

Broadcasting Nov 14

3

PROGRESS REPORT

STATIONS COVERING OVER HALF OF ALL U.S. TV HOMES ARE ALREADY INTERESTED IN OUR DBS ACTION

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ABC-TV

CBS-TV

NBC-TV

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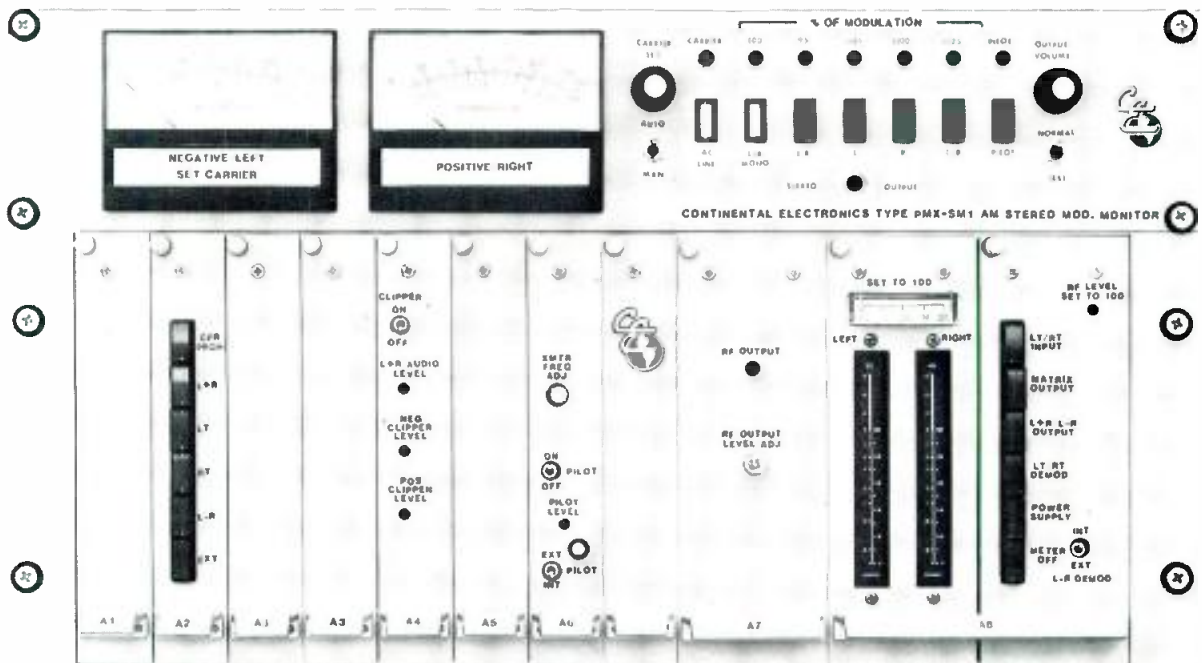
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Is AM Stereo ready to move up?

Market-place decisions notwithstanding, the recent introduction of receivers able to decode signals from any of the four systems in use today makes it easier for broadcasters to move ahead with AM Stereo plans.

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The PMX (Magnavox) System was first selected by the FCC to be the Industry Standard for AM Stereo. We established the system's viability during the 1979 NAB Show. The politically-inspired "market-place" decision hasn't affected the technical performance of the PMX System one bit.

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The Winning Combination

Our Type 302A Exciter, developed for the PMX System, and our new Type PMX-SM1 AM Stereo Modulation Monitor give you a superior package for AM Stereo broadcasting.

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XEROX

bamboo, hoax, swindle, rip off (Slang).
duplicate *adj.* identical, like, alike, similar, matching, resembling, equivalent, double, twin, dual, twofold.
—*n.* facsimile, copy, replica, reproduction, imitation, likeness, transfer, transcript, reprint, offprint, carbon, photocopy, Xerox, photostat, counterfeit, counterpart, double, twin, second, match, mate, fellow. —*v.* copy, reproduce, replicate, transcribe, photocopy, Xerox, imitate, repeat, double, echo.
duplicity *n.* deception, double-dealing, deceitfulness, dissimulation, hypocrisy, cant, insincerity, guile, artifice.
ant. straightforwardness, genuineness, artlessness, openness, candor.
ENDURANCE. ly, solid, strong,

You can't always take Roget's word for it.

We'd like to thank the people who publish a leading Roget's Thesaurus for taking the time and trouble to include Xerox. But we'd like to bring up a grammatical point.

The Xerox trademark is not a noun. Nor is it a verb. It is a proper adjective and should always be followed by a word or phrase describing one of our products. Such as Xerox copier, Xerox

word processor, Xerox electronic printing system, etc.

So please check your Thesaurus and, if necessary, make these corrections. And please feel free to use Xerox — the proper adjective — as a part of your speech.

That way you can be sure that when you ask for a Xerox product, you'll get only a Xerox product. And not just a synonym.

Broadcasting Nov 14

Fourth-quarter sales remain slow □ Leveraged buyouts, limited partnerships in vogue □ AMIP coverage from Miami □

SALES DOLDRUMS □ Fourth-quarter television sales market is marked by price cutting, sell-off requests. **PAGE 31.**

DEBATE DEREG □ FCC "clarifies" Aspen rule; it would allow broadcasters to sponsor and cover campaign debates. **PAGE 33.**

SCARCE SLOTS □ FCC finds itself with too many satellite applicants and not enough orbital positions. **PAGE 34.**

STOP THE CLOCK □ House Telecommunications Subcommittee members race against time to settle on broadcast deregulation package before Congress adjourns. **PAGE 35.**

NOVEMBER IN MIAMI □ Participants view AMIP as learning experience, with foreign sellers gaining better understanding of needs in U.S. syndication market. **PAGE 36.**

FINANCING FINESSE □ Limited partnerships and leveraged buyouts are occurring more frequently as a means for buyers to purchase major radio and television properties. **PAGE 40.**

MIXED BAG □ Although net income dropped, profits rose for major broadcast companies in third quarter. **PAGE 48.**

DAYTIME DOWNER □ FCC releases post-sunset authorization levels for AM daytimers, and results are less than expected. **PAGE 58.**

HEARING LOSS □ Group representing hearing-impaired loses court appeal for open captioning

on public television. **PAGE 58.**

FCC RULINGS □ Commission says states cannot regulate SMATV operations or pay cable rates. **PAGE 60.**

BODEN'S PROPOSAL □ Blair Radio executive announces plan to form ad hoc committee to help radio sell spot dollars. **PAGE 62.**

IN PLACE □ RAB President Stakelin announces that his management team is established at bureau. **PAGE 62.**

RE-EVALUATION □ Album-oriented rock formats are being retooled by today's radio programmers as they begin to lose listeners. **PAGE 70.**

DBS POSTPONEMENT □ Rupert Murdoch is putting his Skyband DBS plans on hold until better programs and higher-power satellites can be found. **PAGE 76.**

CANADIAN MOVES □ Northern neighbor moves to strengthen locally-produced programming. **PAGE 79.**

NO PROBLEMS □ Two Reagan nominations for CPB seats sail through Senate hearing. **PAGE 80.**

STANDARD DILEMMA □ SMPTE gathering hears talk of the need for manufacturers and engineers to agree on digital standards. **PAGE 82.**

DAYTIME BELIEVER □ Homewreckers and heartbreakers have helped veteran soap opera creator Agnes Nixon make her mark on daytime television. **PAGE 103.**

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but here's the bottom line:

**This year,
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played on radio
is licensed by BMI**



We bring you
the music
that brings in your audience.

Fin-syn final stand?

Senate version of House-passed bill (H.R. 2250) that would prevent FCC from repealing its financial interest and syndication rules for six months is in precarious state in its present repository, Senate Commerce Committee. Committee Chairman Bob Packwood (R-Ore.) appears unwilling to act on measure, leaving bill's proponents, Ted Stevens (R-Alaska) and Pete Wilson (R-Calif.), to search for another legislative vehicle to which they can attach moratorium. Senate action must occur before the end of this week (Nov. 18), when Congress is slated to adjourn until next year.

If Congress fails to adopt moratorium and FCC votes to liberalize rules, there's still antitrust consent decree that virtually duplicates existing FCC rules, antinetwork forces point out. Justice Department had said it would ask courts to liberate networks from decree—but that was before President Reagan ordered reversal of Justice's stand for liberalization (BROADCASTING, Nov. 7). FCC action would be irrelevant if decree remained in force.

Flirting

First signs of broadcasting federation sprang up last week when representatives of Daytime Broadcasters Association approached National Association of Broadcasters executive committee about possible merger of associations. DBA's proposal was greeted enthusiastically by NAB officials, who agreed to set up ad hoc committee with DBA to explore idea. NAB's radio board chairman, Martin Beck, Beck-Ross Communications, Rockville Centre, N.Y.; Bev Brown, KGAS(AM) Carthage, Tex., and Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., were selected to sit on committee.

Brighter side

Though fourth-quarter national TV sales seem mushy right now (story page 31), there's better news about third quarter. Roger D. Rice, president of Television Bureau of Advertising, is expected to present results of TVB's third-quarter time sales survey this week at TVB's annual membership meeting in Las Vegas. He'll report local sales up 14% from last year's third quarter, spot sales up 12% and network compensation up 4%, making average 12% rise in station time-sale revenues.

Edge to broadcast

If it comes down to choice between deregulation bills for broadcasting or cable before Congress adjourns, which will get priority in House Telecommunications Subcommittee? Better bet seems to be on broadcast bill. Subcommittee staff has been working hard on both bills, but subcommittee members Al Swift (D-Wash.) and Tom Tauke (R-Iowa) have asked Tim Wirth (D-Colo.), chairman, to put staff full time on broadcast deregulation. Wirth had promised to mark up both bills before Congress goes home. Adjournment is set for Friday (Nov. 18).

After dark

Many authorizations for AM daytimer post-sunset operation may have disappointed broadcasters (see page 58), but they shouldn't be knocked before they're tried, FCC official said last week. Authorization of four watts enabled one daytimer to cover his city, official said. Mass Media Bureau also has been told that grant of 10 watts can give AM daytimer range of up to six miles, 20 watts up to eight miles during post-sunset period. Attorney for Daytime Broadcasters Association said that coverage to be obtained depends on number of factors. "I would hope that everyone would try it," attorney said. "But we're afraid it won't work out the way the FCC staff hopes."

Getting religion

Dispute between religious radio broadcasters and ASCAP that has been festering in courts for more than six years is approaching settlement. Norman Bie, attorney and part owner of WSST(AM) Largo, Fla., and other leaders in class-action suit—said to represent close to 1,000 religious radio stations—have reached agreement in principle with ASCAP. As part of deal, they'll withdraw their suit, which claims ASCAP's blanket music license is unconstitutional as applied to religious stations (BROADCASTING, March 21, 1977), and will pay ASCAP undisclosed amount to settle infringement suits it had brought against several stations.

That's not all. Bie and associates then will take interim license from ASCAP as provided in its consent decree—course they had refused in past—for 60 days while two sides negotiate on Bie side's efforts to get different license terms. If

negotiations are fruitless, differences presumably will go to court again, but under ground rules laid out in ASCAP's consent decree, with judge deciding what "reasonable" fees should be.

Il Duce revived

Mussolini and I, six-hour mini-series that will take behind-scenes look at fascist regime of Italian dictator, is co-production project soon to be undertaken by HBO, Italy's RAI network and Metromedia Inc. "I" in title is Galeazzo Ciano, Mussolini's minister of foreign affairs, as well as his son-in-law, who was executed in 1944.

Cooling it

It may no longer matter, but FCC Chairman Mark Fowler confided he was willing to give some ground on financial interest and syndication rules relaxation—even before news broke that President Reagan supported two-year moratorium on action. In Oct. 26 letter responding to request by Senator Pete Domenici (R-N.M.), Fowler said he didn't think "congressionally mandated six-month delay in the effective date of any commission action on these rules would have a major adverse impact on the public interest."

Must-carry and spot TV

What's described as major defense of must-carry rules for cable, arguing strongly for their retention, will be unveiled this week by Station Representatives Association. To be presented Wednesday at SRA session during Television Bureau of Advertising's annual meeting in Las Vegas, it will kick off extensive campaign in support of rules, currently under attack by cablecaster-broadcaster Ted Turner in court as well as FCC.

Eyes on access

Columbia Pictures Television, major supplier of prime time programs to television broadcast networks, has recently been expanding staff and efforts to develop programs for other network dayparts, but is also making push to re-enter first-run syndication market. CPT, which currently has four prime time network programs on air, is shooting pilot for half-hour magazine program, *The Good Life*. Program will be pitched to stations in next couple months for prime time access.



*Everything is better when
it comes from the Harts.*

HART TO HART

A RONA II and Spelling / Goldberg Production
in association with



Available now for Fall 1984.

Turner keen on DBS

Ted Turner is suddenly bullish on prospects for direct broadcast satellites. In the past, the cable programmer has questioned the viability of DBS, but last week, in a speech before the Media Institute in Washington, he sounded like a believer and indicated that he would be a part of the new medium.

With some 400,000 backyard earth stations intercepting cable programming, he said, DBS, in one sense, is already a reality. And DBS in the other sense—a scrambled package of services offered to paying subscribers—is "coming and coming very quickly." As HBO and Showtime have done, Turner pointed out that the Galaxy I satellite, on which they all own transponders, is a suitable broadcast satellite. The C-band satellite is capable of delivering "perfect" pictures to earth stations with four-foot dishes, he said.

DBS "will be good for us," he said, providing an alternative means of distribution for his three services: Cable News Network, CNN Headline News and superstation WTBS(TV) Atlanta. Turner is still bitter toward many cable operators, who, he said, used the fierce competition between CNN and Group W/SNC Satellite News Channel to force him to reduce the monthly per-subscriber charge for CNN and, in some cases, pay for carriage. Turner bought out SNC last month for \$25 million and shut it down. "The cable operators were sorry to see the little game end," he said. Commenting on the buy-out, Turner said if ABC and Group W "had hung on, they would have bankrupted us in 24 months."

Although CNN and CNN Headline News are losing money at a rate of \$1.5 million a month, he said, Turner Broadcasting System is in the black and the news services will "break even someday," perhaps in 1984. Regardless, he said, the losses should be "tolerable" next year and "we will hang on."

In response to his a question from his audience of journalists and public relations executives, Turner said he doesn't interfere with the editorial content of his news services, but that he would have liked to be a television newsmen. "I would love to be over in Lebanon dodging those bullets with a camera in one hand and a hand grenade in the other."

Hobbled

William Bresnan, chairman and chief executive officer, Group W Cable, denounced FCC rules on must-carries, fairness and equal time as unfair restrictions on cable's First Amendment freedoms. While the intent of those rules, said Bresnan, is reasonable—to provide access to broadcast and cable channels—the result often is not. As examples, he cited cases where cable systems are required to carry two or three stations from each network as well as several PBS stations. Those rules, he said, inhibit the cable industry from providing subscribers with

the most diverse service possible at the lowest cost. The fairness and equal time rules, he said, "discourage rather than encourage" public debate on crucial issues by mandating access to everyone with a supposedly different point of view or political affiliation. Bresnan's remarks were made to a luncheon meeting of the National Academy of Television Arts and Sciences in New York.

Bresnan also contended that cities that attempt to impose programming controls on cable operators are no more entitled to do so than they would be to put controls on newspaper content. "Freedom of the media is our insurance against tyranny," he said.

CAB campaign

The Cable Television Advertising Bureau is to launch a \$500,000 advertising campaign today (Nov. 14) to persuade companies to advertise on cable television. The campaign, the first in CAB's history, includes a print effort in advertising and business publications and a video version on cable TV



networks as well as individual systems, which are contributing their time. The agency for the campaign is LPG/PON, New York, a subsidiary of Lois Pitts Gershon. The campaign continues until March 1984, when it will be evaluated.

The campaign stresses that "in 1905, Albert Einstein discovered the perfect media formula for 1984: $E=mc^2$, Effectiveness equals more cable." Robert Alter, CAB president, said the copy will include information attesting to the continuing growth of advertiser-supported cable television. Mention will be made of cable penetration (it's in almost 40% of all TV households); of a 40 share by cable programming in cable homes, and of the upscale audience that watches cable.

Contributing underwriting support for the advertising campaign are the following: ARTS, Business Times, CBN Cable Net-

work, ESPN, Group W Satellite Communications, Hearst/ABC/Viacom Enterprises MSN The Information Network, Nashville Network, Satellite Program Network, Spanish International Network, Turner Broadcasting System, The Weather Channel, US/Cable Network and Warner Amex Satellite Entertainment.

The campaign also will include sales calls to agencies and advertisers by CAB staffers; and promotional materials which can be adapted for use by cable systems and interconnects.

Z Channel Looks Ahead

The Z Channel, a pay television program service providing primarily sports to Los Angeles area cable viewers exclusively, is considering national distribution, according to company executives. The 24-hour service hosted an exhibit at the Over-the-Air Pay Television Exhibition in Los Angeles, making its first booth presence at an industry trade show. Jerry Harvey, affiliate relations director, acknowledged that The Z Channel is testing the waters for a possible satellite launch. The purpose of the presentation was to gauge reaction for relay to Group W Cable headquarters in New York. The service which has about 100,000 subscribers, was launched in 1974.

All in the Family

Silver Screen Partners, the limited partnership which raised \$83 million earlier this year for financing of motion pictures to be shown on Home Box Office, has selected another HBO affiliate—Tri-Star Pictures—to distribute its films domestically. Tri-Star is Hollywood-based studio formed last year by Time Inc. (which owns HBO), CBS Inc. and Columbia Pictures. Tri-Star and Thorn-EMI Screen Entertainment are discussing the possibility of London-based Thorn-EMI handling foreign distribution of Silver Screen films. Terms were not disclosed.

More pre-emption on way?

The FCC let it be known last week that it states may not regulate the rates of tiered cable services (see page 60). James McKinney, FCC Mass Media Bureau chief, has hinted that further pre-emption may be on the way. McKinney said the bureau was planning to "dust off" a notice of inquiry exploring whether localities should be able to regulate any cable rates—including those for basic services.

Another walks plank

A federal judge has given cable operator additional ammunition to defeat cable television pirates. Judge George W. White, in enjoining a Cleveland firm from distributing pirating equipment, ruled that section 601 of the Communications Act, which prohibits its unauthorized reception of radio signals

also applies to cable.

The ruling stems from a suit filed last September by Cox Cable Cleveland Area Inc. against American Hy-Tech, which had been selling converters and converter/decoders without Cox's permission. In his 19-page opinion, White said section 605 "prohibits the divulgence or publication of wire communications which are not intended for the general public" or assist in such activity by marketing pirating hardware. Citing other pay television piracy cases, he said cable television is not intended for the general public. Cox's attorney, Anthony F. LoFrisco, said he is negotiating with American Hy-Tech for damages and doesn't expect it to file an appeal. In fact, he said, so strong is his case that defendants in two similar cases in the area have agreed to injunctions before judgement.

The National Cable Television Association praised the ruling, but told its membership it is not binding on other federal courts and subject to reversal. "The industry must continue its efforts to secure federal legislation that includes clear and effective theft of service protections," it said. Such legislation is part of S. 66, which was passed by the Senate last June, and H.R. 4103, which is scheduled for markup later this month.

Bedtime stories

Genesis Cable StoryTime, a Canadian satellite "storybook service," premiered in the U.S. Oct. 31 on cable systems of ATC, Group W Cable and Cox Cable Communications. The 24-hour-a-day service schedules four-hour blocks of 15-minute stories six times a day. The stories are presented in a "silent format"—only pictures and captioning are provided—allowing viewers to read the stories aloud to others (presumably parents to their children). Promoted as family entertainment and an educational reading tool, StoryTime has been endorsed by the National Education Association. Genesis markets the service, which is distributed on Satcom III-R, transponder 8.

A demonstration of the service will be distributed over Satcom III, transponder 22, Wednesday (Nov. 16) at 7-8 p.m.

Merger movement

Showtime/The Movie Channel Inc. revealed its first moves in the development of a consolidated marketing structure for the newly merged companies with the announcement of five regional vice presidents. Three had been regional executives with Showtime and two with Warner Amex Satellite Entertainment Co. Those promoted out of Showtime are Art Gusow, who will head Showtime/TMC's Northeast region; Richard Ingerbrand, in charge of the north central region, and Jeffrey Wade, who will head the south central region.

WASEC executives receiving VP stripes are Bruce Braun, who will head Showtime/TMC's Western region, and Michael Wheeler, who will run the company's Southeast region. No staff cuts have been made since the development of the new marketing structure, a Showtime/TMC official said, but did not rule out future cutbacks to eliminate duplication between the two merged program services.

Oak trimmed

San Diego-based Oak Industries announced it plans to sell its Carlsbad, Calif., manufacturing plant for about \$9.2 million and is considering selling others among its 30 U.S. manufacturing facilities. Operations at the Carlsbad unit, which made cable television products and employed more than 1,000 persons at its peak, have been transferred to Taiwan.

Must carry means must carry

The FCC Mass Media Bureau has refused to grant several New Jersey cable companies waivers of its must-carry rules. Atlantic Coast TV Cable Corp., serving Atlantic City and Brigantine; Crosswicks Industries Inc.,

serving Bay Head, Brick Town, Mantoloking, Point Pleasant and Point Pleasant Beach; The New York Times Cable Co. of New Jersey, which serves 45 separate communities, and Penn Communications Inc., serving Logan township, Swedesboro and Woodstown, sought waivers to avoid having to carry WRBV-TV Vineland, N.J. (ch. 65). Each of the operators argued that it had no room; they also pointed out that WRBV carried scrambled STV programming during substantial parts of the day. But the Mass Media Bureau noted that none of the systems were arguing that it was saturated with stations entitled to mandatory carriage. "WRBV is a local signal for these New Jersey communities and, having requested carriage on the above systems, its non-STV programming is entitled to be carried," the bureau said.

This notice appears as a matter of record only.
October 1983

Cable News Network

A subsidiary of

Turner Broadcasting System Inc.

Has acquired

Satellite News Channel

Bill Daniels
represented SNC
in the transaction.

