

NBC's *Code Name: Foxfire*, in the Friday 8-9 slot, averaged a 13.1/21 on its third outing. The show's rating is off 36% from its two-hour movie premiere last month and 14% below the previous week's broadcast. *V* averaged a 13.3/21 in that time period before being moved back to the 9-10 slot on Feb. 1.

Other midseason replacements that filled out the bottom 10 included ABC's *Streethawk*, CBS's *Otherworld* and NBC's *Berenger's*. *Berenger's*, for the third time out of eight broadcasts, was the bottom-ranked show, averaging a 7.5/13, its lowest rating yet.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	26.6/40	24.	TV Bloopers & Prac. Jokes	NBC	18.3/26	47.	St. Elsewhere	NBC	14.4/24
2.	Dallas	CBS	25.0/38	25.	Different Strokes	NBC	18.2/31	48.	Sara	NBC	14.2/21
3.	Family Ties	NBC	24.5/36	26.	Hill Street Blues	NBC	18.1/30	49.	Finder of Lost Loves	ABC	14.0/24
4.	60 Minutes	CBS	23.5/37	27.	Two Fathers' Justice	NBC	17.9/27	50.	MacGruder & Loud	ABC	13.8/20
5.	Dynasty	ABC	23.4/34	28.	Riptide	NBC	17.9/26	51.	Anne Murray Special	CBS	13.6/22
6.	Simon & Simon	CBS	22.8/34	29.	Crazy Like a Fox	CBS	17.6/25	52.	V	NBC	13.4/21
7.	Hollywood Wives, part I	ABC	22.8/33	30.	Remington Steele	NBC	17.5/28	53.	Charles in Charge	CBS	13.2/20
8.	Kate & Allie	CBS	21.8/31	31.	Benson	ABC	17.4/28	54.	Code Name: Foxfire	NBC	13.1/21
9.	Cheers	NBC	21.3/32	32.	Facts of Life	NBC	17.2/25	55.	20/20	ABC	12.5/21
10.	Atlanta Child Murders, part 2	CBS	20.9/31	33.	Who's the Boss	ABC	16.8/24	56.	It's Your Move	NBC	12.2/20
11.	Knots Landing	CBS	20.7/35	34.	Cagney & Lacey	CBS	16.7/27	57.	The World According to Garp	ABC	12.2/19
12.	A Team	NBC	20.7/29	35.	Three's A Crowd	ABC	16.4/23	58.	Ripley's Believe It Or Not	ABC	12.0/19
13.	Murder, She Wrote	CBS	20.5/30	36.	Chipmunk Special	ABC	16.2/24	59.	Matt Houston	ABC	11.7/20
14.	Newhart	CBS	19.9/29	37.	T.J. Hooker	ABC	16.1/27	60.	Street Hawk	ABC	11.5/18
15.	Magnum, P.I.	CBS	19.8/29	38.	Trapper John, M.D.	CBS	16.0/26	61.	Punky Brewster	NBC	11.4/17
16.	Webster	ABC	19.7/31	39.	Hitler's SS	NBC	15.8/24	62.	Golf, 7-7:12 p.m.	NBC	9.3/16
17.	Falcon Crest	CBS	19.4/33	40.	Love Boat	ABC	15.6/25	63.	Otherworld	CBS	9.1/15
18.	Night Court	NBC	19.3/29	41.	Hardcastle & McCormick	ABC	15.4/22	64.	Challenge of a Lifetime	ABC	8.7/13
19.	Hotel	ABC	18.8/31	42.	Gimme a Break	NBC	15.0/24	65.	Silver Spoons	NBC	8.3/13
20.	Fail Guy	ABC	18.6/28	43.	Miami Vice	NBC	14.9/25	66.	Call to Glory	ABC	8.3/13
21.	Scarecrow & Mrs. King	CBS	18.7/27	44.	Double Trouble	NBC	14.7/25	67.	Berenger's	NBC	7.5/13
22.	Life's Embarrassing Moments	ABC	18.7/27	45.	Smurfs Special	NBC	14.6/22				
23.	Kojak: The Belarus File	CBS	18.5/31	46.	Obsessed w/a Married Woman	ABC	14.5/22				

*Indicates premiere episode

for NBC.

The Disney Channel, meanwhile, has ordered 13 additional episodes of *Still the Beaver* from Universal Pay Television. The original pay cable series began airing on the service last November.

Civil War epic

ABC-TV announced it has begun the production of *North and South*, a 10-hour network mini-series to air during the 1985-86 season. The program, from David L. Wolper Productions and Warner Brothers Television, chronicles 20 years in the lives of two families before and during the Civil War. The five-month shooting schedule is set for locations in southern California, South Carolina, Louisiana, Mississippi and Arkansas.

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As compiled by BROADCASTING, Feb. 13 through Feb. 20, 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

- **WWIC(AM)** Scottsboro, Ala. (1050 khz; 1 kw-D)—Seeks transfer of control of Scottsboro Christian Broadcasting Co. from Jerry J. Gentle; his wife, Lola; Rachel Hastings, and Annie M. Hastings (25% each before; none after) to Kenneth L. Thompson and his wife, Deborah (none before; 25% each after) and Joe M. Dawson (none before; 50% after) for assumption of liabilities. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 15.
- **KAVI-AM-FM** Rocky Ford, Colo. (AM: 1320 khz; 1 kw-D; FM: 95.9 mhz; 2.6 kw; HAAT: 96 ft.)—Seeks assignment of license from Lovcom Inc. to Two A Inc. for \$245,000, comprising \$17,500 cash, and \$227,500 note at 10%. With no payments for first year after closing and 10% interest, amount will increase to \$250,250. Payable in interest-only payments after first year for one year and remainder payable in principal and interest for seven years. Seller is principally owned by W.K. Love. It also owns KFTM(AM)-KBRU(FM) Fort Morgan, Colo., and KROE-AM-FM Sheridan, Wyo. Love also owns 75% of KBFS-AM-FM Belle Fourche, S.D. Buyer is owned by Donald A. Armstrong (90%) and family. Armstrong was formerly owner of WGUL-AM-FM New Port Richey, Fla. Filed Feb. 12.
- **WBSR(AM)** Pensacola, Fla. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Seaway Broadcasting Inc. to Easy Media Inc. for \$330,000, comprising \$250,000 cash and remainder note at 2% above prime over one year. Seller is owned by William Ledford and R.D. Hanna. Ledford has interest in KRMH-AM-FM Leadville, Colo. Hanna owns KROX(AM) Crookston, Minn.; KICD(AM)-KEZH(FM) Hastings, Neb., and KCLW(AM) Hamilton, Tex. Buyer is owned by Frederick T.C. Brewer, who also owns WMEZ(FM) Pensacola, Fla. Filed Feb. 7.
- **WAVW-FM** Vero Beach, Fla. (105.5 mhz; 3 kw; HAAT: 350 ft.)—Seeks assignment of license from Rowland Stereo Radio Inc. to Treasure Coast Radio Inc. for \$2.5 million, comprising \$2,475,000 cash and \$25,000 noncompete agreement. Seller is principally owned by Robert T. Rowland and Douglas L. Peralta. They are also app.'s for new AM in Port Lucie, Fla. Buyer is equally owned by Charles Andromidas, John P. Healy, Morris L. Green, Caroline Bonis and Ellis Chingos. Healy was formerly account executive with ABC Radio Network. Andromidas is New York real estate developer. Filed Feb. 12.
- **KQCR(FM)** Cedar Rapids, Iowa (102.9 mhz; 100 kw; HAAT: 390 ft.)—Seeks assignment of license from Cedar Rapids Broadcasting Co. to CR-KQCR Ltd. for \$1.9 million cash including \$300,000 noncompete agreement. Seller is owned by G. Dale Cowle and William Clymer. Cowle owns KASJ(AM)-KCCQ(FM) Ames, Iowa, and 50% of KJJO(AM)-KSFT(FM) St. Joseph, Mo. Clymer is KQCR's general sales manager. He will retain position after sale. Buyer is principally owned by David W. Small, former president of KMGC(FM) Dallas. Filed Feb. 12.
- **WQRC(FM)** Barnstable, Mass. (99.9 mhz; 50 kw; HAAT: 330 ft.)—Seeks assignment of license from Cape

Cod Broadcasting Co. to Cape Cod Broadcasting Co., Ltd. Partnership for \$4.7 million including \$500,000 noncompete agreement. Seller is principally owned by Donald P. Moore. It also owns WCUX-TV Vineyard Haven, Mass., LPTV in Dennis, Mass., and is app. for LPTV in Hyannis, Mass. Moore also owns WCEG(AM) Middleborough, Mass. Buyer is owned by Gregory D. Bone (sole general partner, 42% equity owner) his father, Douglas J. Bone (50% ltd. partner, 27% equity owner) and Thomas A. LaTanzi (50% ltd. partner, 31% equity). Younger Bone is vice president and 1% owner of seller. He is marketing director of WQRC and LPTV in Dennis. LaTanzi is Orleans, Mass., attorney. Filed Feb. 28.

- **KKCI(FM)** Liberty, Mo. (106.5 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Golden East of Missouri Inc. to Keyboard Broadcasting Co. for \$4.2 million, comprising \$3 million cash and remainder note. Seller is Hampton, Va.-based station group of two AM's and two FM's principally owned by Norman Beasley and Larry Saunders. Buyer is owned by Mark D. Wheat (95%) and Gregory M. Fitzmaurice (5%). Fitzmaurice is former sales manager at KCMO-FM Kansas City, Mo. Filed Feb. 15.

- **WSBH(FM)** Southampton, N.Y. (95.3 mhz; 2.8 kw; HAAT: 400 ft.)—Seeks assignment of license from Beach Broadcasting Co. to WSBH-FM Inc. for \$2,150,000 cash including noncompete agreement. Seller is principally owned by Malcom Kahn, who is also app. for new FM in Key Largo, Fla. Buyer is subsidiary of Faircom Inc., Long Island, N.Y.-based publicly traded firm principally owned by Joel M. Fairman, former New York stockbroker. It has no other broadcast interests. Filed Feb. 12.

- **WMUF(AM)** Paris, Tenn. (1000 khz; 500 w-D)—Seeks assignment of license from J-Star Broadcasting Co. to Benton-Weatherford Broadcasting of Tennessee Inc. for assumption of \$267,000 liabilities. Seller is owned by Howard Johnson, who has no other broadcast interests. Buyer is equally owned by Gary Benton, Larry Weatherford and Leonard Watson, who also own WSRQ(AM) Sycamore, Ill. Filed Feb. 12.

- **KTAG(FM)** Cody, Wyo. (97.9 mhz; 100 kw; HAAT: 1,901 ft.)—Seeks assignment of license from Wyomedia Associates Inc. to Communications Systems II for \$560,000 cash. Seller is equally owned by Kurt Kaiser, Mack Taggart, Tom Ruckman and Keith Spencer, who also own KTRS(FM) Casper, Wyo. Buyer is owned by Raymond M. McLean, president; Rex Sheppard, and James Schaeffer (23.67% each), Mike Elmore (15%) and three others. It also owns KUUS(AM)-KZLS(FM) Billings, Mont. Schaeffer and McLean also have interest in KLGW(AM) Buffalo, Wyo. Filed Feb. 20.

New Stations

Applications

AM

- **Marvell, Ark.**—Alfred L. Robertson III seeks 700 khz; 1 kw-D. Address: 113 Quapaw, Helena, Ark. 72342. Principal has no other broadcast interests. Filed Feb. 12.

FM

- **Abilene, Tex.**—Saybro Communications Inc. seeks 106.3 mhz; 3 kw; HAAT: 76.5 m. Address: 2400 Arrowhead, Abilene, Tex. 79606. Principal is equally owned by James F. Sayre, and his brother, Frank. They have no other broadcast interests. Filed Feb. 12.

TV's

- **Tolleson, Ariz.**—Susan Cordova Kelly seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 323 ft.; ant. height above ground: 300 ft. Address: 1234 Manhattan Dr., Tempe, Ariz. 85282. Principal is owned by Kelly (51%) and her brother, Daniel Cordova (49%). Daniel Cordova has interest in app.'s for new TV's in Castle Rock, Colo., and Orlando, Fla. (see below). Filed Feb. 14.

- **Tolleson, Ariz.**—Nonprofit Television Concepts seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 454 ft.; ant. height above ground: 473 ft. Address: 663 5th Ave., New York, N.Y. 10022. Principal is owned by McKinley Johnson, who at present has no other broadcast interests. He is

also applying for new TV's in Castle Rock, Colo.; Syracuse, N.Y.; Clermont, Fla.; Charleston, S.C., and Oklahoma City (see below). Filed Feb. 14.

- **Tolleson, Ariz.**—Lifestyle Broadcasting Corp. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,683 ft.; ant. height above ground: 255 ft. Address: 7733 E. Cypress St., Scottsdale, Ariz. 85257. Principal is equally owned by Michael J. Shotey and Mark W. Dobrinski, who have no other broadcast interests. Filed Feb. 12.

- **Tolleson, Ariz.**—Doylan Forney seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,788 ft.; ant. height above ground: 358 ft. Address: 8820 N. 85th Pl., Scottsdale, Ariz. 85258. Principal owns KGLR(AM) [CP] Tucson. He also owns KKAF(FM) [CP] Arizona City, Ariz., which has been sold pending FCC approval and WAQP-TV [CP] Saginaw, Mich., which has also been sold subject to FCC approval. Filed Feb. 13.

- **Castle Rock, Colo.**—Virginia Cordova Kelso seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,168 ft.; ant. height above ground: 450 ft. Address: 5757 W. Louisiana Ave., Lakewood, Colo. 80226. Principal is owned by Kelso (51%), and her brother, Daniel Cordova (49%). Cordova also has interest in app. for new TV in Orlando, Fla., and Tolleson, Ariz. (see above and below). Filed Feb. 14.

- **Castle Rock, Colo.**—Nonprofit Television Concepts seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,222 ft.; ant. height above ground: 744 ft. Address: 663 5th Ave., New York, N.Y. 10022. Principal is owned by McKinley Johnson, who at present has no other broadcast interests, but is also applying for new TV's in Tolleson, Ariz.; Syracuse, N.Y.; Clermont, Fla.; Charleston, S.C., and Oklahoma City (see above and below). Filed Feb. 14.

- **Orlando, Fla.**—Emily Laforett seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 434 ft.; ant. height above ground: 400 ft. Address: P.O. Box 568, Summerfield, Fla. 32691. Principal is owned by Laforett (51%) and her brother, Daniel Cordova (49%). Cordova also has interest in app.'s for new TV's in Castle Rock, Colo., and Tolleson, Ariz. (see above and below). Filed Feb. 14.

- **Clermont, Fla.**—Nonprofit Television Concepts seeks ch. 68; ERP vis. 90 kw; aur. 1 kw; HAAT: 341 ft.; ant. height above ground: 365 ft. Address: 663 5th Ave., New York, N.Y. 10022. Principal is owned by McKinley Johnson, who at present has no other broadcast interests. He is also applying for new TV's in Castle Rock, Colo.; Syracuse, N.Y.; Tolleson, Ariz.; Charleston, S.C., and Oklahoma City (see above and below). Filed Feb. 14.

- **McComb, Miss.**—Southwest Mississippi Television Co. seeks ch. 28; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 550 ft.; ant. height above ground: 492 ft. Address: 210 State St., 39648. Principal is equally owned by Louis Alford (general partner), Phillip D. Brady and Albert M. Smith. It also owns WAPF(AM)-WCCA(FM) McComb and WMDC-AM-FM Hazlehurst, both Mississippi, and KADL-AM-FM Pine Bluff, Ark. Brady's son, Donald, also owns KVLA(AM) Vidalia, La. Filed Feb. 13.

- **Syracuse, N.Y.**—Susan K. Panish seeks ch. 56; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 326 ft.; ant. height above ground: 349 ft. Address: 71 Blanchard Rd., Easton, Conn. 06612. Principal has no other broadcast interests. Filed Feb. 11.

