

Broadcasting Aug 8

New Mexico's Number One Music Station... Again!



Number One: 12+ (12.8 Share)
 Number One: Adults 18+, 18-34, 18-44, 18-49, 18-54, 25-34, 25-44, 25-49, 25-54.*

To learn more about one of America's highest rated stations, call your KOB-FM Representative at (505) 243-4411, or contact The Christal Company.

*M-Su. 6A-Mid. AQH Spring 1983 Arbitron Metro and TSA.

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 US AIR FORCE
 SERIAL ACQ SECTION
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52d Year 1983
 FCC plans to put
 networks back in action
 financial interest
 Football '83

“At 3WS, we went with the whole program.”

“We’ve actually been using The Research Group for four or five years. But about 18 months ago, we switched from having them just conduct an occasional study to going with their whole program: strategic Studies regularly, music testing and pre-testing of commercials. And we’ve really tried to follow their guidance very closely.

The results? Over the past year, 3WS has moved from 3.9 to 5.4 to 6.3 overall (12 + Mon.-Sun. AQH share) and we now place only about 3 points behind market giant KDKA in 25 to 54 adults! And we weathered a serious offensive attack by a competitor in the process.

The Research Group people are our partners in success.”

Mike Harvey
President
3WS (WWSW)

Diane Sutter
General Manager
3WS (WWSW)



In almost every field there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • 206/328-2993

Broadcasting **Aug 8**

Networks look like winners in FCC's tentative decision on financial interest, syndication rules □

Radio Marti filibuster defeated in Senate □ Football '83

NETWORK GO □ FCC makes tentative decision that would allow networks to negotiate a financial interest in independently produced programming and would partially allow them into the syndication market. Decision won't become official until final vote, scheduled after one more round of comments. Reaction to FCC action is mixed. **PAGE 27.**

NO BAR □ House attempt to bar the FCC from changing its syndicated and financial interest rules for five years is unsuccessful as committee is stopped from marking up legislation. **PAGE 30.**

BUSTED FILIBUSTER □ Potential Senate filibuster on Radio Marti authorizing legislation is stopped by a 61-34 vote. **PAGE 31.**

COMPARING RENEWAL □ Wirth's Telecommunications Subcommittee hears testimony against abolition of FCC's comparative renewal policy. **PAGE 32.**

PIGSKIN PREVIEW □ Broadcasters will pay \$536 million for football rights on the professional and college level this year. A complete rundown of national networks, regional networks, teams and originating stations plus who has what games begins on **PAGE 40.**

COMPENSATION COMPARISON □ Chart shows affiliate compensation paid by three networks. **PAGE 54.**

CTAM'S PORT-OF-CALL □ Cable administrators and marketers head to San Diego for annual

conference of sessions and track days. **PAGE 61.**

CRYSTAL BALL GAZING □ Reps and advertisers disagree in survey of television's future effectiveness. **PAGE 61.**

PROGRAMING ABC'S □ Company man Lewis Erlicht has his sights set on plugging holes in ABC's programming schedule in his new job as Entertainment president. **PAGE 64.**

DAWSON DEREGULATION □ FCC Commissioner Mimi Dawson says agency should seize opportunity in TV rulemaking to free television broadcasters. **PAGE 66.**

AUTHORING AUTHORIZATION □ FTC bill with redefinition of unfairness standard for advertising passes Senate Commerce Committee. **PAGE 66.**

SCA COMMENTS □ Broadcasters call for greater deregulation for FM SCAs in filings to FCC. **PAGE 67.**

CONTRACTING □ DBS hopeful USCI lines up Atlantic Satellite and Data Communications to help in fall launch. **PAGE 69.**

ANCHOR COVERAGE □ New book examines stars of evening news shows. **PAGE 75.**

FINANCIAL SHOWMAN □ Frank Biondi, a self-described traditionalist with a background in finance, is bringing his background to bear in his post as head of Home Box Office. **PAGE 95.**

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TNT EXPLODES WITH 3 A

For the 4th quarter, Turner Network Television promises real heroics. College basketball history in the making. National powerhouses Louisville and Kentucky meet for the first time during regular season since 1922. This is the game of the year for advertisers and the entire nation.

TNT also provides proven ratings favorites. The spectacular 1983 Miss World Contest, direct from London, England. Plus college football's pre-Christmas classic: The Hall Of Fame Bowl. The first bowl game of the holiday season, scheduled when fan interest is at its peak.

Make your 4th-quarter lineup more explosive. With dynamite TNT programming. Exclusively from Turner Program Services.



Louisville Vs. Kentucky. Live. Nov. 26, 1983

It's billed as the "feud." Denny Crum's high flying Louisville Cardinals, the "doctors of dunk" Joe B. Hall's classy Kentucky Wildcats led by 7'2" Sam Bowie. Live from Rupp Arena in Lexington.

STINGS BLOCKBUSTERS.



Miss World Contest. Nov. 17, 1983.

Direct from Royal Albert Hall in London. The glamour, international flavor and excitement of the longest-running international beauty pageant in the world. Miss World 1983. A special two-hour, same-day show.



The Hall Of Fame Bowl. Live. Dec. 22, 1983.

With a reputation for intense action and excitement, it's a real crowd pleaser. The spotlight for stars of tomorrow, past games have featured such greats as Heisman Trophy winner and NFL standout George Rogers.

TURNER PROGRAM SERVICES

Pat Barbato on WUAB-TV Cleveland/Lorain.

"Naturally, independents are important to me because they keep my costs per point in line.

"But what I really like about WUAB is that they don't relate to being an independent. They relate to being a television station.



Pat Barbato is Vice President-Associate Media Director, The Marschalk Company, Cleveland.

"We're looking mostly for a demographic of 25 to 54 adult. And WUAB delivers it. They do a great job with the Cleveland Indians. Their promos are the best I've seen. They even go out of the market on cable.

"You have to realize that independent Gaylord stations, like WUAB, can't always assume they're going to get a chunk of your budget. So they do try harder to put together a good package for you.

"WUAB is one of the finest independents I've ever worked with. From beginning to end, they really are professionals."

Gaylord Broadcasting



*KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTM Milwaukee*

Represented nationally by
TELEREP

Connections

Dennis R. Patrick, associate director of White House's presidential personnel office, is expected to be nominated as successor to resigned FCC Commissioner Anne Jones any time. Senate Republican Policy Committee was running Patrick's name around Senate last week for political clearance. Hill source said he wasn't aware of any Senate opposition. He also said he expected that White House will give Senate Commerce Committee official word in September. Patrick, 31, is lawyer. He served as clerk for former California Supreme Court Judge Bill Clark, Reagan confidant and now assistant to President for national security affairs.

Coming and going

ABC-TV last week ordered two more prime time series from 20th Century-Fox Television, bringing total of latter's prime time production for next season to what may be all-time record of 10 hours per week. Series, ordered for possible airing starting in November, are *Masquerade*, hour-long adventure about undercover agents who, once their cover is blown, must work through different amateurs each week, and *Automan*, hour-long high-tech adventure featuring computerized crime solver who can materialize as holographic image. Both are from Glen Larson Productions.

To make room for new entries, ABC-TV is said to be considering cancelling *Fantasy Island*, about to enter seventh season and airing Saturday at 10 p.m., and *Happy Days* and *Just Our Luck*, set for airing in fall on Tuesday at 8 p.m. and 8:30 p.m.

House version of S. 66

House Telecommunications Subcommittee staff will begin drafting cable deregulation legislation during August recess (Congress has adjourned until Sept. 12). Bill, according to subcommittee source, will follow basic thrust of Senate bill S. 66, but will also take different approach in some areas. House bill won't provide for eventual deregulation of phone companies that provide same data transmission delivery service as cable operators. Unlike Senate bill, House measure will include requirement for commercial leased access channels and will permit cities during renewal proceeding to require upgrading of channels. Like S. 66, measure is likely to

contain some form of rate deregulation.

Into marketplace

Christopher D. Coursen, communications counsel for Senate Commerce Committee, is joining Washington law firm of O'Connor & Hannan (also of Minneapolis), to form telecommunications division there. Coursen, who spent three years with committee will also be handling legislative matters for firm. He begins Sept. 1.

Pinch

CBS's cost-reduction program has reached CBS Sports: Cameras used in covering National Football League "A" games—those going to most of country—will be reduced to six per game (from seven or eight in past), and videotape machines will be cut to three (from three or four). On other NFL games there'll be five or four cameras instead of five or six, and two or three videotape machines instead of three or four. Nobody's saying how much this will save, but cost of sports coverage is usually measured by number of cameras used, and, as one CBS source said, "since we're covering five or six games a weekend, the savings should be pretty considerable." No decision yet on college football coverage, where fewer games are involved.

While equipment is being cut, staff of CBS Sports's pre-, mid- and post-game *NFL Today* is being expanded. To be announced shortly is addition of Charlise Cantey, CBS horse-racing analyst and features reporter, to do feature reports from NFL cities. When Phyllis George (Mrs. John Y. Brown) decides pregnancy requires her to take time out—baby reportedly is due in December—Cantey will replace her, joining Brent Musberger at *NFL Today* anchor desk.

Before they're hatched

Representative Tim Wirth (D-Colo.) and Henry Waxman (D-Calif.), chief sponsors of H.R. 2250 which would bar FCC from altering its financial interest and domestic syndication rules, apparently felt confident measure would be reported out of House Telecommunications Subcommittee last Wednesday (Aug. 3). Notice in Aug. 3 *Congressional Record* states that bill was reported out. Waxman and Wirth, chairman of subcommittee, had confidently counted votes, but subcommittee ran out of time and vote was delayed due to successful lobbying campaign by opponents (see page 30.)

Chutzpah

Reader's Digest, which has played up—or, as some would say, overplayed—TV network audience erosion in its recent advertising, apparently has new campaign in mind. Posey, Parry & Quest agency, Greenwich, Conn., sent letter to NBC saying it wanted to do half-dozen or so *Digest* ads featuring characters from TV hits of years ago. What it wanted from NBC was permission to use Maxwell Smart, lead character in *Get Smart* series, in ad in which Smart would talk about—that's right—erosion of network audiences. Letter, apparently written with straight face, got straight-faced answer from NBC attorneys: No.

Price rising

What's worth of Chicago-based Tribune Co., which is awaiting favorable market to go public, as approved by stockholders last April? Latest inside evaluation is \$100,500 a share as of last June 30, up from \$80,500 as of March 21. With 7,395 shares outstanding among fewer than 400 stockholders, that puts total worth of publishing-broadcasting-cable company in \$750-million range.

More news

Circle 7 Productions, programing arm of ABC's owned and operated stations division, will launch news-program distribution service to be known as Newsbank. Described as similar to Group W's Newsfeed service, Newsbank will distribute approximately two dozen stories per week, primarily features, collected from ABC's five O&O's in New York, Chicago, Detroit, Los Angeles and San Francisco, to subscribing stations.

Pitch

National Association of Broadcasters is hosting luncheon briefing this week (Aug. 9) for staffs of House Telecommunications Subcommittee and its parent, House Energy and Commerce Committee. Briefing is part of association's effort to explain what broadcasters want in regulatory relief. Instead of NAB lobbyists at podium, local TV and radio broadcasters will make case for deregulation. Broadcasters slated to meet with congressional staff include Joel Chaseman of Post-Newsweek Stations; Andrew Ockershausen, WMAL(AM) Washington, and Rich Adams, WJLA-TV Washington.

Showtime for ABC?

With the apparent collapse of the Showtime-Movie Channel merger two weeks ago, given the Justice Department's refusal to accept even a modified version of the plan as proposed by Viacom, MCA, Paramount, Warner Brothers and American Express, ABC may again become involved in talks to become a partner in Showtime. "I don't preclude the possibility of those talks reopening," said Herb Granath, president of ABC Video Enterprises, referring to negotiations that went on between his company and Viacom last fall.

Granath's statement came last week at a luncheon where he presented members of the New York chapter of the National Academy of Television Arts and Sciences with a status report on his company's various activities.

He acknowledged that RSVP, the pay-per-view joint venture between ABC Video Enterprises and ESPN, lost money on its first presentation seen earlier this year—a four-bout boxing package known as the Crown Affair—"but the marketing structure allowed for the local cable operators to make money on it," he said. (Operators received 45% of the revenues paid by viewers.) The fact that boxing promoter Don King was taken in as a partner for that first event, and the heavy marketing, distribution and promotional costs absorbed by RSVP, were cited as reasons for the losses.

Granath dismissed rumors that the ABC-Group W partnership in Satellite News Channel was going sour, but added, "We

could use a few more advertising dollars." He said that SNC currently reaches about seven million cable subscribers and should reach what he described as a "critical mass" of 12 million subscribers by perhaps the end of the first quarter of 1984. Once critical mass is reached, he suggested, advertisers will be less reluctant to purchase time on that service. SNC II, the proposed long-form service that would be similar to the CNN format, has been put on hold, perhaps permanently, but at least until advertiser demand for time on cable services improves significantly.

Granath said that the company was encouraged with initial testing concerning consumer acceptance of pay-per-view events that has been conducted at Cox's San Diego system. If further tests prove successful, the two companies hope to launch a pay-per-view business known as First Ticket.

Granath also confirmed that ABC Video has talked with a number of DBS entrepreneurs about possibly supplying programs to those operators, but said, "we are not close" to any deals at this time.

Another victory for the First

The U.S. District Court in Miami struck down a city ordinance that would have allowed the city manager to revoke the cable franchise of Miami Cablevision for carrying programming the manager deemed "obscene or indecent."

In enjoining the city from enforcing the ordinance, Judge William Hoeverler invoked

the First and Fourteenth Amendments. "The city's effort to regulate the distribution through cable television of 'indecent' material violates the First Amendment guarantee of free speech," he ruled. "Moreover, the methods adopted by the city to enforce the regulation and exclusion of 'indecent' and 'obscene' materials... violate the notion of fairness implicit in one's right to due process of law."

The ordinance, enacted last January, states: "No person shall by means of a cable television system knowingly distribute by wire or cable any obscene or indecent material." The ordinance further stipulates that the city manager should review complaints about "obscene or indecent" programming on the cable system. If, after an "informal hearing," the manager found the programming to violate the ordinance, he or she could impose a number of sanctions on the cable system, including suspension or revocation of its franchise.

The ordinance was challenged by Ruben Cruz, a Miami Cablevision subscriber, and Home Box Office, which is carried by the system. Under the definitions contained in the ordinance, some of the HBO programming could have been construed as "obscene or indecent."

The National Cable Television Association was quick to praise the decision. "This is the third in a series of federal court decisions that uphold the cable operator's First Amendment rights," said NCTA President Thomas Wheeler. "This is good news for cable viewers because it strikes a blow at unnecessary and unconstitutional program content control." As in a similar case with a similar decision in Roy City, Utah, he said, "the court has distinguished cable from broadcast television and aligned it with the print media."

Ready to roll

Although the plan for combining Cable Health Network and Daytime into a single advertiser-supported cable service has yet to receive the final approval of the companies involved, the merger appears to be a fait accompli. "We are moving ahead under the assumption that the merger will be approved," said an official with one of the companies.

Further evidence of the fact: Seven new vice presidents have been appointed at Hearst/ABC/Viacom Entertainment Services (HAVES), the new entity that will operate the CHN-Daytime service. The appointments follow by about six weeks the appointment of CHN's Bruce Johnson and Hearst/ABC's Mary Alice Dwyer-Dobbin as president and vice president of programming, respectively, of HAVES.

Last week's appointments:

- Don Andersson, vice president, affiliate relations. He served in the same position for CHN.

- David Bender, vice president, research and marketing. He was director of research at CHN.



That van looks familiar. Showtime has launched two video production vans, one of which bears an uncanny resemblance to Groucho Marx, on a nationwide search for the funniest person in America. After the tour, the funniest person will be chosen from 51 state finalists and will appear on Showtime as the comic of the month. Last week the vans visited Boston, Philadelphia and Washington, where open auditions attracted between 30 and 50 comics.

■ Marc Chalom, vice president, production and operations. He served in the same capacity at Hearst/ABC.

■ Arthur G. Cooper, vice president, administration, and assistant to the president. He served as CHN's vice president, finance and administration.

■ Al Husted, vice president, public relations and public affairs. He served as director of public relations at Hearst/ABC.

■ Seymour H. Lesser, vice president, finance. He was vice president, administration and finance at Hearst/ABC.

■ David J. Moore, vice president, advertising sales. Moore was vice president and national sales director at CHN.

What shape will the new service take? Herb Granath, president, ABC Video Enterprises, said at a New York luncheon last week: "We know roughly what it will look like—not a whole lot different" from what the two services look like now. Bruce Johnson is working hard, he said, to come up with the best programming mix. It's almost certain that the new service will be on the air by the end of the year (using CHN's transponder 17 on Satcom III-R), he added, but probably not before Nov. 1.

Mulling it over

The Mountain States Legal Foundation is mulling over its next move after a U.S. District Court judge in Denver dismissed its suit challenging the constitutionality of exclusive cable franchises on the ground it lacked standing.

According to MSLF attorney Clint Bolick,

the conservative legal foundation has at least four options: It can ask Judge Jim R. Carrigan for rehearing on the motion for dismissal. It can amend its original complaint and start all over again. It can appeal the decision to the U.S. Court of Appeals for the 10th Circuit. Or, it can drop the case.

MSLF filed the suit in October 1982 against Mile Hi Cablevision Associates Ltd., the partnership of American Television & Communications and Daniels & Associates that won the cable franchise for Denver, and the city of Denver. The Denver-based foundation, which at one time was headed by Interior Secretary James Watt, charged that Denver's award of a de facto exclusive franchise to Mile Hi violated the First Amendment rights of Denver's citizens by limiting the number of systems that could serve them.

The suit sent shock waves through the cable industry. Although a ruling in favor of the MSLF would free cable from local regulation, it would create an environment in which several cable systems could compete for subscribers in a market. Such competition is anathema to most cable operators, especially the big-city operators who promised many uneconomic services and facilities to win their cable franchises.

Judge Carrigan was unconvinced that MSLF or any of its members were injured by the award of the franchise to Mile Hi, which MSLF had to prove to establish its standing in the case. MSLF alleged it was injured by the award of a de facto exclusive franchise, he said, but the franchise agreement contains no guarantee of exclusivity. "Nothing

precludes Denver from ever granting a franchise to another cable company or combination of companies," he said. And the franchise is in effect for only 15 years, he added. "That is a relatively short span in the life of a city. At its conclusion another company or consortium may well succeed to Mile Hi's position."

Bolick was unable to say last week what MSLF would do, but was sanguine about an appeal. "We feel it is an appealable decision," he said. "It was not a sound decision by the trial court. The possibility of challenging it on legal grounds looks pretty strong."

CNN spurs investigation

Prompted by Cable News Network reports on cancerous fish in lakes and rivers around the country, John B. Breaux (D-La.), chairman of the House Subcommittee of Fisheries, Wildlife Conservation and the Environment, has called for a hearing in September to find out what's causing the cancer and potential health hazard and what, if anything, can be done.

CNN's Detroit Bureau Chief Robert Vito broke the story last May, reporting that Torch Lake, on Michigan's upper peninsula, had the highest incidence of fish malignancies ever recorded anywhere in the world. In later stories, CNN reported that the Black River near Cleveland; the Buffalo River near Buffalo; the Hudson River, north of New York, and the Duwanish River, near Seattle, were also infested with cancerous fish.



The life cycle moves so fast. Today's minor symptoms may be tomorrow's major health problems.

The greatest obstacle to attaining better health for America is that human characteristic of putting off until tomorrow what needs to be done today. America's health authorities are concerned because advances in science and better methods can't be given a chance to work if people do not cooperate. To really prevent disease and disablement, we need more interest and awareness in the requisites of health maintenance.

Help us to help your audience to better health. Help us to catch health problems in time to remedy them. Audition these spots; program them on your station; and, take heed yourself.

**FREE
PUBLIC
SERVICE
RADIO AND
TV SPOTS**

**THE EARLIER DISEASE IS
DIAGNOSED, THE BETTER
THE CHANCE FOR CURE.**

TO: American Chiropractic Association 84-1
1916 Wilson Blvd./Arlington, Virginia 22201

Please send me copies of "LIFE CYCLE" public service spots for:

- Television (One 60-sec. & one 30 sec. Filmed Spots)
 Radio Six 60-sec. & five 30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.
Public Service Director

Station _____

Street Address _____

City _____

State _____

Zip _____

Business Briefly

TV ONLY

Fayva Shoe Stores □ Campaign will begin in early October in about 20 markets for six weeks. Commercials are scheduled for all dayparts. Target: men and women, 18-34, and teenagers. Agency: Arnold & Co., Boston.

Oscar Mayer & Co. □ Louis Rich turkey products will be spotlighted in 19 markets in 10-week flight starting in late August. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Tatham-Laird & Kudner, New York.

Dixie Northern □ Aurora paper towels will be featured in six-week flight to start in early September in 70 to 80 markets. Commercials are scheduled for daytime, fringe, news and prime-access periods. Target: women, 25-54. Agency: Scali, McCabe & Sloves, New York.

Vlasic Foods Inc. □ Pickles will be featured in spot TV flight supplementing

network TV to be carried in about 35 markets, starting in mid-August. Commercials will run in news, sports, fringe and prime time periods. Target: women, 25-54. Agency: W.B. Doner & Co., Southfield, Mich.

Jones Farm □ Park sausage will be advertised in flight set to begin in early September in about 18 markets. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Jordan, Case & McGrath, New York.

American Petrofina □ Various gasoline products will be showcased in flights lasting from eight to 13 weeks in 19 markets, starting in late September. Commercials will be carried in all dayparts. Target: adults and men, 18-49. Agency: Geer, DuBois, New York.

RADIO ONLY

CNA Insurance □ Two five-week flights are planned, one to start on Aug. 15

and another on Oct. 17 in 10 markets. Commercials will run in daytime, afternoon and early evening periods. Target: men, 25-54. Agency: Frank C. Nahser, Chicago.

Glass Packaging Institute □ Beer in bottles will be focus of institutional campaign to begin in late August for six weeks in New Orleans; Dallas; Austin, Tex.; Jacksonville, Fla., and Columbus, Ohio. Commercials will be carried in all dayparts during weekdays and weekends. Target: men, 18-34.

Rep Report

KEKA(AM) Eureka, Calif.: To P/W Radio Representatives from Lotus Representatives.

□

WKCY(AM)-WWEZ(FM) Cincinnati: To CBS Radio Spot Sales from Eastman Radio.

□

WKXI(AM)-WTYX(FM) Jackson, Miss.: To Blair Radio from Selcom.

□

KSOO(AM)-KPAT(FM) Sioux Falls, S.D.: To Blair Radio from McGavren Guild.

□

WJET(AM) Erie, Pa.: To Blair Radio from Eastman Radio.

□



PRO goes to Interrep. Weiss & Powell, seven-month-old Interrep radio rep company specializing in representing medium-size billing stations, has purchased PRO radio rep firm from its owner and founder, Sam Brownstein, who will remain as consultant to Weiss & Powell ("Closed Circuit," Aug. 1). Combined resources of two companies will make Weiss & Powell \$15-million rep this year and will give firm "wholly owned" offices in nine cities, according to Bob Weiss, president of Weiss & Powell Inc. Pictured at the signing of the purchase agreement are (l-r): Bob Weiss and Sam Brownstein.

KTWN-FM
Anoka (Minneapolis), Minnesota
has been sold by
North Suburban Radio

to

KTWN-FM, Inc.

for

\$3,800,000

(subject to FCC approval)

Associates Ray Stanfield and Peter Stromquist
represented the Seller and assisted in the
negotiations



Chapman Associates, 1835 Savoy Drive
Suite 206, Atlanta, GA 30341



**THE POPULAR
CHOICE FOR '84.**

It's Robert Guillaume as
BENSON, from the people
who brought you **SOAP**.

Available now for Fall 1984.

BENSON

A Witt-Thomas-Harris Production
distributed by



Eighty years ago, getting the latest news sometimes demanded a little patience.



The local newspaper.

Whether it was a weekly or a daily, it was the world's primary source of news not too long ago. Virtually the *only* source to most people.

So if it took a while to get it written and printed, well...

And if it took a while to get it to your neighborhood, well...

And if the paperboy dawdled to admire the newest horseless carriage, well...

Patience was a necessity in those days. Like it or not. But today television communicates instantly, using technology and facilities that are continually being improved.

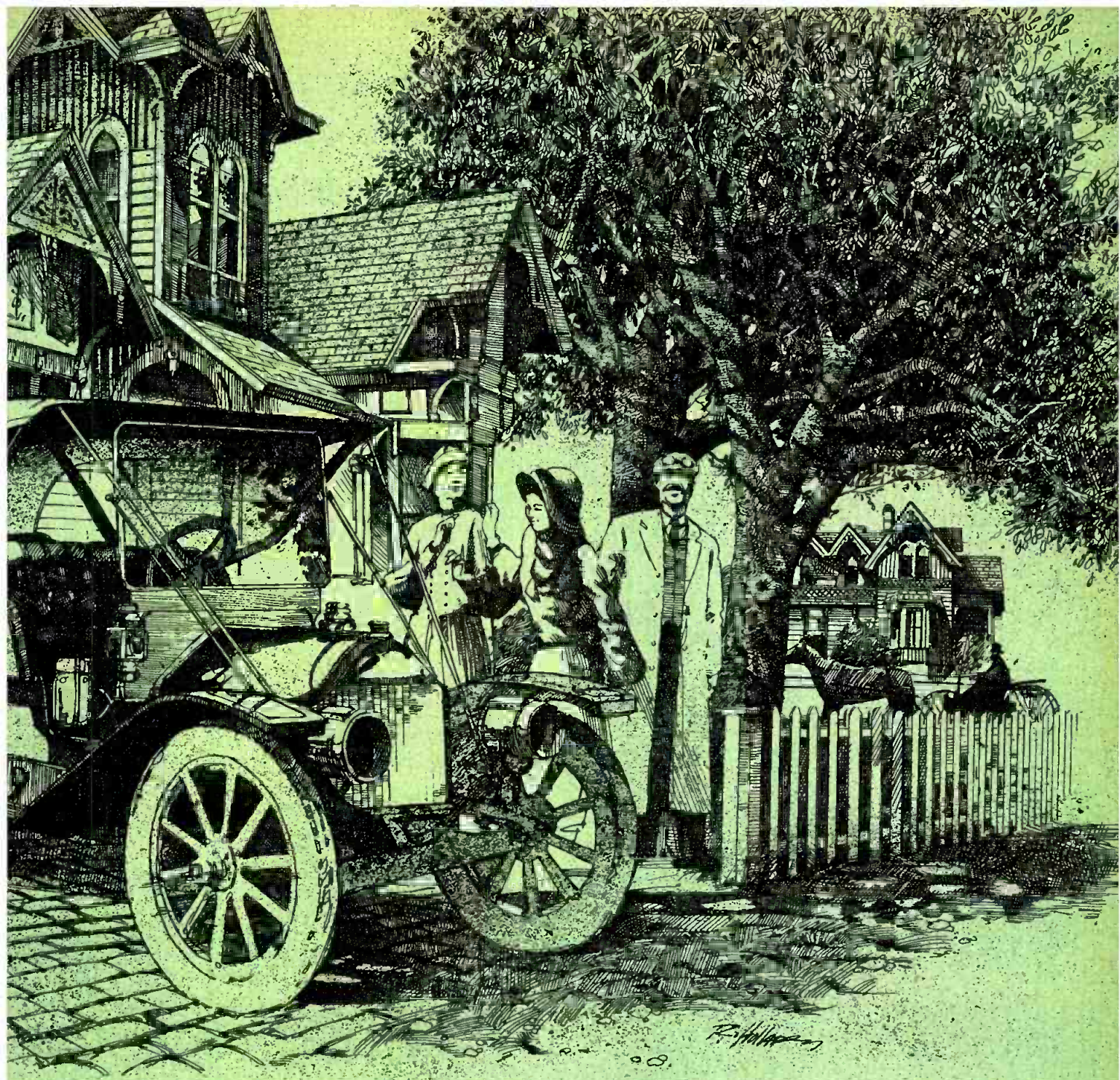
Case in point? Teletext. The display of text

and graphics on a television screen that lets a subscriber with a keypad find exactly what he's looking for, exactly when he wants it. The latest news. The latest sports. The weather. Special features like business reports, traffic reports, theater tickets, airline schedules, the stock market results, book reviews, astrological information and many other subjects.

It's available now from some cable television companies, and we're experimenting with new uses of it in our cable operations.

Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day.

Without stretching your patience.



**Today, Teletext delivers it on demand.
Instantly. 24 hours a day.**

The left screen shows a 'Dow Jones' market summary with the following data:

Symbol	Price	Change
20 Ind	1,200.94	+10.94
20 Tens	940.77	+ 1.15
15 Utils	127.91	- 0.97
65 Stks	472.35	+ 2.21

The right screen shows a weather forecast for Saturday, May 24, with a map of the United States. The forecast includes: Sunny, Snow, Rain, Warm Front, and Cold Front. The temperature is 76 degrees.

STORER

COMMUNICATIONS

**Moving with the technology
of the times.**

AdVantage

Concern over clutter. Voicing opposition to what it calls "clutter" on television, American Association of Advertising Agencies board said it recognizes and supports freedom of advertisers to use TV to sell their products, but strongly opposes all factors increasing clutter. Leonard S. Matthews, president of association, said board is "very concerned" about two clutter-contributing trends: recent statements by CBS and NBC that advertisers will be permitted to split 30-second announcements in two unrelated product messages, and earlier statement by networks that total commercial time would be increased. He noted both these factors contribute to increased number of consecutive commercials in each commercial break. Board also said trend toward increased clutter is disservice to viewers and, in long run, interests of viewers and advertisers are identical.

Lorimar-K&E merger. Lorimar Productions Inc. has signed agreement to acquire Kenyon & Eckhardt, New York, in transaction valued at about \$20 million in cash plus additional amounts based upon fulfillment of future and unspecified conditions. Companies reached tentative agreement last March (BROADCASTING, March 28) and transaction will close on or about Aug. 15, assuming K&E shareholder approval. Lorimar had first-half revenue ended last Jan. 31 of \$114.8 million, up from \$85.7 million in previous first half. K&E had worldwide billings of \$436 million last year and U.S. broadcast billings of \$186 million.

Katz's radio analysis. Katz Radio reports that in second quarter of 1983, 25-54 demographic was in first place, representing 38% of all requests, five percentage points over second quarter 1982. In second place was 18-34 demo with 14% of requests, up sharply from 9% in comparable period of 1982. Katz study also showed that among top three dayparts, Monday to Friday, 6 a.m. to 7 p.m. continued to be most requested segment, included in 26% of total presentations. Full rotation packages followed at 21% and Monday through Friday, 6 a.m. to 7 p.m. plus weekends was in third with 20%. Study also revealed that 82% of requests were for 60-second announcements and average number of weeks per campaign was five (four weeks when 52-week advertisers were excluded).

Ogilvy & Mather move. Los Angeles office of O&M has moved to new headquarters, at Museum Square, 5757 Wilshire Boulevard, Los Angeles 90036, two blocks east of former address which was also on Wilshire. Phone: (213) 937-7900.

Agency: Howard Swink Advertising, Marion, Ohio.

Pacific Coast Canned Pear Service □ Five-week flight will begin in mid-October in approximately 30 markets, including New York, Cleveland, Dallas, Washington and San Francisco. Commercials will run in all dayparts during weekdays and weekends. Target: woman, 25-54. Agency: Evans/Pacific, Seattle.

Gallenkamp □ Back-to-school promotion for shoes will run for two weeks in Los Angeles and Columbus, Ohio, starting in early September. Commercials will be carried in all dayparts on weekdays. Target: adults: 25-54. Agency: Byer & Bowman, Columbus, Ohio.

Sunkist Growers □ Oranges will be featured in back-to-school promotion scheduled for Hartford, Conn., and Springfield, Mass., for two weeks, starting Aug. 29. Commercials will be carried in all dayparts. Target: women, 25-49. Agency: Foote, Cone & Belding, Los Angeles.

Brendamour's □ Brooks running shoes will be highlighted in one-week flight starting in late August in five markets. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Dektas & Eger, Cincinnati.

BROADCASTING PUBLICATIONS INC.

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

The Fifth Estate Broadcastings

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

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

EDITORIAL

Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, Matt Stump, Kim McAvoy, *assistant editors*.
John Eggerton, *staff writer*.
Anthony Sanders, *systems manager*.
Susan Dillon Marcia Klein, Geoff Foisie, *research assistants*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants
Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

BROADCASTING CABLECASTING YEARBOOK

Mark Jeschke, *manager*.
Joseph A. Esser, *associate editor*.

ADVERTISING

Washington
Gene Edwards, *director of sales and marketing*.
John Andre, *sales manager (equipment and engineering)*.

Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

New York

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

Hollywood

Tim Thometz, *sales manager*.

CIRCULATION

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kollhoff,
Chrls McGirr.

PRODUCTION

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

ADMINISTRATION

David N. Whitcombe, *vice president / operations*.
Philippe E. Boucher, *controller*.

Albert Anderson.
Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

BUREAUS

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

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Ditingo, *senior editor: radio*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner, *advertising assistants*.

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

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



Founded 1931. *Broadcasting-Televasting* introduced in 1948. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

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**A Cosmic
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Star Video Music is the music of today, the music of yesterday, music that takes you home and brings you back, Star Video Music is your kind of music from your favorite stars.

**A Galaxy of
Programming.**

Star Video Music is music and more, from the front-row excitement of live concerts to Hollywood musicals. From jazz, rhythm and blues to musical memories of the great hits. Star Video Music has it all.

**All Entertainment.
All the Time.**

Star Video Music is all entertainment. 24 hours a day. Everyday. Star Video Music. Cable television's only channel that plays the music you want to see, performed by the stars you love the most.

Where the stars come out 24 hours a day.



Datebook

This week

Aug. 6-9—*Association for Education in Journalism and Mass Communication*, with *Women in Communications*, annual convention. Oregon State University, Corvallis, Ore.

Aug. 7-10—*CTAM '83* annual convention. Town & Country hotel, San Diego. Information: (404) 399-5574.

Aug. 7-12—World Conference on Community Radio, sponsored by *Association des Radiodiffuseurs Communautaires du Quebec (AROC)*. University of Montreal, Quebec. Information: AROC, Case Postale 250, Succureale DeLormier, Montreal, H2H 2N6, Canada.

Aug. 9-10—"Communications Strategy in the Year 1 A.D. (After Divestiture)," seminar, sponsored by *Yankee Group*. St. Francis hotel, San Francisco.

Aug. 9-10—Videotape editing seminar, sponsored by *JVC Co. of America and Convergence Corp.* Brookhol-Hilton hotel, Houston.

Aug. 9-11—*Jerrold Division of General Instrument Corp.* technical seminar. Holiday Inn South, Denver.

■ **Aug. 10**—*New York TV Academy* luncheon. Speaker: Norman Leigh, vice president of production, Silvercup Studios, on "A New Look at New York Production and the New Jobs New Studios Are Creating." Copacabana, New York.

Aug. 10-14—"CCOS '83" convention sponsored by *Community Antenna Television Association (CATA)*. The Arlington resort hotel and spa, Hot Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 106, Oklahoma City, 73107.

■ Indicates new or revised listing

Also in August

Aug. 14-16—*Electronic Industries Association* "Professional Land Mobile Communications Showcase." Las Vegas Convention Center, Las Vegas.

Aug. 14-20—Fourth annual *Banff Television Festival*, international television program competition. Banff Center, Alberta, Canada. Information: P.O. Box 1020 Banff, Alberta, Canada, TOL OCO: (403) 762-6248.

Aug. 15—Deadline for programing entries for annual Women at Work broadcast awards. Sponsored by *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Steenland, (202) 872-1782.

■ **Aug. 15**—*New York TV Academy* dinner. Theme: "Kings of Comedy." Copacabana, New York.

Aug. 15-17—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency, Denver. Information: Chery Grund, 5594 South Prince Street, Littleton, Colo.; (303) 798-1274.

Aug. 15-18—*Arbitron Radio* Advisory Council meeting. Shangri-La, Afton, Okla.

Aug. 16—*Southern California Cable Association* luncheon meeting. Speaker: Al Gilliland, chairman of Gill Cable and CCTA. Airport Hilton hotel, Los Angeles.

■ **Aug. 16**—"Radio's College of Sales Knowledge," seminar sponsored by *Indiana Broadcasters Association*. Columbus Holidome Holiday Inn, Columbus, Ind.

Aug. 16-18—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-

AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Aug. 17—*Ohio Association of Broadcasters* "novice sales school." Columbus Marriott North, Columbus, Ohio.

Aug. 17—*New York TV Academy* luncheon. Speaker: Patrick Plevin, director, daytime programs, East Coast, NBC Entertainment. Copacabana, New York.

Aug. 17-20—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 18—*Major Market Television Caucus's* board meeting. Washington.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 18-21—*Alaska Cable Television Association* annual convention. Speakers include Ted Turner, Turner Broadcasting System. Sheraton Anchorage, Anchorage.

Aug. 22-24—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak Street, London, W1R 4HP.

Aug. 24—*Ohio Association of Broadcasters'* "novice sales school." Marriott North, Columbus, Ohio.

■ **Aug. 24**—*New York TV Academy* luncheon. Speaker: Jack Avrett, chairman, Avrett, Free & Ginsberg, on "Television: Where's the Vision... An Update on Creativity in TV Commercials." Copacabana, New York.

■ **Aug. 24**—"Radio's College of Sales Knowledge," seminar sponsored by *Indiana Broadcasters Association*. Meshingomesia Country Club, Marion, Ind.

Aug. 24-25—*Society Of Cable Television Engineers* technical seminar on signal leakage. Holiday Inn Oceanfront, Indiantlantic (Melbourne), Fla.

Aug. 25-26—Libel workshop for media defense counsel, sponsored by *American Newspaper Publishers Association, National Association of Broadcasters* and *Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

Aug. 27—*Radio-Television News Directors Association* regional conference with *University of Oklahoma*. Ramada Inn, Norman, Okla.

■ **Aug. 29**—*New York TV Academy* dinner. Topic: "Backstage at the Miss America Pageant." Copacabana, New York.

Aug. 29-30—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

Aug. 28-31—*National Association of Broadcasters'* Radio Programing Conference. Westin St. Francis, San Francisco.

■ **Aug. 31**—*New York TV Academy* luncheon. Speaker: Chet Simmons, commissioner, United States Football League. Copacabana, New York.

■ **Aug. 31-Sept. 1**—*Society of Cable Television Engineers* seminar, "Operations, Technology & Integration of Addressability." Philadelphia Marriott hotel, Philadelphia.

Aug. 31-Sept. 3—*Information Film Producers of America* national conference. Manor Vail Lodge, Vail, Colo. Information: (213) 795-7866.

September

Sept. 1—Deadline for entries in 18th annual Gabriel Awards competition, presented by *UNDA-USA* for television and radio programs that creatively treat is-

If you're interested
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on America's freight
railroads, we've
got your number.
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 American Railroad Foundation

Major Meetings

Aug. 7-10—*CTAM '83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

Aug. 28-31—*National Association of Broadcasters' Radio Programming Conference*. Westin St. Francis, San Francisco. Future conferences: Aug. 26-29, 1984, Atlanta Hilton and Towers, Atlanta, and Aug. 25-28, 1985, Opryland hotel, Nashville.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

Sept. 22-24—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, Grand Hyatt, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 7-10—*AMIP '83, American Market for International Programs*, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—*National Cable Television Association's* National Cable Programming Conference. Biltmore, Los Angeles.

Dec. 13-15—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

■ **Jan. 15-20, 1984**—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9, 1984—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 30-June 2, 1984—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—*National Cable Television Association* annual convention. Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.

sues concerning human values. Information: Rev. Harry Schliitt, awards chairman, (415) 673-9294.

Sept. 7—"Super Track Day," sponsored by *Cable Television Administration and Marketing Society*. Atlanta Hilton, Atlanta.

Sept. 7—*Ohio Association of Broadcasters'* "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

■ **Sept. 7**—*New York TV Academy* luncheon. Speaker: Kay Koplovitz, president, USA Cable Network. Copacabana, New York.

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

■ **Sept. 8-9**—*National Association of Broadcasters* broadcast investment seminar. Century Plaza hotel, Los Angeles.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 9—Deadline for entries in *International Film and TV Festival of New York*. Information: 251 West 57 Street, New York, N.Y., 10019; (212) 246-5133.

Sept. 9-10—*Radio-Television News Directors Association* region five meeting with *Mary College*, Bismarck, N.D. Mary College campus, Bismarck, N.D.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

■ **Sept. 10**—*California Associated Press Television-Radio Association* conference, "How to Prepare for Earthquakes and How to Cover Them." Hyatt Regency, Oakland, Calif.

Sept. 10-13—*Nebraska Broadcasters Association* an-

Errata

WDSR(AM)-WNFQ(FM) Lake City, Fla., was sold for \$735,000, including \$35,000 noncompete agreement. Incorrect price was given in July 11 issue.

MUSIC MAGAZINE CELEBRATION!

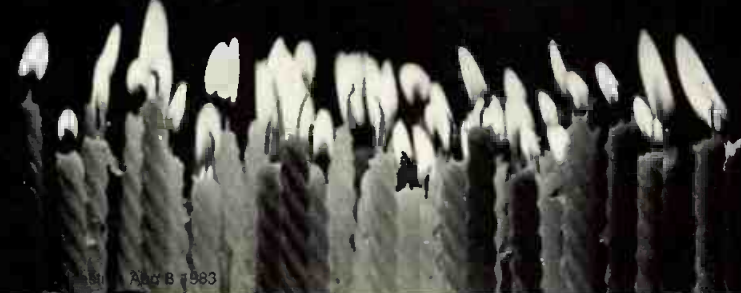
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annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

Sept. 11-13—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers*, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

■ **Sept. 12**—Deadline for entries in *Television Bureau of Advertising's* competition for best local or regional commercials. Information: TVB, 485 Lexington Avenue, New York, N.Y., 10017.

Sept. 12-13—*Alaska Broadcasters Association* convention. Captain Cook hotel, Anchorage, Alaska.

Sept. 13—"Overview of Cable Television," seminar sponsored by *Bay Area Cable Club* and *Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 13—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

Sept. 14—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Bond Court hotel, Cleveland.

■ **Sept. 14**—*New York TV Academy* luncheon. Speaker: John Moffitt, producer-director, *Not Necessarily the News*, HBO. Copacabana, New York.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—Deadline for entries in 15th national Abe

Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 15—*Public Service Satellite Consortium* seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

Sept. 15—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Athletic Club, Toledo, Ohio.

■ **Sept. 15**—*Radio Advertising Bureau* retail and co-op workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 16—Deadline for applications for certification exams of *Society of Broadcast and Communications Engineers*. Information: Certification secretary, SBCE, P.O. Box 50844, Indianapolis, Ind., 46250.

Sept. 16—*Ohio Association of Broadcasters* Akron-Canton managers' luncheon. Quaker Square hotel, Akron, Ohio.

Sept. 18-20—*National Association of Black Owned Broadcasters* annual fall conference. Sheraton Washington hotel, Washington.

Sept. 19-20—*Minnesota Broadcasters Association* fall convention. Sunwood, St. Cloud, Minn.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat, International Telecommunications Satellite Organization, American Institute of Aeronautics and Astronautics, IEEE Communications Society, IEEE Aerospace and Electronic Systems Society*. Phoenix Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 19-28—*Western Public Radio* radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation. WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

■ **Sept. 20**—*Radio Advertising Bureau* retail and co-op workshop. Registry hotel, Minneapolis.

■ **Sept. 20-21**—*Society of Cable Television Engineers* seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data and networking, feedforward, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.

Sept. 20-22—*Washington Journalism Center's* conference for journalists, "Politics '84: Issues and Candidates." Watergate hotel, Washington.

Sept. 21—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria, New York.

Sept. 21—*Women in Cable, Washington chapter*, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington.

Sept. 21-22—*Television Bureau of Advertising* sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, St. Louis.

■ **Sept. 22**—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Southfield, Detroit.

Sept. 22-23—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

Sept. 22-24—*American Advertising Federation* district five conference. Sheraton, Columbus, Ohio.

Sept. 23—*Southern California Cable Club* third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

Sept. 23—*Society of Broadcast and Communications Engineers* central New York regional convention and

Adams Communications Corporation
has acquired

WLAV-FM and WTWN-AM
Grand Rapids, Michigan

from

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for \$6,250,000

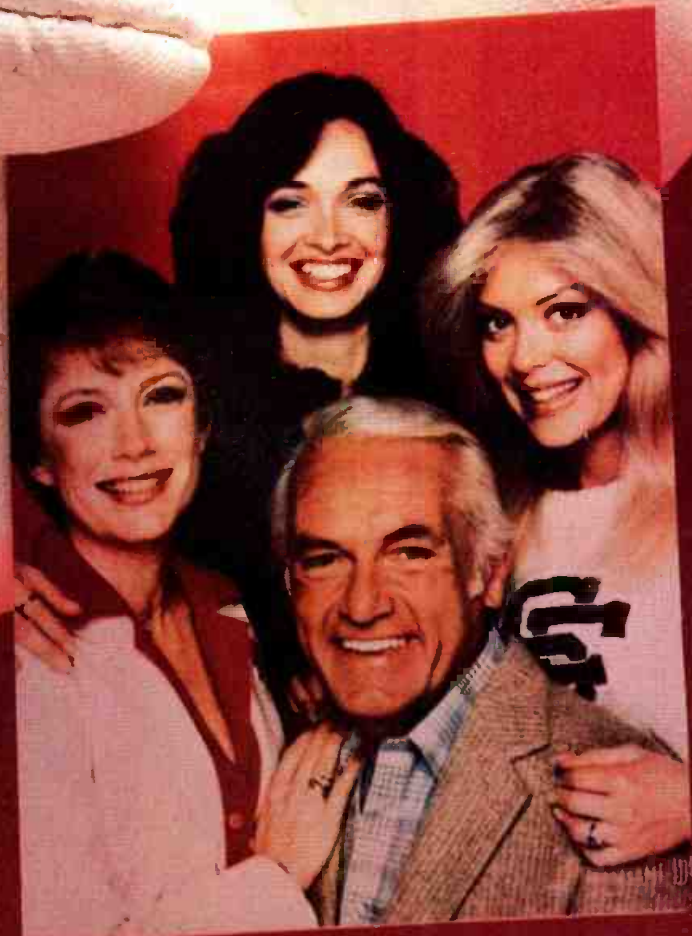
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And tough is exactly what new Scotch® 480 one-inch video tape is.

A special coating formulation on Scotch 480

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In fact, during computer editing, 3M lab tests have shown 480 is capable of delivering over 1,000 edits from the same preroll point, with no significant reduction in playback quality.

Scotch®

480

**NEW
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IS WHERE
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And in today's tough video production environment, that kind of durability can mean a lot.

Scotch 480 is further proof of why 3M is the leader in professional use video tape. And why we sell more one-inch tape for professional use than all other

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For a free brochure on new Scotch 480 call 1-800-328-1684 (1-800-792-1072 in Minnesota). And find out more about the tape that's as tough as today's editing equipment.

Magnetic Audio/Video Products Division/3M.



**NEW
SCOTCH 480
1" VIDEO TAPE.
LASER TESTED FOR
CONSISTENCY.**

3M hears you...

3M

equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 23—FCC, in cooperation with *American Women in Radio and Television*, symposium, "Women in the Electronic Media." Ownership opportunities will be primary topic. FCC, Washington.

Sept. 23—"The Lawyer and the New Video Marketplace II," sponsored by *American Bar Association Forum Committee on Communications Law*. Grand Hyatt New York, New York.

■ **Sept. 23**—"State of the American Music Market." Seminar sponsored by *Burkhardt/Abrams/Michaels/Douglas*. London Hilton, London.

Sept. 23-25—*Maine Association of Broadcasters* annual convention. Sebasco Resort, Sebasco Estates, Me.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, N.D.

Sept. 24-27—*International Institute of Communications* annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information:

IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

Sept. 27—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Sept. 27—Programming seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

■ **Sept. 27**—*Radio Advertising Bureau* retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky).

Sept. 27-29—*University of Wisconsin-Extension* 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.

Sept. 28-30—Southeastern regional convention of *National Religious Broadcasters*. Stone Mountain Inn, Atlanta.

■ **Sept. 29**—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 29-Oct. 2—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

■ **Sept. 30**—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by *WOSU-AM-FM-TV Columbus, Ohio, Ohio State University*. Information: Institute for Education by Radio-Television, 2400 Oentlangy River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.

Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* district nine conference. Hoildome, Topeka, Kan.

October

■ **Oct. 1**—"East Coast Hispanics in Telecommunications" symposium, sponsored by *National Association of Broadcasters' minority and special services department*. New York Hilton, New York. Information: Dwight Ellis, NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3584.

■ **Oct. 1-3**—*Southern Educational Communications Association* conference, "Bridge to 1984." Peabody hotel, Memphis.

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

Oct. 3-5—*Ohio State University's* third annual conference on videotext, "Vidtext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.

Oct. 3-6—*Southern Educational Communications Association* 15th annual conference, hosted by *WKNO-FM-TV Memphis*. Peabody hotel, Memphis.

Oct. 3-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

Oct. 4-6—*LPTV East* conference. Sheraton Washington hotel, Washington.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Seif (202) 296-7245.

Oct. 8-11—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

■ **Oct. 10-12**—"Children's Television: Still Growing Strong," seminar sponsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

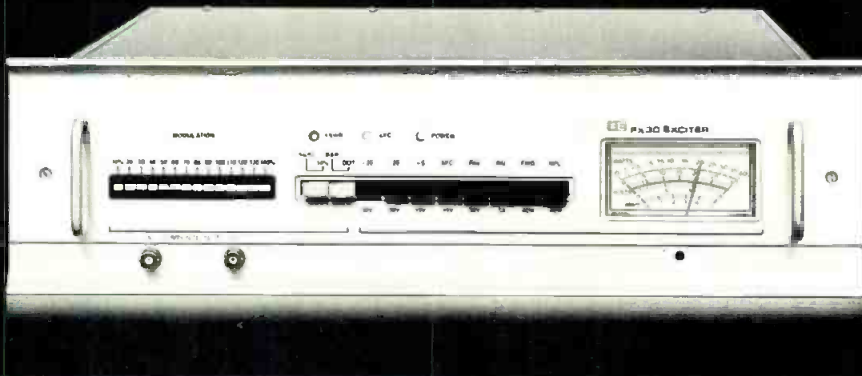
Oct. 18—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Oct. 18-20—*Mid-America Cable TV Association* an-

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- "More Dynamic Response." WGAY, Silver Spring, MD
- "Exceeded Specs." KISW, Seattle, WA
- "Quietest Exciter on the Market." KBZT, San Diego, CA
- "Great Company-Great Product." WBCY, Charlotte, NC
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nual meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 18-20—*Washington Journalism Center's* conference for journalists, "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

Oct. 19-20—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

Oct. 19-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Washington Hilton, Washington.

Oct. 19-21—*Tennessee Association of Broadcasters* annual convention. Marriott hotel, Nashville.

Oct. 19-22—*National Broadcast Association for Community Affairs* convention. Sir Francis Drake hotel, San Francisco.

Oct. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 20-21—*Pittsburgh chapter of Society of Broadcast and Communication Engineers'* 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Stay Tuned

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

Network television □ PBS: (check local times) *Andre Watts with the Indianapolis Symphony Orchestra*, Wednesday, 9-10:30 p.m.; CBS: *Diner** (comedy), Monday, 8:30-9 p.m.; *Kudzu* (drama), Saturday, 8:30-9 p.m.; ABC: *Herndon* (comedy pilot), Friday, 8:30-9 p.m.

Radio □ CBS RadioRadio: *Memory Makers* (pop/rock music from the last 15 years), Saturday, three hours; Mutual: *Music in the Miller Mood* (Glenn Miller retrospective), Saturday-Sunday, three hours.

Cable □ HBO: *American Family Revisited: The Louds—10 Years Later*, Thursday, 8-9 p.m.; WGN Chicago: *Journey into the Twilight Zone* (special), Thursday, 7-9 p.m.

*indicates a premiere episode

Open Mike

Takes exception

EDITOR: I was truly astonished by your editorial endorsement of KTTL(FM)'s First Amendment Rights ("If the truth were known," Aug. 1). Do you realize what the KTTL case is all about? This station is not only (as you put it) "broadcasting attacks on Jews, blacks and others," it is urging listeners to take up arms and kill them. It systematically advocates a program of fascism and terrorism. What reading of the First Amendment requires the FCC to reward this "speech" with free use of one of Dodge City's four radio licenses?

KTTL proves the value of competing applications. Since the industry appears unwilling to cleanse its own ranks of its KTTL's, thank God competing applicants still have an opportunity to try.—*Pluria Marshall, chairman, National Black Media Coalition, Washington.*

Polling problems

EDITOR: The lead editorial, "Wrong Target," in BROADCASTING's July 25 issue seems to miss—as did the network news executives who testified before two House subcommittees last week—that the underlying concern in Congress is exit polling. The concern is that the use of exit polls to project elections is a relatively new news phenomenon, which raises electoral problems that defy simple legislative solutions, despite the efforts of the networks to suggest otherwise.

Exit polling has been used by the networks for some time to describe voting patterns—to analyze which kinds of people voted for which kinds of candidates and why. Used in that way, exit polls have contributed greatly to our understanding of the American electorate.

What was new in 1980 was the use of exit polls by one network to actually project the results of the presidential election. By 1982, all three networks were projecting election results based on exit polls. The problem that is raised for the voting public and for the

Congress is that poll closing times are no longer relevant. With partial returns, sample precincts or any of the other traditional ways to project election results, the networks could not get the information they needed until at least some polls were closed. With exit polls, however, networks can project elections well before any polls have closed anywhere.

Now, on the one hand, the media are urging radical changes in the election process, like 24-hour voting and uniform poll closing times. (In congressional hearings last year, state and local election officials outlined the enormous difficulty, disruption and expense of shifting to that kind of system.) And on the other hand, the networks cannot guarantee either that they will follow their present policy more rigidly, or that they—or some competitor—will not in the future follow a different policy, and simply project election results regardless of the poll closing time.