DANIELS
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Denver, Colorado 80206
303/321-7550

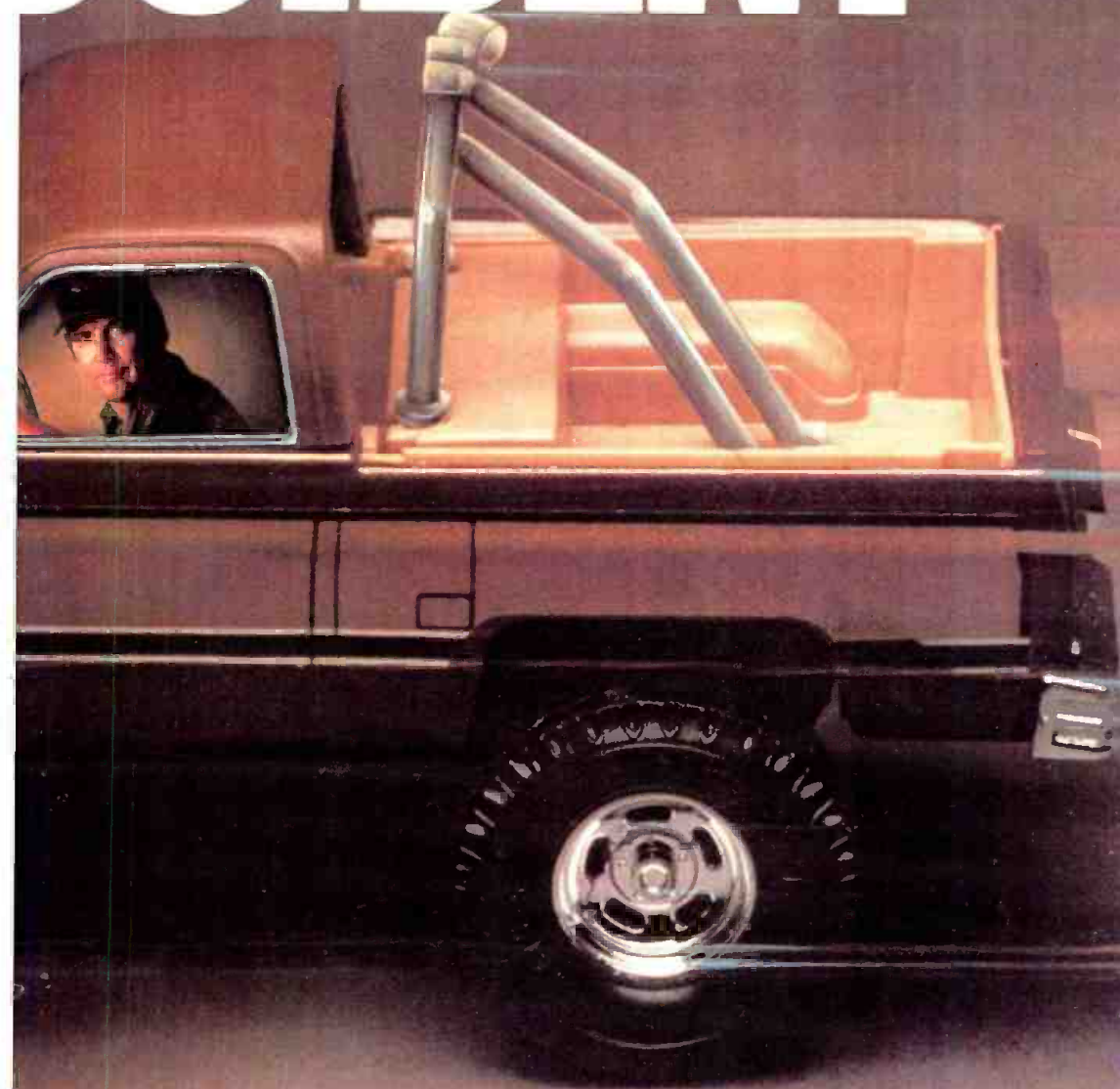
Financial Services to the Cable Communications Industry.

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IS NO A**



THE FALL GUY STARRING LEE MAJORS AND

LIKE THIS ACCIDENT



AVAILABLE NOW FOR DELIVERY SEPTEMBER 1986*

*AVAILABLE AS THE FALL GUY STARRING LEE MAJORS



RADIO ONLY

Florists Transworld Delivery

Association □ In pre-Thanksgiving promotion for flowers, FTD is launching one-week flight Nov. 16 in 40 markets, supplementing major effort on network radio airing currently. Spots will be presented in all dayparts during weekdays. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

Canandaigua Wines □ Four-week flight

for J. Roget wines begins Nov. 17 in 35 markets. Commercials will air in news and prime time. Target: adults, 25-49. Agency: Mission Argyle, Los Angeles.

Witte Hardware □ Various products will be advertised in three-week flight beginning Nov. 30 in markets throughout Illinois and Missouri. Commercials will air in early drive time. Target: men, 25-54. Agency: George, Gibbs, Hammerman & Myers, St. Louis.

Mercedes Benz of North America □

Passenger cars will be spotlighted in 15-week campaign to begin in early December in more than 200 markets, including Atlanta, Baltimore, Chicago, Philadelphia, Los Angeles and San Francisco. Commercials will air in all dayparts during weekdays and weekends. Target: men, 35-64. Agency: McCaffrey & McCall, New York.

TV ONLY

H.J. Heinz □ Sugar-free hot chocolate mix will be featured in eight-week campaign beginning today (Nov. 14). Spots will air in selected northern markets in various dayparts. Target: general consumers. Agency: Ketchum Communications, Pittsburgh.

Wohl Shoe Co. □ Three-week flight in 16 markets will begin this week in support of Famous Footwear line. Commercials are scheduled in day, early and late fringe. Target: women, 18-49. Agency: Tatham-Laird & Kudner, Chicago.

Canada Dry Bottlers □ In support of major network campaign promoting sodas and mixers, bottlers will begin spot activity today (Nov. 14) in all their local

AdVantage

McGavren radio weigh-in. McGavren Guild Radio issued report showing 25-54 was most requested demographic in every region of country during third quarter of 1983 with 34% of inquiries, followed by 25-49 in East, 18-34 in both West and Central regions and 18-49 in South. By daypart, AM drive was favorite, representing 30% of requests, followed by evening drive, 22%, and daytime, 20%.

Katz's numbers. Katz Radio said that for third quarter of 1983, 77% of requests were for 60-second commercials, average number of weeks per campaign was five and average number of markets per campaign was five. Continuing its dominance was 25-54 demographic, which Katz said accounted for 42% of all requests, up from 34% in third quarter of 1982. Other leaders were 18-34, with 12%, and 18-49, 7%.

"The person you describe is the person we'll deliver"

It's not a slogan.

It's our track record.

We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

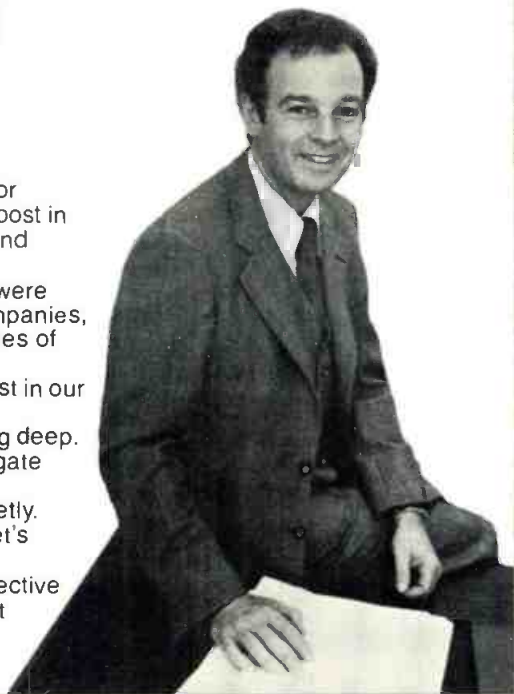
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

Our clients tell us we're the best in our field.

We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

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Traveling in style. American Tourister will unveil "a new fashion image" for its 1984 luggage in a 30-second spot breaking today (Nov. 14). The spot, filmed in Paris, shows young, well-groomed couples departing for trips, highlighting the theme that American Tourister "is designed to make it through a lot of good-byes." The commercial was created by French film director Sarah Moon, known for her campaigns for other fashion clients including Revlon and Cacharel. The new image is reinforced with the tag line: "Beautiful on the Outside... American Tourister on the Inside."

A two-week flight will air in 14 markets—all of the top 10, and Seattle, Miami, Pittsburgh and Atlanta. First-quarter activity is also planned. Target: adults, 18-54. Agency: Campbell Ewald Co., New York.



★ BENSON ★ IN '84

A MAN FOR ALL PEOPLE.

BENSON appeals to men, women, teens and kids. Robert Guillaume stars. Available now for Fall '84.

A Witt-Thomas-Harris Production
distributed by



IRK



The Sixteenth Annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged

Prizes total \$7000. Entry receipt deadline: January 31, 1984. For information and entry blanks: Mrs. Coates Redmon, Exec. Dir.; 1031 31st St., N.W., Washington, D.C. 20007. 202/628-1300.

1982 Broadcast Winners

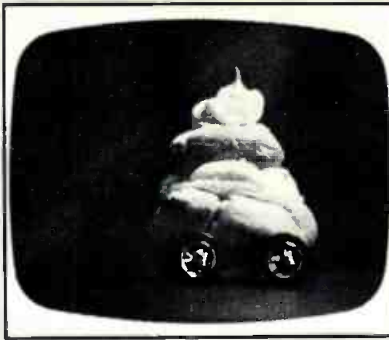
First Prize, Radio: Bill Leslie, Mike Edwards, Donna Jones, Pamela Hart, Nancy Lyons and Steve Shumake of WRAL, Raleigh, N.C. for "Five Faces of Poverty."

First Prize, Television: Jonathan Dann, Greg Lyon, Ken Swartz of KRON-TV, San Francisco, for "The War Within."

Other Media Categories: This contest is also open to newspapers, magazines, photojournalism and editorial cartoons. (Student entries welcome, but will be judged separately from professional entries.)

Awards Committee

Dorothy Gilliam, Chairman	Washington Post
Frank Mankiewicz	Freelance Journalist
Ernest Holsendolph	Cleveland Plain Dealer
Jim Lehrer	Public Broadcasting Service
Lesley Stahl	CBS News
Steve Roberts	New York Times



Sweet deal. A new 30-second spot highlighting National Car Rental's used cars for sale, presents its cars as cream puffs and other used cars as lemons. "At National, we think when you buy a used car, you shouldn't be the one that gets used." The spot emphasizes the quality of National's cars, and its two-year warranty.

The cable and broadcast buys include college basketball on ESPN, throughout the season, and spot buys in sports and other dayparts on broadcast TV through fourth quarter and into 1984. Target is general consumers. Agency: Campbell-Ewald, New York.

markets using local agencies. Commercials will air in prime access, prime, and late news. Target: adults, 25-54.

Corning Glass □ Line of new sunglasses, introduced in spring, will be highlighted in one-week campaign beginning Nov. 21. Spots will air in Tampa and Miami, both Florida, in prime and late fringe. Target: teen-agers and adults. Agency: Foote, Cone & Belding, New York.

Skill Power Tools □ New cordless screwdriver will be featured in gift-giving Christmas spot beginning Nov. 28 for four weeks. Commercial will air in 10 markets in day, prime access and early and late fringe. Target: women 18-plus (gift givers). Agency: Cunningham & Walsh, Chicago.

Halston □ Perfumes for both men and women will be featured in Christmas campaign beginning Nov. 28 for two weeks. Thirty-second spots will air "all across the country," including Detroit, Washington and Philadelphia, in various dayparts. Target: upscale women and men, 25-39. Agency: SFM Media Services, New York.

Freixenet □ Spanish sparkling wine will be advertised in holiday promotion to begin in early December for three weeks in four markets. Commercials will air in fringe dayparts and weather programming. Target: adults: 25-54. Agency: Quinn & Johnson, Boston.

Hormel □ Several different campaigns for meat products will begin Dec. 5 for three weeks in the top 50 markets. Cure

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Marie Leonard, *Mona Gartner*,
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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.
Tim Thometz, *Western sales manager*.

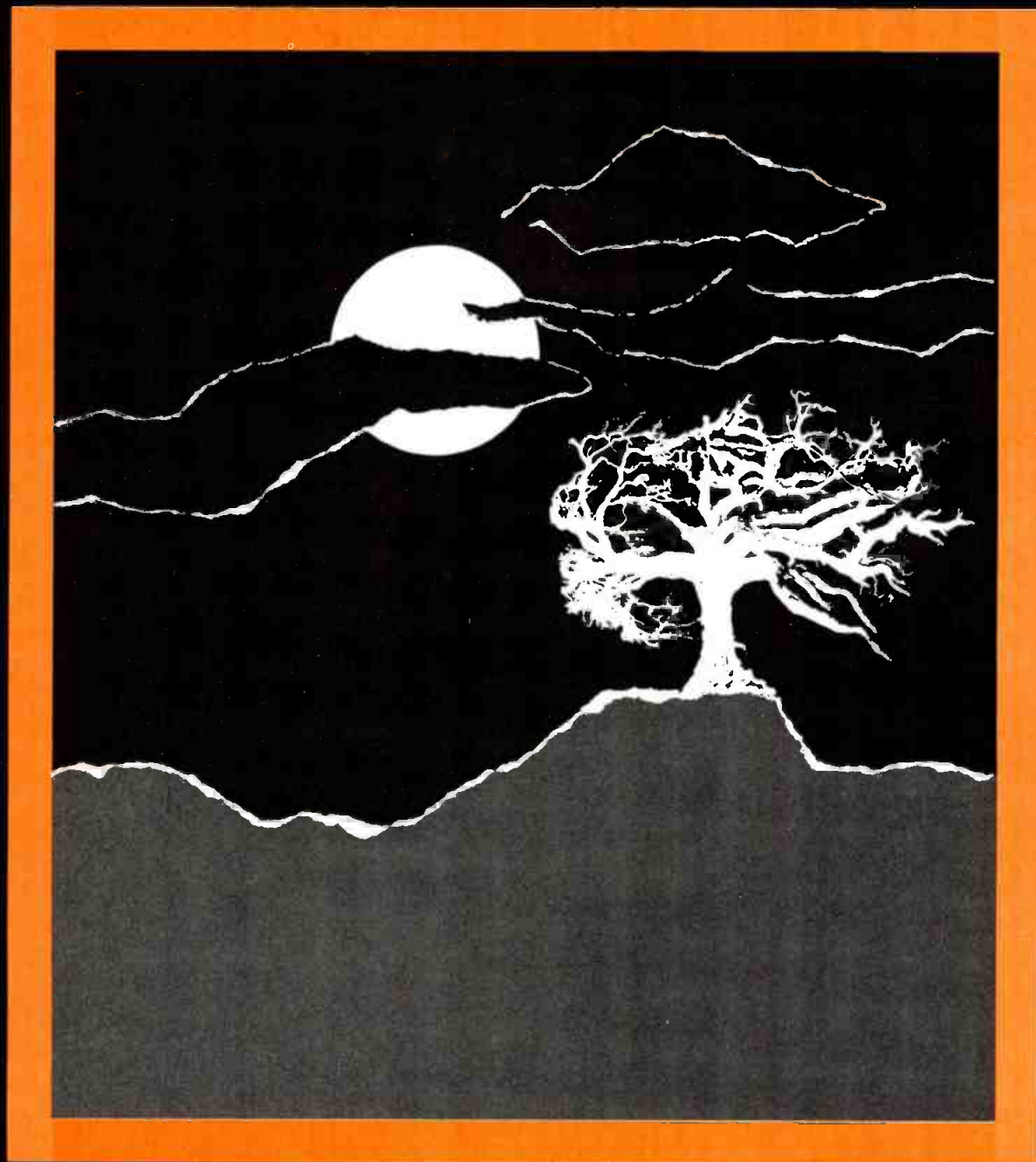
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Teletexting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □
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TELEVISION. Cablecastings.

13 CLASSIC THRILLERS II



WARNER BROS. TELEVISION DISTRIBUTION



A WARNER COMMUNICATIONS COMPANY

81 ham will be promoted in early and late fringe dayparts; Light and Lean luncheon meats will be featured in early and late fringe and daytime, and spot for new product, Homeland hard salami, will air in daytime, early and late fringe and ethnic programming. Target: working women and young mothers. Agency: BBDO, Minneapolis.

RADIO AND TV

Muse Air Corp. □ Air travel will be advertised for four weeks, starting in mid-November, in five TV markets and three radio markets. Commercials will air on television in early and late fringe and on radio in drive times. Target: adults, 25-54. Agency: Keller-Crescent, Las Colinas, Tex.

Denny's Restaurant □ Promotional campaigns for various menu items will begin today (Nov. 14) in 29 markets, including top 25. Spots will air in varied radio and TV dayparts depending on target. Targets: men and women, 50-plus; adults, 25-54, and young families. Agency: Western International Media, Los Angeles.

Monday Memo

A television editorial commentary from Pat Polillo, VP/general manager, KYW-TV Philadelphia.

Going out of the station for effective editorials

When Adam told Eve, "This apple is bad," he authored the first editorial. Millenniums later, the state-of-the-art in editorials has merely progressed to homilies against potholes and government waste.

Management views editorials as a means to fulfill, at best, some altruistic notion of public service; at worst, to mollify the FCC. And the public responds in kind with large doses of disinterest to these bland endorsements.

One major newspaper's survey showed that only 10% of the public even bothered to read its editorials. Those that do are frustrated with the absence of clear, concrete solutions. The static "talking head" foisted on television audiences accustomed to seeing the wonders of the world is usually ignored.

Consider. During these last decades, the technology of television has brought disasters, spectacles and emotion into our homes. Television has evolved from Marshall McLuhan's "cool, passive medium" into a hot, tactile force that blends entertainment and information into a compatible, contemporary mix. As the medium has matured, so has the sophistication of viewers.

Why can't we use precisely these tools to create visually compelling, active television editorials that will mobilize our viewers for action? Daily newscasts, special reports and in-depth investigations are regular features of news programming on any station of consequence. Each of these presents issues and locations for the production-minded editorialists with a ready-made audience of attentive viewers.

Overwhelmingly, my mail tells me viewers do understand issues and want to be involved. Some suggestions:

- I'm convinced that television editorialists need to use the active instead of the passive voice.

- The television editorial of the 80's should have the basic elements of commitment and carry-through. Attack issues with concrete solutions where the station can mobilize viewer action and achieve results.

- Establish a policy to write, produce and broadcast editorials on a consistent basis and in an authoritative manner.

This commitment involves time, talent



Pat Polillo is vice president and general manager of KYW-TV Philadelphia. He started his broadcasting career in 1948 as a producer/director at WBMD(AM) Baltimore. Three years later he made his move into television as a projectionist, cameraman and on-air talent at WAAM-TV (now WJZ-TV) Baltimore. He moved into journalism at KDKA-TV Pittsburgh and has worked at WNAC-TV Boston, WFIL-AM-FM-TV Philadelphia, KGO-TV and KPIX-TV San Francisco and WAGA-TV Atlanta before coming to his current position in 1980. Polillo has also been the editor of a bi-monthly newspaper and a teacher of biology, math, music and German.

and money. And it's worth the investment. You won't have to search for subject matter. Once your viewers realize your station's commitment, they will bombard you with editorial topics. (At KYW-TV, more than 40% of our editorial subject matter is contributed by interested viewers.)

On any given problem that warrants correcting, the station must establish its position. Then speak directly to the viewers in language that they will understand. Simple, direct, succinct, personal. It's the formula for effective presentation.

But building effectiveness must extend to production values. The visual impact of location shooting identifies problems and maximizes the sense of "being there" for the viewers. Not incidentally, location shooting enhances the "eyewitness" credibility of a

station's editorials.

Schedule regular time periods each week when editorials will be produced. Scouting locations and utilizing relevant news footage minimizes time spent on the actual shoot.

Creative use of character generators and related graphics can simplify even the most complex subject. But once the words and the pictures capture the problem, don't stop. Offer the viewer an avenue for response.

At KYW-TV, we've had significant success in having viewers react in writing and send letters to the station. We've received more than 2,000 responses to a single editorial; we relayed them with a copy of the editorial to the person who could effect or make the needed change.

In the case of breaking news issues, urge viewers to take action immediately by contacting an elected official or a concerned agency. Show the name and phone number on the screen.

The final step in the editorial package is follow-up. Let the viewers know what has happened. In many cases, you will be able to recap the original editorial, the response it generated and the desired result it helped achieve.

On just as many other issues, the infraction editorialized against will go on. So, too, must the editorials. Share this progress (or lack of it) with your viewers. Mobilize your viewers for a second try. After all, they're on your team; while you have them in a huddle, devise another strategy to help reach the goal.

By plugging away together on the editorial route, the station and its viewers share a struggle and an accomplishment. Also important is encouraging opposing sides to participate. That often means finding the opposing sides, and that takes work—but it's worth it. Don't forget that sometimes a wide open public debate of an important issue is in itself a worthwhile goal, and not just on a local level. There's no reason the networks should not be taking editorial stands nationally, and I hope they will.

The potential for effective television editorials has never been greater. I encourage you to take advantage of the time and the tools you have to make them work.

In the television industry, we're used to being put "on the spot." Make sure the next time you're on the spot, you're there to produce an editorial that shapes and stimulates public opinion. □

THE MARTIAL ARTISTRY OF SIR RUN RUN SHAW.

In the world of martial arts entertainment one filmmaker stands head and shoulders above the rest.

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Brothers Studios are the premier producers of full length, all-color martial arts feature films, as well as many other international productions.

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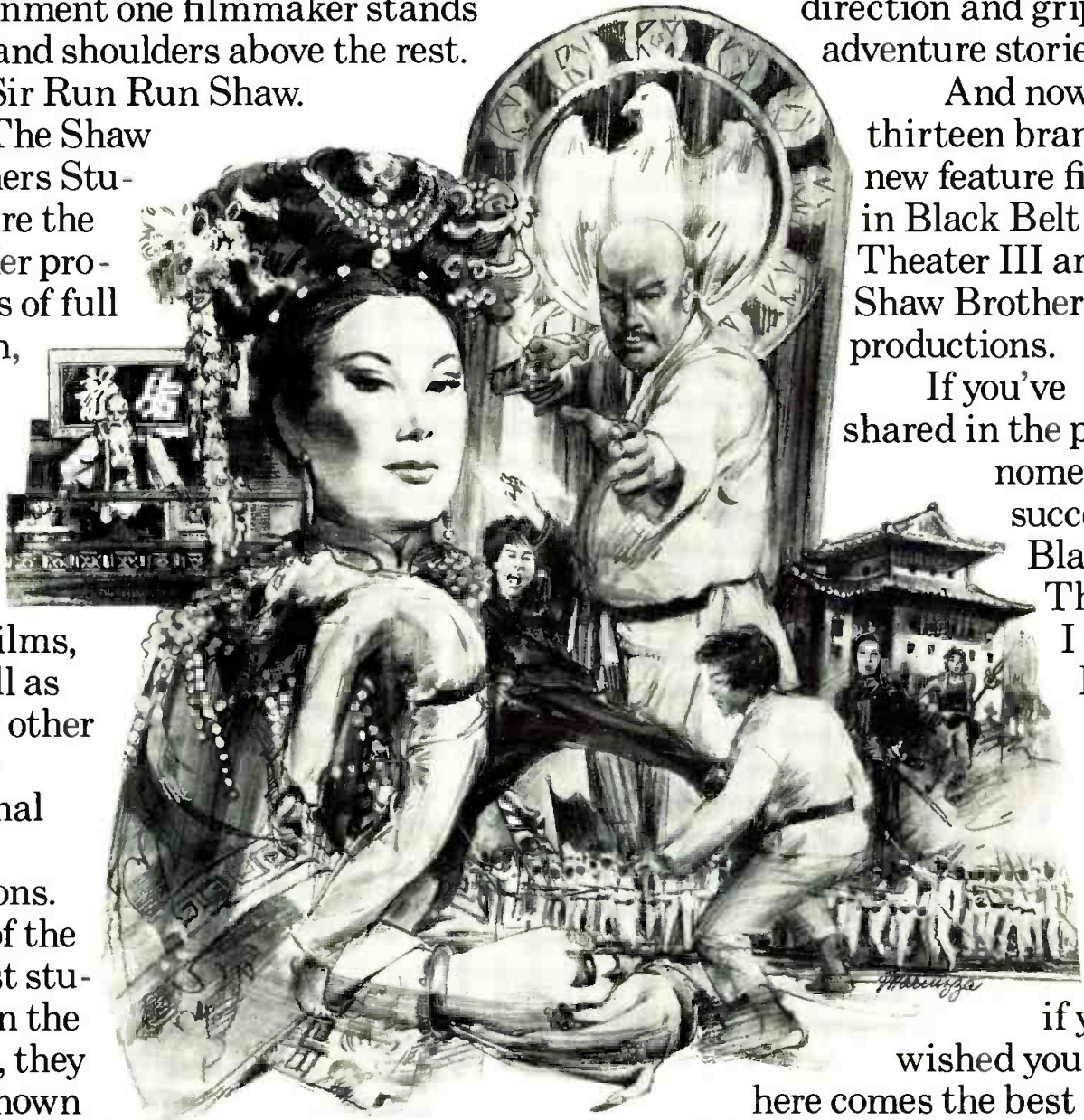
expert fight choreography, suspenseful direction and gripping adventure stories.

And now, all thirteen brand new feature films in Black Belt Theater III are Shaw Brothers productions.