- **Syracuse, N.Y.**—Nonprofit Television Concepts seeks ch. 56; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 853 ft.; ant. height above ground: 873 ft. Address: 663 5th Ave., New York, N.Y. 10022. Principal is owned by McKinley Johnson, who at present has no other broadcast interests. He is also applying for new TV's in Castle Rock, Colo.; Tolleson, Ariz.; Clermont, Fla.; Charleston, S.C., and Oklahoma City (see above and below). Filed Feb. 14.

- **Charleston, S.C.**—Nonprofit Television Concepts seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 474 ft.; ant. height above ground: 469 ft. Address: 663 5th Ave., New York, N.Y. 10022. Principal is owned by McKinley Johnson, who at present has no other broadcast interests. He is also applying for new TV's in Castle Rock, Colo.; Syracuse, N.Y.; Clermont, Fla.; Tolleson, Ariz., and Oklahoma City, Okla. (see above). Filed Feb. 14.

- **Arlington, Tex.**—Charisma Broadcasting Corp. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,438 ft.; ant. height above ground: 1,243 ft. Address: 3200 West Davis St., Dallas, Tex. 75211. Principal is nonprofit corporation headed by Walter V. Grant, president. It has no other

broadcast interests. Filed Feb. 7.

■ Hendersonville, Tex.—Nelson Media seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 763 ft.; ant. height above ground: 463 ft. Address: P.O. Box 141000, Nashville, Tenn. 37214. Principal is owned by Thomas Nelson Publishers, publicly owned Nashville-based religious book publisher. It is headed by Sam Moore, publisher and largest stockholder (14.62%). Next largest stockholder, Millard Oakley (1.82%), also has interest in WCSV(AM) Crossville, WKOE(AM) Dayton and WLIV(AM) Livingston, all Tennessee; WGUY(AM)-WKXN-FM Greenville, Ala.; WSAV-TV Asheville, N.C., and cable system in Crossville, Tenn. Filed Feb. 12.

■ Rock Hill, S.C.—Moore Broadcasting Industries Inc. seeks ch. 55; ERP vis. 1,752 kw; aur. 972 kw; HAAT: 1,042 ft.; ant. height above ground: 972 ft. Address: 9600 N. Kings Highway, Myrtle Beach, S.C. 29577. Principal is owned by R.M. Moore (51%) and Luke Green (49%). Moore owns 9% of WGCG-TV Greenwood, S.C., which has been sold to Harry Pappas (For the Record, June 25, 1984). Filed Feb. 11.

Facilities Changes

Applications

AM's

Tendered

■ WTLN (1520 khz) Apopka, Fla.—Seeks CP to increase power to 25 kw and change freq. to 1510 khz. App. Feb. 13.

■ KANN (1090 khz) Ogden, Utah—Seeks CP to change city of lic. to Roy, Utah; change freq. to 1120 khz; add night service with 1 kw; increase day power to 10 kw; install DA-N, and change night TL. App. Feb. 13.

Accepted

■ WBZE (1030 khz) Indian Head, Md.—Seeks MP to make

changes in ant. sys. App. Feb. 15.

■ KOTA (1380 khz) Rapid City, S.D.—Seeks CP to make changes in ant. sys. App. Feb. 15.

■ WEXL (1340 khz) Royal Oak, Mich.—Seeks CP to increase night power to 1 kw, nondirectional. App. Feb. 13.

FM's

Tendered

■ KUUZ (95.9 mhz) Lake Village, Ark.—Seeks CP to change city of lic. to Greenville, Miss.; change TL, and make changes in ant. sys. App. Feb. 13.

Accepted

■ KCIZ (104.9 mhz) Springdale, Ark.—Seeks mod. of CP to change HAAT to 479 ft. and change height of supporting structure. App. Feb. 13.

■ New (106.3 mhz) Prescott Valley, Ariz.—Seeks mod. of CP to change TL and change HAAT to minus 58 ft. App. Feb. 13.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Seeks CP to install aux. sys. In separate app., seeks mod. of CP to change TL and change HAAT to 401.8 ft. App. Feb. 13.

■ KRQS (106.3 mhz) Pagosa Springs, Colo.—Seeks mod. of CP to change TL and change HAAT to 1,299 ft. App. Feb. 13.

■ KDBL (105.3 mhz) Rifle, Colo.—Seeks mod. of CP to change TL; change ERP to 47.9 kw, and change HAAT to 2,446 ft. App. Feb. 13.

■ KHCR (95.9 mhz) Paauilo, Hawaii—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to minus 57 ft. App. Feb. 13.

■ KRPL-FM (103.9 mhz) Moscow, Idaho—Seeks CP to change TL; change freq. to 106.1 mhz; change ERP to 59.3 kw, and change HAAT to 960 ft. App. Feb. 13.

■ WYOB (105.5 mhz) South Jacksonville, Ill.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. Feb. 15.

■ WXET (105.5 mhz) Woodstock, Ill.—Seeks mod. of CP to change ERP to 1.3 kw and change HAAT to 476 ft. App. Feb. 13.

■ KEYN-FM (103.7 mhz) Wichita, Kan.—Seeks CP to operate formerly authorized facilities as aux. App. Feb. 14.

■ WHNN (96.1 mhz) Bay City, Mich.—Seeks mod. of CP to change TL; change HAAT to 1,020 ft., and change ERP to 100 kw. App. Feb. 13.

■ WMUZ (103.5 mhz) Detroit—Seeks CP to change ERP to 50 kw and change HAAT to 500 ft. App. Feb. 13.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Feb. 13.

■ KKEI (103.1 mhz) Imperial, Neb.—Seeks mod. of CP to change TL; change HAAT to 208 ft., and make changes in ant. sys. App. Feb. 15.

■ WLIF (106.5 mhz) Cleveland—Seeks CP to change ERP to 11 kw. App. Feb. 15.

■ WSNY (94.7 mhz) Columbus, Ohio—Seeks CP to change ERP to 22.3 kw. App. Feb. 13.

■ WSP1 (95.3 mhz) Shamokin, Pa.—Seeks CP to change ERP to 1.26 kw. App. Feb. 13.

■ WITQ (99.3 mhz) Block Island, R.I.—Seeks mod. of CP to change TL; change HAAT to 328 ft., and change SL to Charlestown, R.I., on mainland. App. Feb. 13.

■ KNIF (95.3 mhz) Gilmer, Tex.—Seeks mod. of CP to change ERP to 0.9 kw and change HAAT to 520 ft. App. Feb. 13.

■ KSRR (96.5 mhz) Houston—Seeks mod. of CP to replace former main as aux. with reduced power. App. Feb. 13.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,968.656 ft. App. Feb. 15.

■ KFRZ-FM (106.9 mhz) Brigham City, Utah—Seeks CP to change TL; change ERP to 67.5 kw, and change HAAT to 2,369 ft. App. Feb. 15.

■ WEQX (102.7 mhz) Manchester, Vt.—Seeks mod. of CP to change ERP to 1.27 ft. App. Feb. 13.

■ WMEV-FM (106.5 mhz) Marion, Va.—Seeks CP to change ERP to 100 kw; change HAAT to 1,459 ft., and make changes in ant. sys. App. Feb. 15.

■ KMPS-FM (94.1 mhz) Seattle—Seeks mod. of lic. to install new transmission sys. App. Feb. 13.

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TV's

Accepted

- KSBW-TV (ch. 8) Salinas, Calif.—Seeks CP to use former main ant. as aux. ant. App. Feb. 15.
- WQQB (ch. 40) Bowling Green, Ky.—Seeks MP to change ERP to vis. 636.5 kw, aur. 63.65; change TL; change HAAT to 564.36 ft., and make changes in ant. sys. App. Feb. 15.
- KXLT (ch. 47) Rochester, Minn.—Seeks MP to extend completion date of original CP. App. Feb. 15.

Actions

AM's

- KCGS (1600 khz) Marshall, Ark.—Granted app. to change freq. to 960 khz; reduce power to 2.5 kw, and increase tower height. Action Feb. 6.
- WAOK (1380 khz) Atlanta—Granted app. to make changes in ant. sys. Action Feb. 11.
- KLER (1300 khz) Orofino, Idaho—Granted app. to increase daytime power to 5 kw. Action Feb. 5.
- WDGS (1290 khz) New Albany, Ind.—Granted app. to make changes in ant. sys. Action Jan. 24.
- KXLQ (1490 khz) Indianola, Iowa—Granted app. to increase night power to 500 w. Action Feb. 5.
- WSMJ (800 khz) Cave City, Ky.—Granted app. to increase power to 500 w and change to non-DA. Action Feb. 5.
- KTIB (630 khz) Thibodaux, La.—Granted app. to transmit by remote control. Action Feb. 6.
- KSRN (1590 khz) Sun Valley, Nev.—Granted app. to change SL to 5011 Meadwood Way, Reno. Action Feb. 12.
- WDNV (1600 khz) Dansville, N.Y.—Granted app. to increase night power to 1 kw. Action Feb. 5.
- WELM (1410 khz) Elmira, N.Y.—Granted app. to increase night power to 1 kw. Action Feb. 5.
- WOUB (1340 khz) Athens, Ohio—Granted app. to increase night power to 1 kw. Action Feb. 5.
- WTIG (990 khz) Massillon, Ohio—Granted app. to transmit by remote control. Action Feb. 13.
- KOKC (1490 khz) Guthrie, Okla.—Granted app. to change night power to 500 w. Action Feb. 5.
- WMSW (1120 khz) Hatillo, P.R.—Granted app. to increase day and night power to 5 kw and change to DA-N. Action Feb. 9.
- WCLE (1570 khz) Cleveland, Tenn.—Granted app. to increase power to 5 kw. Action Feb. 5.
- WLAC (1510 khz) Nashville—Dismissed app. to change SL to Berry Hill, Tenn. Action Feb. 8.
- KIIN (1060 khz) Farewell, Tex.—Granted app. to add night service with 250 w; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Action Feb. 12.

FM's

- KSCC (107.1 mhz) Berryville, Ark.—Granted app. to change TL; change ERP to 1.1 kw, and change HAAT to 537.92 ft. Action Feb. 6.
- KIQQ (100.3 mhz) Los Angeles—Granted app. to change ERP to 5.6 kw; change HAAT to 2,829 ft., and make changes in ant. sys. Action Feb. 7.
- KPLM (106.1 mhz) Palm Springs, Calif.—Granted app. to change HAAT to 392 ft. Action Feb. 4.
- KZFR (103.1 mhz) South Lake Tahoe, Calif.—Granted app. to change ERP to 3.01 kw. Action Feb. 1.
- WLYQ (95.9 mhz) Norwalk, Conn.—Granted app. to change HAAT to 300 ft. Action Feb. 7.
- WKAE (104.9 mhz) High Springs, Fla.—Granted app. to change ERP to 1.7 kw and change HAAT to 450 ft. Action Feb. 6.
- WINZ-FM (94.9 mhz) Miami—Granted app. to make changes in ant. sys. Action Jan. 28.
- WLYF (101.5 mhz) Miami—Granted app. to operate formerly authorized facilities as aux. Action Feb. 7.
- WTMI (93.1 mhz) Miami—Granted app. to make changes in ant. sys. Action Jan. 29.
- WLVE (93.9 mhz) Miami Beach—Granted app. to change ERP to 95.5 kw; change HAAT to 1,006 ft., and make changes in ant. sys. Action Jan. 30.
- *WBCX (89.1 mhz) Gainesville, Ga.—Granted app. to change ERP to 835 kw and change HAAT to 544 ft. Action Jan. 31.

- KPXY (94.9 mhz) Pocatello, Idaho—Granted app. to change ERP to 100 kw. Action Feb. 7.
- WBYG (99.9 mhz) Kankakee, Ill.—Granted app. to make changes in ant. sys. Action Jan. 31.
- WOVF-FM (103.1 mhz) Versailles, Ind.—Granted app. to change TL. Action Feb. 1.
- WBKR (92.5 mhz) Owensboro, Ky.—Granted app. to change ERP to 100 kw. Action Jan. 31.
- KHLA (99.5 mhz) Lake Charles, La.—Granted app. to change ERP to 100 kw. Action Feb. 5.
- WCLZ (98.9 mhz) Brunswick, Me.—Granted app. to change ERP to 50 kw. Action Feb. 6.
- KATM (95.3 mhz) Hardin, Mont.—Granted app. to change TL. Action Feb. 7.
- KUEZ (102.5 mhz) Missoula, Mont.—Granted app. to change TL and change HAAT to 720.616 ft. Action Feb. 4.
- KWNZ (97.3 mhz) Carson City, Nev.—Granted app. to change TL; change ERP to 87.1 kw, and change HAAT to 2,112 ft. Action Feb. 7.
- *WBAU (90.3 mhz) Garden City, N.Y.—Granted app. to change ERP to 1.1 kw and change HAAT to 157 ft. Action Feb. 6.
- WSTS (96.5 mhz) Laurinburg, N.C.—Granted app. to change ERP to 100 kw; change HAAT to 615 ft., and make changes in ant. sys. Action Feb. 5.
- WQDR (94.7 mhz) Raleigh, N.C.—Granted app. to change ERP to 100 kw; change HAAT to 1,129.632 ft., and make changes in ant. sys. Action Feb. 5.
- WRRM (98.5 mhz) Cincinnati—Granted app. to change ERP to 17.69 kw. Action Feb. 1.
- KJSN (92.5 mhz) Klamath Falls, Ore.—Granted app. to change TL; change HAAT to 2,188 ft., and change ERP to 30 kw. Action Feb. 4.
- KIWW (96.1 mhz) Harlingen, Tex.—Granted app. to install new transmission sys. Action Feb. 5.
- KIXY-FM (94.7 mhz) San Angelo, Tex.—Granted app. to change HAAT to 110 ft. Action Feb. 7.
- WPKX-FM (105.9 mhz) Woodbridge, Va.—Granted app. to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. Action Feb. 4.
- KGDN (95.9 mhz) Ephrata, Wash.—Granted app. to change ERP to 1.5 kw and change HAAT to 459.2 ft. Action Feb. 5.
- KICN (98.9 mhz) Spokane, Wash.—Granted app. to change TL; change ERP to 94.2 kw; change HAAT to 1,614

- ft., and make changes in ant. sys. Action Feb. 4.
- WELK (95.3 mhz) Elkins, W.Va.—Granted app. to change TL; change ERP to 328 kw, and make changes in ant. sys. Action Feb. 5.
- WKTT (103.1 mhz) Cleveland, Wis.—Granted app. to change HAAT to 328 ft. and increase tower height by 28 ft. Action Feb. 4.

TV's

- WLEX-TV (ch. 18) Lexington, Ky.—Granted app. to change transmitter. Action Feb. 7.
- WSQY-TV (ch. 66) Forest City, N.C.—Granted app. to change ERP to vis. 1,919 kw, aur. 192 kw; change HAAT to 1,967 ft.; change ant., and change transmitter. Action Feb. 5.

Call Letters

Applications

Call	Sought by
New AM	
WKZE	Chartcom Inc., Sharon, Conn.
New FM's	
WGLV	Micanopy Broadcasting Co., Micanopy, Fla.
KLBN	Emanuel W. Skala, Albion, Neb.
Existing AM's	
WMKS	WQXM Quality Broadcasting Inc., Gordon, Ga.
WKKO	WSBL Sanford Broadcasting Co., Sanford, N.C.
Existing FM's	
KPIG	KUBB The McLain Broadcasting Group, Mariposa, Calif.
WMXJ	WCKO Scannix Broadcasting Co., Pompano Beach, Fla.
WDBX-FM	WTVL-FM Kennebec Broadcasting Co., Waterville, Me.
WKSW	WCOM-FM Champaign Communications Inc., Urbana, Ohio
Grants	
Call	Assigned to
New AM	
WQTX	Haynes Broadcasting Inc., Fort Deposit, Ala.
New FM	
WBNU	Canruss Inc., Cape May Court House, N.J.
New TV's	
KRBJ	Ponce-Nicasio Broadcasting, Sacramento, Calif.
*KNXT	Diocese of Fresno Education Corp., Visalia, Calif.
WWKI-TV	B.G.S. Broadcasting Inc., Kokomo, Ind.
WZZV	Wyatt-Clark Broadcasting, Magee, Miss.
KRPV	Prime Time Video Inc., Roswell, N.M.
Existing AM's	
KGNG	KGHM Dwight Carver, Brookfield, Mo.
KPLY	KORY Jonsson Communications Corp., Sparks, Nev.
WMRS	WKZU WLNH Radio Inc., Laconia, N.H.
WGLD	WCOG Adelphi Broadcasting Co., Greensboro, N.C.
KITZ	KPMA Positive Broadcasting Inc., debtor-in-possession, Tacoma, Wash.