In short, we could easily find ourselves in the situation of having caused great dislocation and expense by changing traditional polling hours, only to find competitive factors causing the media to use exit polls to project results even earlier—before polls are closed—and thereby to short-circuit that legislative solution completely. The BROADCASTING article that was in the very same issue as the editorial explained this situation quite clearly.

What the networks and the BROADCASTING editorial dismiss, while decrying some potential Congressional solutions as First Amendment violations, is that uniform poll closing times, to be successful, would be dependent on voluntary restraint by the news media. Yet, if the media were serious about a voluntary solution to the problem, they could implement one now.

At the same time, many in Congress recognize that Cable News Network (which projected the 1982 [gubernatorial] race in California before the polls had closed), direct broadcast satellites and other technologies will expand news sources, and that

competition to be first will continue to increase the pressure to use exit polls to project elections prior to any poll closings.

It is difficult to believe this would not have a profound effect on citizens' attitudes toward their votes and toward the entire electoral process, which is fundamental to our system of government. It seems neither premature nor irresponsible for Congress to begin raising these questions now, and exploring workable solutions—which, unfortunately, do not include 24-hour voting, or uniform poll closing hours, or any of the other ideas the networks have so far indicated they might support.—*Al Swift, member of Congress (D-Wash.).*

Cuban correction

EDITOR: Frederic Hirsch's Aug. 1 "Open Mike" questioning the wisdom of compensating broadcasters for lost revenues resulting from Cuban retaliation to Radio Marti is based on a faulty premise. Mr. Hirsch questions whether advertisers pay for spots during evening hours to reach "customers from 500-1,000 miles away."

This question implies that only skywave service would be affected by Cuban retaliation. That is not the case. For example, last August, Castro caused severe interference during four nighttime hours on a number of U.S. frequencies, including the 1040 khz frequency of WHO Des Moines, Iowa. Interference to WHO's signal was not limited to 500-1,000 miles from Des Moines. WHO received numerous complaints of interference from residents within the city limits. Similarly, WSUN Tampa-St. Petersburg has recently experienced such an increase in Cuban interference during both day and nighttime hours that it has requested an STA. WSUN's primary service area is being affected. Many other stations in Florida suffer similar levels of interference. And the problem will worsen and spread with the passage of Radio Marti in the form proposed by the administration.—*Kenneth D. Salomon, Dow, Lohnes & Albertson, Washington.*

Monday Memo

A radio jingle commentary from Buddy Scott, TM Productions, Dallas

The magic of jingles and the audio image

Advertising can be magical. It has the power to alter our perception and our thinking, stimulating desire and changing our lives—unobtrusively, unconsciously, and almost insidiously.

Prime among the magical advertising tools, in terms of tested effectiveness, is the jingle: the clever little tune and arresting lyric that compel us to buy everything from acne cream to cars.

The first jingles were the cries of street vendors, consisting of simple rhymes listing produce and products. Their reasoning for using the rhymes in this fashion was simple. By offering their wares in a sing-song fashion, they made their product line more memorable. To prove this, on a more personal level, think back to your own early years. Chances are excellent that you learned the letters of the alphabet with a song, a song you can probably still recite to this day. It was only natural that 20th-century advertisers would latch on to this time-proved technique.

You can talk to a consumer from now until eternity and get no results. It is only when you touch some responsive chord that you have the power to influence buying decisions. Music enables you to emotionalize your product and its benefits: your entire selling proposition. Through music, you are selling from the heart, to the heart.

Despite the evidence of jingles' effectiveness, they are not without their critics. Chuck Blore has been quoted as saying, "If you have nothing to say, sing it." And in a rather sweeping condemnation of audio commercials in general, several creative types gathered together to issue the following axiom: "You can't pin a commercial to the wall." This, of course, refers to the long-term, or residual effect of advertising.

Time for a demonstration. Complete the following: "Winston tastes good like

_____."

Could you complete it? If you did, you're living proof of the memorability of jingles. Why? Because except for an occasional novelty appearance on some nostalgia program, no one has heard the Winston cigarette jingle from which that phrase came in more than 10 years. OK, now what about Winston's current slogan? If you're like 95% of the people we've asked, you don't have the slightest idea what it is. ("Winston, America's Best.") So much for the memorability of jingles.

Besides the memorability factor, music, in the form of jingles, has many other attributes to recommend it. According to research cited by Al Ries and Jack Trout, music as sound reaches the brain faster than



Buddy Scott is vice president and general manager of TM Productions, Dallas. Previously, he served as general manager of Drake Chenault Programming Services, Canoga Park, Calif. He was general manager of KXOA-AM-FM Sacramento and KMEN(AM) San Bernardino, both California. Scott began his career in the Midwest where he was program director of KOIL(AM) Omaha and KRCB(AM) Council Bluffs, Iowa. Scott has been with TM since 1980.

visuals. Sound arrives in 140 milliseconds, with visuals lagging behind at 180 milliseconds, a 40-millisecond difference. Also, sound impressions last longer, thus having a greater chance for retention. Sound fades in four to five seconds, while visuals are gone in a second or less.

The process of developing a musical image, or jingle, for an advertiser or broadcaster usually follows a similar course. A detailed consultation with the client takes place initially to establish the primary goals and objectives. This process also includes developing a profile of the client's potential customer from the information given, which in turn helps to dictate the musical style, delivery and lyrics best suited to strike the responsive chord.

The depth to which this profile is taken has grown measurably in the past decade. Once the development of a musical theme or concept was almost entirely dependent on the character of the product or service to be advertised. But recently a shift in emphasis has altered the positioning and presentation, of such things.

For example, if a client's target audience is composed of conservative, middle-aged, white-collar workers, a fully orchestrated, multivoice jingle would seem most likely to relate to this audience's self-image, whereas a jingle for a younger, more liberal-minded crowd would most likely imitate current popular music styles to achieve the greatest success.

Music, more than any other single element in the advertising arsenal, enables the advertiser to tailor a message to the potential audience's perception of reality, and this is crucial in the decision-making process. Music's unmatched ability to conform with both the real and imagined profiles of an audience has made jingles the choice of more advertisers for commercial effectiveness.

Still, jingles aren't cure-alls. Like any advertising tool, they must be designed for the purpose at hand. As the old saying goes: "If all you have is a hammer, you tend to see every problem as a nail." Instead, you must learn to incorporate the salient points of your advertising strategy into the creation of a musical image.

Success in this area requires incorporating tangible, or even intangible benefits into the development of the jingle, a skillful blending of purpose and psychographics to achieve the goal. This is an area in which music excels, for while the lyrics can extoll the virtues of a product or service, the music itself can project anything from a feeling of confidence, to excitement or exhilaration. You are making two impressions during the same time it normally would take you to make one. In this manner, music also reinforces a product's identity. There's hardly anyone over 20 years old who could not immediately identify the McDonald's jingle, even without the lyrics. The music has become so identified with the product that even without mention of the name, the message is still clear.

We've used this particular aspect, musical identification, with great success for broadcasters around the world. Simple, melodic repetition of a station's call letters, presented in a musical style typifying the station's programming, has proved to be the key element in a vast majority of successful station promotions.

For years, album rock radio stations resisted the use of such identifying jingles, prevalent thought being that such musical identification would be a "turn-off" to their audiences. Research conducted by Doubleday Broadcasting's album rock consultant, Bobby Hattrick, indicated the audiences would accept album rock jingles, but only if their presentation matched the sound of the station's programming.

So it is with any jingle, for any product. Both music and lyrics must reflect the character of the product or service advertised. Music must follow the same guidelines, have the same approach and goal, as any other creative element. When it does, you have forged a powerful, magical tool capable of achieving great success. To paraphrase William Congreve: Music hath charms to soothe the savage breast, and sell a lot of soft drinks. ■

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Worked up over productivity

In response to the growing local concern over the decline in American productivity and to support the National Association of Broadcasters' "Let's get together, America!" campaign, WJFM Radio in Grand Rapids developed a special ten-part series.

Hosted by the station's news and public affairs director, the series featured discussions with government and union leaders, economics experts and executives from major corporations. As a follow-up, WJFM also aired an exclusive interview with the U.S. Secretary of Labor. Among the responses to this ambitious local effort were several requests from companies for dubs to play for their employees.

Working to improve American productivity by helping listeners understand the problem is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations **WJFM Radio**

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Broadcasting Aug 8

Vol. 105 No. 6

TOP OF THE WEEK

Networks win financial interest, syndication battle

FCC, in 'tentative' decision, wants to remove all financial interest restraints; allow domestic syndication of material not shown on network, overseas sales of any of its entertainment programing; commission solicits comments

Although all of the major television networks apparently weren't celebrating—at least in public—last week, they may secretly have been. For in a "tentative" decision, the FCC has proposed to abolish its financial interest rule, which prohibits the television networks from acquiring commercial interests in independently produced programing. And it also proposed to gut much of its rule that put the networks out of the syndication business.

Parties are being offered at least one more opportunity to change the commission's mind. No final decision will be issued until after the receipt of one round of comments, which will be due 30 days after the text of the commission's decision is published in the *Federal Register*. According to FCC officials, the hope is that final action will be taken this year.

Under the FCC's action, which sends a somewhat ambiguous signal (Chairman Mark Fowler and Commissioner Mimi Dawson gave the tentative decision their full approval while Commissioner James Quello concurred in part and dissented in part and Commissioner Henry Rivera dissented in part), the three major television networks—ABC, CBS and NBC—would be permitted to negotiate for as much financial interest in independently produced programing as they want; they also would be able to negotiate for syndication rights.

The decision would prohibit networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Made-for-TV and theatrical movies would not be included in the prohibition. Network domestic syndication of all other kinds of programing would be permitted. There would be no restrictions on network syndication of programing overseas. In addition, the decision has proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990, unless the FCC determines that some "public interest" reason requires retention.

In permitting the networks to distribute first-run syndication programing, the decision also would permit the networks to supply programing for prime time access, according to William Johnson, deputy chief of

the FCC's Mass Media Bureau. "It would have to be fresh programing," Johnson said. "They [the networks] would be one more competitor, and they wouldn't be able to have any advantage," he said.

In its decision, the commission said the financial interest rule had apparently failed to do what it was supposed to do—increase program diversity and competition in program supply and distribution markets. As a result, that rule is not necessary, according to the FCC.

The commission, however, said that if it completely eliminated the syndication rule, there would be a "potential" for the networks to warehouse, or withhold prime time entertainment programing from syndication, and that could be used to place independent stations at a disadvantage. That potential, the FCC said, warranted retaining some sort of regulatory control over network participation in syndication.

The limited syndication rules it proposed to retain, which were modeled on those recommended by the Department of Justice in its reply comments in the proceeding (BROADCASTING, May 2), are aimed at preventing warehousing. Under the tentative decision, the networks—through unrestricted financial interests in that prime time entertainment programing—would be able to participate in syndication profits, but would be prohibited from retaining "active" interests in that programing.

To accomplish that, the FCC proposed to replace its current syndication prohibition with a rule that would require the networks to sell their syndication rights in prime time entertainment series to an independent syn-

dicator within six months of the time the series has ended its network run. If a series runs beyond five years on a network schedule, the network will have to sell all of its syndication rights in that program to an independent syndicator at the end of the fifth year of network run.

The FCC also proposed that the networks be required to file a notice at the FCC within 30 days of a sale or transfer of such a program; the networks also would be required to certify that they hadn't imposed any conditions—such as restrictions on when those programs may be broadcast or by whom—on the syndicator.

At the meeting, Johnson, who presented the item for the Mass Media Bureau, said the sunset provision had been included "so the FCC doesn't have to have this [the modified rule] on the books forever."

Quello said he was in favor of "some sort of compromise," but he objected to the commission's decision to cast its action as a "tentative decision"—which is about as strong an action as it can take without actually adopting an order. Quello, who stressed that his major concern was that the independent stations have access to off-network programing, said, however, that he supported the sunset provision. "I think it will be a different world out there by that time," the commissioner said.

Rivera said he thought all of the tentative decision, except the sunset provision, was "supportable" by the record. The sunset provision, at which he aimed his partial dissent, was based on "pure speculation" on what the market will look like in 1990, he said.

Commissioner Mimi Dawson said she



Commissioners Rivera, Quello, Fowler and Dawson at last Thursday's meeting

thought the decision was "an excellent compromise."

Chairman Mark Fowler urged commenters to address the public interest aspects of the decision rather than private ones. "We want to focus on the public interest," he said. "I think we're bending over backward to provide due process."

In an interview after the meeting, Fowler told BROADCASTING that the commission viewed access of the independent stations to prime time programming—an access it hopes its decision assures—as "the" public interest concern. "This is where we are, but we want to make sure that we haven't missed something," he said. "Tell us what you think," was his message to interested parties. "And then we'll make a final decision."

Although some have criticized the decision as "naive," alleging that allowing a network to take even a 51% financial interest in programming would assure it practical control over syndication, Fowler didn't think that would be the case.

For starters, he noted, the FCC would require the networks to certify that they were not attempting to retain control over off-network, prime time program syndication. "You put on the line all your O&O's if you misrepresent to the commission," he said.

Other participants in the marketplace, moreover, will keep those transactions under

sharp scrutiny, he said. "There's no secret where that stuff is sold. You may see over a period of time a pattern, for example, of favoring affiliates over independents," he said. "In addition to that, if you've got 20th Century Fox owning 75% of the production, and they get wind that it's not getting sold to the highest bidder, they're going to be watching it very closely.

"And you can bet your bottom dollar the stations in the market, when they're bidding for that stuff, and channel 5 bids a hell of a lot more than someone else did, and it still goes to the network affiliate, then they're probably going to be screaming bloody murder."

Fowler also objected strenuously to calling the proposal the "Fowler compromise." The tentative decision, he said, reflected a genuine consensus.

He added that reports that President Reagan had told senators that he was opposed to repeal of the rules were false.

Reaction from industry representatives, as might be expected, was mixed.

NBC, for example, said it was "naturally disappointed" that the commission hadn't taken final action to repeal the rules. "It appears that the FCC has proposed severe restrictions on the ability of networks to participate in program syndication," it said in a statement. "We believe these restrictions are

excessive and are based on nothing more than wholly theoretical claims."

While CBS also said it was "disappointed" that the rules hadn't been abolished altogether, it seemed more willing to leave well enough alone. "We are pleased that the FCC has taken this important step in reducing outdated government regulation of our business," said Thomas Wyman, CBS chairman and president. "We are of course disappointed that the FCC has not totally repealed the rules—which, we think, would be fully justified by the extensive record in this proceeding. But we believe the commission has taken a judicious and well considered action that fairly reflects the many points of view it has received."

ABC said the commission's action was "constructive and welcome." Although ABC also said full repeal of both rules would be justified, it added that television viewers would "undoubtedly" benefit from the changes proposed. "The FCC's changes will enhance competition in program markets and permit networks to sustain diverse and high-quality program schedules in the coming years."

The Committee for Prudent Deregulation, which has lobbied hard to retain the rules in their entirety, said the commission's action was "totally unacceptable," claiming that "Fowler's compromise" was "nothing more

The chairman wins a big one

Chairman Mark Fowler is the first to admit that last week's FCC action on financial interest and syndication is not yet a fait accompli. He'll only go as far as to say: "It's progress in narrowing the focus" of a complex issue. Nevertheless, for the person most identified with wanting to change the status quo on that subject in the first place, he had good reason to be pleased.

Not that the result was all he would have had it be. Indeed, when Fowler first put the item on the FCC's agenda the idea was for full repeal of both the financial interest and the syndication rules. Moreover, the conventional wisdom was that he had the votes to accomplish that end.

Between then and now, however, events and individuals conspired to endanger his achieving any action at all. The first was Congress's decision to reduce the size of the FCC from seven to five members, with one of the endangered members being Stephen Sharp, counted as a certain Fowler marketplacer. Then came the massive campaign mounted by the Committee for Prudent Deregulation and others to persuade the FCC—and the Congress—away from repeal. And then developed a strong sentiment for "compromise," led initially by Commissioner James Quello and then picked up by Commissioner Mimi Dawson. By the spring of 1983 long faces were the uniform of the day for network lobbyists being held responsible for the success of repeal.

But all that changed in recent weeks. A four-person FCC turned out to be more amenable to the chairman's will than had a larger body. "Compromise," which had been a term used to signify victory for the producers, began to be used to describe an end result favorable to the networks. By last Thursday the tide had been turned back almost to square one. "The Fowler Compromise," as its detractors were calling it last week, had restored to the contest almost all the marketplace merits the chairman has championed since his arrival at the FCC.

He was still talking that doctrine last Thursday afternoon, when he met with BROADCASTING editors. "I think we're showing in our own way

that the American entrepreneurial spirit and the sense of adventure of our people are not dead. Rather, they've been subjugated by decades of heavy-handed and in some cases mindless government regulation. It seems to me that the more we get out of the way the better it gets."

Coming as it did on the last meeting day before the commission's annual August break, the action on financial interest et al served as almost a dividing line for the FCC's year. Chairman Fowler has ambitious plans for the second half, too. Among them: the extension of pre-sunrise and post-sunset hours for daytimers; amending the attribution rules that govern the amounts of interest that may be owned by investment-type entities without affecting the multiple ownership limits; repeal or amendment of the 7-7-7 rule that limits ownership to that many stations in each broadcast category (AM, FM and TV). And "more underbrush," Fowler underscores, referring to re-examination of a profusion of minor rules and regula-



tions he feels are outdated or unnecessary, among them the fraudulent billing rules that he says have to do with "micromanaging business operations when there may be more local remedies or better remedies that may be used." To that list should be added the character inquiry, which will determine the scope of what the FCC looks at when it examines a licensee's character qualifications, and the 100-mile rule that restricts the closeness of co-owned stations.

Fowler remains committed to what he calls the "print model" of broadcast regulation—to make the medium as free as the press in its relation to governmental authorities—and feels the commission's actions during his administration have gone a long way toward that goal. He's determined to stay the course.

On a more personal note, the chairman last week was taking great satisfaction in the fact that "we don't have a gloomy FCC. We have sunshine on the eighth floor here, as I was telling Mimi just today. There is no sense of pall here, or sinister conspiracies going on, or this person knifing that person. We have a happy atmosphere, and I want to keep that. We all do."

than repeal in sheep's clothing."

Mel Blumenthal, executive vice president of MTM Enterprises, was quoted by CPD as saying that granting the networks any financial interest would permit them to become "the" dominant partner in the creative process. "Without the promise of downstream profits, we will lose the incentive to stretch creativity, to do innovative programs like *Hill Street Blues* and *St. Elsewhere*," Blumenthal said. "Under the Fowler compromise, we will have no bargaining power. They will hold all the cards. The American viewer will be held hostage as well, as the networks exercise increased power over what we see on television."

Reached in person, Blumenthal added that the "only reason the networks wanted repeal" was that "network audiences now have the opportunity to watch on independent television off-network product. That is what's driving them crazy."

Blumenthal also speculated that Reagan was personally concerned. "Obviously, he's in a delicate position because his appointee is running crazed with his position. Reagan, from what I hear and read, is not supportive of that."

Les Rich, president of Lorimar Productions, said it was "common knowledge" that Reagan feels the rules should not be repealed. "It's going to be a long time before this [the FCC's tentative decision] is put into effect," Rich said. "It's going to go through Congress, and it may go through the courts. But nobody is going to give up this easily."

"I just don't understand how the FCC can argue for complete deregulation and a hands-off policy after the government created this three-network oligopoly," Rich said. "It's ridiculous. What has happened since the [Justice Department] consent decree was signed [by the networks] three years ago? I've been in this business most of my life and I don't see anything that's happened to warrant such a revision of the rules," he said.

"The producers have very little bargaining leverage with the networks now. If the networks are to be allowed 100% of the profits and control over who's syndicating the product, the networks will just say to us very clearly that to be on the air the producers and the talent must give them 100% of the profit and complete creative control of the show or that show will not exist."

Alan Horn, president of Embassy Communications, said he shared Rich's fears that the networks are going to make ownership and at least some syndication participation a condition of doing business if the rules are modified as proposed. "We believe the best measure of what the networks will do with the relaxation of these rules is what they've done in the past, which is to get as much as they can," he added.

Jack Valenti, president of the Motion Picture Association of America, said that if the public understood what was going on, they would "storm" the FCC "because this will be the worst disaster for the public interest in the 20 years I've been in this town."

What the "Fowler rule" essentially would do, he said, is give the networks "total, complete, fatal domination of the TV industry to

Behind the lines. The FCC's "tentative decision" in its proceeding on the financial interest and syndication rules isn't being read as being cast in stone—at least not by Commissioner James Quello, who started the ball rolling on searching for a "compromise" alternative to outright repeal early in the going.

Quello's own proposal, officially unveiled during oral presentations last March (BROADCASTING, March 21), wouldn't have given the networks nearly as much ground as the commission now has proposed. And in a separate statement issued last week, Quello made clear that he isn't sold on the proposed "compromise" solution that has tentatively been adopted.

"I wish to make it immediately clear that the commission's action in this docket does not reflect a decision on my part, tentative or otherwise, that the commission should adopt this particular proposal," he said. "Therefore, I dissent to the characterization of this document as a tentative decision. Nevertheless, I fully concur in seeking public comment on this specific proposal."

"I would like to note that in reviewing the comments I shall particularly look for guidance in determining whether a narrow rule such as the one proposed here would adequately insure that independent television stations continue to have unencumbered access to off-network syndicated programming. Such programming is a staple source of revenue for independent stations, and as such it is an important part of their ability to provide the public with a diversity of viewpoints through their news and public affairs programming."

"As I made explicit when the commission heard oral presentations on this subject, I support the concept of a compromise where the networks are not unduly restricted from participation in any market so long as the commission continues to protect the valid interests of the independent stations. Putting this proposal out for comment will, in my view, help the commission focus on whether a narrow approach such as is presented here can meet that goal. My support of this action should not be interpreted as suggesting that my further consideration of these matters will be limited to the boundaries of this proposal."

An FCC source, moreover, noted that Quello has taken a hand in engineering more than one compromise in this proceeding. Chairman Mark Fowler, for example, is said to have been of the opinion that there was enough of a record in the proceeding to put out a report and order on the spot, and "intense discussions" were held over whether more comments were needed. Quello and Commissioner Henry Rivera, the source said, were "adamant" that comments be allowed.

the ultimate injury of the public."

Although some have claimed that the dispute over the rules is merely an argument over which players in the industry make more money, that characterization is completely wrong, according to Valenti. "It's the networks versus competition," he said. "The Fowler rule is designed to do one thing—turn the television industry over to the three networks," he said.

Fritz Attaway, MPAA vice president and counsel, said that group would first try to convince two commissioners that their proposal is not a "realistic" regulatory scheme. "Failing that, hopefully we can convince Congress."

Herman Land, president of the Association of Independent Television Stations, said he didn't want to comment until he had had an opportunity to read the full text of the decision.

Peter Allport, president of the Association of National Advertisers, said his organization will object to the commission's proposal to delete the financial interest rule. That deletion, he said, would result in increases in the prices of television programming and the cost of advertising.

Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, was sharply critical of the commission's action. "The financial interest and syndication rules were adopted by the FCC to counter the overwhelming dominance of the video programming marketplace by the networks so that a broader range of creativity and diversity in programming would be encouraged," Wirth said. "It is clear that, despite the growing potential of the new technologies, network dominance still pre-

vails. Therefore the motivation for the FCC's proposed decision makes no sense. The commission should be finding ways to stimulate competition and a diversity of programming, not stifle it."

Representative Henry Waxman (D-Calif.), whose bill, H.R. 2250, would prohibit the FCC from repealing the rules for five years, said he thought the commission's action would put pressure on Congress to move quickly on his bill. "It was a capitulation to the networks' economic interest at the sake of the public's interest," he said.

Wall Street appeared to think the decision was all for the good. "The networks got about three-quarters of the loaf they sought," said John Reidy, vice president and media analyst at Drexel, Burnham, Lambert. Reidy didn't think independent stations will suffer, since the networks still won't have control over syndication of prime time series. However, he also thinks that Congress will stay involved. "Hollywood has done an incredible job of recalling to many congressmen how generous it has been in the past," he emphasized.

Reidy, moreover, pointed out that there was a limit to the amount of programming the networks would be able to invest in anyway. Given that it costs an average of \$800,000 to produce a one-hour prime time program—and assuming that the networks took a 25% interest (\$200,000) per episode for 26 episodes—they would have to come up with \$5 million per show for a season, he noted. "They can't do that with very many shows," he said.

Richard McDonald, an analyst with First Boston Corp., said the decision was the "single most important event for commercial

television in the last 10 years—terrific.”

Goldman Sachs's Ellen Gibbs said the decision was a “positive” development. It's “somewhat less than [the networks] hoped for but lots more than they have now.”

Joseph Fuchs, first vice president of research at Kidder, Peabody, said, although the networks had gotten most of what they were after, they wouldn't necessarily become huge guns in the business. The networks are more interested in “being able to sit down with a producer” to try to control production costs, he said. “It's a bargaining chip; the playing fields are more level now.”

Even if the FCC follows through and does adopt the plan it has tentatively proposed, the networks will still have to have their Justice Department consent decrees—which

also prohibit them from gaining financial interests and from participating in syndication—modified to get into those ends of the business. But that isn't expected to be a difficult task. Justice, which already has held discussions with parties involved in the proceeding, has offered the opinion in comments at the FCC that the rules should be abolished (except for the narrow restriction on participation in the syndication market). One observer said he thought Justice has been waiting for the FCC to move. If the FCC does adopt its plan, Justice would then have a “rationale” to bring to the court, which would have to approve a modification of the consent decrees, for why Justice had changed its mind about the need for the restrictions, he said. □

sistent with H.R. 2250. His amendment also clearly exempts smaller television networks such as Metromedia and the Spanish International Network from being lumped with the three leading networks. “The first section of this act shall not limit the authority of the FCC to modify the provisions or applicability of any rule referred to in subsection (a) of such section with respect to any network which has fewer than 150 television licensees affiliated with such network and such licensees carry not more than 25 hours per week of programming from the interconnected program service offered by such network.” the amendment said.

Other amendments were offered during the markup in an attempt to postpone the subcommittee's action. Representative James Broyhill (R-N.C.), ranking minority member on the Energy and Commerce Committee and ex officio member of the subcommittee, offered an amendment that would permit the FCC to act but would give the House and Senate power to veto any FCC decision by a two-thirds vote of both houses and with White House approval. Both those proposals were shot down by a 10-5 vote.

Representative Tom Tauke (R-Iowa) also expressed strong reservations about reporting the bill out. Tauke's amendment would provide for a review of the FCC's rules by both the subcommittee and the Senate Commerce Committee to be completed by Dec. 1 and would prevent FCC action from going into effect until March 1, 1984. His proposal never came to a vote.

Waxman and Wirth, joined by Representative Carlos Moorhead (R-Calif.), felt Congress should act. Wirth called his colleagues' amendments a dilatory tactic. Representative Al Swift (D-Wash.) vehemently disagreed. He claimed sincere procedural problems with the markup. If delay were all that opponents of fast action wanted, said Swift, they would have simply not shown up.

During a hearing held on the rules earlier last week, the same division among members surfaced.

Rinaldo raised similar objections and complained about the subcommittee's failure to let Senator Pete Wilson (R-Calif.), author of a companion measure in the Senate, testify. Subcommittee staff members noted that Wilson's request was rejected because the witness schedule had already been finalized. House sources, however, say Wilson's request was denied because Waxman reportedly didn't want the senator's appearance to detract from his bill.

Swift said he was troubled by the “quick action” and pointed out that the subcommittee had only a “hearing and a half” on the issue. The congressman claimed hasty action on the bill was inconsistent with the subcommittee's basic policy to craft consensus legislation and conduct a thorough hearing process.

Waxman and Wirth, however, didn't agree. Waxman insisted the issue was too important to let a regulatory agency decide it. Wirth was equally resistant to the delay of the markup. The chairman said that “not the FCC, not Mark Fowler, not the networks, not the NAB, is going to make telecom-

Congress goes nowhere with financial interest

House Telcomsubcom fails to markup H.R. 2250 as network backers and other opponents successfully stall; Waxman, however, is confident bill will emerge in September

On Capitol Hill last week, Congress could not muster a decision on the FCC's domestic syndication and financial interest rules. Members of the House Telecommunications Subcommittee attempted to mark up a bill (H.R. 2250) that would have barred the FCC from changing the rules for five years. Their efforts, however, were thwarted by the three commercial networks and by other subcommittee members who opposed “rushing” the bill through.

Chief backers of the bill, Subcommittee Chairman Tim Wirth (D-Colo.) and the measure's author, Henry Waxman (D-Calif.), had the numbers on their side (10 of the subcommittee's 14 members are co-sponsors), but time ran out. Subcommittee members had only one hour to mark up the measure before being summoned to the House floor. Under the House's five-minute rule, committees are barred from meeting, without unanimous consent of the House, when the members are on the floor. Due to the networks' successful lobbying campaign, numerous congressmen were reportedly poised to raise objections if the subcommittee asked permission to meet. It's a standard tactic used to stall committee action, one Washington lobbyist said. “The networks have done a good job of tying things up for

the foreseeable future,” the lobbyist added. (The markup was held just before the August recess which limited the bill's proponents further.)

Despite the delay, the bill's co-sponsors remained optimistic and are prepared to report the bill out in September. Waxman, an aide said, was pleased because “we saw nobody voting for the networks.” The chief complaint, the aide stated, centered on procedural problems.

Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, indicated he might be leaning toward the bill, but insisted on more time and at least another hearing before casting a vote. “I think it is unfair regardless of where you stand to hold a markup on this type of issue after three hours of hearings,” he said. Rinaldo urged the subcommittee to wait until the FCC issues a decision and then to study it. “Let's do it the right way, not the wrong way,” Rinaldo said.

Rinaldo proposed postponing consideration of the measure until after Sept. 20 which would allow the subcommittee to hold another hearing. During that hearing, he stressed, the administration's view could be presented. Rinaldo complained that the hearing record was incomplete without the administration's views.

The FCC's tentative decision may still be struck down. Waxman plans to offer an amendment that would declare any action by the FCC that takes place between Aug. 1 and prior to enactment null and void if it is incon-



Bortz, Hargrove, Saihany and Wax



Swift



Wirth



Collins



Waxman



Rinaldo



Tauke

munications policy."

Two leading independent producers—Norman Lear of Embassy Productions/Tandem Communications and Mel Blumenthal, MTM Productions—network executives and other interested parties debated whether the committee should adopt H.R. 2250.

Network executives argued for repeal of the rules and urged the subcommittee not to pass the bill. Irwin Segelstein, NBC vice chairman, argued that the commission "has accumulated an enormous public record consisting of some 30 volumes of evidence and analyses, plus all the materials of its own staff inquiry. There is absolutely no reason now to reject all of that evidence and to disregard the substantial time and effort that have been devoted to comprehensive analyses of the industry, of the changes in the marketplace, and of public interest."

CBS/Broadcast Group vice president for policy and planning, Roger Colloff, agreed. He pointed out that the FCC under both Democratic and Republican administrations has "begun to implement this policy of encouraging new forms of competition, while removing regulations which have hampered diversity and choice." He said opponents of repeal abandoned their original argument and "began to tell us that the real rationale of the rules was to insure a steady flow of reruns to independent stations."

In fact, he noted, that "witnesses for the six major Hollywood studios, television program syndicators and independent stations stated at the FCC hearings in March that the only real issue left in this whole debate was the effect of repeal on independent stations. So, the argument shifted—and narrowed substantially—away from the broad prohibitions of the rules to the very specific issue of the role of networks as syndicators of off-network prime time entertainment series."

ABC consultant Paul Bortz, of Browne, Bortz & Coddington, said: "The financial interest and syndication rules have only intensified a seller's market and have denied the real providers of risk capital their fair rewards. They can only stifle the growth and quality and diversity of network programming and to continue to concentrate power in the hands of a few producers."

Bortz also argued that there will be a diversity of programming sources due to the new technologies. "Diversity via new video distribution is here. It is not something to halt and wait five years to happen," he said. Production companies, he stated, are already reaping its rewards from the new technologies.

Wade Hargrove, counsel for the ABC



Lear



Colloff



Segelstein



Blumenthal

Television Affiliates Association, also spoke in favor of repeal. Hargrove explained that the chief concern among independent television stations was that the networks would warehouse programming, but warehousing, he said, would also alarm network affiliates if they thought it would go on. Hargrove felt it was not in the networks' interest to warehouse.

On the other side of the issue, Lear and Blumenthal urged passage of the bill. Lear said it had been difficult to get a television network to air *All in the Family*. The reason for the difficulty, he said, was that the program was "too different." He said it took three years to get the show on the air. "Since the rule came into effect, and producers have found financial strength through being able to retain syndication rights, we have been better able to negotiate with the networks over the creative questions," said Lear. "The networks remain insistent that series appeal to a certain basic level among viewers and are very hesitant to allow deviance from this norm. Retention of off-network rights allows producers to withstand some of these pressures."

Blumenthal repeated Lear's concerns and stressed the importance of retaining the rules. He pointed out that the networks already have multiple exclusive options on their series, exclusivity clauses, control of spin-offs, and other controls. "The networks do not lose money on even their unsuccessful shows, while the independent production companies such as MTM bear substantial deficits on the same shows."

Blumenthal also expressed concern about the FCC "compromise." Permitting networks to negotiate for a financial interest would put producers at a disadvantage, he said. "Because such negotiations take place before a show is on the air, producers are powerless," said Blumenthal. "Networks will simply extract the maximum permissible rights as the price of getting your show on the air."

"It is important that these rules continue in

force at least until 1988 in order to see if sufficient competition develops in the marketplace so that the networks will no longer have oligopolistic power over television program producers," said Lucille Salhany, vice president for TV and cable programming at Taft Broadcasting. Salhany's testimony was intended to reflect the concerns of independent television stations. She said that independents have become so successful they are now a threat to the networks. So, she said, "the networks want to control independents' main source of supply, the foundation of their programming: off-network product."

Joe Waz, special counsel for the Committee Against Network Monopoly, also spoke in favor of H.R. 2250. "It appears the FCC is willing to abdicate its obligation to regulate for today, while moving diligently to open up the marketplace of tomorrow. That is why it is so important that Congress step in to clarify its intention that the creation of new outlets should be the FCC's first priority," he said. □

Senate defeats Marti filibuster

Opponents of bill to create AM station broadcasting to Cuba will have another chance when Congress resumes after recess

Attempts in the Senate to filibuster the Radio Marti bill (S. 602) were frustrated last week when the legislators voted 61-34 to shut off debate (60 votes are needed to impose cloture or limit debate).

Senate Majority Leader Howard Baker (R-Tenn.) led the effort to stop the filibuster, while Senator Lowell Weicker (R-Conn.) was the primary force behind it. Weicker and others want to make major changes in the bill that, as drafted, would authorize the creation of a new AM station to broadcast news

of Cuba to that country. The Senate began debating the measure two weeks ago when Weicker threatened to filibuster (BROADCASTING, Aug. 1).

After the cloture vote, the Senate returned to other legislative business and there was no debate on the bill. The Senate is recessed until Sept. 12, and the debate is expected to resume that week.

Despite the vote to impose cloture, opponents of the measure will have another opportunity to filibuster when the legislators return because the senators must vote on a motion to proceed and even when the bill is called up it is still subject to lengthy debate. In the House, H.R. 2453, the Radio Marti bill, received unexpectedly cordial handling from the House Rules Committee last week, especially considering that the House Energy and Commerce Committee has approved an amendment to that bill restricting broadcasts to the Voice of America station operating on Marathon Key, Fla., on 1180 khz or to a shortwave frequency (BROADCASTING, Aug. 1).

Nonetheless, while Representative Dante Fascell (D-Fla.), chairman of the House International Operations Subcommittee and

sponsor of the bill, let it be known that he preferred the bill without that amendment—and Representative Claude Pepper (D-Fla.), chairman of the Rules Committee, has gone on record as being strongly in support of the bill as it was originally written—no attempt was made to thwart those seeking approval of that amendment.

After Fascell and others said they didn't want to open up the bill on the floor to the same sort of "filibustering" tactics it was exposed to on the House floor last year, the committee agreed to limit floor debate. Under the rule approved, the House Energy and Commerce Committee and the House Foreign Affairs Committee will each have one hour to present their cases on the bill, and the rest of the House will be afforded a maximum of six hours to propose amendments, debate and vote on the bill. A spokeswoman for the Rules Committee said only that the bill would be scheduled for debate some time after Congress returns from its summer recess.

Leaders from both the Foreign Affairs and Energy and Commerce Committees appeared to agree that the amendment to restrict Radio Marti operations to VOA facili-

ties or shortwave, which was introduced by Representative Thomas Tauke (R-Iowa), was the major issue.

And while no one seemed to know whether any attempts would have been made to kill the bill through dilatory tactics, Representative Neal Smith (D-Iowa) said he wouldn't be surprised if "someone" introduced an amendment to limit Marti's operation to the "far ends of the spectrum" if Tauke's amendment wasn't approved by the full House of Representatives.

Representative Peter Kostmayer (D-Pa.), whose own amendment to restrict the broadcasts to the VOA was narrowly defeated in the House Foreign Affairs Committee in June, left little doubt that his amendment would be offered from the floor as well.

An official for the National Association of Broadcasters said the association would support either the Kostmayer or Tauke amendments. "The Rules Committee did a fair and honest job of fashioning a rule we can work with," he said. "They considered our position and are giving the due status to the Commerce Committee amendments. Our next effort is an all-out lobbying effort on the whole House." □

Ayes have it in Wirth hearing on comparative renewals

Minow, Ferris, Parker among those urging retention of policy to police broadcast performance; Chaseman, Lynagh disagree; K TTL case at center of it all

The FCC's comparative renewal process should remain intact. That was the overwhelming message presented to the House Telecommunications Subcommittee by a select group of witnesses assembled for a hearing last Thursday. Two former FCC chairmen and representatives from public interest groups and the United Church of Christ all agreed that the comparative renewal process serves the public interest; they urged its retention.

Industry witnesses, however, disagreed, feeling there were other ways to assure that the public interest was met. At the same time, they appeared willing to accept some form of renewal standard, although the concept of a quantified public interest standard received a mixed reception.

The hearing was part of an overall effort by the subcommittee to create broadcast deregulation legislation. Subcommittee Chairman Tim Wirth (D-Colo.) explained that consideration of the renewal process will be a key element in the deregulation legislation. The goal of the legislation, he said, is to "insure broadcaster responsiveness to the public, while giving greater certainty and stability to broadcast licensees." He said a key question that must be addressed "is how citizens in a local community can assure that broadcasters recognize and respond to that community's needs and concerns without there being any ability to file competing applications."

Under a quantified approach, Wirth said, a broadcast licensee would be judged on the

amount of programing provided in certain categories. "The issue presented is how can we best assure that there continues to be some means to deal with those policy objectives and values that a quantified program standard, by itself, might not reach." Wirth also stated that the subcommittee staff will start meeting during August to discuss possible deregulation legislation.

Broadcasters stated that the process should be abolished. "This conviction comes from my experience in the broadcast industry and especially my personal knowledge of the four renewal challenges filed against our Miami and Jacksonville stations

in 1972—during the Nixon administration's outspoken hostility to the *Washington Post* over its reporting of Watergate," explained Joel Chaseman, president of Post-Newsweek stations. Chaseman noted that when the Florida stations were challenged, they ranked at the top among comparable stations in such meaningful categories as total news, public affairs, local and other nonentertainment programing. These stations, he claimed, "were severely drained by the comparative renewal process which lasted nearly three years, without completing even the hearing stage. It cost us a lot of money, but the drain and strain on all our people were



Chaseman



Minow



Ferris



Swift



Lynagh



Wirth



Scheuer



Parker

The legislative legacy of K TTL



K TTL's Babbs



Challenger Kauffman



Critics Markey and Leland



Representative Tim Wirth (D-Colo.) took as his text for last week's hearing on comparative renewals the case of K TTL(FM) Dodge City, Kan., whose license is being challenged by a competing applicant and which is under attack by a petition to deny. The station has drawn fire for its broadcasts of attacks on Jews, blacks and others (BROADCASTING, Aug. 1) by a Dodge City citizens group, Dodge City Citizens for Better Broadcasting, one of the petitioners to deny, and Community Service Broadcasting, the competing applicant.

K TTL's co-owner and general manager, Nellie Babbs, was the star of last Thursday's hearing. (The station is run by Babbs and her husband Charles, who attended the hearing but did not testify.) Her testimony avoided the majority of questions raised by subcommittee members concerning a broadcaster's responsibility to the public, and focused instead on her own political beliefs—primarily reflecting the views of the anti-government Posse Comitatus—and other unrelated subjects.

"What a tangled web we weave when first we practice to deceive," Babbs said at the opening of her testimony. Describing herself as a "natural American individual," she defended her station's broadcasts by claiming protection under the First Amendment.

Babbs explained that "if you go back to the intent of the founding fathers there are only 18 things the government can do." Because the Constitution has in her view been violated, Babbs said, she only recognizes "property rights and the Bill of Rights."

Excerpts from K TTL broadcasts were aired during the hearing: "We've got a bunch of empty skulls in Washington, D.C.—they gonna get filled up or busted. One or the other very soon. You're either gonna get back to the Constitution of the United States in your government or officials are gonna hang by the neck until they're dead. Your citizens posse will hang an official who violates the law and the Constitution and take him to the most populated intersection of the township and, at noon, hang him by the neck and take the body down at dark and that will be an example to these other officials who are supposed to be your servants."

Another broadcast said: "If the Jews even fool around with us or try to harm us in any way every rabbi in L.A. will die within 24 hours. Let 'em start."

Wirth asked Babbs whether the station was meeting its community's needs. She replied that "anyone can come and broadcast a response from the station if they choose to." But "how do attacks on blacks and Jewish groups serve community needs?" he asked. "I don't consider it an attack. No one was attacked," Babbs stated.

In addition, she argued, the broadcast was a "privileged sermon," given several times during public gatherings throughout the area. "The issue was in our demographics," she added. Babbs also pointed out that her station spent hours broadcasting that Jesus was a Jew, a circumstance she felt meant the fairness doctrine would apply to her case.

Representative Mickey Leland (D-Tex.) and others had some strong words for Babbs. "Do you feel that the garbage you broadcast is responsible?" he asked. Her reply: "It is the bedrock effort as broadcasters to explore the issue. I feel it is the ultimate issue. Do we still have a Constitution?"

Leland then asked her if there are minorities in Dodge City. Babbs replied that she didn't recognize minorities, only "natural Americans."

(At several times during the hearing Babbs repeated: "Woe be unto ye lawyers.")

Representatives Mike Oxley (R-Ohio) and Edward Markey (D-Mass.) spoke out against the K TTL broadcasts, labeling them irresponsible, and Markey called for removal of the station's license. "We should take this as an example to continue the comparative renewal process," Markey said.

Representative James Scheuer (D-N.Y.) said the broadcasts represent the "grossest abuse of the public's airwaves in recent memory." He said "this is not a question of the First Amendment rights of a racist, anti-semitic pamphleteer to use his or her own printing press—or even the right of a bigoted racist to stand up and express an opinion, no matter how dangerous and hateful it may be. This is a question of abusing the trusteeship of our airwaves by a broadcaster who is supposed to serve the interests of the public. Mrs. Babbs does not own those airwaves; we the public—blacks, Jews, Catholics, Protestants, every American—own those airwaves."

Congressman Al Swift (D-Wash.) noted that the K TTL case is timely and should help "shed some light" on the subcommittee's attempts to draft deregulation legislation. Swift is a key backer of the move to draft such legislation and has introduced a measure that would eliminate the comparative renewal process and establish a quantified public interest standard broadcasters would follow; he circulated a draft measure several weeks ago to get discussions going on the legislation. Swift noted, however, that K TTL is an extreme case and is not representative of the broadcasting community. The congressman pointed out that the public also can turn to the petition to deny process as an effective means of making broadcasters accountable.

Naomi Kauffman, counsel for the competing applicant, CSB, joined Markey in stating the case for retaining the comparative renewal proceeding. "Legislation proposed by Representatives Tauke, Tauzin and Swift which proposes to eliminate competitive renewal applications, if passed into law, would stymie our efforts by eliminating our pending application and virtually assure the license renewal of K TTL for seven more years," she said. Replacing the proceeding with a quantification standard that mechanically evaluates a licensee's performance solely on the basis of its fulfilling certain numerical quotas of program classification, she charged, "fails to address the issues of character qualifications, responsiveness to community needs and interests, as well as adherence to other FCC rules and regulations."

even more damaging."

Chaseman suggested that a television station's license should be renewed unless it is guilty of a pattern of serious wrongdoing or has failed to supply a reasonable measure of nonentertainment, nonsports programming

over its license period. "Petitions to deny would be available to point out where a station has failed either of these tests or to allege the special circumstances that would justify nonrenewal, notwithstanding that both these standards had been met.

"Ideally and in the long term," Chaseman said, "we would prefer that there not be any quantitative standard for programming, because even one all-inclusive measure would be an intrusion by government into editorial content. Also, we recognize that setting any

single quantitative standard would be a very delicate matter. Set too low, it will have no effect. If too high, it will interject the government too prominently into program content and will restrict First Amendment and journalistic freedoms which should be given the highest possible priority."

James Lynagh, president of Multimedia's broadcast division, also made a pitch for repeal of comparative renewals. "I am convinced, because I lived through it, that comparative renewal proceedings are a waste of broadcaster resources with no compensating value to the public interest; the public, no less than the broadcast industry, is better off without them," Lynagh said.

"Multimedia favors a renewal standard which relies on two elements: (1) the absence of a pattern of serious violations of the Communications Act and commission rules and policies, and (2) a demonstrated responsiveness to community interests and needs. That dual standard would both satisfy the government's interest in licensee compliance with important FCC rules and policies and require licensees to demonstrate that their programming substantially met public interests and needs," Lynagh testified.

But, he said, the company does not favor a renewal standard which seeks to quantify the public interest. "Such a standard runs too great a risk that government will impinge on journalistic discretion and unduly influence the nation's broadcast program agenda. A quantitative standard would have the government dictate programming percentages for future broadcast operations. Licensees would be compelled to meet those percentages or run the risk of non-renewal, even though their independent judgment as journalists and programmers might lead to different conclusions."

The public interest is already fully protected by existing renewal and complaint procedures, Lynagh stated. "Adequate enforcement tools already exist to implement the public interest standard in license renewal proceedings. A renewal standard should be based upon the absence of a pattern of serious violations and demonstrated responsiveness to community needs. Attempts to quantify the public interest standard by requiring fixed percentages of programming run too great a risk of intrusive interference with licensee programming discretion," he testified.

Among witnesses who urged the subcommittee to retain the comparative renewal concept was former FCC Chairman Charles Ferris of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo. "I think you can keep the process. It's not perfect but it's the linchpin of the public interest standard," he stated. K TTL, he noted, is an unfortunate but current example of the need for the comparative renewal process. Petitions to deny, Ferris added, are not adequate.

"In the last 50 years, only *one* radio licensee has lost his license to a challenger on purely comparative grounds. This was Simon Geller, of WVCA-FM Gloucester, Mass., in 1982. During the last 50 years *no* television incumbents have lost their licenses on purely comparative grounds. To avoid an argument over details, I do concede that some

consider the 1969 FCC decision to deny the license of WHDH-TV in Boston to have been on comparative grounds, thereby making a total of *one* television license lost through comparative renewal since the birth of the industry," Ferris said.

The former FCC chairman argued that the comparative renewal system offers the advantage of minimal government intrusion. "Through a comparative application, the private sector is able to monitor the private sector. The government has neither the resources nor the incentive to effectively monitor 10,000 broadcast licensees, while a competing applicant has the incentive and is willing to commit its resources to initiate what is effectively a private suit to vindicate the public interest," Ferris maintained.

Representative Tom Tauke (R-Iowa), co-author of another broadcast deregulation bill (H.R.2382), disagreed with Ferris. He claimed the former FCC official was assuming that if the comparative renewal process is repealed, broadcasters will no longer have to meet any of the FCC rules. Ferris insisted, however, that comparative renewals serve as the "policing method."

Newton Minow, another former FCC chairman and attorney with the Chicago firm of Sidley & Austin, also testified in favor of retaining the process. (Minow's firm is representing the Dodge City Citizens for Better Broadcasting in the K TTL case, see box page 33): "I would not eliminate comparative renewals entirely, but strictly limit them to situations where there has been a prior showing that the existing licensee either seriously violated commission rules or policies, or has performed in a manner substantially inferior to that of comparably-situated licensees. Under such an approach, the vast majority of licensees—over 95%—will not face a comparative renewal hearing. But those licensees least well serving the public interest—like K TTL—will have a strong incentive to improve, or be replaced by a more responsible broadcaster," Minow said.

If Congress decides to repeal the process,

it must be sure to provide an adequate substitute to insure licensee performance in the public interest, he noted. "Quantification criteria alone, as I have noted, do not accomplish that task."

Jeffery Olson of the Citizens Communications Center, Washington, also told the subcommittee that if the comparative renewal process is removed, petitions to deny must be strengthened. "Petitions to deny are the essential safety valve in the public trustee system," he said.

Rev. Everett Parker, director of the Office of Communication, United Church of Christ, claimed the K TTL case is not unique. "Other broadcasters have used their stations for anti-American, anti-semitic and racially-biased programming in Paradise, Calif., Puyallup, Wash., Philadelphia and other communities," Parker stated. Parker said he saw no need for changing the existing statutory licensing framework. He also expressed dissatisfaction with quantification of a public interest standard. "The quantification notion falsely assumes that all informational programs are equally in the public interest, whereas many have little value."

Parker presented his own proposal (the details of that proposal also were contained in a letter sent to House Energy and Commerce Committee Chairman John Dingell [D-Mich.]) includes indefinite license terms and eliminates comparative renewals. "The operations of a given percentage of stations would be reviewed randomly each year by the FCC according to a standard that emphasized public service and local programs. This standard would be defined by a base line and include:

- Programming which affords opportunity for self expression to persons and groups in the service area.

- Programming which gives information about matters of particular interest or concern in the service area.

- Programming presented to serve the needs of non-profit and governmental organizations in the service area. □

Thinning the thicket. The FCC last week took another whack at what Chairman Mark Fowler has been calling "regulatory underbrush," eliminating 10 policies restricting programming discretion—and proposing to eliminate three more ("Closed Circuit," July 18).

Slashed, perhaps by a unanimous vote (Commissioner Henry Rivera said he would either concur or dissent, depending upon how the official order is worded), were policies aimed at discouraging liquor advertisements in "dry" areas, placing special restrictions on broadcasts of foreign-language programs, dealing with "harassing and threatening" phone calls resulting from broadcasts, governing broadcasts of astrology information, music format service agreements, repetitious broadcasts, the presentation of off-network programs and feature films, call-in polls, "private interest" broadcasts and the use of sirens and similar sound effects.

In a notice of proposed rulemaking, the commission also asked whether it should eliminate three policies aimed at restricting broadcasts of horse racing information.

In a news release, the FCC said the policies, doctrines, informal rulings and statements that have "grown up" around major regulations over the years "have the potential to impede the competitive functioning of the marketplace by stifling broadcasters' discretion in much the same manner in which small vines can choke a healthy tree."


James A. Hudgens, an attorney with the FCC's Office of Plans and Policy, who promised more of the same, said the "central theme" is to "rely on basic licensee responsibility" as much as possible.

Rivera said he didn't have a problem with the "majority" of the commission's actions, but he did object to the "ideological" rhetoric in the draft order.

Chairman Mark Fowler, however, said he was glad to see that the commission was "pruning" some of the underbrush away. "Frankly, some of this is just dumb," Fowler said.

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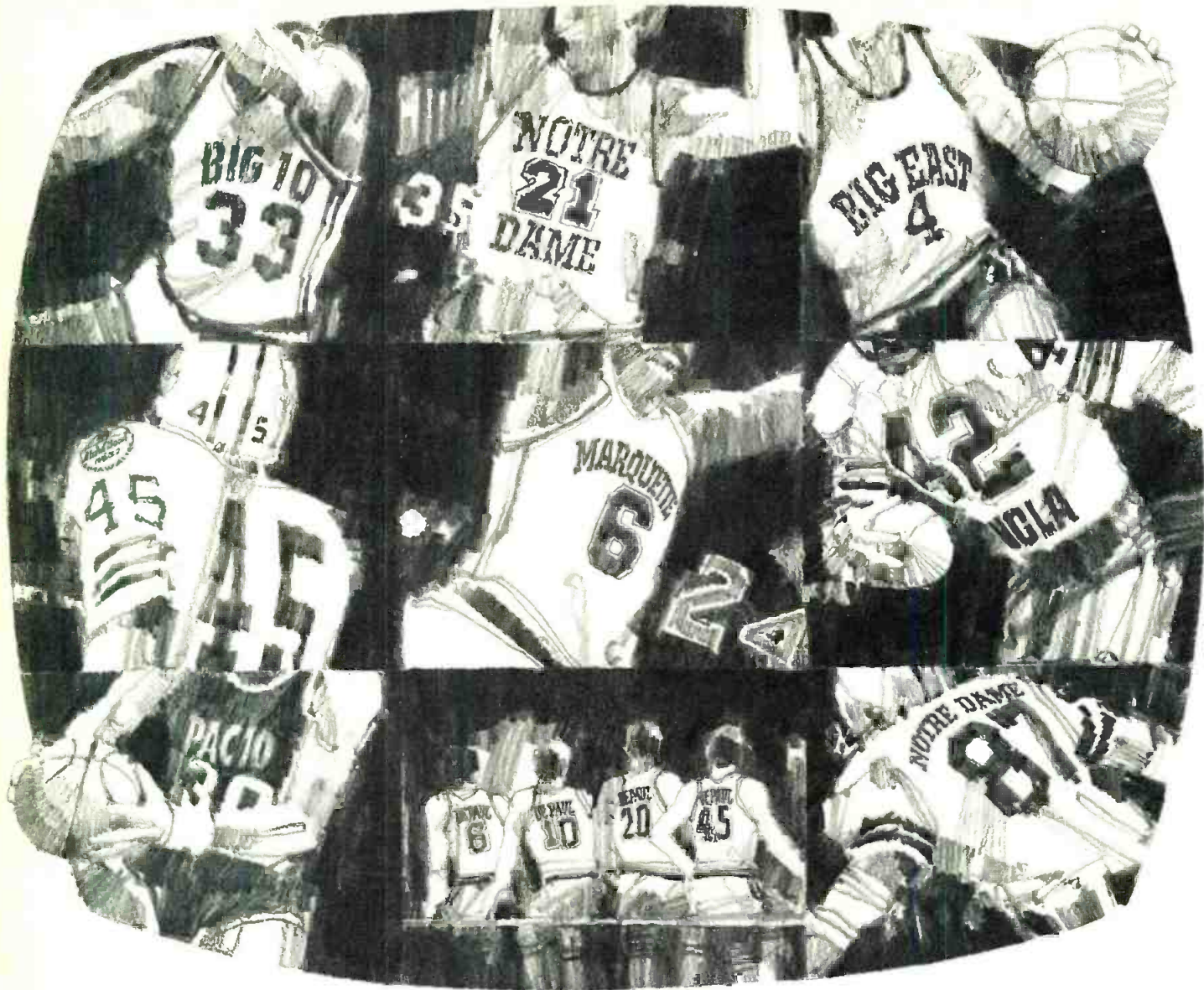
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Special Report

FOOTBALL

1983

**BROADCASTING Magazine's annual roundup
of rights fees and advertising for
pro and college games**

Broadcasters to spend \$536 million on football

It's 8.7% increase despite holdover network pacts with NFL, NCAA; total includes \$15 million to USFL for TV, radio and cable coverage; USA Network cutting back its college presentations

With the major networks locked into multi-year contracts with both the National Football League and the National Collegiate Athletic Association, football rights fees remain somewhat stable for the upcoming season, rising about 8.7% to \$536.6 million. At the outset of last year, those fees were expected to rise a staggering 135% to \$493.7 million due largely to new network pacts with the NFL and the NCAA. As it turned out, however, last year's overall increase, although high, did not add up to 135%, due to the eight-week NFL strike. It is believed the networks paid only \$200 million of the \$300 million that was due under the new NFL contract last year. (Overall, the five-year NFL network pact is valued at about \$2 billion.)