If you've shared in the phenomenal success of Black Belt Theater I and II, or

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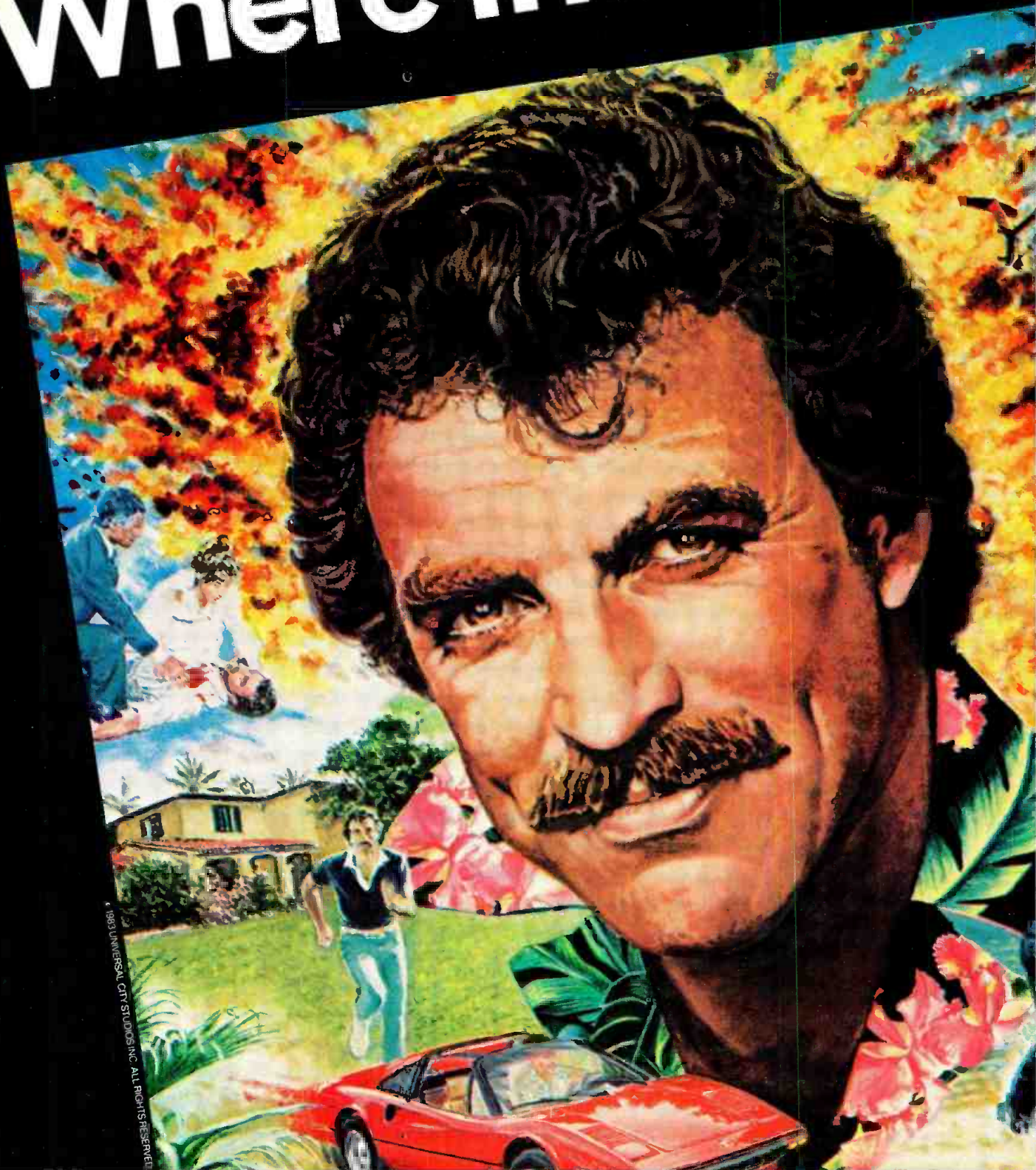


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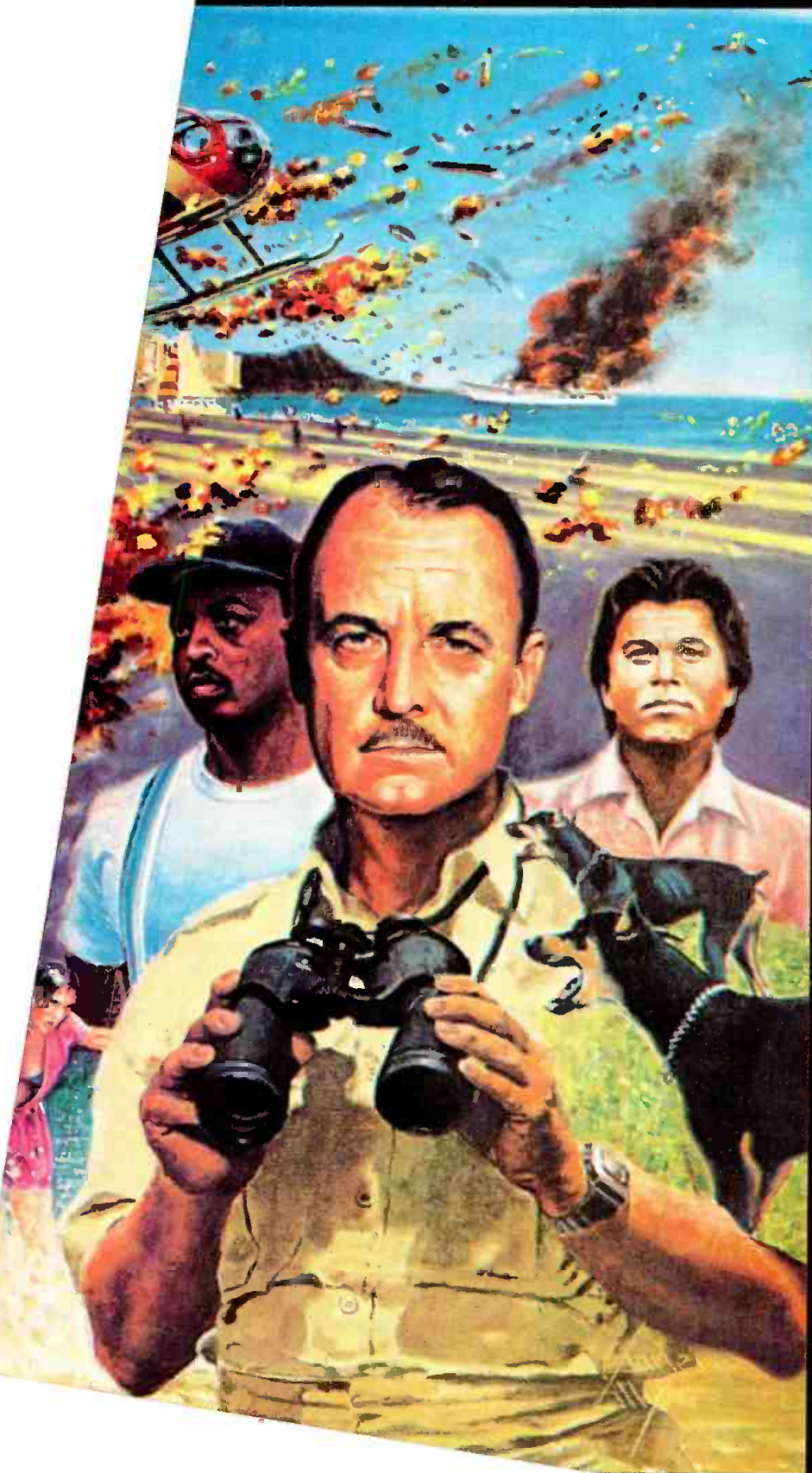


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The first six...

New York WOR-TV
Los Angeles KTLA
Chicago WGN-TV
Washington D.C. WJLA-TV
Dallas KTXA-TV
Atlanta WAGA-TV

MCA TV

This week

Nov. 14—*New York chapter of National Academy of Television Arts and Sciences*, forum, "Anatomy of a Daytime Drama." Summit hotel, New York.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

Nov. 15—*Southern California Broadcasters Association* annual membership meeting and election of officers and directors. Holiday Inn, Hollywood. Information: (213) 466-4481.

Nov. 15—*Southern California Cable Association* third anniversary dinner. Speaker: Mike Weinblatt, president and chief operating officer, Showtime/The Movie Channel Inc. Beverly Wilshire hotel, Los Angeles. Information: (213) 653-6187.

Nov. 15—Deadline for applications for one-year legal fellowship program, sponsored by *National Association of Broadcasters*, and designed to "provide post-graduate work-study experience for a minority lawyer planning a career in communication law." Information: Erwin Krasnow, senior VP and general counsel, NAB, 1771 N Street, N.W., Washington, 20036.

■ Indicates new or revised listing

Nov. 15—*Women in Communications, New York chapter*, meeting. Speaker: Al Neuharth, Gannett Co. Hilton, New York.

Nov. 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Copacabana, New York.

■ **Nov. 15**—*National Academy of Television Arts and Sciences* "Project Censored." Marines Memorial, San Francisco.

Nov. 15—*Ohio Association of Broadcasters* financial management school. Quality Inn, Columbus, Ohio.

Nov. 15-17—*Washington Journalism Center's* Conference for Journalists, on "Energy Issues: Oil, Gas, Nuclear." Watergate hotel, Washington.

Nov. 16—Reception marking beginning of eighth year of "Business of Radio Broadcasting" curriculum offered by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Orient Express, Los Angeles. Information: Harry Spitzer, (213) 466-4481.

Nov. 16—*American Women in Radio and Television, Washington chapter*, monthly meeting. Speaker: Jack Valenti, Motion Picture Association of America, on financial interest/network syndication rules. National Press Club, Washington.

Nov. 16—*American Women in Radio and Television, Houston chapter*, meeting. Sakowitz Post Oak, Houston.

■ **Nov. 16**—*American Women in Radio and Television, Atlanta chapter*, "Industry Day." Waverly hotel, Atlanta.

Nov. 16—*National Academy of Television Arts and Sciences, New England chapter*, and *Boston University School of Public Communication*, seminar, "Local Programming: Wealth or Wasteland." Boston University campus, Boston. Information: (617) 353-3447.

■ **Nov. 16**—*New York chapter, National Academy of Television Arts and Sciences*, luncheon. Topic: "Teleconferencing—Another New Use for Television." Copacabana, New York.

Nov. 16-20—"Airlie IV," fourth seminar on art of radio, sponsored by *Radio Foundation*. Prince George hotel, New York. Information: (212) 595-1837.

■ **Nov. 17**—*Federal Communications Bar Association* monthly luncheon. Speaker: James Mooney, executive vice president, National Cable Television Association. Touchdown Club, Washington.

Nov. 17—*New York Women in Film* meeting. American Management Association, New York.

Nov. 17—Cable TV workshop, "Programming for Community, Municipal and Educational Access," sponsored by *University of Southern California Schools of Education, Public Administration and College of Continuing Education*. USC, Davidson Conference Center, Los Angeles. Information: (213) 743-7906.

Nov. 17-19—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concurrently with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 18—*Ohio Association of Broadcasters* "small market potpourri." Westbrook Country Club, Mansfield, Ohio.

Nov. 18—*Advanced Television Systems Committee's* high definition technology group first meeting. National Association of Broadcasters headquarters, Washington.

Nov. 18-20—"Toxic Wastes Conference" for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Chicago Sun-Times*. Indiana Lakes Conference Center, Chicago. Information: (213) 851-7372.

Nov. 19—*Wyoming Association of Broadcasters*, in conjunction with *National Association of Broadcasters*, seminar, "Rules and Regulations." Ramada Inn, Casper, Wyo. Information: (307) 632-7622.

Major Meetings

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 1-3, 1984—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

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 24-29, 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 20-23, 1984—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2, 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; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

Aug. 26-29, 1984—*National Association of Broadcasters'* Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

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

Sept. 16-19, 1984—*National Radio Broadcasters Association* annual convention. Westin Bonaventure hotel, Los Angeles.

Nov. 11-14, 1984—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Dec. 3-5, 1984—*Radio-Television News Directors Association* international conference. San Antonio, Tex.

Also in November

■ **Nov. 21**—*FCC* deadline for comments on TV deregulation proceeding. FCC headquarters, Washington.

Nov. 22—*International Radio and Television Society* newsmaker luncheon. Panelists include Peter Jennings, ABC; Diane Sawyer, CBS; Reuven Frank, NBC; Lou Adler, WOR-TV New York; Sandi Freeman, CNN; Pat Harper, Independent Network News, and Les Crystal, *MacNeil/Lehrer NewsHour*. Waldorf-Astoria, New York.

Nov. 22—Seminar on TV careers, sponsored by *National Academy of Television Arts and Sciences, New England chapter*, and *Boston University School of Public Communication*. Boston University campus, Boston. Information: (617) 353-3447.

Nov. 22—*Advertising Club of Metropolitan Washington's* "Agency Day." Washington Marriott.

Nov. 23—Presentation of World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Marianne*. United Nations, New York.

■ **Nov. 28**—*New York chapter, National Academy of Television Arts and Sciences*, dinner, featuring NBC

KATZ AMERICAN TELEVISION

People Make The Difference

Maximizing revenues for a select list of 32 major market affiliates takes an organization structured for high intensity sales, a strong management team and an aggressive sales force. Katz American has them all.

Katz American's 22 offices are staffed by the most effective management team and sales force in the business backed up by specialized sales research, management and information systems.

Katz American is the best because we have the best people—people who are specialists in selling major market affiliates. Goal oriented people fully equipped to deliver maximum sales effort for our strong list of client stations.



Katz American Television. The best.

KATZ AMERICAN TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC

News's *Overnight* co-anchors, Linda Ellerbee and Bill Schechner, and senior producer Cheryl Gould. Copacabana, New York.

Nov. 29—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Nov. 29—*Washington Journalism Center* conference for journalists. "Understanding—and Forecasting—the Weather." Watergate hotel. Washington.

Nov. 29—*New York chapter, National Academy of Television Arts and Sciences*, "mini forum: Research for Television." Community Church of New York, New York.

Nov. 30—Deadline at school level for 37th annual Voice of Democracy competition in national broadcast scriptwriting program, sponsored by *Veterans of Foreign War of the U.S.* and its *Ladies Auxiliary* with cooperation of *National Association of Broadcasters and state associations*. Students in 10th, 11th and 12th grade, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship awards as well as expense-paid trips to Washington next March and other prizes at state and local level. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW post.

Nov. 30—Deadline for entries in *JVC's 1983 Professional Video Competition*. Information: (212) 244-5225.

Nov. 30—"The Ratings War," seminar sponsored by *National Academy of Television Arts and Sciences, New England chapter, and Boston University School of Public Communication*.

■ **Nov. 30**—*New York chapter, National Academy of Television Arts and Sciences*, luncheon. Speaker: Don Ohlmeyer, Ohlmeyer Communications Co., on "The Integration of Television and Advertising." Copacabana, New York.

December

Dec. 1—*Media Institute* seminar, "The New Technologies: Changes and Challenges in Public Relations." Media Institute. Washington.

Dec. 2—*Southern California Broadcasters Association* "new business development" breakfast meeting. Holiday Inn, Hollywood.

Dec. 2—*Broadcast Pioneers, Washington area chapter*, fourth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 2-3—"Creating Programming for the New Television Markets," seminar offered by *New York University, School of Continuing Education*, New York. Information: (212) 598-7064.

Dec. 2-4—"Economic Issues Conference" for NBC-TV affiliates, sponsored by *NBC News* and conducted by *Foundation for American Communications*. The Houstonian, Houston. Information: (213) 851-7372.

Dec. 2-4—Third annual Community Television Festival, sponsored by *Downtown Community Television Center*, and partially funded by New York State Council on the Arts, National Endowment for the Arts and Rockefeller Foundation. DCTV headquarters, New York. Information: (212) 966-4510.

Dec. 5—Deadline for comments on *FCC* proposal to award women preferences in lotteries for mass media services. FCC. Washington.

Dec. 5-8—*Arbitron Radio Advisory Council* meeting. South Seas Plantation, Captiva Island, Fla.

Dec. 6-7—National Media Conference, co-sponsored by *International Association of Business Communicators and Larimi Communications Associates*. New York Statler hotel.

■ **Dec. 6**—*Southern California Cable Association* luncheon and annual meeting, with installation of new board. Airport Hilton, Los Angeles.

Dec. 7—*Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Robert Hosking, president. CBS Radio. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Dec. 7—"The Future of New England Television," seminar sponsored by *National Academy of Television Arts and Sciences, New England chapter, and Boston University School of Public Communication*. Boston University campus, Boston. Information: (617) 353-3447.

Stay Tuned

A professional's guide to the intermedia week (Nov. 14-20)

Network television □ *ABC: The Day After*, Sunday 8-10:15 p.m.; *ABC News Viewpoint* (post-*The Day After*) Sunday 10:15-11:15 p.m.; *20/20: Profile of Barbara Streisand* (special), Thursday 10-11 p.m.; *CBS: Chiefs* (parts II and III), Tuesday and Wednesday 9-11 p.m.; *Great Day* (comedy pilot), Saturday 8-8:30 p.m.; *NBC: "Ordinary People"* (1980), Monday 9-11 p.m.; *Kennedy** (three-part mini-series), Sunday 8-11 p.m. [to conclude next week].

Syndication □ *America Remembers John F. Kennedy*, week of Nov. 14, 2 hours [cleared in 65 markets].

Cable □ Showtime: *Diana Ross from Central Park* (concert special), Thursday 8-10 p.m.; HBO: *All New Benny Hill* (special), Saturday 8-9 p.m.; Arts: *A Portrait of Giselle* (dance), Wednesday 9-10:30 p.m.; WTBS: *Portrait of America: Oregon*, Wednesday 8:05-9:05 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Sid Caesar: Master of Comedy*, return of earlier exhibit, now-Nov. 26; *A Tribute to Burr Tillstrom* (*Kukla, Fran & Ollie*), now-Jan. 7, 1984; *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17.

*indicates a premiere episode

■ **Dec. 7**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Paul Klein, president, Playboy Channel. Copacabana, New York.

Dec. 7—*Women in Communications, New York chapter*, meeting. Essex House, New York.

Dec. 7—*Ohio Association of Broadcasters* sales workshop. Columbus Marriott North, Columbus, Ohio.

Dec. 8—*American Advertising Federation* conference, "New Trends in Advertising Law and Public Affairs." Speakers include former FCC chairmen Richard Wiley, now with Wiley, Johnson and Rein, and Dean Burch, now with Pierson, Ball and Dowd. Loews L'Enfant Plaza hotel, Washington.

Dec. 8-9—"Implementing the AT&T Settlement," seminar sponsored by *Practising Law Institute and Federal Communications Bar Institute*. Shoreham, Washington.

Dec. 11-12—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes *Western Cable Show* (see below). Biltmore hotel, Los Angeles.

Dec. 13—Business/media luncheon sponsored by *The Media Institute*. Speaker: Dr. Richard L. Leshner, president, U.S. Chamber of Commerce. Mayflower hotel, Washington.

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

Dec. 13-15—*Washington Journalism Center's* Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel. Washington.

Dec. 19—Deadline for comments on *FCC* proposal to reexamine need for rule of sevens, which limits broadcast ownership to seven AMs, seven FM's and seven TV's (no more than five VHF's). FCC. Washington.

Dec. 20—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 27—Deadline for reply comments on *FCC* proposal to award women preference in lotteries for mass media services. FCC. Washington.

January 1984

■ **Jan. 4**—Deadline for submitting papers for *National Cable Television Association* technical sessions during association's annual convention in June. Papers should be sent to Wendell Bailey, vice president for science and technology, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036; (202) 775-3637.

■ **Jan. 5**—*FCC* deadline for reply comments in TV

deregulation proceeding. FCC headquarters, Washington.

Jan. 8-11—*Pacific Telecommunications Council's* sixth annual Pacific Telecommunications Conference, PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.

Jan. 10—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Jan. 10—*New York Market Radio Broadcasters Association* radio sales seminar. Grand Hyatt hotel, New York.

Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

■ **Jan. 11**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Julius Barnathan, president, broadcast operations and engineering, ABC, on 1984 winter Olympics. Copacabana, New York.

Jan. 12-13—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

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

Jan. 15—Deadline for entries in *Champion Media Awards* for Economic Understanding, of *Amos Tuck School of Business Administration at Dartmouth College*, and sponsored by *Champion International Corp.* Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards. Information: AWRT, (202) 296-0009.

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

Jan. 16-20—*National Association of Broadcasters'* board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

Jan. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Jan. 17**—*Pennsylvania Association of Broadcasters'* radio and TV sales seminar. Sheraton Jetport hotel, Allentown, Pa.

■ **Jan. 17-19**—39th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Hilton hotel, Atlanta.

■ **Jan. 18**—*Pennsylvania Association of Broadcasters'* radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.

KATZ TELEVISION CONTINENTAL

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Meeting the special needs of medium and smaller television markets takes efficient and effective use of personnel, targeted sales and marketing information plus resources geared to increasing station revenues. Katz Television Continental has them all.

Katz TV Continental has the most sophisticated sales organization, management systems and information services in the business.

Katz TV Continental is the best because we have the best people—people who aggressively respond to changing market conditions. People who pursue new business opportunities for the television stations we represent.



Katz TV Continental. The best.

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■ **Jan. 18**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Wussler, executive VP, Turner Broadcasting System. Copacabana, New York.

Jan. 18—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens. FCC, Washington.

Jan. 18-20—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

■ **Jan. 19**—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Howard Johnson Motor Lodge, Monroeville, Pa.

Jan. 24-26—*Washington Journalism Center's* conference for journalists. "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

■ **Jan. 25**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Bruce Johnson, president, Hearst/ABC/Viacom Entertainment Services (HAWES). Copacabana, New York.

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

Jan. 29-Feb. 1—*National Religious Broadcasters* 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." Sheraton Washington, Washington.

Jan. 31—Deadline for entries for 1984 *American Women in Radio and Television* Commendation awards.

February 1984

■ **Feb. 1**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: James Jimirro, president, Disney Channel. Copacabana, New York.

Errata

In the **Nov. 7** report on oral arguments in the **music license court case**, a paragraph was misplaced, making it appear that part of the argument by **Ira Millstein**, opposing blanket licenses, had been made by Robert Sisk, who defended them. It was Millstein, not Sisk, who said that individual stations lack the "power and leverage" to deal directly for music licenses as long as the blanket licenses exist.

Feb. 1-6—*International Radio and Television Society* annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 5-7—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel, Phoenix.

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

Feb. 14—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Feb. 16-19—"Communications and the New Technologies," 13th annual communications conference. Howard University, Washington.

Feb. 21-23—*Washington Journalism Center's* Conference for Journalists. "Sports Issues 1984: Pros, Col-

leges, Olympics." Watergate hotel, Washington.

March 1984

March 1-3—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

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

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

■ **March 6**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

March 7—*International Radio and Television Society* Gold Medal Banquet. Waldorf-Astoria, New York.

March 7-10—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif.

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

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

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

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

March 30—Presentation of Commendation Awards, by *American Women in Radio and Television*. Waldorf Astoria hotel, New York.

Open Mike

Angry over AM stereo

EDITOR: "What's good for General Motors is good for the nation." How many times have you heard that statement?

Now all AM broadcasters are being told that GM and Delco will pick a single-mode system of AM stereo for their cars and that they have chosen only Motorola.

The FCC has given us an opportunity to flex our muscles and to prove that this great capitalistic society of ours still works. We have a choice of four different systems: Kahn, Harris, Motorola and Magnavox. Broadcast engineers are aware of the differences and are choosing the system that best suits the need of the individual station or stations. They are picking AM stereo exciter just as they do the rest of the gear in their audio chains. Today's engineers are competent and capable of making such decisions and they should be respected for them.

Some AM stereo systems are winning in this "marketplace war." Some of the exciter manufacturers are catering to the broadcaster and his needs and hoping that the receiver manufacturers will do their job in designing and making quality "multi-mode" receivers. Sansui and Sony have already chosen this positive approach. Other system manufacturers are working in the other direction.

They are working directly with the receiver manufacturers to force the broadcaster's hand.

Many of us are already broadcasting in AM stereo and are proud to be among the first to take this step forward. We have made our commitment to its future success. Now, it seems as though it is time to lift our voices again (doubly strong) and call for action.