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Sales manager. Southern California. Energetic, creative, & ambitious? Sell along with the team you recruit & train. Match our sales to the potential in this rapidly growing small market AM, and advance as we grow. EOE. Letter/resume: Box G-73.

High performance general manager for WTOA-FM, Carbondale, IL, home of Southern Illinois University. High bonus potential and equity opportunity. Must have proven ability to quickly increase sales, profits. Rush resume to Jim Glassman, VP, Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

We have unusual opening for manager of AM/FM operation. Good market, central Texas. Station is successful. Good equipment, good building, good image. We need leadership, imagination, and hard work to continue successful operation. Good opportunity in small group operation. Prefer someone with background in Southwest and experience in various phases of radio operation. Contact Clint Formby, The Formby Stations, Drawer 1757, Hereford, TX 79045.

General manager. Experienced sales and program-oriented general manager wanted by group owner for WING/WGTZ, Dayton/Eaton, Ohio. First letter should include experience, salary history, references. Send to President, Great Trails Broadcasting Corp., 4 S. Main St., Suite 200, Dayton, OH 45402. EOE.

General sales manager for WING/WGTZ, Dayton/Eaton, Ohio. Must have recent combo/sales management experience. Must know direct and agency sales - regional and national experience. Send full details including salary history/references to President, Great Trails Broadcasting Corp., 4 S. Main St., Suite 200, Dayton, OH 45402. EOE.

General manager. AM/FM combo. Quality community, Plains state. Competitive media and radio market. Stable, absentee ownership. Need person with proven sales experience who has solid track record. Excellent compensation. Full resume including income requirements to Box G-103.

Atlanta- sales manager. Suburban fulltime AM with ABC talk format. Sales management experience a must, with possible GM position available in six months to right person. Mr. Negrin, WVN, 404-992-0014.

Local/regional sales manager. California major market. Must be strong in organization and motivation. Resume & brief track record to Box G-114.

General sales manager. Small market, Arizona FM. Lots of opportunity for growth and advancement in multi-station operation. You must be small-town oriented, able to lead existing sales team, and carry your own list. You must be a street salesperson. Must have good morals, credit, stable marriage if married, and excellent track record. Family person preferred. Best incentive to any salesperson is to have hungry mouths looking at you over the breakfast table. If you pass inspection & are not prone to spending all your time stroking the boss to keep from going out to sell, then you will receive a guarantee, commissions, override, other perks. Great town about a hundred miles across Boulder Dam from Las Vegas and thirty miles to casino resort areas on Colorado River. Lots of recreation, sports, activity for whole family. Great area to raise children. Fun company to work for. Send resume and short letter about your broadcasting ambitions to Bruce Owens, KGMM-FM, 812 E. Beale St., Kingman, AZ 86401, and by all means call me: 602-753-9100. Let's make a deal! EOE.

HELP WANTED SALES

Sales manager. Competitive market, Midwest. Hot class C FM making excellent progress. Good salary, great opportunity. Herb Hobler, 609-921-3800.

Regional account executive. Fortune 500 company subsidiary. Leader in the industry, producing station IDs, sales and production libraries, promotional services & station formats, has opening for account executive. Candidates must have successful track record in radio or TV sales, advertising agency sales, or related fields. Position requires extensive travel and company provides excellent salary, plus commission compensation plan, plus company auto, full expenses, outstanding benefits. Resume/salary history to Jack Adkins, Media General Broadcast Services, Inc., Director Human Resources, 2714 Union Ave. Extended, Memphis, TN 38112. Equal opportunity employer, M/F.

Sales and promotion director. Small, non-commercial FM station, limited market area, needs aggressive salesperson. Salary plus commission. Ability to work with others. Good communication skills. Proven performance record. Resume to Bill Fellows, 169 Eileen Dr., Rochester, NY 14616.

Sales manager. Eastern Long Island celebrity-owned WWHB-FM seeking sales manager with expertise in promotion, local sales, organization, and new account development. Desire applicants with at least 5 years' sales experience, perhaps top biller looking for management opportunity, or sales manager seeking career advancement and an association with a company of experienced entertainment professionals. Resume to Suite 500, 1619 Broadway, NYC 10019, Attn: Simon.

Small market salesperson. Successful clear channel AM with broad coverage over a number of small towns. Needs prospector & closer. Salary plus excellent commission. Great Sunbelt area, with lakes and mountains. Resume to Tom Nichols, KWXI, Box S, Glenwood, AR 71943. EOE.

HELP WANTED ANNOUNCERS

South FL FM. Announcer/production person needed. Good voice. No card readers. Knowledge of modern country helpful. Tape/resume to Program Director, WAFC-FM, PO Box 2106, Clewiston, FL 33440.

Morning drive/music director. Successful modern country station, St. Louis ADI. Right person will be articulate, informed, & have stable work history. We offer good pay/benefits, & great working environment. T & R/salary history to Steve Beeny, KWRE, Box 220, Warrenton, MO 63383.

Announcer. Music & news. 5 KW near St. Louis. Call mgr. (person to person), 314-586-8577.

Easy/AC morning drive. New England's second largest city 50K FM, WSRW. Worcester's #1 station looking for top notch morning person. Relate to morning adults. Hands-off, to services. Smooth, tight board. Warm, bright delivery. Group-owned. If you have the big market sound we're looking for, we'll make it worth your while. T & R to Rich Roy, PD, Box 961, Worcester, MA 01602. EOE.

Announcer-program host - classical music. Commercial radio experience, knowledge of classical music essential. Programming opportunities. Resume & tape first letter. WFMR, 2457 N. Mayfair, Milwaukee, WI 53226. EOE, M/F.

Classical music announcer/producer. 100 KW public radio station WKYU-FM. Program & host daily classical music program, produce studio and remote programs, conduct arts-oriented interviews. Must demonstrate proficiency with classical music names & terms; have pleasant voice with relaxed, conversational delivery; knowledge of record industry; studio and remote production skills. Faculty level position; no teaching required. Bachelor's degree required, Master's preferred. Excellent salary/benefits. Provide complete resume, including three references, plus audition tape by Mar. 15, 1985, to WKYU-FM, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. Affirmative action/equal opportunity employer.

Contempo class A FM serving Colorado ski resort community seeks announcer (for live show) with creative commercial production abilities. Also news interest/ability preferred, not required. Resume to Box G-131.

HELP WANTED TECHNICAL

The Caribbean Beacon needs chief engineer with management skills. Religious format. 50KW AM/FM. Beautiful West Indies Island, new equipment. Bill Kitchen, 404-324-1271.

Communications manager. GM-391-14, \$44,430 p/a, Washington, DC. Chief of technical operations, Radio Marti program. Technical and managerial experience required in AM, MW, and HF audio broadcast systems, production/studio design, operations, and maintenance. Background in planning & managing broadcast/production support services, knowledge of technical capabilities/operations and regulations (FCC/NTIA/ITB/IFRB) for international broadcasting. Responsible for 50-KWAM station, 3 studios, program circuits, etc. Submit application to USIA/Radio Marti Program, Attn: VOA/MP-BM, 400 6th Street, SW, Washington, DC 20547. USIA is an EOE.

Chief engineer. Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

HELP WANTED NEWS

Have you got a nose for news? Street wise reporter and writer needed now. Capable of running one person news department. Emphasis on local news. Resume only to Box G-97.

Immediate opening for afternoon newscaster/sports director. Top Eastern Shore AM/FM, near ocean resort. Cover meetings, courts, etc. Degree and experience preferred. Tape/resume to Amy Johns, News Director, WICO, P.O. Box 909, Salisbury, MD 21801. EOE/MF.

Upper Midwest group has 3 news openings in various markets. Applicants send tape/resume to Don Nordine, P.O. Box 997, Grand Forks, ND 58206.

Southwest Missouri news leader needs experienced, hard-working newscaster. T & R: Dan Shelley, ND, KTT, P.O. Box 1806 SSS, Springfield, MO 65805.

Southern California Metro station news director. Position includes gathering news, writing stories, producing news actualities. Also monitor automation, mainly simple tape changes. Need experienced broadcast news reporter/writer/news anchor. We'll train you on automation. High pressure, dynamic news operation. Beginners need not apply. Pay commensurate with experience. Resume to Box G-138.

News position. Good writing/reporting skills. Strong delivery. Northern Virginia small market news leader. Send TR/writing samples: WINC, News Director, Box 3300, Winchester, VA 22601.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Associate producer (remote production) for duo-public radio station operation. Performs field mixing and recording (primarily music) & studio post-production. Requires on-air experience and demonstrated skills in field production. \$11,356.80. Resume/non-returnable audition tape (with relevant mixing and announcing examples) to Administrative Office, Louisville Free Public Library, Fourth & York Sts., Louisville, KY 40203, no later than 4:30 p.m. Mar. 22, 1985.

Freelance representatives needed in major sports cities to arrange station clearance and advertising sales for radio sports programmer. Associates & David Smock, Box Two, Santa Ynez, CA 93460.

SITUATIONS WANTED MANAGEMENT

GM-GSM-PD: 15-years at the top in sales, ratings, administration. Can do it all, small to large to group. Available now. Jack, 319-334-4971.

Experienced GM seeking small/medium market management challenge or sales position in major market. Background in all phases, degreed, 11 years' experience, tumarounds a specialty. Prefer SW. Write Box G-119.

20-yr. professional wants turnaround problem station, medium or large mkt., Sunbelt or West. Major mkt. sales; good program skills. My 1st GM position could be your best decision. 409-899-1625.

Qualified. Former top 5 market PD, sales innovator with track record to show. Engineer, 17 years' experience. Married, stable. Group owners: I'm a licensed pilot, too. Reply in confidence to Box G-47.

Broadcast degree, 1st, 20 yrs. all phases. Prefer coastal SC or SW OH. Box G-123.

Help! Want control of my future. 10 years selling Nebraska, South Dakota small markets. Box G-128.

General manager. 21 years as achiever. Aggressively consistent in producing sales/profits. Take charge individual with strong organizational skills. Experience includes managing all size markets. Want an achiever with excellent credentials? Write Box G-133.

SITUATIONS WANTED SALES

Radio sales pro had to take leave from business due to prior interests. Wishes career move to medium or major market only. Box G-113.

SITUATIONS WANTED ANNOUNCERS

Anywhere now! Broadcast school graduate. Entry level. Want CW, AC, good production. Randy, 319-355-4212, days.

Entry level DJ. Prefer AOR or top 40. Good news/production skills. Tom, 319-355-4212.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Dave, anytime, 201-777-0749.

Seasoned, professional announcer/PD seeking stable, adult operation. Box G-102.

Talk show host/DJ/Program Director. Excellent track record, all areas. Genuine pro, mature, awards winner. 5 years current station, top rated. Seeking relocation with progressive management, any style format. Box G-108.

18 years pro announcer, both radio and TV/audio production specialist. Not a floater! Cliff, 309-692-0680, after 4 CST.

Air personality seeks new challenge. Most formats. Would like some sports work. Willing to relocate. Dave Murdock, 305-275-6054, before noon EST.

Experienced, creative AC/T 40 announcer seeks mid-morn or aftn. position, med. or sm. mkt., IN or IL. 812-876-5932.

3 yrs.' commercial experience in CHR, AOR, top 40. Strong production. Very versatile. Santo, 305-752-8303.

On-air, production, news, operations, some GM experience. Enjoy working hard to be #1. Team-oriented. Sascha Rosen, 619-873-7792 (CA).

If your budget really doesn't allow a fulltime addition to your staff, but you'd still like to have that extra professional voice in production, my 25 years' experience in radio/TV and free-lance could work for you. Box G-132.

SITUATIONS WANTED TECHNICAL

Need help? Former director and chief available for major construction or routine maintenance. Available by day, week, or month. 615-579-1135.

Engineer. 17 years' experience automation, AM/FM stereo, construction, etc. Prefer medium market. Write Box G-90.

SITUATIONS WANTED NEWS

National award-winning sportscaster looking to move up to large market or with team. Many other talents. Will relocate. Call Dick, anytime, 614-373-6946; 373-0056.

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Sports-news director or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious; knowledgeable. B. A. communications. 419-865-0765.

Consummate journalist, national awards for talkradio, hard news, documentaries, investigative reporting. Brochure will knock your socks off. Box G-94.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Promotion ideas, sales & production ideas. Ideas mean profit. Idea man, 10+ yrs.' experience, seeks promotion/production/sales position. Proven track record. Box G-124.

Attention: owners/GMs. Take charge operations mgr., program director, CHR/AC/top 40, available. DJ, production, ratings. KY, OH, IN. Box G-134.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. Opportunity exists for general sales manager in America's finest city. Need mature professional with track record of success to manage aggressive sales effort. Independent experience preferred. Resume to Bill Moore, Station Manager, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. EOE.

Cable-TV manager. City of Santa Ana, CA (pop. 220,000). Salary \$3622-\$3994 per month, plus city paid retirement plan and no social security deduction. Incumbent plans, originates, directs, coordinates, supervises TV programming for community access cable channels and administers municipal cable TV franchise contract. Requires education and experience equivalent to B. A. degree in communications with emphasis on videotape and TV productions or closely related field, and three years' experience in TV & video tape productions. Apply by Mar. 8, 1985; Human Resources Dept., P.O. Box 1988, Santa Ana, CA 92702. 714-834-4154. AA/EOE.

Controller. Experienced accountant to manage business office. Apply: WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

Station manager. Channel 49, Fairfield County. Small but rapidly growing public TV station seeks manager with fundraising/development orientation, as well as management experience. Resume to Mary Sullivan, Connecticut Public Broadcasting, 24 Summit St., Hartford, CT 06106. EOE, M/F.

Manager of engineering. Major market network NBC-TV affiliate, 43rd ADI, has opening for mgr. of engineering to succeed present manager who's retiring. We're looking for applicants with minimum 5 years' experience as chief engineer or assistant chief. Qualified applicants must have strong maintenance background and familiarity with state-of-the-art equipment. Must have operational background, proven leadership ability, and administrative skills, along with ability to communicate effectively with station and corporate management. Human resources is an important part of our operation; therefore, this position will require outstanding people skills, particularly with regard to day-to-day supervision/training of engineering staff. EOE/M/F. Resume/salary history to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721.

General manager. Group ownership seeking aggressive individual to manage one of its national VHF properties. Station located in north central United States. Ideal community for raising family. Excellent school system. Easy access to many recreational and social advantages. EOE. Send resume to Box G-34.

HELP WANTED SALES

General sales manager's position created by promotion within our corporation. Seeking creative, intelligent person with experience in local and national sales management to supervise dynamic department. Will also work closely with GM in station management. Excellent future for right person. Contact Dennis West, GM, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Vice President & general sales manager. Above average compensation package in this outstanding medium market. Network affiliate. Resumes to Box G-72. EOE, MF.

National sales manager. Seeking national sales manager at major independent, top ten market. Knowledge of New York market important. Opportunity to become part of leading independent corporation with outstanding potential for professional growth. All inquiries kept entirely confidential. Send resume to Box G-85.

Top job, top money, top 25. We're looking for aggressive, energetic, personable salesperson to take over one of our best lists and make it better. We're going to pay top dollar to someone exceptional who'd find it challenging to move to a strong station in a strong market to demonstrate their selling skills and management potential. We've got good people for you to work with and good people to work for. Send resume and references to a first-rate VHF affiliate with first-rate group ownership in an attractive top 25 Eastern market. EOE/MF. Write Box G-117.

Account executive. TV sales. Self-starter. Minimum one year experience TV sales or three years radio sales. Resumes to Mr. Dana L. Kehr, Station Manager, KOUS-TV, P.O. Box 22268, Billings, MT 59104. EOE.

Advertising salespeople required in various marketing areas to sell TV advertising to local and/or national accounts. Excellent commissions to ambitious self-starters. Resume of experience, market area covered, etc., in confidence to Advertising Dept. BC1TV, 7319 E. Stetson Dr., #2, Scottsdale, AZ 85251.