The largest increases for the 1983 season come from the payments by local rights holders to NFL clubs to cover individual teams around the league. Local radio rights payments increased by 47% this year to 12.6% million, compared with the \$8.5 million paid in 1982. In most, if not all cases, local radio rights holders are entitled to provide coverage of a team's entire 16-game regular season schedule as well as the four preseason contests played by the team. Local TV rights holders are to pay clubs a total of more than \$3.8 million this year, a 40% increase over 1982 when they paid close to \$2.7 million. Local television rights generally provide for the holder to broadcast up to four of a team's preseason games. Regular-season live telecasts are the exclusive domain of the three television networks.

With the four-year agreement reached by the NFL Players Association and the NFL Management Council last year, most agree that a strike is out of the question for the next several seasons. Thus, with a full season of games to be televised, the networks will pay significantly more for the NFL rights this year than last. On an average annual basis over the life of the five-year agreement as initially negotiated, the three networks would pay a total of \$414 million per year, with CBS paying about \$148 million annually, ABC, \$136 million, and NBC, \$130 million. However, under the terms of payment, as is usually the case, the networks will pay less than the annual average in the early years of the contract and more during the pact's later years. For example, it's understood that the three were supposed to have paid a total of \$300 million for the rights to the 1982 season, although that payment was reduced by about one-third, sources confide. This year, the combined TV network total will probably be in the \$300-million range, perhaps a little more, while year three should see the networks paying close to the average annual value of \$414 million.

While the structure of NCAA football television coverage, in the long term, re-

mains in question, the status quo has been preserved for the 1983 season. Several weeks ago Supreme Court Justice Byron White granted an emergency request filed by the NCAA for a stay of a previous ruling by the 10th Circuit Court of Appeals that NCAA television contracts with CBS, ABC and Turner Broadcasting System violated antitrust laws (BROADCASTING, July 25). The stay will remain in effect until the court decides next term whether to hear the NCAA's appeal of the 10th circuit ruling,

and if so, until the high court hands down its decision. And since the court's decision to hear the case won't come until October at the earliest, well into the 1983 college football season, most observers believe the entire season will be played out under the existing NCAA television coverage plan.

As the contracts now stand, both ABC and CBS will each pay the NCAA \$131.75 million over the four seasons from 1982 through 1985, or close to \$33 million per year on average. TBS is entering the second year of a two-year contract with the NCAA, valued at \$17.6 million.

Included in the total rights figure is more than \$15 million that will be paid to the United States Football League for coverage of its second season which begins in the spring of 1984. ABC will have the exclusive over-the-air rights (and exclusive television rights to playoff and championship action) for the upcoming season, for which it has agreed to pay \$9 million. ESPN has the exclusive cable rights for which it will pay \$5.5 million. ABC Radio will pay \$625,000 for the USFL network radio rights.

On the radio side, ABC, CBS, Mutual and NBC are spending about what they did last year for the rights to college and pro games—\$6 million. More than half of that figure is being paid by CBS, which is entering the last year of a four-year contract with the NFL, valued at \$12.1 million, or \$3.025 million per year.

Next spring may also see the birth of another professional football circuit—the International Football League, which would start play with an initial 12 teams, and would compete head to head (for fans and, viewers) with the USFL. The IFL would play its games from March to July, as does the USFL. The newest league recently announced it is talking with William B. Tanner Co., the Memphis-based media buying service, about a rights deal for which the league is asking \$21 million (BROADCASTING, Aug. 1).

Cable television networks will be paying about \$16 million in all for the rights to professional and college football games this year. Most of that is being shelled out by TBS (\$8.8 million) for its NCAA games and ESPN (\$5.5 million) for coverage of the USFL, although the latter will also be providing coverage of Canadian football and some college games as well. The USA Cable Network will also carry college games, perhaps 15 or 20 in all, but significantly fewer than it showed last year. The ESPN and USA college games will be shown on a tape-delayed basis.

Rights payments for local radio and delayed TV broadcasts for major college games will total about \$10.6 million this year.

Here's how the networks plan to use what they've bought for the 1982 season:

■ ABC-TV opened its fall football season July 30 with the annual AFC-NFC Hall of Fame Game, between the Pittsburgh Steelers and the New Orleans Saints, in Canton, Ohio. ABC also has two other preseason

Network Lineups

ABC-TV

Pro Hall of Fame Game	July 30
NFL preseason	Aug. 12, 19
NCAA	Starts Sept. 3
NFL Monday Night Football	Starts Sept. 5
NFL primetime mini-series	Starts Sept. 8
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 2
Pro Bowl	Jan. 29

CBS-TV

NFC preseason	Aug. 18, 20, 27
NFC regular season	Starts Sept. 4
NCAA games	Starts Sept. 17
Sun Bowl	Dec. 24
Blue-Gray game	Dec. 25
NFC playoffs	Dec. 26, 31, Jan. 1
Peach Bowl	Dec. 30
Cotton Bowl	Jan. 2
NFC championship	Jan. 8
Super Bowl	Jan. 22

NBC-TV

AFC preseason	Aug. 14, 20, 26
AFC regular season	Starts Sept. 4
AFC playoffs	Dec. 24, 31, Jan. 1
Fiesta Bowl	Jan. 2
Rose Bowl	Jan. 2
Orange Bowl	Jan. 2
Hula Bowl	Jan. 7
AFC championship	Jan. 8

CBS Radio

Package of 37 NFL games including Monday-night games and others, and all post-season games starts Sept. 5	
Kickoff Classic	Aug. 29
Sun Bowl	Jan. 2
Cotton Bowl	Jan. 2
Senior Bowl	Jan. 14

Mutual Radio

Notre Dame games and other major games	Start Sept. 3
NFL games	Start Sept. 4
Army-Navy game	Nov. 25
Holiday Bowl	Dec. 23
Liberty Bowl	Dec. 29
Gator Bowl	Dec. 30
Hall of Fame classic	Dec. 28
Sugar Bowl	Jan. 2

NBC Radio

Fiesta Bowl	Jan. 2
Rose Bowl	Jan. 2
Orange Bowl	Jan. 2

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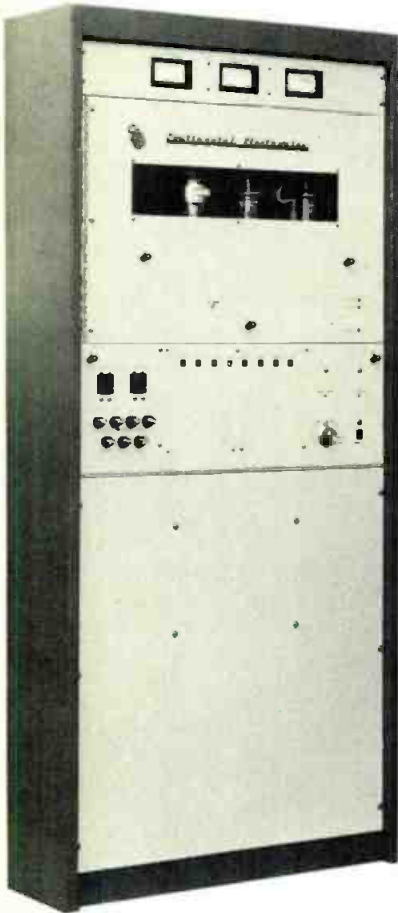
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games: the Pittsburgh Steelers against the New York Giants, Friday (Aug. 12) at 8 p.m. NYT, and a rematch of last year's Super Bowl battlers, Washington Redskins and Miami Dolphins, a week later, Aug. 19, also starting at 8 p.m.

ABC's 16-game *NFL Monday Night Football* schedule opens Sept. 5 with Dallas at Washington (all Monday night games start at 9). The Monday-night series will be augmented, as last year, by five other prime time games. The first, on Thursday, Sept. 8, is San Francisco at Minnesota. The others are set for Thursday, Sept. 15; Sunday, Oct. 23; Thursday, Dec. 1, and Friday, Dec. 16.

ABC's college schedule opens Saturday, Sept. 3, with Georgia vs. UCLA (9 p.m. NYT). The schedule will include 35 regional or national NCAA Division I-A games, with each market receiving 14 games throughout the regular season. Among games scheduled thus far are Army-Navy on Friday, Nov. 25 (2:30 p.m. NYT), to be played this year for the first time in the Rose Bowl in Pasadena, Calif.; Texas at Texas A&M, Saturday, Nov. 26 (noon NYT), and Alabama-Auburn, Saturday, Dec. 3 (3:30 p.m.).

ABC also has three bowl games again this season: the Gator Bowl on Friday, Dec. 30, in prime time, although the exact hour has not been set; the Sugar Bowl on Monday, Jan. 2, at 8 p.m. NYT, and the NFL Pro Bowl, Sunday, Jan. 29, at 4-7 p.m.

ABC officials reported sales going well. The NFL roster was at the 78% sold-out mark two weeks ago, at 30-second prices of \$165,000 for multiyear advertisers (up from \$150,000 last year), \$172,000 for advertisers that were in the NFL package last year but did not sign a multiyear contract, and \$185,000 for new advertisers. For ABC's college games, some advertisers signed two-year packages last year, at \$60,000 per 30 for both years. New advertisers are charged \$66,000, up from approximately \$58,000 for last year's one-year-only advertisers.

Among ABC's principal NFL advertisers are Miller beer (through Backer & Spielvogel), Anheuser-Busch (D'Arcy-MacManus & Masius), Datsun (William Esty Co.), Buick (McCann-Erickson), Chevrolet (Campbell-Ewald), Merrill Lynch (Young & Rubicam), Mattel (Ogilvy & Mather) and American Cyanamid (BBDO). Major NCAA advertisers on ABC include Chevrolet, Miller beer and Anheuser-Busch along with Fireman's Fund (Cunningham & Walsh), GM Parts (D'Arcy-MacManus, Masius) and Texaco (Benton & Bowles).

■ CBS-TV opens its 1983 football coverage with three NFL preseason games, starting Thursday, Aug. 18, with the New York Jets and Cincinnati Bengals (9 p.m. NYT). The following Saturday (Aug. 20) CBS will carry Philadelphia-Green Bay (3-6 p.m.) and a week later (Aug. 27) will cover Houston-Dallas (9 p.m.).

CBS's regular season, encompassing 101 games, starts Sunday, Sept. 4, with seven regional broadcasts. Doubleheaders are set for eight Sunday afternoons: Sept. 18 and 25, Oct. 9, 16 and 30, Nov. 13 and 27 and Dec. 1.

CBS's national broadcasts will be on Thanksgiving Day (St. Louis-Dallas, 4 p.m. NYT); Saturday, Dec. 10 (Atlanta-Miami, 4

p.m.), and Saturday, Dec. 17 (New York Giants-Washington Redskins, 12:30 p.m.).

CBS's five-game post-season schedule starts with a first-round playoff Monday, Dec. 26 (time to be announced). Then come the NFC divisional playoffs Saturday, Dec. 31, and Sunday, Jan. 1, leading to the NFC championship game Sunday, Jan. 8. And that, of course, leads to Super Bowl XVIII on Sunday, Jan. 22.

CBS's college football schedule, like ABC's, provides for 35 regional and national broadcasts of NCAA Division I-A games on 14 dates. CBS's will start (game not picked yet) on Saturday, Sept. 17—two weeks later than ABC's, in part because CBS is committed to a golf tournament on Saturday, Sept. 10.

Games for four "special dates" have been designated: Notre Dame-Miami on Saturday, Sept. 24 (9 p.m. NYT), Alabama-Boston College on Friday, Nov. 25 (time not yet set), Oklahoma-Nebraska on Saturday, Nov. 26 (3:30-7 p.m.) and Florida-Florida State on Saturday, Dec. 3 (noon to 4 p.m.).

CBS-TV officials declined to discuss pricing, but informed sources said the price tag for 30-second announcements in the Super Bowl had been set at about \$450,000 each, up from \$400,000 charged by NBC last January and \$345,000 charged by CBS when it had the Super Bowl in 1982 ("Closed Circuit," Aug. 1). Other sources estimated that 30-second prices in NFL games were pegged, on average, at about \$140,000 each, up from an estimated \$125,000 a year ago, and that those in NCAA games would average \$60,000 to \$65,000, up from \$55,000 to \$60,000 last year. \$140,000 each, up from an estimated \$125,000 a year ago, and that those in NCAA games would average \$60,000 to \$65,000, up from \$55,000 to \$60,000 last year.

■ NBC-TV opens its preseason schedule Sunday (Aug. 14) with an exhibition game between the San Francisco 49ers and New England Patriots, scheduled for 4-7 p.m. NYT. Two other preseason games follow: Pittsburgh vs. Dallas, Saturday, Aug. 20 (9 p.m.-midnight) and Los Angeles vs. Cleveland, Friday, Aug. 26 (8-11 p.m.).

NBC's regular season, totaling 102 games over 16 weeks, begins Sept. 4 with a doubleheader chosen from six regional games, the first to start at 1 p.m. and the second at 4 p.m. Other doubleheaders are set for Sept. 11, Oct. 2 and 23, Nov. 6 and 20, and Dec. 4 and 18, the regular-season windup. National telecasts will include Pittsburgh at Detroit on Thanksgiving Day (Nov. 24), Pittsburgh at New York Jets Dec. 10 and Cincinnati at Minnesota Dec. 17.

NBC's post-season lineup starts with the AFC wild card playoff Dec. 24, followed by the divisional playoffs Dec. 31 and Jan. 1 and the divisional championship Jan. 8.

NBC's 30-second prices to advertisers have been raised 15%-20% over a year ago. The 30-second spots in preseason and regular season games are reported to be more than 65% sold out, at \$120,000 per spot, up from \$100,000 last season. In the playoff games, 30's are pegged at \$200,000 each, up from \$175,000 last year, while those in the AFC championship are \$250,000, up from

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DALLAS TIME

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Mon, 8/15	@ Los Angeles Rams	9 PM
Sat, 8/20	PITTSBURGH STEELERS	8 PM
Sat, 8/27	HOUSTON OILERS	8 PM

REGULAR SEASON

Mon, 9/5	@ Washington Redskins	8 PM
Sun, 9/11	@ St. Louis Cardinals	Noon
Sun, 9/18	NEW YORK GIANTS	3 PM
Sun, 9/25	NEW ORLEANS SAINTS	Noon
Sun, 10/2	@ Minnesota Vikings	Noon
Sun, 10/9	TAMPA BAY BUCS	3 PM
Sun, 10/16	@ Philadelphia Eagles	3 PM
Sun, 10/23	LOS ANGELES RAIDERS	8 PM
Sun, 10/30	@ New York Giants	Noon
Sun, 11/6	PHILADELPHIA EAGLES	Noon
Sun, 11/13	@ San Diego Chargers	3 PM
Sun, 11/20	KANSAS CITY CHIEFS	3 PM
Thur, 11/24	ST. LOUIS CARDINALS	3 PM
Sun, 12/4	@ Seattle Seahawks	3 PM
Sun, 12/11	WASHINGTON REDSKINS	3 PM
Mon, 12/19	@ San Francisco 49'ers	8 PM

For further information, contact Gene Ashcraft, General Manager TSN, at (214) 688-1133, 8585 N. Stemmons, 901 N. Tower, Dallas, TX 75247.

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Team **Originator** **Regional network, games scheduled; rights holder**

AFC East

Baltimore Colts	WCBM Baltimore	Regional net. of 35; Four pre-season games and 16 regular season games; station holds rights with Metrosports handling network.
Buffalo Bills	WBEN Buffalo	Regional network of 13; four preseason games and 16 regular season games; station holds rights.
Miami Dolphins	WIOD Miami WQBA-FM Miami (Spanish)	Regional network of 26 stations for WIOD (no regional Spanish network); four pre-season games and 16 regular season games; WIOD holds rights.
New England Patriots	WEEI Boston	Regional net. of 32; four pre-season games and 16 regular season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four pre-season games and 16 regular season games; station holds rights.

AFC Central

Cincinnati Bengals	WKRC Cincinnati	Regional net. of between 75 and 80; four preseason games and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net of approximately 40; four preseason games and 16 regular season games; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System net. of 95; four preseason games and 16 regular season games; Mutual holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System net. of 100; five preseason games and 16 regular season games; Mutual holds rights.

AFC West

Denver Broncos	KOA Denver	Regional net. of 45; four pre-season games and 16 regular season games; station holds rights.
Kansas City Chiefs	KOMO Kansas City	Mutual Broadcasting net. of 110; four preseason games and 16 regular season games; Mutual holds rights.
Los Angeles Raiders	KRLA Pasadena KTNO Los Angeles (Spanish)	Regional net. of 25 for KRLA and regional net. of 6 for KTNO; four preseason

Team **Originator** **Regional network, games scheduled; rights holder**

games and 16 regular season games each; Bob Speck Productions, Los Angeles, holds radio rights.

San Diego Chargers	KSDO San Diego	Regional net. of 20; four pre-season games and 16 regular season games; station holds rights with Metrosports handling network.
Seattle Seahawks	KIRO Seattle	Regional net. of 41; four pre-season games and 16 regular season games; station holds rights.

NFC East

Dallas Cowboys	KRLD Dallas	Texas State Network of 185 stations originated by KRLD and regional network of 15 Spanish language stations. Four preseason games and 16 regular season games for each network; Metromedia owner of TSN, holds rights for networks and originating station.
New York Giants	WNEW New York	Regional network of 25 to 30; four preseason games and 16 regular season games; station holds rights with Metrosports handling network sales.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four pre-season games and 16 regular season games; station holds rights with Metrosports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional network of about 50; four preseason games and 16 regular season games; station holds rights.

Washington Redskins	WMAL Washington	Regional net. of about 100 stations; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
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NFC Central

Chicago Bears	WBBM Chicago	No regional net.; four pre-season games and 16 regular season games; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 28 stations;

Chart continues on page 47

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Team	Originator	Regional network, games scheduled; rights holder
		four preseason games and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 56; four preseason games and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis	Regional net. of 25; four preseason games and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WDAE Tampa Bay	Regional network of 51; four preseason games and 16 regular season games; station holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System net. of 150; four preseason games and 16 regular season

Team	Originator	Regional network, games scheduled; rights holder
		games; Mutual holds rights.
Los Angeles Rams	KMPC Los Angeles KLVE Los Angeles (Spanish)	Regional network of 20 for KMPC; KLVE feeds Spanish broadcasts to one other station; two preseason games and 16 regular season games aired by KMPC and four preseason games and 16 regular season games aired by KLVE; KMPC holds English rights; KLVE holds Spanish rights.
New Orleans Saints	WWL New Orleans	Regional net. of 46; four preseason games and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS San Francisco	Regional net. of 19; four preseason games and 16 regular season games; station holds rights.

\$212,500 last year. Major sponsors include Alcoa (Creamer Inc.), Lincoln-Mercury (Young & Rubicam), Chevrolet (Campbell-Ewald), Chrysler (Kenyon & Eckhardt), Mazda (Foote, Cone & Belding), American Motors (Grey Advertising), Stroh's beer (BBDO), Pabst (McCann-Erickson) and Mercedes (McCaffrey & McCall).

NBC-TV has four college bowl games again this season, three on Monday, Jan. 2; the Fiesta at 1:30 p.m., with 30-second spots priced at \$90,000 (up from \$75,000 a year ago), the Rose at 4:45 p.m., with 30's at \$235,000 (up from \$212,500) and the Orange at 8 p.m., with 30's at \$185,000 (unchanged from last season because, according to NBC sources, last season's Orange Bowl matchup, between Nebraska and Louisiana State, didn't produce ratings to support a price increase now). The Hula Bowl is scheduled for Jan. 7 at 4-7 p.m. and its 30's are priced at \$60,000, the same price tag as a year ago when the game was in prime time. NBC sales officials said it's too early to talk about advertiser commitments for the bowl games.

■ CBS Radio Network will begin its sixth consecutive year of NFL coverage with a lineup of 37 games. Scheduled are 27 regular-season games, most of which will air on Monday nights, plus all 10 post-season contests including the AFC and NFC first round playoffs, four divisional title games, two championship games, the Super Bowl and Pro Bowl. Opening the season this year will be Dallas at Washington, Labor Day, Sept. 5, at 8:50 p.m. NYT, followed by San Francisco at Minnesota, the same time Thursday night, Sept. 8. CBS sportscasters Jack Buck and Hank Stram will handle play-by-play and color, respectively.

Sales are brisk, said Michael Ewing, vice president and general manager, CBS Radio Network. Major advertisers thus far include:

Anheuser Busch; State Farm Insurance; Ford; Ford Motorcraft; General Motors (Buick); Honda; Travelodge; Union Carbide and CBS Television. The network offers ad-

vertisers either full or part sponsorship of games, according to Ewing.

CBS Radio is also airing four special football programs: *Pro Football Hall of Fame*

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Local TV preseason NFL coverage *

Team *Originator* *Regional network, games scheduled; rights holder*

AFC East

Baltimore Colts	WMAR-TV	Four live preseason games; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional network of two; two live preseason games; station holds rights.
Miami Dolphins	WCIX-TV Miami	Two live games and one tape-delayed game which are fed to one other station; station holds rights.
New England Patriots	WNEV-TV Boston	Three live games; station holds rights.
New York Jets	WNEW-TV New York	Two games, one live, one tape-delayed; station holds rights.

AFC Central

Cincinnati Bengals	WLWT Cincinnati	Regional net of three stations; two live games, one tape-delayed; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Three live games; station holds rights.
Houston Oilers	KPRC-TV Houston KRIV-TV Houston	KPRC-TV will carry two games and KRIV-TV one game. Stations hold rights.
Pittsburgh Steelers	WPXI Pittsburgh	Regional network of three; two live games; station holds rights.

AFC West

Denver Broncos	KOA-TV Denver	Three live games and one tape-delayed game; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four live games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX Los Angeles (Spanish)	Three live games each, if sold out, otherwise tape delayed; Bob Speck Productions, Los Angeles, holds TV rights (for both English and Spanish languages).
San Diego Chargers	KGTV San Diego	Four live games, if sold out, otherwise tape delayed; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games, station holds rights.

Team *Originator* *Regional network, games scheduled; rights holder*

NFC East

Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	Two live games, if sold out, otherwise tape delayed; Lyerly Products, Austin, holds rights.
New York Giants	WPIX New York	Three tape-delayed games; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	Three league games, if sold out, otherwise tape delayed; station holds rights.
St. Louis Cardinals	KSDK-TV St. Louis	Two live games and two tape-delayed games; Anheuser Busch holds rights.
Washington Redskins	WJLA-TV Washington	Two live games and one tape-delayed game; station holds rights.

NFC Central

Chicago Bears	WBBM-TV Chicago	Four live games; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live and two tape delayed games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net of four, three live games (but tape-delayed on some stations); station holds rights.
Minnesota Vikings	WCCO-TV Minneapolis	Regional network of two; two live games; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa Bay	One live game and three tape-delayed games, which are fed to one other station; station holds rights.

NFC West

Atlanta Falcons	WAGA-TV Atlanta	Four live games (assuming two home games are sold out, otherwise tape delayed); station holds rights.
Los Angeles Rams	KNXT Los Angeles	Four live games (team is seeking waiver of blackout rule should home games not sell out); station holds rights.
New Orleans Saints	WWL-TV New Orleans	Regional network of three; two live games and two tape-delayed games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Three live games (assuming two home games sell out, otherwise tape delayed); station holds rights.

* Although there is no official ban on the formation of regional networks for preseason television coverage, networking of those games is discouraged by the NFL, according to several station rights holders around the league. Regional networks are discouraged so that viewership of preseason coverage provided by CBS and NBC is not diluted. Unless otherwise noted, local stations do not network preseason games they have the rights to.

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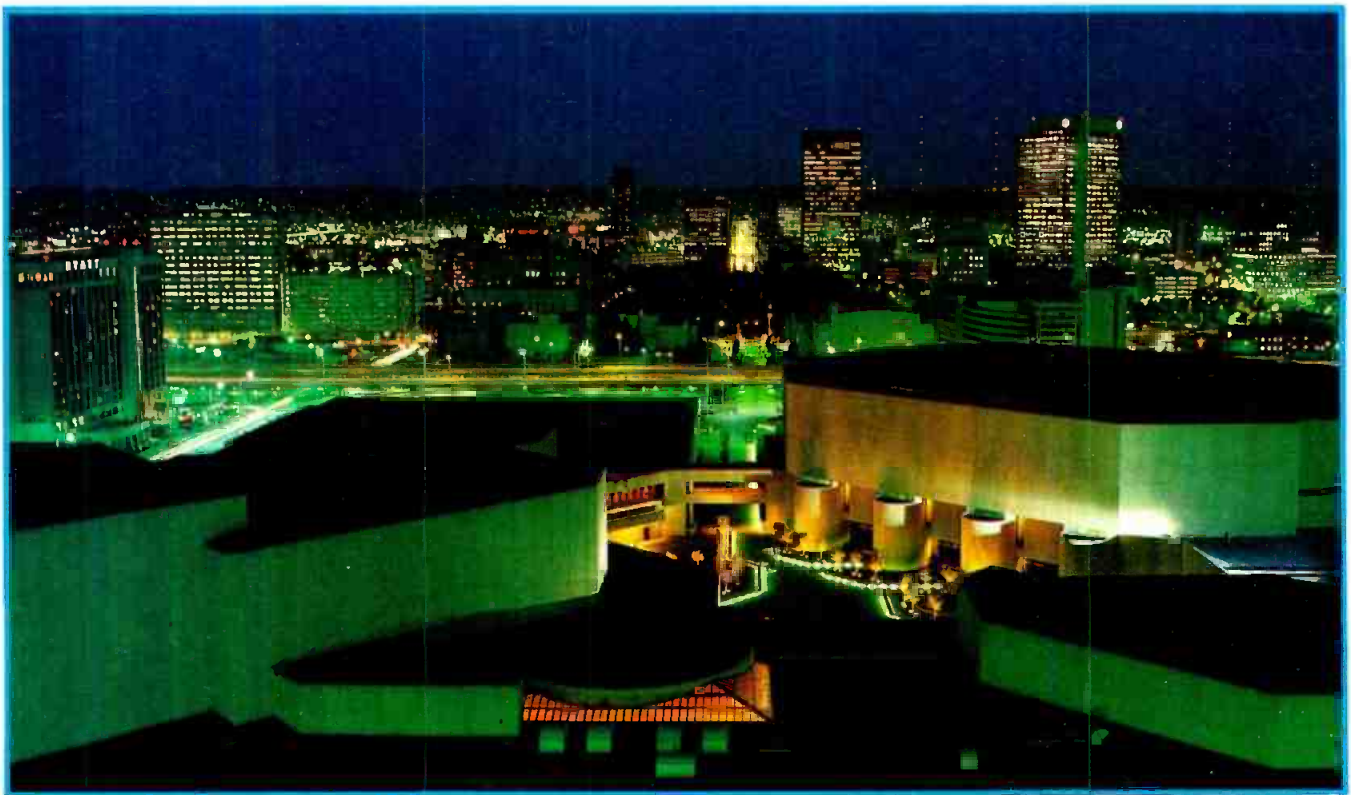
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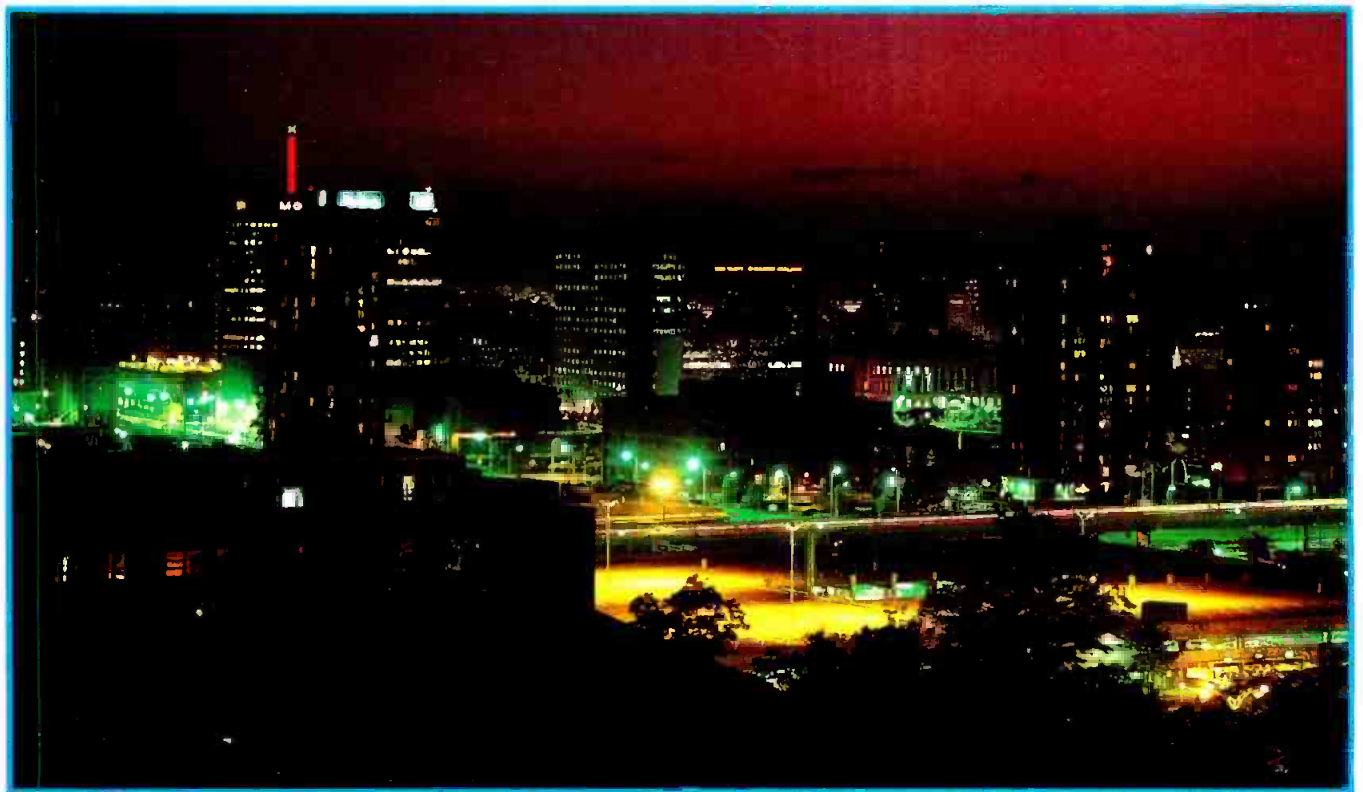


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Reports, July 30; *NFL 1983 Preview*, Aug. 29-Sept. 3 (six segments); *The Cotton Bowl Preview*, Jan. 1, 1984, and the *NFL Super Bowl XVIII Special* (16 segments), Jan. 21-22.

■ Mutual is offering its affiliates, for the first time, NFL doubleheaders for the 16-game regular season ("Riding Gain," July 11) beginning Sept. 4 with Miami at Buffalo, 12:45 p.m. NYT and the N.Y. Jets at San Diego at 3:45 p.m. The games, which will air the same times each Sunday, are expected to be sold out with a "closing rush" by Sept. 1, according to a Mutual spokesman. Major sponsors for the NFL Sunday package thus far include: Anheuser-Busch (Budweiser), International Harvester, Haggar Slacks, Ford Motorcraft and Tru-Value Hardware Stores. Named as the play-by-play and color team for the doubleheaders are sportscaster Tony Roberts and former Los Angeles Rams coach Ray Malavasi along with sportscaster Mel Procter and former Pittsburgh Steeler linebacker Jack Ham.

Additionally, Mutual has rights for four regional networks covering the Pittsburgh Steelers, Kansas City Chiefs, Houston Oilers and Atlanta Falcons. Advertisers buying spots exclusively on a regional network basis include Gulf Oil and Goodies Headache Powder.

■ For its collegiate coverage, CBS Radio has added the Kickoff Classic, Aug. 29, to its 1983 schedule. This new annual game will pit preseason favorite Nebraska against Penn State, the 1982 national champion ("Riding Gain," June 13). Completing the college football game lineup for CBS are the Sun Bowl, Dec. 24; Cotton Bowl, Jan. 2, and Senior Bowl, Jan. 14.

■ Mutual's college coverage will again include Notre Dame's football. Plans call for 11 Notre Dame games beginning Sept. 10 along with nine "randomly selected" major college football match-ups starting Sept. 3. And Mutual's annual lineup of college football events reads as follows: Army-Navy game, Nov. 25; Holiday Bowl, Dec. 23; Hall of Fame Classic, Dec. 28; Liberty Bowl, Dec. 29; Gator Bowl, Dec. 30, and the Sugar Bowl, Jan. 2.

■ ABC Radio has just ended its first year of a two-year deal for coverage of USFL football clearing it twice weekly over 200 stations for network broadcast of different games. Major advertisers included: Stroh's Beer, Delco Electronics, and Warner-Lam-

bert (Schick).

■ NBC Radio's football coverage includes three college bowl games all slated to air Jan. 2: Fiesta Bowl, Rose Bowl and Orange Bowl.

For the majority of stations with rights to local games of NFL teams, the sales picture appears to be bright. And even the small handful which have reported some softness in sales up to this point, perhaps as a result of last year's strike, remained confident that they would be sold out or just about sold out by game time.

In Cincinnati, Bob Kriehoff, general sales manager of TV rights holder WLWT(TV), said sales were running ahead of last year's pace, with major sponsors including Anheuser-Busch, Toyota dealers and Blue Cross. Harold Calvin, vice president and general manager of radio originator WKRC(AM), said that two weeks ago he had only "a couple of participations" left to sell. Major sponsors for that station include Budweiser and Chevrolet.

In Cleveland, John Llewellyn, station manager at TV originator WKYC-TV, said sales for this year's preseason Browns games were ahead of last year. McDonald's and Genesee beer are among that station's major sponsors. Ron Jones, general manager of radio rights holder WHK(AM), described sales as "pretty good—comparable to last year's," with Budweiser, Honda and a number of local advertisers as major radio sponsors.

In Detroit, Jim Long, manager of WJR(AM), radio originator for the Lions seemed confident that sales would exceed last year's levels. He identified Ford, Anheuser-Busch, Farmer's Insurance, Tru-Value Hardware, the Big Boy hamburger chain and Century 21 as major advertisers. Bill Flynn, vice president and general manager of WJBK-TV Detroit, also reported his station's sale of four preseason games going well of the major advertisers, he said, Stroh's beer is the biggest.

At WTMJ(AM) Milwaukee, going into its 52d year as the Green Bay Packers radio flagship, general manager Steve Smith reported sales strong, with major sponsors including Pabst, Ford dealers, Tru-Value Hardware, John Deere, Wisconsin Telephone and Hillshire Farms. On the Packer's television side, WBAY-TV Green Bay's Richard Millhiser described sales as "good" with availabilities about 80% sold as of two weeks ago. Pabst, Toyota, MSI Insurance and Tru-

Value Hardware are among the major advertisers.

KCMO(AM) Kansas City's Steve Shannon said that station has sold about 60% of the time available for the Chiefs and that the football schedule would be sold out by the time the season begins. Major sponsors for the station include Getty Oil, MCI, Uniroyal, Chrysler, TWA, Mercantile Bank Corp. and Frito-Lay. Pat North, general sales manager at KCTV(TV) Kansas City, reports that sales for available time during the preseason Chiefs games are "moving briskly," with about 60% of the spots sold. Sponsors, he said, include Budweiser, Ford, Getty Oil and Emery Air Freight.

Harold Deutsch, vice president and general manager of WCBM(AM) Baltimore, reported that about 75% of the Colts schedule has been sold. Sponsors include Honda, People Express, Miller Brewing Co. and Maryland National Bank. Arnie Kleiner, vice president and general manager of WMAR-TV, said that sales for the Colts preseason games were running ahead of last year. He cited Toyota and Pabst beer as major sponsors.

At WIP(AM) Philadelphia, general sales manager Bill Burns said that about 80% of the Eagles schedule was sold (about the same percentage that was sold a year ago at this time) with major sponsors including TWA, Budweiser, Honda, Getty Oil, Frito Lay and MAB Paints.

About 80% of the radio time has also been sold by the New England Patriots radio originator WEEI(AM) Boston, according to Steven Knowles, the station's general sales manager. Advertisers include Anheuser-Busch, Honda, TWA and Gulf Oil and a number of local advertisers. The Patriots have a new TV originator this year—WNEV-TV Boston, replacing WBZ-TV Boston. Fred Petrosino, vice president, sales, WNEV-TV, said that sponsors of the preseason Patriots game this year include AMC Flash Jeep, Stroh's beer and Stop & Shop supermarkets.

Sales for both radio and TV coverage of the Buffalo Bills have been running ahead of those for last year, according to Larry Lovito, president, WBEN(AM) Buffalo, and Philip Beuth, vice president, general manager, WKBW-TV Buffalo. Radio sponsors include Chevrolet, Budweiser, People Express Airlines, M&T Bank, Bells supermarkets and Hills department stores. Television sponsors include Genesee beer, Emery Air Freight and an AMC local dealership.

A better record for the Miami Dolphins last season has attracted coverage this season by the biggest radio network (26 stations) since the team dominated the NFL in the mid-1970's. WIOD(AM) Miami national sales manager, Phil Costin, said Chevrolet, Anheuser-Busch, Chevron, Eastern Airlines and Ryder Trucks are returning as major sponsors on the network, which for the first time this year will be satellite-fed. TV coverage of Dolphin preseason games has moved to WCIX-TV this year from previous rights holder WPLG(TV). Budweiser beer and Burger King are major game sponsors while Ford and Stroh's are sponsoring the station's one-hour pregame show.

New York is represented by two NFL teams—the Giants and the Jets. Jack Thayer, vice president and general manager of

What major schools get from local-regional radio and local TV

Conference	Teams	Radio Stations	TV Stations	Total Rights
Atlantic Coast	8	330	9	704,000
Big Eight	8	314	9	2,189,000
Big Ten	10	313	24	817,450
Mid American	10	37	3	26,150
PCAA	8	30	-	100,000
Pac 10	10	154	14	1,473,900
Southeastern	10	691	52	1,439,500
Southwest	9	190	3	1,509,000*
Western Athletic	9	85	11	378,000
Independ./others	52	780	190	1,951,600
Totals:	135	2,924	318	10,583,600

*includes \$1.5 million in advertising revenues team anticipates from its own radio network.

WNEW(AM) New York, the Giants radio originator, indicated that sales "are ahead" of last year. He said spots should be sold out by the time the regular season starts. Major advertisers include TWA, Anheuser-Busch, Manufacturers Hanover Trust and Nabisco. WNEW has originated Giants football for the past 23 years. On television for the Giants, WPIX(TV) New York has tapped Miller beer as a sponsor for tape-delayed broadcasts of three preseason contests.

New York Jets football appears to be attracting more ad dollars this season after the team's winning performance last year. Business for WCBS(AM) New York, according to the station's vice president and general manager, James McQuade, is up 40% compared to a year ago. McQuade reports Nissan Motors/Datsun, Gulf Oil, Manufacturers Hanover Trust and the New York Racing Association as among the major sponsors for season coverage. On the television side, sales this season are described as "very brisk" by Charles (Bud) Meehan, the station's vice president and general manager. Major advertisers include Miller beer, Amoco Gas & Oil and Procter & Gamble.

"Selling the world champions was easy this year," said John Long, sales manager at WJLA-TV Washington, which originates the Redskins preseason games. Advertisers include Toyota, Stroh's, Midas Muffler, Pizza Hut and AMC Jeep/Renault. The Redskins are also sold out on the radio side, where WMAL(AM) originates the games. Sponsors include Anheuser-Busch, Chevrolet, Mobil, TWA, Kodak, McDonald's and Riggs Bank.

In Pittsburgh, Pat Gmitter, vice president and general manager of WPIX(TV), said sales "are not in bad shape," and that he expects 75% of availabilities to be presold with 25% left open for "last-minute" buyers. Sponsors for the preseason Steelers games include Iron City Beer and Pittsburgh National Bank. WTAE(AM) has the radio rights and will broadcast four Steelers preseason games plus the July 30 Hall of Fame game between the Steelers and the New Orleans Saints. It will also carry the 16-game regular schedule. Sponsors include People Express, Pittsburgh National Bank, Bailey's Juice Products and the Foodland supermarket chain.

Sports syndicators and resale carriers reported the following activity for the upcoming season:

■ Metrosports is putting together the radio networks for the Washington Redskins, Philadelphia Eagles, Baltimore Colts, New York Giants and San Diego Chargers. And it holds the broadcast and cable rights to the University of Maryland games, for which it will put together, for the first time, two separate networks, with flagship stations in Washington (WMAL) and Baltimore (WFBR). It also produces delayed-telecast packages of Notre Dame and UCLA football, both of which will be seen on ESPN this season. The Notre Dame package also will be seen on television stations covering perhaps 60% of the U.S. It will also syndicate the Aloha Bowl (played in Honolulu, Dec. 26) to TV and radio broadcasters and ESPN.

■ Katz Sports will syndicate the first annual Kickoff Classic, the opening game of the 1983 college football season, to be

played at Giants Stadium in Rutherford, N.J., on Aug. 29 between Penn State and Nebraska. Katz has cleared over 170 stations, reaching 92% of the country. Katz will also syndicate and produce the 25th annual Liberty Bowl on Dec. 29.

■ David Halberstam, manager of sports sales, Katz Radio, estimated that spot radio sales for football coverage will remain about the same as last season. He stressed that business varies from market to market. Halberstam said the base for radio advertising of sports remains small and the mission is to attract new advertisers. For this season, he cited such newcomers as Western Auto stores, Sentry Insurance and People Express and said that Honda is investing more heavily than in the past. He noted that airlines have not been as active as in past years.

■ Mizlou Productions, New York, has put together a schedule of six bowl games this season, consisting of the Independence Bowl on Dec. 10 (8 p.m. NYT); Cotton Bowl on Dec. 17 (4 p.m. NYT); Florida Citrus Bowl (formerly Tangerine Bowl) on Dec. 17 (8 p.m. NYT); Holiday Bowl on Dec. 22 (9 p.m. NYT); Blue Bonnet Bowl on Dec. 31 (8 p.m. NYT), and Senior Bowl on Jan. 14 (1 p.m. NYT). Mizlou will be presenting two one-hour specials this season—*History of the Forward Pass* during Thanksgiving period and *Bowl Game Preview* on Dec. 3.

■ Bri/Ter Television Sales is syndicating a new one-hour sports special, *The Final Cut*, which will be available Sept. 1 to coincide with the start of the regular professional football season. The program has cleared 40 markets and aims to clear 100 by Labor Day weekend, said Bri/Ter President Terry Lynch. The special takes an in-depth look at the rookie players hoping to make it in the NFL.

■ Pro Sports Entertainment of New York will again offer two television football series as well as an expanded number of special features. Already clearing nearly 100 stations are *NFL Week in Review*, a 22-week half hour highlight program, and *NFL Pro Magazine* (formerly *NFL Weekly Magazine*), a 21-week half hour features show. Returning as major sponsors are Mazda and Coors beer. Tony Vella, vice president of station sales for Pro Sports, says the company guarantees advertisers 70% coverage of television households nationwide.

Special programming packages include: *NFL's Best Ever*, three one-hour programs airing through the end of September and highlighting major players of the game over the past 25 years; *Super Bowl VII Highlights*, a half-hour program available through the end of the year; *MVP... Most Valuable Players*, a 30-minute show spotlighting six current NFL players, available through the end of September, and *Miller Presents... NFL Man of the Year*, a half-hour special examining players' contributions to their communities, available September to December. *Super Bowl VII Highlights* and *MVP... Most Valuable Players* are being sponsored in part by the U.S. Navy.

Pro Sports Entertainment also plans to present a new annual season wrap-up in January called *Super Stars of the Super Bowl*, highlighting the past 17 contests.

■ Wold Communications, Los Angeles, reported brisk business in arranging for transmissions of NFL games and will handle the networking for 18 clubs on radio and eight on television. The radio end covers all preseason and regular games, while TV is restricted to the preseason contests only. The radio total is about the same as last year, while television is up slightly. Wold is still in negotiations for college football and expects to release information in a few weeks. The company, in association with Metrosports, will handle transmission of *Notre Dame Highlights*, a one-hour weekly show of tape origination and tape playback.

On the cable side, both ESPN and WTBS(TV) Atlanta will originate about as much football as they did last year. USA Cable Network, however, is reducing the number of college games it will carry for the coming season.

ESPN's Canadian football coverage began on July 8, and will consist of 35 games, mostly live, including the championship Grey Cup game on Nov. 27. CFL sponsors include Anheuser-Busch, Timex, Kodak, Bic, Quantas and United Airlines. Rates vary according to daypart, but the range is \$700 per 30-second for a tape-delayed game not shown in prime time to \$4,000 per 30-second for a live prime time game in the fourth quarter (October-December). Assuming that the NCAA contracts with the networks remain in force, ESPN will carry two tape-delayed college games each weekend, including the entire Notre Dame schedule and a number of UCLA games (both packages are being put together by Metrosports). ESPN also will air, on a tape-delayed basis, the Rose Bowl; seven live bowl games, including the Aloha Bowl (Metrosports), and Mizlou presentations of the Florida Citrus, Independence, California, Holiday and Blue Bonnet bowls. The network owns the rights to the Senior Bowl. Sponsors and rates for college play are similar to the network's CFL coverage.

Next spring ESPN will carry, for the second year, 34 USFL games, on Monday and Saturday nights. The rate for a 30-second spot during live USFL coverage will be the same as last year—\$10,800. Sponsors include Anheuser-Busch, Mennen, Ford, GM Trucks and Mattel.

WTBS is entering the second year of a two-year contract with the NCAA, giving it the rights to 19 games. Sponsors include Chevrolet, Panasonic and A.C. Delco. For the first time WTBS has acquired the rights to the Hall of Fame Bowl, which will air Dec. 22 at 8 p.m. In all likelihood, that bowl game will be syndicated as a Turner Network Television presentation to over-the-air broadcasters in the same manner that TBS syndicated last year's Georgetown-Virginia college basketball game.

USA is cutting back its tape-delayed football coverage from the 55 games it had last year to 15 or 20 this year. A USA spokesman explained that while viewers have expressed some interest in college football, "it was not enough to justify all the games we were doing." USA college football spots are priced at about \$2,200 per 30 second. Sponsors include Levi Strauss, Mobil Oil, Duracell, CRC Chemicals and Cinemax. □

A side-by-side comparison of network compensation

Network affiliates association gathers data on rates paid by the three TV networks

A rare side-by-side look at the TV networks' affiliate compensation rate structures, market by market, is provided in comparisons developed primarily from affiliation contracts on file with the FCC.

The basic work was done by researchers for the ABC-TV Affiliates Association after most ABC affiliates indicated a willingness to participate by submitting information on their own ABC hourly rates. The results were circulated among the affiliates at their annual meeting last spring (BROADCASTING, May 16).

The idea, according to association leaders, was to let ABC stations that participated in the study know how their rates stacked up against those of NBC and CBS affiliates in their markets, or against those of affiliates in other markets. Those that thought they were being underpaid could then, if they wished, use the information in individual rate negotiations with ABC. But that, leaders emphasized, would be a question for each affiliate to decide for itself, because the association does not and cannot legally negotiate rates.

The material developed by the association's researchers was extensive, but it also contained holes—and other weaknesses, too, association leaders said. Some 20 affiliates, for example, did not submit their own network rates. For those markets, the association made no attempt to compile CBS and NBC affiliates' network rates. In many other markets, contract information for one or more stations could not be located in the FCC files. In other cases, according to association leaders, it was found and reported although it seemed likely to be out of date, and in some cases the researchers used alternative sources of information that also might be out of date.

BROADCASTING undertook to plug the holes in the association's report. Reporters searching the FCC files were able to compile information for all affiliates in virtually all of the 20 markets whose ABC affiliates did not participate in the association's study. But BROADCASTING's reporters encountered many of the problems that the association's researchers did: inability to find any contracts at all in many cases and uncertainty about the currency of others.

The result of BROADCASTING's research and highlights of the ABC association's report are combined in the chart below.

The comparisons show wide swings in the network rates in many markets. They also indicate that, on the whole in competitive markets, NBC tends to pay higher hourly rates than ABC or CBS, and that ABC tends

to be the rates leader much less often than either of the others. Thus, in 134 three-network markets on which rate information is available for all three affiliates, NBC's rate is the highest in 67 markets. CBS's is highest in 46 markets and ABC's is in 25 (the figures include ties).

The differences may be offset in some cases by the fact that, according to this information, NBC generally pays its affiliates 30% of their network hourly rate for carrying network programs in the 6-11 p.m. period, while ABC and CBS generally pay 32%. (The percentages for other dayparts are generally lower.)

Some observers feel that one factor in NBC's tendency to assign higher hourly rates to its affiliates is its long tenure in third place in the three-network ratings race—that in some cases it must pay more or feels it must, to retain affiliations. On the other hand, the comparatively few instances in which ABC's is the highest rate in the market would not seem to corroborate claims that ABC's success in winning new affiliates in recent years resulted as much from aggressive compensation policies as from improved program ratings.

Many factors figure in the determination of an affiliate's network hourly rate. Theoretically, at least, it is supposed to reflect the affiliate's delivery of audiences for network programing. This may be influenced by other considerations, such as physical coverage, or a U competing with two V's; whether a station's local programing, particularly its news, is above or below par for the market, and whether a station is given to frequent pre-emptions of network programs. A station's standing in its community may make it a desirable affiliate in some cases, apart from its ratings. A long-standing "good" relationship between an affiliate and its network may be taken into account. The availability of other stations in the market may strengthen a network's hand; a lack of comparable alternatives may similarly weaken it. The compensation terms in the original affiliation deal may have a carryover effect, keeping them relatively low if they started low or relatively high if they started that way. Finally, it all comes down to negotiations between network and station—and which has the stronger arguments or alternatives.

Thus while the compensation bases for all three affiliates are comparable in many markets, in many they are not. In the first market on the list, Abilene, Tex., for instance, the CBS affiliate is shown with an hourly rate of \$158, while the ABC affiliate's is \$550, and the NBC affiliate's \$800. The CBS affiliate is a U, the other two are V's. In Columbia, S.C., as another example, the NBC affilia-

te, a V, is shown with a hourly rate of \$3,000 while the ABC and CBS affiliates, both U's, have \$300 and \$292 respectively.

In Philadelphia, the CBS-owned station has the lowest network hourly rate, \$4,000. The ABC affiliate's is \$5,500, the NBC affiliate's \$4,233.

Rates for other CBS O&O's, and for all NBC O&O's, could not be found in the FCC files. Network hourly rates for ABC O&O's were reported as follows: WABC-TV New York \$9,700; KABC-TV Los Angeles, \$5,500; KGO-TV San Francisco \$3,200; WLS-TV Chicago \$5,100, and WXYZ-TV Detroit \$3,600.

The tables below follow the format of the ABC affiliates' report, but with two columns deleted. One gave the date of the contract found in the FCC files. The other gave the percentage of the hourly rate paid in each case by the network for carriage of network programing in the 6-11 p.m. period. These percentages in most cases were 32% for both ABC and CBS affiliates and 30% for NBC affiliates, but there were exceptions.

Among the exceptions: CBS is shown as paying 40% to affiliates in Boston and San Diego; 36% to affiliates in Ames, Iowa; Charlotte, N.C.; Grand Rapids, Mich., and Cape Girardeau, Mo.; and 35% to affiliates in Lexington, Ky., and Toledo, Ohio, while NBC is shown as paying 37% to its affiliate in Seattle. □

City/station	Network	hourly rate
Abilene-Sweetwater Tex.		
KTXS-TV	(ABC)	\$550
KTAB-TV	(CBS)	158
KRBC-TV	(NBC)	800
Albany, Ga.		
WALB-TV	(NBC)	1,250
Albany-Schenectady-Troy N.Y.		
WTEN(TV)	(ABC)	2,450
WRGB(TV)	(CBS)	2,550
WNYT(TV)	(NBC)	1,850
Albuquerque, N.M.		
KOAT-TV	(ABC)	850
KGGM-TV	(CBS)	609
KOB-TV	(NBC)	750
Alexandria, La.		
KALB-TV	(NBC)	1,000
Alexandria, Minn.		
KCMT	(CBS)	1,000
Alpena, Mich.		
WBKB-TV	(CBS)	125
Amarillo, Tex.		
KVII-TV	(ABC)	600
KFDA-TV	(CBS)	500
KAMR-TV	(NBC)	988
Anchorage		
KIMO(TV)	(ABC)	150
KTV(TV)	(CBS)	247
KTUU-TV	(NBC)	273

BottomLine

Wometco record. Wometco Enterprises reported record net income of \$13,027,000 for 24 weeks ended June 18, 10% increase over \$11,887,000 for same period in 1982. Revenue was \$228,457,000 (4% gain) and \$220,277,000, respectively in those periods. Although it trailed both soft-drink bottling and vending arms in revenue, broadcasting was highest in divisional income with \$12,712,000 before considerations for unallocated expenses and income taxes. Cable TV also was strong in divisional income with \$6,025,000 for 24-week period, but subscription television had \$692,000 loss in that period, substantial reversal from \$819,000 profit shown in comparable 1982 period. Wometco Enterprises also released figures for 12-week period ended June 18 that showed net income of \$8,365,000 on revenues of \$121,614,000, exceeding \$116,339,000 revenue and \$6,713,000 net income during similar period in 1982.