The one thing we must all do is to insure the competitive market and the adoption of a standard for the receiver manufacturers so that all "air" products can be heard by an unsuspecting public. Think of the confusion that will be cast on the public when GM introduces a single-mode radio. Think of the setback for our industry and the product that we are trying to promote—AM stereo.

Write your congressman, your senators, your state representatives, and propose that they encourage federal standards so that the public cannot be used in this experiment.

Let receiver manufacturers take the lead and compete to make better and better multi-mode receivers. The day of the entrepreneur is still here and there are a lot of dollars, yen and pesos to be captured through the consumer market.

Most broadcasters who have made their conversions to AM stereo can afford to lose the dollars invested in a stereo generator. But

some guy who works hard and goes out and spends his whole paycheck on a new radio or car radio that won't pick up all the on-air signals in stereo is paying for this game of "push and shove." He deserves better treatment than that.

It's time to get angry.

It's time for action from all those that are a part of this grand art of radio.

Let's get AM stereo going! It's the broadcasters' turn to influence his own destiny.—*Norman H. Brooks, general manager, WKDW(AM) Staunton, Va.*

Author, author

EDITOR: If there ever was a time for BROADCASTING to snap its tradition of anonymity, the Tim Wirth article [Oct. 17] was the time to do it.

From time to time, and even sparsely, an article deserves a by-line. Certainly, the friends and foes of Congressman Wirth merit that respect.

Who did write it? And to her (or him) a "well done."—*Jack O'Grady, senior vice president, Young & Associates Inc., Rockville, Md.*

Editor's note. The credit belongs to Leonard Zeidenberg, chief correspondent.

KATZ INDEPENDENT TELEVISION

People Make The Difference

Selling independent stations effectively takes the concentrated efforts of strong management, sales, marketing, research and programming specialists. Katz Independent Television has them all.

Katz Independent has the most experienced management team, the most aggressive sales force and the most sophisticated independent sales support and marketing operation in the business.

Katz Independent is the best because we have the best people—people who are committed to maximizing sales opportunities. People who are dedicated to the growth of independent stations.



Katz Independent Television . The best.

KATZ INDEPENDENT TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC

HOW TO AVOID A FORMAT FAUX PAS

There has been mounting confusion over which combination camera/recorder format to choose. And for obvious reasons. With the addition of so many new formats, nobody wants to make a mistake that can range from thousands to millions of dollars.

But if you follow these simple steps, you'll never get caught with your wallet, or your neck, in the proverbial wringer. **LOOK FOR EVOLUTION. NOT REVOLUTION.**

Apparently, many manufacturers feel it's in their best interest to have you replace your existing U-matic™ equipment with their new stand-alone systems.

At Sony, we think it's foolhardy to leave you no option but to make a 180° turn and orphan your existing editing suite. So we designed Betacam™ as an evolutionary system. One that easily and efficiently plugs into what's come before.

This Sony theory of peaceful coexistence allows you to enter the world of one-piece camera/recorders at your own pace. And in this way you not only protect your existing

U-matic investment. You gain field equipment that's more compact and portable, and a dramatic improvement in technical performance. Furthermore, dramatic improvements are also on the horizon for Sony U-matic. The evolution of both these formats is planned and it's total.

FIND A 1/2" SYSTEM THAT'S WHOLE.

For those of you who want to capitalize on the outstanding technical performance of an overall 1/2" system, scrutinize carefully the complete system from Sony.

After all, who else has a portable color field player like our BVW 20? Or our 1/2" edit-recorder, the BVW 40, which looks and feels like the Sony U-matic equipment you're accustomed to using? And who else promises an ongoing commitment to 1/2" system expansion and refinements that you will see next year and every other year?

BE PENNY-WISE

WITHOUT BEING POUND-FOOLISH.

The Sony Betacam system has proven itself on both the



ng line in Nicaragua and the fifty-yard line at the Super Bowl.

That's because our format was chosen to be optimum for the ENG and EFP, which is why Betacam is not just the lightest, smallest, most compact 1/2" system you can buy (as well as the least expensive), but its picture quality rivals 1".

Whatever you've been told you might gain from the various 1/4" formats, when and if they become available, will be totally erased by the fact that 1/4" is not at all suitable for high-quality EFP. Which means, if you purchase 1/4" for ENG, you'll no doubt have to purchase an entire new system for EFP production.

THERE'S SAFETY IN NUMBERS.

With over 1,000 Betacams already sold to key end users, Betacam is virtually the worldwide de facto standard now.

We believe Betacam is outselling all the others by such a wide margin because it's better than all the others by such a wide margin. It's the only camera/recorder that focuses on the picture. A picture that includes your existing investment;

your need for both ENG and EFP; your desire for light weight and high quality; and a total system approach.

If you want to make sure you'll own the standard of excellence in the years ahead, insist on the camera/recorder from the people who created the standard of excellence in the years past.

For a demonstration, in New York or New Jersey call (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; and in the West (213) 841-8711.

SONY
Broadcast



Larry Spiegel on Buying Broadcast.

"When you're buying spot TV smartly, you shouldn't spend all your time worrying about whether a station is an independent or an affiliate, UHF or VHF.

"People are program loyal, not station loyal. If you can advertise in strong programming to someone who is highly attentive, what difference does it make what type of station it is?"



Larry Spiegel is Senior Vice President - Marketing Services, Tracy-Lockel/BBDO, Dallas

"Buyers need to keep what they're trying to do in perspective. Which is more than how to get the buy in at a bulk CPM. It's how to get the message across effectively, to the right people at the right time.

"We do a lot of business with Gaylord stations. Their diversity of programming, the opportunity to be in-program, generates a lot of people for a lot of reach.

"With Gaylord as an element, we have been able to make more effective and efficient buys for our clients."

Gaylord Broadcasting



*KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
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Broadcasting Nov 14

Vol. 105 No. 20

TOP OF THE WEEK

Fourth-quarter sales pace refuses to quicken

TV networks are cutting prices to get rid of inventory; national spot behind also, but Christmas sales should help it realize gain over year before

As the fourth quarter progresses, the news doesn't get any better for those in the business of selling prime time television advertising—at all levels, but especially at the network level. Agency sources noted last week that the networks were slashing prices by 25% or more in an effort to sell out their fourth-quarter scatter inventories and that in all likelihood, despite those efforts and others, there are not enough remaining advertising dollars in the marketplace for all three networks to sell out.

Last week's news compounded that of several weeks earlier, when BROADCASTING dubbed the fourth quarter "an underachiever" (Oct. 24).

At this point, NBC is said to be in the best shape, close to sold out, followed by ABC and then CBS. Reports also surfaced last week that the networks were selling an unusual amount of regional advertising and that so-called sell-off requests, where an advertiser asks a network to try to find a substitute advertiser for time it has committed to, were also extremely high, totaling \$30 million for one network.

Depressed network scatter prices and aggressive regional selling by the networks tend to hurt national spot business, and that is proving to be the case for the fourth quarter, report a number of representative sources. They also report that national syndicators have been cutting their rates to remain competitive with (and cheaper than) the bargains being negotiated by the networks.

Although spot business for the second quarter will not end up with the bullish 15% increases that had been predicted earlier in the year, representatives expect to emerge with a respectable 10% gain. Part of that confidence comes from expectations that fourth-quarter retail business, which has been slow, will pick up dramatically in the next six weeks before Christmas.

A number of factors appear to be responsible for the soft fourth quarter, including expansion of network inventory, which has risen by 33 30-second spots per week over the past year, and the fact that many advertisers were expecting a tight scatter market this year and therefore purchased most, if not all, of their 1983-84 network time in the upfront market.

"There's a psychology that comes into play here," said Philip Guarascio, senior vice president, director of media management, Benton & Bowles. "Everyone played it very close to the vest" during this year's upfront season last spring, he said, anticipating a tight scatter market. And the resulting flat scatter market has forced networks to offer "highly negotiable" rates.

Another source indicated that CBS-TV has really stretched the term "negotiable" to the limit. And that is apparently because the network appears to be in far worse shape than NBC and ABC. While the last two are said to have contained fourth-quarter softness to the prime time and late night day-parts, CBS is reportedly having difficulty selling in those areas as well as others, such as news. "You can buy a spot on Dan Rather next week," is the way the source described the sales pace for the *CBS Evening News* so far this quarter.

CBS is also said to be the most aggressive

of the three networks in attempting to move some of its excess inventory by way of regional deals. "They are selling regional spots at less than the cost of a spot for WCBS-TV in New York," a source said, preferring to remain anonymous. Jerry Dominus, vice president, sales, CBS-TV, declined to comment on the network's current sales activity.

A CBS spokesman insisted, however, that the network is "virtually sold out" in both news and daytime programming for the fourth quarter. He described virtually sold out as meaning that "there may be a spot or two left—on Christmas Day."

Rick Busciglio, senior vice president, director, broadcasting, McCann-Erickson, said that the soft market has resulted in better network buys for advertisers and that agencies are placing orders "literally days and hours before air dates."

While regional selling is not uncommon during the scatter season, in fact the networks are required by law to set aside a small



Tauzin



Tauke

Keeping the faith. "The battle is not over," is the way Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) described negotiations on broadcast deregulation legislation (see story, page 34) in the House Telecommunications Subcommittee in a letter sent to broadcasters last week. Tauke and Tauzin are chief proponents of efforts to fashion a broadcast deregulation package acceptable to the industry. They have also sponsored a deregulation measure (H.R. 2382), that is not before the subcommittee but has 223 congressmen signed on as co-sponsors (BROADCASTING, Oct. 24).

"None of this would have happened without your support. This has been a difficult and arduous process, and the National Association of Broadcasters has represented your interests in an exemplary fashion," they wrote. But the battle is "just beginning," the congressmen maintained. They urged NAB members to have faith in them and NAB as they continue negotiating with Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.)

"We expect much controversy to surround this legislation as it is debated in the Telecommunications Subcommittee and the Energy and Commerce Committee. There are many twists and turns in the legislative process, and we urge you to stick with our efforts throughout what will undoubtedly be some challenging days ahead."

They don't expect to win "every skirmish," but "we believe that if we all hang together, we will win the war," they wrote.

The fin-syn struggle continues

Representatives of the opposing parties in the controversy over the FCC's proposal to pare away the network financial interest and syndication rules met for a second time in Washington last Wednesday (Nov. 9) in an attempt at compromise. They did not reach one, but agreed to try again, this time on Friday (Nov. 18) in New York.

Each side in the meeting, held in the law offices of Dean Burch, counsel to the Association of Independent Television Stations, offered new ideas designed to meet the objections of the other to its original proposal. Neither side succeeded in swaying the other from its course.

The ball was said to have been left in the networks' court. Jack Valenti, president of the Motion Picture Association of America, reportedly suggested sweeping off the table proposals by both sides that had run into unqualified opposition, and focusing on financial interest as the key to a settlement.

In Congress, meanwhile, there were signs of a possible shifting of fortunes in the controversy. The House on Tuesday approved by a voice vote a bill (H.R. 2250) that would prevent the commission from modifying the rules for six months—an action that Hollywood and its allies cheered. But it was uncertain when the Senate would act on the measure. It was referred to the Commerce Committee, whose chairman, Senator Bob Packwood (R-Ore.), has not endorsed efforts to block commission action. Committee aides said it is unlikely that a markup session would be held before Friday, when Congress is scheduled to recess until January—and a failure on the part of Congress to complete work on the legislation would leave the commission free to act before the end of the year, as it had planned.

In the second effort at compromise, representatives of ABC, CBS and NBC opened the bidding with a proposal that they consider a "second cap"—that is, a limit on the percentage of prime time entertainment program series on their schedules in which they could hold a financial interest. They did not suggest what the new cap—which would be in addition to the one on the amount of financial interest (up to 49% in any one series program), proposed two weeks ago—would be. That would be left to future negotiation.

As for syndication, the networks originally proposed essentially tracking the change proposed by the commission in its "tentative decision." That would prohibit the networks only from syndicating prime time entertainment series; they would be permitted to syndicate all other material, such as made-for-television movies and non-prime-time programming. But that proposal is being vigorously resisted by independent television stations concerned about having to compete with network affiliates for programming distributed by the networks.

To deal with that concern, the networks suggested the parties identify the specific program types and/or categories in which syndication rights could be acquired, in an effort to determine those on which there was no dispute, if any. The networks, in addition, also would be willing to discuss a phase-in process on network domestic syndication activities for each of the program

types and/or categories, as well as to discuss "the possibility" of their acquiring syndication rights only for programs produced after June 1, 1984.

The modified syndication proposal failed to win over the INTV, as represented by Burch. He held fast to the group's original proposal that the networks be barred from syndicating anything but educational programs.

The same kind of negative reaction greeted a proposal offered by representatives of the Hollywood producers and syndicators that had been offered as an alternative to one issued two weeks ago regarding the financial interest rule. Originally, that plan would have required the networks to grant producers an interest in advertising revenues in shows they provided that was "comparable" to the financial interest the networks had obtained in those shows. The networks rejected that out of hand. To get around the networks' objection to having the producers "in their business," the Hollywood contingent proposed that a network obtaining a financial interest in a program assign the producer the right to a 30-second advertising message in the program, "to be sold to a willing advertiser."

But the networks said that any proposal to allow producers to receive advertising revenues in return for networks obtaining a financial interest in programs was unacceptable. Accordingly, Valenti was said to have suggested that the networks' syndication proposal and his side's revenue-sharing idea be dropped, and that both sides then focus exclusively on the financial interest issue. He reportedly expressed a willingness on the part of the coalition to consider permitting the networks to negotiate a financial interest in a program if the networks "give" in some other area. He was not specific, according to one report of the session. The networks' representatives did not respond—but they were said later to be as determined as ever to insist on entry into the syndication business.

There was agreement on one aspect of the controversy. Both sides would accept June 1, 1984, as the effective date of any change in the commission's rules. But they continue to disagree on whether portions of the rules left intact by an agreement should be subject to "sunset" in 1992, as the networks propose, or simply reviewed with a view to possible further change or repeal, as the producers, syndicators and independent stations suggest.

If the parties succeed in reaching an agreement, that would be only a first step. The FCC and the Justice Department or the Congress would have to implement it.

The participants in the meeting were the same as those at the first one. Besides Valenti and Burch, they included, on their side, Mel Blumenthal, executive vice president of MTM Enterprises, and Michael Gardner, counsel for the Committee for Prudent Deregulation. The networks were represented by Everett H. Erlick, senior vice president and general counsel of ABC; William Lilley, vice president of corporate affairs for CBS; Corydon Dunham, executive vice president and general counsel of NBC, and Richard E. Wiley, counsel to CBS.

percentage of their scatter availabilities for use by regional advertisers who cannot afford to buy network spots or schedules, Busciglio confirmed that the networks "have been more aggressive" in doing so this year.

Busciglio also said that softness in the prime time scatter market this year is due in part to the very high upfront increases that were imposed for prime time in the 1982-1983 season. "Advertisers were afraid they'd get hit with the same kind of increases this year," he said, and therefore took a hard-

er look at daytime and news availabilities in planning current media budgets.

The spot business has felt the effects of network price slashing. "In some instances spot spot schedules have been placed and canceled because of bargain basement rates in the network scatter market," said Jack Oken, president, MMT Sales.

But despite some incursions from syndicators and regional network deals, Oken offered that the fourth quarter "may even out after a slow start" with some last-minute

spending by retailers in the spot market and good healthy activity from "kid business," including breakfast cereals and toys.

Jim Kelly, senior vice president and general sales manager, Blair Television, said that the spot industry will probably be down a few points from initial expectations in the fourth quarter, perhaps ending up in the 9%-13% range. Local sales, he said, remain quite stable at 14%-15%. He said that General Foods, Kraft and American Home are spending proportionately less this quarter

than they did last year, while spot spending by Colgate, Lever Brothers and Procter & Gamble remains strong.

While fourth-quarter estimates for the cable industry are sketchy at this point, Bob Alter, president of the Cabletelevision Advertising Bureau, said last week that initial reports indicate that revenues for the quarter will be about 70% higher than a year ago, but not as high as had been hoped for. CAB estimates that total cable advertising revenue for 1983 will total between \$325 million and \$350 million, more than \$100 million higher than last year. □

Broadcasters gain greater freedom as FCC 'clarifies' Aspen rule

Decision would allow for sponsorship and coverage of political debates without triggering equal time requests, commission says; documentaries stay as they are; Fowler lectures broadcasters on commitment to First Amendment

Broadcasters can start sponsoring and covering debates among political candidates without having to worry about equal time requests. So said the FCC in a decision last week "broadening" its Aspen Institute rule.

The Aspen Institute rule was the result of an interpretation of the equal time law in 1975. Under that interpretation, broadcasters were free to cover debates without subjecting themselves to equal time demands from all other candidates, as long as a third party sponsored the debates, and the debates were aired live or within 24 hours of their taping. Under the new interpretation adopted last week, broadcasters are free to sponsor those debates on their own without triggering equal time demands; they also are no longer constrained to air debates within 24 hours of the event.

The ruling drew praise from some quarters. Edward O. Fritts, president of the National Association of Broadcasters, said the ruling would benefit the public and broadcasters. "Broadening the Aspen rule will permit viable candidates on the national, state and local levels the opportunity to more fully present their credentials and positions to their communities, with the public and our form of government the obvious winners." Ed Godfrey, president of the Radio-Television News Directors Association, said the FCC's action would "encourage those broadcasters who believe they have a responsibility to present candidates and issues in the debate format."

The League of Women voters—the only organization to sponsor presidential debates in the past—was displeased, however, noting that it was exploring "legal remedies" to overturn the decision. "Putting debates in the hands of the broadcasters allows prof-

making corporations, which operate in an extremely competitive environment, to make as well as cover news," said Dorothy Ridings, league president. "Allowing broadcasters to sponsor debates expands the tremendous power they already wield in elections and would likely decrease the public's access to other independent sources of information about candidates and their views."

The ruling came in response to petitions by Henry Geller, former head of the National Telecommunications and Information Administration, and from NAB and RTNDA.

The petitioners also requested a ruling aimed at expanding the definition of a bona fide news documentary, which also is exempt from equal time constraints. Under the status quo, documentaries in which the appearance of a candidate is "incidental" to the topic being addressed are exempt. The petitioners had asked the commission to hold that a candidate's appearance in such documentaries could be "significant" in nature and amount and still be incidental—and thus exempt from equal time.

The FCC, however, declined to rule on that request. After the meeting, Harry Quillian, FCC assistant general counsel, explained: "The FCC decided that's not a big problem at this time, and decided not to adopt that clarification."

Chairman Mark Fowler said the new interpretation would "permit, encourage and foster more political debates...and that redounds to the public interest."

A CBS official said the network wanted to study the FCC's written opinion before it decided what to do. In the wake of the decision, however, ABC and NBC each contacted the Democratic and Republican national committees inviting presidential candidates to participate in broadcast debates. NBC wanted to schedule its debates from September through election day in 1984. ABC said it wanted to start as soon after the conventions as possible.

In a separate action, the commission refused to grant a declaratory ruling aimed at preventing a broadcaster from having to provide free time to the opponents of supporters of candidates to whom the broadcaster has sold time for political ads.

According to the commission's Cullman doctrine, a broadcaster, under the fairness doctrine, has to air contrasting views, even if he can't find someone willing to pay for the airing. The FCC's Zapple doctrine, which applies only during campaign periods, holds that broadcasters who sell broadcast time to the supporters of one major-party candidate only have to offer to sell comparable amounts of time to that candidate's major-party opponents in a similar time slot.

In a petition at the FCC, NAB, CBS, Gaylord Broadcasting and Metromedia essentially requested that the FCC uproot its Cullman doctrine and hold that the Zapple doctrine's paid-time-for-paid-time philosophy applied year-round, whenever a broadcaster sold time to a "political party, independent political committee, or other supporters of a candidate" for political advertisements.

The FCC refused to go along, asserting, among other things, that Zapple was only intended to apply to campaign periods.

Fowler, in an impromptu lecture on purity of mission, said he thought the broadcasters, in this request for declaratory ruling, were more concerned about having to give away some free time than they were about First Amendment issues. □

FCC exempts Metromedia TV buy in Dallas; CBS left out in the cold

Approval of KNBN-TV deal without requiring spin-off means CBS purchase of Metromedia's KRLD(AM) falls through after CBS had sold its WEEI(AM) Boston

Metromedia won big last week.

Even though FCC rules generally prohibit acquisitions that would result in common ownership of a radio and TV station in the same market, the commission granted Metromedia permission to do just that—a move that enabled the group owner to back all the way out of a deal to sell its KRLD(AM) Dallas to CBS.

Approved was the \$14.9 million sale of KNBN-TV (ch. 33) Dallas to Metromedia from National Business Network Inc.

CBS/Broadcast Group, which had committed itself to buy KRLD and Texas State Network from Metromedia for \$27 million (BROADCASTING, April 25), appears to be the loser. The deal reportedly has fallen through, even though CBS is already seeking FCC approval of the sale of its WEEI(AM) Boston to Helen Broadcasting Corp. for \$7.5 million (BROADCASTING, Oct. 3)—a move it made to make room in its portfolio for KRLD.

Although the FCC's rules generally prohibit such common ownership acquisitions, they do permit the commission to review requests for UHF/radio combinations to determine whether they would be in the public interest. An FCC official said it was determined that this particular ownership would serve the public interest for a number of reasons. First, he said, there had been a "strong showing" that the UHF was in jeopardy of failing financially if the deal were not approved. Second, he said, there are "a lot" of other media outlets in the area, a factor that should prevent any undue media concentration from resulting. The commission also liked Metromedia's proposal to use the newsgathering facilities and staff of all-news KRLD to launch Dallas's first nightly, prime time local TV newscast, he said.

CBS apparently had reason to sing the blues: The April announcement of the Metromedia/CBS KRLD deal had been a joint one. "We're extremely disappointed," said George Schweitzer, vice president of communication for the CBS/Broadcast Group.

Schweitzer admitted, however, that CBS had received advance word that Metromedia wasn't going to go through with the deal if it won FCC approval to hold both Dallas stations.

Susan Watson, director of financial relations for Metromedia, said the group owner and CBS had "failed" to reach a "definitive" agreement. "Some of the terms and conditions of the sale were not met, and therefore the parties failed to reach a definitive agree-

ment," she said.

Although CBS's proposed sale of WEEI is still pending FCC approval, Schweitzer said CBS had no intention of renegeing on that deal. "We don't do business that way," Schweitzer said. "We honor our commitments."

The FCC last week also approved the \$45-million sale of Metromedia's WXIX-TV (ch. 19) Newport, Ky. (Cincinnati), to Malrite of Cincinnati. □

tems—Construct and launch two Ku-band satellites and construct a ground spare.

■ **Mobile Satellite Corp.**—Construct and launch two mobile satellites, operating in Ku-band, UHF band and L-band, and construct a ground spare.

■ **National Exchange Inc.**—Construct and launch four Ku-band satellites, co-locating two in each of two orbital slots, and construct a ground spare; construct and launch four C-band satellites, co-locating two in each of two orbital slots, and construct a ground spare.

■ **Rainbow Satellite Inc.**—Launch RSI III (current ground spare), construct and launch RSI IV and construct RSI V as new ground spare. All are Ku-band satellites.

■ **RCA Americom**—Construct and launch three hybrid satellites and construct a hybrid ground spare or, alternately, construct and launch three C-band satellites and three Ku-band satellites and co-locate a C-band and Ku-band satellite in each of three orbital slots.

■ **Satellite Business Systems**—Construct and launch Ku-band satellite, SBS VI, and construct and launch replacements for Ku-band satellites, SBS I, SBS II and SBS III.

■ **Systematics General Corp.**—Operate C-band capacity of two of NASA's TDRSS satellites.

■ **United States Satellite Systems Inc.**—Launch USAT III (current ground spare), construct and launch USAT IV and construct new ground spare. All are Ku-band satellites.