Local sales manager. Top 50 network affiliate, Sunbelt market, needs experienced local sales manager. Lead aggressive staff in highly competitive market. Your chance to join respected broadcast corporation with track record of management upward mobility. Resume to Box G-130. Affirmative action/equal opportunity employer, M/F.

HELP WANTED TECHNICAL

E. J. Stewart has opening for experienced tape maintenance person. Qualified applicant should have working knowledge of Sony 1" and 3/4" tape machines. A rare opportunity to work in pleasant suburban facility which is expanding rapidly. In addition to competitive salary and benefits, E. J. Stewart has state-of-the-art equipment: Quantel, Mirage, Bosch CCD film chain, RCA TK-47 cameras, more. Resume to G. S. Wilson, E. J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018, 215-626-6500. EOE/MF.

Broadcast television/production engineer. Assist in digital TV project. Full & part-time positions available. Must have 10-15 years' hands-on experience in the following areas: TV studio design & construction - maintenance operator on Helical scan, VTR, studio broadcast cameras, switchers, and FCC general radio & telephone license required. Knowledge of FCC rules & regulations required, & computer background helpful, not necessary. Compupix Technology, Inc., Attn: Joe Osborne, VP Engineering, 5301 N. Federal Highway, Suite 330, Boca Raton, FL 33431, 305-997-0909.

Studio and transmitter maintenance engineer. Experience with TV transmitter, 3/4", 1", and Quad VTR's necessary. General class license and/or SBE certification a-plus. References required. Midwest affiliate. Immediate opening. Resume, salary history to Box G-95. EOE.

Maintenance engineer. At least two years experience in TV maintenance and repair required. Job responsibilities will include maintenance on GVG switchers, 1" VTR's, DVE equipment, and other microprocessor based circuitry. Resume to Barry Edwards, WESH-TV, P.O. Box 7697, Orlando, FL 32854. Equal opportunity employer.

Maintenance engineer. CMX-edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Good salary and benefits with established company. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

Chief engineer: excellent opportunity for hands on C E. New full power, UHF independent, top 50 Midwest market. New RCA transmitter and state of the art studio/production facility. Resume/salary history to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

Chief engineer. Network UHF affiliate has challenging opportunity for aggressive individual experienced in all facets of TV engineering. RCA UHF transmitter experience highly desirable. Salary \$22K- \$24K. Reply in confidence to Betty Marshall-Walker, P.O. Box 6237, Dothan, AL 36302, 205—793-1818.

TV maintenance engineer. Responsible for installation and maintenance of statewide ETV network production center technical equipment. High school education plus five years' experience in broadcasting electronics and FCC general radiotelephone license required; equivalency in education/experience considered. Salary \$10,179 minimum/hourly. Submit letter of application/resume by Mar. 15 to Personnel Coordinator, Nebraska Educational Telecommunications Commission, Box 83111, Lincoln, NE 68501. AA/EOE.

TV maintenance engineer. CBS affiliate looking for maintenance engineer experienced with Sony VTRs, Ikegami ENG, film, studio cameras, and related studio equipment. VHF transmitter experience desirable. General class license preferred. Contact: Gene Gildow, CE, WTKR-TV, 720 Boush St., Norfolk, VA 23510. 804—446-1330. EOE.

CMX editor for post-production facility. Good salary and benefits with established company. Experience required. Southern Productions, 900 Division St., Nashville, TN 37203, 615—248-1978.

Software engineer - Florida video post production equipment manufacturer has opening for engineer with a video, software, and hardware background to develop software for major project. Call Robert Hemsky, Manager of Research & Development, 305—920-0800.

HELP WANTED NEWS

News director. Trainer, motivator, leader. Direct super staff through our second year of tremendous growth. Resumes, tapes, etc., to Mark Keown, GM, WTXL-TV, Box 13899, Tallahassee, FL 32317.

Anchor. 15-person news team seeks prime anchor with strong writing and reporting skills. Previous anchoring experience required. No calls. Rush tape/resume to News Director, WFMZ-TV, East Rock Rd., Allentown, PA 18103.

General assignments reporter. Well-equipped and staffed capital city news department with solid reputation. Must be able to shoot and edit. Resume/tape to Bob Howell, News Director, WSFA-TV, P.O. Box 2566, Montgomery, AL 36196. Equal opportunity employer.

Two general assignment reporter positions. Shoot, edit, good writing skills. Light air work a potential. NYT owned, with competitive pay/benefits. GM, KFSM-TV, 501—783-3131. EOE.

Experienced news director. Top rated CBS station looking for motivator strong on organization and development skills. NYT owned, with competitive salary/benefits. Contact GM, KFSM-TV, 501—783-3131. EOE.

For a better job, contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203—637-3653.

Reporter/photographer. Wanted: tough, imaginative self-starter with at least one year street experience. For two-person bureau, gorgeous SW FL coast. Tape with samples of reporting and shooting to News, WBBH-TV, 3719 Central, Ft. Myers, FL 33901.

Night assignment editor. Supervise staff for 6 & 11 at station on beautiful SW FL coast. Must have strong journalistic, management, production skills, experience. Tell us why you're right for the job. Write News, WBBH-TV, 3719 Central, Ft. Myers, FL 33901.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Staff director. Switch and direct fast-paced news program, commercials, and public affairs. Position requires strong knowledge of state-of-the-art equipment, good communication skills, & ability to perform creatively under pressure. Resumes only to Production Manager, WCIX, 1111 Brickell Ave., Miami, FL 33131. EOE.

Broadcasting. Assistant/associate professor, tenure track. Teach broadcast journalism, production, & writing, supervise use of TV (teaching) studio. Additional teaching competencies welcome. Ph. D. preferred; M.A. + teaching experience required. Begins Aug., 1985. Vita & letter of application by Mar. 15, 1985, to Richard Bizot, Chairman, Dept. of Language & Literature, Univ. of North Florida, Jacksonville, FL 32216. AA/EOE.

Production manager. Sunny South, outside of top 100 market, network affiliate. Excellent building, equipment. Resume, references, salary requirements to Box G-91. Strictly confidential.

Production/promotion director. Must have extensive experience with high degree of creativity. Must reorganize/supervise department with commitment to attaining best air product possible. Full responsibility for all production of shows, commercials, PSAs & promotions. If you're the seasoned pro we're looking for, there's a very generous salary for you. Resume/demo-tape to Personnel Director, WTOK-TV, P.O. Box 2988, Meridian, MS 39302. Equal opportunity employer.

Producer-reporter with on camera TV experience needed for S.C. ETV's nightly public affairs program, Carolina Journal. Salary: \$17,308. Resumes/tapes to Tom Fowler, S. C. ETV Network, P.O. Drawer L, Columbia, SC 29250. EOE.

Broadcast director. ABC affiliate with new state of the art equipment looking for experienced (2yrs.) director/graphics producer for 6 & 11 double anchor newscasts. Must switch, be familiar with Ampex 4100 or similar switcher, ADO, ESS, 1". Resume/ salary rpts. to Ramon Delarosa, P.O. Box 321, Salisbury, MD 21801. EOE, M-F. Demo tape after initial contact necessary.

Commercial producer with imagination and flexibility needed to join commercial production unit of #1 station, top 40 market. Must demonstrate strong writing skills and good understanding of the retail advertiser. Responsibilities include overseeing field production, editing, and post-production. Minimum two years' experience. Resume/tape to WRAL-TV, Corporate Department of Human Resources, P.O. Box 12000, Raleigh, NC 27605-2000. EOE/MF.

TV director opening. Applicant must have minimum five years' directing experience, with three years' experience directing fast-paced newscasts. Looking for calm individual with creativity. File application or send resume/tape to Production Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for personal interview. No phone calls, please. EOE.

PM Magazine photographer/editor/producer. Top 50 market NBC affiliate looking for highly motivated person with skills. Be part of our PM Magazine team. EOE/MF. Tape/resume to Personnel Manager, WSAZ-TV, Box 2115, Huntington, WV 25721.

Creative services director. Southeast network affiliate. Top 40 market. Supervise promotion, public service, art departments. Prefer 5 years in supervisory position. Resume to Box G-125.

Editor/writer. Public broadcasting (WNED, WNED-FM, WEBR, Buffalo, NY). At least 2 yrs.' experience. Constant deadlines, long hours. Write, edit, produce 32-page monthly program guide of features, information, and radio/TV listings. Also, heavy ad copy writing; weekly press releases; quarterly press kits. Must know publications mechanics. Need conscientious self-starter with high motivation. Send samples, with resume, to Publicity Dept., Office B, WNED-TV, Box 1263, Buffalo, NY 14240. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General sales manager - experienced in every area of TV management with outstanding achievement with affiliate-indy stations and major rep firm. Seeks station sales management assignment that matches qualifications & potential. Practical experience working/supervising all areas of TV sales management. Presently employed. Reply Box G-137.

SITUATIONS WANTED TECHNICAL

TV operations engineer needs challenge. Two years with cable, three with commercial TV. Interested in satellite communications. Energy and ideas for you. Call me now. 701—293-5379.

3 years' experience TV operations, light maintenance, FCC license, member SBE, broadcasting degree, available now. 817—665-9405.

3 1/2 years experience - TV operations, light maintenance. General class license. Philadelphia, Baltimore, Washington and vicinities only. Reply Box G-139.

SITUATIONS WANTED NEWS

Assignments editor medium market ready to move to larger market in same capacity or as assistant news director. John Morvant, 318—981-1383.

Meteorologist seeks entry-level position. North Carolina State University May graduate. Two years' experience WRAL-TV preparing/broadcasting forecasts for radio in five cities and two state news networks. Ready to make transition to TV weathercasting. Have tape. Ed, 919—833-6033.

Does your weather person have low pressure? Inflate those ratings! Top 10 meteorologist seeks medium market prime position. Energetic, innovative, personable. 214—739-6614.

#1 co-anchor at #1 station in medium market - and bored! Proven appeal. Experienced, versatile reporter. 309—837-1885.

Meteorologist. Young, BS degree, smooth, sincere, CT native. Broad experience radio & on-air TV. Capable of reporting/anchoring. Tape/resume available. Matt Morano, 203—869-3877, evenings EST.

Anchor with extensive experience & reporter/producer credentials seeks prime slot with your station. Box G-140.

Experienced newscast producer/field producer currently working in top ten market looking for new opportunities. Reply Box G-141.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

FCC 1st. Naber certified. 6 months' TV experience. Seeking operations or production position. Summer relief OK. Bill, 516—674-4134.

Entry level TV help. School of Communication Arts prepares our graduates for ENG/EFP, as well as for on-air talent. Laurie Constance, 800—328-5893; 612—721-5357.

Broadcast professional with solid background in graphic design, writing, announcing. I want to be part of your TV promotion team. Reply Box G-92.

Experienced camera operation and remote set-ups, TD, Chyron. Love editing! Learn new setups and equip. fast. Can write & read (on or off-camera.) Willing to travel. Let's talk! Box G-93.

Technical director-editor currently working with ADO A/C 33 switcher and ACE. Looking for more action. Box G-101.

For Fast Action Use BROADCASTING'S Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

Regional account executive. Fortune 500 company subsidiary, leader in the industry, producing station ID's, sales and production libraries, promotional services & station formats. Has opening for account executive. Candidates must have successful track record in radio or TV sales, advertising agency sales, or related fields. Position requires extensive travel and company provides excellent salary, plus commission compensation plan, plus company auto, full expenses, outstanding benefits. Resume/ salary history to Jack Adkins, Media General Broadcast Services, Inc., Director of Human Resources, 2714 Union Ave. Extended, Memphis, TN 38112. Equal opportunity employer, M/F.

HELP WANTED INSTRUCTION

Broadcast production and direction. Tenure track position. Ph. D. preferred. Experience in TV production. Must show potential as successful teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application: Mar. 1, 1985. Letter of application/curriculum vita to Dr. Larry Lorenz, Chairman, Dept. of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

Dean, school of communication. University of Miami invites applications and nominations for position of dean of its newly established school of communication. Dean will be chief academic officer for the school and will report to the executive vice president and provost. Appointment planned for Summer, 1985. The school will be formed from existing department of communication and will become operational June 1, 1985. The school of communication is to be departmentalized and will offer courses leading to the Bachelor of Science, Bachelor of Fine Arts, & Master of Arts degrees. Majors include advertising communication, public relations, news-editorial journalism, photocommunication, motion pictures, video-film, speech communication, organizational communication, broadcast journalism, and telecommunication. The University, a well-established teaching/research organization, is largest private institution of higher education in the Southeast, with enrollment of 13,700 students and faculty of 1,300. There are 28 full-time and 20 part-time faculty members in the school of communication. Many of the part-time faculty are local professionals. There are 550 undergraduate students. The University is seeking person who will provide vigorous leadership, strong commitment to liberal arts education, and a vision of the future of communication education in establishing internationally recognized school. Successful applicant is expected to have an earned doctorate, distinguished record of scholarship and teaching, familiarity with various disciplines represented in the school & strong administrative skills. Applications from outstanding communication professionals also encouraged. University expects the dean to take leadership role in fundraising for the school of communication. University encourages applications from women and minorities and is an equal opportunity/affirmative action employer. Applications/nominations will be accepted until Mar. 4, 1985, or until position is filled. Candidates should submit letter, vita, names of references to Dr. William Hipp, Dean, School of Music, Chairman, Search Committee for Dean of School of Communication, P.O. Box 248165, Coral Gables, FL 33124.

Assistant/associate prof. of broadcasting. Tenure track. Teach radio production and advise student operated FM station. Ability to teach some of the following courses expected: broadcast management, broadcast advertising & sales, communication law, copywriting, and public speaking. Ph. D. preferred. ABD's and candidates actively pursuing advanced degree will be given consideration. Salary open. Send letter of application with resume by Mar. 15, 1985, or until position is filled, to Dr. Virgil R. Pufahl, Department of Communication, University of Wisconsin-Platteville, Platteville, WI 53818. Equal opportunity/affirmative action employer.

Graduate assistantships available, radio-TV department, Arkansas State University/Jonesboro has assistantships available to students enrolling in department's graduate program in mass communications: radio-TV. Must be accepted for admission to graduate school. Radio-TV department housed in new building; outstanding broadcast facilities. For more information, write Chairman, Radio-TV Dept., Arkansas State University, Box 2160, State University, AR 72467, 501-972-3070.

Search reopened. Radio/TV faculty. Teach sales, promotion management, radio production, and broadcasting writing. Aug., 1985. Master's required, terminal degree preferred. Rank/salary competitive. Resume & 3 recommendations: Head, Dept. of Speech and Theatre Arts, Western Carolina University, Cullowhee, NC 28723. Application deadline: Apr. 5, 1985. AA/EEOE.

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Mass communications. Visiting assistant professor, 1 year replacement position in video production. 9 month appointment for 1985-86 academic year, beginning Aug., 1985. Courses include single camera and studio video production techniques, documentary production, scriptwriting, drama directing, in addition to advising responsibilities and administration of multi-camera color studio. Candidates should have professional experience. MFA or Ph. D. preferred. Submit application by Mar. 1, 1985, to Dr. Arthur Silverblatt, Director, Media Programs, Webster University, 470 East Lockwood, St. Louis, MO 63119. Affirmative action/equal opportunity employer.

Assistant-associate professor of communications. Teaching emphasis in radio and TV: history, production, broadcast journalism, & public speaking. Prefer Ph. D. or near. Tenure track position. Competitive salary depending on degree and experience. Equal opportunity employer. Contact Dr. Jacqueline Schmidt, Chairman, Department of Communication, John Carroll University, Cleveland, OH 44118. Deadline: Mar. 25, 1985.

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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.

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Used C-type 1" videotape. Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301-845-8888.

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55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Videocassettes, half price! Master stock quality U-matic videotapes. Chyron evaluated, cleaned, de-labeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

10KW, 3KW & 2.5KW FM, RCA BTF-10E (1974) on-air w/exciter, CCA 3000DS (1974) on-air, mint cond., Harris FM 2.5K on-air, exc. cond., power increases dictate sale. Call M. Cooper/Transcom Corp., 215-379-6585.