□

Split and payout. Meredith Corp. stockholders have approved three-for-one stock split, to be effective next Friday (Aug. 12). Des Moines, Iowa-based publisher-broadcaster, also announced that, before sale of its KCMO(AM)-KCEZ(FM) Kansas City, Mo., to Fairbanks Broadcasting Co. for \$8 million (BROADCASTING, July 4), net earnings for Meredith's fourth quarter were \$6,964,000, or \$2.23 per share. Sale of radio properties contributed additional \$3,802,000, \$1.22 per share, to earnings. Earnings in 1982's fourth quarter were \$5,443,000 or \$1.77 per share, on revenue of \$108,590,000, virtually same as revenue of \$108,471,000 in fourth quarter of fiscal 1983. For full year, Meredith had revenue of \$447,755,000 and net earnings of \$29,487,000 (excluding proceeds from sales of radio properties), or \$9.45 per share. In preceding year, earnings were \$26,924,000, or \$8.57 per share, on revenue of \$449,143,000.

□

Post's post. Post Corp., Appleton, Wis.-based group of five TV stations and three radio stations, reported earnings increased 30% to \$1,631,000, or 89 cents per share, over same period year ago.

□

Gross's gross. Gross Telecasting Inc., Michigan-Wisconsin radio-TV operator, reported second-quarter income of \$895,297 on revenue of \$3,640,828, compared to income of \$652,594 on revenue of \$3,352,310 in similar quarter ended June 30, 1982. For six months of 1983, net income was \$1,682,278 on revenue of \$6,917,594. Gross has sold its WJIM-TV Lansing, Mich., and WKBT(TV) La Crosse, Wis., subject to FCC approval (BROADCASTING, July 25). It retains WJIM-AM-FM Lansing.

□

MCI split. MCI Communications Corp., Washington, announced two-for-one stock split after shareholders had approved increase of company's common shares from 200 million to 400 million. Split is payable Aug. 19 to shareholders of record July 29. MCI on July 12 had reported record revenue of \$1.25 billion and record net income of \$188.9 million (earnings per share of \$1.79) for 12 months ended June 30, 1983, compared to \$605.5 million revenue and \$112.3 million net income (earnings per share of \$1.18) in preceding 12 months. For quarter that just ended, MCI had revenue of \$363.8 million, up 96.5% from \$185.1 million in same quarter last year. Net income was \$54.6 million, up 49.7% from \$36.5 million in quarter ended June 30, 1982.

□

Nielsen's numbers. A.C. Nielsen Co. reported for nine months ended May 31, 1983, sales increased 6.3% to \$505,140,000 from \$474,998,000 year earlier. Net earnings for same period increased 8.1% to \$32,850,000, or \$1.46 per common share. Company also declared quarterly cash dividend of 17 cents per share on common stock, payable Aug. 1 to shareholders of record July 13.

□

MGM/UA results. MGM/UA Home Entertainment Group Inc., distributor of theatricals to pay television and home video markets, reported earnings of \$9,907,000, or 34 cents per share, on revenue of \$40,342,000 for third fiscal quarter ended May 31, 1983. For nine months ended May 31, 1983, earnings were \$27,991,000, or \$1.01 per share, on revenue of \$113,955,000. Company also declared first quarterly cash dividend of 15 cents per share on its common stock, payable Aug. 10 to shareholders of record July 22.

□

Disney's divvy. Walt Disney Productions announced third-quarter earnings for period ended June 30 were \$21.4 million, or 61 cents per share, compared to \$32.9 million, or \$2.17 per share, for same period previous year. Revenue was up, however, from \$275.8 million to \$358.5 million for quarter, with overall operating income dropping from \$67.8 million to \$51 million. Decline in earnings was attributed primarily to \$21 million write-off associated with movie entitled "Something Wicked This Way Comes," and \$13.5 million loss associated with start-up of Disney Channel.

□

Private plus. Private Screenings Inc., New York-based supplier of adult programming to pay TV systems, reported fiscal third-quarter revenue of \$377,300 or 44% increase over previous quarter, with earnings of \$9,869. Private Screenings, public since May 1982, now has 80 films in its library and is traded OTC.

City/station	Network	hourly rate
KDBC-TV	(CBS)	462
KTSM-TV	(NBC)	536
Elmira, N.Y.		
WENY-TV	(ABC)	175
WETM-TV	(NBC)	satellite
Erie, Pa.		
WJET-TV	(ABC)	500
WSEE(TV)	(CBS)	325
WICU-TV	(NBC)	1,607
Eugene, Ore.		
KEZI-TV	(ABC)	1,000
KVAL-TV	(CBS)	800
KMTR-TV	(NBC)	250
KPIC	(CBS)	satellite
Eureka, Calif.		
KVIQ-TV	(ABC)	425
	(NBC)	226
KIEM-TV	(CBS)	275
	(NBC)	242
Evansville, Ind.		
WTW(TV)	(ABC)	1,300
WEHT(TV)	(CBS)	450
WFIE-TV	(NBC)	1,100
Fairbanks, Alaska		
KTVF	(CBS)	200
Fargo, N.D.		
KTHI-TV	(ABC)	450
KXJB-TV	(CBS)	537
WDAY-TV	(NBC)	600
WDAZ-TV	(NBC)	250
Farmington, N.M.		
KIVA-TV	(NBC)	130
Flint-Saginaw-Bay City, Mich.		
WJRT-TV	(ABC)	1,550
WEYI-TV	(CBS)	510
WNEM-TV	(NBC)	2,000
Florence, S.C.		
WPDE-TV	(ABC)	200
WBTW-TV	(CBS)	967
Fort Myers-Naples, Fla.		
WEVU(TV)	(ABC)	175
WINK-TV	(CBS)	900
WBBH-TV	(NBC)	705
Fort Smith, Ark.		
KFPW-TV	(ABC)	350
KFSM-TV	(CBS)	1,300
KLMN-TV	(NBC)	225
KTVP-TV	(ABC)	satellite
Fort Wayne, Ind.		
WPTA(TV)	(ABC)	725
WANE-TV	(CBS)	860
WKJG-TV	(NBC)	575
Fresno, Calif.		
KJEO(TV)	(ABC)	600
KFSN-TV	(CBS)	825
KSEE(TV)	(NBC)	900
Gainesville, Fla.		
WCJB-TV	(ABC)	200
Glendive, Mont.		
KXGN-TV	(NBC)	81
	(CBS)	100
Grand Junction, Colo.		
KCJT-TV	(ABC)	250
KREX-TV	(CBS & NBC)	460
Grand Rapids-Kalamazoo-Battle Creek, Mich.		
WZZM-TV	(ABC)	900

City/station	Network	hourly rate
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City/station	Network	hourly rate
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City/station	Network	hourly rate
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WKZO-TV	(CBS)	2,000
WOTV(TV)	(NBC)	2,150
WUHQ-TV	(ABC)	475

WJTV(TV)	(CBS)	1,100
WLBT(TV)	(NBC)	2,049

Little Rock, Ark.		
KATV(TV)	(ABC)	950
KTHV(TV)	(CBS)	725
KARK-TV	(NBC)	1,150

Great Falls, Mont.		
KFFB-TV	(ABC)	700
KRTV-TV	(NBC)	450

Jackson, Tenn.		
WBBJ-TV	(ABC)	425

Los Angeles		
KABC-TV	(ABC)	5,500
KNXT-TV	(CBS)	N/A
KNBC-TV	(NBC)	N/A

Green Bay, Wis.		
WFRV-TV	(ABC)	1,250
WLUK-TV	(CBS)	900
WBAY-TV	(NBC)	950

Jacksonville, Fla.		
WTLV(TV)	(ABC)	2,050
WJXT(TV)	(CBS)	2,150
WJKS-TV	(NBC)	850

Louisville, Ky.		
WLKY-TV	(ABC)	800
WHAS-TV	(CBS)	2,388
WAVE-TV	(NBC)	3,663

Greensboro-Winston Salem-High Point, N.C.		
WGHP-TV	(ABC)	1,050
WFMY-TV	(CBS)	1,205
WXII(TV)	(NBC)	1,175

Johnstown-Altoona Pa.		
WOPC(TV)	(ABC)	50
WTAJ-TV	(CBS)	1,954
WJAC-TV	(NBC)	1,718

Lubbock, Tex.		
KAMC(TV)	(ABC)	300
KLBK-TV	(CBS)	860
KCBD-TV	(NBC)	1,215

Greenville-New Bern-Washington, N.C.		
WCTI(TV)	(ABC)	325
WNCT-TV	(CBS)	835
WITN-TV	(NBC)	1,350

Jonesboro, Ark.		
KAIT-TV	(ABC)	475

Macon, Ga.		
WGXA(TV)	(ABC)	75
WMAZ-TV	(CBS)	1,035
WCWB-TV	(NBC)	450

Greenwood-Greenville, Miss.		
WABG-TV	(ABC)	508
WXVT-TV	(CBS)	150

Joplin, Mo.-Pittsburg, Kan.		
KODE-TV	(ABC)	800
KOAM-TV	(CBS)	1,590
KSNF(TV)	(NBC)	250

Madison, Wis.		
WKOW-TV	(ABC)	450
WISC-TV	(CBS)	975
WMTV-TV	(NBC)	643

Guam		
KUAM-TV	(CBS)	100

Juneau, Alaska		
KINY-TV	(NBC)	120

Mankato, Minn.		
KEYC-TV	(CBS)	420

Hamilton, Bermuda		
ZFB-TV	(ABC)	N/A

Kansas City, Mo.		
KMBC-TV	(ABC)	1,800
KCMO-TV	(CBS)	1,703
WDAF-TV	(NBC)	1,821

Marquette, Mich.		
WLUC-TV	(CBS)	720

Harrisburg-Lancaster-York-Lebanon, Pa.		
WHTM-TV	(ABC)	725
WHP-TV	(CBS)	550
WGAL-TV	(NBC)	3,063
WLYH-TV	(CBS)	405
WSBA-TV	(CBS)	200

Knoxville, Tenn.		
WATE-TV	(ABC)	2,450
WBIR-TV	(CBS)	2,330
WTVK(TV)	(NBC)	600

McAllen-Brownsville, Tex.		
KRGV-TV	(ABC)	825
KGBT-TV	(CBS)	925
KVEO(TV)	(NBC)	100

Harrisonburg, Va.		
WHSV-TV	(ABC)	700

LaCrosse-Eau Claire, Wis.		
*WXOW-TV	(ABC)	225
WKBT-TV	(CBS)	760
WQOW-TV	(ABC)	N/A
WEAU-TV	(NBC)	723

Medford, Ore.		
KOTI(TV)	(ABC)	satellite
KOBI(TV)	(ABC)	768
KTVL(TV)	(NBC)	930
	(CBS)	900

Hartford-New Haven, Conn.		
WTNH-TV	(ABC)	2,650
WFSB(TV)	(CBS)	4,044
WVIT(TV)	(NBC)	964

Lafayette, Ind.		
WLFI-TV	(CBS)	220

Memphis		
WHBQ-TV	(ABC)	1,250
WREG-TV	(CBS)	2,125
WMC-TV	(NBC)	2,143

Helena, Mont.		
KTVG	(NBC)	125

Lafayette, La.		
KATC(TV)	(ABC)	625
KLFY-TV	(CBS)	1,490
KPLC-TV	(NBC)	360
KPLC-TV	(NBC)	400

Meridian, Miss.		
WTOK	(ABC)	1,727
WHTV-TV	(CBS & NBC)	355

Hilo, Hawaii		
KHVO-TV	(ABC)	satellite
KGMD-TV	(CBS)	satellite
KHAW-TV	(NBC)	satellite

Lansing, Mich.		
WJIM-TV	(CBS)	1050
WILX-TV	(NBC)	950

Miami		
WPLG(TV)	(ABC)	1,925
WTVJ(TV)	(CBS)	2,177
WCKT(TV)	(NBC)	2,300

Honolulu		
KITV(TV)	(ABC)	500
KGMB-TV	(CBS)	700
KHON-TV	(NBC)	500

Laredo, Tex.		
KVTV	(CBS)	140
KGNS-TV	(NBC)	145

Milwaukee		
WISN-TV	(ABC)	1,750
WITI-TV	(CBS)	1,680
WTMJ-TV	(NBC)	2,200

Houston		
KTRK-TV	(ABC)	2,400
KHOU-TV	(CBS)	2,550
KPRC-TV	(NBC)	2,670

Las Vegas		
KTNV-TV	(ABC)	425
KLAS-TV	(CBS)	493
KVCB(TV)	(NBC)	450
KFDX-TV	(NBC)	562

Minneapolis-St. Paul		
KSTP-TV	(ABC)	2,100
WCCO-TV	(CBS)	2,250
WTCN-TV	(NBC)	1,830

Huntsville-Decatur-Florence, Ala.		
WAAY-TV	(ABC)	650
WHNT-TV	(CBS)	1,210
WAFF(TV)	(NBC)	590
WOWL-TV	(NBC)	250

Laurel-Hattiesburg, Miss.		
WDAM-TV	(NBC)	775

Minot-Bismarck-Dickinson, N.D.		
KMOT	(NBC)	118
KXMD-TV	(CBS)	75
KUMV-TV	(NBC)	131
KXMB-TV	(CBS)	198
KFYR-TV	(NBC)	683
KDIX-TV	(CBS)	97
KQCD-TV	(NBC)	80

Idaho Falls-Pocatello, Idaho		
KPVI(TV)	(ABC)	225
KID-TV	(CBS)	400
KIFI-TV	(NBC)	458

Lexington, Ky.		
WTVQ-TV	(ABC)	400
WKYT-TV	(CBS)	1,200
WLEX-TV	(NBC)	875

Lincoln-Hastings-Kearney, Neb.		
KECI-TV	(NBC)	450
KWNB-TV	(ABC)	satellite
KHGI-TV	(ABC)	600
KOLN-TV	(CBS)	985
KHAS-TV	(NBC)	450

Indianapolis		
WRTV(TV)	(ABC)	1,608
WISH-TV	(CBS)	2,400
WTHR(TV)	(NBC)	1,700

Lima, Ohio		
WLIO	(NBC)	350

Little Rock, Ark.		
KATV(TV)	(ABC)	950
KTHV(TV)	(CBS)	725
KARK-TV	(NBC)	1,150

Jackson, Miss.		
WAPT(TV)	(ABC)	400

City/station	Network	hourly rate	City/station	Network	hourly rate	City/station	Network	hourly rate
Missoula-Butte, Mont.	KECI-TV (ABC)	625	Parkersburg, W. Va.	WTAP-TV (NBC)	150	Rockford, Ill.	WREX-TV (ABC)	750
	KPAX-TV (ABC)	satellite					WIFR-TV (CBS)	400
	KCFW-TV (CBS)	100					WTVO-TV (NBC)	500
	KRAU-TV (NBC)	95	Peoria, Ill.	WRAU-TV (ABC)	700		KBIM-TV (CBS)	240
	KXLF-TV (ABC)	1150		WMBD-TV (CBS)	690	Roswell, N.M.	KBIM-TV (CBS)	240
	KTYM-TV (NBC)	255		WEEK-TV (NBC)	750		KSWS-TV (NBC)	339
Mobile, Ala.-Pensacola, Fla.	WEAR-TV (ABC)	1,050	Philadelphia	WPVI-TV (ABC)	5,500	Sacramento-Stockton, Calif.	KOVR-TV (ABC)	1,400
	WVRG-TV (CBS)	1,875		WCAU-TV (CBS)	4,000		KXTV-TV (CBS)	1,945
	WALA-TV (NBC)	925		KYW-TV (NBC)	4,233		KCRA-TV (NBC)	2,945
Monroe, La.-El Dorado, Ark.	KARD-TV (ABC)	88	Phoenix	KTVK-TV (ABC)	925	St. Joseph, Mo.	KQT-TV (ABC)	628
	KNOE-TV (CBS)	1,285		KTSP-TV (CBS)	1,051		KQT-TV (ABC)	628
	KTVL-TV (NBC)	1,475		KPNX-TV (NBC)	1,125	St. Louis	KTVI-TV (ABC)	2,100
Montgomery, Ala.	WKAB-TV (ABC)	225	Pittsburgh	WTAE-TV (ABC)	3,100		KMOX-TV (CBS)	N/A
	WCOV-TV (CBS)	225		KDKA-TV (CBS)	2,866	Salinas-Monterey, Calif.	KMST (CBS)	225
	WSFA-TV (NBC)	2,900		WPXI-TV (NBC)	2,624		KSBW-TV (NBC)	1,050
Nashville	WNGE-TV (ABC)	1,050	Portland-Poland Springs, Me.	WMWT-TV (ABC)	750	Salisbury, Md.	WMDT-TV (ABC)	125
	WTFV-TV (CBS)	2,037		WGAN-TV (CBS)	750		WMDT-TV (ABC)	125
	WVUE-TV (ABC)	1,400		WCST-TV (NBC)	786		WBOC-TV (CBS)	800
New Orleans	WWL-TV (CBS)	2,700	Portland, Ore.	KATU-TV (ABC)	1,400	Salt Lake City	KTVX-TV (ABC)	1,050
	WDSU-TV (NBC)	1,947		KOIN-TV (CBS)	1,426		KTVX-TV (ABC)	1,050
	WVUE-TV (ABC)	1,400		KGW-TV (NBC)	1,714		KSL-TV (CBS)	925
New York	WABC-TV (ABC)	9,700	Presque Isle, Me.	WAGM-TV (CBS)	266	San Angelo, Tex.	KCTV (CBS)	198
	WABC-TV (ABC)	9,700					KCTV (CBS)	198
	WNCN-TV (NBC)	10,000	Providence-New Bedford, R.I.	WPRI-TV (ABC)	2,700	San Antonio, Tex.	KSAT-TV (ABC)	1,025
	WTKR-TV (CBS)	1,600		WJAR-TV (NBC)	1,500		KENS-TV (CBS)	1,150
	WAYV-TV (NBC)	1,125	Quincy, Ill.-Hannibal, Mo.	KHQA-TV (CBS)	1,125		KMOL-TV (NBC)	1,000
North Platte, Neb.	KNOP-TV (NBC)	200		WGEM-TV (NBC)	1,250	San Diego	KGTV-TV (ABC)	2,500
							KFMB-TV (CBS)	2,580
Odessa-Midland, Tex.	KMID-TV (ABC)	900	Raleigh-Durham, N.C.	WRAL-TV (ABC)	1,575		KCST-TV (NBC)	1,499
	KOSA-TV (CBS)	770		WTDV-TV (CBS)	1,825	San Francisco	KGO-TV (ABC)	3,200
	KTPX-TV (NBC)	400		WPTF-TV (NBC)	586		KPIX-TV (CBS)	2,900
Okahoma City	KOCO-TV (ABC)	1,600	Rapid City, S.D.	KEVN-TV (ABC)	1,600		KRON-TV (NBC)	3,213
	KFTV-TV (CBS)	1,500		KOTA-TV (NBC)	900		KNTV-TV (ABC)	1,250
	KTVY-TV (NBC)	1,950		KDUH-TV (NBC)	241	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	KEYT-TV (ABC)	444
	KETV-TV (ABC)	1,200	Reno	KOLO-TV (ABC)	350		KCOY-TV (CBS)	350
	KMTV-TV (NBC)	1,250		KTVN-TV (CBS)	325		KSBY-TV (NBC)	482
Orlando-Daytona Beach, Fla.	WFTV-TV (ABC)	1,300	Richmond, Va.	WXEX-TV (ABC)	990	Savannah, Ga.	WSA-TV (ABC)	1,400
	WCPX-TV (CBS)	1,050		WTVR-TV (CBS)	1,170		WTOC-TV (CBS)	870
	WESH-TV (NBC)	2,235		WWBT-TV (NBC)	991		WJCL-TV (NBC)	500
Ottumwa, Iowa-Kirkville, Mo.	KTVO-TV (ABC)	637		WVIR-TV (NBC)	50	Seattle-Tacoma, Wash.	KOMO-TV (ABC)	2,000
				WSET-TV (ABC)	500		KIRO-TV (CBS)	1,168
Paducah, Ky.-Cape Girardeau, Mo.	WSL-TV (ABC)	400	Roanoke-Lynchburg, Va.	WDBJ-TV (CBS)	1,140		KVOS-TV (CBS)	125
	KFVS-TV (CBS)	1,909		WSET-TV (ABC)	500	Selma, Ala.	WSLA (CBS)	100
	WPST-TV (NBC)	1,832		WDBJ-TV (CBS)	1,140			
Palm Springs, Calif.	KESQ-TV (ABC)	100	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	KTBS-TV (ABC)	570		KTAL-TV (NBC)	803
	KMIR-TV (NBC)	100		KTBS-TV (ABC)	570		KSLA-TV (CBS)	1,150
Panama City, Fla.	WMBB-TV (ABC)	425		KTAL-TV (NBC)	1,100		KLMG-TV (CBS)	200
	WJHG-TV (NBC)	575		WHEC-TV (CBS)	1,049			
				WOKR-TV (ABC)	1,100			
				WROC-TV (NBC)	1,400			

City/station	Network	hourly rate
KMEG(TV)	(CBS)	176
KTIV(TV)	(NBC)	964
Sioux Falls, Mitchell, S.D.		
KDLT(TV)	(ABC)	300
KELO-TV	(CBS)	1,688
KSFY-TV	(NBC)	550
KABY-TV	(ABC)	200
South Bend-Elkhart, Ind.		
WSJV(TV)	(ABC)	700
WSBT-TV	(CBS)	825
WNDU-TV	(NBC)	825
Spokane, Wash.		
KXLY-TV	(ABC)	750
KREM-TV	(CBS)	875
KHQ-TV	(NBC)	1,175
KLEW-TV	(CBS)	84
Springfield-Decatur-Champaign, Ill.		
WAND(TV)	(ABC)	725
WCIA(TV)	(CBS)	1,655
WICD(TV)	(NBC)	300
Springfield, Mass.		
WGGB-TV	(ABC)	700
WWLP-TV	(NBC)	725
Springfield, Mo.		
KMTC(TV)	(ABC)	275
KOLR-TV	(CBS)	900
KYTV(TV)	(NBC)	1,800
Syracuse, N.Y.		
WIXT(TV)	(ABC)	925
WTVH(TV)	(CBS)	1,650
WSTM-TV	(NBC)	1,947
Tallahassee, Fla.		
WECA-TV	(ABC)	150
WCTV-TV	(CBS)	1,300
WVGA-TV	(ABC)	75
Tampa-St. Petersburg, Fla.		
WTSP-TV	(ABC)	1,400
WTVT(TV)	(CBS)	3,350
WFLA-TV	(NBC)	3,250
WXLT-TV	(ABC)	200
Terre Haute, Ind.		
WBAK-TV	(ABC)	175
WTHI-TV	(CBS)	1,400
WTWO(TV)	(NBC)	1,700
Toledo, Ohio		
WDHO-TV	(ABC)	850
WTOL-TV	(CBS)	2,420
WTVG(TV)	(NBC)	2,500
Topeka, Kan.		
WIBW-TV	(CBS)	875
Traverse City-Cadillac, Miss.		
WGTU(TV)	(ABC)	175
WWTV(TV)	(CBS)	786
WPBN-TV	(NBC)	625
Tucson, Ariz.		
KGUN-TV	(ABC)	500
KOLD-TV	(CBS)	495
KVOA-TV	(NBC)	825
Tulsa, Okla.		
KTUL-TV	(ABC)	1,100
KOTV(TV)	(CBS)	1,300
KJRH-TV	(NBC)	1,201
Tuscaloosa, Ala.		
WCFT-TV	(CBS)	100
Twin Falls, Idaho		
KMVT	(NBC)	720

City/station	Network	hourly rate
Tyler, Tex.		
KLTV-TV	(ABC)	759
KTRE-TV	(ABC)	391
Utica, N.Y.		
WKTV-TV	(NBC)	916
WUTR-TV	(ABC)	200
Victoria, Tex.		
KXIX-TV	(ABC)	50
Waco-Temple, Tex.		
KCEN-TV	(NBC)	1,600
KWTX-TV	(ABC)	1,175
KBTX-TV	(ABC)	350
Wailuku, Hawaii		
KGMV	(CBS)	50
Washington		
WJLA-TV	(ABC)	2,250
WDVM-TV	(CBS)	2,350
WRC-TV	(NBC)	2,150
WHAG-TV	(NBC)	150
Watertown-Carthage, N.Y.		
WWNY-TV	(NBC)	720
WWNY-TV	(CBS)	675
Wausau-Rhineland, Wis.		
WAOW-TV	(ABC)	450
WSAW-TV	(CBS)	1,000
WAEO-TV	(NBC)	250
West Palm Beach, Fla.		
WPEC(TV)	(ABC)	425
WTVX(TV)	(CBS)	175
WPTV(TV)	(NBC)	1,325
Wheeling, W.Va.-Steubenville, Ohio		
WTOV-TV	(NBC)	1,928

City/station	Network	hourly rate
WTRF-TV	(CBS)	2,100
Wichita Falls, Tex., Lawton, Okla.		
KSWO-TV	(ABC)	475
KAUZ-TV	(CBS)	537
KFDX-TV	(NBC)	562
Wichita-Hutchison, Kan.		
KAKE-TV	(ABC)	1,050
KTVH(TV)	(CBS)	750
KSNW-TV	(NBC)	1,109
KAYS-TV	(CBS)	273
KLOE-TV	(CBS)	115
KTVC	(CBS)	165
KSNC	(NBC)	386
KTVC	(CBS)	165
Wilkes-Barre-Scranton, Pa.		
WNEP-TV	(ABC)	2,100
WDAU-TV	(CBS)	825
WBRE(TV)	(NBC)	1,633
Wilmington, N.C.		
WWAY-TV	(ABC)	550
WECT-TV	(NBC)	1,025
Yakima, Wash.		
KAPP(TV)	(ABC)	325
KIMA-TV	(CBS)	264
KNDO(TV)	(NBC)	643
KEPR-TV	(CBS)	185
Youngstown, Ohio		
WYTV(TV)	(ABC)	550
WKBN-TV	(CBS)	680
WFMJ-TV	(NBC)	669
Zanesville, Ohio		
WHIZ-TV	(NBC)	169

Coming September 5

EASTERN CABLE SHOW

Pre-Convention Issue

The big-and-getting-bigger *Eastern Cable Show* will be the focus of attention in the September 5 issue of **Broadcasting** ■. We'll be getting ready to cover activities that will occupy more than 5,00 delegates in Atlanta's World Congress Center, and prepare them with pre-publication of the convention agenda and complete listings of exhibitors (over 200 already firm, and more than 250 expected). A target of opportunity of particular appeal to cable broadcasters.

Advertising closing date is August 25.

Broadcasting

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Stock Index

	Closing Wed. Aug 3	Closing Wed. Jul 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	58 3/8	60 1/4	-1 7/8	- 3.11	10	1,692
N Capital Cities	144 1/4	147 1/2	-3 1/4	- 2.20	16	1,919
N CBS	68 1/2	70 1/4	-1 3/4	- 2.49	10	2,032
N Cox	45	47 1/4	-2 1/4	- 4.76	17	1,275
A Gross Telecast.	63 1/2	62	+1 1/2	+ 2.41	15	51
O LIN	23 7/8	23 1/2	+ 3/8	+ 1.59	25	497
N Metromedia	520	550	-30	- 5.45	36	1,454
N Outlet Co.	41 1/2	40 3/8	+1 1/8	+ 2.78	17	168
O Scripps-Howard	28	30 1/4	-2 1/4	- 7.43	16	289
N Storer	30 1/8	32	-1 7/8	- 5.85	0	494
O Sungroup Inc.	6 1/4	5 1/4	+1	+19.04	0	4
N Taft	47 1/4	50	-2 3/4	- 5.50	10	429
O United Television	12 3/8	12 5/8	- 1/4	- 1.98	16	146

	Closing Wed. Aug 3	Closing Wed. Jul 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	26 7/8	28 1/8	-1 1/4	- 4.44	27	162
A Affiliated Pubs.	44 1/4	43 3/4	+ 1/2	+ 1.14	21	357
N Gannett Co.	21 5/8	21 7/8	- 1/4	- 1.14	14	295
O Assoc. Commun.	15 1/2	18 1/2	-3	-16.21	0	74
O A.H. Belo	45 3/4	46 1/2	- 3/4	- 1.61	15	428
N John Blair	42 7/8	39 3/4	+3 1/8	+ 7.86	19	337
N Chris-Craft	22 3/8	23 1/2	-1 1/8	- 4.78	45	138
N Cowles	19	19			20	75
N Fairchild Ind.	23 3/4	22 5/8	+1 1/8	+ 4.97	16	313
N Gannett Co.	63 5/8	68 1/4	-4 5/8	- 6.77	19	3,391
N General Tire	31 1/2	34	-2 1/2	- 7.35	13	663
O Gray Commun.	46 1/2	46 1/2			14	22
N Gulf United	26 7/8	27 1/8	- 1/4	- .92	8	759
N Harte-Hanks	24 5/8	25	- 3/8	- 1.50	15	1,078
N Insilco Corp.	23 1/4	24	- 3/4	- 3.12	21	375
N Jefferson-Pilot	34	34 1/2	- 1/2	- 1.44	7	730
O Josephson Intl.	16 1/4	17 3/4	-1 1/2	- 8.45	12	78
N Knight-Ridder	56	59 3/4	-3 3/4	- 6.27	15	1,828
N Lee Enterprises	24	23 1/2	+ 1/2	+ 2.12	15	323
N Liberty	20 5/8	20 5/8			15	202
N McGraw-Hill	41 1/8	47 1/4	-6 1/8	-12.96	18	2,051
A Media General	63 1/8	65 5/8	-2 1/2	- 3.80	12	439
N Meredith	116 5/8	119 3/4	-3 1/8	- 2.60	13	365
O Multimedia	36 1/4	37 3/4	-1 1/2	- 3.97	19	603
A New York Times	79 1/4	83 1/2	-4 1/4	- 5.08	18	1,024
A Post Corp.	41 3/4	42 5/8	- 7/8	- 2.05	19	76
N Rollins	15 3/8	15 3/4	- 3/8	- 2.38	15	399
N Schering-Plough	44	44 1/2	- 1/2	- 1.12	12	2,346
T Selkirk	13 3/4	13 3/4			30	112
N Signal Cos.	33 7/8	36 5/8	-2 3/4	- 7.50	23	3,618
O Stauffer Commun.	43	43			19	1,896
A Tech Operations	34 1/8	35 7/8	-1 3/4	- 4.87	22	28
N Times Mirror	76 1/4	77	- 3/4	- .97	16	2,617
O Turner Bcstg.	18	20	-2	-10.00	120	367
A Washington Post	64 3/4	64 1/4	+ 1/2	+ .77	17	917
N Wometco	37 1/4	37 1/4			19	647

	Closing Wed. Aug 3	Closing Wed. Jul 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	8 1/4	8 3/4	- 1/2	- 5.71	41	42
O AM Cable TV	8 1/4	9 3/8	-1 1/8	-12.00	28	30
N American Express	64 1/2	67 1/4	-2 3/4	- 4.08	12	8,515
N Anixter Brothers	23 1/2	23 3/4	- 1/4	- 1.05	24	421
O Burnup & Sims	8 5/8	8 3/4	- 1/8	- 1.42	0	76
O Comcast	22 1/4	22 1/2	- 1/4	- 1.11	23	158
N Gen Instrument**	38 1/8	39 5/8	-1 1/2	- 3.78	13	1,195
N Heritage Commun.	13	13 1/2	- 1/2	- 3.70	21	96
T Maclean Hunter	14 1/2	14 3/8	+ 1/8	+ .86	20	534
A Pico Products	15 3/4	17 1/2	-1 3/4	-10.00	53	44
O Rogers	8 1/2	9 3/4	-1 1/4	-12.82	0	187
O TCA Cable TV	12 3/4	13 3/4	-1	- 7.27	26	84
O Tele-Commun.	18 1/4	20	-1 3/4	- 8.75	23	788
N Time Inc.	64	70 3/8	-6 3/8	- 9.05	18	3,672
O Tocom	8 1/2	8 5/8	- 1/8	- 1.44	0	60
N United Cable TV	21 7/8	24 1/4	-2 3/8	- 9.79	137	243
N Viacom	33	35 3/4	-2 3/4	- 7.69	17	384

	Closing Wed. Aug 3	Closing Wed. Jul 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.	6 3/8	7 1/4	- 7/8	-12.06	71	35
N Coca-Cola	49 7/8	48 3/4	+1 1/8	+ 2.30	11	6,783
N Disney	66 3/4	66 3/8	+ 3/8	+ .56	18	2,307
N Dow Jones & Co.	48	52 1/4	-4 1/4	- 8.13	28	3,066
O Four Star	7 1/2	7	+ 1/2	+ 7.14	8	6
N Getty Oil Corp.	64 1/8	66 3/4	-2 5/8	- 3.93	9	5,074
N Gulf + Western	26 1/4	28	-1 3/4	- 6.25	8	2,019
O Lorimar	20 3/4	22 3/4	-2	- 8.79	15	103
N MCA	37 5/8	39 5/8	-2	- 5.04	9	1,809
N MGM/UA Ent.	16 1/2	15 3/4	+ 3/4	+ 4.76	12	487
N Orion*	19	19			25	171
O Reeves Commun.	13 3/4	13 5/8	+ 1/8	+ .91	8	170
O Telepictures	18	20 3/4	-2 3/4	-13.25	23	104
O Video Corp.	11 1/2	12 1/8	- 5/8	- 5.15	0	19
N Warner	22	21 1/2	+ 1/2	+ 2.32	9	1,420
A Wrather	37 7/8	38 1/2	- 5/8	- 1.62	0	84

	Closing Wed. Aug 3	Closing Wed. Jul 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	42 1/2	42 1/2			16	247
O Compact Video	6 7/8	6 1/2	+ 3/8	+ 5.76	43	22
N Comsat	37 1/2	37 3/4	- 1/4	- .66	12	675
O Doyle Dane B	27 1/2	27 1/4	+ 1/4	+ .91	20	165
N Foote Cone & B	44 3/4	45 7/8	-1 1/8	- 2.45	12	126
O Grey Advertising	105	105			9	62
N Interpublic Group	54 1/4	54 1/2	- 1/4	- .45	14	269
N JWT Group	36 7/8	38 3/4	-1 7/8	- 4.83	142	216
O MCI Commun.	41 7/8	45 1/2	-3 5/8	- 7.96	17	4,902
A MovieLab	7	7			7	11
O A.C. Nielsen	33	35	-2	- 5.71	16	741
O Ogilvy & Mather	56 1/2	58 1/4	-1 3/4	- 3.00	16	245
O Telemation	9	9 1/4	- 1/4	- 2.70	12	10
O TPC Commun.	2 1/4	2 3/8	- 1/8	- 5.26	0	2
A Unitel Video	10 5/8	10	+ 5/8	+ 6.25	15	20
N Western Union	40 1/4	44 3/4	-4 1/2	-10.05	10	966

	Closing Wed. Aug 3	Closing Wed. Jul 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	41	44 1/4	-3 1/4	- 7.34	171	80
N Arvin Industries	26	28	-2	- 7.14	10	187
O C-Cor Electronics	16 1/2	17 1/4	- 3/4	- 4.34	13	58
O Cable TV Indus.	7 3/4	7 3/4			46	23
A Cetec	10 1/8	10 3/8	- 1/4	- 2.40	25	22
O Chyron	22 1/2	23 3/4	-1 1/4	- 5.26	24	92
A Cohu	7 1/2	8 1/2	-1	-11.76	21	13
N Conrac	20 3/4	20 7/8	- 1/8	- .59	15	126
N Eastman Kodak	71	71 1/8	- 1/8	- .17	12	11,754
O Elec Mis & Comm.	12	12 1/2	- 1/2	- 4.00	0	34
N General Electric	49 5/8	52 5/8	-3	- 5.70	11	22,595
O Geotel-Telemet.	3	3 1/4	- 1/4	- 7.69	27	9
N Harris Corp.	40 1/8	43 3/4	-3 5/8	- 8.28	24	1,267
N M/A Com. Inc.	30 1/8	32 7/8	-2 3/4	- 8.36	32	1,293
O Microdyne	12 7/8	14 3/8	-1 1/2	-10.43	33	59
N 3M	78 7/8	81 7/8	-3	- 3.66	13	9,298
N Motorola	137	142	-5	- 3.52	25	5,349
N N.A. Phillips	62 3/4	64 1/2	-1 3/4	- 2.71	12	875
N Oak Industries	9 3/4	10	- 1/4	- 2.50	0	159
A Orrox Corp.	5	5 1/8	- 1/8	- 2.43	0	11
N RCA	27	28 5/8	-1 5/8	- 5.67	13	2,201
N Rockwell Intl.	31 3/4	32	- 1/4	- .78	13	4,884
A RSC Industries	6 1/4	6 1/4			63	20
N Sci-Atlanta	18 1/2	19 5/8	-1 1/8	- 5.73	0	443
N Sony Corp.	14	14 1/4	- 1/4	- 1.75	33	3,230
N Tektronix	75 1/2	75 1/4	+ 1/4	+ .33	29	1,437
A Texscan	23 3/4	23 5/8	+ 1/8	+ .52	29	144
N Varian Assoc.	55 1/2	57 1/2	-2	- 3.47	26	1,178
N Westinghouse	44 1/4	47 1/8	-2 7/8	- 6.10	8	3,878
N Zenith	28 7/8	28 3/4	+ 1/8	+ .43	19	548

Standard & Poor's 400 Industrial Average 184.20 189.74 - 5.54 2.92

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/American Express, Washington). (0 in P/E ratio is deficit). **Losers:** Two index stocks have retreated over 20% in past three months: * After zooming three times in value, from 6 1/2% on Aug. 4, 1982 to 26% on May 4, 1983, stock has in last 10 weeks dropped to 27%. Merrill Lynch analyst, Harold Vogel, says stock of production company had been overpriced and called some of recent theater movie offerings "lousy". Vogel said little of stock movement can be attributable to Orion's television syndica-

tion, or its TV production that includes series *Cagney and Lacey* and new offering *Lottery*. ** One year ago, Aug. 4, 1982 stock closed at 35 1/2. As largest supplier of chips for video games, rode that industry's fortunes to 1983 high of 66 1/2 and back down. Shearson-Amex analyst Neil Goldman says he recently dropped year end eps estimate from 3.25 to 2.10-2.15, adding that company is also having problem with production start-up costs and deferral of cable orders. Goldman says partnership in USCI-DBS venture—is still good thing despite recent arrival of third entry in field.

CTAM '83: Up next in San Diego

Delegates will be challenged to become involved in search for marketing excellence

A record 1,000 participants are expected as the annual conference and membership meeting of the Atlanta-based Cable Television Administration and Marketing Society takes place this week (Aug. 7-10) at the Town and Country hotel in San Diego.

"I'm very pleased with the turnout," CTAM executive director Dean Waite told BROADCASTING last week. "Our membership is heavily skewed toward the East Coast, and we expect to exceed the 900 participants we had last year in Chicago." Waite pointed out that CTAM's membership has risen 26%—from 923 to 1,162—during the intervening 12 months, which may help account for a high pre-registration total. On-site registration was to begin Sunday evening, followed by a welcoming reception.

"In Search of Marketing Excellence," the theme of CTAM '83, will be addressed from a wide range of industry perspectives early Monday morning as the conference gets underway with a two-hour panel session moderated by Don Gogel, a principal in the research firm of McKinsey & Co. Interviews, taped in advance with eight top cable executives, will highlight the segment. Among those offering comments on the session topic—"The Commitment Begins at the Top"—will be: Ted Turner, president, Turner Broadcasting and WTBS(TV) Atlanta; Jack Clifford, chairman, Colony Communications; Bill Daniels, chairman, Daniels & Associates; Drew Lewis, chairman and chief executive officer, Warner Amex Cable; Daniel Ritchie, chairman and chief executive officer, Group W Cable, and David Van Valkenburg, president and chief executive officer, Cox Cable Communications.

During the introductory session Gogel also will present and discuss research related to the best-selling book, "In Search of Excellence," as it relates to common characteristics of successful American companies.

"We're aspiring to the very highest levels of quality in marketing and management subjects," Waite explained. "We asked heads of cable companies from around the country how their firms related to the lessons of 'In Search of Excellence,' based on research into 'super performers' in American business.

"The concept of the conference is to start very generally, get a little more specific the afternoon of Monday and devote the second and third days to more detail as time goes on. Our hope is that as people get into roundtable discussions, they'll be ready to talk, participate and actively exchange information—and enjoy themselves in the process."

Monday afternoon's sessions will focus on ways to reach the so-called "untouch-

able" (nonsubscribing) viewers, plus dynamics of the multipay marketplace. The former will be led by Charlie Townsend, vice president of marketing and programming for United Cable Television Corp., who is credited with originating the "untouchables" term. Stephen Ste. Marie, vice president of marketing for Viacom Communications, will lead a session that asks: "Multipay: Can We Make It Work?"

Tuesday and Wednesday mornings are "Track Days," during which participants will choose among 16 separate seminars on topics falling into one of four central themes: "New Revenue Opportunities," "What Top

Management Should Be on Top Of," "Re-marketing: Is Your Message Getting Through?" and "Retention: Are You Selling More and Enjoying It Less?"

"These break-out sessions have been expanded from one day last year to two days this year," said Waite. "I think their potential is enhanced by having an open-ended roundtable discussion in the midst of Track Day" on Tuesday afternoon. The audience will participate as panelists in the two-hour session, moderated by Cindy Dennis, manager of marketing support for Cox Cable, and Matthew Black, vice president of consumer marketing for Home Box Office.

The conference adjourns Wednesday at 12:30 p.m. □

Reps, advertisers, disagree on TV's future effectiveness

Vitt Media survey finds reps high on TV; advertisers looking for most efficient buys

The results of a nationwide survey conducted among advertisers and television representatives show a sharp division between them on how effective present and future television will be.

The survey was conducted by Vitt Media International, New York, which polled the top 900 spot television advertisers as well as 100 sellers of broadcast time. (Television networks were not included in the project.) A detailed questionnaire, titled "The Medium for the Message?," drew responses from 14% of the advertisers and 50% of the representatives.

Although 70% of the advertiser respondents said that television still offers good value for their investments in comparison to other media, an equal number, 70%, reported that the trend toward smaller audience shares and more diverse viewing options has made the targeting of markets more difficult. Only 25% said that television has grown more effective as a sales tool over the past five years, while 43% replied that TV has grown less effective during that period. And 45% of clients expressed the view that TV will become a less effective sales tool over the next five years.

Advertisers projected they will be turning to other approaches to increase the return on their TV investments in 1988. For example, 83% said they will use opportunistic spot buying in the next five years, as compared with 75% today; 91% said they would use cable, as against 51% today, and 29% said they anticipated using barter programming, up from 9% in 1983.

The survey among advertisers also found that shorter message blocks—whether in the form of "piggybacked" 30-second spots (two 15-second messages back-to-back) or

isolated 10-second exposures—also will be employed five years from now.

In assaying TV program quality, 36% of clients felt that quality today is lower than five years ago, 20% said it was higher and 42% labeled it "unchanged."

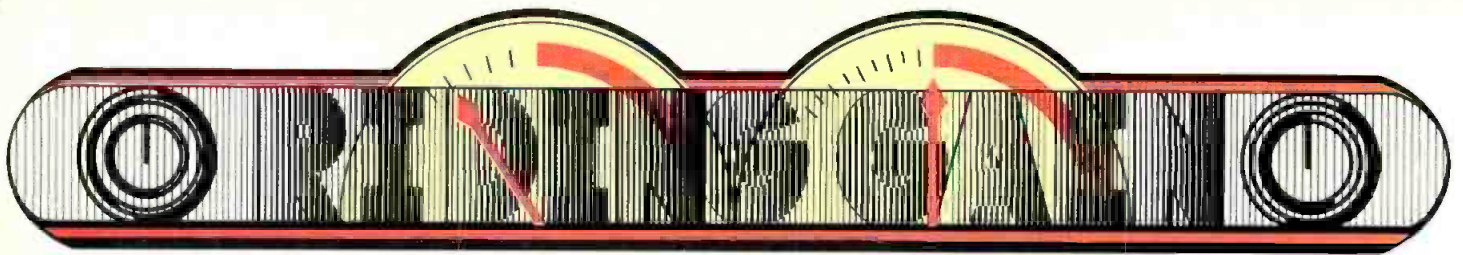
The view from the national representatives side was almost diametrically opposite. For example, they called television a more effective sales tool today than five years ago (94%) and predicted the medium would be more effective five years from now (78%), with 20% saying they were not sure that TV would be unchanged. On program quality, 70% of the representatives said quality is higher today than five years ago and 20% said it was unchanged.

In some areas, buyers and sellers of television were not too far apart. For example, 56% of the sellers acknowledged that declining audience shares pose a "very serious" or "a moderately serious" threat to commercial stations.

Sellers also were asked to weigh the cable threat: 52% said cable would prove a "very serious" or a "moderately serious" threat to affiliated stations with 56% saying the same thing for independent stations.

Pointing to implications of the study, Vitt Media said that the findings show that television advertisers still regard the medium highly but are "finding it increasingly difficult to use television as cost effectively as in the past." Vitt said that "the perceived deterioration of television programs (by 36% of those surveyed) and a widespread belief that the networks are losing their reach... pose serious problems."

Television advertisers, Vitt continued, show no inclination to abandon the medium. The media planning and buying service said advertisers are experimenting with methods that "will enable them to continue to use television effectively despite unfavorable trends." □



Thinking young

Mutual Broadcasting has embarked on a month-long study of the feasibility of launching an FM-oriented, young-adult programming service. The decision to study the issue was made during a recent management meetings in Richmond, Va. Jack Clements, senior vice president, Mutual Radio Network, is currently heading a task force comprising representatives from different network departments to examine the idea.

The company's only venture thus far into young adult programming is its joint agreement with Doubleday Broadcasting to distribute the weekly *Rock USA* program. The show made its debut last April and now airs on 130 stations.

News facts

The average radio station programs 125 minutes of news each day, with AM stations airing significantly more news (154 minutes per day) than FM stations (85 minutes). Those are findings of a study commissioned by the Associated Press Broadcast Services and conducted by the research department of Needham, Harper & Steers Advertising, using a sample of 450 general managers, news and program directors.

Among the study's other findings released last Thursday (Aug. 4) are:

- The average newscast is 6.2 minutes each hour, with most stations (71.1%) programming news at the top of the hour.

- Actualities are used by 85.8% of all stations, local actualities rated "more important" than regional/state and national/international.

- Full-time news directors are employed by 82.8% of all stations.

- One in five AM/FM combinations employ separate news directors.

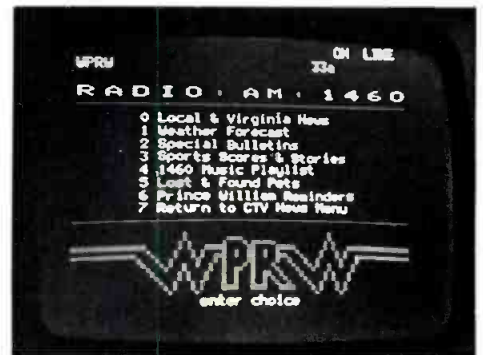
- News wire services are bought and used as a primary source by 90.4% of stations.

The survey also showed that in selecting an audio news service or network, the most important concerns among radio executives are: credibility, technical quality, speed in reporting the facts, professionalism of the announcers and the reputation of the news source.

"We started these research projects in late 1977," said Roy Steinfort, AP's vice president and director of broadcasting. "Our first two, conducted two years apart by Frank Magid Associates and The Research Group, asked questions directly of listeners. Both studies showed about 85% used radio regularly as an information source," he said.

Radiotext

How does a radio station become a part of the "information age?" WPRW(AM) Manassas, Va., thinks it has the answer. For the past two-and-a-half months, it has been provid-



ing news and information for a videotext trial being conducted in that suburban Washington community by the Atlanta-based Continental Telecom Inc. and it is enthusiastic about the new medium. "If radio does not become involved in some way with the high-tech information age," the station said in an 11-page summary of its involvement in the 100-home trial, "then we are sure to be left behind as consumers find other ways to receive the information they need."

After accepting Continental's offer to join local merchants, newspapers, schools, magazines, movie theaters, government agencies and others as "information providers" for Contelvision, the 5,000-watt station set a secretary and two newswomen to the task of gathering information, typing it into a computer terminal supplied by Continental and sending it electronically to the Contelvision database. The station currently contributes local and state news, weather, sports, the station's adult contemporary playlist, a lost and found for pets and public service announcements.

According to the station, its offerings have been well received. "In early usage statistics . . . 'news and information' ranks second right behind 'games' in terms of popularity," it said. "Of the four providers of 'news and information' WPRW ranks second behind UPI and ahead of the two local papers in popularity. The most accessed WPRW offerings are weather, sports, local news and PSA's."

The station plans to remain a Contelvision information provider as the service is expanded to involve 1,000 homes in Manassas and Baltimore by fall 1984. During this "commercial phase," the station said, an electronic banking and shopping channel will be added to the service.

Radio activity

The National Radio Broadcasters Association made a pitch for the radio-only dere-



Distinguished trustees. The title for the equipment that distributes programming to several hundred public radio stations is being transferred from National Public Radio to three trustees (seated, l-r): Elliot L. Richardson, Virginia Duncan and Henry Geller, who signed an agreement late last Tuesday night (Aug. 2). Also on hand were (standing, l-r): Donald Mullally, NPR board chairman; Edward Pfister, CPB president, and Ronald Bornstein, NPR acting chief operating officer.

The title transfer was urged by the Corporation for Public Broadcasting, which made it a condition for loaning the radio network \$8.5 million because it felt the distribution system would be in danger until NPR was clear of its current debt. The loan was also signed Tuesday night. The three trustees will oversee the operation and management of the equipment by National Public Radio on behalf of the 284 NPR member stations who are the beneficiaries of the trust. NPR is managing the system under a three-year lease, at \$10 a year.

gulation legislation in the House. The association sent a letter to Representatives John Dingell (D-Mich.) and Tim Wirth (D-Colo.), chairmen of Energy and Commerce Committee and Telecommunications Subcommittee, respectively, urging them to introduce and support a radio-only bill. "On behalf of all 8,000 commercial radio broadcasters in the U.S., we respectfully urge you to introduce and to support passage in the U.S. House of Representatives a radio-only deregulation bill that will, once and for all, bring radio out from under the shadow of television into the sunlight of radio's unique place in American life," the letter said. The NRBA's executive committee also issued a statement referring to the formation of the Major Market Television Caucus and called it "welcomed recognition by some segments of the industry that its interests can best be served through organizations whose objectives are limited to the interests of those particular groups." Also approved by NRBA were the date and location of the association's 1984 convention—Sept. 16-19 at the Westin Bonaventure hotel, Los Angeles.

Beantown country

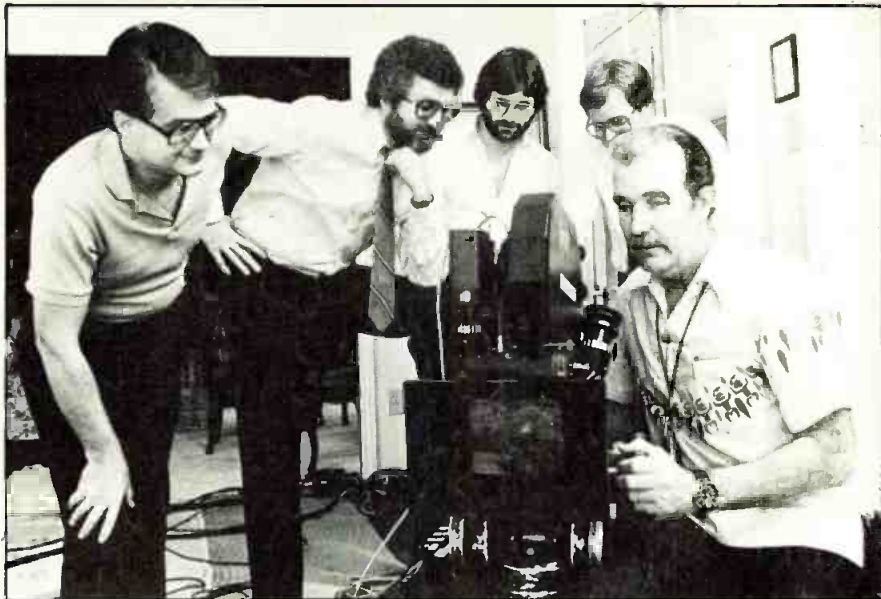
Boston has its first FM country music station in six years, following the switch from rock music last month by WBOS(FM), licensed to suburban Brookline, Mass. According to program director Dean James, the station will switch from an automated contemporary country format to live announcers beginning next Monday (Aug. 15). Advertising is starting to pick up as a result of the change, James said. "There wasn't enough money to go around with six other major stations [in Boston] doing some form of rock 'n' roll," he said.