■ **Western Union Telegraph Co.**—Construct and launch six Ku-band satellites, three of which would be replacements for the other three; construct 11 C-band satellites and launch 10, including three additional operational satellites, bringing WU's total to seven. The other seven would be replacements. □

Geostationary parking problem

Demand at FCC for orbital slots for C, Ku and hybrid satellites outstrips available space

The FCC has a problem. Even though it reduced the spacing between communications satellites in the geostationary orbital arc last April so it could squeeze more satellites into the arc, it still doesn't seem to have enough room to meet the demand of satellite carriers and would-be satellite carriers for orbital positions.

The problem came into sharp focus last week when, in response to a deadline set last August, the FCC received nearly two dozen applications to build C-band, Ku-band and hybrid satellites and crowd many of them into the geostationary arc. As it has done twice before, the FCC plans to process the applications, along with several others submitted over the past several months, as a group.

After simultaneously reducing the satellite spacing from four and three degrees to two degrees and authorizing the launch of 19 satellites last April, only a handful of C-band and Ku-band orbital slots were still available. Yet the 22 applicants in the current processing group are asking for 49 orbital slots.

Having only had a chance to prepare a list of the latest applicants, Ron Lepkowski, head of the FCC's satellite branch, was unsure last week as to the extent of the problem or just how it would be solved. Lepkowski said the FCC has a number of options. It could further reduce the satellite spacing to squeeze in even more satellites, he said, or set up criteria for some kind of comparative hearing among competing applicants. And, he noted, "lotteries are in vogue these days."

The current applicants and what they have asked to do:

■ **Alascom Inc.**—Construct and launch two C-band satellites and construct a ground spare.

■ **American Satellite Co.**—Launch ASC III (current ground spare), construct and launch ASC IV and construct ASC V as new ground spare. ASC III is a hybrid (it operates in both C-band and Ku-band); ASC IV and ASC V is a super hybrid (it operates in C-band, Ku-band and Ka-band).

■ **AT&T**—Construct and launch a replacement for the C-band satellite, Comstar D-4, which it leases from Comsat General.

■ **Cablesat General Corp.**—Construct and launch two C-band satellites and construct a ground spare.

■ **Columbia Communications Corp.**—Construct and launch two hybrid satellites.

■ **Comsat General**—Construct and launch three Ku-band satellites.

■ **Digital Telesat Inc.**—Construct and launch two Ku-band satellites and one C-band satellite, co-locating one Ku-band and C-band satellite in the same orbital slot.

■ **Equatorial Communications Services**—Construct and launch two C-band satellites and construct a ground spare.

■ **Federal Express**—Construct and launch two Ku-band satellites and construct a ground spare.

■ **Ford Aerospace Satellite Services**—Construct and launch three hybrid satellites and construct a ground spare.

■ **GTE Satellite Corp.**—Launch Ku-band satellite, GSTAR III, and construct ground spare.

■ **GTE Spacenet Corp.**—Launch hybrid satellite, Spacenet IV (current ground spare), and co-locate it with one of GTE Satellite Corp.'s GSTAR Ku-band satellites.

■ **Hughes Communications Inc.**—Construct and launch three Ku-band satellites. Construct and launch C-band satellite, Galaxy IV.

■ **Martin Marietta Communications Sys-**

A first step for DBS. United Satellite Communications Inc. will quietly launch its direct broadcast satellite service tomorrow (Nov. 15), offering consumers in central Indiana three channels of movies and sports for an upfront payment of \$300 (to cover the cost of installing the one-meter DBS earth station) and \$29.95 a month. Over the next several months, USCI said, the service will be expanded to five channels and offered to consumers throughout the Northeast and Midwest and the monthly fee will be increased to \$39.95.

USCI, backed by General Instrument and Prudential Insurance, had hoped to debut with five channels, two proprietary movie channels—Movietime and Showcase—and three cable services. Although it has been able to buy the rights to enough movies to fill the movie channels for the startup, it has only signed one cable service, ESPN. According to a USCI, entertainment specials, which will air occasionally on the two vacant channels, and movies have been licensed from numerous companies, including Universal Pictures, Paramount Pictures, 20th Century-Fox, MGM/UA, Embassy, Home Box Office, Viacom International, Sam Goldwyn and Polygram.

Installing and servicing the earth stations for USCI will be RCA Service Co. Neither USCI nor RCA would reveal the details on their contract, although an RCA spokesman said the deal was non-exclusive.

USCI would not discuss the advertising and promotional campaign it has planned to support the launch, but the push will apparently include the local newspapers. Bob Widner, general advertising manager for the co-owned *Indianapolis News* and *Star*, said USCI's advertising agency, SSC&B/Lintas, is purchasing large amounts of space, including two full pages in each paper on launch day.

Although USCI will be the first DBS service in the nation, it may be running into competition in the Indianapolis market. Omega Communications Inc. there is leasing nine-foot earth stations capable of picking up scores of cable services (including HBO, Showtime and ESPN) for \$39.95 a month and an upfront installation charge of \$250. Does Omega intend to compete head-to-head with USCI? "Yeah," said Omega's Dutch Garriott, "we sure do."

Telcomsubcom circulates dereg draft

Wirth language would quantify TV public interest standards for minority, children's and public affairs programming; no word yet on license renewal procedures

House Telecommunications Subcommittee members continued their uphill battle last week to complete a compromise broadcast deregulation package before Congress adjourns for the year. Although key differences over the legislation remain unsettled, a draft bill containing quantified programming performance standards for radio and television as the centerpiece is being circulated among members. It is considered, by observers, to be a significant step toward developing a consensus on the legislation.

The subcommittee's chairman, Tim Wirth (D-Colo.), has pledged to report out a bill before Congress adjourns, but time is running out. (Congress is slated to recess Friday, Nov. 18, and may not return until January.) Despite the time crunch, members appear devoted to resolving their differences and producing a comprehensive deregulation package.

Key players (Wirth, Tom Tauke [R-Iowa], Al Swift [D-Wash.], and Billy Tauzin [D-La.]) in the effort to fashion a bill have been preoccupied with more pressing subcommittee issues (primarily common carrier and natural gas legislation) and were forced to put deregulation on the back burner temporarily. Now, with a working draft in hand, they are ready to debate the remaining sticking points: mainly quantification for radio, the establishment of a quantification point scheme either by Congress or the FCC and the FCC's role as enforcer of that scheme.

In September, members began a series of intensive and lengthy meetings on deregulation legislation. Those meetings were described as productive while the number and length of the sessions were considered unprecedented and reflected the legislators' overriding concern to produce a bill (BROADCASTING, Oct. 3 and 10).

The draft was prepared by Wirth's staff. It is not considered final and reflects areas that members discussed but have not necessarily reached a consensus on. This week may well be a turning point for the legislators, who plan to pick up where they left off.

According to the draft, quantification of a public interest standard for television would fall under two categories: local and informational programming. The commission would establish the standards which would provide for an "overall, meaningful increase" in the amount of such programming.

"The standards, and compliance with such standards, shall be determined on the basis of a licensee rating system," the draft states. Television stations would be divided into three basic categories based on whether VHF or UHF, network affiliate or independent, and market size.

The rating system, according to this draft, would work like this—points would be assigned for public interest programming except programming broadcast after midnight and be-

fore 6 a.m.

Additional points would be awarded to stations broadcasting minority, children's and public affairs programming, as an incentive to increase those types of programming. In the past, Wirth insisted on including programming for the elderly; its absence may be a sign of future compromises.

According to the draft, children's programming is defined as programming originally produced and broadcast primarily for an audience 12 years old or younger. Programs originally produced for a general or adult audience but which may be significantly viewed by children, would not fall under this definition.

Minority programming would include that designed to address the needs and interests of minority group audiences or programming primarily produced by a member of a minority group or by an entity owned by a member or members of a minority group. The measure defines minority groups as blacks, Hispanics, American Indians, Alaskan natives, Asians or Pacific Islanders.

No agreement has been reached on the license renewal proceedings. Wirth is reportedly insisting that the FCC continue to have authority to consider competing applicants when a license renewal applicant has

not met renewal standard or is not in full compliance with the quantification requirements.

Enforcement of the quantification standard would be left to the commission. Subcommittee debate will likely center on these proposals:

"The commission, acting on its own motion, shall have authority to take such action as may be necessary for the purposes of determining whether any licensee is failing or has failed to comply with the public interest programming standards.

"If any person files a complaint with the commission which alleges that any licensee has failed to comply with the applicable standards under this section for public interest programming, then the commission shall determine whether any proceeding shall be initiated by the commission for imposition of a forfeiture penalty or license revocation."

Another provision in Wirth's draft would permit the FCC to require each licensee to maintain program logs and specify the information to be included.

Subcommittee members also are expected to continue discussions on minority ownership and equal employment opportunity language in the measure. And the question of establishing quantified program performance standards for radio must also be settled. □

WARC delegation shortwave fight

U.S. group says it's ready for confrontations with underdeveloped countries over spectrum allocation at January conference in Geneva

U.S. telecommunications policy makers are almost always accused of going into International Telecommunication Union conferences without adequate preparation. Whether those accusations are always fair or not, they should not apply to the preparations the U.S. is making for the World Administrative Radio Conference to develop a plan for the use of the high frequency (shortwave) frequencies, or so Congress was told last week. "I am confident the U.S. is well prepared," Leonard Marks, the Washington communications attorney and former head of the U.S. Information Agency who will head the U.S. delegation, told a subcommittee of the House Foreign Affairs Committee. And that sentiment was echoed by others involved.

The first session of the two-part conference will be held Jan. 10-Feb. 10 in Geneva—the second will be held in 1986—amid indications it will, as Marks pointed out, present serious problems. Some Third World countries that feel they have been denied sufficient access to the HF bands are urging a fixed assignment of frequencies on a long-range basis, a system the U.S. believes would spell disaster for a rational system; the U.S. will urge a "flexible" system. What's more, the requirements of countries for HF frequencies are outstripping the spectrum available for the service. And jamming by the Soviet bloc of foreign broadcasts re-

mains, in the U.S. view, a serious obstacle to coherent planning.

Those same factors, as Marks pointed out, have frustrated a number of efforts over the past 40 years to develop an HF plan. Marks said technical problems are worse than before. And the political ones, he added, "are often more intractable." In January, those problems will involve the question of how developing countries attempt to change the present system of assigning frequencies. And the conflict between the "haves" and "have nots" could transform the conference into a watershed in U.S. relations with the ITU.

David Markey, head of the National Telecommunications and Information Administration, said as much, in his testimony at the hearing, before the Subcommittee on International Operations: "It [the conference] will indicate whether we can cope effectively with the politicization that has been evident not only in the ITU but in other international forums. How well we accomplish our objectives will have a bearing on future U.S. participation in the ITU."

The HF conference is a spin-off from the World Administrative Radio Conference of 1979, when Third World countries sought a larger part of the HF frequencies for the exclusive use of the less developed countries; they contended that the present system favored the larger countries. Marks said the U.S. is "sympathetic" to those in the Third World who want greater access to the shortwave band to improve their communications within and across their borders. And

he said the U.S. is willing to make some "concessions" to help them achieve their goals. But he said some Third World demands are "unrealistic," and he noted the shortwave band is important to the U.S. in the conduct of its foreign policy.

There is yet another problem confronting the more than 110 of the ITU's member countries expected to attend—the paucity of new spectrum within which HF operations may be assigned. The 1979 WARC increased the total allocation for HF broadcasting from 2350 khz to 3130 khz but resisted urgent requests of many countries for allocations in the 6 and 7 mhz bands, which have not been increased since 1947. The new spectrum will not become available until 1989, for frequencies above 10 mhz, and 1994, for frequencies below 10 mhz.

A major task of the U.S. and other industrialized countries at the conference will be to persuade the developing countries that a rigid, or *a priori*, plan would not succeed. Marks, whose testimony in large part tracked the U.S. proposal for the conference, said that, since propagation conditions change according to seasonal variations of the ionosphere and over the 11-year solar cy-

cle and since the broadcasting needs of countries change over time, such a plan "is not implementable in our view."

He also indicated the U.S. would seek to gain support for the position that jamming—which he called illegal, since it runs counter to the provisions of a number of international declarations—should cease. Apart from its interference with the free flow of information—which Marks did not stress—jamming compounds the congestion problem, affecting not only a targeted channel but adjacent channels, as well, and driving the targeted broadcaster to find other frequencies.

However, the U.S. is basing its planning on the assumption that jamming will not cease. In fact, Marks cited the existence of jamming as an additional reason for the U.S. concept of a "flexible" system. Given the existing technical problems "and the added complications produced by jamming," he said, "flexibility must be the key to any planning method that might be developed." Then he added: "The central issue at this conference might be described as the difference between flexibility and *a priori* when considering the development of a planning method."

Meanwhile, the State Department last week released the names of the U.S. delegation to the conference. The 38 members reflect the almost exclusive government involvement in the issue. Mark Bench, vice president of Bonneville International Corp. is the only public member. The others, in addition to Marks and Bench, are:

Rush W. Taylor, State Department; James Buckley, Radio Free Europe/Radio Liberty; Diana Lady Dougan, State Department; Mark Fowler, FCC; Lincoln Gordon, retired ambassador; David Markey, National Telecommunications and Information Administration; the U.S. ambassador at the mission in Geneva (not yet appointed); Frank Shakespeare, Board for International Broadcasting; Kenneth Tomlinson, Voice of America; Michael Uhlmann, special assistant to the President; Ben Wattenburg, BIB; Charles Wick, United States Information Agency; Lucy Hummer, State Department; William Jahn, State Department; Clark Norton, State Department; Gilbert Sheinbaum, State Department; Anna Case, USIA; Bruce C. Doerle, USIA; Walter E. Ireland, USIA; Maurice Raffensperger, USIA; Warren Richards, USIA; Jaroslav J. Verner, USIA; David Wilson, USIA; Lewis Bradley, NTIA; Bohdan Bulawaka, NTIA; David Cohen, NTIA; Richard D. Parlow, NTIA; Charles Rush, NTIA; Francis S. Urbany, NTIA; George Jacobs, BIB; Stanley Leinwoll, BIB; Walter Roberts, BIB; Daniel Brenner, FCC; Neal McNaughton, FCC; James R. Carroll, Defense Department, and Vernon McConnell, Defense Department. □



First AMIP closes to good reviews

Marketplace for international video programming generates little on-site business, but is praised for generating valuable contacts and marketing information for both buyers and sellers

The first American Marche Internationale des Programmes (AMIP), a marketplace designed to pair foreign sellers with American buyers of TV programming, came and went in Miami Beach last week (Nov. 6-10), and the general consensus, especially among sellers, is that the event was a success. Few if any major sales were finalized at AMIP, although a number are said to have been initiated or furthered, and some new distribution deals, pairing foreign sellers with U.S. syndicators who will represent their product here, could be ready soon.

The convention's most important result, according to buyers and sellers alike, is that

sellers, from the largest and most visible to the smallest, gained a better understanding of the viability of their product in the U.S. market, and how to market it here. Its biggest drawback, articulated over and over by buyers, is that in its first outing, many sellers demonstrated a lack of understanding of the complicated U.S. market, especially where the needs of its most lucrative sector, commercial TV syndication, are concerned.

More than 1,100 people attended AMIP, representing a total of 497 companies on both the buyer and seller sides. Buyers who included U.S. syndicators as well as station, cable and pay TV programmers, low-power TV networks, direct broadcast satellite programmers, videocassette programmers and educational program packagers, numbered 382. Sellers included those manning more than 100 exhibits and "participants without booths," who numbered nearly 300, and included observers from companies such as

the U.K.'s British Broadcasting Corp. and Granada Television, who chose not to invest in booths at AMIP's first outing but were permitted to screen programs in rooms rented by the hour from the conference's AMIP organizers.

Traffic in the exhibit hall (located in the convention's headquarters hotel, the Fontainebleau Hilton) varied from brisk to extremely light. Many exhibitors noted a big drop-off from Monday, when traffic may have been heaviest, to Tuesday, when activity was noticeably lighter.

All told, 46 countries were represented on both the buyer and seller sides. Latin American buyers, most notably from Columbia and Argentina, are said to have been the marketplace's most active. Although few sellers made deals directly with American buyers, many made up for that lack by selling to one another. Australia's M.C. Stuart Associates Ltd. is said to have been the most

active at closing new distribution deals with sellers from other countries.

At the same time, U.S. syndicators in attendance as buyers are known to have kept busy servicing existing clients, both domestic and overseas, who attended as both buyers and sellers.

All that buying, selling and servicing outside the realm of the convention's stated intent—to match foreign sellers with American buyers—led to confusion and some resentment among exhibitors, who not only paid for hotel rooms and transportation to the U.S. but invested in the range of \$10,000 to well over \$20,000 for booths. Many buyers had their rooms paid for by AMIP organizers.

"We're very pleased with the way things went," said Harvey Seslowski, president of National Video Clearinghouse, Syosset, N. Y., which joined French entrepreneur Bernard Chevry's MIDEM Organization in staging AMIP. MIDEM organizes four other international marketplaces each year in Europe, the next of which, a convention for music publishers, record manufacturers and radio programmers, is set to take place in Cannes, France, in January. AMIP, which was financed by Perard Associates of London, lost about \$200,000, according to Seslowski.

By Wednesday, the convention's second-to-last day, 17 exhibitors had signed up for AMIP '84, set to convene Nov. 18-21 in the same location.

AMIP from the selling side

Direct sales to U.S. buyers at last week's AMIP convention appear to have been few and far between, but sellers' spirits at times were buoyant to a surprising extent. Many reported they are considering distribution deals with U.S. syndicators, some of which could be closed in the coming weeks and months, as a result of contacts made at AMIP. In addition to numerous new contacts, the most valuable acquisitions cited by sellers are a better understanding of how to tailor programs—through dubbing, editing, program length and number of episodes—for U.S. television and a clearer idea of just how viable, if at all, their fare is for each sector of the TV marketplace, from commercial syndication and network to basic cable and home video.

The biggest licensing deal to emerge anytime soon from AMIP could be the sale of U.S. distribution rights to two Australian TV series by Crawford Productions Ltd. to a U.S. syndicator. Crawford director Nick McMahon said he could choose a syndicator—one of four competing for the job—to represent the shows as soon as this week, and that both shows could be offered at NATPE International, the largest U.S. marketplace for TV programming, set to convene in February. Programs to be licensed are *Carson's Law*, a package of 110 hour-long episodes about a woman lawyer in Australia in the 1920's, and *The Sullivans*, a package of 1,100 half hours syndicated about four years



China. China Central Television screened circus programming and documentaries. L to r: Xu Jiacha, director, and Guo Bao Xiang, deputy general manager, with prospective buyers.



Italy. S.A.C.I.S., the program marketing subsidiary of RAI, was among the larger companies participating at AMIP. L to r: Andrea Piazzesi, New York representative; Guiseppe Proietti, director of sales and co-productions, and Richard Iotti, TV sales executive.



Australia. The Grundy Organization had one of AMIP's busiest booths. At right: Jan McManus with prospects.



Poland. Film Polski is primarily a producer-distributor of features. Pictured here is managing director Michael Bukowski, who has already decided to attend a second AMIP if held in 1984.

ago to 28 U.S. stations by Tandem Productions. Commercial TV stations—both independent and affiliated—expressed interest in *Carson's Law* at AMIP, according to McMahon.

Fox/Lorber Associates, U.S. representative to Australia's huge Grundy Organization, is considering licensing several series to a low-power TV network and direct broadcast satellite programmers, according to Fox/Lorber President David Fox, who said the company also found considerable interest in Grundy's made-for-TV movies among full-power independent station operators.

The United Kingdom's Central Independent Television is considering several offers for off-network distribution rights to a Ken-

nedy mini-series it produced for NBC-TV, according to Philip Jones, controller of international sales and marketing, who indicated a distribution deal with a U.S. syndicator for Kennedy could be finalized this month.

Goldcrest Films and Television Ltd., by far the most visible and apparently the busiest exhibitor at AMIP, received numerous offers for the right to distribute a number of its programs to various media in the U.S. Steve Walsh, director of marketing and co-productions for Goldcrest, said he will spend much of the rest of this year in the U.S. to negotiate the best possible routes for distributing programs to U.S. television media, which, depending on the program, will include home video, pay cable, commercial TV (possibly with full sponsorship by advertisers) and educational videocassettes. Goldcrest programs attracting the most attention from buyers, according to Walsh, were *Robin Hood*, a series that will begin airing on Showtime in January, and *A Christmas Carol*, a one-hour puppet show rendition of Charles Dickens's classic, which, to go to production, must have an American co-producer to help cover production costs estimated at \$650,000.

Goldcrest, which reportedly spent \$125,000 promoting its program marketing efforts at AMIP, sponsored an opening-night cocktail party and built one of the exhibit hall's largest and most elaborately decorated booths. The investment, said Walsh, appears to have more than paid off.

Large exhibitors were far from the only ones expressing satisfaction over the results of AMIP. Nick Izydorczyk, export and import manager at Poland's Film Polski, said his company made no sales of the animated feature films it emphasized at AMIP, but that the company will "definitely" return to the convention next year. "This is the first step we've taken to approach the U.S. TV market," and it was "better than we expected to be," said Izydorczyk. "We met many people we hadn't known before," he said. "We believe there is a great chance for this market to survive."

China Central Television is considering an offer from ABC-TV's *That's Incredible* for circus programming screened at AMIP.

Soviet TV is considering offers from Bravo, the pay-cable network, for ballet programming and from Fusco Entertainment for feature films.

"This is the beginning of a courtship," said S.A.C.I.S. (RAI) sales executive Richard Iotti. "We are here to make ourselves known." □

AMIP from the buying side

Buyers were offered a wide spectrum of programming choices, everything from sexually explicit theatricals to pre-school cartoons, although much of it needed dubbing. The buyers, some 382 of them, did not lack for interest; they could be seen queuing up at booths where salesman with popular product were making reservations. Most of the buyers agreed with the sellers—few deals were

completed, but there were important first contacts made.

One of the more successful sellers during the four-day market was Max Stuart of Australian-based M.C. Stuart & Associates. He sold his six-part documentary, *Australia Naturally*, to several PBS stations, as well as to several buyers from Argentina, Peru, Chile, Paraguay and Uruguay. He also reported a heavy interest from Metromedia's KTTV(TV) Los Angeles for his documentary programming. PBS stations also picked up his three-part documentary series on sharks. In addition, he made a deal with Video Cable Communications, a 5,500-subscriber cable system outside Buenos Aires, for 107 hours of documentary programs.

The cable network Bravo picked up several performance programs, principally dance. According to Laura Pierce, manager of program acquisitions, Bravo bought five programs from Societe Radio-Canada, the French arm of the Canadian Broadcasting Corp., as well as three programs from the Israeli Broadcasting Authority. In addition, Pierce bought from the program distributor, Italtoons, a La Scala ballet program.

Cinema Shares International Television, a New York-based syndicator and distributor of programs to the pay and videocassette

Australian and Canadian product would be "most compatible" with Greensboro viewers.

Although it was a market for American programmers and syndicators, much of the buying was being done by South America's Video Cable Communications. In addition to the 107 hours of Australian documentaries, it also made a deal with United Studios of Israel for three programs: *In the Footsteps of Jesus*, *The Love of God*, and a special on Julio Inglesias, according to USOI's Eliezer Dorot.

Dorot said he made deals with some American distributors, although he declined to identify the companies. He also found a co-producer for *The Orchestra*, a series of ten 25-minute comedy and classical music programs.

Philip Jones, head of international sales and marketing for Central Independent Television, said he had not yet found a distributor for *Kennedy*, the two-part mini-series that is airing on NBC Nov. 20-21. He believed it would eventually be picked up by a major syndicator, "an Embassy, a Viacom," but the eventual terms of any deal depend on the show's ratings. The first episode of *Kennedy* is up against ABC's *The Day After*.