Used TV equipment. TV production equipment including cameras. Some used only 6 months. Must sell. 50-60% of cost. 404-696-8441.

3 Hitachi SK-96 studio cameras, 5 RCA TK-44 cameras, BEI 3000 character generator (new). For details: Tom Disinger 603-434-8850.

Channel 9 transmitter. Complete TT50-AH (color) with multiplexer, many brand new spare parts and tubes, vectorscope, 25KW load, 3 1/8 - 6 1/8 line components. Much miscellaneous; sell all or part; brokers invited. 312-658-8080.

Thomson MC-701 camera, Sony BVU-110 tape deck, very low hours. \$22,500. 818-705-7362.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

Video media edit controller. 250 event memory for interface with Hitachi 200 (modifiable), SMPTE reader, brand new. \$10,000. Walter, 313-355-2901.

1 year old broadcast quality 3/4" video studio equipment. Suitable for location or studio usage. Write Box G-129.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

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Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Sales

Radio Sales

Katz Radio - America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid sales career in a company which recognizes the potential for growth, please send resume in confidence to:

Dick Romanick,
Vice President
General Sales Manager

Katz Radio
1 Dag Hammarskjöld Plaza
New York, NY 10017
(212) 572-5232

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Help Wanted Management

MAJOR MARKET GM

Top 10 market. One of America's contemporary FM legends needs new leader. Aggressive group looking for experience, electricity, creativity. We need winner who can build upon a legend. Resume, references, salary requirements to Box G-110.

Help Wanted Technical

CHIEF ENGINEER ROCHESTER, NY FM

Josephson Radio seeking full charge chief engineer, skilled in studio design and construction, FM technical, and audio, for its newest FM, WHFM (pending FCC approval). Proper candidate should be motivated self-starter who wants stability in group-owned environment. Outstanding community. Letter/resume to Jerry Martin, Director of Engineering, Josephson Communications, Inc., 15001 Michigan Ave., Dearborn, MI 48126. All replies confidential. EOE.

Josephson
RADIO

Situations Wanted Management

GENERAL MANAGER

Sales manager, program manager. Radio/TV. Complete reference checking. Candidates guaranteed to meet or exceed your reqmts. Call Southeast's leader in professional media staffing: Harvest Personnel Media Division. 803-252-0078.

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Experienced in corporate and radio station group financials, business plans, private placement offerings, station evaluations & acquisitions, station operations. Box G-127.

Situations Wanted News

RADIO INTERVIEWER

Solid, little unorthodox, maj. mkt. exp. Learning everyday. Into good, hot, special production projects. Also, excellent TV potential. Just show me the tools. Not a drifter. Try to play fair with people. Top 15 mkt. Box G-142.

TELEVISION

Help Wanted Programing, Production, Others

SPECIAL PROJECTS PHOTOGRAPHER/EDITOR

Top ten market network affiliate looking for creative photographer/editor in our programming department special projects unit. Strong shooting/editing skills a must. Ability to tell a picture story essential. Two to three years broadcast experience required. Send resume to Box G-143. Equal opportunity employer.

Help Wanted Management

ENGINEERING SUPERVISOR

Northeast top 10 network affiliate seeks an Engineering Supervisor with minimum of 5 years' experience in TV station with aggressive news operation and 3 years of maintenance or supervisory experience. Associate's degree in Electronics and Communications preferred. Strong RF background, thorough knowledge of techniques and test equipment required for proof of performance of VHF and microwavetransmitters. Please send resume, in complete confidence, to Box G-37 Equal Opportunity Employer. Minorities and females are encouraged to apply.

ADVANCED MANAGEMENT TRAINING PROGRAM

President of large prestigious communication company seeks bright, hardworking, articulate person interested in learning all aspects of communications management. Will report to president. MBA or equivalent preferred. 2-5 years' broadcast sales experience necessary. Excellent salary/benefits. A rare opportunity for anyone looking for rapid movement into top management. Resume to Box G-99.

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If you have experience in National Television Sales, this may be an excellent opportunity for you.

Channel 51, serving Miami/Ft. Lauderdale with **Spanish Language** programming is seeking a National Sales Manager to be based in New York City. Salary and benefits commensurate with experience.

Please reply in strict confidence to Julio Rumbaut, President, WSCV-TV, P.O. Box 200, Hollywood, Fla. 33022, or call (305) 947-0051.



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OF FLORIDA

A Division of John Blair and Company

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Must be experienced in local and national TV sales & sales management. Individual must be bright, energetic, self-starter with experience in pricing, marketing, & inventory control. High salary + bonus + company benefits. EOE. Write Box G-122.

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National, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, newspeople, programmers, & production personnel, female & male, from radio stations in all size mkt. coast to coast. Over 1,000 radio stations used our placement service in '84. Are you ready for a move? Let National help! For complete details & registration form, send \$1 postage & handling to:

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For Sale Stations

H.B. La Rue

Media Broker

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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415—434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404—956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.



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FL	AM	\$1.2 Million	CASH
GA	FM	\$550,000	30%
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AL	AM	\$800,000	25%
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IL	AM	\$500,000	20%
FL	AM	\$525,000	40%
MO	FM	\$325,000	15%
AL	AM/FM	\$275,000	30%
AR	AM/FM	\$335,000	15%
IN	AM/FM	\$450,000	30%
CO	FM	\$30,000 down payment	
VA	AM	\$215,000	25%

P.O. BOX 1714 — SPARTANBURG, S.C. 29304
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Miscellaneous

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WBMG Television, P.O. Box 6146, Birmingham, Alabama 35259

**WESTERN MONTANA
CLASS C FM**

Ready to build CP in established & profitable market. Serious inquiries only. Brokers protected. Box G-23.

- Fulltimer near Knoxville. Real estate. Super terms. \$190,000.
- 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 \$2.3 million. Terms.
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Colorado Springs, CO 80907 303-633-4795

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WILL BUY

FM or FM/AM combo in medium or large market. Southwest, West, Rocky Mt., Midwest. Small groups also considered. Not a broker; highly experienced broadcaster recently sold four stations. Ready to make a deal now. All replies confidential. Box G-135.

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NEW ENGLAND MEDIA, INC.**

NORTHEAST

100,000 population. Highly rated AM. Owned real estate, good billing grosses. Attractive terms. Total price: \$1,200,000.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY. 207 947 6083

For Sale Stations Continued



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Location	Size	Type	Price	Terms	Contact	Phone
IN	Met	AM/FM	\$2000K	Terms	Burt Sherwood	(312) 272-4970
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
CA	Med	FM	\$1750K	\$750K	Jim Mergen	(818) 366-2554
KY	Med	AM/FM	\$1500K	Terms	Ernie Pearce	(615) 373-8315
CO	Med	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
ME	Sm	AM/FM	\$1100K	Terms	Ron Lickman	(401) 423-1271
WA	Med	AM/FM	\$1050K	\$150K	Greg Merrill	(801) 753-8090
MI	Met	FM	\$830K	Nego.	Peter Stromquist	(319) 332-7339
NB	Sm	FM	\$595K	\$175K	Bill Lytle	(816) 941-3733
TX	Med	FM	\$250K	\$100K	Bill Whitley	(214) 680-2807

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

**TOP 100 MKT.
TRI-CITIES, TN.**

5 KW DA-N AM & class A FM. Real estate included. Contact Thomas Mottern, Box 5188 EKS, Johnson City, TN 37603, 615-926-3121.

TEXAS

Class A FM, perfectly located in booming, small, central west Texas city. Mentioned as possible site for new GM car assembly plant. Previous sale fell through due to partners disagreements. Motivated absentee owner reduces price to bargain \$325K for immediate sale. One half bank financing available to qualified buyers. See this jewel today and you'll buy it on the spot! 817-265-7771.



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Media Investment Analysts & Brokers
Bob Marshall, President

This AM/FM is the dominant facility in this growing Southeastern market. Owner wishes to sell and devote full attention to other business interests. Price: \$1.4 million; cash flow in excess of \$200,000.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-681-5252

MIDWEST FM

Class A FM in Midwest. Asking price \$240,000. Will consider terms to qualified buyer. Box G-87.

Ralph E. Meador

MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

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STATION
FOR SALE**

**WDZL-Miami
Channel 39**

Full-powered UHF station, on the air since 1982, available in one of the country's fastest growing markets. Here's a fine investment opportunity - an exciting business in a top location.

Contact Susan Jaramillo
at (305) 493-7807

MIDWESTERN AM

Fulltime Midwestern AM. Asking price of \$1,400,000 breaks down to approximately 2X revenue or 6.25X cash flow. Attractive owner-operator opportunity. Box G-86.

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Firm disbanding radio division. Class C FMs in Colorado, New Mexico & Texas, and companion AMs. Outstanding technical facilities & developing audience levels. Write for specifics. Qualified buyers only, please. Box G-126.

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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

SUNBELT AM

AM available with CP to move tower and increase power and frequency. With upgrade station will have one of best signals in one of most attractive Florida growth markets. Box G-88.

For Sale Stations Continued

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Media Brokerage & Appraisals

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William W. Jamar
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AM daytimer - good signal, great potential. \$190,000 cash, or terms to qualified buyer. Serious inquiries only to Box G-144.

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

CLASS C FM

A winner in market with year around sunshine & delightful climate. Excellent ratings. Positive cash flow. \$2,800,000. Price is only 8X fiscal '85 projected cash flow. Box G-89

DEEP-SOUTH SUBURBAN AM

Fulltime 5KW. Medium-sized market. Asking \$250,000, including real estate and brand new ground system. Half in cash and owner will finance balloon. Principals only, please. Box G-145.

Dan Hayslett

& associates, inc.

dh

Media Brokers

RADIO, TV, and CATV
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

DYNAMIC SUNBELT MARKET

5 KW fulltime AM and class C FM for sale in this economically attractive, \$25 million market. Principals only. Box G-136.

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Classified Advertising

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

David Murphy, president of Blair Broadcasting of Oklahoma and general manager of Blair-owned KOKH-TV Oklahoma City, assumes additional responsibilities in newly created post of executive VP of Blair's owned television stations division. He will remain in Oklahoma City.



Murphy



Rakovan

Dick Rakovan, senior VP, radio group, Outlet Communications, Providence, R.I., joins RKO's WFYR(FM) Chicago as general manager.

General managers named VP's of parent, Guy Gannett Broadcasting: **Gilbert Lefkovich**, WGBB-TV Springfield, Mass.; **Michael Bock**, KGAN-TV Cedar Rapids, Iowa.

Don Benefield, sales manager, WKXX(FM) Birmingham, Ala., named VP and general manager. **Rice Baxter**, sales manager, co-owned WERC(AM) Birmingham, named VP and general manager.

Kevin Kelly, VP and sales manager, WSBR(AM) Boca Raton, Fla., named VP and general manager.

Craig McKee, general sales manager, WLS-AM-FM Chicago, joins KRZN(AM) Englewood, Colo.-KMJI(FM) Denver as VP and general manager.

Gerald Liss, general sales manager, WDZL(TV) Miami, named general manager.

Timothy McReynolds, from WHRK(FM) Memphis, joins KATZ(AM)-WZEN(FM) St. Louis as general manager.

Don Nelson, general manager, KSON-AM-FM San Diego, joins KMGG(FM) Los Angeles in same capacity.

Thomas Tolar, acting general manager, WRCB-TV Chattanooga, named general manager.

Cindy Weiner, general sales manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., named station manager and national sales manager.

Richard Lawson, interim station manager, noncommercial WHA-TV Madison, Wis., named station manager.

Frank J. Viola, corporate controller, WEVD(FM) New York, named assistant general manager.

Franklin Havlicek, attorney, New York, joins NBC there as director, labor relations.

Phyllis Clark, director of financial analysis, Heritage Communications, Des Moines, Iowa, named assistant treasurer. **Wayne Kern**, secretary and general counsel, Heritage, named VP.

Roger Wimmer, senior research analyst, broadcast division, Cox Communications, Atlanta, named manager of research services, broadcast division.

Robert Harrison, producer-director of fundraising drives and administrator, direct mail activities, Maryland Public Television, Owings Mills, Md., named manager, corporate development.

Elliot Sanderson, operations manager, non-commercial WTVI(TV) Charlotte, N.C., named to newly created position of director of broadcasting.

Michael Newton, media consultant, joins WEEI(AM) Boston as corporate accounts supervisor.

Marketing



Kalthoff

F. Robert Kalthoff, executive VP, Midwest sales manager, Avery-Knodel Television, New York, named chairman of board, succeeding J.W. (Bill) Knodel, who retired in November (BROADCASTING, Nov. 26, 1984). **Michael Cleary**, manager, Minneapolis office, Ave.y-Knodel Television, named VP. **Edward Monahan**, director of programing, A-K Television, New York, named director of support services.

Gary Andrews, from Young & Rubicam, New York, joins Kenyon & Eckhardt there as senior VP, management representative. **Jim Heekin**, head of recently established U.S. Operations Committee, K&E, named executive VP.

Jim Scalfone and **Robert Tucker**, senior VP's, and **Gary Goldsmith** and **Mark Hughes**, VP's, Doyle Dane Bernbach, New York, named associate creative directors.

Avi Semo, art director, Bozell & Jacobs, joins BDA/BBDO, Atlanta, as senior art director.

Appointments, Tatham-Laird & Kudner, Chicago: **Pam Baxter**, from Marsteller, Chicago, to media research director; **Mary Whitting**, spot broadcast buyer, to spot broadcast manager, and **Bob Ehler**, buyer, to spot supervisor.

William Kelly, senior VP and management supervisor, BBDO, New York, named general manager, Detroit office.

Monica Shaffer, VP, associate media director, Benton & Bowles, New York, joins Biederman & Co. as senior VP and media director.

Robert Burriesci, account supervisor, Carra-

fello, Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

Dave Aeschliman, director, public relations division, WarrenAndersonAdvertising, Davenport, Iowa, named VP. **Arlen Stensrud**, client services supervisor, WarrenAndersonAdvertising, named VP.

Barbara Wiecek, associate creative director, Clinton E. Frank Advertising, Chicago, joins Tatham-Laird & Kudner there as associate creative director.

Elyse Tritschler, account executive, Torbet Radio, Chicago, joins CPM Inc. there as operations supervisor.

George Suler, from Union Camp Corp., Wayne, N.J., joins Seltel, New York, as credit-collection coordinator.

Richard Evans, senior VP, creative director, Brouillard Communications, public relations division of J. Walter Thompson, joins Soskin/Thompson Associates, New York, direct marketing division of Thompson, as senior VP and executive creative director. **Michael Van Winkle**, account supervisor, and **Robert Georgalas**, media director, Soskin/Thompson Associates, named VP's.

Michael Markowitz, account executive, MMT, Chicago, joins Seltel, New York, in same capacity.

Mark Boe, from WXOW-TV LaCrosse, Wis., joins Blair Television, Chicago, as account executive, independent sales team.

Nick Trialonas, account executive, Katz Television, New York, joins Harrington, Righter & Parsons there as account executive, blue team.

John Doyle, from CBS Spot Sales, Chicago, joins Katz Television Continental there as account executive. **Elaine Scharfenberg**, from Foote, Cone & Belding, Chicago, joins Katz Independent Television there as account executive.

Cy Russell, local sales manager, WDZL(TV) Miami, named general sales manager, succeeding Gerald Liss, named general manager (see "Media," above).

Allan Eisenberg, corporate manager of advertising sales, American Television & Communications, Denver, named director of advertising sales.

Rosemary Lamont, local sales manager, KSTP(TV) Minneapolis-St. Paul, named general sales manager.

Appointments, KCPQ(TV) Seattle: **Dennis McCormick**, national sales manager-Midwest region, to national sales manager; **Denise Roggensack**, account executive, Seltel, succeeds McCormick; **Karla Barton**, account executive, KGO-TV San Francisco, to local sales manager, and **Christopher Kelly**, from WMPT-TV York, Pa., to account executive.

Dean Lindsay, general sales manager, KKAT(FM) Salt Lake City, joins KLUB(AM)-

KISN(FM) there in same capacity.

John Fignar, general manager, KEKR-TV Kansas City, Mo., joins WTEN-TV Albany, N.Y., as general sales manager.