Top 10 tally

National spot radio dollars for the top 10 markets are up 9.5% in the first half of 1983, according to Radio Expenditure Reports Inc. (RER), which relies on data supplied confidentially by 15 rep firms. Markets that posted increases: New York, 15.4%; Los Angeles, 19.6%; Chicago, 1.3%; San Francisco, 11.8%; Philadelphia, 3.7%; Detroit, 6.5%; Boston, 2.0%; Houston, 21.0% and Dallas-Fort Worth, 8.4%. The only top 10 market that registered a decrease, according to RER, was Washington, 2.5%. The top 10 markets account for 52.3% of all expenditures in the top 50 markets. Overall, national radio spot radio dollars for the first six months of 1983 were 10% ahead of the same period last year ("In Brief," Aug. 1).

Trivia time

CBS's RadioRadio Network reports more than 200 stations nationwide have signed up for its *Memory Makers* music special, scheduled to air the weekend of Aug. 12-14. The three-hour program will rely heavily on trivia questions about contemporary artists and their music and will be designed so that local stations can break away to quiz listeners themselves. One major advertiser for the special is S.C. Johnson's Agree shampoo, through J. Walter Thompson. Producer of the program is The Creative Factor of Holly-



TM for EZ. TM Productions of Dallas has completed filming a series of television commercials for EZ Communications' stations: WEZS(FM) Richmond, Va.; WEZC(FM) Charlotte, N.C.; WYOR(FM) Coral Gables, Fla., and WEZB(FM) New Orleans. The television campaign features a series of 10 vignettes assembled in various combinations to create eight 30-second spots. Pictured above are (standing l-r): Buddy Scott, vice president/general manager of TM Productions; Bob Reich, general manager of WEZB(FM) New Orleans; Dan Vallie, vice president of programming for EZ Communications, and Alan Box, executive vice president, EZ Communications. Sitting at the camera is TM's Ken Lamkin, director of the television campaign.

wood.

The network also plans to offer a six-hour music special on Labor Day (Sept. 5) featuring more than 20 acts recorded live in con-

cert. Veteran radio personality Scotty Brink will host the show, called *Concert Over America*. TM Companies of Dallas is producing the program for RadioRadio.

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Lewis Erlicht: ABC's man in the programing hotseat

Having worked his way up through ABC, Entertainment head aims to plug network's programing holes

If Lewis H. Erlicht, the new ABC Entertainment president, is under pressure to keep the network from slipping into third place, he doesn't show it. As ABC's chief of all programing except news and sports, he is responsible for 62 hours of television fare each week, about 68% of the network's schedule. And, lately, ABC has shown signs of the bad old days, when it used to be identified as the third network in a two-and-a-half network race. To be sure, the present situation is far from that, but ABC has lost ground this summer, while the fortunes of another long-depressed network have continued to rise.

By several accounts—including Erlicht's—ABC has put in charge a programmer who is not predisposed to the New York-Hollywood philosophy of television production which is sometimes criticized for ignoring public taste west of the Hudson and east of Rodeo Drive. Although born and raised in New York, Erlicht has served a tour in what some Manhattanites would call the hinterlands. He was sales manager and later general manager of ABC's owned-and-operated WLS-TV Chicago. According to Erlicht, and to others in the programing community, he brings to the business not only a sense of what plays in New York and Hollywood, but in Peoria as well.

It may be a skill for which ABC has particular need at the moment. In daytime ratings, ABC fell to second place for three weeks before inching back on top by one-tenth of a rating point for the week ending Friday, July 22. "What is occurring now, we knew would happen," Erlicht says. In daytime, Erlicht attributes the problem—although he doesn't view it as such—to *Loving*, ABC's new morning serial. Erlicht points out that the introduction of a new serial, and in the morning at that, is likely to have an immediate but short-term effect on the ratings. He explains that the payback will come in the better demographics a ser-

ial, as opposed to a game show, for example, is bound to attract. Erlicht also noted that once a serial gets rolling, it can roll for 25 or 30 years—far longer than any game show.

Erlicht recognizes the immediate impact *Loving* has had on ABC's daytime ratings, but has a ready answer. "We will not be number one in daytime until the show starts increasing its general audience. But we will be number one by an overwhelming preponderance of 18-49 women, and that's the core of daytime. I will guarantee that the preponderance of a lead over the competition in

variety-style program that are premiering this summer on a limited run. According to Erlicht, the experiment has another purpose besides trying to stem the summer drift away from all networks to cable, pay television and the beaches. Each of the limited series—of which two have already debuted—has the opportunity to reappear as a possible mid-season replacement, he said, should it prove successful.

The first of ABC's new summer programs, *The 1/2 Hour Comedy Hour*, which debuted July 5, has not performed as well as

hoped, but Erlicht attributes it to the "difficult time period" where it airs. It competes with CBS News's *On the Road with Charles Kuralt* and NBC's *A Team*. Erlicht added that "we're looking at the show qualitatively to see what elements there are positive, and it is certainly a candidate for additional episodes."

Erlicht has headed the Entertainment division barely two months, so his overall impact cannot yet be measured. But his is a familiar face around ABC's West Coast offices. Prior to his appointment, he was

senior vice president for prime time, and has been a vice president with ABC Entertainment since 1977. Contrary to the image of the Hollywood wheeler-dealer, he has the appearance—and projection—of a corporate lawyer or investment banker, which, unlike many others in the business, he never was. He refers to programing as a "people business," and indicates that managing people is what he does best.

According to his resume, Erlicht is the portrait of the company man. He joined ABC 21 years ago to take a summer job in research in spot TV sales, and in his broadcasting career has never worked for anyone else. During college, Erlicht considered becoming a clinical psychologist, did some graduate study in the field and went to work in a state mental hospital in the locked, semi-violent ward. Later, he and his wife supervised a center for retarded children.

Erlicht downplays any correlation between his early interest in psychology and his current one in finding television pro-



Erlicht

demographics has not gone down."

Erlicht blames the slump in ABC's summer prime time ratings, in part, on the rerun of *Masada* which "did not live up to our expectations [it averaged an 8.9 rating over four nights, a poor third]—we projected about a 22, 23 share, and it came in at a 16." But Erlicht also explains "summer has notoriously been a time when strange things happen." He cites as examples ABC's *Dynasty* and CBS's *Dallas*, "the two giants of TV." Those shows, which are strong performers during the regular season, "have not repeated well since day one," Erlicht said.

"The name of this game is season," said Erlicht. In his view, overall performance in 1982-83 will be evaluated on how the network did from September through May, "and not on our performance during the summer."

Still, ABC is taking no chances and is using the summer of 1983 as a laboratory to experiment with new programing ideas. Biggest among those ideas are the limited series: two dramas, two comedies and one

grams that will attract the greatest audience. "If there's a connection, then it's an unconscious one," he says.

He demurs when asked if his operating style is significantly different from that of his predecessor, Tony Thomopoulos, who was promoted to president of the ABC Broadcast Group (Erlicht reports to John Severino, president of the ABC Television Network). Erlicht answered that the only difference he might have had with Thomopoulos is *when* a program should air, not *what* program should air.

The problem of keeping viewers loyal to network television, Erlicht seems to think, is in providing as much original product as possible, and in the future even more than in the past. ABC's 1983-84 season is tied up with the Olympics and election year coverage, both outside Erlicht's responsibility. And although Erlicht tends to play it close to the vest in discussing the network's future programming strategy, he's made it no secret that theatrical films will play a decreasing role in the entertainment schedule, with the slack taken up by an increasing number of made-for-TV films. Erlicht doesn't specify when, but he acknowledges that ABC is "heading toward the day" when made-for-TV films, rather than theatrical films, "will be the predominant product." Theatricals, he said, are just no longer worth it, given the increasing average price per picture and "the diminishing return of the audience because of its mass exposure on pay TV."

Erlicht has no problem agreeing that cable, pay TV and other new technologies are getting viewers' attention. But he also believes it possible for broadcast television to "overreact" about the audience losses. The other programming sources, he said, "haven't shaken out yet."

"I don't think we know where they're going, what they're going to program, what impact they will have, how long people are willing to pay for what they usually get free, to what degree pay and cable will go into other forms of programming. . . You see trends for maybe the short term."

For Erlicht, little has changed in television's basics—or the art and business of entertaining, for that matter—since the beginning. What he stresses is that the *content* has changed, shifting with public attitudes and tastes. At ABC, he said, entertainment programming becomes a function of who is watching television. The business, he likes to note, is "out of its infancy." But not all content changes permitted by the audiences' changing attitudes will be adopted by ABC. "There appears to be a changing acceptance of different moral standards which we have not yet reacted to," he said. "For instance, on pay and cable you now have nudity and in many cases soft-core pornography that is pretty much accepted in those households, which has never occurred before. I want to make it very clear we will not do that. We will not counter that specific challenge."

However, more of a challenge for Erlicht than the changing morality is the "changing American household," which he sees as doing more to change the face of prime time programming than the public's acceptance of nudity on cable and pay television. Formerly, he explained, when there was only one television

set per household, control was firmly in the hands of children. But as multiset households grew and the average household size shrank, that is no longer the case, he said.

"Set control in the early evening has reverted to the adult, and because of the fragmentation of the audience—and you cannot get away from it—that's a big change we have to adapt to. It changes our program philosophy as to what we put on at 8 p.m.," Erlicht said.

An example of that, he pointed out, was the *Happy Days* spin-off, *Joanie Loves Chachi*, which at the time ABC decided not to renew it for next season, aired on Thursday at 8 p.m. It was "a show we thought was terrific," Erlicht explained. "Creatively there was nothing we would have changed," but "its appeal was too young, we couldn't generate an audience and get it off the ground." The show lasted one season.

But except for a sharper focus on the adult viewer, Erlicht suggests that those who may be looking at the network's upcoming season to spot trends would be hard pressed. "We try to keep a balance. . . There are no rules. You have what is right as a flow." Erlicht noted that this year ABC has eight sitcoms (four new), down from a high of 12, while CBS has 6 and NBC a record 10. "You try to present as diverse a schedule as possible, because ultimately that is the mix for an all-around network." But due to Olympic and heavy election year coverage, ABC will have the fewest mini-series next year—only two compared to five each by CBS and NBC. One of them, *The Last Days of Pompeii*, Erlicht said, has a "good chance" to run in the May sweeps. He added the network will save good product for the sweeps periods.

The formal boundaries that used to define a network season—at least at ABC—are slowly dissolving as new product continues to be introduced throughout the year. "Last year at the affiliates meeting I made a point of asking, 'When is midseason?' Midseason used to be January when you put on three new shows and that would be it. Midseason now is any time from December through May." And introducing new product for a third time in the summer further blurs the old boundaries, he said, "so that it's one season where you make changes within the season."

About one upcoming program in particular, Erlicht has something to say. It is a made-for-TV movie titled *The Day After*, a story about life in the wake of a nuclear attack. He calls it "one of the most important things ever produced at ABC." The movie, he said, takes no position and has no message, but "there will be more discussion generated after seeing this film than on anything we've ever done before."

Erlicht deflected a question wondering whether the network was trying to take advantage of the public's growing concern about nuclear war, and he called reports that ABC was producing the drama because it was expected to generate "smash ratings" an absolute untruth. Erlicht stressed that "in all the discussions I've had with either Brandon [Stoddard, ABC Motion Pictures president], or Fred [Pierce, ABC Inc. president] or Tony [Thomopoulos, president of ABC Broadcast Group], we have never once discussed audience. . . A project like this transcends your feeling to grab an audience all the time." □

Ratings Roundup

NBC-TV moved to the top of the prime time ratings for the week ended July 31—a week so competitive that half a rating point was all that stood between third place and first. NBC had an average 12.3 Nielsen rating and 24 share, while CBS-TV came in with a 12.1/24 and ABC-TV with an 11.8/23.

NBC did it primarily with repeats of regular series and specials and with two movies, *Dorothy Stratten Story* on Monday (16.9/31) and *Hunt to Kill* on Sunday (16.0/29), that ranked among the week's Top 10.

The premiere of *The Hamptons*, ABC's new series, Wednesday at 9-10 p.m. NYT, scored a 13.8/25, enough to rank 18th for the week but fractionally behind its lead-in, a *Fall Guy* repeat (13.9/29), although well ahead of its lead-out, a *Dynasty* repeat (10.5/19).

Among other summer series, CBS's *Our Times with Bill Moyers* on Tuesday at 8:30-9 p.m. produced an 11.9/21 and its lead-in, *On the Road with Charles Kuralt*, did an 11.8/22, while NBC's *Buffalo Bill* on Wednesday at 9:30-10 p.m. had an 11.8/21—all in the same ballpark with their earlier performances.

President Reagan's news conference at 8 p.m. Tuesday got all three networks off to a late start at 8:39 that evening. CBS and NBC clipped their schedules by that much, although NBC wound up at 11:30 instead of 11:39 by joining its windup show, *St. Elsewhere*, "in progress." ABC dropped its 8 p.m. *1/2 Hour Comedy Hour*, for that evening and closed at 11:09 p.m.

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

The First 20

1. <i>Jeffersons</i>	CBS	19.1/33
2. <i>Newhart</i>	CBS	18.7/32
3. <i>One Day At A Time</i>	CBS	17.4/32
4. <i>NBC Monday Night Movies—Dorothy Stratten Story</i>	NBC	16.9/31
5. <i>60 Minutes</i>	CBS	16.7/36
6. <i>A Team</i>	NBC	16.6/30
7. <i>Remington Steele</i>	NBC	16.3/20
8. <i>Trapper John, M.D.</i>	CBS	16.0/31
9. <i>NBC Sunday Night Movie—Hunt to Kill</i>	NBC	16.0/29
10. <i>Magnum, P.I.</i>	CBS	15.9/33
11. <i>20/20</i>	ABC	15.0/30
12. <i>Facts of Life</i>	NBC	15.2/28
13. <i>Simon & Simon</i>	CBS	15.1/28
14. <i>Love Boat</i>	ABC	14.8/31
15. <i>Fantasy Island</i>	ABC	14.5/30
16. <i>Hill Street Blues</i>	NBC	14.3/27
17. <i>Fall Guy</i>	ABC	13.9/29
18. <i>Hamptons</i>	ABC	13.8/25
19. <i>Hart to Hart</i>	CBS	13.6/23
20. <i>Cagney & Lacey</i>	CBS	13.5/24

The Final Five

61. <i>Quincy, M.E.</i>	NBC	7.8/16
62. <i>Powers of Matthew Star</i>	NBC	7.3/15
63. <i>Voyagers</i>	NBC	7.1/16
64. <i>Monitor</i>	NBC	7.1/15
65. <i>Walt Disney—The Sky Trap, part 1</i>	CBS	7.0/17

Dawson pushes for expansion of TV dereg

Commissioner says FCC should look beyond rulemaking and radio deregulation order to free TV broadcasters from agency policies

The FCC's proposal to deregulate television has presented a "tremendous" opportunity to take "significant" steps toward eliminating commission-generated policies, especially in asking how far the agency can go in removing its own regulations from television broadcasters, according to Commissioner Mimi Weyforth Dawson. Dawson issued a statement amplifying a point she had made when the commission unanimously adopted the notice of proposed rulemaking (BROADCASTING, July 4).

"In essence, the notice of proposed rulemaking asks whether the time may have come for a return to the regulatory basics of the [Communications] Act and for the repudiation of the regulatory baggage that the commission—not the Communications Act—has imposed on television broadcasters," Dawson said. "Such an approach, in my reading of the act, would mean that: (1) There would be no requirement to ascertain communities of license; (2) there would be no commercialization standards; (3) there would be no requirement for certain kinds of programming, except for those required by the act . . . , and (4) there would be no program log requirement, except for those logs necessary to assure compliance with statutory programming obligations.

"Obviously this approach would go further than the FCC was willing to go in the radio deregulation decision, where the com-

mission replaced formal programming and ascertainment requirements with more general standards. However, it should be noted that a similar approach was proposed in the radio deregulation notice of proposed rulemaking although it was not finally adopted," she said.

Dawson said she thought this "statutory approach"—which the commission included in the rulemaking at her suggestion—had much to commend it. It would "avoid the largely ritualistic" regulatory burdens imposed by the FCC for no particular statutory reason, she said, and would "avoid what I view as a critical failing of the radio deregulation decision—the replacement of specific ascertainment and programming guidelines with amorphous ones."

"I do not accept the view that the current FCC may do no more with regard to television deregulation than retrace the steps of a prior commission with regard to radio deregulation," she said. "Courts have consistently recognized that the commission, as an expert regulatory agency, is entitled to great deference in its policy decisions and that its statutory construction should be followed unless clearly incorrect."

Dawson, moreover, contended that nothing in the Communications Act appeared to require the commission to impose ascertainment and informational obligations on broadcasters. "Assuming the commission could provide a reasonable explanation of its action, nothing appears to keep the commission from relying exclusively on the strictures of the act in this area," she said.

While the Court of Appeals has asked the commission to take another stab at its elimination of logging requirements in its radio deregulation order (BROADCASTING, May 16), Dawson said nothing in the "statutory approach" would be "necessarily inconsistent" with the court's decision. Since the

FCC, in its radio order, had not relied totally on the market and the decisions of individual licensees to set the amounts of nonentertainment programming, the court had stated no opinion on that, she noted.

"I see no reason why the commission may not view the radio deregulation decision as a point of departure rather [than] as an absolute limit. And my initial reaction is that reliance on statutory requirements rather than commission-generated standards is the best hope of bringing significant deregulatory relief to television licensees and more diverse program choice to the American people."

Dawson also said she thought comment was "critical" on what appropriate market the commission should be looking at, if it is to rely on video-market competition as a rationale for "significant" television deregulation. "It is significant that the commission asks for comments on the scope of both the product and geographic markets for television and whether the relevant geographic market should be viewed primarily as a local or a national market," she said.

In addition, she said, it was "critical" that the rulemaking ask whether the FCC must link its deregulation to the existence of competition, as it did in its radio deregulation order. She said she wasn't convinced that competition was the only basis for deregulation, and said the notice proposes several alternatives. "The most promising of these alternative rationales seems to be a straightforward cost-benefit analysis," she said. "Quite simply, if the subject rules and policies do little or nothing to advance their various goals, then they would be likely candidates for elimination, especially where the costs to broadcasters are substantial." □

Advertising makes progress in FTC authorization bill

Redefinition of unfairness standard plus commission authorizing legislation is part of action by Senate Commerce Committee

The advertising industry's efforts to gain relief from the Federal Trade Commission's "unfairness" standard for advertising and trade practices made some headway in the Senate last week. The Senate Commerce Committee unanimously adopted an FTC reauthorization measure (S. 1714) that would redefine the commission's unfairness standard and partially exempt advertisers from jurisdiction under the standard in all rulemakings except on a case-by-case basis.

The committee's action is viewed by the advertising industry as an important move. Advertising trade associations have been

Snarling at Red Lion. The Supreme Court's landmark *Red Lion* case, which upheld the fairness doctrine, should not be used as an excuse for refusing to consider whether the termination of broadcast content regulation would satisfy the public interest standard of the Communications Act, Bruce Fein, FCC general counsel, said in a speech before the American Bar Association convention in Atlanta last week.

In that decision, Fein noted, the court sustained the fairness doctrine, "as expounded by the commission," against First Amendment attack, holding that the doctrine was a "permissible administrative elucidation" of the public interest standard, and that fairness obligations weren't inconsistent with the First Amendment goal of producing an informed electorate. "The court, however, did not foreclose the possibility that more experience with the fairness doctrine, constitutional developments, substantial growth in capacity for program transmission and further reflection might lead the commission to conclude that this First Amendment goal might be better advanced and the public interest more completely vindicated by terminating government regulation of programming content," Fein said.

"The aging fairness doctrine and its first cousins under the Communications Act are vulnerable to Justice Holmes's acid remonstrance that 'it is revolting to have no better reason for a rule of law than that it was laid down in the time of Henry IV. It is still more revolting if the grounds upon which it was laid down have vanished long since, and the rule simply persists from blind imitation from the past,'" Fein said. "The public interest suggests a need to prepare an epitaph to celebrate the burial of content regulation of broadcast programming and renewed confidence in our constitutional theory of self government."

lobbying Congress for more than a year to gain the exemption. (It would codify the 1980 temporary moratorium on the use of the unfairness standard in rulemakings concerned with advertising.) Although advertisers wanted "total exclusion" from the standard, an industry spokesman said, they are pleased with the modification. S. 1714 also reauthorizes the FTC for funding levels of \$71.1 million in FY 1984, \$71.1 million in FY 1985 and \$72.4 million in FY 1986.

Both FTC Chairman James Miller and advertising trade associations asked the committee to revise the commission's current unfairness standard. The definition included in the measure is similar to one Miller proposed five months ago (BROADCASTING, March 21). It would limit "unfair acts or practices to acts or practices that have caused or are likely to cause substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or competition. This definition would circumscribe the commission's consumer unfairness authority for both rulemakings and case-by-case adjudications."

Miller and the advertising industry also advocated revising the commission's "deceptive" advertising and trade practices standard. That proposal, however, was coolly received by the Senate committee and is absent from the bill.

The partial exemption for advertisers was contained in an amendment offered by Senator Slade Gorton (R-Wash.). Gorton introduced the amendment as an alternative to another amendment offered earlier by Senator Robert Kasten (R-Wis.), which would grant advertisers complete exemption from the unfairness standard.

There was sharp division among committee members over Gorton's amendment. After considerable debate, however, the amendment passed by a vote of 8 to 7. Senators Barry Goldwater (R-Ariz.), John Danforth (R-Mo.), Nancy Kassebaum (R-Kan.), Gorton, Paul Trible (R-Va.), Frank Lautenberg (D-N.J.), Bob Packwood (R-Ore.), chairman of the committee, and Kasten voted in favor of the amendment. Those opposed were Senators Ted Stevens (R-Alaska), Ernest Hollings (D-S.C.), Russell Long (D-La.), Wendell Ford (D-Ky.), Donald Riegle (D-Mich.), James Exon (D-Neb.) and Howell Heflin (D-Ala.).

Packwood, who opposed any exclusion for advertisers in the past, stated his support for the Gorton amendment and said he would fight for the measure in the House-Senate conference on the bill. The House bill contains the same definition for the unfairness standard, but does not include any exemption for advertisers. Ford, however, argued against maintaining any FTC authority over so-called unfair advertising.

Last year Congress was unable to move any authorizing legislation through either the House or Senate. Several controversial issues, including an exemption for advertisers, kept legislation from moving. And some attempts to curtail FTC authority over state-regulated professional groups also slowed progress. S. 1714 includes a compromise worked out by Packwood, Miller and the American Medical Association that

would bar the FTC from pre-empting state laws that:

- Establish training, educational, or experience requirements for licensing professionals.
- Establish permissible tasks or duties that professionals may perform based on specialized training or education.
- Limit FTC antitrust authority when the method of competition is regulated by the state.

It is expected that debate will surface on the floor over establishing a legislative veto provision in the bill and granting lawyers an exemption from FTC authority.

The measure would also:

- Repeal the FTC's authority to compensate public participants in commission rulemakings.
- End the present requirement for an automatic stay of commission cease and desist orders pending appeal, and, with some exceptions, provide instead that commission orders may be stayed by the commission itself or by the courts (within their discretion) during the appellate process.

Broadcasters want greater deregulation of FM subcarriers

The FCC's deregulation of FM subcarrier use (BROADCASTING, April 11) didn't go far enough, according to broadcasters in filings at the commission last week.

According to several petitions for partial reconsideration, the FCC also should refrain from common carrier regulation of subsidiary communications authorization offerings and pre-empt state regulation.

The National Association of Broadcasters, for instance, said the FCC's failure to forbear from imposing common carrier regulation and its refusal to pre-empt state and local regulation will stifle development of a number of potential subcarrier uses. "The

NTIA head. The nomination of David Markey to serve as assistant secretary of Commerce for Communications and Information was unanimously confirmed by the full Senate last week. Markey will head the National Telecommunications and Information Administration, which he has been running since March as a consultant. Two weeks ago Markey's nomination sailed through a brief Senate Commerce Committee.

result will be continued underutilization of the FM spectrum," it said.

The law firm of Fletcher, Heald & Hildreth agreed with that sentiment and asked that the FCC application process for prospective common carrier SCA paging operators be streamlined. It contended that paging was the "only significant market opened" for SCA's. "To insure that its policy goals are attained, the commission should pre-empt state common carrier paging entry requirements and standards involving need for service, harm to existing carriers and preferences favoring existing carriers to the exclusion of the new entrant."

Reach Inc., which is jointly owned by Reach Electronics Inc. and Selection Research Inc. (and was formed to develop the market for SCA paging devices and to create a national SCA paging network) also requested state pre-emption.

Meanwhile, the Telocator Network of America, which represents existing paging operators, said the order should be dumped altogether.

At a minimum, Telocator said, the commission should establish a general policy of granting waivers to radio common carriers of transmitter height and power restriction, "upon only a showing that doing so would not result in harmful interference to any co-channel station," in any area to which a Class C1 or Class C FM station assignment has been allocated. □

Trade secrets exposed. The Tennessee State Board of Architectural and Engineering Examiners has arrived at the "opinion" that Edward M. Johnson & Associates Inc., the Knoxville-based communications consulting firm, has been violating state law in offering "full engineering services" without having filed the proper disclosure forms, a board spokeswoman said last week.

According to the spokeswoman, Edward M. Johnson, company president, will be "advised" of the board's opinion. The board will await Johnson's response before taking further action, she said.

The board's action came in response to a complaint by Ronald D. Rackley, a Washington-area communications engineer, who alleged that Johnson, who is not a registered engineer, has claimed in advertisements and in affidavits at the FCC that he is qualified in engineering (BROADCASTING, July 18), in violation of Tennessee law.

Meanwhile, some concern is being expressed in Washington communications law and engineering firms about some of Johnson's application-filing techniques, which were highlighted in a deposition for a lawsuit Johnson has filed against a former employe in Tennessee.

According to the deposition, one of Johnson's "trade secrets"—he is alleging that the former employe is using his "trade secrets" to benefit a competing firm—lies in knowing what name to use for an applicant. "In the filing of the application in the name of an entity that would say, 'Blacks Desiring Media,' whether blacks, whether whites, whatever it is, will get less competing applications filed against them," Johnson pointed out.

Another secret of the trade, Johnson said, is to first file an application the potential competitors will consider defective, then clean it up with an amendment.

Yet another strategy, Johnson said, is to file for a smaller community when intending to serve a larger one nearby. "If you wanted Knoxville, you might be in better competitive shape applying for Seymour," he said.

Standards chief

Former FCC commissioner and general counsel Stephen A. Sharp has been named chairman of the Industry Advisory Committee on Technical Standards for DBS Service. The committee was established to advise the FCC on whether it should adopt national standards for DBS and, if the FCC decides it should, to help it develop those standards.

A practitioner and teacher of communications law, Sharp joined the FCC as general counsel in 1981 and was appointed commissioner in the fall of 1982. Due to legislation cutting back the number of FCC commissioners from seven to five, however, Sharp's term expired on June 30. He joined the Washington law firm of Skadden, Arps, Slate, Meagher and Flom, for which he is establishing a telecommunications practice.

MDS applications due soon

The FCC set the deadline for filing applications for the eight new MDS channels in each market: Sept. 9. But the prospective multichannel MDS operators ought not be too eager. The FCC said applications submitted prior to Sept. 2 will not be accepted and "all applications submitted prior to Sept. 9... will be treated as though they were filed on Sept. 9."

In an effort to make MDS competitive with cable, the FCC reallocated two blocks of four channels in each market from the Instructional Television Fixed Service to MDS, bringing the total number of MDS channels in each market to 10.

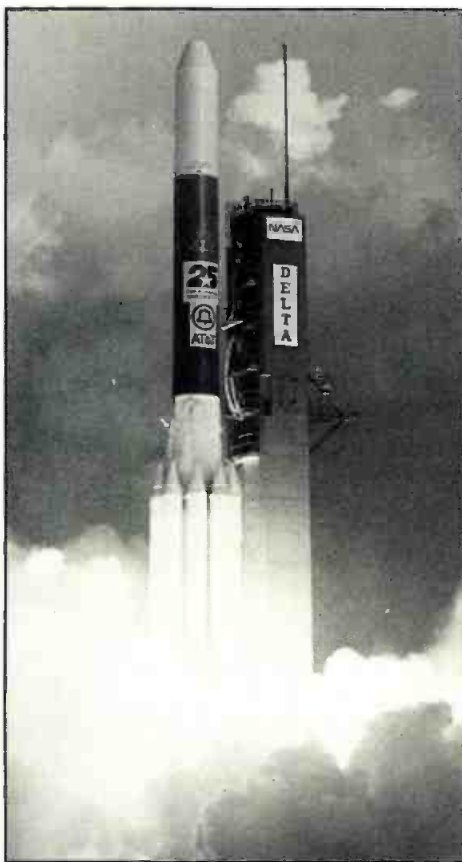
If ITFS broadcasters already hold the license for the reallocated blocks (or even if they have just applied for them) in a given market, the grant of the MDS construction permits will be conditioned on the permittees getting permission from the ITFS licensee (or applicant) to use the channels.

Under the FCC rules, the MDS markets correspond to the various "statistical areas" established and revised June 27 by the Office of Management and Budget. The areas included Metropolitan Statistical Areas (MSA's), Consolidated Metropolitan Statistical Areas (CMSA's), Primary Metropolitan Statistical Areas (PMSA's) and New England County Metropolitan Areas (NECMA's). All applications for channels in or within 15 miles of these statistical areas must refer to them by name.

Mutually exclusive applications will be set aside and the permittee in such situations will be determined by lottery. The FCC has the power to use a lottery, but the special rules for the MDS lottery have yet to be established. As a result, the FCC plans to launch a rulemaking shortly (perhaps this week) to set the parameters for the MDS lottery.

Although the FCC's common carrier bureau fears a deluge of applications, it will send a packet of material containing appli-

cations and directions for filling them out to whoever asks for them.



Telstar IIIA

Return of the Telstars

Telstar IIIA, the first of three C-band communications satellites that will make up AT&T's Telstar system, was soaring through space in its temporary geostationary orbit (66 degrees west longitude) last week, undergoing a routine checkup following its launch a week earlier. The 24-transponder satellite will be moved gradually to its permanent spot at 96 degrees west, said AT&T spokeswoman Gail Purpura, and should be ready for service in three to five weeks.

AT&T was a pioneer in satellite communications. In 1962, it launched Telstar I, the first satellite to be built and launched with private funds and the first to relay television pictures across the Atlantic Ocean. A year later, it launched Telstar II. But despite its important role in the history of satellite communications, AT&T decided to lease satellite capacity from Comsat rather than launching its own satellites during the satellite revolution of the 1970's. The decision to rent, Purpura said, was based on regulations that limited the types of services that AT&T could offer via satellites. With the lifting of those regulations over the past several years, however, she said, satellite ownership began to make sense to the company.

The Hughes-built Telstar IIIA was

launched by NASA from Cape Canaveral Air Force Station, Fla., aboard a Delta 3920/PAM rocket on July 28 at 6:49 p.m. NYT. Two days later, at 8:10 p.m. NYT, the satellite's apogee kick motor was fired, boosting it from its initial elliptical orbit into the circular geostationary orbit, some 22,300 miles above the equator. Said Purpura: "Everything has been on schedule and extremely successful."

Transponders for ABC

ABC-TV expects to sign a long-term lease within the next few weeks for at least three transponders on a single satellite, according to Bill Hynes, director of telecommunications for the network. The transponders will enable the network to distribute the bulk of its programming without AT&T land lines in the Pacific, mountain and central time zones, he said. A fourth transponder may ultimately prove necessary, he said, to help with the distribution of regional programming and commercials. (For the time being, he said, the network will stick with AT&T landlines for distribution of programming in the Eastern time zone.) The network will probably lease C-band (4/6 ghz) transponders, he said, but from whom and on what bird have yet to be determined. All the satellite carriers, he said, "have their advantages and disadvantages." In the running: RCA, Western Union, AT&T, Southern Pacific and Ford.

ABC is already phasing in its satellite distribution system in Washington, using transponders it leases on Satcom IV and Comstar III. Affiliates in Washington, New Mexico, Arizona and parts of Texas and Missouri receive their network programming either directly from the satellites or over non-AT&T regional terrestrial networks fed by the satellites.

On the other hand

The Lexington (Ky.) Herald-Leader and TeleCable of Lexington will pull the plug Oct. 31 on TelePress, a joint venture that has been offering an experimental teletext service over three TeleCable channels for the past 16 months. "Our conclusion is that at this time in Lexington there is insufficient demand among both viewers and advertisers for such a service to make it self-supporting in the foreseeable future," said Creed Black, publisher of the *Herald-Leader* in a prepared statement. "We are, therefore, terminating our joint venture with TeleCable at the end of the experimental period... instead of exercising our contractual option to continue the service for a minimum of three more years." According to the *Herald-Leader*, the newspaper lost around \$350,000 on the experiment.

TelePress devoted one of its three channels to *Herald-Leader* and wire services, one to sports and a third to public service announcements and classified advertisements.

USCI picks up two contractors

Atlantic Satellite will uplink programming, while DCC keeps track of availabilities

United Satellite Communications Inc., which hopes to launch a five-channel direct broadcast satellite service Nov. 15, will have the help of at least two companies—Atlantic Satellite Communications Inc., Northvale, N.J., and Data Communications Corp., Memphis.

Under a four-year contract, signed June 24 and valued at more than \$14 million, BROADCASTING learned last week, Atlantic will handle the mechanics of uplinking USCI's programming to Telesat Canada's Anik C-II, the communications satellite that will broadcast it to USCI's subscribers. Atlantic, which was formed in February 1982 to uplink programming for the now defunct cable network, The Entertainment Channel, is a subsidiary of Video Services Corp., also of Northvale, which provides tape dubbing and standards conversion services through other subsidiaries.

DCC announced last week it reached a tentative three-year agreement with USCI on July 22 to provide the prospective DBS operator with its BIAS on-line traffic and program scheduling service. Officials for DCC and USCI declined to comment on the value of their deal, but it's substantial. Skip Sawyer, vice president, sales, DCC, said a television station in a medium-sized market receiving a comparable service would pay between \$60,000 and \$100,000 for the necessary computer terminal equipment and around \$4,000 a month for the service.

Backed by General Instrument and Prudential Insurance Corp. of America, USCI plans to offer its five-channel service to subscribers in 26 states in the Northeast, Midwest and Southeast. To receive the service, subscribers will need a four-foot earth station. Programming will consist of two, 24-hour-a-day movie channels, similar to



Three-party exchange. Principals of Sabre Broadcasting Corp., Malrite Communications Group and Heritage Broadcasting met in Washington last Monday to finalize the sale of WVNJ-FM (100.3 mhz) Newark, N.J., and WCTI-TV (ABC, ch. 12), New Bern, N.C. Sabre sold WVNJ-FM (BROADCASTING, June 27) to Malrite Communications group for \$8.5 million. Malrite in turn sold WCTI to Heritage for \$9 million. Seated (l to r): Herb Saltzman, part-owner of Sabre; Carl Hirsh, president, Malrite, and Mario Iacobelli, president of Heritage. Standing (l to r): Donald G. Sofiness, part-owner of Sabre; Gil Rosenwald, executive vice president of Malrite; Edwin Tornberg, broker for sale, and Robert N. Smith, vice president, Heritage.

Home Box Office, and three advertiser-supported cable networks, two of which will probably contain news and sports. USCI will derive revenues from the monthly subscription fees and, judging from its deal with DCC, from the sale of availabilities on the cable networks which were originally intended for sale by cable affiliates.

USCI, which has been trying to keep a low profile of late, confirmed the existence of the agreements, but was reluctant to elaborate on the comments of the DCC and Atlantic officials. In fact, USCI officials were upset by DCC's announcement, which they felt was premature.

According to Bob Watt, president of Atlantic (and former director of operations for Home Box Office), Atlantic will create USCI's two 24-hour-a-day movie channels. It will receive the videotapes of the movies from USCI and, using an array of videotape machines and a Ku-band earth station, uplink them, in the appropriate sequence, to Anik C-II for broadcast, he said. It will also downlink the three advertiser-supported cable networks from either Satcom III-R or Westar V or both, he said, and uplink them along with the movie channels. Atlantic is also responsible, he said, for inserting the USCI-sold advertisement in the cable networks. (USCI claims it has yet to make a

deal with any cable network, but Watt said he believes one of the three will be Satellite News Channel, the joint venture of ABC and Group W.)

To do the job, Atlantic has amassed a panoply of video playback and satellite reception and transmission equipment. According to Watt, all the programming will be uplinked on a 9.2-meter Ku-band earth station with six transmitters (five operational and one back-up), supplied by Satellite Transmission Systems Inc. of Hauppauge, N.Y. The cable programming will be pulled off the cable satellites by two 11-meter C-band earth stations, he said. For playing the movies and recorded specials, Atlantic has 17 Ampex one-inch videotape recorders and, for the commercials, an Ampex two-inch cartridge machine. The video will flow through one of five Grass Valley switchers and a Control Video Corp. automation system.

In addition to tracking advertising availabilities and handling program scheduling for USCI, Sawyer said, the BIAS system will make sales projections and reconcile the log and accounts receivable. He noted that BIAS, in one of its many variations, is now used in some 215 television stations and 60 radio stations.

On Sept. 26, DCC will begin to install the

Turned down. Judge Jack W. Swink, the Los Angeles Superior Court judge presiding in the slander case filed by Dr. Carl A. Galloway against CBS News, turned down Galloway's request for a new trial ("In Brief," Aug. 1). In denying the retrial motion Swink said "the court is convinced that both sides had a fair trial." Galloway said he would appeal the case following Swink's action. A jury ruled 10-2 against Galloway last June, deciding the physician was not slandered in a 1979 episode of *60 Minutes*.

terminal equipment at USCI's headquarters, train the USCI employees to use it and load up the database, Sawyer said. The preparations will be completed by the end of October, he said, and BIAS will be ready to go on Nov. 15.

Both Watt and Sawyer were impressed by USCI, its commitment to the DBS business and its eagerness to get started. USCI first contacted DCC in early May, Sawyer said. "They have moved very fast and they are still moving very fast." □

Changing Hands

PROPOSED

KYCU-TV Cheyenne, Wyo., KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo. □ Sold by Wyneco Communications Inc. to Burke Broadcasting Co. for \$9.7 million. **Seller** is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. **Buyer** is owned by Alfred T. Burke, Longview, Tex.-based president of bottling company. He has no other broadcast interests. KYCU-TV is CBS primary affiliate and ABC secondary affiliate on channel 5 with 100 kw visual, 24 kw aural and antenna 840 feet above average terrain. KSTF is primary CBS affiliate and secondary ABC affiliate on channel 10 with 240 kw visual, 24 kw aural and antenna 840 feet above average terrain. KTVS is primary CBS affiliate and secondary ABC affiliate on channel 3 with 60.6 kw visual, 6 kw aural and antenna 760 feet above average terrain. *Broker: Avpro Inc.*

KYA(AM) San Francisco □ Sold by King

Broadcasting Co. to Bonneville International Corp. for estimated \$3.5 million. **Seller**, based in Seattle, is principally owned by Dorothy S. Bullitt and family. It is group owner of four AM's, four FM's and four TV's. It is spinning off KYA to comply with FCC duopoly rules. It recently bought KSFO(AM) San Francisco (BROADCASTING, June 20). **Buyer**, owned by Corp. of the President of the Church of Jesus Christ of Latter-day Saints, is headed by Arch L. Madsen, president. It also owns four AM's, seven FM's and two TV's. KYA is on 1260 khz with 5 kw day and 1 kw night. *Broker: Kalil & Co. Inc.*

WWWQ(AM)-WPFM(FM) Panama City, Fla. □ Sold by MediaSouth Inc. to Culpepper Communications Inc. for \$2.105 million. **Seller** is headed by John Dorris, president. He has interest in WMNX(FM) Tallahassee, Fla., which has been sold, subject to FCC approval (BROADCASTING, June 13). **Buyer** is headed by Barry Turner, president. It also owns KDOK(AM)-KFML(FM) Tyler, Tex., and is ap-

plicant for new FM's at Bryan, Tex., Idaho Falls, Idaho, and Helena, Mont. *Broker: Blackburn & Co. Inc.*

KOOK-AM-FM Billings, Mont. □ Sold by Matthias Enterprises to KOOK Associates Ltd. for \$2,005,500. **Seller** is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. **Buyer** is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQL(AM)-KQIX-FM Grand Junction, Colo. KOOK is on 970 khz with 5 kw full time. KOOK-FM is on 102.9 mhz with 100 kw and antenna 500 feet above average terrain.

KVOI(AM) Tucson and KSOJ(FM) Flagstaff, both Arizona □ Sold by Abundant Life Ministries to Merit Media International for \$990,279 for KVOI and \$429,492 for KSOJ. **Seller** is owned by Grace Broadcasting System Inc. and Grace Full Gospel Church Inc., headed by James R. Burke. **Buyer** is owned by John R. Ward, president. It owns KLEI(AM) Kailua, Hawaii. KVOI is on 690 khz with 250 w day. KSOJ is on 93.9 mhz with 100 kw and antenna 1,510 feet above average terrain.

WWJQ(AM) Zeeland, Mich. □ Sold by Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for \$950,000, plus other considerations. **Seller** is owned by Peter J. Vanden Bosch, president. It also owns WJBL-FM Holland, Mich. **Buyer** is owned by Leslie J. Lanser, who is station manager of WWJQ-WJBL-FM Zeeland. He has no other broadcast interests. WWJQ is on 1260 khz with 5 kw day and 1 kw night.

WBSR(AM) Pensacola, Fla. □ Sold by Budworth Broadcasting Inc., debtor in possession, to Seaway Broadcasting Inc. for \$600,000. **Seller** is owned by Joan E. Neuwirth, president (35%), and estate of her husband, H.D. Neuwirth (65%). It has no other broadcast interests. **Buyer** is owned by Robert D. Hanna, president (75%), and Jay C. Roulier (25%). Hanna also has interest in KERV-AM-FM Kerrville, Tex.; KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton, Tex.; KICS(AM)-KEZH(FM) Hastings, Neb.; KLR(AM)-KLMC(FM) Leadville, Colo., and WVSI-AM-FM Jupiter, Fla. Roulier is Denver-based developer. He has no other broadcast interests. WBSR is on 1450 khz with 1 kw day and 250 w night.

WKBJ-AM-FM Milan, Tenn. □ Sold by West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for \$550,000 in cash. **Seller** is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. **Buyer** is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (4% each), and Jerry A. Adams (45%). Senior Hendrickson has interest in cable TV at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. WKBJ is daytimer on 1600 khz with 1 kw. WKBJ-FM is on 92.3 mhz with 42 kw and antenna 160 feet above

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8/8/83

a erage terrain.

WIBU(AM) Poynett, Wis. □ Sold by Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for \$400,000. **Seller** is owned by Robert P. Hansen. It has no other broadcast interests. **Buyer** is owned by Randy J. Weinbrenner, president (58%), and Robert W. Olson (42%). Weinbrenner is Milwaukee public school teacher. Olson is announcer at WLAK(FM) Chicago. WIBU is on 1240 khz with 1 kw day and 250 w night.

WSEL-AM-FM Pontotoc, Miss. □ Sold by Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for \$310,000. **Seller** is headed by Lee H. Thompson, president. It has no other broadcast interests. **Buyer**, Oxford, Miss., realtor, has also bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. (BROADCASTING, June 13). WSEL is daytimer on 1440 khz with 1 kw. WSEL-FM is on 96.7 mhz with 3 kw and antenna 405 feet above average terrain.

WBHC(AM)-WJBW-FM Hampton, S.C. □ Eighty percent sold by Joseph B. Wilder to Hampton County Broadcasters Inc. for \$220,000. **Seller** is also has interest in WBAW-AM-FM Barnwell, S.C., and WAKS-AM-FM Fuquay Varina, N.C. **Buyer** is owned by Carl A. Gross, president, who owns other 20% and is general manager of WBHC(AM)-WJBW-FM WBHC is daytimer on 1270 khz with 1 kw. WJBW-FM is on 103.1 mhz with 3 kw and antenna 145 feet above average terrain.

□ Other proposed station sales include: KMSL(FM) Stamps, Ark.; KPWR-TV Bakersfield, Calif. (BROADCASTING, June 13); KGO-FM San Francisco (BROADCASTING, July 11); WIAF(AM) Clarkesville, Ga.; KRKR(AM)-KFKF(FM) Kansas City, Kan. (BROADCASTING, July 18); WGEO-FM Beaverton, Mich.; WIIN(AM)-WFPG(FM) Atlantic City, N.J. (BROADCASTING, July 11); WGY(AM)-WGFM(FM) Schenectady, N.Y.; WSIX-AM-FM Nashville (BROADCASTING, May 9), and WKDY(AM) Spartanburg, S.C. (BROADCASTING, Aug. 1).

APPROVED

WGNO-TV New Orleans □ Sold by General Media Corp. to Tribune Broadcasting Co. for \$21 million cash. **Seller** is owned by 80 stockholders and headed by Earl Hickerson, president. It sold 80% interest in KGMC(TV) Oklahoma City (BROADCASTING, March 7) and cable system in Rockford, Ill. **Buyer** is subsidiary of Chicago-based Tribune Co. which owns *Chicago Tribune*, New York *Daily News* and other newspapers, cable systems and broadcast group. James C. Dowdle is president of broadcast subsidiary. It also bought, subject to FCC approval, WANX-TV Atlanta for \$32 million (BROADCASTING, Aug. 1). WGNO-TV is independent on channel 26 with 2,690 kw visual, 69.9 kw aural and antenna 1,015 feet above average terrain.

KCBQ-AM-FM San Diego □ Sold by Chartercom Inc. to Infinity Broadcasting for \$8.5 million, including \$750,000 for noncompete agreement. **Seller** is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate. KCBQ-AM-FM sale concludes

Charter's divestment of its radio station group. **Buyer**, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns two AM's and five FM's. KCBQ is on 1170 khz with 50 kw day and 5 kw night. KCBQ-FM is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain.

KTXS-TV Sweetwater, Tex. □ Sold by Prima Inc. to Catclaw Communications Co. for \$3.5 million. **Seller** is headed by Charles Woods, chairman. It also owns KLBK-TV Lubbock, Tex. **Buyer** is owned by W.M. Moore Jr., president. Moore is Abilene, Tex., advertising executive, who has no other broadcast interests. KTXS-TV is ABC affiliate on channel 12 with 257 kw visual,

25.7 kw aural and antenna 1,400 feet above average terrain.

WCIB(FM) Falmouth, Mass. □ Sold by New England Media Corp. to Cape & Islands Broadcasting Inc. for \$2 million. **Seller** is owned by Kenneth J. Patch, president (50%), and Roger A. Neuhoff and family (50%). Neuhoff is also president and principal stockholder of Eastern Broadcasting Corp., which owns five AM's and five FM's. **Buyer** is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and RKO stations. WCIB is on 101.9 mhz with 50 kw and antenna 240 feet above average terrain.

WFMR(FM) (formerly WXJY(FM)) Meno-

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monnee Falls, Wis. □ Sold by Darrel Peters Productions Inc. to H. Stewart Corbett Jr. and others for \$2 million. **Seller** is owned by Darrel Peters, who sold his radio syndication company last year (BROADCASTING, Aug. 9, 1982). It also owns WSEX(FM) Arlington Heights, Ill. **Buyers** are H. Stewart Corbett Jr., Fred DeMatteis and Al Rogers. Corbett and DeMatteis are former owners of WHHR(FM) Hilton Head, S.C., and Rogers is former vice president and general manager of WHHR. WFMR is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WKQE(AM)-WBG(M) Tallahassee, Fla. □ Sold by Forward of Florida Inc. to Statewide

Broadcasting of Leon County Inc. and Statewide Broadcasting of Tallahassee Inc., respectively, for \$1,575,000. **Seller**, based in Wausau, Wis., is subsidiary of Forward Communications Corp., group owner of five AM's, five FM's and six TV's. Richard Dudley is chairman. **Buyers**, based in Pompano Beach, Fla., are both owned by Jordan E. Ginsburg, chairman; his children, Scott Ginsburg; president and Mark J. Ginsburg, MD (20% each); Ricki G. Robinson, MD (10%); Robinson's husband, Joel P. (10%), and Roy Bresky, MD (20%). **Buyers** also have bought WVCG(AM) Coral Gables, Fla. (BROADCASTING, July 25). Jordan and Scott Ginsburg have sold interests in WAVS(AM) Fort Lauderdale, Fla. (BROADCASTING, July 25) to Beresky. WKQE is on 98.9 mhz with

100 kw and antenna 320 feet above average terrain.

KTIM-AM-FM San Rafael, Calif. □ Sold by Platt Communications Inc. to Marin Broadcast Co. for \$1.4 million. **Seller** is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. **Buyer** is owned by Arthur Astor, who has increased ownership interest in KIK(FM) Garden Grove, Calif. (BROADCASTING, July 11). KTIM is daytimer on 1510 khz with 1 kw. KTIM-FM is on 100.9 mhz with 2.2 kw and antenna 300 feet above average terrain.

KDKD-AM-FM Clinton, Mo. □ Sold by Clinton Broadcasting Co. Inc. to Clinton Radio Co. for \$525,000, plus \$300,000 noncompete agreement. **Seller** is owned by Randel Boesen and wife, Joan, who have bought KFMO(AM) Flat River, Mo. (BROADCASTING, June 27). **Buyer** is owned by John Lockton III (94%); wife, Cheryl A., and Thomas W. Van Dyke (3% each). John Lockton is Prairie Village, Kan., insurance agent; Cheryl Lockton is housewife. Van Dyke is Kansas City, Mo., attorney. KDKD is daytimer on 1280 khz with 1 kw.

WTSF(TV) Ashland, Ky. □ Sold by Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of \$643,863 in liabilities. **Seller** is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. **Buyer** is owned by seven stockholders, headed by Claude Messinger, chief executive officer, including five present board members of seller and doctors, G.O. McClelland of West Hamlin, W. Va., and Robert Tackett of Ashland. It has no other broadcast interests. WTSF is independent, which went on air April 30 on channel 61 with 229 kw visual, 22.9 kw aural and antenna 410 feet above average terrain.

WFMV(FM) Blairstown, N.J. □ Sold by Warren Broadcasting Corp. to Park V Broadcasting Inc. for \$560,000. **Seller** is owned by Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). It has no other broadcast interests. **Buyer** is owned by Joseph P. Sherikjian, who is former director of acquisition and new product development at ABC Radio Enterprises. He currently owns broadcasting consulting firm in Emerson, N.J. WFMV is on 106.3 mhz with 3 kw and antenna 860 feet above average terrain.

WKYO(AM)-WIDL(FM) Caro, Mich. □ Sold by Thumb National Bank and Trust Co. to East Michigan Broadcasting Co. for \$500,000. **Seller** is receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. **Buyer** is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich., and has no other broadcast interests. WKYO is on 1360 khz with 1 kw day and 1 kw night. WIDL is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: WKAX(AM) Russellville, Ala.; WBAS(AM) Crescent City, Fla.; WGIC-AM-FM Mendota, Ill.; WBZT(AM) Waynesboro, Pa., and WLBG(AM) Laurens, S.C.

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TELECASTINGS

Presidential tape

President Reagan was host as well as guest of *The McLaughlin Group*, a weekly, half-hour panel news show on NBC's WRC-TV Washington, for an interview that was completely on the record but in which, by prearrangement, the President's voice was never broadcast. The group used a brief film shot of the President and the panelists to open the program and then a crawl giving the President's answers, word for word on key news points, as taken from a transcript. Then, in the program's customary style, the panelists discussed the answers.

Nonuse of the President's voice was one of the White House ground rules according to Richard A. Moore, lawyer, broadcast station owner and associate producer of the show. He said that there was "nothing wrong" with the President's voice and that he didn't know why the ban was imposed. "We just accepted it," he said. Whatever the reason, Moore said, the President—and *The McLaughlin Group*—got a lot of mileage out

of the approach. He said the group was free not only to use but to distribute the transcript—and that it freely did so, with resultant pickups (particularly for the President's comments about Fidel Castro and Central America) on newscasts on all three TV networks and in newspapers across the country.

The 70-minute interview was conducted at the invitation of the White House, at a breakfast meeting July 29. On hand for the questioning were Moore and John McLaughlin, producer/moderator of the program; regular panelists Bob Novak, Jack Germond and Pat Buchanan, and columnist Georgie Anne Geyer, sitting in for Morton Kondracke. The entire session was audiotaped, but only a few moments were filmed or taped, for showing at the opening of the broadcast. Moore sees this approach as a new and innovative use of media by the President, as well as the first time, in his recollection, that the President had undertaken such an interview session for a local program.

The McLaughlin Group is carried on WRC-TV

Saturdays at 7:30 p.m., with a repeat the next day preceding NBC-TV's *Meet the Press*. In addition, beginning next fall it will be distributed to PBS stations (with additional material to cover the commercials seen on WRC-TV). Moore is a former head of KTTV(TV) Los Angeles, was a White House attorney during the Nixon administration and is now a Washington attorney and a part owner of KOKI-TV Tulsa, Okla.

Pan American problems

CBS Sports officials said last week they expect to cover the Pan American Games in Caracas, Venezuela, later this month as planned, but it was a close call. When Terry O'Neil, CBS's executive producer for the games, arrived in Caracas a week ago, the broadcast center, being provided by Venezuela as host country for the games, was essentially an empty building in which some partitions had been put up. No equipment was on the premises or, for the most part, even in the country.

By the middle of last week, however,

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O'Neil was recommending to CBS Sports officials that they proceed with their original plans for 16 hours of coverage of the quadrennial event. He said he had been assured by Venezuelan government officials that the necessary equipment would be there, including all the basic necessities by the end of last week—more than a week before the games open Aug. 14: Ampex videotape machines were due for delivery by air from Miami by the end of the week, mobile units and cameras by sea from Spain last Wednesday and other equipment by air from Spain a day or so later. Venezuela is purchasing the equipment for use first during the games and for its own use after that.

CBS, which is paying close to \$1 million for the TV rights, expects to have about 50 people on hand to produce the coverage in association with an independent firm, F&F Productions of Tampa, Fla. The coverage, some live and some on tape, will concentrate primarily on major Olympics sports, such as boxing, basketball, track and field, swimming and gymnastics. The 16 hours will be spread across five Saturday and Sunday afternoons—Aug. 14, 20, 21, 27 and 28—with the opener Aug. 14 at 3:30 p.m. NYT. CBS also covered the last two Pan Am Games, in Mexico City in 1975 and San Juan, P.R., in 1979.