Buyers, although curious and occasional-

head of program sales and co-productions at Ireland's Radio Telefis Eireann, commented that: "I don't think American television took AMIP very seriously. One or two buyers I wanted to see didn't come. Maybe they're in disguise." However, RTE was reported to have had a few nibbles, especially for a comedy-drama mini-series, *Caught in a Free State*, about German spies caught in Ireland during World War II. M.A. Kempner was said to be strongly interested.

The disappointing turnout among cable programmers was also noticed. "We were under the impression that this market is exploding with cable programmers," sighed Maryse Rouillard, general manager of Montreal-based Filmoption International Inc. And the PBS buyers, she added, "are scarce."

Co-productions were on the mind of almost everybody. The AMIP *Official Guide*, for example, had a tag line following almost every registrant that said "interested in co-productions."

Anthony Chaskelson, a buyer with G.I. Distributors, a South African distributor of videocassettes, said he was able to see several features that he expected to sign before he left. Videocassettes are a growing market in South Africa, he explained, where broadcasting consists of only two channels.

Seller Richard Lorber, president of Fox/Lorber Associates, reflected that "everyone came here with negative expectations," but found overtures coming from unexpected corners. Lorber revealed that he was approached by a DBS company interested in part of Fox/Lorber's substantial, recently acquired library of Grundy Organization programs. He declined to identify whom the DBS inquiry was from, but others speculated it was United Satellite Communications Inc. the DBS company scheduled to launch tomorrow. On its five-channel DBS system, USCI maintains that two channels will carry "unspecified" programming. However, USCI's vice president of programs development and promotion, Seth Willenson, acknowledged reports that one channel could carry foreign programming.

A few buyers seemingly switched hats. Sheldon Cooper, president of Tribune Entertainment Co., while noting the large number of domestic distributors that were seeking program acquisitions, observed "the buyers here are normally sellers." Cooper then posed that "the question is, are the buyers here selling to each other?"

Who benefited the most from AMIP '83, seller or buyers? Randy Reiss, president of Paramount Television Distribution, observed that sellers who really came out ahead were the smaller companies, the independents and the first-timers who are without American contacts and agents. Paramount, he explained, does most of its business outside of market shows like AMIP.

Despite the frequent light traffic on the floor, the buyers believe the sellers "learned a valuable education" about U.S. syndication. Part of that education, it was pointed out, is a realization among the sellers of a need for a more organized presence in the U.S., mostly in the form of an agent or permanent representative. It was, most agreed, advice sellers took to heart. □

Africa-Florida cooperation. Three feature films, training in advanced post-production techniques and the possible installation of what would be Nigeria's first post-production studios are the proposed results of a \$20-million co-production deal closed at AMIP between Miami's Spero Communications Inc., which promotes tourism in south Florida and Nigeria's Loto Independent Productions, a four-year-old producer of feature films. Initiated about a month ago in Europe, the deal could result in worldwide theatrical release and TV distribution of two of the films, according to Spero's Ian Spero, who said production will take place in both Florida and Nigeria. Financing for the project is expected to come from Nigerian government and business, both of which want to promote the film and tourism industries in their country, according to Laolu Ogunniyi, artistic director for Loto. The first of the three films, "Faithful Eclipse," is a remake of a Nigerian film made in the 1960's about mixed marriage in that country. Nigeria has about 30 TV stations, some of them government owned, according to Ogunniyi.

markets, bought six horror films from Eurocine, Paris.

There was also great interest expressed in *The Bumble Film*, a feature-length animated motion picture offered by United Dutch Film Co. According to company president Rob P. Houwer, he was entertaining about 12 offers from American and Canadian distributors vying for the rights. Houwer said he was asking about \$1 million for "all" distribution rights, with the winner offered a first option of refusal when the movie—as planned—goes into a series format. Several buyers and program advisers from station representative firms independently commented on the quality of the full-animation feature, although an English-language version has yet to be dubbed.

Although many sellers expressed disappointment at the low turnout of buyers from individual television stations, those who attended were thinking about what they could do with the programming. Jack Forehand, program operations manager at Harte-Hanks' WFMY-TV Greensboro, N.C., said he was seeking product for a possible cable channel that the station was negotiating to lease. But dubbed soundtracks, he noted, "won't go over in Greensboro." Instead, he felt, the

ly complimentary about the foreign product, had strong criticism about the disorganization and high hopes of sellers.

An often heard comment, perhaps not unexpected since it came from the buyers, was that the sellers were holding out for "unrealistic" high prices. Wajnbrose Productions of Brussels, for example, was offering a highly acclaimed series of 1,000 eight-second comic vignettes centered around a Charlie Chaplin-like character (Marc-Henri Wajnberg) with a clapboard that would produce a lightning-quick change to the "clapman," a Humphrey Bogart-like character every time it snapped shut. The asking price for U.S. distribution rights reportedly was \$200 per eight-second scene, or \$200,000 (the buyer had to buy all 1,000 of them).

Program lengths as well as the number of episodes in the series was another problem. Frequently sellers had as few as six episodes available. Buyers noted that usually a minimum of 26 is necessary to fill a season. The lengths were odd as well, with many programs requiring heavy editing because they wouldn't fit neatly within a half-hour or hour format.

The sellers tried to remain optimistic, despite the difficulties. John Baragwanath,

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Limited partnerships and leveraged buyouts: growing means to broadcast ownership

The two techniques are increasingly popular with Wall Street as stations become more attractive investment

The use of limited partnerships and leveraged buyouts has become increasingly popular as a means to purchase radio and television stations. Although such vehicles are by no means novel, and have been successfully used in real estate and other businesses for years, it is only recently that they have taken a foothold in station trading.

The reasons are numerous. Those involved—attorneys, accountants, brokers, bankers—report that the growing value that radio and television stations are commanding in the marketplace, coupled with the clear deregulatory environment in Washington, have led to more sophisticated financing techniques heretofore unavailable to broadcasters.

And along with the advent of sophisticated techniques, there are also sophisticated technicians. Low-key Wall Street investment banking firms, traditionally associated with heavier, old-line industries, have stepped in as the complexity of station financing has grown. And while some media brokers are not exactly wheeling out the welcome wagon, others regret not having formed some sort of "alliance" with Wall Street earlier.

None in station trading suggest that limited partnerships and leveraged buyouts are radically changing the face of station ownership in this country. They point out that, as an overall percentage of the total stations changing hands each year, the incidences of the new equities is relatively small. By legal definition, they note, a limited partner is only an investor and has no control, similar to a stockholder in a major publicly held corporation.

Limited partnerships are employed for a variety of purposes. Buyers, who are in need of raising large amounts of equity to buy a station, may offer limited partnership interests to help finance their purchase. In exchange, the investors in limited partnership interests gain certain tax advantages—typically in the form of tax write-offs that are passed through the partnership directly to the principal's personal tax return. Unlike the general partner, a limited partner takes no part in the management or control of the business. Limited partners also are liable only to the extent of their capital contribution. Full liability is invested in the general partner.

Although leveraged buyouts have been getting a lot of press attention lately, they are a finance vehicle that has been around at least since the early part of this century. In a

leveraged buyout, the buyer uses a minimum of his own equity to acquire control or buy a company. Instead, the buyer uses other sources of capital—loans from banks, venture capital firms, or even limited partnership interests—to finance the purchase. The buyer then retires the debt through revenues generated by the purchased company.

One of the characteristics of a leveraged buyout is that the debt is incurred on an unsecured basis, meaning that the purchaser puts up no asset other than the company he is buying as collateral against the loan. Also, as often happens in leveraged buyouts, the management of the acquired company is given the opportunity to share in the equity of the new company.

To the uninitiated, limited partnerships



Pompadur

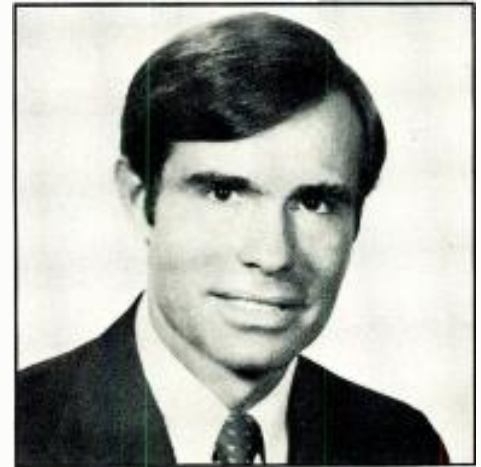
and leveraged buyouts appear to violate the law that you can't get something for nothing. Recently, however, William E. Simon, the former secretary of the treasury, elevated the leveraged buyout to an Olympian high. Early last year he engineered the purchase of Cincinnati-based Gibson Greeting Cards from RCA for \$80 million-\$85 million. Simon and a group of investors put down \$1 million in cash, borrowed \$46 million against Gibson's plant, and raised the \$33-million balance through a sale and lease-back of the company's three warehouses to a tax shelter company. The Simon group took Gibson public this past spring, and their \$1-million investment bloomed to \$200 million. Simon's personal investment of \$330,000 became \$66 million.

Last month Forward Communications, a Wausau, Wis.-based group of six television stations and 10 radio stations, announced an agreement to be acquired by Simon and partner Raymond Chambers for an undisclosed sum, although industry sources estimated it to be about \$87 million (BROADCASTING, Oct. 31). Financial details have not been

spelled out, but Chambers indicated it would not be modeled after the Gibson Greeting Cards deal.

To be sure, the Gibson Greeting Cards story is an extreme example of an unusual—and occasionally controversial—financing mechanism. However, leveraged buyouts are no stranger to broadcasting and, according to media broker Ted Hepburn, "may have been refined by broadcasters." He noted radio and TV stations have frequently been bought with the buyer using as little of his own money as possible, borrowing heavily, and then paying off the debt with the cash flow generated by the acquired station.

But since the record-breaking sale of Gene Autry's independent KTLA(TV) last year to a leveraged buyout firm for \$245 million,



Crill

the size, number and complexity of deals have grown.

The KTLA deal was engineered by Kohlberg, Kravis, Roberts & Co., a private investment banking firm that is generally credited with inventing the modern leveraged buyout. More recently, KKR arranged for the leveraged buyout of Wometco Enterprises, a Miami-based station group with vending and entertainment holdings, for \$842 million.

In the KTLA case, KKR put together two limited partnerships which owned an aggregate 90% of the stock of the purchasing company, Golden West Television Holding Co. However, the remaining 10% of the stock was held by the general partner, called KKR Associates—and thus, by legal definition, the controlling party. General partner KKR Associates, in turn, is a limited partnership consisting of eight stockholders, seven of whom were KTLA management at the time of the purchase, including Anthony B. Casara, then president of the television station division of Golden West Broadcasters, and at 5% the largest shareholder in the general

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partner. Cassara is not KTLA president.

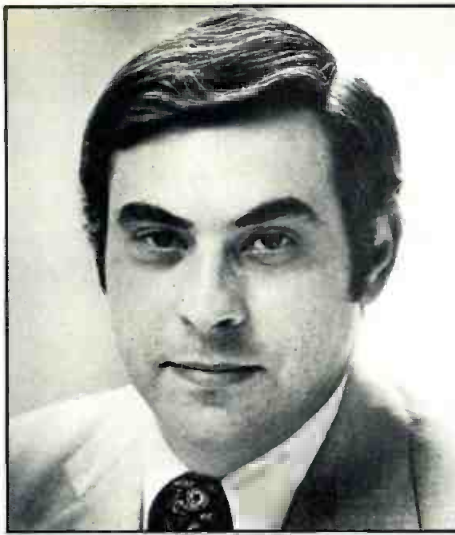
Also included in the general partner but not holding stock interest are three of the principals of the KKR firm—Jerome Kohlberg Jr. and Henry R. Kravis, and Kravis's second cousin, George R. Roberts. FCC records indicate that they are directors of KTLA and, along with another individual, general partners in KKR Associates.

The two limited partnerships KKR set up are called Golden West Associates I and Golden West Associates II. Of the aggregate 90% of Golden West Television that is held by these two limited partnerships, GWA I owns 87.3% while GW II owns 2.7%. The interests in the limited partnership, for the most part, are held by a variety of insurance companies, institutional investors and pension funds. Among those identified in the FCC filings were Bankers Trust New York Corp.; First Chicago Investment Corp.; John Hancock Mutual Life Insurance Co.; Hughes Aircraft Retirement Plan; Manufacturers Hanover Venture Capital Corp.; State of Oregon Retirement System; Teachers Insurance & Annuity Association of America, Wells Fargo & Co., and Yale University, among others.

The \$245-million purchase price was raised through two sources. The first was the sale of limited partnership interests in GWA I and GWA II, which together raised \$65 million—97% of that through interests in GWA I, and the rest through interests in GWA II. A group of banks advanced a loan for the balance of the purchase price.

When Wometco Enterprises announced that it would be acquired by a group of investors led by KKR, along with indicating it would be a leveraged buyout with unsecured funds, it was also said that certain of Wometco's management might be able to acquire equity in the new company. Critics charge that those incentives are offered to get management to go along with the deal. Supporters argue, however, that leveraged buyout firms seldom possess the day-to-day expertise needed to run the companies that they are assisting to acquire, and offering a share in the equity helps to keep those who know how to run the business in the business.

Similarly, limited partnership interests and leveraged buyout were married to acquire four of the remaining six Ziff-Davis Broadcasting television stations. The deal was announced in August 1982, and closed



Israel

earlier this year.

After Ziff Corp. decided to exit from broadcasting and focus instead on electronic publishing and the database business, it sold two television stations—in Chattanooga and Jacksonville, Fla.—to separate buyers. I. Martin Pompadur, president of parent Ziff Corp., then decided to leave the company and head a group of investors who would acquire the remaining stations—in Augusta, Ga.; Saginaw, Mich.; Steubenville, Ohio, and Rochester, N.Y.

What was unusual about the Pompadur deal was that it was the first time a group of television stations had ever been acquired through a combination of leveraged buyout and private offerings of limited partnerships interests on a major scale. The purchase price was \$56.2 million.

However, the limited partnership idea was taken one step further in the Pompadur deal. In need of capital to buy the stations, he approached two venture capital firms, but found that they demanded too much equity in the venture, in effect jeopardizing his control. Pompadur then approached Mark Feldman, a vice president in corporate finance at Rothschild Inc., a New York private investment banking firm. Feldman, cognizant of the gains that stood to be made by investors in leveraged buyouts, came up with the idea to sell interests in limited partnerships to investors, thus raising part of the capital necessary to fund the acquisition. However, Feldman was able to structure the deal to insure Pompadur's and his management team's control over the new company.

Pompadur, as he explains it, then took to the road and visited the regional offices of the retail investment firm of Smith, Barney, Harris, Upham & Co., which, along with Rothschild, were making private placements of the limited partnership interests. The purpose of visiting the national offices of Smith, Barney, Pompadur said, was to educate the brokers about the advantages of selling the limited partnership interests to their clients. Evidently, investors liked what they saw: In 10 days, about 225 investors bought limited partnership interests totaling \$26 million. The balance of the purchase price was covered by a loan from Manufacturers Hanover and other banks.

According to Pompadur, the Television

Station Partners deal—as the acquiring company came to be called—is not just a tax shelter structure. Yes, he points out, there are tax advantages, principally in the form of write-offs that are passed through to the partners over a three-year period. But, Pompadur adds, it is not a "pure" tax shelter vehicle in the sense of traditional oil and gas, equipment leasing or real estate deals. Instead, the emphasis is to increase the value of the stations—and thus the limited partnership interests' investment—for a resale at some future time.

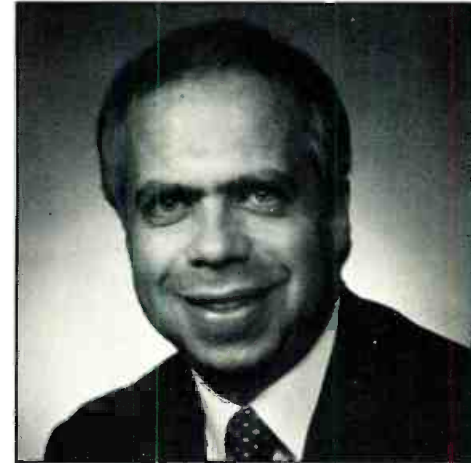
But what do the general partners get out of it? Until those who hold interests in the limited partner recoup 150% of their initial investment in Television Station Partners, profits and losses are distributed 99% to the limited partner, and 1% to the general partner. After the limited partner gets back one-and-a-half times his investment ("the flip point"), the profits and losses will be divided 65% to the limited partner and 35% to the general partner. The proceeds from the sale of the stations are distributed the same way. Thus Pompadur, and the other in-general partners, do not make money from the equity until the "back end," and are fully liable in case events take a turn for the worse.

The general partner of Television Station Partners is GP Station Partners, which in turn is made up of three general partners and two limited partners. The general partners are Pompadur, Elliot (Skip) Stein Jr., and Becker Management Corp., the last wholly owned by Ralph E. Becker, a former executive with Ziff-Davis Broadcasting who went on board at Television Station Partners as president. James C. McCreary, who was vice president and controller of the Ziff-Davis stations, also joined as TSP's chief financial officer and as a director of Becker Management Corp. Both Becker and McCreary had been in management positions with the stations since they were owned by Rust Craft Greeting Cards, which Ziff-Davis acquired.

What do the investment firms get for engineering and marketing the deal? Commissions, principally—1.5% of the total gross proceeds raised in the sale of limited partnerships for the investment banking firms. In addition, each salesman who was selling the limited partnership interests at the retail level earned an 8% commission per sale. Also, Rothschild earned a \$100,000 service fee for structuring the financing of the acquisition,



Gilburd



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and Smith Barney earned a somewhat lesser fee for marketing costs. Furthermore, according to the FCC application, Rothschild and Smith Barney, through separate wholly owned subsidiaries, have equity interests in the form of limited partnership interests in the general partner (which is also a limited partner).

In the Pompadur deal, qualifications to buy limited partnership interests were stringent. A prospective investor had to demonstrate a net worth of \$1 million or more, or be earning at least \$200,000 annually. Smith Barney, which sold \$21 million of the limited partnerships, farmed out the responsibility to its nationwide sales force. Limited partnership interests were sold in units of \$10,000 each, with a minimum purchase of 10 units. Pompadur pointed out that if a salesman sold one \$100,000 package, he earned \$8,000 commission and "you have to

sell a lot of IBM stock before earning \$8,000 in commissions."

Feldman recently concluded another financing deal, this time for the start-up of a new television station in Santa Fe, N.M., KSAF-TV (ch. 2, independent). This time \$3.6 million was raised through the sale of limited partnership interests, out of a total financing package of \$6.1 million. Feldman described the investors as including several present and former CEO's of major corporations, as well as other prominent investors.

And now, the word is out that the placement of limited partnership interests offers a broadcast financing alternative. Feldman reports that broadcasters are "beating down the doors" to his office to find out how such a deal can be structured for them.

Although Feldman foresees the continued use of limited partnership interests, he acknowledges it may not be the financing

panacea for every would-be broadcaster. Radio, he suggests, is too volatile a business with stations changing their ranking seemingly overnight. Television, on the other hand, is "more predictable," Feldman said, in the sense that operators can reasonably project what their cash flow will be a couple of years down the road.

Although the Pompadur and Ziff-Davis deal caught everyone's attention, it was not the premiere leveraged buyout of a television station using limited partnership interests. Most agree that the first in television was structured by Oppenheimer & Co., a Wall Street investment banking firm, in association with a group of investors led by former Washington attorney Michael Finkelstein. They bought a former NBC affiliate, WTXX-TV [formerly WATR-TV] Waterbury, Conn., from the Gilmore family for \$4.5 million in the spring of 1981. Finkelstein reported that Oppenheimer & Co. was able to place more than 40 limited partnership interests which raised enough capital to cover the purchase price, plus a little left over to invest in new equipment and programming.

The general partner of the company buying WTXX-TV consisted of Finkelstein and Odyssey Partners, the former media interest arm of Oppenheimer & Co. which was spun off after Oppenheimer was acquired by a British concern last year.

Finkelstein not too long afterwards concluded another purchase of a television station that he said "mirrored" the WTXX-TV acquisition. He was able to pay \$3.5 million with the help of some 20 limited partnership interests to buy WPMT-TV [formerly WSBA-TV] York, Pa. Like the previous deal, he noted, the strategy was to turn back the network affiliate agreement, beef up the station's facilities and make it over into a strong independent.

Leveraged buyouts, on the other hand, are sometimes employed when a large corporation, for whatever reason, concludes that one of its lines of business is no longer in keeping with its plans and decides to divest that division or subsidiary.

General Electric, after 61 years in the broadcasting business, came to such a conclusion. As part of its divestiture, GE sold WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville to Foster Management Corp. in limited partnership with Sky Corp. for about \$16 million. Sky Corp. is owned by general partner Dennis Israel and limited partner Business Development Capital Limited Partnership II, which in turn is composed of a general partner and 64 limited partnership interests. Foster Management is a New York venture capital and private investment firm.

According to Sky Corp. President Israel, one of the principal reasons to form a limited partnership, rather than a corporation, to own a broadcast station, is to take advantage of the depreciation of the assets that can be passed through to the partners. In a corporation, he explained, such benefits remain at the corporate level and do not pass through to the stockholders.

In addition, Israel said, the limited partner can also bring "enormous clout" to the bargaining table, since it often includes insurance companies, pension funds, venture

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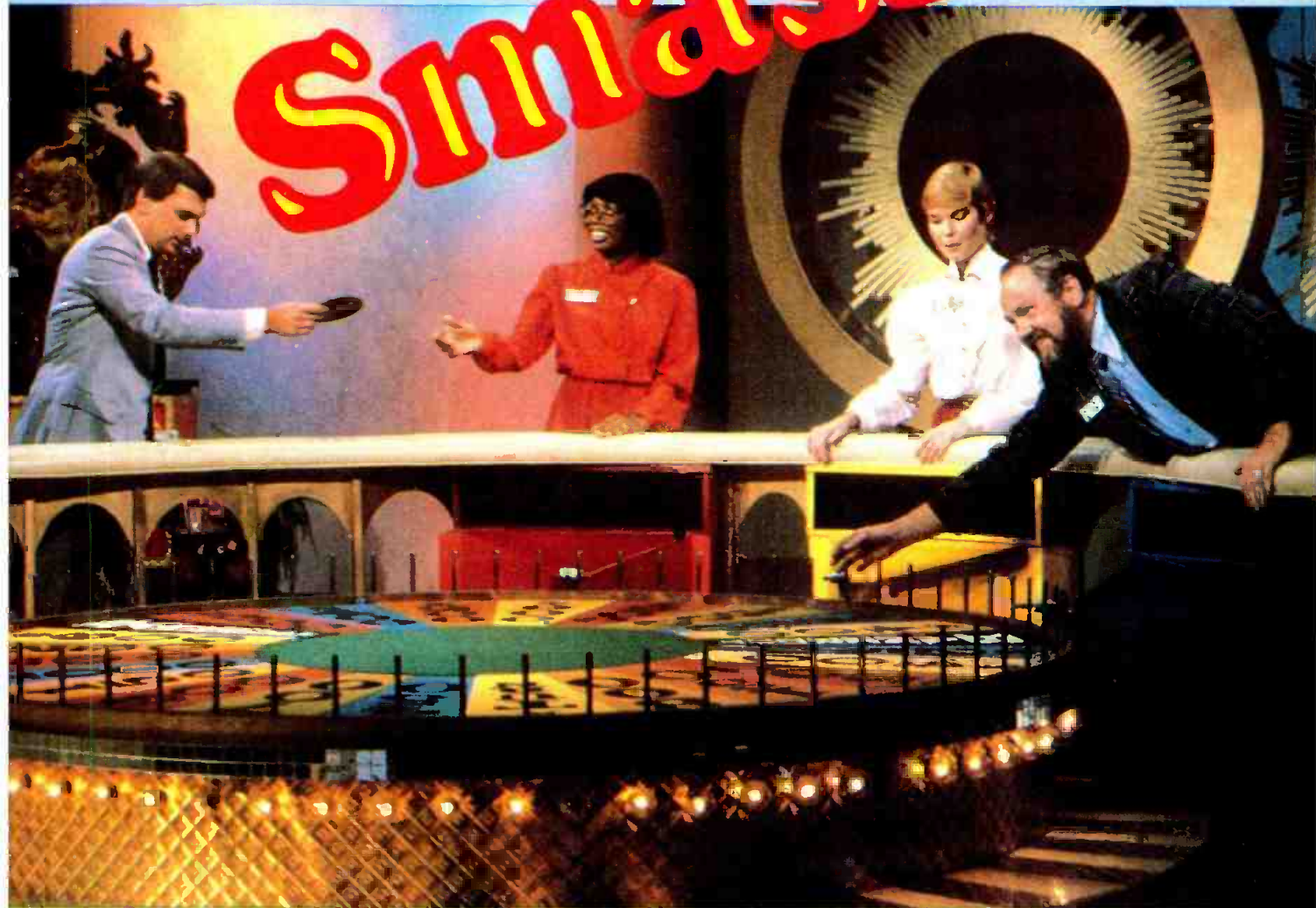
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Israel also believes that innovative financing is the result of broadcasters who are more bottom-line oriented. "I think there are more business people playing in the arena than ever before, and fewer broadcasters who maybe weren't the best business people in the world."