Paul Wilensky, national sales manager, WASH(FM) Washington, joins WMZQ-AM-FM there as general sales manager.

Stephen Tilman, general sales manager, WPDE-TV Florence, S.C., joins WPTF-TV Raleigh-Durham, S.C., in same capacity. **Deborah Parks**, manager of traffic and data services, WYAH(TV) Portsmouth, Va., joins WPTF-TV as TV traffic-sales support manager. **Bobby Cobb**, from Circuit City, Durham, N.C., joins WPTF-TV as account executive.

Errol Rapkin, senior account executive, WMGF(FM) Milwaukee, joins WBTT(FM) there as sales manager.

Tom Gaertner, account executive, WISN-TV Milwaukee, named local sales manager.

Dale Miller, account executive, WLYH-TV Lancaster, Pa., named local sales manager.

Joseph Brugh, account executive, WFBR(AM) Baltimore, named local sales manager.

Judy Moss, media buyer, Ross Hancock Advertising, Miami, joins WDZL(TV) there as local sales manager.

Emily Biggs, from Blair Television, Charlotte, N.C., joins WPTF-TV Raleigh, N.C., as national sales manager.

Rose TenEyck, member of local sales department, KGO(AM) San Francisco, named national sales manager.

Deidre Carter, continuity director, WISN(AM)-WBTT(FM) Milwaukee, named research and co-op marketing director. **Nydia Serrano**, traffic director, WISN-WBTT, named head of traffic and continuity.

Peggy Terrell, account executive, WMZQ-AM-FM Washington, named national sales manager.

Robert Gilbert, sales manager, WZTV(TV) Nashville, joins WNYT(TV) Albany, N.Y., as national sales manager.

Michael Coyne, from WMJX(FM) Boston, joins WROR(FM) there as account executive.

Don Chapman, from Admarketing, New York, joins WNEV-TV Boston as account executive.

Anmarie Cahill, from MMT Sales, New York, joins WHEC-TV Rochester, N.Y., as national sales assistant. **Scott Wander**, account executive, WNYS-AM-FM Buffalo, N.Y., joins WHEC-TV in same capacity.

Charles Busch, from WXYZ(AM) Detroit, joins WRIF(FM) there as account executive.

Richard Ehrig, from Ehrig & Associates, Seattle, joins KING-TV there as account executive.

Carl Romeo, from CBS-owned KCBS-TV Los Angeles, and **Joan (Joey) Aines**, from KFWB(AM) Los Angeles, join KNX(AM) there as account executives.

Doug Hansen, from KRQR(FM) San Francisco, joins KYUU(FM) there as account executive.

Bruce Lee, district manager, Sidles Distributing Co., Omaha, joins KETV(TV) there as account executive.

Steve Capan, from KXOA-FM Sacramento, Calif., joins KOVR(TV) there as account executive.

Reginald Thomas Jr., from U.S. Air Force, Fort Meade, Md., joins WXYV(FM) Baltimore as account executive.

Jerry Lezotte, production manager, WJBF-TV Augusta, Ga., named account executive.

Dave Winton, from WVEC-TV Norfolk, Va., joins WKRN-TV Nashville as account executive.

Ronald Schruft, account executive, KCRA-TV Sacramento, Calif., joins KRBK-TV there in same capacity.

Claudia Brooks, from WFAA-TV Dallas, joins Katz Television Continental there as account executive.

Rae-Carole Fischer, from WNBC(AM) New York, joins WHN(AM)-WAPP-FM there as account executive.

Yvette Cook, from KDKQ(AM) Littleton, Colo., joins WFAA-TV Dallas as account executive.

Frank Gunn, from KYOU(AM)-KGRE(FM) Greeley, Colo., joins KBRQ-AM-FM Denver as account executive.

Mary Breckenridge, publicist, The Boasberg Co., Kansas City, Mo., named account executive.

Mike Scott, from KWTO(AM) Springfield, Mo., joins KOLR-TV there as account executive.

Mike Benedek, from Hillier, Newmark, Wechsler & Howard, New York, joins KYUU(FM) San Francisco as account executive.

John McCormick, from WDSU-TV New Orleans, joins WTMU-TV Milwaukee as account executive.

Bob Allen, president, Winters-Allen Marketing Group, Miami, joins Dynamic Cablevision of Florida, Hialeah, Fla., as account executive.

Tony Anderson, from IDS/American Express, Los Angeles, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Dan Gleason, from Kidder Peabody, New York, joins Eastman Radio there as account executive.

Programing



Beck

Ronald Beck, VP and executive director, Home Box Office International, London, joins Premiere International, joint venture of Columbia Pictures International Pay Television, Home Box Office, Showtime/The Movie Channel, Thorn EMI Screen Entertainment, 20th Century Fox and Warner Bros., as president and chief executive. Based in London, Beck will manage partnership's participation in pay television services planned for Japan, Germany, Switzerland and Austria.

Jerry Gottlieb, executive VP, MGM/UA Television Production Division, named senior VP, MGM/UA Television Group, based in Culver City, Calif.

Que Spalding, senior VP, sales, and member of office of president, Rainbow Programing Services, Woodbury, N.Y., joins Playboy Programing Distribution, Los Angeles, as president.

Carolyn J. McCrory, regional director, Showtime/The Movie Channel, joins USA Network as central regional director, affiliate relations, relocating from Denver to Chicago.

Paul Stupin, manager, current drama programs, NBC Entertainment, Los Angeles, named director, current drama programs.

Lorraine Collins, senior executive, D.L. Taffner Ltd., Los Angeles, named VP.

Daniel Forth, director, ABC Rock Radio Network, New York, assumes additional duties



Forth



Briggs

as director of ABC FM Radio Network. **Gloria Briggs**, manager, ABC Rock Radio Network, assumes additional duties as manager, ABC FM Radio Network.

Susan Pollock, from Edgar J. Sherick Associates, New York, joins Lorimar, New York, as VP.

Larry Lynch, general sales manager, Colbert Television Sales, New York, joins Columbia Pictures Television, Burbank, Calif., as director of sales, first-run syndication.

Anita Rohwer, senior executive secretary to president of consumer products division, CBS/Fox Video, New York, named manager, licensor marketing relations.

Appointments, Financial News Network: **Arthur Alpert**, executive producer, New York, to director of news; **Debby Everett**, producer, *Moneytalk*, FNN, Santa Monica, Calif., to news coordinator there; **Doug Crichton**, producer, *Wall Street Journal*, Santa Monica, to senior producer, and **Ron Insana**, part-time production coordinator, Santa Monica, to producer, *Marketwatch*.

Rob Corona, general sales manager, MGM/UA Television, New York, named VP, domestic syndication.

Robert Iger, director of program planning, ABC Sports, New York, named VP, program acquisition, ABC Sports.

Jay Heifetz, director of finance, West Coast, Home Box Office, Los Angeles, joins Paramount Video Distribution there as executive director, finance and administration.

Constance Kaplan, director of creative affairs, Embassy Television, Los Angeles, joins Paramount Network Television Production there as director, comedy development.

Samuel Fuller, from own marketing consulting company, Charlotte, N.C., joins JRD Productions, Nashville, as VP, station sales, for television distribution company.

Jan Abrams, director, business affairs, Embassy Television, Los Angeles, named VP, business affairs.

Susan Heath, manager, affiliate communications, Home Box Office, New York, joins Arts & Entertainment Network there as director, marketing programs.

Chris James, from WDJY-FM (formerly WOOK(FM)) Washington, joins Studioline Corp., Reston, Va., as director of urban contemporary programming for premium cable music service.

Jeffrey Hedquist, co-founder, Sound Concepts Inc., leaves to form own company, Hedquist Productions, based in Fairfield, Iowa.

Debbie Fradin, station clearance representative, United Stations, Washington, named director, affiliate relations.

Bonnie Sullivan, traffic director, Capitol Radio Network, Capitol Broadcasting Co., Raleigh, N.C., named national sales coordinator for Capitol's Seeburg Music Satellite Network.

Millee Taggart, Tom King, head writers, and **Ann Purser**, associate writer, *As the World Turns*, ABC, New York, named head writers, *Ryan's Hope*.

Ben Manilla, from WLIR(FM) Garden City, N.Y., joins RKO Radio Networks, New York, as writer-producer, features development.

Rebecca Goodrum, from KSDK-TV St. Louis, joins WOTV(TV) Grand Rapids, Mich., as program manager.

Steve La Beau, assistant program director and afternoon personality, KF(AM) Los Angeles, named program director.

Jim LaMarca, air personality, XETRA-FM Tijuana (San Diego), takes on additional responsibilities as program director, XETRA(AM).

David Lange, from WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., joins WLAV-AM-FM Grand Rapids, Mich., as program director.

John Buffington, station manager, WTOK-TV Meridian, Miss., joins KPRC-TV Houston as program director.

Mike Shanin, air personality, KCMO(AM) Kansas City, Mo., named program director.

Mike Elliott, program director, WTMJ(AM) Milwaukee, joins WISN(AM) there in same capacity.

Jeff Sattler, program director, KIOI(FM) San Francisco, joins KNUS(AM) Denver as director of programming.

Ronald Klampert, from WTOG(TV) Tampa-St. Petersburg, Fla., joins WPVI-TV Philadelphia as producer-director.

Jimmy Thomas, from Videotape Inc., Augusta, Ga., joins WJBF-TV there as production manager.

Bobby Rich, research director and air personality, WRBQ-FM Tampa, Fla., named music director.

Steven Kirby, from KOMU-TV Columbia, Mo., joins WPTF-TV Raleigh-Durham, N.C., as producer-director.

Betty Burnett, technical director, WGXA(TV) Macon, Ga., named film director.

Dale Hansen, from WFAA-TV Dallas, joins KRLD(AM) there as color analyst, Dallas Cowboys football broadcasts.

Michael Tobias, freelance producer-writer-director, based in Los Angeles, joins noncommercial KQED-TV San Francisco as science producer.

Rock Rote, *PM Magazine* producer and co-host, WJXT(TV) Jacksonville, Fla., joins WTLV(TV) there as sports director.

Arthur Colucci, associate talk show producer, WJNO(AM) West Palm Beach, Fla., named executive talk show producer.

Dan Weaver, from WXYZ-TV Detroit, joins KGO-TV San Francisco as senior producer, *AM San Francisco*.

Douglas Leonard, director of broadcasting, noncommercial KETC(TV) St. Louis, named VP, programming.

Patricia Norwine, Western sales manager, *Dial* magazine, Los Angeles, joins noncommercial KCET(TV) there as manager, national program marketing.

News and Public Affairs



Capra

Tom Capra, segment producer, *60 Minutes*, CBS News, New York, joins KNBC(TV) Los Angeles as news director.

Reassignments, foreign bureaus, NBC News: **Stephen Frazier**, correspondent, Tokyo, to London; **Steve Mallory**, correspondent, Moscow, to

Tokyo, and **Steve Hurst**, correspondent, London, to Moscow.

Roby Burke, from ABC News, London, joins UPITN, London-based television news agency, as VP, in charge of news operations.

Dennis Lambert, managing editor, KTAR(AM) Phoenix, named news director.

Bill Cummings, from WBOY-TV Clarksburg, W.Va., joins WSAZ-TV Charleston, W.Va., as bureau chief.

Appointments, 5, 6 and 10 p.m. weekday newscasts: KHOU-TV Houston: **Estella Espinosa**, assistant director, to technical director; **Alcus Greer**, principal electronic graphics operator, weekend newscasts, to assistant director, and **Steven James**, member of studio crew, to floor director.

Stew Robertson, news operations manager, KIRO-TV Seattle, named manager of news engineering and administration. **Steve Raible**, *PM Magazine* host and anchor, 4:30 p.m. news, KIRO-TV, named 4:30 p.m. news anchor and sports anchor, 6:30 p.m. news.

Jackie Bales, reporter, WTSP-TV Tampa-St. Petersburg, Fla., named news anchor.

Christy Perry, from noncommercial WPBY-TV Huntington, W. Va., joins WCMH-TV Columbus, Ohio, as weekend anchor. **Robert Melisso**, from WJZ-TV Baltimore, joins WCMH-TV as executive news producer.

Sylvia Perez, from KAMR-TV Amarillo, Tex., joins KUSA-TV Denver as morning news anchor.

May-Lily Lee, news assistant, WTTG(TV) Washington, joins WINX(AM) Rockville, Md., as news anchor-reporter.

Daisy Olivera, from WTVJ(TV) Miami, joins WCIX-TV there as reporter.

Mary Schultz, field producer-newswriter, WPIX(TV) New York, joins WHAG-TV Hagerstown, Md., as reporter-co-anchor.

Faith Murphy, writer, *Dayton (Ohio) Black Press*, joins WHBF-TV Rock Island, Ill., as reporter. **Leigh Geramanis**, from WQAD-TV Moline, Ill., joins WHBF-TV as reporter.

Melissa Penry, from WSM-AM-FM Nashville, joins WKRN-TV there as reporter.

Richard Anderson, host, *Lawmakers on the Line*, noncommercial WYES-TV New Orleans, named producer-correspondent.

Marty Sender, field producer, CBS News, Atlanta, joins WNEV-TV Boston as reporter.

Candace Armstrong, from KEVN-TV Rapid City, S.D., joins KTNV-TV Las Vegas as reporter.

Lonnie McCollough, from WSOC-TV Charlotte, N.C., joins WSPA-TV Spartanburg, S.C., as sports reporter.

Technology

Jack Mauck, VP, sales, Vidtronics, joins Television Videotape Satellite Communications in same capacity, remaining based in Los Angeles. TVSC is videotape and satellite services company.

David Duran, manufacturing manager, Cetec Vega, El Monte, Calif., named director of operations.

Elizabeth Rawson, member of engineering staff, systems engineering and program management group, RCA Americom, Princeton, N.J., named manager, radio network services.

George Cudabac, Southern regional manager, Crosspoint Latch Corp., Union, N.J., joins CCI, Chattanooga, as national marketing manager. CCI manufactures television commercial insertion equipment.

Daniel Thomas, assistant treasurer, Comsat, Washington, elected VP, finance, Comsat Technology Products.

Norm Dominguez, from ND Group, Denver communications agency, joins Daniels & Associates there as marketing services manager, mobile communications.

Joe Hardy, chief engineer, United Television Corp., Tulsa, Okla., joins Phipps and Company Productions, Tulsa video production company, as chief engineer.

Shellie Rosser, Northeast regional manager, Pioneer Communications of America, Columbus, Ohio, named director, national accounts. **Ed Kopakowski**, Midwest regional

sales office, Pioneer Communications, named Northern regional sales manager, based in Chicago.

Jesse Maxenchs, marketing manager, broadcast products, Urban Associates, San Francisco, joins TFT Inc., Santa Clara, Calif.-based manufacturer of broadcast equipment, as director of marketing, broadcast products.

Jim Kubat, assistant manager of communications services, Hughes Television Network, New York, named manager, communications services. **Eugene Joyce**, senior coordinator, communications services, succeeds Kubat.

Ronald Fries, most recently technical manager of ABC's summer Olympic games coverage, Los Angeles, joins WLIG-TV Woodbury, N.Y., as chief engineer.

Promotion and PR

Joseph Ondrick, director of advertising and marketing, RKO-owned WOR-TV Secaucus, N.J., named VP, advertising and promotion, RKO Pictures, with responsibility for RKO FilmGroup. RKO VideoGroup, RKO Home Video and RKO Pictures Syndication.

John Chavez, manager, special projects, ABC, Los Angeles, joins NBC there as director, creative services, production.

Seth Berkman, from Sportschannel and Associates, Woodbury, N.Y., joins USA Network, Glen Rock, N.J., as writer-producer, on-air promotion.

Roger Bottazzi, director of national accounts, cable division, First Data Resources, Omaha-based supplier of data processing and management information services to cable industry, named VP, sales and marketing, cable services division.

David Todd, president of public relations subsidiary, BBDM, Chicago, resigns to form own communications consultancy, David L. Todd Communications there.

Arthur Greenwald, special projects producer, KDKA-TV Pittsburgh, named creative services director.

Stephen Dean, promotion director, WBIR-TV Knoxville, Tenn., named creative service director.