Adding entertainment

Multimedia Program Productions, the Cincinnati-based division of the Multimedia Inc. communications conglomerate, has changed its name to Multimedia Entertainment to reflect its own diversification, notably its involvement in the new Sports Time all-sports cable service. Multimedia Entertainment will produce—through a new division of its own, Multimedia Sports Productions—all events seen on Sports Time, which was created by Anheuser-Busch, Multimedia and Tele-Communications Inc. and is due for launch next April (BROADCASTING, July 25). William H. Spiegel, program director of Multimedia's WLWT(TV) Cincinnati and also in charge of all of the station's sports programming, has been named general manager of Multimedia Sports Productions, which is expected to employ about 30 people and produce 350 to 400 live sports events a year for the Sports Time pay cable service.

Multimedia Entertainment also announced plans for two new two-hour TV specials to add to its claim to be "the world's largest syndicator of country-music programming." One, *Janie Fricke: You Ought To Be in Pictures*, stars the Country Music Association's female vocalist of the year, with appearances also by Alabama, Ronnie Mil-sap, Rosanne Cash, Charlie Pride, Gordon MacRae and others, and will be produced by Jim Owens Entertainment and Multimedia Entertainment. The other, *Country Gold*, presents T.G. Sheppard, Tanya Tucker, Sylvia, Ricky Skaggs, Waylon Jennings, Janie Fricke and other country music stars performing gold record hits. Both specials will be syndicated for airing this fall as part of Multimedia's "Country Come Alive" package.

More soap

CBS-TV has expanded its production orders for two of its most popular prime time series, *Dallas* and *Falcon Crest*. The network noti-

fied affiliates late last month that it will increase the number of episodes ordered from 28 to 30 for *Dallas* and from 22 to 28 for *Falcon Crest*. Original episodes of the two Friday night dramas have fared significantly better in the ratings, compared with repeats.

New news

WABC-TV New York will be expanding its local evening news coverage beginning Aug. 15 when it premieres a 30-minute program at 4:30 p.m. called *Eyewitness Extra*. The show, which will contain more features than hard news, will be hosted by WABC-TV news anchors Ernie Anastos and Roseann Scamardella. The station will drop *The People's Court* which will move to WNBC-TV New York in September.

Translator turn-down

The FCC has denied Family Television Corp. review of staff action returning its application for a new UHF TV translator at Fort Myers, Fla. The Mass Media Bureau had returned the application because it was filed after the commission imposed its low-power television application freeze, and the application didn't qualify under freeze exemptions.

Family, however, had asked for a waiver of the freeze policy, noting that its application didn't seek local origination authority, but only proposed to retransmit its full-service UHF station, WFTS(TV) Tampa, Fla. The FCC, however, noting that enough LPTV applications were coming in under freeze exemptions as it is, said it wouldn't be in the public interest to accept Family's application.

Tuesday verdict appeal

The American Federation of Television and Radio Artists last Monday (Aug. 1) argued its appeal of an antitrust judgment made against the union last year by a U.S. district court jury in San Diego. Attorneys for AFTRA argued before a three-judge appeals tribunal at the Ninth Circuit Court of Appeals in Los Angeles, which also heard statements from attorneys representing San Diego-based Tuesday Productions, which would receive \$9.3 million in damages if the verdict is upheld.

AFTRA is claiming it should have been exempt from such federal antitrust suits and that mistakes were made in determining the amount of damages to be assessed. The union also alleged that "hearsay" testimony had been improperly admitted as evidence in the 1982 trial.

Tuesday, a producer of jingles and broadcast production music, has claimed AFTRA kept the nonunion firm out of national and regional markets, in a conspiracy with major advertisers and advertising agencies.

A decision by the appeals court is not expected until at least October. Last week's oral arguments have no bearing on separate proceedings in New York, where AFTRA is awaiting action on a bankruptcy petition filed last November in a move interpreted as an attempt to protect its assets, which the

60,000-member union estimated last fall to be about \$3 million.

Texas switch

KWTV-TV Waco, Tex., and its satellite, KBTX-TV Bryan, will switch from primary affiliation with ABC-TV to full-time affiliation with CBS-TV on Sept. 1. The two-station combination, owned by KWTV Broadcasting Co., delivers 56,000 prime time homes in central Texas and will be competing with one other station, NBC affiliate KCEN-TV Temple, until later this year, when a UHF station is scheduled to go on the air. KWTV-TV and KBTX-TV had formerly been CBS affiliates, but switched to ABC in 1978. KWTV Broadcasting, also owns KLFY-TV Lafayette, La., and KXII(TV) Ardmore, Okla., both CBS affiliates.

In the marketplace

Lexington Broadcast Services will take over the sale of barter minutes on two television series syndicated by Golden West Television, *The Richard Simmons Show* and *Woman to Woman*. One daily minute is available for barter on the latter show, seen in about 35 markets, and two-and-a-half minutes daily on *Simmons*, clearing about 170 stations.

□

MCA Television International has acquired international distribution rights to *Donkey Kong*, an animated children's series to premiere on CBS-TV this September. The package of 13 half-hours is from Ruby-Spears Productions and is based on the popular video arcade game.

□

Filming has started in Tunisia on *A.D.*, a new mini-series describing the birth of Christianity following the death of Christ. It is a co-production of Procter & Gamble and International Film Productions, Inc. The program, to be sponsored entirely by P&G, will air on NBC-TV during the 1984-85 season. The mini-series, third in a trilogy recounting the evolution of the Christian religion, stars Burt Lancaster, Julie Christie, Irene Cara, Jack Warden, Ben Vereen and Sada Thompson.

□

Independent producer Jay Bernstein, in association with Columbia Pictures Television, will begin production this month of *Mickey Spillane's Mike Hammer*, a two-hour made-for-television movie for CBS-TV that is scheduled to be spun off into a weekly prime time series on the network following the movie's broadcast during the 1983-84 season. Air dates have not been set for the productions, which will star Stacy Keach as detective Mike Hammer.

□

The Hollywood-based production team of Paul Radin, Michael Berk and Douglas Schwartz—known as BSR Productions—has been signed by 20th Century-Fox Television to a multiyear contract to create one-hour series, mini-series and motion pictures for television. Collectively, the trio has produced more than a dozen long-form features for network television, including *The Incredible Journey of Dr. Meg Laurel*, a made-for-television movie that earned a 28.9 rating and 42 share when broadcast by CBS-TV in 1979.

A look at network news anchors

Barbara Matusow's new book examines the growing importance these journalists hold

The attention focused on the death and funeral of ABC News anchor Frank Reynolds (BROADCASTING, July 25) provides a kind of epilogue to Barbara Matusow's "The Evening Stars: The Making of a Network News Anchor" [Houghton Mifflin, \$14.95]. It provides a neat fit with Matusow's detailed account of the glory and the power that are the evening anchor's. And so with the news of Roger Mudd's removal as co-anchor of *NBC Nightly News* (BROADCASTING, Aug. 1).

The broadcast time devoted to news of Reynold's death, particularly on ABC but on NBC and CBS as well, suggested a national political or religious leader had passed on. The presence of President and Mrs. Reagan at the funeral did nothing to diminish that impression.

And, in a real sense, Matusow suggests, the network anchors are figures of national importance. They "have become so powerful," she writes, "that they can cause the careers of correspondents to blossom or fade or they can derail the careers of executives to whom they nominally report." In the process, they help set the national agenda, not only by the play they give the news on their shows but also through the influence they exert throughout the news organizations for which they work.

The frenzy of the competition among networks for star-quality journalists to serve as anchor is no longer news. But Matusow helps put it in perspective. A case in point was ABC News's President Rooney Arledge's passionate courtship of Dan Rather, in the days before CBS chose him to succeed Walter Cronkite. Rather would not only have been the chief correspondent and principal presence on the *World News Tonight*, he would anchor *20/20* and do as many pieces for it as he could. He would also anchor documentaries, special programs and all major, live events and, if he chose, the late-night program ABC was planning (it turned out to be *Nightline*) as well. The money for Rather wasn't bad either—almost \$2 million a year.

It seemed more than CBS could possibly match, but it did. It had the CBS News tradition dating back to Edward R. Murrow as an inducement. That and a job as the *Evening News's* sole anchor, plus the number-one spot in special events, documentaries and various other programs, a firm date on replacing Cronkite and a contact valued at close to \$25 million over a 10-year period, did the trick.

Rather is not alone in receiving such princely treatment. Matusow notes that NBC made a similar offer that couldn't be refused to retain Tom Brokaw when Arledge was after *him*. The \$1 million annual salary ABC-TV president Fred Pierce authorized as

part of the effort to lure Barbara Walters away from NBC no longer raises any eyebrows.

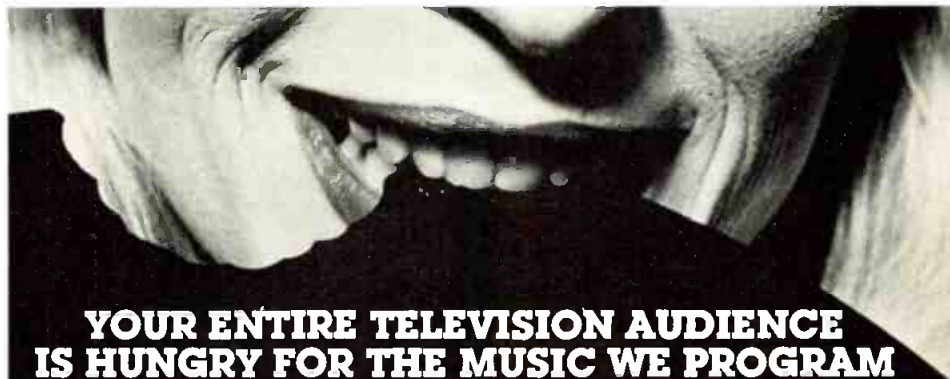
For all the glamour and money, not to mention power, involved in being an anchor, it is not always an exciting job, according to Matusow, whose career includes tours as a writer and producer with CBS and NBC in New York as well as NBC and ABC stations in Washington. For while the post is usually awarded to experienced reporters, "anchors spend very little time in the field."

Reading Matusow's book in the wake of the developments of the past couple of weeks offers some ironies. There were the ABC officials' eulogies of Reynolds, for instance. Reynolds, a feisty, proud journalist, was described by Matusow as less than enchanted with the way in which Arledge, after taking over at ABC News, "undercut him with producers by constantly making critical remarks about him." Matusow also recorded Reynolds's reaction to the remarks of Dick Wald soon after Wald joined ABC News as vice president and journeyed from New York to Washington to meet the staff there and made "what Reynolds thought were condescending remarks": "The more

Reynolds listened, the madder he got. Finally Reynolds rose to say that he and his colleagues had no apology for their work, and if Wald thought he was some kind of saviour, he could forget it." By time of his death, evidently, ABC brass recognized Reynolds's star quality.

Then there are the concerns that NBC News President Reuven Frank expressed to Matusow regarding the expanding power of the anchors. "Producers are nothing more than chief operators today," Frank is quoted as saying. At one time, he said, the producer was the principal editor. In the 1970's, management started to intervene. "Then," he said, "management started giving away editorial control to the talent. The anchors are running things today."

But not without check, apparently. For all the power and the glory of the anchors and the authority given them to put their stamp on a network's news operations, they are not immortal, no matter what their contracts say. Frank, the man who appeared dismayed over the power of the anchors in his comments to Matusow, participated in the management discussions that led to the removal two weeks ago of Roger Mudd as co-anchor of the *Nightly News*. Ratings, it seems, still control. □



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As compiled by BROADCASTING, July 25 through July 29, 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.

New stations

AM application

■ Lancaster, Ohio—James W. Feasel seeks 1180 khz., 25 kw-D, DA-D. Address: 13549 Morse Road, S.W., Pataskala, Ohio 43062. Principal also owns WYNO(AM) Nelsonville, Ohio, and is applicant for new FM at Mount Vernon, Ohio. Filed July 26.

FM applications

■ Claypool, Ariz.—Danita Rodriguez seeks 105.5 mhz, 3 kw, HAAT: minus 358 ft. Address: 1019 Cedar Avenue, #9, Long Beach, Calif. 90813. Principal has no other broadcast interests. Filed July 21.

■ Frisco, Colo.—Robert A. Bernstein seeks 92.1 mhz, 3 kw, HAAT: 197.38 ft. Address: 800 W. 47th Street, Ste. 101, Kansas City, Mo. 64112. Principal also owns KNUU(AM) Paradise Las Vegas, and is applicant for new FM there. It also owns KBET(AM) Reno, Nev. Filed July 29.

■ Key Largo, Fla.—Key Largo Broadcasters seeks 103.9 mhz, 3 kw, HAAT: 197.38 ft. Address: 4700 SW, 75th Avenue, Miami 33155. Principal is owned by John Raymond Meyers, who is staff engineer noncommercial WLRN-FM-TV Miami. Filed July 25.

■ Mary Esther, Fla.—Mary Esther Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 209 ft. Address: P.O. Box 2639, Gulfport, Miss. 39503. Principal is owned by Richard Humphrey (28%), Eugene Hobdy (15%), Charles W. Dowdy (29%) and his son, J. Morgan Dowdy (28%). Dowdys own two AM's and five FM's. They also have interest in applicant for new FM's at Nashville and Alma, both Georgia. Filed July 28.

■ Panama City, Fla.—Bay Media Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Bay Point, Box 105, Panama City 32407. Principal is owned by Bertie Smith Broadus, president (26%) and five others. Broadus is account executive at WWWQ(AM)-WPFM(FM) Panama City. Filed July 19.

■ Titusville, Fla.—Florida Public Radio Inc. seeks 89.5 mhz, 3 kw, HAAT: 300 ft. Address: 505 Josephine Street, Titusville, Fla. 32796. Principal: Nonprofit corporation, headed by Randy Henry, president. It also owns WPIO(FM) Titusville. Filed July 28.

■ Pukalani, Hawaii—Obie Broadcasting of Maui Inc. seeks 98.3 mhz, 3 kw, HAAT: minus 546 ft. Address: 4222 Commerce Street, Eugene, Ore. 97402. Principal is headed by Brian B. Obie, president. It also owns KUGN-AM-FM Eugene. Filed July 28.

■ Oxford, Miss.—Colom Communications Corp. seeks 107.1 mhz, 2.51 kw, HAAT: 322 ft. Address: 406 Third Avenue North, Columbus, Miss. 39701-3996. Principal is owned by Milton Colom, president, and his sons, Roland Franklin Colom and Wilbur O. Colom (one-third each). It is also applicant for new FM at Artesia, Miss. Filed July 29.

■ Buffalo, N.Y.—Family Stations Inc. seeks 89.5 mhz, 8 kw, HAAT: 448 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal: Nonprofit corporation, headed by Harold Camping, general manager. It owns or is permit-

tee of two AM's, seven FM's and one TV. It is also applicant for new TV at Stockton, Calif., and noncommercial FM at Okeechobee, Fla. Filed July 19.

■ Mangum, Okla.—James R. Galbreath seeks 92.1 mhz, 3 kw, HAAT: 1,579.8 ft. Address: 5605 Fordham Street, Lubbock, Tex. 79416. Principal has no other broadcast interests. Filed July 19.

■ Cabo Rojo, P.R.—David Ortiz Radio Corp. seeks 103.7 mhz, .50 kw, HAAT: 311 ft. Address: P.O. Box 681, Cabo Rojo 00623. Principal is owned by David Ortiz-Cintron, president (50%). It also owns WEKO(AM) Cabo Rojo. Filed July 22.

TV application

■ San Antonio, Tex.—Commonwealth Foundation for Public Broadcasting Inc. seeks ch. 23; ERP: 2,884 kw vis., 288.4 kw aur., HAAT: 115.7 ft.; ant. height above ground: 161 ft. Address: P.O. Box 501, Feeding Hills, Mass. 01030. Principal: Nonprofit corporation, headed by John E. Williamson, president. It has no other broadcast interests.

AM actions

■ Nenana, Alaska—Voice for Christ Ministries Inc. granted 1270 khz, 5 kw-U; (BP-830107AD). Action July 21.

■ Sahuarity, Calif.—Leroy W. Demery Jr. application returned for 1170 khz; 10 kw. (BP-830301AC). Action March 6.

■ Simi Valley, Calif.—Manuel A. Cabranes granted 670 khz, 1 kw-U, DA-1. (BP-801231AB). Action April 18.

■ Ridgecrest, La.—Concordia Broadcasting Co. returned application for 1390 khz, 2.5 kw-D. Address: 623 Northwest Avenue, McComb, Miss. (BP-830321AA). Action July 22.

■ Webb City, Mo.—Don and Gail Stubblefield dismissed application for 1100 khz, 5 kw-D. Address: Route 5, Box 36, Joplin, Mo. 64801. (BP-821222AM). Action July 20.

■ Canton, Tex.—CMM Inc. returned application for 840 khz, 1 kw-D. Address: 215 Lantana Road, Crossville, Tenn. 38555. (BP-830316AC). Action July 20.

■ Lacey, Wash.—Joseph Schilling dismissed application for 1160 khz, 5 kw-D, DA-D. (PB-820728AP). Action July 20.

FM actions

■ Anchorage—Alaska Black Broadcasting returned application for 103.1 mhz, 2.5 kw, HAAT: minus 13 ft. Address: 1928 Columbine, Anchorage 99504. (BPH-830510AE). Action July 15.

■ Spenard, Alaska—Dan Mahoney returned application for 103.1 mhz, 3 kw, HAAT: 390 ft. Address: 8 Arlington Street, Auburn, Mass. 01501. (BPH-830425AB). Action July 13.

■ San Luis Obispo, Calif.—Cabrillo Communications Inc. granted 98.1 mhz, 3.6 kw, HAAT: 1,624 ft. Address: 981 Osos Street, San Luis Obispo 93401. Principals: Richard Mason (90%) and Cheryl Hangartner (10%). Mason is news reporter for KXOA-AM-FM Sacramento, Calif. Hangartner is sales manager for H-R/Stone, San Francisco based radio representative. They have no other broadcast interests. (BPH-810805AA). Action June 3.

■ Wolfboro, N.H.—The Fifth Estate Inc. granted 104.9 mhz, 3 kw, ant. 300 ft. Address: 653 main Street, Laconia, N.H. 03246. Principals: James P. Williams (45%), James M. Sweeney (25%), Francine H. Heizer and husband, William J. (15% each). Williams is general manager of WVBF(FM) Farmingham, Mass. Sweeney is Cambridge, Mass., trial judge. William Heizer is operations manager at WSNY(AM)-WHUE(FM) Boston. They have no other broadcast interests. (BPH-811028AG). Action July 1.

■ Roy, Utah—Margaret Kathlene Wamsley granted 107.9 mhz, 49.49 kw, HAAT: 239.25 ft. Address: 1612 Down Drive, Salt Lake City 84121. Principal is operation manager at KRGO(AM) Salt Lake City, who has no other broadcast interests. (BPH-810420AD). Action June 24.

■ *Martinsburg, W.Va.—West Virginia Educational Broadcasting Authority dismissed 88.9 mhz, 3.98 kw, HAAT: 1,591 ft. Address: State Building 6, Suite B-424,

Charleston, W.Va., 25305. (BPED-830228AO). Action July 12.

TV actions

■ Galveston, Tex.—Ark Communications Corp. application returned. Channel 48 is not available because application already granted for this channel, city and state. (BPC-830714KH). Action July 21.

Ownership changes

■ KSOJ(FM) Flagstaff, Ariz. (93.9 mhz, 100 kw, HAAT: 1,510 ft.)—Seeks assignment of license from Harvest Ministries to Merit Media International for \$429,492. Seller is owned by Grace Broadcasting-System Inc. and Grace Full Gospel Church Inc., headed by James R. Burke. It also owns KVOI(AM) Tucson, Ariz. (see below). Buyer is owned by John R. Ward, president. It bought KVOI(AM) Tucson and owns KLEI(AM) Kailua, Hawaii. Filed July 22.

■ KVOI(AM) Tucson, Ariz. (690 khz, 250 w-D)—Seeks assignment of license from Abundant Life Ministries to Merit Media International for \$990,279. Seller also sold KSOJ(FM) Flagstaff, Ariz. (see above). Filed July 22.

■ KMSL(FM) Stamps, Ark. (100.1 mhz, 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Southwest Arkansas Broadcasting Co. Inc. from Elmer Harris and others (52% before; none after) to William H. Handy and others (48% before; 100% after). Seller is owned by Elmer Harris and wife, Maureen, J. Dudley Talbot and brother, Ben P. It has no other broadcast interests. Buyer is owned by William H. Handy, his wife, Neva, and R.E. Mosley Jr. It has no other broadcast interests. Filed July 26.

■ KPWR-TV Bakersfield, Calif. (CBS, ch. 17, 5,000 kw vis., 500 kw aur.; HAAT: 3,813 ft.)—Seeks assignment of license from Gillett Group Inc. to KPWR-TV Inc. for \$6.3 million (BROADCASTING, June 13). Seller, based in Nashville, is owned by George N. Gillett Jr. It also owns WSMV(TV) Nashville. Buyer is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and bought KKTU(TV) Colorado Springs for \$15.5 million (BROADCASTING, Feb. 21) and WLXT(TV) Syracuse, N.Y., for \$13.8 million (BROADCASTING, May 10, 1982).

■ KGO-FM San Francisco (103.7 mhz, 7.8 kw; HAAT: 1,468 ft.)—Seeks assignment of license from American Broadcasting Co. to KLOK Radio for \$5.5 million (BROADCASTING, July 11). Seller, based in New York, is publicly traded owner of television networks, six AM's, seven FM's, five TV's and other major interests. Buyer, based in San Jose, Calif., is owned by Philip C. Davis, David Fowler and Bill Weaver. It also owns KARM(AM)-KFIG(FM) Fresno; KLOK(AM) San Jose and KWIZ-AM-FM Santa Ana, all California. Filed July 19.

■ WBSR(AM) Pensacola, Fla. (1450 khz, 1 kw-D, 250 w-N, DA-2)—Seeks assignment of license from Budworth Broadcasting Inc., debtor in possession to Seaway Broadcasting Inc. for \$600,000. Seller is owned by Joan E. Neuwirth, president (35%) and estate of her husband, H.D. Neuwirth (65%). It has no other broadcast interests. Buyer is owned by Robert D. Hanna, president (75%), Jay C. Roulier (25%). Hanna also has interest in KERV-AM-FM Kerrville, Tex.; KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton, Tex.; KICS(AM)-KEZH(FM) Hastings, Neb.; KLRN(AM)-KLMC(FM) Leadville, Colo., and WVSI-AM-FM Jupiter, Fla. Filed July 27.

■ WIAF(AM) Clarkesville, Ga. (1500 khz, 5 kw-D)—Seeks transfer of control of Radio Habersham Inc. from Dallas M. Tarkenton III (100% before; 25% after) to Timothy A. Harper (none before; 75% after). Consideration: \$149,849, plus other considerations. Principals: Seller has no other broadcast interests. Buyer is manager of WIAF. Filed July 25.

■ KRKR(AM)-KFKF(FM) Kansas City, Kan. (1340 khz, 1 kw-D, 250 w-N; FM: 94.1 mhz, 100 kw, HAAT: 460 ft.)—Seeks assignment of license from KCKN Inc. to KFKF Broadcasting Co. for \$4 million (BROADCASTING, July 18). Seller is subsidiary of Allbritton Communications Co., which is based in Washington and headed by Joe L. Allbritton, chairman. It also owns five TV's. Buyer, based in Laco-

nia, N.H., is headed by Scott R. McQueen, president. It owns WZZC(FM) East Moline, Ill.; WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WKZU(AM)-WLNH-FM Lacombe, N.H.; WCMF(FM) Rochester, N.Y.; WTMA(AM)-WSSX-FM Charleston, S.C. Filed July 22.

■ **WGEO-FM Beaverton, Mich.** (97.7 mhz, 3 kw, HAAT: 310 ft.)—Seeks assignment of license from Midwest Broadcasting to Maines Broadcasting Inc. for \$70,000. Seller is owned by Leona Katherine Lacey. It has no other broadcast interests. Buyer is owned by Ronald W. Maines, president (50.27%) and 13 others. It also owns WMPX(AM) Midland, Mich. Filed July 20.

■ **WWJQ(AM) Zeeland, Mich.** (1260 khz, 1 kw-N, DA-2)—Seeks assignment of license from Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for \$950,000, plus other considerations. Seller is owned by Peter J. Vanden Bosch, president. It also owns WJBL-FM Holland, Mich. Buyer is owned by Leslie J. Lanser. It has no other broadcast interests. Filed July 25.

■ **WSEL-AM-FM Pontotoc, Miss.** (1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 405 ft.)—Seeks assignment of license from Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for \$310,000. Seller is headed by Lee H. Thompson, president. It has no other broadcast interests. Buyer has also bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. Filed July 19.

■ **KOOK-AM-FM Billings, Mont.** (970 khz, 5 kw-U, DA-N; FM: 102.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Matthias Enterprises to KOOK Associates Ltd. for \$2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., KQIL(AM)-KQIX-FM Grand Junction, Colo. Filed July 18.

■ **WIIN(AM)-WFPG(FM) Atlantic City** (1450 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 50 kw, HAAT: 340 ft.)—Seeks assignment of license from Eastern Broadcasting Co. Inc. to Atlantic County Radio Inc. for \$2.5 million. (BROADCASTING, July 11). Seller is owned by Daniel Diener. It has no other broadcast interests. Buyer is owned by Allan W. Roberts, president (75%) and his brother, Bertram M. (25%). Allan Roberts also owns WUHN(AM)-WUPE-FM Pittsfield, Mass. Filed July 22.

■ **WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville** (WGY: 810 kw, 50 kw-U, WGFM: 99.5 mhz, 10 kw; HAAT: 930 ft. WSIX: 980 khz, 5 kw-U, WSIX-FM: 97.9 mhz, 100 kw; HAAT: 1140 ft.)—Seeks assignment of license from General Electric Broadcasting Co. to Foster Management for about \$14.5 million (BROADCASTING, May 9). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). Buyer is New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. Filed July 26.

■ **WBHC(AM)-WJBW-FM Hampton, S.C.** (1270 khz, 1 kw-D; FM: 103.1 mhz, 3 kw; HAAT: 145 ft.)—Seeks transfer of control of Hampton County Broadcasters Inc. from Joseph B. Wilder (80% before; none after) to Hampton County Broadcasters Inc. (20% before; 100% after). Consideration: \$220,000. Principals: Seller also owns WBAW-AM-FM Bamwell, S.C. and WAKS-AM-FM. Buyer is owned by Carl A. Gross, president, who is general manager of WBHC-WJBW-FM. Filed July 25.

■ **WKDY(AM) Spartanburg, S.C.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for \$600,000 (BROADCASTING, Aug. 1). Seller is owned by Kenneth S. Johnson, president (88.9%) and Allen Paul Howard (11.1%). It also owns WCAW(AM)-WVAF(FM) Charleston, W.Va.; WLLF(AM)-WKSJ-FM Pritchard-Mobile, Ala.; WRKA(FM) St. Matthews, Ky., WMJJ(FM) Birmingham, Ala. Buyer is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of WNGE(TV) Nashville and WBBH-TV Fort Myers, Fla., are general partners. Filed July 22.

■ **WKBK-AM-FM Milan, Tenn.** (1600 khz, 1 kw-D; FM: 92.3 mhz, 42 kw, HAAT: 160 ft.)—Seeks assignment of license from West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for \$550,000 in cash. Seller is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. Buyer is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (4% each), and Jerry A. Adams (45%). Andrew Blake Hendrickson has interest in cable TV at Lebanon, Tenn. Stephen Hendrickson is sales

manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. Filed July 19.

■ **WIBU(AM) Poynett, Wis.**—(1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for \$400,000. Seller is owned by Robert P. Hansen. It has no other broadcast interests. Buyer is owned by Randy J. Weinbrenner, president (58%) and Robert W. Olson (42%). Olso is radio announcer at WLAK(FM) Chicago. Filed July 19.

Actions

■ **WKAX(AM) Russellville, Ala.** (1500 khz, 1 kw-D)—Granted transfer of control of Cumberland Foundation Inc. from Michael R. Freeland and Flora Ellen Freeland (75% before; none after) to James Ronald Lane and others (25% before; 100% after). Consideration: \$60,000. Principals: Sellers, who are husband and wife, also have interest in five low-power TV's and permittee for WEKR(AM) Fayetteville, Tenn. (85%). Buyer is principally owned by James Ronald Lane, president (35%), who already owns 10%, and who has interests in permittees for WFWL(AM) Camden, and WEKR(AM) Fayetteville, both Tennessee. (BTC-830527FQ). Action July 21.

■ **KCBQ-AM-FM San Diego** (1170 khz, 50 kw-D, 5 kw-N; FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Granted assignment of license from Chartcom Inc. to Infinity Broadcasting for \$8.5 million, including \$750,000 for noncompete agreement ("Closed Circuit," Jan. 31). Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (BROADCASTING, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (BROADCASTING, May 16). (BAL,H-830502EV,W). Action July 22.

■ **KTIM-AM-FM San Rafael, Calif.** (1510 khz, 1 kw-D; FM: 100.9 mhz, 2.2 kw, HAAT: 300 ft.)—Granted assignment of license from Platt Communications Inc. to Marin Broadcasting Co. Inc. for \$1.4 million (BROADCASTING, May 30). Seller is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. Buyer is owned by N. Arthur Astor, president, who also bought KIKF(FM) Garden Grove, Calif. (BROADCASTING, July 11). (BAL,H-830531FR,EC). Action July 21.

■ **WBAS(AM) Crescent City, Fla.** (1330 khz, 1 kw-D, DA-D)—Granted assignment of license from BASCAP Radio Inc. to Sonsway Broadcasters Inc. for \$130,000. Seller is headed by John D. Miller, president (65%), Mildred C.

Schmierer (25%) and James B. Tillis (10%). Miller is general manager of WXVQ(AM) DeLand, Fla.; Tillis is chief engineer at WELE-FM DeLand. Schmierer has no other broadcast interests. Buyer is owned by Richard E. Douglas, president (44%), and wife, Judith Bright-Douglas (49%); Judith's sister, Kathryn M. Wolf (2%) and Nicholas J. Mills (5%), who is British citizen. They have no other broadcast interests. (BAL-830601FT). Action July 21.

■ **WKQE(AM)-WBGM(FM) Tallahassee, Fla.** (1410 khz, 5 kw-D; FM: 98.9 mhz, 100 kw, HAAT: 320 ft.)—Granted assignment of license from Forward of Florida Inc. to Statewide Broadcasting of Leon County Inc. and Statewide Broadcasting of Tallahassee Inc., respectively for \$1.575 million. Seller, based in Wausau, Wis., is subsidiary of Forward Communications Corp., group owner of five AM's, five FM's and six TV's. Dick Dudley is chairman. Buyers, based in Pompano Beach, Fla., are both owned by Jordan E. Ginsburg, chairman, his children, Scott Ginsburg, president, and Mark J. Ginsburg, M.D. (20% each), Ricki G. Robinson, M.D. (10%); Robinson's husband, Joel P. (10%), and Roy Bresky, M.D. (20%). It recently bought, WVCG(AM) Coral Gables, Fla. (BROADCASTING, July 25). Jordan Ginsburg, Scott Ginsburg have sold interests in WAVS(AM) Fort Lauderdale to Beresky (BROADCASTING, July 25). (BAL-830524GT,U). Action July 21.

■ **WGLC-AM-FM Mendota, Ill.** (1090 khz, 250 w-D; FM: 100.1 mhz, 3 kw, HAAT: 98 ft.)—Granted assignment of license from Agri-Voice Inc. to Kimball Broadcasting Inc. for \$310,000. Seller is owned by Michael Ross, president, who has no other broadcast interests. Buyer is owned by Arthur S. Kimball, president. He is former general manager of WMLA(FM) Le Roy, Ill., and has no other broadcast interests. (BALH-830602HL,M). Action July 21.

■ **[CP] WTSF(TV) Ashland, Ky.** (ch. 61, 229 kw vis., 22.9 kw aur., HAAT: 410 ft.)—Granted assignment of license from Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of \$643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messinger, chief-executive officer, including five present board members of seller, and Dr. G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. (BAPCT-830527KF). Action July 15.

■ **WGNO-TV New Orleans** (ch. 26; 2,690 kw vis., 69.9 kw aur., HAAT: 1,015 ft.)—Granted assignment of license from General Media Corp. to Tribune Broadcasting Co. for \$21 million. Seller is owned by 80 stockholders and headed by Earl Hickerson, president. It recently sold 80% interest in KGMCTV) Oklahoma City (BROADCASTING, March 7) and cable system in Rockford, Ill. Buyer is subsidiary of Chicago-based Tribune Co., which owns Chicago Tribune, New York Daily News and other newspapers, cable systems and broadcast group. James C. Dowdle is president of broadcast subsidiary. It bought, subject to FCC approval, WANX-TV Atlanta for \$32 million (BROADCASTING, Aug. 1). (BALCT-830518KF). Action July 21.

■ **WCIB(FM) Falmouth, Mass.** (101.9 mhz, 50 kw, HAAT: 240 ft.)—Granted assignment of license from New England Media Corp. to Cape and Islands Broadcasting Inc. for \$2 million. Seller is owned by Kenneth J. Patch, president (50%), and Roger A. Neuhoff and family (50%). Neuhoff is also president and principal stockholder of Eastern Broadcasting Corp., which owns five AM's and five FM's. Buyer is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and RKO stations, (BALH-830609HZ). Action July 21.

■ **WKYO(AM)-WIDL(FM) Caro, Mich.** (1360 khz, 1 kw-D, 1 kw-N, DA-2)—Granted transfer of control of Tuscola Broadcasting Co. from Thumb National Bank & Trust (100% before; none after) to East Michigan Broadcasting Co. (none before; 100% after). Consideration: \$500,000. Principals: Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich. He has no other broadcast interests. (BTC,H-830527HB,C). Action July 21.

■ **KDKD-AM-FM Clinton, Mo.** (1280 khz, 1 kw-D)—Granted assignment of license from Clinton Broadcasting Co. Inc. to Clinton Radio Co. for \$825,000, including non-compete agreement. Seller is owned by Randel Boesen and wife, Joan, who have also bought KFMO(AM) Flat River, Mo. (BROADCASTING, June 27). Buyer is owned by John Lockton III (94%) and wife, Cheryl A., and Thomas W. Van Dyke (3% each). John Lockton is Prairie Village, Kan., insurance man. Cheryl Lockton is housewife and Van Dyke is Kansas City, Mo., attorney. (BAL-830518FU,V). Action July 21.

■ **WFMV(FM) Blairstown, N.J.** (106.3 mhz, 3 kw, HAAT: 860 ft.)—Granted assignment of license from War-

Summary of broadcasting as of March 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

ren Broadcasting Corp. to Park V Broadcasting Inc. for \$560,000. Seller is owned by Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). It has no other broadcast interests. Buyer is owned by Joseph P. Sherikjian, who is former director of acquisition and new product development for ABC Radio Enterprises. He currently owns broadcasting consulting firm in Emerson, N.J. (BALH-830610GG). Action July 25.

■ **WBZT(AM)** Waynesboro, Pa. (1130 khz, 1 kw-D, DA)—Granted assignment of license from Tri-State Broadcasting to Raystay Co. for \$253,000. Seller is owned by Michael S. Ameigh, who has no other broadcast interests. He bought station from Raystay in 1980 for \$350,000 (BROADCASTING, Jan. 28, 1980). Buyer is principally owned by George F. Gardner, president (50.1%). It also owns cable systems in Pennsylvania. Gardner also personally owns cable systems in Pennsylvania and Maryland and is applicant for new FM at Fort Lauderdale, Fla. (BAL-830525FA). Action July 21.

■ **WLBG(AM)** Laurens, S.C. (860 khz, 1 kw-D)—Granted assignment of license from CraCom Inc. to Southeastern Broadcast Associates Inc. for assumption of \$278,766 in liabilities. Seller is owned by Craig S. Turner (75%) and wife, Mary V. (25%), who have no other broadcast interests. Buyer is owned by Emil J. Finley (60%) and wife, Mary Lou A. (40%). Emil Finley is general manager at WMYN(AM) Mayodan, N.C. Mary Lou Finley is registered nurse. (BAL-830602EB). Action July 21.

■ **KTXS-TV** Sweetwater, Tex. (ABC, ch. 12, 257 kw vis., 25.7 kw aur., HAAT: 1,400 ft.)—Granted assignment of license from Prima Inc. to Catclaw Communications Co. for \$3.5 million. Seller is headed by Charles Woods, chairman. It has no other broadcast interests. Buyer is owned by W.M. Moore Jr., president. Moore is Abilene, Tex., advertising executive with no other broadcast interests. (BAPCT-830426KE). Action July 25.

■ **WFMR(FM)** [formerly **WXJY(FM)**] Menomonee Falls, Wis. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Darrel Peters Productions to Classical Broadcasting of Greater Milwaukee Inc. for \$2 million. Seller is owned by Darrel Peters, who also owns **WSEX(FM)** Arlington Heights, Ill. Buyer is owned by Frederick DeMatteis, chairman, H. Stewart Corbett Jr. (45% each) and Al Rogers, president (10%). Corbett and DeMatteis are former owners of **WHHR(FM)** Hilton Head, S.C., and Rogers is former vice president and general manager of **WHHR**. (BALH-830527HH). Action July 21.

■ **WCNN** (680 khz) Atlanta—Seeks CP to change city of license to Atlanta. Ann. July 27.

Accepted

■ **KENA** (1450 khz) Mena, Ark.—Seeks CP to make changes in antenna system (increase antenna height). Major environmental action under section 1.1305. Ann. July 27.

■ **WKZY** (770 khz) North Fort Myers, Fla.—Seeks modification of CP (830325AD) to change TL. Major environmental action under section 1.1305. Ann. July 27.

■ **KPOI** (1040 khz) Honolulu—Seeks modification of CP (810313AW) to change TL. Ann. July 27.

■ **WSJS** (600 khz) Winston-Salem, N.C.—Seeks CP to make changes in antenna system (increase antenna height). Ann. July 27.

■ **WSRW** (1590 khz) Hillsboro, Ohio—Seeks CP to make change in antenna system (increase tower height). Major environmental action under section 1.1305. Ann. July 27.

Facilities changes

AM applications

Tendered

■ **KMCW** (1190 khz) Augusta, Ark.—Seeks CP to change city of license to Kensett, Ark., and change TL. Ann. July 27.

■ **KQIL** (1340 khz) Grand Junction, Colo.—Seeks CP to change frequency to 1370 khz; increase day power to 5 kw and night power to 2.5 kw; install DA-N, and change TL. Major environmental action under section 1.1305.

■ **KDKO** (1510 khz) Littleton, Colo.—Seeks CP to increase power to 1 kw. Major environmental action under section 1.1305. Ann. July 27.

■ **WBIX** (1010 khz) Jacksonville Beach, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 10 kw; install DA-D and make changes in ant. sys. Ann. July 27.

FM applications

Tendered

■ **KEZH** (101.5 mhz) Hastings, Neb.—Seeks CP to change frequency to 101.5 mhz; increase ERP to 49.6 kw, and decrease HAAT to 255 ft. Ann. July 28.

Accepted

■ **KUOL** (101.7 mhz) Mena, Ark.—Seeks CP to make changes in antenna system; increase HAAT to 299.25 ft., and change antenna. Ann. July 27.

■ **WGTF** (96.3 mhz) Nantucket, Mass.—Seeks CP to make changes in antenna system; install auxiliary system; decrease ERP to 5 kw; decrease HAAT to 102 ft., and change coordinates. Ann. July 27.

■ **WABX** (99.5 mhz) Detroit—Seeks modification of CP (BPH-830404AK, as mod.) to make changes in antenna system; increase ERP to 17.78 ft., decrease HAAT to 748 ft., and change coordinates. Ann. July 27.

■ **WJBL-FM** (94.5 mhz) Holland, Mich.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Holland-Grand Rapids, Mich." Ann. July 27.

TV applications

Tendered

■ **WRSP-TV** (ch. 55) Springfield, Ill.—Seeks to change TL. Ann. July 20.

Accepted

■ **WAFV** (ch. 44) Evansville, Ind.—Seeks MP (BPCT-790507KL, as mod.) to change ERP to 1,235.9 kw vis., 123.59 kw aur., and change HAAT to 972 ft. Ann. July 27.

■ **KRWG-TV** (ch. 22) Las Cruces, N.M.—Seeks CP to change ERP to 1,550 kw vis., 155 kw aur. Ann. July 20.

AM actions

■ **WPRN** (1240 khz) Butler, Ala.—Granted CP to change frequency to 1330 khz; change hours of operation to day; change power to 5 kw, and make changes in ant. sys. Action July 19.

■ **KXES** (1570 khz) Salinas, Calif.—Dismissed CP to make changes in antenna system; change TL, and change type trans. Action July 20.

■ **WSBR** (740 khz) Boca Raton, Fla.—Granted modification of license to operate by RC from SL. Action July 12.

■ **WYSE** (1560 khz) Inverness, Fla.—Returned CP to change frequency to 720 khz and make changes in ant. sys. Major environmental action under section 1.1305. Action July 22.

■ **KCLO** (1410 khz) Leavenworth, Kan.—Granted CP to change hours of operation to unlimited by adding night service with 5 kw. Action July 19.

■ **WAYE** (860 khz) Baltimore—Granted CP to change power to 5 kw/2.5 kw (CH), and make changes in ant. sys. Action July 19.

■ **KBTN** (1420 khz) Neosho, Mo.—Granted CP to increase power to 1 kw and change TL. Action July 19.

■ **WJDQ** (1240 khz) Meridian, Miss.—Granted CP to change city of license to Marion, Miss.; change hours of operation to unlimited by adding night service with 250 w; increase day power to 1 kw; change frequency to 1240 khz; change TL, and make changes in ant. sys. Action July 19.

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■ **WIXR** (1500 khz) Mt. Pleasant, S.C.—Granted CP to increase power to 1 kw/500 w (CH). Major environmental action under section 1.1305. Action July 13.

■ **WNPC** (1060 khz) Newport, Tenn.—Returned application for CP to change frequency to 1180 khz and increase power to 10 kw. Action July 14.

FM actions

■ **KNIK-FM** (105.5 mhz) Anchorage—Granted CP to make changes in antenna system; change frequency to 105.3 mhz; increase ERP to 25 kw; decrease HAAT to 255 ft., and change TPO. Action July 13.

■ **KSHA** (104.3 mhz) Redding, Calif.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action July 21.

■ **KCTC** (96.1 mhz) Sacramento, Calif.—Granted CP to change TL; increase ERP to 50 kw; decrease HAAT to 476 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 12.

■ **WSBI-FM** (100.7 mhz) Simons Island, Ga.—Granted waiver of section 73.1301 (B)(2) of rules to identify as "Brunswick St. Simons Island, Ga." Action July 13.

■ **WXLC** (102.3 mhz) Waukegan, Ill.—Granted modification of CP (BPH-811106AD) to make changes in antenna system; change TL; increase main ERP to 2.6 kw; increase auxiliary ERP to 3 kw, and decrease main HAAT to 322 ft. Action July 21.

■ **WKZN-FM** (96.9 mhz) Zion, Ill.—Dismissed CP to change ERP to 50 kw (H) (max), 43.7 kw (V) (max), and change HAAT to 500 ft. Action July 14.

■ **WGRT** (107.1 mhz) Danville, Ind.—Returned CP to change TL; decrease ERP to 2.64 kw; increase HAAT to 323.3 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Action July 20.

■ **WZPL** (99.5 mhz) Greenfield, Ind.—Granted waiver of section (B)(2) of rules to identify as "Greenfield-Indianapolis." Action July 13.

■ ***WDCL** (89.7 mhz) Somerset, Ky.—Granted MP (BPED-820507AX) to make changes in antenna system; change TL; increase ERP to 90 kw; reduce HAAT to 603 ft., and increase TPO. Action July 13.

■ ***KMOJ** (89.7 mhz) Minneapolis—Granted CP to change frequency to 89.9 mhz, increase ERP to 1 kw, and change HAAT to plus 80 ft. Action May 20.

■ **KNMQ** (105.9 mhz) Santa Fe, N.M.—Granted CP to make changes in antenna system and change TL. Action July 13.

■ **WXIL** (95.1 mhz) West Virginia-Marietta, Ohio—Granted waiver of section 73.1201 (B)(2) of rules to identify as "West Virginia-Marietta, Ohio." Action July 13.

■ **WCVZ** (92.7 mhz) Zanesville, Ohio—Granted CP to make changes in antenna system; change HAAT to 300 ft., and change AMSL to 910 ft. Action July 15.

■ **WGMR** (101.1 mhz) Tyrone, Pa.—Granted CP to make changes in antenna system; decrease ERP to 6 kw; increase HAAT to 1,171 ft., and change TPO. Action July 21.

■ **WMUU-FM** (94.5 mhz) Greenville, S.C.—Granted CP to install auxiliary antenna system at main TL, ERP: 10.86 kw; HAAT: 1,120 ft. (for auxiliary purposes only). Action July 12.

■ **WSMC-FM** (90.5 mhz) Chattanooga—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Collegedale-Chattanooga, Tenn." Action July 13.

■ **WBGY-FM** Tullahoma, Tenn.—Granted modification of CP (BPH-820128AG) to increase HAAT to 986 ft. and change TPO. Major environmental action under section 1.1305 of rules. Action July 15.

■ **KYCX** (104.9 mhz) Mexia, Tex.—Granted modification of CP (BPH-810112AE, as mod.) to make changes in antenna system; increase ERP to 2,090 kw; decrease HAAT to 350 ft., and change coordinates. Action July 19.

■ **WEZR** (106.7 mhz) Manassas, Va.—Granted CP to change TL; decrease ERP to 22.4 kw; increase HAAT to 730 ft., and change TPO. Action July 11.

■ **WWDC-FM** (101.1 mhz) Washington—Granted modification of CP (BPH-810413AT) to make changes in antenna system; increase ERP to 25.2 kw; increase HAAT to 320 ft., and change TPO (for auxiliary purposes only). Action July 12.

TV actions

■ **KHTV** (ch. 39) Houston—Granted CP to install auxil-

iary antenna system. Action July 8.

■ **WNDS** (ch. 50) Derry, N.H.—Granted MP (BPCT-810121KF, as mod.) to change ERP to 5,000 kw vis., 500 kw aur., and change HAAT to 702 ft. Major environmental action. Action July 25.

Call letters

Applications

Call	Sought by
	New AM
WXSS	Minority Broadcasting Co. of the Midwest Inc., Memphis
	New FM's
*WCPJ	Showem Inc., New Port Richey, Fla.
KCID-TV	Two Cities Broadcasting Co., Caldwell, Idaho
*WCCL-FM	Copiah-Lincoln Junior College, Wesson, Miss.
	New TV
KDAV	Multi-Metro Communications Ltd., Davenport, Iowa
	Existing AM's
KEZL	KUDE Oceanside, Calif.
WVIC	WVGO East Lansing, Mich.
WQLS	WPVL Painesville, Ohio
WFXX	WMPT South Williamsport, Pa.
WNSY	WGH Newport News, Va.
WLXR	WLCX La Crosse, Wis.
	Existing FM's
KKHR	KNX-FM Los Angeles
KEZN	KCMS Palm Desert, Calif.
KBBZ	KFXZ Kalispell, Mont.
KEER	KORK-FM Las Vegas
WFXX-FM	WMPT-FM South Williamsport, Pa.
WNSY-FM	WGH-FM Newport News, Va.
WLXR-FM	WLXR La Crosse, Wis.


Grants

Call	Assigned to
	New FM's
WBBK-FM	Radio Blakely Inc., Blakely, Ga.
KTWA	Iowa Communications Co., Ottumwa, Iowa
WOEA	Alpine Broadcasting Co., Rogers City, Mich.
KCGN	C.G.N. Enterprises, a limited partnership, Ortonville, Minn.
WJKR	John A. Kennedy, Jr., Muncy, Pa.
	New TV's
*KDDE	Black Television Workshop of Los Angeles, Los Angeles
WOQP	Medium Rare Inc., Greenville, Tenn.
	Existing AM's
WMOB	WIXO Mobile, Ala.
WLKF	WOPD Lakeland, Fla.
WNIZ	WKZN Zion, Ill.
KOZQ	KFBD Waynesville, Mo.
WRHU	WVHC Hempstead, N.Y.
WJOS	WIFM Elkin, N.C.
KELP	KKOL El Paso
	Existing FM's
WNFI	WNFY Palatka, Fla.
WNIZ-FM	WKZN-FM Zion, Ill.
KHUQ	KGOI Hugoton, Kan.
WKZS	WWAV Auburn, Me.
WTKS	WHFS Bethesda, Md.
KYTT-FM	KICR Coos Bay, Ore.
KDUK	KMTB Florence, Ore.
	Existing TV's
WNPB-TV	WWTW-TV Morgantown, W. Va.

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RADIO

HELP WANTED MANAGEMENT

Selling sales manager. Christian programmed AM, West Coast. 7.5 million in coverage area. Outstanding opportunity for high earnings. Must be sales professional who knows and understands contemporary Christian Radio. Write Box Z-151.

General manager for medium market Indiana full time AM/FM station. Candidate must have strong local sales experience, leadership and motivational abilities, organizational and administrative skills, and a documented track record. \$30,000 plus incentives and car. Opportunity to advance within growing chain. Send resume and salary history to Box A-21.

Sales-oriented general manager needed for top 100 market—AM/FM combo. Group-owned station. Present manager leaving to purchase own property. Send resume and application to: Bob Fromme, P.O. Box 1969, Kansas City, MO 64141.

Station manager - for one of the nation's oldest and most prestigious operations. News, talk, sports, agricultural, information format. Market leader, wide regional coverage. Midwest location, group owned. Present manager retiring. Successful management history essential. Send resume and salary requirements to Box A-31. EOE.

Florida Coastal FM needs sales manager who can sell, lead, and promote in a beautiful market of over 60,000. Replies confidential to Box A-51. EOE.

One of the nation's leading companies is expanding. Durham Life Broadcasting (WPTF/WQDR/WPTF-TV) is looking for ambitious hard workers. Great opportunity for those up to the challenge. Salary, stock option, pension, and other benefits. Send resume, or call 919-832-8311. Box 1511, Raleigh, NC 27602. EOE.

FCC attorney wanted, with enough confidence in his/her abilities to work on a percentage basis. Write Box A-63.

Outstanding opportunity for dynamic self starter—group owner has openings for a manager and sales manager in small Midwest markets. Management must have strong sales credentials, be a leader, and be able to develop people to their maximum potential. Equal opportunity employer. Call Todd J. Garamella, 612-352-6594, or write 508 South Main, Sauk Centre, MN 56378.

Sales-oriented general manager for AM/FM combination in medium size Rocky Mountain market. Send resume to Box A-69.

General Manager. Helping friend get new 100,000 watt Midwest FM on air. Targeted for January. Must be key sales performer, can lead to equity. Call, write me: Herb Hobler, Chairman, Nassau Broadcasting, Box 1350, Princeton, NJ 08540. 609-921-3800.

Young, aggressive Sunbelt communications group seeking take-charge, selling, do-it-all general manager for under-developed property. Newest equipment, best conditions. You can be a hero! Send resume, letter and your qualifications to Box A-85. EOE.

HELP WANTED SALES

California daytimer/San Francisco suburban market. Seeking outstanding sales manager who can do it all; sell personally, lead, train sales staff—an achiever, a goal setter. Resume and references to Box Z-44.

If you have an extraordinary knowledge of radio sales, isn't it time you were earning an extraordinary income? Travel is required within your state. Call Bob Manley, 806-372-2329, for details.

Account executive: top CHR/FM needs your 2-3 years' experience in commercial broadcast sales. Excellent possibility for advancement. Beautiful location; Pikes Peak in your backyard. Send resume to: John Gutman, KKFM, 225 S. Academy Blvd., Colorado Springs, CO 80910.

Progressive California medium market AM/FM looking for persons with proven sales ability with further potential. Will provide training by top national sales pro. Management spots available in future acquisitions. Call KUBA, 916-673-1600. EOE.

WRRR-FM, St. Marys, WV, class A FM. Adjacent to Parkersburg- Marietta SMSA. On-air Sept.-Oct. Liberal commission. Resume and references to Box 388, Newport, OH 45768. All replies confidential.

Sales. Group has several account executive openings due to expansion. Will lead to management for the right persons. Withers Broadcasting, PO Box 1238, Mt. Vernon, IL 62864.

We're growing. New acquisitions mean new openings. Good salary, bonus, benefits, including stock options and pension. Call or send resume to Evelyn Ramey, WPTF/WQDR/WPTF-TV, Box 1511, Raleigh, NC, 27602. 919-832-8311. EOE.

Florida. AM/FM needs 2 professional radio salespeople, each with at least 3 yrs.' fulltime radio street sales experience. Begin at income you're now making. Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

Wanted: rep to deliver consistent agency business to an AM regional radio station, with FM in Spring, '84. PO Box 310, Emporium, PA 15834.

General sales manager—radio station KDKO, Denver. Urban contemporary. Good track record mandatory. Must have broad range of research skills, ability to motivate, communicate and continue the development of an already productive staff of six A.E.'s. Salary and override negotiable, women encouraged to apply. References will be thoroughly checked. KDKO is an EOE. Write, do not call Rodney V. Loudon, 7880 E. Berry Place, Englewood, CO 80111.

Radio sales manager. Michigan AM/FM. Administrative background preferred, will consider extensive sales experience with strong management potential. Negotiable. Special situation. Dynamic market. EOE. Write Box A-88.

Des Moines is one of the top fifty cities in the United States in annual radio station profits. Strong sales commissions here, too. If you are stymied where you are, now's the time to investigate. Confidentiality assured. Good list. Training. Benefits, salary, commission. Network affiliation, multi-station corporation. EOE. Write Box A-61.

HELP WANTED ANNOUNCERS

WAXCee 92 has an opening for a mature-sounding morning personality. We are an adult contemporary FM station, with the emphasis on adult. Send tape/resume to John Bulmer, President, WAXC, P.O. Box 146, Wapakoneta, OH 45895. No calls, please. WAXC is an equal opportunity employer.