"We've done loads of them," said David Croll, a partner in the Boston venture capital firm of TA Associates. He was speaking about leveraged buyouts of radio stations. Just this year alone, he said, TA Associates has backed five separate deals valued at more than \$50 million. But Croll echoed Rothschild's Feldman when he noted that, as far as widely distributed limited partnership interests are concerned, they are not as easy

to sell in radio as in television. The difference is basically one of size. Given the comparatively lesser value of the facilities at the typical radio station, said Croll, the assets do not generate the "massive amounts" of depreciation and write-offs compared to television.

But Michael Gilburd, a director of the Gilburd Co., a Boston CPA and consulting firm, disagrees. He's overseen the marketing of limited partnership interests in several radio station acquisitions, and observes that syndicators have "found the real estate market very competitive and are looking to other properties to syndicate."

Gilburd reported working on three deals, all in the Boston market. For the \$15-million purchase of WXKS-AM-FM in 1982 he was

able to raise \$4 million through the sale of limited partnership interests, and arrange loans for the balance. For the \$5-million purchase of WTTP(AM) [formerly WGTR], he arranged the sale of \$2 million in limited partnership interests, and collected the balance by securing loans. And finally, for CBS's sale of WEEI(AM), he was able to raise \$2 million in equity through limited partnership interests, and arrange the \$1.5-million balance through a loan.

Part of the reason behind the rising use of limited partnerships, Gilburd said, is that traditional real estate investors "want more cash flow and diversification of their portfolios," which radio stations afford.

In addition, he noted, a broadcast property has a financial history, and that gives investors confidence, unlike an untested movie or play. (However, the movie industry has also forged ahead with its own version of limited partnerships. This year Columbia Pictures entered into an agreement with Delphi Film Associates II, a limited partnership offering that raised \$60 million to finance about 15 to 20 films.)

As a consultant, Gilburd said his principal job is to organize the limited partnerships, coordinate the printing of the prospectus and try to keep the station's current management in place. Although he has not done so yet, Gilburd said he plans in future deals either to be co-general partner or to take a limited partnership interest. To find investors interested in buying limited partnership interests, Gilburd said he approaches his own clients, other accountants, and is developing relationships with about a half dozen New York brokerage houses which in turn could place the limited partnership interests.

Typically, Gilburd said, a leveraged buyout with the help of limited partnership interests runs about 30%-50% equity, with the 70%-50% balance financed with a credit line from banks. The number of investors in limited partnership interests can run anywhere from one to 35, Gilburd said.

And although Pompadur and others might challenge Croll's "massive amounts" thesis in regard to write-offs, no one denies that the tax advantage aspects of limited partnerships are an inducement for investors. Alan Griffith, a senior vice president at the Bank of New York—a leader in loans to broadcasters—maintains it is a "real truism" that "if the venture is not economically viable and does not offer a long-term economic return, you might just as well give your money to charity and take a deduction." Griffith observed that he finds the "long-term economic return" reason "more important and generally ignored" by investors. He suggests that if investors seek "pure" shelters they should stick to the traditional oil and gas deals.

The rise in station trading activity has, along with bringing new players to the game, brought some old players into the spotlight. Wall Street investment banking firms have seen their roles increase as the size and complexity of deals grow. Their quiet dealing is almost sure to be found behind the acquisitions and divestitures of major media companies.

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be seen in such mergers as Cosmos-Orion in 1981, Gannett-Combined in 1979 and Harte-Hanks's purchase of Southern Broadcasting in 1976. Lately, Goldman Sachs has assisted in General Electric's divestiture from broadcasting, Dun & Bradstreet's sale of its Corinthian unit, Field's exit from broadcasting, plus others.

While traditional media brokers find the Goldman Sachs record enviable, the firm points to its special expertise that it can bring to representing major transactions. Mike Overlock, a Goldman Sachs partner, explains that the firm brings to broadcasting the "professionalism" it has developed in structuring countless mergers and acquisitions in a broad spectrum of businesses over the decades.

Goldman Sachs principally represents the sellers, Overlock said, who like the firm's style of "quarterbacking" each sale through the labyrinth of parties involved—principals, attorneys, bankers, the FCC—and staying tightly on top of it until the transfer is closed.

And although Goldman Sachs' name may not readily appear in the trade and general press as a firm with extensive breadth in the broadcasting business (it's unlikely you'll run into a GS representative at a National Association of Broadcasters convention), Overlock volunteers that they know all the major players in the industry. "We know who the tire kickers are," he said.

The firm handles broadcasting investments through its acquisitions and mergers division, which in 1982 completed 69 mergers, 34 of them valued at more than \$100 million. Overlock said that major market broadcasters are turning to firms like Goldman Sachs because they lend "the sophistication necessary to accomplish the broadcasters' needs." By way of example, Overlock suggests that leveraged buyouts are rising in popularity among sellers because such structures are now able to make a competitive bid against the more traditional all-cash transactions of the past.

Overlock cites lower interest rates and the competitive edge broadcasting has been able to hold in the face of advancing penetration of cable television as reasons behind the "heightened" activity in station trading.

Goldman Sachs may have the lion's share of major market deals, but it is not the only shop on Wall Street. Lehman Brothers Kuhn Loeb has also been active. It recently represented Telepictures in its \$15-million purchase of KMID-TV Midland, Tex., and Price Communications in its purchase of KIOI-FM San Francisco for \$12.4 million, and its purchase of WIRK-AM-FM West Palm Beach, Fla., for \$7 million. In addition, Lehman Brothers represented Calvert Telecommunications' sale of its suburban Baltimore county 92,000-basic subscriber cable system to Comcast Corp. of Bala Cynwyd, Pa., for \$65 million. Lehman Brothers, besides currently working on a sale of a cable system outside Nashville, has also brokered newspaper properties, including the recently announced sale of the *Houston Post* for \$130 million plus working capital.

Occasionally, the deals are co-brokered. Ted Hepburn represented the seller of WIRK-AM-FM, as well as assisting Goldman Sachs

in some of the GE divestitures.

Fred Seegal, managing director of Lehman Brothers and head of its recently formed communications unit, said that the kinds of deals Lehman has done reflects a "more aggressive pursuit of the sales of assets as opposed to businesses."

Seegal believes that some of the excitement behind leveraged buyouts is because, despite the high prices, the trading values of television stations may not be keeping pace with other, heavier business. Although some stations trade at a cash flow multiple of 10 or 11 times cash flow, Seegal said it is not a "quantum leap" from their pre-bull market values of eight or nine times cash flow. On the other hand, Seegal added, someone who once bought a manufacturing company at six times cash flow, now must pay over twice that multiple. In comparison, television stations, with predictable cash flows and lower interest rates, "now look very attractive on a leverage basis."

The question remains, however, to what extent the new players, the new vehicles of financing and the new structures of ownership will affect the makeup of broadcast station ownership in this country.

As may be expected, the answers vary. Attorney Finkelstein, who is now a senior vice president with Odyssey Partners in New York, thinks that limited partnerships will allow more people to get into the business who previously, for lack of capital, were barred from entering. "It's just another means of capital formation," he explained. He noted that limited partnerships are long standing in the cable business where they have flourished, comparatively free from regulation.

The reason limited partnerships are growing in popularity, reported James Weitzman, an attorney with the Washington law firm of Shrinky, Eisen & Weitzman, is that the FCC has signaled that such deals are permissible. As far as the FCC is concerned, Weitzman added, it is the general partner who is in charge, and who it looks to when assigning the various merits in awarding competing applications.

At present, the FCC has made no formal rulemaking regarding limited partnership interests, although it does have pending a rulemaking proceeding on the attribution levels—the maximum percentage allowable with respect to other media interests and concentration of control before being counted as an interest. "It's a new phenomenon and we haven't had that much experience with it," reported Roy Stewart, head of the FCC video branch in the Mass Media Bureau. He added that he "hoped" the rulemaking would treat radio and television stations equally.

To date, most major station transfers involving limited partners in the buying group have been walked through the FCC by their attorneys who report encountering no opposition.

Weitzman said that most of the limited partnerships in radio station transfers that his firm has engineered involve a "small, closely knit group of people" and do not represent masses of unidentified limited partners who have been solicited through brokerage houses. He doesn't keep exact figures on the

number of deals being put together this way, but confirms it appears more prevalent than in the past.

Not everyone is happy with the new order. Those who dissent, however, generally request anonymity.

Both leveraged buyouts and limited partnerships have critics. One broker charges that the leveraged buyout groups pay inflated prices "because they're not using their own money." Another blasts limited partnerships as "essentially a tax gimmick" and relates their fate to the once-popular mutual funds that brokerage houses were pushing a few years back.

But supporters contend that leveraged buyouts and limited partnerships are nothing more than time tested vehicles that have worked in other businesses—notably real estate—and which can now, thanks in part to deregulation, be applied in the broadcasting business as well. It may not be the wave of the future as some may be predicting, but it is, according to Pompadur, "a viable, new competitor in the marketplace that, together with everything else, will keep the [station trading] multiple high—if not push it higher." □

Third quarter offers mixed bag for Fifth Estate firms

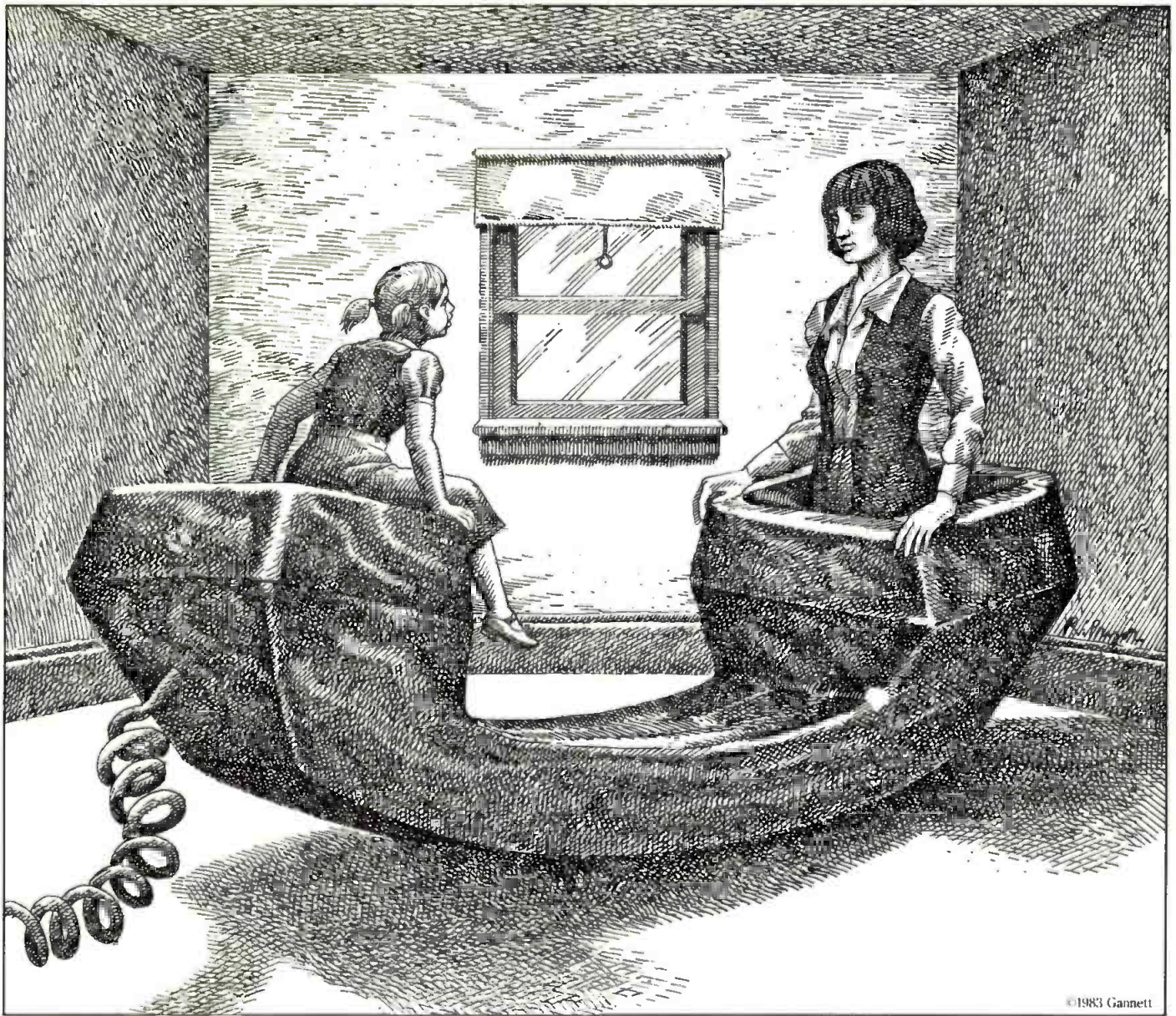
Net income is down, attributed in large part to costs of cable expansion; profits from broadcasting show rise over year before

Depending on how you look at it, the third quarter was both good and bad to major station group owners and networks. Although the total net income of the nine major broadcasting companies declined 3% in 1983-to-1982 period-to-period comparisons, the operating profits generated by those companies' pure broadcasting interests—exclusive of cable and publishing—increased 9%.

Of the nine major companies, five advanced in total net income during the third quarter of 1983 compared to the same period in 1982, while four retreated. Those that advanced were Capital Cities Communications, CBS, Cox Communications, LIN Broadcasting and Scripps-Howard Broadcasting. Retreating were ABC, Metromedia, Storer Communications and Taft Broadcasting. In operating profits from broadcasting interests, only ABC and Metromedia posted declines among companies that broke out their broadcasting results.

Still, profit margins during the third quarter advanced modestly—the seven companies that came out ahead showed average gains of 8% for their broadcasting interests when those were broken out and compared to their profits for the third quarter of 1982.

The Outlet Co., which of the larger companies is the only pure broadcasting firm,



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was not included in the tabulations because its fiscal third quarter ends Oct. 31 and its results will not be out until the middle of November. Also, the Nashville-based radio group owner, SunGroup, although its quarter ended Sept. 30, has not yet reported that quarter's earnings. The auditor's report is not finished, but SunGroup President George Mooney said comparisons to last year's third quarter would show the most recent quarter "probably ahead."

A case-by-case examination of the nine major broadcasting companies shows that their total net income was not affected so much by their broadcasting interests as by the high cost of cable expansion. However, the impact was not nearly as severe as last year. Net income of the nine major companies in comparing the third quarter of 1982 to the third quarter of 1981 was down 23%—again, due not so much to broadcasting as to other interests (BROADCASTING, Nov. 8, 1982).

■ For this year's third quarter, Storer Communications reported a \$15,002,000 net loss (92 cents a share), blaming it primarily on increased interest and amortization expense and a \$1,262,000 loss from hurricane damage to the company's Houston area cable operations.

Revenues for the third period were up 19.7% to \$113,437,000, with both divisions running ahead. The broadcast stations division's revenues climbed 7.2% to \$39,017,000 while cable revenues were up 27.6% to \$74,420,000. Operating profit for the stations advanced 2.1% to \$9,912,000, and that for the cable division would have been up 53% to \$1,818,000 except for the damage from Hurricane Alicia. As it was, cable's operating profit after depreciation was \$556,000 compared with \$1,187,000 last year.

Interest expense was put at \$18,734,000, up 23.7% from a year earlier. Depreciation in the cable division reached \$21,121,000, up 28.1%. Additional pressure on earnings, aside from hurricane damage, came from increased general corporate expenses, which rose 36.1% to \$1,118,000 for the quarter, primarily related to occupancy expenses associated with the company's move into its new headquarters building and corporate support services.

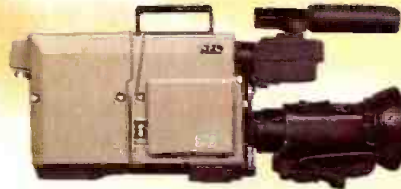
Kenneth Bagwell, Storer's executive vice president and president of the company's cable communication division, said the company had expected losses—although not those attributable to the hurricane. He went on to report that the damage from the hurricane has been repaired.

Part of Storer's problem, according to analysts, is that it has been involved with five major cable construction projects—Glendale, Ariz.; West Pasco county, Fla.; Prince George's county, Md.; Washington county, Ore., and the northwest suburbs of Minneapolis. But, according to Bagwell, the company already has completed construction on the Glendale system and expects to finish all the others—except Prince George's county—by the first quarter of next year.

"It's a peak; hopefully we'll go down the other side," Bagwell said.

Bagwell declined to speculate on when the company's bottom line would start look-

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ing rosier. He also declined to comment on whether the company is considering selling off any of its cable operations. "There's no way we can begin to talk about that," he said.

Bagwell also insisted that the company, which he said has a total debt of about \$700 million, was not having problems with its bankers. "The banks are backing us solidly," he said. "That's the last thing we're worrying about." He also stressed that the company's cash flow from its cable operations was growing steadily.

Wall Street analysts seemed to believe Storer's financial picture will improve. Rich MacDonald, equity research, First Boston Corp., said he was "inclined" to believe that Storer would pull through. "Essentially all they can do is try to hold on...hope the cash comes through...hope the banks don't get nervous," MacDonald said.

Ernest Levenstein, first vice president, Shearson/American Express, said he thought Storer would end up posting about a \$2-a-share loss for the year. But he also thought the company would turn around in 1984 as the cable systems came on stream, making a "modest" profit. "If they hadn't had the effect of Alicia, their cable cash flow margins would have been up for the quarter relative to the first half," Levenstein said. "Their cable cash flow margins are moving higher, which is a good sign."

Interest expense over the nine-month period was \$49.6 million, 31.6% more than during the same period during 1982. Depreciation expenses for the entire company were up 39.8% over the same nine-month period of 1982.

As of Sept. 30, Storer said it had 1.315 million basic cable subscribers in 18 states, compared to 1.087 million the year before. As of that same date, Storer said it had 1.365 million premium cable subscribers, compared with 1.216 million at the same time in 1982.

■ Capital Cities Communications, meanwhile, reported record revenues and earnings for the third quarter. Revenues were up 16% to \$184,004,000, while net income gained 18% to \$26,302,000 (\$1.95 a share). Broadcast revenues rose 5% to \$53,939,000, "reflecting continued soft demand for television time," and cable revenues were up 28% to \$17,025,000, "as a result of basic and premium subscriber growth."

Capcities' operating income reached \$49,590,000, a gain of 16%. The broadcasting division's operating income rose 3% to \$26,702,000; the cable division's was up 14% to \$350,000 and the publishing division's was up 41% to \$24,466,000.

For the first nine months of 1983, Capcities' earnings rose 17% to \$79,959,000 on a 14% increase in revenues to \$548,150,000. Operating income for the nine months rose to \$85,412,000 from the year-ago total of \$82,046,000 for the broadcasting division, to \$1,747,000 from \$1,262,000 for the cable division and to \$71,771,000 from \$56,043,000 for the publishing division.

■ Metromedia Inc. reported revenues for the third quarter at \$119,448,000, up 35% from a year earlier, but net income was down 80% to \$1,949,000. Operating expenses

were up 52%. Operating income before depreciation and amortization rose 3% to \$26.5 million, but depreciation and amortization rose 106%, "reflecting the rapid expansion of Metromedia's telecommunications division" and bringing operating income down to \$16.4 million, 21% below a year ago.

The company said third-quarter results "reflect an attractive rate of growth for television revenues and continuing weakness in radio sales which have been a victim of competitive local market conditions. Broadcasting revenues grew 10% to \$85.7 million in the quarter. Expenses increased 25%, reflecting investments in first-run programming and expanded news operations... Operating profits declined 21% to \$19.4 million as television and radio recorded unfavorable earnings comparisons."

For the first nine months, Metromedia reported record revenues of \$372.4 million, a gain of 35%, with net income totaling \$64,974,000, down from \$87,642,000 in the comparable 1982 period. Broadcasting revenues in the nine months grew to \$224,856,000 from \$188,746,000 and the division's operating income rose to \$68,999,000 from \$59,922,000.

■ Like Metromedia, ABC Inc. posted a third-quarter decline in both corporate net income and broadcast division operating profit ("In Brief," Oct. 24), blaming a softer market for news, the costs of reforming late-night news programming and stepped-up news activity in general at the network level, and softness in local advertising and increased programming costs at the TV station level. (ABC Radio was credited with "record revenues and a sharp rise in profits.")

For the quarter, ABC Inc. revenues reached \$659.6 million, up 9%, while net income declined 11% to \$31.8 million. The broadcasting division's revenues were up 9% to \$569,569,000 but its pre-tax income was down 9% to \$71,850,000.

For the first nine months, ABC's revenues were \$1,833,139,000, up 10%, while net earnings declined by 7% to \$110,264,000. For the broadcasting division, the nine-month story was: revenues up 10% to \$1,833,139,000, pre-tax income up 15% to \$256,821,000.

■ For CBS, the third-quarter picture was brighter, with net income up 130% to \$33.4 million on a 10% increase in revenues to \$1,023,700,000 (BROADCASTING, Oct. 17). The CBS/Broadcast Group turned in a 28% increase in operating income, to \$47.9 million, on an 11% rise in revenues, to \$491.1 million. For the first nine months, CBS's net income was \$109.9 million, up 50%, on revenues of \$3,123,500,000, up 7.5%, while its broadcast group's operating income dropped 5% to \$175.7 million on revenues that increased 7% to \$1,615,500,000.

■ For Cox Communications, the third quarter brought a 16% increase in net income, to \$17,707,000, on an 18% increase in revenues, which reached \$150,900,000, with all divisions contributing to the gains. Broadcasting division's operating income rose 14%, reaching \$18,899,000, on a 4% increase in sales, which totaled \$53,590,000. The cable division's operating income reached \$11,552,000, up 17%, on

revenues of \$86,058,000, up 27%, and automobile auctions reported a 25% rise in operating income, to \$4,566,000, revenues that rose 26% to \$11,026,000.

For the first nine months, Cox reported net income of \$52,583,000, an increase of 11%, on revenues totaling \$441,992,000, up 20%. The broadcasting division's operating revenues for the nine months came to \$58,880,000, up 14%, on revenues of \$162,585,000, up 7%. The cable operations posted \$33,733,000 in operating income, a rise of 24%, on \$245,641,000 in revenues, a 30% increase.

■ Taft Broadcasting reported that for the quarter ended Sept. 30—its fiscal second quarter—revenues rose by 12% to \$167.2 million, but that net earnings declined by 16%, to \$15.2 million. The shortfall was not unexpected, and was blamed on two nonrecurring transactions—sales of a pair of Hanna-Barbera films—that boosted the quarter's earnings by \$4 million. Without those sales, the company said, the quarter's net earnings this year would have been 8% higher than last year's.

Charles S. Mechem Jr., Taft chairman and chief executive, noted that the company's other operations were able to make up some of the difference: "Our Broadcast Group, despite a persistent softness in the national spot advertising market, again contributed to Taft's growth."