David Michael Pekach, from noncommercial WNPB-TV Morgantown, W. Va., joins noncommercial KUHT(TV) Houston as lighting designer.

Myra Fienberg, public relations director, LeBonheur children's hospital, Memphis, joins WZXR(FM) there as promotion director.

Marion Jablon, from WBRC-TV Birmingham, Ala., joins WMAR-TV Baltimore as news promotion producer.

Allied Fields

David S. Gingold, president and chief operating officer, Birch Consumer Research (wholly owned subsidiary of Birch Research Corp.), Coral Springs, Fla., will leave post March 15 to pursue other interests. No successor has been named.

Gary Kaplan, managing VP and partner, Korn/Ferry International, Los Angeles, joins Garofolo, Curtiss & Co, Ardmore, Pa. (both

Realignment. Nationwide Communications Inc., Columbus, Ohio, has announced number of new positions and promotions pending FCC approval of \$44-million purchase of eight radio stations from Western Cities Broadcasting—KZAP-FM Sacramento and KWSS(FM) Gilroy, both California; KZZP-AM-FM Mesa and KNST(AM)-KROQ(FM) Tucson, both Arizona, and KMJJ(AM)-KLUC(FM) Las Vegas; David Fuellhart, general manager of Nationwide's WPOC(FM) Baltimore, to group manager, responsible for stations in Cleveland; Columbus, Ohio; Winston-Salem, N.C. (WKZL(FM)), and Tucson; Joseph M. (Mickey) Franko, manager of NCI's WCOT(AM)-WBJW(FM) Orlando, Fla., to group manager, radio, administering properties in Sacramento, Gilroy, Las Vegas, Phoenix and Orlando; Rick Weinkauff, general sales manager for Orlando stations, succeeds Franko; Patricia Byrd, local sales manager for Orlando stations, succeeds Weinkauff; Robert Reymont, chief engineer, NCI's WGAR(AM)-WKSX(FM) Cleveland, to group engineer, radio, responsible for Sacramento, Gilroy Las Vegas, Phoenix and Tucson; Jeffrey Gulick, chief engineer, WNCI(FM) Columbus, Ohio, to group engineer, radio, overseeing stations in Cleveland, Columbus, Baltimore, Winston-Salem and Orlando, and Joan Hamm, senior auditor, Nationwide Insurance Companies., parent of NCI, to group business manager for broadcast subsidiary.

companies are executive search firms), as executive VP. Kaplan will be based in firm's new Pasadena, Calif., office. With appointment of Kaplan, company name has been changed to Garofolo, Curtiss & Kaplan.

Mark Altschuler, from TeleRep, New York, joins Antonelli Media Training Center there as general sales manager. **Gwynne MacManus**, from Media Networks, New York, joins Antonelli as director of publicity and promotion.

James Kennedy, from Booz, Allen & Hamilton, Washington, and **Laura Capalini**, from MCI Telecommunications, Washington, join Telecommunications Consulting Group there.

Gary Stevens, president, Doubleday Broadcasting, and member of Radio Advertising Bureau board of directors, named to chair 1986 RAB management sales conference, annual sales training seminar.

Thomas Bolger, president, Forward Communications Co., named recipient of Broadcast Education Association's Distinguished Educator Service award. Award honors "broadcaster or broadcast educator who has made a significant and lasting contribution to the American system of broadcasting education."

Actor **Alan Alda** has been elected trustee of Museum of Broadcasting, New York.

Mike Rhodes, sports director, WBRZ-TV Baton Rouge, named Sportscaster of the Year by National Sportscasters and Sportswriters Association.

Deaths

Raymond R. Diaz, 72, pioneer radio and TV broadcaster who was regional director, NBC-TV network affiliate relations, New York, when he retired in 1977, died of cancer Feb. 13 in Sarasota, Fla., nursing home. Diaz began his broadcasting career in 1929 as page with NBC while attending New York University, rising through ranks of red and blue radio networks in program operations. He remained with Blue Network which became ABC. With ABC Radio, he was announcing supervisor, national traffic manager, station relations representative and program manager. He also served as program director of WJZ(AM) (now WABC(AM)) New York. He rejoined NBC in 1966 as station relations regional manager and remained in that department until his retirement. He is survived by

son and daughter.

William J. Sunshine, 46, partner, Television Design Group, New York-based video production company, and former associate producer, *60 Minutes*, CBS, New York, and art director, Group W Satellite Communications, died Feb. 15 at Cabrini Medical Center, New York, of complications following stroke. He is survived by his wife, Ellen, son and daughter.

Esterly Chase Page, 82, founder, Page Communications Engineers Inc., Washington, specializing in international communications, died of Parkinson's disease Feb. 14 at his home in Naples, Fla. He formed E.C. Page Consulting Radio Engineers in 1947, which later became Page Communications before being acquired by Northrop Corp. in 1959. Page served in World War II as signal officer to General Dwight Eisenhower, and helped plan communications for invasion of Sicily. Following war, he was also VP, engineering, for Mutual Broadcasting System, New York, before returning to Washington. Page is survived by his wife, Elsie, four daughters from his first marriage, two daughters from his second and two stepsons.

Charles O. Jones, 59, veteran news director with NBC, died of self-inflicted gun shot wound Feb. 15 outside his home in Poolesville, Md. He joined NBC in 1950 as network cameraman and in 1955 became producer-director for network, including assignments with *Wide World* and *Today Show*. Most recently he was producer for Capitol Hill pool for presidential inauguration. Jones left network Feb. 8 after questions were raised about expense vouchers ("In Brief," Feb. 18). Survivors include his wife, Phyllis, and daughter.

Clarence Nash, 80, voice actor, died Feb. 20 of leukemia at St. Joseph Medical Center in Burbank, Ca. He was first and only voice of Walt Disney-created cartoon character Donald Duck, narrating hundreds of animated films from 1934 until retirement in 1971. He also provided voice for numerous other Disney characters, including Uncle Scrooge, Daisy, and Donald's three nephews. He is survived by his wife, Margaret.

Langley Patterson, 35, air personality, KLONG(FM) Long Beach, Calif., died Feb. 19 in Los Angeles of stab wounds suffered in apparent robbery attempt. Before joining KLONG in 1983, he worked as air personality at KJLH(FM) Compton, Calif. He is survived by his wife and two daughters.

Kings' world

The wheel of fortune is paying off for the King brothers. After 20 years, King World has hit the big time, and brothers Roger and Michael King are sharing in one of the major successes of the past year in the program distribution business.

Some call it a classic American success story. Some credit the game show cycle that boomed last season. Others call it luck. Whatever the reason, the King brothers and their namesake company are, like the shows they distribute, among the most-watched syndicators.

In the past year, King World has acquired the distribution rights to 68 films and three television series, developed one new first-run strip, launched another, gone public, opened three new offices, established a barter company and hired 37 new employees.

It wasn't always so. For 20 years King World toiled in relative obscurity, a little-recognized program distributor chiefly known for a single product: *The Little Rascals*.

King World was founded in 1964 by Charlie King, father of Roger and Michael. The elder King, a one-time producer of radio shows, acquired the rights to *The Little Rascals* from Official Films, a company that he had served as general sales manager.

Charlie King, who was given to wearing a homburg hat and a flower in his lapel, educated his sons in the syndication business by sitting them down with him after dinner and, according to youngest son, Michael, "telling us how all the deals were going." It was a practical education. "He took me along on sales calls with him when I was a kid," recalls Roger.

King World's rise to prominence is largely credited to the success of *Wheel of Fortune*. The game show has been breaking rating records for syndicated programs: For the week ended Jan. 11 it reached a 20.8 in the national Nielsens, surpassing its own previous record of 16.9 during the week of Nov. 19, 1984.

After the *Wheel of Fortune* was launched in the 1983-84 season, King World followed it with *Jeopardy!* for the 1984-85 season. *Headline Chasers* will be launched for 1985-86. *Wheel of Fortune* is on 194 stations representing 99% coverage. *Headline Chasers*, still six months away from launch, is already cleared in 34 markets. All the shows are Merv Griffin Productions.

Revenues have surged accordingly. For the fiscal year ending Aug. 31, King World's revenues totaled \$3,558,000 in 1980; \$4,248,000 in 1981; \$4,176,000 in 1982; \$8,161,000 in 1983—and then leaped to \$29,037,000 in 1984. For the first fiscal quarter ended Nov. 30, 1984, King World's revenues totaled \$16,901,000, more than five times its gross in the comparable period a year earlier.



ROGER MONROE KING (r)—chairman, and president of domestic television syndication, King World, New York; b. Aug. 22, 1944, Rahway, N.J.; reporter, *Morristown* (N.J.) *Daily Record*, 1967; sales manager, WEAR(AM) Providence, R.I., 1967-70; sales rep, McGavren Guild, 1970; general manager, WAAB(AM) Worcester, Mass., 1972-73; general sales manager, WKID-TV Miami-Fort Lauderdale, 1973-76; joined King World, 1977. Present position since November 1983. m. Alison Moore, April 11, 1984.



MICHAEL GORDON KING—president and CEO, King World, Beverly Hills, Calif.; b. March 8, 1948, Rahway, N.J.; BA, marketing, Fairleigh Dickinson University, Rutherford, N.J., 1971; sales manager, WAAF(FM) Worcester, Mass., 1971-73; joined King World Productions (now King World), 1973. Present position since November 1983.

Since the company went public early last December, the stock price has jumped nearly 150% to the mid-20's, despite the marketing discouragement that only 28% of the stock is in the public's hands. Conservatively, a 14.4% interest in the company is worth at least \$18 million. Besides Michael, the president, and Roger, the chairman, two sisters are directly involved in the company: Karen and Diana, both vice presidents. Each of the four owns a 14.4% interest. So does another brother, Richard, who lives in Florida and is not involved in the company's day-to-day business. (Eldest brother Robert was bought out last year after a disagreement with the other brothers over the future direction of the company. He is now part of The Television Program Source, a joint venture with Columbia Pictures Television which is launching *The Price is Right* in syndication—a game show competing for many of the same time periods King World's shows seek.)

The King brothers acknowledge the company has been the center of much, if not most, of their lives. "We had the focal point of King World to hold us together," explains Michael, "something not many other families have." Asked separately if all the brothers and sisters are close, Roger and Michael give the same answer: "They are my best friends."

For 20 years the company was strictly a

family affair. Then in November 1983 King World underwent a major change: The Kings brought in Stuart Hirsch, the company's outside legal counsel, as chief operating officer. Hirsch, observers say, brought with him a knowledge of Wall Street as well as a legal background in entertainment law—two specialties the brothers, trained as salesmen, lacked.

Roger, a colleague has remarked, is the "consummate salesman." Roger doesn't quarrel with this description, and admits to an unquenchable passion for closing a deal "so that both sides walk away smiling." One story goes that Roger, after flying the Concorde to Paris to meet with some investors, collared a baggage handler at the airport to help him make an overseas call from a pay phone to clinch a deal for the sale of *Headline Chasers* to WCAU-TV Philadelphia. "I hold the record for making the longest distance sales call by a syndicator," he says.

Michael, associates say, is more "buttoned down." He is responsible for King World's program acquisitions and development. Although a confirmed Easterner, he moved to Los Angeles last year to be closer to the production community.

Selling is what the King brothers believe they do best, and their careers are filled with sales stories. Michael recalls his first job out of college—as general sales manager of WAAB(AM)-WAAF(FM) Worcester, Mass. Michael, Roger and brother Richard approached the owner of the money-losing station and said they could turn it around for a piece of the action. Roger became general manager ("I hired Michael") and within a week of the King brothers' arrival, says Michael, the station met payroll for the first time.

Another factor in the Kings' education, the brothers recall, is Dick Colbert of Colbert Television Sales. "He gave us our first real shot at selling first-run shows," said Michael, by taking them on as sub-distributors for *Joker's Wild* and *Tic Tac Dough*. "He really showed us the ropes."

After Charlie King died in 1973, Michael went back home to New Jersey to run King World—selling *The Little Rascals* out of the kitchen in his brother Robert's house. In the beginning, Michael remembers grossing about \$150 per week. Despite his father's contacts, Michael says, most broadcasters balked at a "24-year-old kid" knocking on their door. But, after Roger and Robert joined the family business full time "things started to turn around." They got *The Little Rascals* on 180 stations. Michael estimates that over a 10-year period *Rascals* grossed \$20 million in sales.

"We got into this business," says Michael, "with everything going against us. No product. No contacts. Just a tremendous legacy from our dad, which is the ability to sell. A combination of that and being in the right place at the right time."

Industry sources say **The United Stations**, New York, has signed letter of intent for **purchase of RKO Radio Networks**. Deal reportedly includes RKO One and RKO Two networks, but not Radioshows, RKO's program distribution arm. Late last week, RKO General spokesman confirmed that serious talks with United Stations have been taking place, but would not comment further. And United Stations President Nick Verbitsky could not be reached for comment. Asking price for networks is said to hover around **\$20 million** ("Closed Circuit," Jan. 28), but purchase price is expected to be lower. Sources say details of pact could be spelled out as early as this week.

NBC has renewed for next season its entire Tuesday and Thursday night lineups of **A Team, Riptide, Remington Steele, The Cosby Show, Family Ties, Cheers, Night Court** and **Hill Street Blues**. Previously, NBC announced it was renewing **Highway To Heaven, St. Elsewhere** and **Miami Vice**. NBC spokesman said there will probably be no further announcements on renewals until network announces next season's fall schedule on May 2 in New York. In addition, NBC announced that **Berenger's**, midseason replacement that premiered Jan. 5, will have last broadcast March 9. It will be replaced by NBC News **White Paper** on March 16, and then **Hunter**, dropped from schedule in December, will return in Saturday 10-11 slot for indefinite period.

Convening in Los Angeles last Thursday (Feb. 21), **American Bar Association's advisory commission on youth alcohol and drug problems** heard testimony from three industry groups opposed to proposed ban on beer and wine advertising. Speaking on behalf of National Association of Broadcasters, communications attorney Richard E. Wiley, partner in Washington law firm of Wiley & Rein, urged that ABA "not join an unwise and ineffective assault on the First Amendment rights of broadcasters" by supporting proposed ban, but rather "work with broadcasters to focus on the real causes of alcohol and drug abuse." Alcohol advertising ban, said Wiley, "would be ineffective, unwise and unconstitutional." He noted American Newspaper Publishers Association, also Wiley & Rein client, is opposed to ban. Brian L. Dyak, president of Entertain-



In the running. Don B. Curran and Herb Victor, former president and executive vice president, respectively, of Field Communications before Field sold its group of television stations, have formed partnership with Peoria Journal Star Co., Peoria, Ill., to jointly own and operate newspaper publisher's six radio stations. Under new name of Compass Communications, Curran and Victor will be managing partners of KRKE(AM)-KWXL(FM) Albuquerque, N.M.; KSSS(AM)-KVUU(FM) Colorado Springs, and KFRM(AM) Salina and KICT(FM) Wichita, both Kansas. Steve Cooch, spokesman for Journal Star Stations, said radio properties had recently been appraised at around \$9 million. In initial transfer, Curran-Victor would receive 10% of new company, paying \$1 million, comprising \$200,000 cash and remainder note. Future acquisition of shares will be determined by performance, with Curran and Victor's portion increasing to 25% when net profits reach \$1 million, 38% when they reach \$2 million and 50% when they reach \$3 million. Curran and Victor are owners of Curran-Victor Co., Larkspur, Calif.-based program distribution and consultation firm. Pictured (l-r) are: Victor, Henry P. Slane, chairman and principal owner of Peoria Journal Star Co., and Curran.

ment Industries Council, told commission his group "does not support the banning of alcohol beverage advertising from the broadcast media" but feels such advertising "should not overglamorize the use of alcohol beverages, especially to those people under the legal drinking age." Caucus for Producers, Writers and Directors, represented by Alcohol and Drug Abuse Committee Chairman Larry Stewart, outlined prime time television production guidelines adopted by Hollywood group designed to voluntarily reduce glamorization and gratuitous use of alcohol in entertainment programming. Testimony from representatives of medical community and alcohol beverage industry was scheduled to be delivered late Friday (Feb. 22).