Character voices needed: unique delivery or cartoonist style (not "impressions.") M/F. \$\$\$\$ paid! Write for audition instructions: L.A. Air Force, Box 944, Long Beach, CA 90801.

New station signing on soon. Gay staff needs announcers/sales/engineers, preferably in same mind. No experience necessary. EOE. Resume only to Box A-57.4 hours from Denver in Midwest.

Classics 92 morning drive jock/tape editor: evening informal symphonist/newscaster. New commercial WXCR(FM): modest wages: 40-hour, 5-day weeks. Tampa Bay Concert Radio, Inc., Box 8, Safety Harbor, FL 33572.

Midwest group needs experienced personalities. Openings on all shifts. Country, AC, nostalgia, & news/talk. Send letter, resume, salary requirements & air check to: Jason Drake, Kassebaum Radio Group, 104 S. Emporia, Wichita, KS 67202.

West coast contemporary Christian station shopping for talent. Tape and resume to Dave Durnett, KORE, 2080 Laura St., Springfield, OR 97477.

WRRR-FM, St. Marys, WV, class A FM, on air Sept.-Oct. Seeks announcers for news, sports, production. Resume and references to Box 338, Newport, OH 45768. Replies confidential.

Ohio FM-AM has need for versatile announcer. Stations are community involved and this can be your opportunity to grow with a group owner. Contact Mike Edwards, WOFR-WCHO FM, Washington Court House, OH 43160. 614-335-0941. EOE.

Immediate opening for experienced morning man for adult AM station. No beginners, please. Great voice and production. Tapes and resumes to Paul James, PO Box 1230, Temple TX 76503.

Mature, professional, announcer with good voice for adult AM/FM in thriving small market. Send tape, resume and salary requirements to WXVA, Box 700, Charles Town, WV 25414. EOE.

HELP WANTED TECHNICAL

Immediate opening for a chief engineer at a state of the art FM facility in central Midwest. Job description: maintenance of all studio, automation, transmitter and STL equipment. All equipment new, as station is less than one year old. Ability to double in the production department as another voice is necessary. No airshift required. Great pay and benefits package. Send tape and resume to: Mike Connors, 3280 Woodridge Blvd., Grand Island, NE 68801. EOE. M/F.

Chief engineer for Northeast group AM/FM. Thorough background in FM, AM directional, studio maintenance and FCC regs a must. Excellent opportunity with good starting salary plus benefits. Reply Box A-24.

Technical director: handle studio and satellite operations for statewide radio network with 15 affiliates. Engineer daily ½ hour award-winning newsmagazine. Operate satellite uplink. Maintain audio and transmission equipment. Requirements: excellent engineering training. Experience with broadcast and transmission equipment maintenance. Salary competitive. DOE. Will consider excellent trainee with good background. Send resume, three (3) professional references to: Diane Kaplan, Executive Director, Alaska Public Radio Network, 2607 Fairbanks St., Anchorage, AK 99503. EOE. Open until filled.

Wanted chief engineer for Connecticut AM/FM combo. We need an experienced chief who, aside from the paperwork involved, is willing to work the mechanical end. Salary-open. Send resume with salary requirements to Box A-54.

We're expanding. New acquisitions, new openings. Ambitious, hard workers can find a home here. Good salary with benefits including stock options and pensions. Call or send resume. 919-832-8311, or write WPTF/WQDR/WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

Engineer, fulltime. First class, experienced, for AM directional. Some board work required. Good pay and benefits. Send resume to PO Box 2179, Lynchburg, VA 24501.

Florida suncoast AM station looking for creative, competent CE with 1st ticket. Maintenance, occasional air shift. Two to three years experience. Resume only to Box A-83.

HELP WANTED NEWS

News director. Upper Midwest. Full-time AM. Send resume, salary history, air check and references to General Manager, KKAA Radio, PO Box 1770, Aberdeen, SD 57401.

News director for a growing, 100,000 watt FM station in the quiet, healthy surroundings of the Apostle Islands National Lake shore. Minimum of 3 years' experience in local and regional news, with the ability to develop a news format and coordinate efforts of reporters and stringers. Experience and good on-air sound essential. A degree in journalism a must. Excellent benefits. Send tape and resume to Operations Manager, WBWA, Box 207, Washburn, WI 54891.

HELP WANTED NEWS CONTINUED

One of America's top radio news teams is looking for an anchor/reporter. Excellent on-air delivery is a must! Person must also be a skilled reporter and writer. Send tapes and resumes to Bill Leslie, P.O. Box 10100, Raleigh, NC 27605. EOE-M-F.

Local news-oriented AM needs experienced, dedicated reporters and anchors. Conversational writing style a must. Send resume, tape and writing samples to Larry Hart, ND, PO Box 2186, Augusta, GA 30903. Tapes should be on cassette. EOE.

News director search re-opened for public radio WAER. Two years as news director. Bachelor's or equivalent. \$20,000. Deadline: August 12. WAER, 215 University Place, Syracuse NY 13210. Syracuse University is an equal opportunity/affirmative action employer.

New acquisitions mean new openings at Durham Life Broadcasting (WPTF/WQDR/WPTF-TV). Outstanding growth situation. Good salary, stock option, pension, and other benefits. Ambitious hard workers will find plenty of room for opportunity. Send resume, or call 919-832-8311. Box 1511, Raleigh, NC 27602. EOE.

Fort Myers, Florida—news director/morning anchor. Authoritative but friendly, team leader with hustle. Phone General Manager, 813-334-2391.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director needed for WQUA-AM, Moline, Illinois (Davenport, Iowa metro.) Must be an experienced AM radio specialist with proven track record and solid references. Owned by Mid America Media, a premiere people-oriented, stable, strong group owner of nine radio stations. Immediate opening. John Haggard, Vice President & General Manager, 1801 6th Avenue, Moline, IL 61265. 309-764-6727. EOE/MF.

Host/producer—WUFT-FM, a 100,000 watt public radio station, seeks a host/producer for a live late-night jazz program. Individual will coordinate recorded and live performances, conduct interviews, produce features and host. Position requires a Bachelor's degree in broadcasting or related field and one to two years of related professional experience. Extensive knowledge of jazz, strong on-air ability, production and recording skills preferred. Salary: \$13,676 to \$15,921, contingent on qualifications. Send complete resume by August 17, 1983, to Mr. P. Jan Eller, Central Employment Center, University of Florida, 4th Floor Stadium, Gainesville, FL 32611. Audition tape encouraged. Equal employment opportunity/affirmative action employer.

Sports director—Miami or Lansing—must be able to handle all PBP situations. Must be able to generate and self-promote local sports. Must be excited & looking for a challenge. Contact: Fred C. Jacob, 325 East 28th Street, Grand Rapids, MI 49508. 616-452-3111. EOE.

Wanted immediately. Talented announcers, production and news people, growing Rocky Mountain group. Send tape and resume: Mr. Ty Benham, 654 Terrace Drive, Grand Junction, CO 81503. 303-241-4447.

Program director needed for upper Midwest AM. Full-time country format. No. 1 in market. Excellent salary. EOE. Send resume to General Manager. KKAA Radio, PO Box 1770, Aberdeen, SD 57401.

Individual needed to head small production department of a new radio network. Duties include recording staff's reports on carts for affiliate recording at a later hour. Must be able to keep phone patch, mike mixer, cart machines, and bulker in proper working order. Job will be in Baltimore. Resume only to Box A-73.

Program director/operations manager for small market New England AM/FM. AM is country, and FM is AOR. If you have at least three years' experience and can deal with people effectively send resume only to Box A-81.

SITUATIONS WANTED MANAGEMENT

New opportunity sought. Programmer/GM in top 15 market seeks major market operations or other management opportunity. Prefer AM/FM combo. 19 years' experience AM and FM, includes programming in No. 1 market. Write Box Z-139.

Experienced, competent, selling GM wants greater challenge, opportunity in top 100. Southwest preferred! Write Box A-1.

Results-oriented general manager. Aggressive, ambitious, greedy. Highly organized and disciplined to achieve profits. 19 years in management, all markets, AM/FM. Effective management skills and creative strategies for developing maximum sales. If you are a progressive owner looking for quality and a consistent winner, write Box A-26.

Bottom-line oriented. GM position wanted. Prefer small market, West. Experienced all areas including sales, public relations, and education. Presently managing in related area. I can do it all. Turnaround welcome. Leader, motivator. All situations considered. Reply Box A-33.

Sales professional, sales motivator/trainer. Experience up the kazoo. All phases broadcasting. Entrepreneur type. Has made success a habit. Seeking right opportunity in desirable living area. Master's degree, 42. 703-448-9623.

General manager. Presently 325,000+ market—AM/FM (100,000 watts) combo. Sharp increase in sales. Consistent #1 contemporary ratings. Write Box Z-26.

Creativity!—sparks creativity! Catalytic management brings forth the best from a talented team! In a business where creativity means the difference between yesterday's standards and tomorrow's horizons, leadership is the key to maximum profit. Are you getting the largest profit possible from your station? Is it time to take a bigger share of the market? Dynamic, successful general manager now open for new challenge in N.Y., L.A., or S.F. Substantial experience includes all three nets and aggressive independents. Multi-faceted background. 34 years old. Highly educated. Great with people. Strong, creative, and results oriented! Write to Box A-44.

Dedicated professional with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

Group management. Resourceful, imaginative and practical developer of people and properties. 16 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

General manager—sales manager. Former station owner. 15 years' experience. First phone.. Aggressive, with strong sales background. Small-medium market. Prefer San Francisco area. Available immediately. Write Box A-48.

General manager—successful, experienced motivated. Managing top rated, highly profitable, medium market sales leaders. Seeks relocation to Southwest, West, Northwest. Write Box A-53.

Goal-oriented achiever—with sales management experience seeking first GM opportunity. Hardworking, knowledgeable professional with solid sales, news, agency and promotions background will reward career position with honesty, loyalty and dedication to bottom line. Currently employed, available immediately. Will relocate anywhere for right position. Write Box A-72.

Sales manager wants general manager's position with option to purchase. 20 years' sales experience in all fields. Small-medium market experience in all fields..Community-minded. Ten years-first phone-announcer-sales experience. Hire/train salespeople. Have program ideas that produce sales and listeners. Presently manager of recreational company that covers entire state. Write Box A-76.

Blue-chip top management candidate. Outstanding record as corporate vice president of multi-station TV and radio group. Ideal qualifications and age. Strong goal-orientation, but very good with people. Top references provided. Write Box A-80.

SITUATIONS WANTED SALES

Entry level sales: broadcast professional with 13 years' radio experience (including OM, programming, music) looking for change. Aggressive, motivated, positive. Prefer upper Midwest or New England area. Box A-71.

SITUATIONS WANTED ANNOUNCERS

Excellent employee. PBP sportscasts, features. Dan Magnotta, Box 234, Mt. Pocono, PA 18344. 717-839-6608, anytime.

Looking for a talented personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, Des Plaines, IL 60018.

You can win too! Recent winner NYSBA Outstanding Sportscast Award looking for position with PBP. Have news experience. Will travel. Call Scott before 2PM, 914-583-4351.

Telephone talk—14 years in broadcasting, specializing in blending human interest, entertainment and controversy. Good interviews. Show has always been successful. Art Murphy, 305-725-1743.

Aggressive, talented female with experience seeking job as announcer. Progressive FM station within Long Island area. Currently working as newscaster, small station. Would rather laugh with listeners than make them cry. Call 516-957-0892.

One-to-one communicator, with strong production and news skills, wants to join your team. Young, very experienced and committed. Frank, 615-684-0605.

Hardworking, experienced announcer with good voice seeks employment in CA, NV, OR. FCC general license. Mike, 916-624-4758. 5917 Willowynd Dr. Rocklin, CA 95677.

Creative personality. Broadcasting school trained. Hard working jock/communicator. Great commercial production. Interested? Don, 312-787-1880.

Writer, interviewer, female broadcaster. I'm unique. If you want "average," look elsewhere. Tape, Phebe, 201-773-3492.

SITUATIONS WANTED TECHNICAL

Engineer with 3 yrs.' experience in AM & FM looking for position with stable operation. Currently employed. Jon T. Low, Box 1446, Mason City, IA 50401. 515-423-8634.

SITUATIONS WANTED NEWS

I love news. I'm looking for any news position. I'm experienced in gathering, writing, and reporting. Will relocate anywhere. Any size market. Call Rob, 817-322-2168.

10 year sports enthusiast. Football, baseball, basketball PBP. Superb sports reporter. Ready to hustle for your station. Call Mark now: 414-744-1428.

You found me! Experienced college graduate available for sports and/or news position. Stu, 608-251-1199.

Sports: 12 yrs., incl. PBP. Family. Willing to settle in major college town or large sports-oriented city. Prefer Midwest or mid-South. Write Box A-3.

Have experience, will travel. But I want a station that is not entry level in any sense; with a well-staffed, well-equipped news department that doesn't cut corners. Currently morning and midday anchor at a top suburban station in the greater NYC metro area. Good writing, voice. Write Box A-11.

Winner of nearly every major national award in radio news journalism seeking new challenges. Write Box A-39.

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Experienced sportscaster desires position with quality station. 6 years experience doing major college and high school play-by-play, Morning and afternoon drive sports anchor. Available very soon. Tape ready. Contact Burt Groner, 5455 Grove St., Skokie IL 60077. 312-966-3875.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Had many offers—looking for that special station. Network voice, sharp wit, top production, plus engineering qualifications. People-oriented family man, currently in TV, seeks return to radio in operations manager position. Stability, environment top priorities. I'm the one you can't do without. Offer me a home. Box 10005, Elmwood, CT 06110.

Small market PD, strong in programming and production, seeks a new challenge. I'm a hard worker and will go practically anywhere for the right opportunity. Box A-10.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Programmer who will deliver ratings and bucks. 10 year veteran interested in Ohio, Indiana and Kentucky markets. Write Box A-64.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. KCBR-TV 17, 3.1 Mega-watt independent, seeks general manager. Management and independent experience preferred. Send resume to: President KCBR-TV, 5160 Park Ave., Des Moines, IA 50321.

Assistant controller. Position available with large communications firm based in the heart of the beautiful Finger Lakes region of upstate New York. Company owns and operates television, radio and newspaper operations in 18 states. If you are ambitious, have a four year accounting degree, a proven track record, good communications and management skills, and want to be a member of a management team, then this could be the career opportunity you have been waiting for. Candidate should have a minimum of five years accounting experience, preferably on the corporate accounting staff of a multiple-establishment company. Experience in the broadcasting/newspaper industry a plus. Send resume, complete with salary history, in confidence, to VP - Controller, Park Broadcasting, Inc., P.O. Box 550, Ithaca, NY 14851

General manager—public company with 3 construction permits for full power independent television stations (Charleston/Savannah, Georgia, Asheville/Greenville/Spartanburg, Ogdon/Salt Lake City, Utah) needs group manager to head broadcast division. Must have independent television station experience with group owner. Send resume to P.O. Box 1513, Gainesville, FL 32602. All inquiries confidential.

New TV start-up. Hiring entire staff. WBSP-TV, Ocala, Florida, is accepting applications for personnel in sales, promotion, engineering, programming and business. If interested in joining an aggressive broadcast team in beautiful north central Florida, for an air-date of Fall '83, please send resume and salary requirements, indicating specific position for which you are applying. to: WBSP-TV, P.O. Box 3985, Ocala, FL 32678.

Wanted: promotion director. Top fifty market station seeking promotion director with understanding of sales and audience winning ideas. Send detailed resume to Box A-32. EOE.

General or station manager sought by new UHF in Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194.

HELP WANTED SALES

General sales manager. Independent TV station in beautiful north central Florida seeks enthusiastic sales manager with ability to train and motivate local sales staff. Independent sales experience a must, preferably as local sales manager, with national sales experience with a TV station or rep. Contact General Manager, indicating professional background and salary requirements, at 904—237-1034.

Sales manager. Grow with a growing market. Salary and override. KTTU-TV, P.O. Box 74730, Fairbanks, AK 99707. 907—452-2125. Chuck Brownlow.

Account executive—KERO-TV, the McGraw-Hill NBC affiliate in Bakersfield, California, is seeking a team oriented, seasoned professional to take over a strong list in the twelfth-fastest growing city in the country. Apply in writing to: Ralph Bartel, KERO-TV23, P.O. Box 2367, Bakersfield, CA 93309. EOE.

HELP WANTED TECHNICAL

Television maintenance engineer. For the experienced-qualified maintenance engineer that would prefer a sunny Virginia Beach location, we would like to talk to you about excellent employee benefits. The third fastest growing area in the USA is rich in cultural and recreational opportunities. Send resume to Personnel Department, WHRO-TV, 5200 Hampton Blvd., Norfolk, VA 23508. Call Jack Beck or Keith Massie for details. If interested, at 804—489—9476.

If you're No. 2 in the engineering dept. and can handle the chief's job, we need to talk. UHF small market in mid-Atlantic region. \$30K. Reply Box Z-128. EEO/MF.

Maintenance technician for public television station with expanding signal coverage throughout southern California. Must have the general FCC license plus two years' full-time broadcast maintenance experience. Salary \$15.3K to \$18.5K, plus excellent family benefits. Send letter and resume postmarked by 8/26/83 to Winston Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE

Studio maintenance engineer for Sunbelt NBC affiliate. Requires 2-3 years' experience in repair of modern studio equipment at the component level. UHF transmitter experience a plus. Super working conditions with a very competitive salary. Send resume stating specific equipment experience and salary history to Chief Engineer, WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898.

Chief engineer. Group-owned New England affiliate seeks experienced and talented chief engineer with strong maintenance background. ¾" tape, live ENG, remotes. Transmitter experience essential. Excellent salary and benefits. EOE. Send resume and salary requirements to Box A-8.

Maintenance engineer. Repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami portable field cameras. 1 year experience plus FCC general class license required. PBS affiliate. Competitive salary and excellent benefits. Send resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, N.Y. 14601. EOE.

Maintenance engineer—experienced. FCC general class license and a minimum of two years broadcast maintenance required. Knowledge of RCA Quad 1" TCR. Switching equipment, camera set up, and repair required. UHF transmitter experience is a plus. Position is available immediately. Send resume to: Chief Engineer, WOFL-TV, P.O. Box 5729, Orlando, FL 32855. An equal opportunity employer.

Chief engineer sought by new UHF in Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194

In its continuing program of recruiting outstanding potential candidates for possible open positions in the future, WOI-TV maintains an active file of qualified candidates to draw from when a position becomes available. All candidates must meet minimum qualifications, including having current fulltime commercial TV experience. Positions are outlined as follows: TV production specialist- 1-2 yrs. TV eng. production experience; TV production assistant- 1 yr. TV studio camera/floor experience; TV news cine I - 2 yrs. TV news cine experience; TV news cine II - 3 yrs. TV news cine experience; TV/radio tech I - 2 yrs. tech diploma & 2 yrs. radio/TV engineering experience; TV/radio tech II - 2 yrs. tech diploma & 3 yrs. radio/TV engineering experience; TV/radio tech III - 2 yrs. tech diploma & 5 yrs. radio/TV engineering experience. Detailed position descriptions available on request. All applications meeting minimum qualifications will be used to fill appropriate open positions during the following year unless withdrawn by applicant. Starting salaries based upon pertinent labor market, experience & training. Send complete & current resumes to Janis E. Marvin, WOI-TV, Ames, IA 50011 AA/EOE.

Television documentary. Salary: \$16,908 - \$24,180. Pacific Northwest public TV station seeks professional to create color motion picture film and EFP documentaries for local and national television. Minimum qualifications: a college degree or technical school training in cinematography or related area. Three years in broadcast television as cinematographer/editor. Strong background in assignment shooting and editing of television documentaries. Additional experience in news magazine photography editing. National documentary film credits as cinematographer/editor. Closing date: August 26, 1983. Send resume to: Ken Terao, Re: 83-TS-10E, KCTS/9, B60 Administration, University of Washington, (AC-25), Seattle, WA 98195. Equal opportunity/affirmative action employer.

HELP WANTED NEWS

Public television station in Alaska's capital seeks reporter/producer for local public affairs programs, including weekly magazine, remote and studio production. Salary \$24,000, plus benefits. KTOO-TV has excellent viewer support and is dedicated to innovative local and regional programming. Send resume to Roberta Watson, Business Manager, KTOO-TV, 224 4th Street, Juneau, AK 99801. Deadline is 8/17/83. KTOO is an AA/EO employer.

Reporter. Top 15 Market looking for aggressive, highly motivated reporters who can write and produce hard hitting stories. Minimum 3 years experience in all phases of ENG. Competitive salary plus benefits. Send resume only in confidence to Box A-75. EOE

Producer. WFRV-TV, Green Bay, is looking for a 5 and 10 p.m. producer. Previous broadcast news producing required. Experience with lives preferred. Must be able to produce a flowing tandem anchored newscast. EOE. T and R's to Cathlynn Cannon, Executive Producer, WFRV-TV, P.O. Box 1128, Green Bay, WI 54305

Producer for 6 and 11PM newscasts. Television news experience required; degree preferred. Resume should be sent to Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903, an equal opportunity employer.

News anchor/producer - Highly Qualified, experienced television professional for top 25 market in high growth West Coast area. A tremendous opportunity for bright, energetic, people-oriented person. Able to motivate, develop, and deliver new half-hour two person news program. Skills in writing, typing, video tape editing, editorial judgement essential. Send resume only and brief description of news philosophy to Box A-82. Equal opportunity employer, M/F.

General assignment reporter needed to join aggressive Illinois medium market station. Must have live reporting experience, degree. Send tape and resume to Tom Saizan, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Reporter and reporter/TV producer. University of Florida. Both will report mostly on University of Florida research for popular media and will supervise student writers. Both require good news writing skills, especially on scientific subjects. Position #83687 concentrates on print. Position #98981 will write for both print and television, primarily on engineering research; knowledge of television production preferred with strong news background. For both, bachelor's, five years journalism experience. \$15,660 - \$20,000, negotiable. Good fringe benefits. Send resume with job preference by 8/25/83 to: George P. Bradley, Employment Manager, 445 Stadium, University of Florida, Gainesville, FL 32611. Equal employment opportunity/affirmative action employer.

Small to medium size market in midwest looking for both weekend anchor/reporter and reporter. Take the first step in joining a new station by sending your resume only and salary history to Box A-84. EOE.

Photographer-news. Number 1 station in top 50 market is expanding, and seeks photographer with experience and maintenance ability in ENG/film cameras and equipment. Resumes: Personnel Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE.

Anchor for weekday 6&11 casts. Must have solid journalism skills and be a team player. We are a small, but growing, UHF/CBS affiliate in Harrisburg market. Contact: Dave Hopkins, News Director, WLYH-TV, Lancaster, PA. 717—273—6400.

Reporter: general assignment. College degree and experience required. Tapes and resumes to: Terry Kurtwright, News Director, KQTV, 40th & Faraon Streets, St. Joseph, MO 64506. EOE.

Weekend anchor/reporter. Want someone with strong on-air presence, at least one year of anchor experience and good reporting skills. No beginners. Tape and resume to News Director, WSAV-TV, Box 2429, Savannah, GA 31402. EOE.

Weekend anchor/weekday reporter. Experienced only. Top 50 market. Send resume and videotape to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. EOE.

Major market TV station is looking for a reporter to specialize in personal computer reporting for regular segment in newscasts. Applicants must be conversant in the latest technology and be able to explain the hows and whys to our viewers. Applicants should have 3 years' reporting experience and be able to use the latest production techniques in putting together stories. Resume only to Box A-2.

Anchor/producer for 6 and 11 p.m. Monday-Friday news. Must have previous reporting experience and some on-air preferred. Looking for crisp, personable delivery and strong writing skills. Send tape and resume (no calls, please) to Jan Pate, News Director, WPDE-TV, Box F-15, Florence, SC 29501. EOE. M/F.

HELP WANTED NEWS CONTINUED

Small Rocky Mountain station. Position includes: anchoring, reporting, shooting and editing. Rush tape and resume to John Dearing, Box 6125, Helena, MT 59604. 406-443-5050.

Consumer reporter: Midwest VHF affiliate is looking for an experienced, aggressive consumer/action reporter. We have a long tradition of helping people, and we are looking for the right personality to continue. Resume and salary requirements only to Box A-20.

KSTP-TV needs a top notch general assignment reporter. We want an experienced person who can dig out good stories and make them come alive on television. Send tapes and resumes to: Dennis Herzig, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No telephone calls, please. Equal opportunity employer, M/F.

Meteorologist—to anchor 6 and 11 p.m. weathercasts. Must live and breathe weather. Must be a communicator. Must have a minimum two years' experience. We are a station committed to winning in a beautiful place to live and we are an equal opportunity employer. Resume only to Box A-27.

Top 100 market seeks Monday thru Friday early and late news anchor. General assignment street reporting. Four year college degree. with two years' anchoring and reporting experience. Resume only to Box A-36. EOE.

TV news producer for early morning newscasts. Top five market, network affiliate, wants experienced TV news producer with strong journalistic skills. Must be excellent writer. EOE. Resume only to Box A-38.

Sportscaster. WTVJ, Miami/Ft. Lauderdale. Top 15 market is seeking an experienced sportscaster to join our active sports department as weekend sports anchor. Unique growth opportunity for an individual with minimum 2-3 years on air experience and thorough knowledge of sports, plus the ability to do in field live sports reporting. Competitive salary, plus benefits. Send resume and tape in confidence to: Employment Manager, Wometco Enterprises, 324 N. Miami Ave., Miami FL 33128. Equal opportunity employer.

TV reporter/producer. For weekly documentary program. Degree plus 2 yrs. experience required. We offer competitive salary, excellent benefits, and stability. PBS affiliate. Send resume to: WXXI Personnel Dept., P.O. Box 21, Rochester NY 14601. EOE.

Group-owned stations in 4 midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company, with room to move up. Resume only to Box A-45. EOE, M/F.

Reporters. Top 60 Market newsroom with a top 10 news product is looking to strengthen its staff with solid, experienced beat reporters. If digging up stories and beating the competition is what you like to do, drop us a resume only to Box A-65. Equal opportunity employer.

Ready to move up? Send tapes/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. Attention news directors/general managers: When your need for outstanding air talent is critical, turn to Primo People, Inc.

Producers. If you enjoy producing solid, state-of-the-art newscasts where you're firmly in command, you might be interested in joining our team. Top 50's market with an excellent product is looking for top-notch, up and coming newscasters. Please send resume only to Box A-66. Equal opportunity employer.

Anchor. Dynamic anchors being sought for several possible openings. Strong writing and producing background a must. Reporting experience also helpful. Top 50's midwestern market. Please send resume only to Box A-67. Equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Associate producer/television host for public television station with expanding signal coverage throughout southern California. Must have two years' full-time production experience with some hosting experience. Salary \$14.6K to \$17.7K, plus excellent family benefits. No tapes, please. Send letter and resume postmarked by 8/26/83 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

Television producer: responsible for producing and hosting daily 30-minute community service magazine. Develop and supervise budget. Two years' exp. in producing television required, and ability to serve as on-air talent. Degree in communications preferred. Resume, tape, and salary history to: Personnel, WMFE-TV, 11510 E. Colonial Dr., Orlando, FL 32817.

Talent/producer Major market. Seeking only highly experienced person for new magazine show. Must write and produce own segments dealing with news, public affairs and entertainment subjects. Resume/tape/salary history to: WSB-TV, PO Box 4146, Atlanta GA 30302. EOE/MF.

Manager of graphic arts: aggressive State Public Television network seeks a leader to head art department. This department is key to a high-volume production operation. Responsibilities include on-air, print, advertising and photography. Prior art management experience required. Must have working knowledge of Chyron IV, animation and computer graphics. Must work well people and understand deadlines and priorities. Scenic design, advertising and print background desired. Send resume, tape and samples of work to: Al Rose, Director of Programming, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE.

Art director. Philadelphia independent has an immediate opening for an art director to manage in-house, one person department. Duties include development and production of ads and slides, graphic design, and more. Candidates should have at least two years' experience in television or an advertising agency. Please forward a resume, including references, and salary requirements to "Art Director," P.O. Box 1647, Philadelphia, PA 19105. We are an equal opportunity employer.

Position available - art director, BFA or equivalent and 3 years as artist (graphic & scenic) at TV station required. Responsibilities to include supervision of graphic art department; purchase materials and equipment for use in department; work directly to produce high quality scenic and graphic arts. Send resume to Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. Equal opportunity employer.

Photographer/field producer. Number 1 rated PM Magazine needs a photographer with proven ability in all aspects of field production. If you have a creative eye, solid knowledge of lighting techniques, audio and ¼" editing, and if you love hard work and travel, this progressive station needs you. Minimum two years' experience. Rush tape to Cyndy Cerbin, KWWL-TV, Waterloo, IA 50703.

Wanted: Full-time, creative producer/director for original television programming in a one-inch video production/24-track audio recording facility. Strong background in shooting, writing, editing, switching and lighting. Send tape with production variety to: Exec. Producer, Research & Recording Center, Denver Center for the Performing Arts, 1245 Champa St., Denver, CO 80204. No calls. Deadline: August 26th.

Atlanta's Video Music Channel, the nation's largest local alternative to MTV, needs a master control switcher/director. Experience required. Pay is not great, but if you like rock video, Atlanta, and ground floor opportunities, send resume to Tom Roche, VMC, 1374 West Peachtree, Atlanta, GA 30309.

Television producer (senior) for WOSU-TV. Researches, conceptualizes, writes, produces, directs and edits on-air fundraisers and auctions. Assists with advertising campaign. Qualifications: B.A. in communications or related field or an equivalent combination of education and experience and experience producing, writing and directing programs, preferably on-air fundraisers or auctions. Supervisory and budget management experience preferred. Starting salary: \$17,880-19,920. Applicants should submit a resume and videotape by August 14, 1983, to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. AA/EOE.

Producer/director. With a starting salary of \$32,448, we aren't looking for beginners. Single and multi-camera remote and studio directing experience a must. Send resume, tape and references to: KUAC-TV, University of Alaska, Fairbanks, AK 99701, and postmarked by August 12, 1983. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Program manager for Alaskan public television station. Seeking experienced, innovative, adventuresome leader to manage programming and production. Send letter of application, resume and job related references to: Kathryn Jensen, General Manager, KUAC, University of Alaska, Fairbanks, AK 99701. Applications will be accepted through August 31, 1983, or until position is filled. Your application for employment with the University of Alaska may be subject to public disclosure. The University of Alaska is an AA/EO employer and educational institution.

Videographer/editors. KRMA-TV, Denver's public television, seeks two videographer/editors for on-location and studio camera work. Candidates should have full knowledge of state of the art EFP equipment and extensive experience in ¾" editing and light maintenance of ENG equipment. Salary range: \$18,926-\$23,953. Send letter of application, resume, and three professional references to: Donald D. Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. 303-892-6666, for receipt by August 19, 1983. EOE/AA, M-F.

Producer/director specialist—experience in electronic field production, supervision and direction. Includes photography, budgets, script writing, related television center functions and equipment maintenance. Send resume to Northwest Arctic School District, Box 51, Kotzebue, AK 99752. 907-442-3472. EOE.

Producer/director. ABC affiliate, NE Ohio. Two years' solid experience in directing news & related production required. If you're creative, aggressive, seek challenges & growth, send resume/tape to WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE. No phone calls.

Cohost/story producer for solid PM Magazine, Southeastern market, to work with male cohost currently on staff. Needs good writing and producing skills, ability to be part of a team. Prefer 2 years' on-air experience. Send tape and resume to: Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Mobile production director. Creative, energetic EFP videographer to be responsible for shooting and editing of commercials, promos and special programs. Must possess strong lighting and organizational skills and work well with people. Two years' EFP experience preferred, 1" editing experience helpful. Send tape, resume and salary requirements to Production Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

Director. One of the Midwest's leading stations has an opening for a director with heavy commercial production experience. Must have hands-on experience and the creative ability to work well with clients. We are committed to production with a state of the art facility. Submit resumes to Production Manager, KAKE Productions, Box 10, Wichita, KS 67201. No telephone calls, please. EOE.

Assistant promotion manager for news. Prestigious station in one of nation's most desirable markets (top 15) seeks aggressive marketing professional who can act as liaison between promotion and news, conceiving and producing on-air spots. Creativity, high-energy and scripting skills essential. Must be able to work in a newsroom atmosphere while retaining marketing perspective and be able to exploit success stories with fast turn around. No beginners. Excellent salary. Resume only to Box A-68.

Need immediately: extremely experienced editor for new 1" post-production facility in Dallas communications complex. CMX, Grass Valley 300-3B switcher, and ADO experience a must. Top salary/benefits. Call or send resume and tape to: Nick Riccelli Dallas Post-Production Center, Four Dallas Communications Complex, Suite 118, Irving, TX 75039. 214-556-1043.

Producer/director - KAWT-TV, ability to work with students, 2 years' experience. Maximum \$15,000. 1900 Eighth Avenue NW, Austin, MN 55912. 507-433-6000. EEO/AA.

PM Magazine co-host to join current male co-host. Looking for great on-air personality. Producing/writing skills extremely useful. Send resume and tape to: Producer, PM Magazine, 4 Broadcast Plaza, Albuquerque, NM 87103. EOE.

SITUATIONS WANTED MANAGEMENT

Engineering management. Presently president of well known engineering/consulting firm. Twenty years' station/network engineering and management experience. Write Box A-18.

SITUATIONS WANTED NEWS

Lady anchor/reporter, experienced, seeks return to TV. Write Box A-77.

Meteorologist - a dynamic and articulate individual is seeking employment in a small to medium size market. I possess a degree in meteorology and on-air TV and radio experience. Call Tom Glad. 312-424-0718.

Experienced sports reporter for NJ's largest cable firm seeks reporting/anchoring position in small or medium market. Steve. 201-768-8318. Tape available.

Award winning #1 anchor/producer in the military now out and looking to get back into commercial broadcasting. '76 Syracuse degree. Can shoot and edit. Creative, enthusiastic and I know the technology. I'm experienced and proven. Call Joe. 813-525-1075.

Meteorologist seeking media setting. Radio and Television experience. Respond to Box Z-104.

Anchor/producer/reporter. Credibility, experience, looks, voice, savvy. Expert in financial or scientific news. 815-455-5797.

Meteorologist: personable, professional. Top 30's experience. AMS, NWA seals. Seeks commitment to weather. John, 216-235-8330.

Anchor. Commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212-382-3535.

Position sought as TV sports/news reporter. Law degree, radio & PBP experience. Bob. 703-943-5939.

Top 15 market male Anchor seeks major M-F anchor challenge with special assignment reporting. Impeccable credentials with number one ratings — a communicator. Write Box A-50.

Top rated, Top 50 market anchor/reporter. More than 4 years' experience. 609-561-0619.

Need help finding your position? Saint Jude came through for me. JP, Bakersfield, CA.

10 years radio (5 years radio news) plus TV news entry-level experience seeks re-entry (above entry-level) as TV news comboman/related capacity. Anywhere. 213-478-7477; 213-622-3444 (service). Bill Hargreaves.

Sportscaster with 9 years' experience seeks major market challenge. Knowledgeable, informative and entertaining. Proven track record. 512-428-8494, mornings.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Videographer/editor - perfectionist with 10 years' experience in video and post production including TV, news, computer editing. Master's degree, family, 31, Tape available. Will relocate. Write Box A-74.

Production/operations manager-organized, hard worker with 5 years' experience. Will direct self and staff to quality product. I know my craft and can manage people. If you want to be #1 and stay there, call John, 215-376-1749.

ABC/NBC experienced colorist, video control, tape operator. Seeking challenging position in production or post. Hands-on knowledge of Bosch FDL, RCA TK 28, Sony BVH 1100, Ampex VPR 2B, Dubner color corrector, Ners, Ward Beck audio, Lexicon. David, 215-873-1848; 212-887-4530.

Star potential — talented, versatile, dynamic actor for TV series. Professionally mature and successful in previous pursuits. Charismatic; very communicative. 6'1", trim, expressive. Range: 25-35. Projects mental sharpness, youthful zest, sophisticated charm, warmth and empathy. Has romantic savvy. Great for adventure/comedy-drama, or issue-oriented drama. Proven appeal with women 18-49. Formerly network news anchor and talk show host. If you seek exceptional ability, charm, and intellect, you won't be disappointed. Write Box A-43.

Wildlife producer seeks television program, documentary unit, or cable. Write: Box # 11, 926 North Quincy, Arlington, VA 22203.

CABLE

HELP WANTED SALES

Financial News Network, the fastest growing ad-supported cable TV network, is looking for a top ad sales account exec to handle New York agency/client list. Financial and/or cable background helpful. Excellent sales and account management a must. Resume: A. Scott Hults, VP Sales, FNN, 600 Madison Ave., 23rd Floor, NY, NY 10022. 212-888-7327. EEO.

HELP WANTED MANAGEMENT

Chief executive officer, Multi-channel CATV operation in the U.K. Subject to award of government license, we require a chief executive officer with practical experience of running a U.S. cable system and familiar with latest addressable/interactive switched fibre technology, to reside and work in the U.K. The post will be available November 1983, with the station on-air mid 1984. Full resume to Box A-62.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Entrepreneurial CEO. Major new communications company in formation requires experienced dynamic chief executive. Excellent opportunity in the fast developing field of program applications in interactive computer/laser videodisc technology. Equity position available. Minimum requirements: direct P&L responsibility for multi-million dollar enterprise in communications industry; demonstrated ability to manage and motivate creative people; enthusiasm and vision to expand company on a world-wide basis. Salary commensurate with responsibility and competitive for industry plus incentive compensation. Resume and any supporting written material (only) applicant deems significant to Box Z-101. An equal opportunity employer.

Would \$100,000 a year income be worth an interview to you? If you have a minimum of 10 years in broadcasting, responsible for general management and/or sales management and would like to achieve financial independence, send resume in strict confidence to: Box A-52. An EOE.

HELP WANTED INSTRUCTION

William Allen White school of journalism and mass communications: seeks to fill positions in growing broadcast/telecommunications program. Associate or full professor sought to plan, administer and lead growing broadcast/telecommunications program. Must have either: (1) Ph.D. or equivalent degree, plus experience in academic administration and teaching—industry experience preferred; or, (2) Master's degree plus experience as a professional in broadcast/telecommunications management—teaching experience preferred. Must have ability to excel in motivating and directing faculty and students. Tenure track position, beginning Jan. 10, or Aug. 15, 1984, negotiable. Nominations invited. Deadline for receipt of applications is Sept. 9, 1983. For information or to apply, contact Prof. Mike Kautsch, School of Journalism, University of Kansas, Lawrence, KS 66045. Phone: 913-864-4755. An equal opportunity/affirmative action employer.

Washington State University seeks chair, department of information, college of agriculture and home economics. Position available September 1, 1983. Master's required, Ph.D. desirable. Full professor rank preferred. Salary open. Position description available from: Dr. Don Dillman, Chair, Information Search Committee, Department of Rural Sociology, Washington State University, Pullman, WA 99164-4006. Deadline for receipt of biographical information, letter of application, resume and names of three references is August 15, 1983. Washington State University is an equal opportunity/affirmative action employer.

For Fast Action Use BROADCASTING'S Classified Advertising

Two assistant or associate professors sought to teach broadcast/telecommunications courses. Must have minimum of Master's degree: one or more years of industry experience and ability to excel in teaching, research and service. Master's degree plus at least five years of industry experience or a Ph.D. or equivalent degree preferred. Teaching experience also preferred. Tenure track position, beginning Aug. 15, 1984. Deadline for receipt of applications is Jan. 5, 1984. Contact Prof. Mike Kautsch, School of Journalism, University of Kansas, Lawrence, KS 66045. Phone: 913-864-4755. An equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040 Manuel Flores 512-723-3331

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue. Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen. Quality Media. 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue. Custom Electronics Co., 813-685-2938.

Copper wire, strap, expanded ground screen. fly screen. 317-962-8596. Ask for copper sales.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

AM transmitters: Collins 21E, 5KW (1962)-RCA BTA-5H, 5 KW (1959)-Gates BC5P2, 5KW (1963)-CSI T2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965)-Bauer 707, 1KW (1971) Gates 250GY and 250T-M. Cooper. 215-379-6585.

Ampex recorders. Audiopak cartridges. Inovonics amplifiers, 3M and Ampex tape (audio & video), EV microphones, used Tektronix oscilloscopes Call for our quote on your needs. Northwestern, Inc. 800-547-2252.

One KW UHF TV transmitter. RCA TTU-1-B. Almost complete, for parts only. \$500 or best offer. FOB Houston. New tubes and small hard to get parts worth more. 713-479-1614.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media. 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

(2) Ikegami demo H-79DAL color cameras with Canon J13X9BIE II lenses and accessories. \$29,000 each. Call Steve Detch at Roscor Corporation for addtl. details. 312-539-7700.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters and proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control and STL links, Marti RPU equipment. David Green Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500. Box 590, Leesburg, VA 22075.

Used TV translators for sale. Reconditioned, retuned, realigned for resale. Fine for standby and replacement use. Save money by calling Bo Pearce 303-423-1652.

**FOR SALE EQUIPMENT
CONTINUED**

Transmitters: McMartin BF#3.5MFM \$14,000. RCA BT1r1AM, \$2,000. GE-250W-AM \$1,500. CCA FM250E \$3,200. Standard 5kWFM \$4,000. Gates M-6095 exciter, \$350. 308-345-5234.

Network quality production truck: (5) PC-100 Triax, HL79, (2) Ampex 1" elaborate switching, audio, etc. Absolutely glitch-free and ready to go. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

New jingles: trade or cash. Free demos. Century 21 Programming, 214-934-2121 or 800-527-5959.

Add another voice to your station! Without the added cost. Send copy, free sample. Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078. 717-838-3668.

RADIO PROGRAMING

Super Bowl XVIII! Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-251-1212.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Management

**CORPORATE MARKETING
DIRECTOR**

Sunbelt Communications is looking for a bright, talented person to coordinate and oversee production of advertising and promotion for its radio stations and radio network: TV, print, outdoor and direct mail. Please send resume — in confidence — to:

**C.T. Robinson
President**

**Sunbelt Communications
620 South Pointe Court
Colorado Springs, CO 80906**

(no calls please)

WE'RE ON TOP..

... and we want to stay there! #1 adult contemporary/talk AM and #1 contemporary FM seeks station manager to build on established success. Solid background and knowledge in programming and promotion to lead a top-notch professional staff backed by excellent facilities in medium-size, Midwestern market. This is an outstanding opportunity with an established broadcasting firm. Must have integrity and administrative ability. Please send resume and references in confidence to Box A-60. An equal opportunity employer, M/F.

**Help Wanted Management
Continued**

WANTED

Aggressive selling general manager for southern New Jersey AM-FM stations. Also wanted: (1) sales manager, (2) production director to write, voice & produce spots. Write: Central Broadcasting, PO Box 329, Palmer, MA 01069.

Help Wanted Sales

**General Sales
Manager
K95FM
Tulsa**

Tulsa's stereo country seeks an accomplished sales executive ready to develop and carry out sales policies and motivate our dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, write: Bob Backman, Vice President, General Manager, K95FM, Tulsa, OK 74119. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

**EXPLOSIVE
OPPORTUNITY**

Hard-hitting, aggressive sales executives East and West Coast to market hottest broadcast product in years. Service orientation requires conceptual, intangible sales strengths. Broadcast background preferred. Closers only. Six-figure potential. Heavy travel. Loads of challenge and fun. Premier company. If you get the order 6 out of 10 times, fire off resume in confidence to Box Z-109.

SALES MANAGER

Experienced pro; must carry list, build sales organization. Central PA. Two-station market. Salary, commission, golden opportunity for aggressive, highly motivated person that wants to move up. Send resume and income requirements to Box Z-8. EOE.

Help Wanted Technical



**TEAM UP WITH
ABC RADIO L.A.**

**Transmitter/
Studio Maint. Engineer**

ABC Radio has an immediate opening available for an experienced Transmitter/Studio Maintenance Engineer at our Los Angeles broadcast facilities.

The candidate we seek must be familiar with AM/FM transmitter and associated equipment. A General F.C.C. license is preferred.

Qualified candidates are urged to submit a resume with salary history to:

**Charlotte Claiborne
ABC - Personnel**

**2040 Avenue of the Stars
Los Angeles, CA 90067**

An Equal Opportunity Employer M/F/V/H

Situations Wanted News

EXPERIENCE

28-year-old stable family man with 11 years' experience in radio news available now for assignment. Background includes wire service awards, ownership, news directorships, and 5 years in a top 10 market. If you need it written, produced, edited, directed, or administered, I've done it. I'm a pro, and available to major markets and nets. Contact Box A-79, or call 214-233-4771 9-5 CDT.

Situations Wanted Management

OPERATIONS MANAGER

Eight years of experience at all levels of radio broadcasting have given me an understanding of how a station must be run to work smoothly, effectively, and profitably. I'd like to make this happen for your station. Major markets only. Box A-59.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

Aggressive, business oriented engineer wants to join major broadcast group as corporate director of engineering. Experienced in all phases of engineering management, with the best references, and a superb track record. Box A-58.

**For Fast Action Use
BROADCASTING's Classified Advertising**

TELEVISION

Help Wanted Programing, Production, Others



DIRECTOR

The Annenberg/CPB Project

The Director of The Annenberg/CPB Project is the chief executive of a major autonomous activity, established by a restricted grant of \$10,000,000 per year from The Annenberg School of Communications to the Corporation for Public Broadcasting. The purpose of the grant is twofold: (1) to create one or more significant collections of new, innovative, high-quality college-level materials; and (2) to demonstrate the use of communications systems for addressing unique higher education problems.

The Director meets periodically with the ten-member Annenberg/CPB Council and chairs that body. The Council shares with the Director the responsibility of selecting grantees and meeting the goals, targets and criteria of the Project. The Director also reviews the accomplishments of the Project with the CPB Board on a quarterly basis.

Candidates should have extensive and successful academic and telecommunications experience and should demonstrate some combination of the following: executive success, preferably in higher education and/or public broadcasting; significant experience with higher education; significant experience with educational telecommunications, preferably public broadcasting; interest in and knowledge of the use of technology for the improvement and expansion of higher education; strong leadership experience with a record of results in complicated and fast-changing environments. Salary is negotiable.

Applications or nominations—in writing only—accompanied by current resumes must be received no later than September 2, 1983, and be sent to—

Robben W. Fleming
Chairman, Search Committee
The Annenberg/CPB Project
1111 Sixteenth Street N.W.
Washington, D.C. 20036

An Affirmative Action and Equal Opportunity Employer
M/F/H/V

ON AIR PROMOTION

Great East Coast major market station needs great writer/producer. Two years' experience. Strong on production value, copy, sizzle and sell! News and image promotion a plus. Send resume and salary requirements only to Box A-55. An equal opportunity employer.

PRODUCTION MANAGER (SEARCH REOPENED)

One of the country's leading PBS production centers is looking for the right person to guide its production effort. Requirements: minimum five years' production/directing experience; understanding of PTV programming; experience with all sophisticated production and post production techniques; and ability to deliver under pressure. Please send resume and salary requirements in confidence to WQED, Personnel Office, 4802 Fifth Avenue, Pittsburgh, PA 15213. An equal opportunity employer.



CO-HOST

KAKE-TV is looking for a co-host for its nationally acclaimed edition of PM Magazine. Applicant should have television writing, producing and presentation experience. Send videotape and resume to Station Manager, KAKE-TV, P.O. Box 10, Wichita, KS 67201. An equal opportunity employer, M/F.



CO-HOST

After three successful seasons, our male co-host is moving on. So, we're looking for an experienced, enthusiastic person to co-host Iowa's most successful PM Magazine. If you can write, produce and present material that will keep us on the national reel, we want to hear from you. Send resume and cassette to:

Cyndy Cerbin
KWWL-TV

500 East Fourth Street
Waterloo, IA 50703

An equal opportunity employer.

KWWL 7

Cedar Rapids/Waterloo

PROMOTION DIRECTOR

A major market network television station is actively seeking a creative professional with proven management, communication and organizational skills to supervise all aspects of print and on-air promotional activities.

The successful candidate must possess 3-5 years promotion experience in a major broadcast market along with in-depth knowledge of general promotion, on-air production, press relations/information, and copywriting. Must also be able to interface with multi-levels of management.

For immediate consideration, please send resume with salary history to:

BOX A-19.

An Equal Opportunity Employer

Help Wanted Management

JOIN THE GOOD LIFE

Living in Austin, Texas, one of the most beautiful and fastest growing cities.

KBVO-TV signs on this fall and we are looking for an aggressive **SALES MANAGER** with **Heavy** independent sales experience. Must have thorough knowledge of inventory control, rate projection, new business prospecting, co-op, and must build a strong sales force.

Send resume with salary history in confidence to: General Manager, KBVO-TV, P.O. Drawer 2728, Austin, TX 78768. 512-835-0042. EOE.

**Help Wanted Management
Continued**

***We Only Want One Person
To Answer This Ad...***

The Right One.

■
If you are the right person, you are an experienced producer of hard news or investigative reporting with established credentials and a successful track record of national or major market distinction. You understand journalistic integrity and possess on-camera presence and narration skills.

If you are all of this and can prove it, we want you to be our Producer/Narrator.

*Why are we being so particular?
Because we're a consortium seeking a new approach to program development for television syndication. Some of our members are listed in the roster below. If you're the right person, you'll understand why we're looking for someone special.*

■
*Send complete resumé to
King World Productions
480 Morris Ave.
Summit, New Jersey 07901*

■
**Capital Cities Communications
King World Productions Inc.
New England Television Corporation
Post Newsweek Video
Scripps Howard Broadcasting Company**

EOE

**Help Wanted News
Continued**

PRODUCER/WRITER

Top-rated station, Buffalo, NY, looking for someone to produce fast-paced newscast for number-one operation. Good desk and writing skills also important. Send resume to John Howell, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

Help Wanted Sales

**Sales
Manager**

A leader in the fast growing TV entertainment field has an exceptional opportunity for an energetic Sales Manager with the desire to be creative.

In this Nashville-based position, you will hire, train and direct a sales team dedicated to getting new business development in high gear. This challenging assignment requires 2-3 years' experience in sales management including 2 years in media sales. We're looking for a real mover and shaker!

For consideration, send your resume, including salary history to:

Box A-56

We are an equal opportunity employer.

ACCOUNT EXECUTIVE

KTUL is seeking applications for sales account executive. Solicitation, sales, and service of local retail accounts. Previous broadcasting sales experience required. Send resume to: Jennifer Pendergraft, Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.



Employment Service

RADIO JOB PLACEMENT

AIR PERSONNEL, DJs, NEWS, SPORTS, PROGRAMERS. If you are ready to move up, NATIONAL can help. NATIONAL, the nation's leading radio placement service, places radio personnel in all size markets from coast to coast. If you are seriously seeking a change, contact NATIONAL. For complete details, including registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

Help Wanted Technical

TELEVISION

SYSTEMS ENGINEER

Our company is a dynamic leader in the field of video systems and fabrication of mobile units, post-production facilities and studios. Our clients include all major TV networks, production companies and corporate video users.

The person selected will be responsible for project design, supervision and testing, and will have extensive contact with customers.

The candidate should have experience with state-of-the-art audio, video and communications systems including cameras, videotape, switching systems, computerized editors and digital equipment.

We are a growth-oriented company offering a comprehensive benefits package and a salary commensurate with experience.

Send resume and salary requirements to: C. Terjanian, P.O. Box 115, Northvale, NJ 07647. We are an equal opportunity employer.

Help Wanted News

**ATTENTION
REPORTERS**

KNOE-TV Monroe, Louisiana, a truly great TV station, is looking for talented and experienced general assignment reporters to help us meet our strong commitment to news programming. Send tapes, resumes, and college transcripts to:

Ken Booth
KNOE-TV
P.O. Box 4067
Monroe, LA 71203
EOE

Employment Service Continued

WE ARE EMPLOYMENT BROKERS

For employers or employees. We specialize in the Rky. Min. and Southwestern states. Tell us your needs. Job applicants: send resume and tape plus \$2.00 for handling. Employers: contact us with your needs. Associated Media Consultants, Box 11070, Denver, CO 80211. 303-237-6379.

READY?

Beginner or experienced professional. Ready to step up? Now send one audition and one resume to one source. We're experienced broadcasters using the latest telemarketing equipment finding openings for announcers, sales and management. We can now reach every radio & TV station, cable company and advertising agency with your audition. Call us today. Ready Talent. 813-749-0726.

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets. All formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

For Sale Equipment

MUST SELL QUICKLY!

Motivated seller has consolidated operations and must sacrifice full-blown 1-inch production package - Ampex, Thompson, Barco, Tektronix, beautiful oak editing console, fully wired and operational. Call for an inspection of this mint condition, deeply discounted equipment. 512/299-1089.

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For Sale Stations



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GA	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
MN	AM/FM	\$25,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
TN	AM/FM	\$425,000	25%
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
VA	AM	\$20,000	downpayment
NJ	AM	\$600,000	30%

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

For Sale Stations Continued



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STATION

CONTACT

FL	Metro	Ci. IV	\$950K	\$300K	Randy Jeffery	(813) 294-1843
M. Atl.	Regional	AM/FM	\$900K	\$261K	Ernie Pearce	(615) 373-8315
W	Metro	Fulltime	850K	Terms	Elliot Evers	(213) 366-2554
M. Atl.	Metro	AM/FM	800K	200K	Jim Coursolle	(414) 233-6222
E	Small	FM	660K	Cash	Warren Gregory	(914) 454-9643
SE	Major	Ci. IV	600K	Cash	Paul Crowder	(615) 298-4986
M. Atl.	Small	AM/FM	575K	200K	Mitt Younts	(804) 355-8702
MW	Major	AM	500K	Cash	Bill Lochman	(816) 254-6899
SW	Small	AM/FM	300K	75K	Bill Cate	(904) 893-6471
SW	Small	Ci. IV	275K	75K	Bill Whitley	(214) 680-2807

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates, Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.



R.A. Marshall & Co.

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Bob Marshall, President

We have a new telephone number! 803-681-5252, with the new "fiber optics" system. We apologize for any inconvenience this changeover may have caused our clients, but we believe you'll appreciate the quality of the fiber optics underwater cables. Give us a call at our new number and hear our "new sound"!