Richard Dudley, chairman and chief executive officer, Forward Communications Corp., Wausau, Wis., is this year's recipient of National Association of Broadcasters Grover C. Cobb Memorial Award. Award honors broadcasters "for unusual dedication to improving broadcasting's relationship with the federal government," and will be presented at NAB's annual convention in Las Vegas April 14-17. Dudley, former chairman of NAB radio board, has served Forward since 1947.



ESPN, ABC's subsidiary cable sports network, will **rebroadcast 1984 summer Olympic games over 16-day period next summer**. ESPN, spokesman said, acquired cable rights independently of ABC, and after latter broadcast games last year. Games will be repackaged, using ABC video and featuring different event each evening, including some footage unseen last summer by American audience. Cable network will redo audio, using its own announcers.

AFL-CIO executive council adopted resolution last week during meeting in Bal Harbour, Fla., stating group's **opposition to banning beer and wine ads** on radio and television. Labor organization said: "AFL-CIO is deeply concerned about alcoholism and alcohol abuse. At the same time, we remain opposed to any and all schemes that offer specious, short-term solutions that fail to address fundamental problems. Consequently, we oppose proposals to abolish all radio and television advertising of alcoholic beverages and to require mandatory 'counteradvertising.'" Such actions would not and could not solve the problem of alcohol abuse." In related matter, informal bipartisan group of House members are expressing concern that broadcasters', brewers' and vintners' side on issue is presented. Among those involved are Representatives Vic Fazio (D-Calif.) and Robert Matsui (D-Calif.). Representative Charles Schumer (D-N.Y.) is also studying matter. He is reportedly not in favor of ban but is more inclined to support use of counteradvertising. And Senator Paula Hawkins (R-Fla.) appears to be distancing herself from issue. Senator praises Wine Institute's "Code of Advertising" in statement in *Congressional Record* calling code "exemplary... which deserves wider support and recognition."

Society of Motion Picture and Television Engineers' committee has given nod of **approval to worldwide high-definition TV production standard** which includes NHK-designed system using 1,125 lines with 2:1 interlace scanning. But group made clear at meeting last Monday (Feb. 18) in San Francisco that it believes progressive scanning (which provides twice number of pictures per second as interlace, but requires more bandwidth) is preferable for production. "In the interest of achieving a worldwide standard, this committee will accept a family of standards which includes both 1,125-line/60 Hz/2:1 interlace and progressive members," it was decided. "The group will continue work toward the evaluation of preferred specifications for a progressive system." Committee,

headed by Dick Stumpf of Universal City Studios, will now document decision and forward it to U.S. Advanced Television Systems Committee's technology group on HDTV. That group is helping to develop U.S. position for international forum which will try to agree on world standard later this year.

□

As part of effort to tap alternative funding sources, **Public Broadcasting Service has signed agreement with International MarketNet**, joint venture of IBM and Merrill Lynch, to develop high-speed data delivery service. Financial information would be downloaded to computers during vertical blanking intervals of PBS member stations, at up to 15,000 bits per second, per line.

□

Using lotteries, **FCC last week tentatively awarded low-power television construction permits** to Charlie's TV, ch. 9, Koyukuk, Alaska; Neighborhood TV, ch. 53, Peoria, Ill.; Charlie's TV, ch. 16, Village of Center, Neb.; AVN, ch. 67, Augusta, Ga.; Buenaventura, ch. 17, Gallup, N.M.; Todd, Branton, Wooton, Fugit, ch. 35, Ruidoso, N.M.; CBC TV, ch. 19, Alliance, Neb.; Classic Video, ch. 53, Cortez, Colo.; Blow & Blow, ch. 13, Key West, Fla.; Family Television, ch. 34, Fresno, Calif.; Phyllis Teasdale, ch. 27, Monticello, N.Y.; Sun Network, ch. 24, Tucson, Ariz.; CTV Translators, ch. 62, Birmingham, Ala.; Edward Johnson, ch. 8, Key West, Fla.; Mississippi Telecasting, ch. 31, Hattiesburg, Miss.; Creative Broadcast, ch. 54, Denison, Tex.; Ward & Ward, ch. 58, South Bend, Ind.; Mountain TV Network, ch. 51, Grangeville, Idaho; Quote . . . Unquote, ch. 64, Albuquerque, N.M.; Wichita Falls Broadcasters, ch. 10, Wichita Falls, Tex.; Family Television, ch. 50, Vero Beach, Fla.; J-Pax Broadcasters, ch. 55, Wichita, Kan.; Televisual, ch. 53, Harrisburg, Pa.; Specific Broadcasting, ch. 55, West Palm Beach, Fla.; Jollis Callihan, ch. 40, Cedaredge, Colo.; Lorene Duran, ch. 31, Grand Junction, Colo.; National Innovative Programming, ch. 57, New Orleans, La.; Echonet, ch. 13, Nacogdoches, Tex.; Edward Jafdie, ch. 38, Santa Barbara, Calif.; Preston-Jenkins, ch. 3, Vero Beach, Fla.; Zonation Broadcasting, ch. 68, Fort Wayne, Ind.; American Lo-Power TV, ch. 57, Enid, Okla.; Complexicable LPTV, ch. 19, Waycross, Ga.; Indiana TV Network, ch. 51, Hagerstown, Md.; Shaltry Communications, ch. 44, Little Rock, Ark.; OKTV Translator, ch. 61, Woodward, Okla.; Eddie Robinson, ch. 45, Twin Falls, Idaho; Community Telecommunications, ch. 42, Rochester, N.Y.; Latin American Television, ch. 30, Morgan City, La.; Continental Satellite, ch. 55, Omaha, Neb.; Lawrence O'Shaughnessy, ch. 35, Kalispell, Mont.; Deloy Miller, ch. 28, Redfield, S.D.; Morris Dimsdale, ch. 16, Live Oak, Fla.; Forward Broadcast, ch. 3, Elko, Nev.; Mighty Mac Broadcasting, ch. 13, Ignace, Mich.; Minerva Rodriguez Fraix, ch. 7, Uvalde, Tex., and J-Pax Broadcasters, ch. 15, Tulsa, Okla.

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Consensus is developing between **FCC and Representative Mickey Leland** (D-Tex.) over commission's proposal to delete Section 3.37(e) of its rules, which blocks authorization of new or expanded AM operations that would not bring service to unserved or underserved areas (but provides certain exceptions for minorities and public broadcasters). Leland has told commissioners he is opposed to gutting of exception for minorities and is likely to send formal letter stating his position on matter.

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According to FCC, **eight Florida AM stations have thus far asked for total of \$1.74 million in financial compensation** (provided for in Radio Marti legislation) for improvements made to counter Cuban radio interference. Stations are WSUN(AM) St. Petersburg, Fla.; WCG(AM) Coral Gables, Fla.; WCGY(AM) West Palm Beach; WKAT(AM) Miami Beach; WINZ(AM) Miami; WQBA(AM) Miami; WIOD(AM) Miami, and WNWS(AM) South Miami. Radio Marti legislation provided total of \$5 million for compensation.

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In initial decision, FCC Administrative Law Judge Joseph Chachkin has **granted application of Monroe Communications** for television station on **ch. 44 in Chicago, denying renewal of Video 44 for WNSN(TV)**. In denying renewal, Chachkin said station, which was providing subscription TV service, had not been broadcasting news or regular local programs and had, among other things,

effectively shut down its studios. On comparative grounds, Monroe won out on combination of diversification and integration grounds. Robert L. Haag is president and 36% owner of Monroe, which is also owned by 10 others. Haag is also 20% owner of Sharon Broadcasting Co., licensee of WGXY(AM) Charlotte, Mich., and 22.6% owner of Fine Arts Broadcasting Co., licensee of WGLY(FM) Goulds, Fla.

□

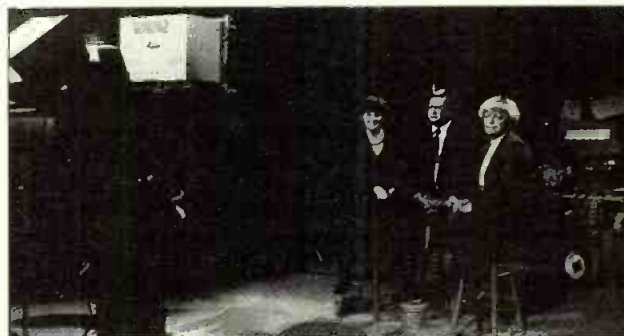
National Association of Broadcasters chief lobbyist John Summers, speaking at Southern Baptist Radio-Television Commission's annual Lincoln Awards broadcasters' breakfast in Fort Worth last week, **chastised National Radio Broadcasters Association for trying to cut separate deal with Project SMART** on beer and wine advertising. Summers called effort "divisive" and "reprehensible." NRBA acknowledged meeting with SMART officials, but denied trying to arrange separate deal (BROADCASTING, Feb. 11).

□

Representative John Dingell (D-Mich.) has written FCC requesting clarification of process commission intends to follow in issuing final rule in its combined notice of inquiry and rulemaking on whether to authorize **alternative U.S. international communications satellite systems**. Dingell's letter reflects concern that commission, which is acting in response to presidential determination such systems are in national interest provided steps are taken to protect International Telecommunications Satellite Organization, would adopt fundamental policy in new era without guidance from public or Congress. He asks if commission has adopted broad executive branch recommendation as its proposed rule. If not, he says, will commission allow public to comment on "resolution of important policy issues embodied in the commission's proposal"?

□

FCC Mass Media Bureau Chief **James McKinney** last week **turned down**, in writing, **CIA request to meet personally with him over CIA's controversial fairness complaint against ABC**. In letter to George Clarke, CIA associate general counsel, McKinney said he thought all communications on matter should be reduced to writing and made on record, statement McKinney said he had previously made to Stanley Sporkin, CIA general counsel and Clarke's superior. "I see nothing to be gained by person-to-person discussions of the issues involved and therefore believe it would be inappropriate to honor your request for a meeting at this time," McKinney said.



More PSA's. The National Association of Broadcasters kicks off a new project next month called "Operation Prom/Graduation" as part of its national campaign against drunk driving. NAB is making available to all commercial stations a batch of public service announcements as well as samples of public affairs programs and promotional material to be aired by stations during high school prom and graduation weeks. The package will be transmitted via satellite March 11 and 13. (Last winter, NAB provided broadcasters with 26 PSA's to use during Christmas holidays.) Included in this package are one TV spot and three audio spots featuring Candy Lightner (left) of Mothers Against Drunk Driving and NAB President Eddie Fritts (center). Also pictured is Joyce Nalepka, president of the National Federation Against a Drug-Free Youth.

Editorials

The winners: BMI and ASCAP

For television stations, it was a discordant tune that emanated from the U.S. Supreme Court last week, telling of the court's refusal to hear their appeal challenging the legality of the blanket licenses under which they play the music of Broadcast Music Inc. and the American Society of Composers, Authors and Publishers. As reported in detail in a story elsewhere in this issue, the court left standing an appeals court decision holding that the stations had not shown the blanket licenses to be in restraint of trade (BROADCASTING, Sept. 24, 1984).

What must be especially galling to the stations is that the trial court, the one that heard all the evidence, was so clearly convinced that the licenses are anticompetitive and illegal and so clearly said as much. But the judicial process does not end until appeals have been exhausted, and along the way the trial court's decision was overturned, and now BMI and ASCAP have won again, leaving stations with the short end of the stick.

For years—decades, really—TV broadcasters have been trying to get out from under the blanket music licenses and their requirement that stations pay ASCAP and BMI a percentage of station revenues, in return for which the stations may at their discretion use any (or none) of the music in those repertoires. The stations claim they don't need more than a slim fraction of all that music; they want to pay only for the music they actually use, and they want program producers to acquire those rights at the time of production and pass them along as part of the package. ASCAP and BMI contend broadcasters are getting a bargain, that the music is critical to their success and that the blanket licenses maintain order and sense in dealings that would become chaotic and unmanageable without them. They also note that they have per-program licenses for stations that don't want the blanket, and that relatively few stations choose this alternative.

So what happens now? There are some important details to tidy up, such as those having to do with the fee scales that will replace the interim rates that were in effect during the litigation. But essentially it seems a matter of getting back to doing business under the blanket licenses and airing further differences within that context, with no hope that those licenses will just blow away.

It does not seem likely that these licenses, having survived yet another formidable attack, will be seriously challenged again in the foreseeable future. The All-Industry Television Station Music License Committee, which led the latest challenge with the support of stations across the country, says it will keep up the fight—in "rate courts," in negotiations, at the Justice Department if necessary and of course, "however difficult it may be," in the marketplace.

It won't be quick and it won't be easy, but neither has any other episode in the long history of these disputes.

Responsibility

CBS News had a party at Regine's to celebrate the settlement of General William Westmoreland's \$120-million libel suit but sensibly restrained itself from dancing in the streets before or afterward. If there had been a temptation to rejoice excessively, it was dampened by a memo from Ed Joyce, CBS News president, reminding the rejoicers that the broadcast at issue had been flawed.

The tempered reaction at CBS was in contrast to *Time's* claim of vindication last month when a jury found that the magazine had published a false and defamatory report about Ariel Sharon, the

former Israeli defense minister, but without the malice that Sharon had to prove to collect damages. *Time's* statement, it was noted here, "bore the touch of arrogance that has caused trouble for more than one newsroom in this country."

From a legalistic viewpoint, both the CBS and *Time* suits turned out well for the journalism media by confirming basic tenets of libel law. Westmoreland claimed to have saved face in the settlement, but he and his lawyers obviously decided that they had lost his suit. It remains a settled principle that, to win a libel award, a public figure must prove that a defamatory and false report was aired or published with a knowledge of its falsity or with reckless disregard of truth. Without that protection, media would be exposed to unendurable risks, to the inevitable suppression of journalistic enterprise.

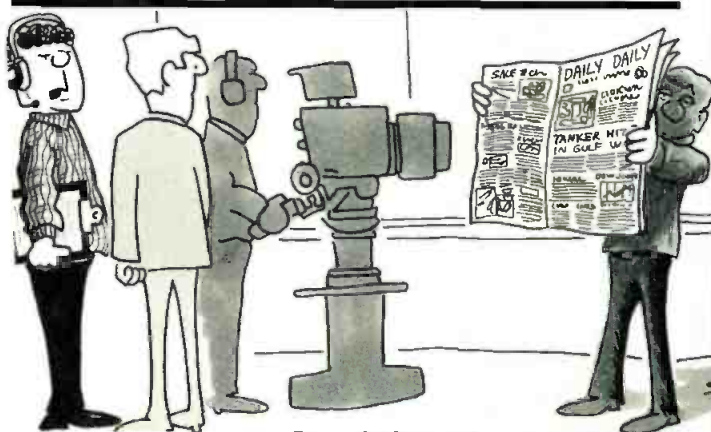
That said, the question left is whether the media are coming off as well in the opinion of the public as they are in the courts. *Time* did nothing to improve its credibility rating when it exulted over a verdict that included a finding of falsity in a key part of the magazine's story. ABC News in no way elevated confidence in television journalism in the broadcasts that the Central Intelligence Agency is protesting before the FCC. Although the CIA, as stated here repeatedly, is attempting a gross abuse of governmental power, it remains an undisputed fact that ABC News went on the air two nights with wholly unsubstantiated charges of CIA threats of assassination and waited nearly two months to tell its audience that the charges could not be confirmed.

In the overheated world of modern journalism, with star systems at work in all media, the danger of excess is ever present. Editorial control is put to severe tests in what Ben Bradlee, executive editor of the *Washington Post*, has approvingly called the creative tension of today's newsroom.

Months before the Westmoreland suit was filed, CBS News learned the important lesson of the broadcast in dispute when it conducted a serious investigation and instituted reforms. Emerson Stone, in the vice presidency, practices, that was created at the time, is busily overseeing the application of editorial standards throughout the CBS News organization.

Of the Westmoreland settlement, Ed Joyce said: "I think this is a time for us to feel relief but not jubilation. And I think it is a time for us to reflect, and then go about the business of good journalism."

If that kind of sentiment were to prevail in all U.S. newsrooms, the credibility problem would vanish into air, into the thin, thin air that carries U.S. broadcasting.



Drawn for BROADCASTING by Jack Schmidt
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