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

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President	Vice President
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22202	33509
703-521-4777	813-778-3617

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Network TV affiliate. Dominant market leader. Excellent physical plant. Upper Midwest. \$11,000,000.

Reply Box A-70.

AM & FM RADIO STATIONS

In the Pacific Northwest & Honolulu. Major market FM; large market AM; Medium to small market AM and FM. The Montcalm Corporation, Investment Banking/Brokers, 1800-112th Avenue NE, Suite 210E, Bellevue, WA 98004. 206-455-4641.

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One of America's top 5 growth states. Great opportunity. Terms. FNB, 4014 Beus Dr., Ogden, UT 84403. 801-621-0234.

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NEW YORK INVADES NEW ENGLAND
We're dealing, now, with several NYC buyers looking for that first station in a pleasant New England city. If you're ready to be your own boss—to be an owner/operator—give us a call. We specialize in helping people make that FIRST radio station buy.

8 DRISCOLL DR.
ST ALBANS, VT 05478
802-524-5963
or George Willdey, 207-947-6083.

EXCELLENT TV BUY!

- UHF Independent In Good Southern Market.
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- Good Power.
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- Good Terms To Qualified Buyer.

Call 901/767-7980
In Complete Confidence!



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MEDIA BROKERS/APPRAISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

WE WANT

One or two FM's or AM/FM combos. Markets 40 thru 150. Long established group operator. . . Reply Box A-49.

AM/FM COMBO

In West Virginia. Solid growth area. Excellent facilities with building and acreage included. \$850,000 cash, or terms w/ \$250,000 down. Write Box A-78.

5KW CAROLINAS STEREO AM

Excellent new building, equipment, 7 acres land. Needs owner-operator. Qualified principals write Box A-87.

\$125,000 CASH

Small market 500 watt AM daytimer located in middle Tennessee. Contact Larry Sensing, 200 Fourth Avenue, North, Suite 910, Nashville, TN 37219.

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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215-865-3775

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Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

FOR SALE BY OWNER

FM, single station market. Real estate. Located in Northeastern state. \$2 million, terms available. Principals only. Write Box A-6.

CLASS B FM 5 KW AM DAY

Medium market. Profitable SCA, real estate. Terms available to qualified buyer. Write Box A-86.

FLORIDA FM

2.2 X gross, asking price \$850,000 with good terms. Contact Bill Cate, 2522 Killarney Way, Tallahassee, FL 32308. 904-893-6471.



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nationwide mergers & acquisitions

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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., NW, 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.

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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.)

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Fates & Fortunes

Media



Brazzil

William Brazzil, VP, broadcasting division, Wometco, Miami, named senior VP, broadcasting.

Al Bray Law, president, Surrey Communications Research, Denver, joins Metro-media's KLAC(AM) Los Angeles, as VP and general manager.

Marvin R. Chauvin, general manager, WOTV(TV) Grand Rapids, Mich., joins WNCT-TV Greenville, N.C., as VP and general manager.

Vince Cremona, VP and general manager, WICC(AM) Bridgeport, Conn., joins 108 Radio Co., Westport, Conn., which is in process of acquiring WDJF(FM) Westport. Upon completion of purchase, Cremona will be VP and general manager.

Darwin Paustian, general manager, WKIN(AM)-WZXY(FM) Kingsport, Tenn., joins WYKS(AM)-WMIH(FM) Gainesville, Fla., in same capacity.

Richard Pearson, general sales manager, KVIA-TV El Paso, Tex., named general manager.

Gary DeHaven, general manager, WISC-TV Madison, Wis., named VP.

Neal Van Eils, VP and general manager, WKYC-TV Cleveland, retires.

Stan Mak, general manager, KINK(FM) Portland, Ore., named VP and general manager.

Glenn Pederson, sales manager, KOLM(AM) Rochester, Minn., joins KLQL(FM) Luverne, Minn., as manager.

Victor Marrale, general sales manager, WUTV(TV) Buffalo, N.Y., named station manager.

Terry Sams, program director, WJBF(TV) Augusta, Ga., assumes additional duties as station manager.

Larry Proffitt, VP, local-regional sales, KSNW(TV) Wichita, Kan., named VP, operations.

Scott Blair, operations manager, KBAK-TV Bakersfield, Calif., joins KRDO-TV Colorado Springs as program operations manager.

Elected senior VP's, Taft Broadcasting, Cincinnati: **S. Donald Urban**, VP, personnel and administration; **John Chapman**, VP, corporate affairs; **Gregory Thomas**, VP, controller, and **William Baumann**, VP, planning and corporate development.

Linda Merinoff, senior editor, program practices, CBS/Broadcast Group, Los Angeles, named manager, prime time.

Gerald Coughlin, assistant national credit manager, ABC Inc., New York, named national credit manager.

Richard Loran, manager, Milville, N.J., cable system, Harron Communications, joins Simmons Communications Inc. as regional manager of its New York cable systems.

Andrew Rosenthal, from American Electric Power Corp., New York, joins RKO General there as corporate manager, employee benefits.

Mitchell Nedick, director of finance and administration, NBC-TV, Los Angeles, joins KTLA(TV) there in same capacity.

James Hatcher, corporate legal counsel, Cox Cable, Atlanta, assumes additional responsibilities as corporate secretary.

Melvin Ming, VP, finance and administration, National Urban Coalition, Washington, joins National Public Radio there as director of finance and administration. **E. Richard Hodgets**, VP, business services, and president, NPR Ventures, for-profit subsidiary, National Public Radio, resigns.

Douglas Padgett, Evansville (Ind.) division controller, Gilmore Broadcasting, named general manager of Gilmore's KODE-TV Joplin, Mo. **Jenny Gager**, from accounting department, Gilmore Broadcasting, Evansville, named division controller.

Jeffrey R. Stoll, acting general manager, non-commercial KUMR(FM) Rolla, Mo., named general manager.

Carolyn Alford, from Group W's KPIX(TV) San Francisco, joins co-owned WJZ-TV Baltimore as controller and business manager.

Steve Kennett, joins KOTV(TV) Tulsa, Okla., as financial manager.

Marketing

William Croasdale, senior VP, BBDO, New York, named director of network television and programing. Elected VP's, BBDO, New York: **Anthony Brescia** and **Judye Greene**, account supervisors; **Dennis Gelbaum** and **Nancy Iannicelli**, executive producers; **Harley Goode**, art director; **Tom Kiely**, director, business; **Les Margulis**, associate media director, and **Lydia Cohn Rosenberg**, associate director, media buying.



Cammisa



Croasdale

Jerry Cammisa, executive producer, Young &

Rubicam, New York, joins Foote, Cone & Belding there as senior VP, director of television-radio production.

Charles E. Glass, from Marschalk Co., New York, joins Campbell-Ewald there as senior VP.

John McKee, group creative VP, Tatham-Laird & Kudner, named senior partner. **Gary Kaney**, VP, executive producer, Foote, Cone & Belding, Chicago, joins TL&K there as producer. **Greg Obrzut**, VP, creative director, J. Walter Thompson, Chicago, joins TL&K there as creative director.

Elected VP's, Doyle Dane Bernbach, New York: **Bill Haldane** and **Betsy Means**, account supervisors; **Ellyn Epstein**, executive production supervisor, and **Bill Yamada**, art supervisor.

Elizabeth Phillips, from Avon Products, New York, joins Needham, Harper & Steers there as VP, corporate director of event marketing.

Named VP's, Dancer Fitzgerald Sample, New York: **Charles Smith**, creative group head, **Jill Paperno**, producer and **Terry Gallo** and **Barbara Kaplan**, copywriters.

Gary Faver, VP, media manager, Kornhauser



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& Calenc, New York, named senior VP, media director.

Malcolm Gordon, VP, media director, Grant/Jacoby Inc., Chicago, named senior VP. **Timothy Frye**, media supervisor, Clinton E. Frank, Chicago, joins Grant/Jacoby as media supervisor.

David Hooks, account supervisor, Ensslin & Hall Advertising, Tampa, Fla., elected VP.

Sanford Ackerman, senior VP, finance and administration, Syska & Hennessy, New York, joins John Blair & Co. there as VP, director of finance, planning and administration.

George Krichbaum, executive VP, general manager, Price/McNabb Advertising, Raleigh, N.C., named president of Raleigh division of Asheville, N.C.-based firm.

Appointments, Scharfberg & Associates, Jenkintown, Pa.: **Linda Gaglione**, media buyer-planner, Spiro & Associates, Philadelphia, to media director; **Vicki Scharfberg**, from Trans World Financial Corp., Boca Raton, Fla., to assistant media buyer, and **Joni Hyman**, from Nutri-System Inc., Jenkintown, to copywriter.

Donald Young, sales manager, Torbet Radio, New York, joins RKO Radio Sales there in same capacity.

Dave Bell, account executive, Petry Television, Philadelphia, named sales manager for office, succeeding **John Morrow**, named sales manager, Tampa-St. Petersburg office.

Bill Pogue, former general sales manager, KEYH(AM) Houston, and operator of own sales and communications firm, joins Group W Cable, Galveston, Tex., as regional account executive.

Paul Wilson, from Seltel, New York, joins Katz Independent Television there as research analyst, sales research department. **Maura Maliff**, sales assistant, Katz Independent Television, named research analyst.

John Heidersbach, associate creative director, Gloria Aleff & Associates, Waverly, Iowa, joins WarrenAndersonAdvertising, Davenport, Iowa, as director of creative services.

Appointments, D'Arcy-MacManus & Masius: **Alan Scott Hollander**, media planner and account executive, Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa, to media planner, St. Louis; **Kimberly Allen**, art director, Frank J. Corbett Inc., Chicago, to same capacity there; **Kim Wessman**, from Hallmark Cards, Kansas City, Mo., to art coordinator, Chicago; **W. John Wallace**, from DM&M, London, to St. Louis office as copywriter, and **Steven Berkheimer**, art director, Hanley Partnership, St. Louis, to same capacity there.

Fran Tivald, sales manager, TeleRep, New York, joins Katz Independent Television there as VP, national sales manager, sabers team. **Mark Weaver**, senior account executive, Ross Roy Inc., joins Katz Independent Television as manager, Detroit office.

Appointments, Turner Cable Sales: **Steve Chamberlin**, director of corporate marketing, Landmark Group, Atlanta, to national accounts manager there; **Mark Henderson**,

Southern regional director, Entertainment Channel, to national accounts manager, Atlanta; **Scott Weiss**, from A. Brown-Olmstead Associates, Atlanta, to regional sales manager there; **Lynda Keeler**, director of marketing, Southwestern Cable TV, San Diego, to regional marketing manager, San Francisco; **Brenda Blackburn**, executive secretary to Gerry Hogan, VP, broadcasting sales, to regional marketing manager, Atlanta, and **Michelle Roberts**, sales assistant, Atlanta, to regional marketing manager.

Lisa Brown, account executive, tigers sales team, TeleRep, New York, named sales manager of team.

Appointments, WTKR-TV Norfolk, Va.: **Jeffery Feyes**, from NBC Spot Sales, Troy, Mich., to national sales manager; **Grace Moran**, sales service coordinator, WTRK-TV, and **Carletta Lloyd**, from WCMS-FM Norfolk, to account executives.

Marla Drutz, retail marketing director, WJBK-TV Detroit, named marketing director.

Marshall Walzer, account executive and director of co-op, KLBB-FM St. Paul, Minn., named national sales manager.

Jimmy Hawkins, account executive, WREG-TV Memphis, named national sales manager.

Steven Mosko, from WMAR-TV Baltimore, joins WTAF-TV Philadelphia as local sales manager.

Harry Spieker, account executive, KGUN-TV Tucson, Ariz., named local sales manager.

Bruce Krawetz, from WMAQ(AM) Chicago, joins WLS(AM) there as account executive.

Michael Hegyan, account executive, WLBS(FM) Mount Clemens, Mich., joins WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., in same capacity. **Lee Lilienthal**, account executive, WDV(FM) Pittsburgh, joins WSHE(FM) in same capacity.

Peggy Belden, from WABC(AM) New York, and **Madeline Dubrowski**, from Eastman Radio, New York, join WINS(AM) there as account executives.

Kathleen Neville, sales and promotion director, WBEN-AM-FM Buffalo, N.Y., named account executive, WBEN-FM. **Neil (Tad) O'Rourke**, account executive, WGR(AM) Buffalo, N.Y., joins WBEN-FM there in same capacity.

Programing



Kirschner

Appointments, CBS Entertainment, Los Angeles: **Richard Kirschner**, program executive, current dramatic programing, Television City, to director, dramatic program development; **Peter Sterne**, VP, current comedy program production, CBS/Fox studios, to director.

mini-series.

Jack Allen, VP, advertising sales, Group W Satellite Communications, New York, joins Orion Entertainment there as VP, media

sales.

Marshall Wortman, VP, industrial relations and personnel, 20th Century-Fox, Los Angeles, named senior VP.

J.C. Scott, VP, creative affairs, Marvin Worth Productions, Los Angeles, named executive assistant to Richard L. Berger, president, Walt Disney Pictures there.

Marc Merson, executive producer, Brownstone Productions, Los Angeles, has signed exclusive agreement with Warner Bros. Television there to develop and produce motion pictures for television.

Anthony Yerkovitch, supervising producer, MTM Productions, Los Angeles, has signed exclusive contract with Universal Studios there to write and produce television series.

Frank Miller, VP, marketing, Group W Productions, Los Angeles, joins Western-World Television there as executive VP, domestic distribution and program development.

Joseph Poulin, VP, programing research, Avery-Knodel, New York, joins Sandy Frank Film Syndication there as VP, planning and research.

Betsy Zeger, director of marketing, Krause & Remal Music, San Francisco music production firm, named VP, marketing.

George Robertson, manager, acquisitions analysis, Viacom International, New York, named director, Viacom Worldwide there. **Roxanne Brown**, sales administrator, licensing and merchandising, Viacom, New York, named sales executive for same unit.

Ken Ehrlich, independent writer-producer, Los Angeles, joins Eilenna Productions there as producer, NBC-TV's *Fame*.

Lynn Hendee, production executive, Thorn EMI Films, Los Angeles, joins Barry & Enright Productions there as director of development, motion pictures.

Donald McGuire, producer, NBC Sports, New York, joins Raycom, Charlotte, N.C.-based producer of sports programing, as coordinating producer.

Henry Bruen, from WOAK(AM) Atlanta, joins Amtel International, radio syndication firm there, as VP, sales and promotion.

Fran Harmon, research coordinator, Embassy Communications, Los Angeles, joins Group W Productions there as market research analyst.

Charle Phillips, from KQEO(AM)-KZZX(FM) Albuquerque, N.M., joins WLAM(AM) Lewiston, Me., as program director.

Scott Alexander, program director, KWTO-FM Springfield, Mo., joins KHTR(FM) St. Louis in same capacity.

Bruce Franzen, from KEYT(TV) Santa Barbara, Calif., joins KGUN-TV Tucson, Ariz., as program manager.

Paul O'Dell, from Blue Ridge Television, Roanoke, Va.-based licensee of three Virginia TV's, joins WTVR-TV Richmond, Va., as program manager.

Jim Peters, from KPOI(AM) Honolulu, joins KULA(FM) Waipahu, Hawaii, as program director.

Maria Smith, from noncommercial KTXT-TV

Lubbock, Tex., joins noncommercial KUED(TV) Salt Lake City as program manager.

Charlie Kendall, program director, Metromedia's WMMR(FM) Philadelphia, joins Metromedia's WNEW-FM New York as program director, succeeding **Richard Neer**, who remains air personality.

Dennis Winslow, program director, WMGF(FM) Milwaukee, joins WMGG(FM) Clearwater, Fla., in same capacity.

Greg Mack, music director, KMJQ(FM) Clear Lake City, Tex., resigns.

Steven Schindler, editor-producer, WDVN-TV Washington, joins WLS-TV Chicago as associate producer, *Eye on Chicago*.

Appointments, WISN-TV Milwaukee: **Clyde Becker**, field producer, to executive producer, *PM Magazine*; **Tom Kennedy**, from KXAS-TV Fort Worth, Tex., succeeds Becker, and **Bruce Gibb**, field producer, WDBJ-TV Roanoke, Va., to associate producer, *PM Magazine*.

Debra DiMaio, from WJZ-TV Baltimore, joins WLS-TV Chicago as associate producer, *A.M. Chicago*.

Wink Martindale, host of syndicated radio series, *20/20 Music World*, produced by The Creative Factor, Los Angeles, and of Barry & Enright's *Tic Tac Dough* television game show, joins KMPC(AM) Los Angeles, as air personality.

Tim Healley, sports reporter-anchor, KDFW-TV Dallas, joins KTSP-TV Phoenix as sports director and anchor.

Mark Thomas, sports director, KPOM-TV Fort Smith, Ark., joins KYTV(TV) Springfield,

Mo., as weekend sports anchor.

Jack Edwards, part-time air personality, WYST(FM) Baltimore, named air personality, co-owned WYST(AM) there.

News and Public Affairs

William Feest, VP, news and information weekly division, Telepictures Corp., Los Angeles, named general manager of Newscope, news-information co-venture between Telepictures and Gannett.

Sam Hall, news manager, RKO TWO Radio Network, New York, joins WYNY(FM) there as news director.

Appointments, KIRO-TV Seattle: **Dave Humphrey**, director of news production, WBNS-TV Columbus, Ohio, to producer; **Robert Mann**, freelance writer, to news writer; **Carla Breen**, from KCPQ(TV) Tacoma, Wash., to news graphics producer; **Jeri Eaglestaff**, from Indians Into Communications Association, Seattle, to relief writer, and **Clark Stahl**, freelance helicopter pilot, to part-time helicopter pilot-reporter.

George Jennings, from WFAA(AM) Dallas, joins WGSO(AM) New Orleans as news director.

Peggy West, from National Sports Festival, Colorado Springs, joins KSIR(AM) Estes Park, Colo., as news director.

Mark DeMarino, reporter, WGAR(AM) Cleveland, named news director.

Arta Boley, executive news producer, KMGH-

TV Denver, named assistant news director.

Kevin Meagher, senior producer and director, *2 on the Town*, CBS-owned KNXT(TV) Los Angeles, joins CBS's WCBS-TV New York as senior executive producer of New York version of *2 on the Town*, to begin in fall.

Pete Michenfelder, news producer, WRDW-TV Augusta, Ga., joins WJBF(TV) there as afternoon assignment editor and 6 p.m. news producer. **Chris Naylor**, morning anchor, WJBF, assumes additional duties as morning assignment editor.

Carol Herrera, from KJAC-TV Port Arthur, Tex., joins KHOU-TV Houston as assistant assignment editor.

Jim Ware, member of news staff, KYTV(TV) Springfield, Mo., named managing editor.

Joe Gross, account executive, Michigan News Network, Lansing, Mich.-based statewide radio news network, named manager of marketing and sales.

Jed Duvall, from *Sunday Morning*, CBS News, New York, joins ABC News, Washington bureau, as correspondent.

Jack Ryan, reporter, KKTU(TV) Colorado Springs, named anchor for cut-ins, *CBS Morning News*.

George Prentice, news director, WBUF(FM) Buffalo, N.Y., joins WGR(AM) there as anchor-reporter.

Roz Abrams, anchor, Cable News Network, Atlanta, joins KRON-TV San Francisco as anchor-reporter.

Jack Parr, anchor, KIDD(AM) Monterey, Ca-

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lif., joins KDON(AM) Salinas, Calif., in same capacity.

George Reading, anchor-reporter, KTTV(TV) Los Angeles, joins KNX(AM) there in same capacity.

Les Smith, staff reporter and morning news anchor, WHSV-TV Harrisonburg, Va., named anchor, 6 and 11 p.m.

Linda Carson, from WMAR-TV Baltimore, joins WDAF-TV Kansas City, Mo., as reporter.

Mike Owens, reporter and producer, KMOX(AM) St. Louis, joins KSDK(TV) there as reporter.

Leanne Gregg, from WRCB-TV Chattanooga, named reporter.

Kerry Sanders, from WTLV(TV) Jacksonville, Fla., joins WINK-TV Fort Myers, Fla., as reporter.

Bob Richards, meteorologist, Weather Channel, Atlanta, joins Satellite News Channel, Stamford, Conn., in same capacity.

Jennifer Mikell, Washington correspondent, WIFR-TV Rockford, Ill., joins WOWK-TV Huntington, W.Va., as reporter.

Terry Caldwell, from KTHV(TV) Little Rock, Ark., joins WDTN(TV) Dayton, Ohio, as reporter.

Emory Bundy, public affairs director, KING-TV Seattle, resigns.

Scott Thomas, anchor, National Public Radio, Washington, joins Virginia News Network, Richmond, Va., as reporter.

Bob Nelson, from KTXL(TV) Sacramento, Calif., joins KPDX(TV) Vancouver, Wash., as chief engineer.

Technology

Richard Mackey, VP, operations, Mechanical Technology Inc., Latham, N.Y., joins Electronics, Missiles & Communications, White Haven, Pa., as president and chief executive officer.

David Bocchini, controller, Kellogg-Rust, Houston, joins Ampex Corp., Redwood City, Calif., as VP, finance, and chief financial officer. **Gary Masner**, senior VP, sales and marketing, Freightliner Corp., Portland, Ore., named VP, general manager, memory products division.

Jerry Moore, national marketing director, telecommunications products division, Amplicon, Newbury Park, Calif., telecommunications equipment manufacturer, named VP, sales and marketing for division. Amplicon is subsidiary of Comsat.

Seth Elliott, project engineer, CBS Radio, New York, named director, radio frequency systems engineering, CBS owned radio stations. **David Knorr**, project engineer, CBS Radio, named director, audio systems engineering.

David Tacke, senior VP, E-Systems, Dallas, named executive VP.

William Curran, assistant to treasurer, North American Philips Corp., New York, named assistant treasurer.

Thomas Keenze, VP, transmission services,

United Video, Tulsa, Okla., named senior VP, transmission services.

Gordon Bell, VP, engineering, Digital Equipment Corp., Maynard, Mass., resigns.

Fran Panzo, studio technician II, Entertainment and Sports Programming Network, Bristol, Conn., to studio technician III. **Bill D'Eugenio**, studio technician I, ESPN, named maintenance technician.

Joseph Dollinski, CATV engineering manager, Winegard Co., Colmar, Pa.-based communications products manufacturer, named manager, cable television division.

Gary Persons, manager of system sales, Cetelec Broadcast Group, Carpinteria, Calif., named director of marketing.

Karl Renwanz, director of engineering, WNEV-TV Boston, named VP, engineering and operations.

Jim Borgioli, chief engineer, Kartes Video Communications, Indianapolis, joins KPDS-TV there as director of engineering.

Promotion and PR



Bistany

Joanna Bistany, special assistant to president for communications, White House, Washington, joins ABC Broadcast Group, New York, as director of news information.

Pam Pearson, senior producer, promotion, Turner Broadcasting System, Atlanta,

named promotion director, entertainment. **Karen Boldra**, senior producer, promotion, TBS, named promotion director, news. They assume duties of **William Butler**, who joins Entertainment and Sports Programming Network, Bristol, Conn., as director of promotion, *Business Times*.

Candace Greene, director of public relations, Holland America Cruise Lines, New York, joins Burson-Marsteller, Washington, as account executive, telecommunications accounts.

Ronald Crowe, director of advertising and promotion, KIRO-TV Seattle, joins KPDX(TV) San Francisco as director of creative services.

Ed Gray, director of public relations, Associated Advertising Agency, Wichita, Kan., joins KWCH-TV Hutchinson, Kan., in newly created position of advertising and public relations manager.

Kristan Leatherman, public relations director, Maryland Science Center, Baltimore, joins WJZ-TV there as public relations manager.

Annette Maslowski, writer-producer, KDFW-TV Dallas, joins KXAS-TV Fort Worth as director of on-air promotion.

Kathleen Reese, director of on-air promotion, KXAS-TV Fort Worth, joins WAVY-TV Portsmouth, Va., as creative services director.

Lynn Morris, creative director, WBT(TV) Charlotte, N.C., named promotion producer.

Allied Fields

Richard Ducey, assistant professor, Department of Telecommunication, Michigan State University, joins National Association of Broadcasters, Washington, as director of audience research and technology planning, succeeding **Russell McKennan**, resigned.

Beverly Harms, owner-operator, Upstate Cablevision, Syracuse, N.Y., cable system (recently sold to Newchannels), joins Communications Equity Associates, Tampa, Fla., as specialist in brokerage and system development.

Sylvester (Pat) Weaver, former president, NBC, will receive Academy of Television Arts and Sciences Governors' award at Emmy award ceremony Sept. 25.

John Catoir, director of Christophers, non-profit New York-organization that produces syndicated weekly television series, *Christopher Closeup*, elected president of Association of Catholic Television and Radio Syndicators.

Elected officers, Station Representative's Association, New York: **Walter Schwartz**, president and chief operating officer, Blair Television, president; **Victor Ferrante**, senior VP, Katz Television, secretary; **Bill Fortenbaugh**, VP, stations, Atlantic division, Katz Radio, treasurer; **David Allen**, president, Petry Television, vice president, television, and **Michael Bellantoni**, executive VP, Torbet Radio, to vice president, radio.

Named to receive first William Benton Fellowships in broadcast journalism at University of Chicago: **Phillip Archer**, reporter, KPRC-TV Houston; **Jonathan Baer**, producer, National Public Radio, Chicago; **George Bauer**, noncommercial KAUT-TV Tucson, Ariz.; **Rebecca Bell**, bureau chief, NBC-TV, Paris; **Stuart Chamberlain Jr.**, senior editor, ABC Radio News, New York; **Jane Crawford**, anchor-reporter, WPXI-TV Pittsburgh; **James Kirchherr**, producer-reporter, KTVI(TV) St. Louis, and **Michael Taibbi**, anchor-reporter, WNEV-TV Boston.

Deaths

Oliver C. Sutton Sr., 66, group chairman, Inner City Broadcasting, New York, and founding member, National Association of Black Owned Broadcasters, died of heart attack July 15 at Harlem hospital, New York. He is survived by brother Percy Sutton, chairman of Inner City; nephew Pierre Sutton, president of Inner City; wife, Renee, two sons and daughter.

J. Akule Pupule (Hal Lewis), 66, outspoken air personality, KSSK(AM) Honolulu, died of cancer July 21 at his home in Honolulu.

Homer B. Courchene, 83, retired chief transmitter engineer, WLS(AM)-WENR(FM) Chicago, died of cancer June 4 at his home in Lakeland, Fla. He is survived by his wife, Estelle, three sons, and daughter.

Carolyn Jones, 54, television actress best known for her portrayal of Morticia on NBC-TV's *The Addams Family* (1964-66), died of cancer Aug. 3 at her home in Hollywood.

HBO's Biondi brings financial flair to pay cable programing

He heads the most conspicuous cable programing service in the country, and has been called everything from "a quiet corporate insider" to "the most powerful man in the movie business." But Frank Biondi, president of Home Box Office, sees himself a little differently. A business analyst who worked for five different employers in 10 years and who purposefully eschewed big corporations for "mavericks," Biondi has a favorite word to describe himself and his career: "atraditional."

When Time Inc., HBO's parent, elevated Biondi to the HBO presidency last February, it picked an executive whose background was in finance rather than in marketing or programing. Biondi had spent four years in the background on the administrative side of HBO's programing, coordinating budgets, research and business affairs.

Biondi may have been a prescient choice. HBO is showing as much savvy in investment banking these days as it is in pay cable programing. To insure itself steady sources of original programing—and exclusive pay cable rights to theatricals—HBO has, with Biondi's help, embarked on several financial ventures, including Tri-Star Pictures, the HBO-CBS-Columbia Pictures Industries joint venture to create a major studio producing 12-18 pictures annually. Then there's Silver Screen Partners, a \$125-million public offering to raise money for another dozen films annually, in which HBO is a one-third limited partner. Prior to those deals, HBO had agreed to underwrite costs of Columbia and Orion Pictures productions in exchange for exclusive pay cable rights.

After graduating from Princeton in 1966 Biondi was offered the choice of law school or business school, and chose the latter—Harvard. After business school, "it was clear I had a pretty decent facility with numbers," Biondi recalls, and he took a job in the investment banking division of the predecessor of Prudential-Bache Securities. Although he was interviewed at CBS, Biondi says he had no desire to work in a large organization "and start down the road of the various and sundry pecking orders through CBS." After six months, however, when he saw that Bache was not going to build its banking capability, "I quit."

Biondi then joined a small investment banking firm. "And to show you how traditional it was, five days after I got there they changed their name." The firm lost partners, gained others, merged, and eventually was absorbed into what is today Shearson/American Express. Biondi spent two years in investment banking, "but I could see the same thing that happened at Bache: It was becoming a big warehouse." A number of the partners agreed, and when they left to



Frank Joseph Biondi Jr.—president, Home Box Office, New York, b. Jan. 9, 1945, Livingston, N.J. B.A., psychology and economics, Princeton University, 1966; M.B.A., Harvard University, 1968; various investment banking positions, 1968-70; business analyst, Shearson/American Express, 1970-71; director of business affairs, Teleprompter Corp., 1972-73; principal in own financial consulting firm, 1973-74; assistant treasurer and associate director of business affairs, Children's Television Workshop, 1974-78; director of entertainment program planning, HBO, 1978-79; vice president, programing operations, 1979-82; executive vice president, planning and administration, 1982-83; present position since February 1983. m. Carol Oughton; children—Anne, 8; Jane, 5.

work for a small venture capital firm, he was asked to follow. Eventually, Biondi established a semi-independent status with the firm. It was at this time that he learned, through Clarence Jones, a major shareholder in Inner City Broadcasting, that Teleprompter, the MSO, was "looking for some new financial management." (This was long before the company's acquisition by Westinghouse.) Biondi contacted Teleprompter and was hired as a consultant and later, for a brief period, went on the payroll as the mergers and acquisitions specialist.

For Biondi, it was not one of his happier employments. The company was being investigated, and trading in its stock eventually was suspended, for securities fraud based on events that took place before he arrived.

But there was an unexpected virtue in the Teleprompter service. "The nice part was I met my wife," Carol Oughton, who worked in the Teleprompter franchising department.

Biondi then returned to consulting. "I had built up a tremendous knowledge about the cable business, and it was obvious things were starting to happen," he recalls. Eventually, Biondi was offered two jobs: one with Gus Hauser at Warner Cable and another with the Children's Television Workshop. He chose the latter, he says, because the work-

shop was just beginning to invest in cable systems—a function he understood. "Three months after I got there they decided they weren't going to invest in cable any more, and instead were going into the movie business—which I knew nothing about at that time." He stayed on, however, to learn about motion pictures.

It had been while Biondi was at Teleprompter that he met Nick Nicholas Jr., then Time Inc.'s assistant treasurer and head of financial analysis for nonpublishing activities. Nicholas was in charge of selling Time's cable property—Manhattan Cable Television—and had met with Teleprompter's Biondi about a possible deal. "The city of New York would not transfer the cable franchise," Biondi recalls, "which forced Time to stay in the cable business." No deal was made, but Nicholas and Biondi kept in touch. Meanwhile, one of his wife's best friends was dating a young lawyer named Michael Fuchs. They became good friends.

Fuchs one day called up Biondi at CTW and told him he had taken a job with HBO. "It's a great job," Biondi recalled Fuchs telling him, "but I don't know anything about the cable business. Tell me about it."

They met for lunch, and Biondi says he told Fuchs: "HBO is a great idea, but the thing that bothers me about the company is it's a middleman. It's too vulnerable between the cable guys, who are quasimonopolists in their market, on the one hand, and the movie companies, who are few enough in number that they're ultimately going to wear you down." Biondi said: "That appealed to Fuchs's sensibility."

Later, Biondi got another call from Fuchs, who suggested a meeting between Biondi and other HBO executives for a possible job opening. When they offered him a film buyer's position, Biondi declined.

Another 18 months passed. Fuchs called again offering a job. Biondi said Fuchs couldn't quite describe it, but the latest offer was "part co-production, part children's programing, part planning—we'll figure out the rest when you get here," Fuchs said. It was October 1978, and Biondi had joined a large corporation.

Biondi, who now has a corner office on the seventh floor of the Time-Life Building, says that HBO when he arrived was a small business within a larger one, and that thought did not make him uncomfortable. What drew him was "smart people who did things differently."

Biondi is 38. He doesn't like to speculate about what's next, but he seems, perhaps for the first time in his career, comfortable. In five years? "I would be very happy if I'm right here." He notes he wants to be around to see all that he's helped construct pay off—Tri-Star, Silver Screen, Orion. He remarked the other day: "It's a very difficult place to leave." Although, he adds, "I could hardly preach that given my own background." ■

Network sources are divided as to interest networks might have in getting into syndication (see page 27). Some virtually dismissed it as unlikely prospect; others felt there would be definitely **profitable market in syndication of movies**, made-for-TV movies, specials and, perhaps more in Europe than in U.S., news and documentary programs. Those who minimized syndication prospect felt that backbone of inventory would have to be first-run syndication programs and noted that, even in **pre-rules days, networks seldom—or never—produced for syndication alone**. As for profit shares in programs produced by others, network sources said that although many years ago they sometimes got as much as 50%, in years immediately preceding rules, they got closer to 25%—or less. There was no consensus on what percentage they might go for in future, but there seemed good deal of feeling it would take hard bargaining for them to get much, if anything, from major producers and such leading independents as Norman Lear. As one network official put it, "If Paramount brought us a program, I can't see them giving us a percentage of the profit too." Chances would be much better, according to this reasoning, with smaller, underfinanced producers who "really need the money."

With recent passing of Frank Reynolds, who was considered chief among equals of ABC's *World News Tonight*'s three-man anchor team, **decision has been made to revert back to one-anchor format**. Insiders confirm that ABC's **Peter Jennings has been only serious contender** for sole-anchor position since decision was made. It's likely he will be named to that position in week or two assuming contract talks proceed without hitch. Jennings' 20 years of network news experience has been cited as giving him decisive edge over Max Robinson, who has been Chicago-based anchor for *World News Tonight* since 1978. Robinson is currently in talks with network about his future role with ABC News, presumably as senior-level correspondent.

Mark Monsky resigned Tuesday (Aug. 2) as president of **Metromedia News**. Sources within company said Monsky, who, since October 1982, has been preparing for launch of daily, hour-long nationally syndicated prime time newscast, had run afoul with upper management for too much financial outlay toward project and not enough progress toward getting show on air. Dick Block, executive vice president, Metromedia Television, declined to comment on Monsky's departure except to say news executive, who ends 13-year tenure at Metromedia's WNEW-TV New York, "made a great contribution to this company." Metromedia "is on course on the objectives we set up" toward launching *Prime Time News* said

Block, who confirmed company continues talks with NBC News political correspondent Roger Mudd, recently reassigned from *NBC Nightly News* anchor position, about possibility of anchoring *Prime Time News*. Block said he probably will not replace Monsky, but will himself oversee Metromedia's news operations. There had been speculation last week that James Thistle, former news VP at Metromedia's WCVB-TV Boston and now professor of journalism at Boston University, might be tapped for position.

Daytime race among three networks is getting hotter. For week of July 25, according to NBC, CBS and ABC tied with 6.7 rating, while NBC scored 5.5, closest it has been to competition in five years. In shares, CBS had 24, ABC 23 and NBC 20—closest NBC has been to ABC since March 1980.

National Association of Broadcasters last week announced makeup of its **Structure Study Committee** (formed to examine "federation" plan to reorganize NAB into radio and television divisions under umbrella organization), in form modified from original expectations (BROADCASTING, July 18). Although seven members had been planned, balance of committee at six, with two radio and two television representatives—in addition to co-chairmen—and presence of major broadcasting figure in Dudley Taft, obviated need for seventh member, according to Joint Board Chairman Gert Schmidt. Two of those originally tapped—Don Curran, Field Communications, and Robert King, Robert K. King & Associates—declined to serve. Committee members, in addition to previously named co-chairmen Martin Beck, radio board chairman, and Jerry Holley, television board chairman, are: Arnold S. Lerner, WLLH Inc., Lowell, Mass.; W. Frank Harden, State Telecasting, Columbia, S.C.; Stanley W. McKenzie, Seguin Broadcasting, Seguin, Tex., and Dudley S. Taft, Taft Broadcasting, Cincinnati.

Nine public TV stations have netted total of more than **\$3.7 million** from advertising sales and "enhanced underwriting," during **15-month advertising experiment**, according to third progress report, issued by National Association of Public Television Stations. Breakdown of earnings gives \$3 million to six stations which actively sold ad messages and \$767,000 to two stations carrying enhanced underwriting. Ninth participant, WOLN(TV) Erie, Pa., posted \$15,000 loss for year. WOLN virtually abandoned ad sales effort following management change in November 1982. Direct expenses for selling ads ran at about 30% of gross revenues, as did expenses for enhanced underwriting. Report, issued at end of July,

AT&T loses Bell battle

The stage is set for the breakup of AT&T, the nation's largest corporation, on Jan. 1, 1984. AT&T announced last week its acceptance of court-proposed changes to its eight-month-old plan for the divestiture of its local telephone companies.

In making the announcement in New York last Wednesday, AT&T Chairman Charles L. Brown said the company's action "signals the end of an institution—the 107-year-old Bell System—and the start of a new era in telecommunications.

"The decks are clear for completing the divestiture," he said. "With the dawn of the new year, the Bell system will be succeeded by a new AT&T and seven totally separate regional telephone companies."

In accepting the changes, AT&T agreed to drop the use of the name "Bell" except for Bell Laboratories and for foreign subsidiaries, to allow the divested local telephone companies to sublicense patents to companies that would manufacture items for them and to pay, under certain limitations, the cost of providing long-distance carriers equal access to the local companies.

The dropping of the Bell name was apparently hardest for AT&T to accept. "It is very important and we're very sorry to lose it," said Brown. "But 'AT&T' has some recognition around the world and we intend to exploit it." AT&T will change the name of its unregulated services subsidiary from American Bell to AT&T Information Systems. AT&T adopted the name American Bell

shortly after announcing plans for the divestiture and, according to Brown, AT&T spent \$30 million to popularize it. AT&T will retain the American Bell logo, a circle with horizontal strips which is supposed to represent "a world girdled by electronic communications."

The divestiture is not entirely voluntary. It is the essence of a consent decree worked out by AT&T and the Justice Department a year ago to put an end to the Justice Department antitrust suit against AT&T filed during the early days of the Ford Administration in November 1974.

At the same time it fragments the Bell system, the consent decree gives AT&T considerable freedom to compete in the rapidly growing and dynamic telecommunications marketplace. "It won't be easy and it certainly won't be without risk, but I am entirely confident we have the resources to be what we intend to become," said Brown, reading from a prepared text. "We have the Bell Telephone Laboratories. We have the Western Electric Co. and the professional marketing organizations to sell and service our products and systems. We have in the U.S. an intercity network which is the heart as well as the pulse of the world's best phone system. And most important of all in the long run, we have an abundance of human talent. . . . In the old world, under the old rules, AT&T was the leader. We expect to remain the leader in the new world we face."

ays all nine stations had minimal community reactions to advertising or underwriting messages. And five of six stations' available subscription tallies report increased subscriber income from 1982 to 1983 (between low of 3% and high of 12.4%). Stations selling ad messages were: WPBT(TV) Miami; WHYY-TV Philadelphia; WYES-TV New Orleans; KCSM-TV San Mateo, Calif.; WIPB(TV) Muncie, Ind., and WTTW(TV) Chicago. Stations offering enhanced underwriting were: WNET(TV) New York and WOED(TV) Pittsburgh.

IBC-TV has signed KDLT(TV) Mitchell (Sioux Falls), S.D., as affiliate, effective Aug. 22. Channel five station, owned by Dakotaland Broadcasting Corp., Sherwood L. Corner, president, replaces Channel 13, KSFY-TV Sioux Falls, which, with two satellites, moves from NBC-TV to ABC-TV under deal announced last winter ("Televastings," Feb. 28).

Although not official, promotions are due for three **ABC Entertainment executives:** **Ann Daniel**, VP-dramatic series development, will be elevated to VP-prime time series development; **Gus Lucas**, VP-program planning and scheduling and assistant to senior VP-prime time, will be named VP-assistant to ABC Entertainment President Lewis Erlicht; **Ted Harbert**, director of program planning and scheduling, to VP-program planning and scheduling. Erlicht's old position—VP-prime time programming—is disappearing. Duties will continue to be carried by Erlicht and others. Reason for reorganization was described as move to keep Erlicht "more closely involved with people in charge."

Board of Broadcast Capital Fund (**BROADCAP**), nonprofit venture capital company established by National Association of Broadcasters to assist minorities in acquisition and ownership of broadcast properties, announced **\$1.35 million in new investment commitments** last week. Funds will go to KLMB-TV Longview, Tex., to finance construction of network affiliated UHF television station there; Spanish Broadcasting Systems, New York, to purchase AM station to serve New York/New Jersey area, and Mason Broadcasting Co., for purchase of FM station in South Carolina. Board also passed resolution authorizing \$5 million fundraising campaign directed toward nonnetwork contributors.

ABC says it has written total of **\$1.9 billion** on books for **upfront TV sales next season**, including daytime, news, prime time, children's, Olympics and World Series. Figure **compares to \$2.3 billion** that ABC recorded in **calendar 1982** for its total TV and radio sales.

CBS Radio will begin **satellite delivery of programming** via Satcom I-R next Monday (Aug. 15) to affiliates of both its traditional radio network and young adult-oriented RadioRadio network, which have had earth dishes installed. CBS will still retain land line transmission but plans to have all programs delivered via satellite by Jan. 1.

ABC-TV said its programs and personalities received **133 nominations for prime time Emmy awards**—"more than any other network ever," and almost as many as CBS-TV and ABC-TV combined. CBS received 73 nominations, ABC 68, PBS 29 and syndicators 13. **ABC's leader was Hill Street Blues**, with 17. Awards, given by Academy of Television Arts and Sciences, will be presented both at Hollywood banquet Sept. 18 and on NBC telecast Sept. 25.

Montgomery N. (Monty) McKinney, chairman of Chiat-Day, Los Angeles, has been named **chairman of DDB/West, Los Angeles**. McKinney had served Doyle Dane Bernbach in its Los Angeles office from 1957 to 1975, serving as senior VP in charge of client services, when he resigned to form Chiat-Day with Jay Chiat, president of that agency.

Friends of National Public Radio, recently formed independent citizens' fundraising group to help financially troubled network, announced last week it has **received \$107,000 in response to two**

July swept to CBS. With a slightly bigger lead than it captured last July, CBS-TV appears to have won the July local ratings sweeps, completed last Tuesday and Wednesday (Aug. 2-3) by Arbitron and A.C. Nielsen. NBC-TV, which last year trailed second-ranked ABC-TV by two rating points, turned the tables and bettered ABC by a full rating point in Arbitron's rating period and six-tenths of a point in Nielsen's.

The results cited are preliminary, and reflect averages of daily results from Nielsen's National Television Index computed for both the Arbitron rating period (July 6-Aug. 2) and the Nielsen period (July 7-Aug. 3). Final national results, which will reflect local results in more than 200 markets for each service, could differ slightly.

CBS, which aired more original programming in its prime time slate (23%) than NBC (18%) but less than ABC (34%), averaged a 13 rating/25 share in the Arbitron period and a 13/25 in Nielsen. NBC, which improved its performance by 15% over that of last July's in Arbitron's sweep period and by 12% in Nielsen's, averaged a 12.2/24 and an 11.9/23 respectively. ABC averaged an 11.2/22 in Arbitron, down 11% from its performance a year ago and an 11.2/22 in Nielsen, down 15% from a year ago.

CBS aired the top five regularly scheduled programs during the sweep period and the highest-rated prime time special, *The Miss Universe Pageant* (22.6/38). It also aired the highest-rated prime time documentary in the 1982-83 network TV season—*The Plane That Fell From the Sky* (15.3/28). NBC had the sixth, seventh and ninth highest-rated regularly scheduled programs. CBS aired the eighth and ABC the 10th.

Although the three networks lost a point in their combined share of audience, slipping from a 71 in July 1982 to a 70 this year, they maintained a combined average rating (36.4) about the same as that of a year ago (36.5). The level of homes using television was up, with the total network audience also up, from 29,750,000 to 30,320,000.

June newspaper ads—in *New York Times* and *Washington Post*—signed primarily by media personalities. Representatives of group plan to meet with NPR officials this week to turn over funds which, according to FNPR secretary Ann Smith, will be used for programming. Former Senator Dick Clark (D-Iowa) heads organization (BROADCASTING, July 4).

Friday Night Videos, late-night weekly entertainment program that premiered on NBC-TV on July 5, scored **highest rating of any NBC show in 12:30 a.m. time slot since Midnight Special** featured appearance by entertainer Paul Anka in January 1977. Average rating for 90-minute *Videos* was 5.5/26.

Inter American Satellite Television, Rupert Murdoch-backed **DBS venture, is moving** from temporary offices at Murdoch's *New York Post* in Manhattan to permanent quarters in Harmon Cove industrial park, owned by Hartz Mountain Industries, in **Secaucus, N.J.** Lease for 60,000 square feet of office space is expected to be signed this week. Five 5.5-meter earth stations for uplinking five channels of programming to SBS III will be located near office. Meanwhile, IAST seems to have revealed name it will use to market service. House ad in Aug. 3 issue of *New York Post* read: "Skyband: Satellite television program service, bringing you the best in television viewing. Look for it this fall."

Frank Gregg Kear Sr., 79, telecommunications consultant and founder of former Kear & Kennedy, Washington communications consulting firm, died July 22 at Sunnyvale, Calif., nursing home. He suffered from Alzheimer's disease.

Leslie Corn, director of programming for **CBS's RadioRadio** network, is **said to be leaving post** at end of month with duties to be absorbed by other staffers. According to source, move is part of CBS Radio's decision to reduce staff force by two-to-five by year's end.

Editorials

Nibbling the bullet

It is not entirely clear what the FCC did last week to its rules that for 13 years have kept television networks out of domestic program syndication and denied them financial interests in programs they buy from others for network play. The official report, issued several hours after the commission voted, provided only a hazy and semiliterate description of the action. Judgments must be deferred until the formal order is available, perhaps this week.

It would appear, however, that the FCC has "tentatively" decided to let networks bargain with producers for financial interests on any scale. It would also admit networks to foreign syndication of any programming they can lay their hands on and to domestic syndication of any kind of programming except entertainment series that have had network play between 7 and 11 p.m. There are restrictions aimed at the prevention of warehousing.

Not unexpectedly, the Committee for Prudent Deregulation, a euphemism for the inner circles at the Polo Lounge and Ma Maison, as represented by Jack Valenti at a preferred table in Lion d'Or, has called the FCC action a stab in the back. The major suppliers of network programs would be certain to find negotiations more difficult in a free market.

Cries of equal anguish may be expected from the Association of Program Distributors, if the commission action turns out to be what it seemed to be last week. The members of that association feared above all the entry of networks in the syndication market with programming that would compete with the vehicles that APD members sell.

The Association of Independent Television Stations withheld comment last week, hoping, obviously, that the final order would confirm the protection against warehousing that was promised in preliminary reports.

The networks expressed varying degrees of discreet disappointment that the action fell short of outright repeal of the rules. There was no sign, however, that a final ruling would be resisted if it conformed to the general perception of what the "tentative" action had been.

In a way, the major producers may have themselves to thank for the way the FC has provisionally resolved this most controversial of recent initiatives. Back in May, during 10 hours of oral presentations by antagonists before the FCC, Valenti and others from his camp narrowed the debate to the principal question: Would repeal give the networks both the power and incentive to manipulate syndication in favor of themselves and their affiliates? As Valenti distilled the issue: "This war is being waged by the networks to demolish the one foe they fear, the independent television stations." If the warehousing he deplored is indeed prevented by the measures the FCC now has in mind, his principal argument of last May is blunted. In more recent comments, however, the producers have emphasized what they see as a threat to their creative control and incentive to innovate if the networks can bargain their way into financial participation.

It has been apparent for some time, as the cost and intensity of the campaign for and against repeal escalated, that compromise was the probable outcome. The compromise reached by the FCC last week will be resisted and may not emerge in final form without change. Not only that, the opponents of any modification of the existing rules are certain to carry on their campaign for congressional intrusion in the process.

The guess here, as stated months ago, is that when all is said and done, nobody will be entirely happy, but the rules will have been relaxed.

It is not as though this action will be the sum of FCC revisions of its present regulations. As recounted by Chairman Mark Fowler in an interview with BROADCASTING last week, other changes of significance are in prospect. Some will alter market powers that now obtain. For example, a liberalization of the multiple ownership rules could create station groups with enormously expanded roles in supplying and consuming programming. The marketplace of 13 years ago is already a relic and is headed for the status of an archeological dig.

Return to reason

The bill approved last week by the Senate Commerce Committee to extend the authorization of the Federal Trade Commission contains distinct improvements in existing law. For one thing, it considerably narrows the FTC's power to kill advertising on a subjective finding of unfairness. For another, it repeals the commission's authority to pay for public participation in rulemakings. Both provisions in the present law have been grossly abused.

Under the bill emerging from committee, an act or practice could not be judged unfair unless it "causes or is likely to cause substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or competition." The English in that passage could be substantially improved, but the idea is clear enough. If that had been the law back in 1978, the FTC could not have undertaken its campaign to put an end to the children's television advertising that its chairman of the moment hated. (The children's TV episode was one of the regulatory excesses that bought the FTC the restraints that the committee has now adopted.)

The new authorization bill would also put an end to the FTC's compensation for participation in rulemakings. That, if law, would have been another disincentive to the children's television proceeding. The same professional agitators who encouraged the FTC to take that one on were paid large sums for participating in the rulemaking they had been instrumental in precipitating. As long as the existing authorization is on the books, it is a permanent invitation for self-appointed representatives of the "public" to stir up regulatory action that will pay their keep.

The refinements that the Commerce Committee adopted fell short of those that advertising interests had wanted. They are, however, worth supporting on the rest of this legislative journey.



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Philadelphia	KYW	NBC	People Are Talking	10:00-11:00 AM	Wilkes-Barre/ Scranton	WDAU	CBS	Noon Newscene	12:00-12:30 PM
San Francisco	KGO	ABC	AM Weekend	8:00-9:30 AM	Greensboro/ Winston-Salem	WFMY	CBS	Good Morning	6:00-8:00 AM
Boston	WCVB	ABC	Sunday Open House	9:00-11:00 AM	Flint/Saginaw	WNEM	NBC	Farm and Garden	6:00-6:30 AM
Detroit	WJBK	CBS	Focus Detroit	12:00-12:30 PM	Shreveport/ Texarkana	KTAL	NBC	ARK-LA-TEX Today	11:30-12:00 Noon
Cleveland	WJKW	CBS	Morning News/ Newscenter 8	7:00-7:30 AM	Richmond	WXEX	ABC	Good Morning Virginia	10:00-10:30 AM
Pittsburgh	WTAE	ABC	AM Pittsburgh	10:00-11:00 AM	Knoxville	WBIR	CBS	Early Morning	6:30-7:00 AM
Atlanta	WSB	ABC	Action News AM	6:15-7:00 AM	Toledo	WTVG	NBC	13 Reports	6:30-7:00 PM
Seattle	KING	NBC	Northwest Today	9:00-10:00 AM	Mobile/Pensacola	WKRK	CBS	Early Morning News	6:00-7:00 AM
St. Louis	KDNL	IND	KDNL News Update	6:30-7:00 AM	West Palm Beach	WPEC	ABC	Eyewitness 12	6:25-6:30 AM
Sacramento	KXTV	CBS	Eyewitness News at Noon	12:00-12:30 PM	Albuquerque	KGGM	CBS	Stopwatch	12:00-1:00 PM
Portland	KGW	NBC	Northwest Today	9:00-10:00 AM	Syracuse	WSTM	NBC	Woman On The Go	10:00-10:30 AM
Hartford					Spokane	KREM	CBS	Northwest Today	9:00-10:00 AM
New Haven	WVIT	NBC	What about Women	6:30-7:00 AM	South Bend	WSBT	CBS	Rod Johnson Show	9:00-9:30 AM
Cincinnati	WLWT	NBC	Midday News	11:30-12:00 Noon	Baton Rouge	WAFB	CBS	Morning in Louisiana	8:00-8:30 AM
Milwaukee	WITI	CBS	Newsheaders	5:00-5:30 PM	Ft. Wayne	WKJG	NBC	Wayne Rothgeb Show	6:30-7:00 AM
Nashville	WTVF	CBS	Newsmakers	11:00-11:30 AM	Sioux Falls/ Mitchell	KELO	CBS	Good Morning KELO Land	6:30-7:00 AM
Charlotte	WBTV	CBS	Good Morning With Jim Patterson	6:00-7:00 AM	Lansing	WILX	NBC	Spectrum	12:30-1:00 PM
Buffalo	WGRZ	NBC	Newscenter Two	12:00-12:30 PM	Augusta	WAGT	NBC	Morning Break	9:00-9:30 AM
Orlando	WESH	NBC	Two's Country	7:00-7:30 AM	Savannah	WJCL	ABC	5:30 Evening News	5:30-6:00 PM
Memphis	WREG	CBS	Dateline Memphis	5:00-5:30 PM	Terre Haute	WTWO	NBC	Noon News	12:00-12:30 PM
Grand Rapids/ Kalamazoo	WKZO	CBS	Accent	12:00-12:30 PM	Traverse City/ Cadillac	WWTV	CBS	Lunch Break	12:00-12:30 PM
Raleigh/Durham	WPTF	NBC	Morning Digest	9:30-10:00 AM	Greenwood/ Greenville	WABG	ABC	Magazine 6	6:00-6:30 AM
Greenville/ Spartanburg	WSPA	CBS	Nancy Welch Show	10:30-11:00 AM	Helena	KTVG	NBC	Today Show	7:00-9:00 AM
Oklahoma City	KOCO	ABC	Daybreak	6:00-7:00 AM	Allentown	WFMZ	IND.	Cover to Cover	8:00-8:30 PM
Providence	WPRI	ABC	Front and Center	12:30-1:00 PM	Hazard (KY)	WKYH	NBC	Newscene At Noon	12:00-12:30 PM
Charlotte/ Huntington	WOWK	ABC	Action News at Noon	12:00-12:30 PM					

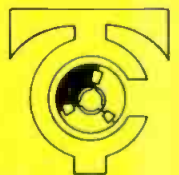
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