"In Entertainment [Group], both our animation studios and Worldvision are having their best years ever. We were pleased to note that cable losses this quarter were considerably lower than anticipated, suggesting that our marketing efforts are beginning to pay off. And in Attractions [Group], where the overall season was hampered by rotten spring weather and a soft performance at Canada's Wonderland, our U.S. parks achieved record per capita spending and, as a group, a very respectable quarter."

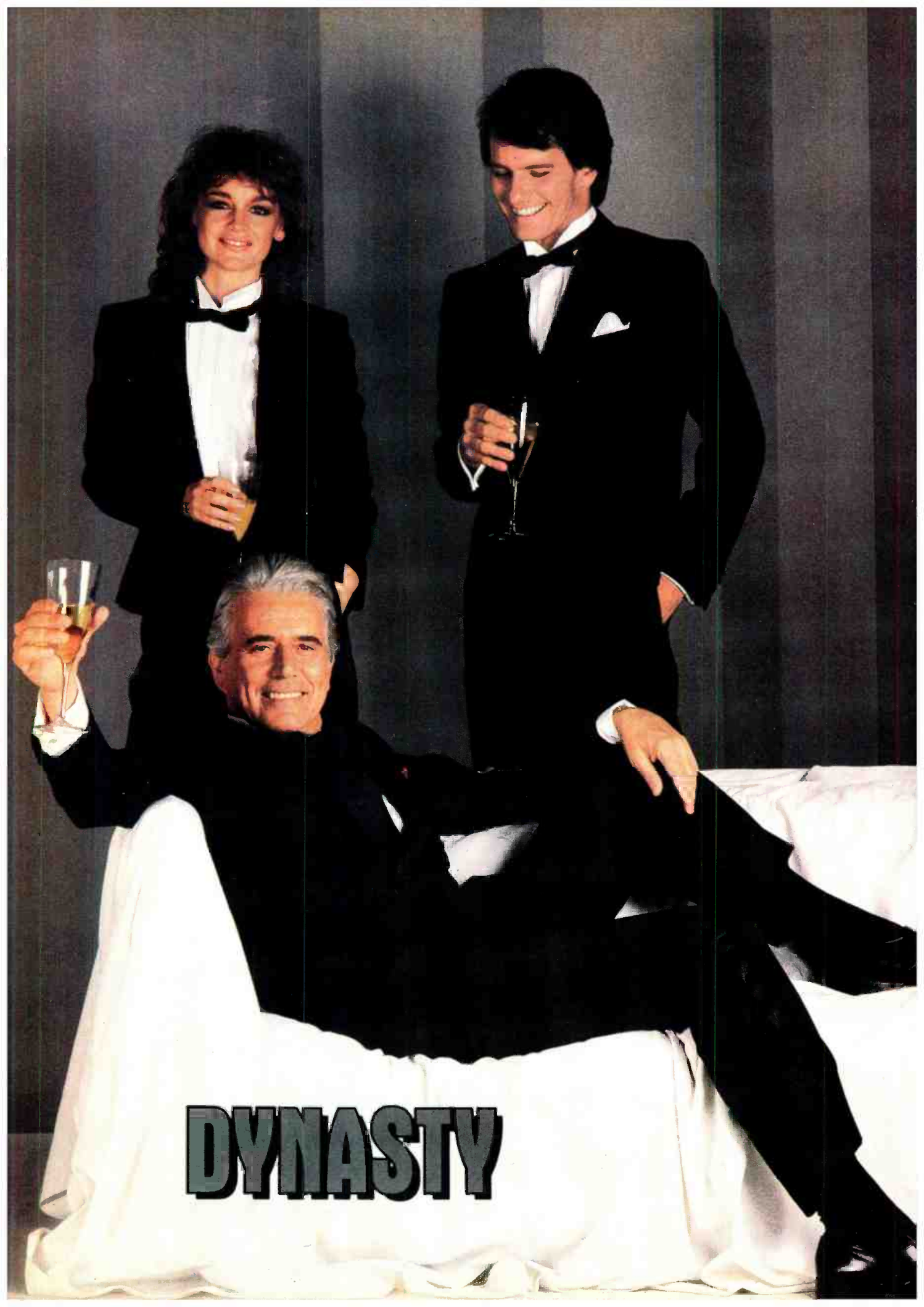
Taft's Broadcast Group reported revenues of \$41.1 million for the quarter, up 25%, with TV revenues up 32% to \$32.6 million and radio revenues up 4% to \$8.5 million. In operating profit, the broadcast division was up 4% to \$11,722,000.

Scripps-Howard Broadcasting's third-quarter net income advanced marginally to \$3,789,000 from \$3,759,000 in the comparable 1982 period, while revenues gained 6.6% to \$23,981,000. Scripps-Howard does not break out its broadcasting operations separately from its cable (but plans to start doing so next year). However, the message accompanying the report told stockholders that for the first nine months of 1983, "broadcasting revenues have increased only slightly, with a resultant modest decrease in income from operations." For the full nine months, broadcasting and cable together, net income declined 9% to \$12,158,000, while revenues rose 4% to \$71,167,000.

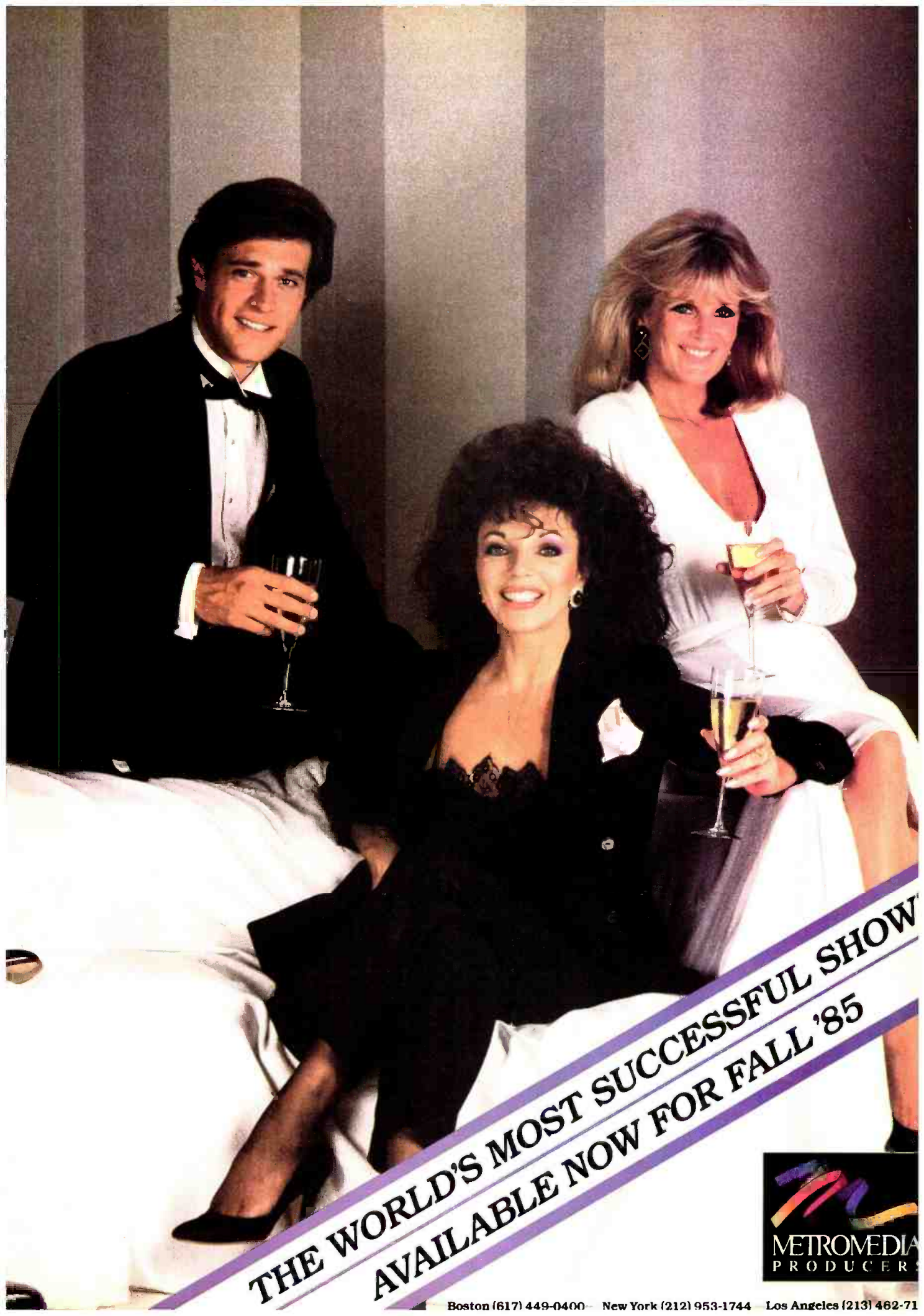
■ LIN Broadcasting, which also does not break out broadcasting from its other operations, reported a record third-quarter net income of \$5,247,000, a gain of 10% over last year's third. Revenues totaled \$26,072,000, up 23%. For the first nine months, net income also set a record, climbing 16% to \$15,554,000, on revenue that rose 21% to \$75,190,000. □

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Disappointment greets daytimers as FCC releases sundown notices

Authorizations for post-sunset operation aren't as great as anticipated, DBA's Wychor says

To say that most AM daytimers are feeling a bit blue would be an understatement.

The FCC has let 2,357 of them know of their power limitations during post-sunset hours, and many received little reason to rejoice.

By the FCC's own count, only 640 were authorized to operate at more than 100 watts, more than 1,000 were limited to less than 50 watts and 98 got nothing at all.

"We are very, very disappointed," said James Wychor, president of the Daytime Broadcasters Association.

Added the anonymous recipient of seven watts, who made out better than many: "For years we daytimers have been crying for a late sign off. Well, we got it; you know where," he said. "Please FCC, no more fantasies. You are going to kill us with kindness."

If the daytimers expected a lot more than they got, it may not have been all their fault. At a recent DBA meeting, FCC Mass Media Bureau Chief James McKinney said 1,500 of them were going to get more than 100 watts (BROADCASTING, Oct. 10). And the daytimers present rewarded McKinney with a standing ovation for what turned out an error.

"It was obvious that I was wrong," said McKinney of the discrepancy between his forecast and reality last week. "I'm disappointed that more weren't higher, but I'm convinced that the computer program [used to calculate the authorizations] worked properly."

For the time being, Wychor said DBA will

be hoping that the FCC will take favorable action on the association's petition for partial reconsideration. In its petition, DBA has recommended that the FCC change the way diurnal curves are used to calculate protection requirements imposed on daytimers during the two-hour post-sunset period to take into account the effect of diurnal variation on the protected contour of Class I stations; to use the average post-sunset operating time of daytimers in entering diurnal curves and to permit daytimers to request waivers of the post-sunset power limitations (BROADCASTING, Oct. 31).

If the commission makes those changes, Wychor said most daytimers would be able to double their power during post-sunset periods.

It's also expected that DBA will renew its efforts to get favorable legislation passed in Congress. Wychor acknowledged that the association has been receiving "lots of pressure" from daytimers to push its efforts on the Hill. "We may have to go that route again," he said.

If the daytimers do move on the Hill, they should be fairly well positioned. S. 880, which already has been approved by the Senate Commerce Committee (BROADCASTING, June 13), would permit the daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded operations wouldn't cause objectionable interference to the groundwave signals of existing AM stations or be inconsistent with international agreements.

Under the FCC's decision, daytimers still won't be able to operate after sunset until an agreement is signed with Canada. But McKinney said he expected that agreement to be signed by the middle of this month. "The day we hear, we'll put out an announcement immediately," McKinney said.

According to McKinney, 98 daytimers got no post-sunset authorizations; 508 got from one to 25 watts; 500 from 25 to 50 watts; 393 from 50 to 75 watts; 218 from 75 to 100 watts; 350 from 100 to 200 watts; 152 from 200 to 300 watts; 51 from 300 to 400 watts, and 87 from 400 to 500 watts.

Hearing-impaired group loses court appeal

Effort to have public television stations provide open captioning is turned down by ninth circuit

Hearing-impaired television viewers in Los Angeles have lost again in their effort to obtain a court order requiring the government to direct public television stations to provide open captioning of their programs. The U.S. Court of Appeals for the Ninth Circuit has overturned the opinion of a U.S. district court requiring the Attorney General, the FCC and the Department of Education to promulgate such rules—and barring the DOE from providing financial support to public broadcasters until those rules were adopted.

Earlier, the Greater Los Angeles Council on Deafness had failed to persuade the FCC to order hearings on the renewal applications of noncommercial KCET(TV) Los Angeles and several commercial stations in that city on two grounds—that they had not ascertained the needs of the hearing impaired and had not made their programming available to the hearing impaired, in violation of Section 504 of the Rehabilitation Act. That law prohibits entities receiving federal support from discriminating against handicapped persons. The commission's rejection was ultimately affirmed by the U.S. Supreme Court, which held that the law does not require the commission to make a special effort to see to it that broadcasters offer that service (BROADCASTING, Feb. 28).

But while pursuing that litigation, GLAD also was seeking to obtain a court order based on the Rehabilitation Act without regard to renewal applications. And, in October 1981, it won a victory, with a U.S. district court in Los Angeles issuing an order barring DOE from disbursing funds for public television stations until steps were taken to assure the hearing impaired's access to public television programming. What's more, the court held that open, rather than closed, captioning would be required. (BROADCASTING, Nov. 2, 1981). The order barring the disbursement of funds has been stayed pending appellate review.

A three-judge panel of the appeals court, in reversing that opinion, said: "We hold that it is within the appropriate agency's discretion to determine whether to promulgate regulations or to implement the Rehabilitation Act through adjudication and conditioning its grant of funds." At the same time, the panel affirmed the district court's order dismissing as defendants KCET, the Corporation for Public Broadcasting and the Public

Back to court. The FCC has reaffirmed its decision granting Northern Television Inc. renewal for KTVA(TV), KBYR(AM) and KNIK(FM), all Anchorage, and KTVP(TV) and KCBF(AM), both Fairbanks, Alaska.

The case arose from a 1978 challenge by Alaskans for Better Media Inc., which alleged, among other things, that the license had violated FCC equal employment opportunity policies, had engaged in clipping and had improperly charged for

the full commission eventually renewed the licenses, but finding Northern's EEO programs and performance to be poor at all stations, ordered Northern to submit detailed recruiting and employment reports with its next renewal applications.

Alaskans for Better Media appealed, and in the process of responding to briefs and reply briefs at the court, the FCC discovered it hadn't done its job right the first time around. In a motion for limited remand, the FCC said its order hadn't addressed an issue of possible employment discrimination (BROADCASTING, July 11) and the FCC was granted the opportunity to rework that part of the case.

In its order last week, however, the commission said it was of the view that there had been no intentional employment discrimination at the Anchorage stations.

An FCC official said the order has been sent back to the Court of Appeals in Washington.

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Spectrum posse rides again. In a filing at the FCC, the Los Angeles County Sheriff's department has put forth yet another plan aimed at making UHF TV spectrum available for private land mobile radio.

This time, the sheriff is asking the commission to assign "immediately" UHF-TV channel 19 for public safety use in the Los Angeles area. It also has requested that the commission change its existing UHF-TV taboos "to create additional UHF channels throughout the United States"; grandfather existing full-power UHF stations "to avoid unnecessary disruption of television service"; allocate a "sufficient" number of unused UHF channels to the private land mobile radio services on a primary basis (permitting broadcasting on those on a secondary basis), and reserving at least two contiguous, or close, unused UHF channels below channel 21 in the top 20 metropolitan areas for public safety land mobile use on a primary basis, "with provision for similar reservations in other areas based on need."

Broadcasting Service, on the ground that the law does not require the production and broadcasting of federally-funded programs with open rather than closed captions. The federal agencies and private parties had contended that they could satisfy the requirements of the Rehabilitation Act through the use of closed captioning, which is now being provided through a system developed by DOE and PBS.

The district court had suspended the litigation when what was then the Department of Health, Education and Welfare acknowledged that the Rehabilitation Act applied to public stations that receive federal funds and asked for time to develop a standard of compliance with the law. However, when the new DOE, in August 1981, advised the court that the department had abandoned a rulemaking proceeding in favor of proceeding by adjudication and imposition of contract conditions, the court ordered a resumption of the trial.

The appeals court panel reversed the district court across the board regarding the federal agencies.

It said the lower court erred in ordering the DOE to terminate funding of television programs until it has promulgated regulations regarding open captioning. "We find nothing in the structure of the Rehabilitation Act that authorizes court-mandated termination of funds upon the request of a private party."

The appeals court panel said the attorney general is responsible for reviewing regulations, not promulgating them. The commission order was said to be inconsistent with the Supreme Court decision affirming the commission's decision rejecting the petition to set KCET's renewal application for hearing. As for DOE, the panel said: "The decision whether to proceed by adjudication or rulemaking lies in the first instance within the [agency's] discretion," the panel said, citing an earlier case, and added: "We hold the decision not to promulgate rules at this time was not an abuse of discretion." The panel said that from "a practical standpoint," the decision will enable the government to remain "responsive to the developing technology in this area."

In affirming the lower court's dismissal of the private parties as defendants, the panel noted that the Supreme Court, in the KCET case, concluded that Section 504 does not "impose an affirmative action obligation on all recipients of federal funds." And while the panel agreed that the development of a captioning system making television more available to the hearing impaired "is a highly desirable social objective," the work of DOE

and its predecessor agency in developing a closed captioning system "is clear governmental recognition of this desirable objective." □

FCC rulings underscore deregulation

Don't reregulate what we're trying to deregulate, the FCC told the states of the country last week, on two occasions.

The commission said it once in pre-empting state and local regulation of satellite master antenna television systems. It said the same thing again in affirming that all but basic cable services are exempt from local rate regulation.

Its first response was triggered by a petition from Earth Satellite Communications Inc., which had asked the FCC to prohibit New Jersey from trying to regulate its SMATV operations.

Earth Satellite has been experiencing difficulty in cultivating its SMATV plans in the garden state. Among other things, the New Jersey Superior Court has blocked the company from operating an SMATV facility until it can get a certificate of approval from the state. According to the court, the company's SMATV system came within the definition of a cable system under New Jersey law.

Setting the record straight, the FCC asserted federal jurisdiction over SMATV operations, except for areas like zoning and public safety, which the commission said "may" properly fall within state and local government jurisdiction.

The commission got its second opportunity to make the same point responding to a request for declaratory ruling by Community Cable TV Inc., a cable operator serving the Las Vegas area. Much to the cable company's dismay, the Nevada public service commission wanted to regulate the rates of cable's tiered services.

Under the status quo, the states are free to regulate the rates of basic cable services. They aren't supposed to regulate pay cable offerings, however. The commission conceded it had never specifically listed tiered cable services as exempt from regulation (when the FCC was addressing the subject of exemption in the early 1970's, cable MSOs were not commonly offering tiered services), but tiered services belong on the list of services the FCC has declared exempt, the FCC said. □

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3M

Boden proposes new group to boost spot radio sales

Blair president suggests ad hoc committee in letter to agencies, reps and group station owners

Blair Radio President John Boden has sent a letter to client stations, group operators and other radio rep companies proposing the formation of an "ad hoc industry committee" whose sole purpose would be to "increase the national spot radio share of total advertising dollars."

According to Blair's proposal, the new committee will hire a full-time executive director supported by sales, marketing or research specialists from major participating rep firms, group owners and leading stations "who will contribute their time and expertise on a project basis." Boden said his company plans to kick-in \$100,000 as "a nonrestrictive start-up grant" for the new organization, and has asked other interested parties for contributions.

The decision to initiate the campaign for a new radio committee was, according to Boden's letter, a direct result of feedback from a summer series of Blair-sponsored station management seminars on the future of national spot and nonwired network radio selling. The main conclusion, according to Boden: Spot is being considered in the same light as the radio network business, wired or nonwired (rep networks) "which has allowed itself to be positioned solely as a cost-efficient C-P-M [cost-per-thousand], C-P-P [cost-per-point] business—an approach benefiting relatively few in the short term, while holding hostage the growth of our medium in the long term."

Boden said the committee would have five objectives: to conduct ongoing research on the reasons for the perception "key" decisionmakers have of spot radio advertising; to develop a "why buy" national spot radio campaign; to institute a training program for teaching ad agency buyers and planners how to buy spot; to illustrate to planners and agency creative executives as well as client brand managers how to use spot successfully, and to strive to solve the "paperwork problem" agencies face when buying spot radio.

Upon hearing the Blair proposal, Radio Advertising Bureau President Bill Stakelin said he questioned the need for such an organization. "While we understand the suggestion being made, we feel any sales effort should be combined into that of the RAB, so that the message can be spoken from a strong standpoint through a unified voice," said

Stakelin.

Michael Bellantoni, executive vice president, Torbet Radio, and vice president, radio, Station Representatives Association (SRA), also wondered whether another committee is necessary. Bellantoni said the SRA, in conjunction with the RAB, has made great strides in promoting national spot radio—especially in the past six months.

He cited as an example the ongoing work of the National Radio Marketing Group, a sales development committee of the SRA, which is making presentations to both gasoline and computer industries on radio's effectiveness as an advertising medium. "We need more support behind what we have going. The momentum is there," said Bellantoni.

Interep President Ralph Guild, whose companies include McGavren-Guild Radio, Major Market Radio, Hillier/Newmark/Wechsler & Howard and Weiss & Powell, said he supports any move to bolster national spot radio sales. But he agreed that reps need to work more within the framework of the SRA and RAB.

How is national spot radio advertising performing this year? According to Radio Expenditure Reports Inc., which relies on financial data supplied confidentially by 14 leading rep companies, national spot is up 11.7% for the first three quarters of 1983. Most reps project an average increase for the year of 10%-12% (BROADCASTING, Oct. 31), which is higher than last year's 7% growth rate—one that many industry observers point to as a reflection of a recessionary economy. □

RAB is ready to go

Bill Stakelin has his new management team in place with recent hiring of Cornils, Flamberg and Scrimizzi; promises more aggressive activity to boost local station sales

"It's a new day at the Radio Advertising Bureau," proclaimed its president, Bill Stakelin, referring to his new top management team: William Shriftman, senior vice president of finance and administration; Ben Scrimizzi, senior vice president of marketing and sales; Daniel Flamberg, senior vice president of communications, and, the newest addition, Wayne Cornils, who will be RAB's executive vice president.

"There's a perception among many in the industry that good people don't work for associations. But with our new, aggressive management team in New York, we are sending out a signal that we take our responsibility and challenge seriously," said Stake-

lin, who has been given increased responsibility as chief executive officer ("Closed Circuit," Oct. 10).

Stakelin has made assembling the new management team a priority of his first four months at RAB. Scrimizzi served in a similar capacity for Purolator Courier Corp., and Flamberg was formerly director of public relations for Mutual Broadcasting, while Cornils, who joins the association on Dec. 1, is currently senior vice president, radio for the National Association of Broadcasters ("In Brief," Nov. 7). The only hold-over from the old RAB management regime in top management is Shriftman, who has been promoted.

Replaced in the restructuring are two veteran staffers: Joseph Vincent, senior vice president/membership services and meetings, and William Cummings, vice president and director of national sales.

RAB's new chain of command has Stakelin on top and Cornils second in charge, with Scrimizzi, Shriftman and Flamberg the next layer down. "Both Bill and I believe strongly in the team management theory," said Cornils.

The organization's overall mission for 1984 and beyond: to sell and market radio to national advertisers, said Stakelin. "Stations should consider the RAB as a national extension of their sales force. RAB belongs to radio broadcasters."

Stakelin told BROADCASTING last week that he has hired the research firm of Hiber, Hart & Patrick to conduct a nationwide study of stations beginning next month to determine perceptions of RAB and what they want and need from the organization. RAB plans to become even more visible, Stakelin added, placing an extra effort on attracting more regional ad dollars for stations. Stakelin plans to accomplish that by sending more RAB staffers out in the field.

RAB also plans to become more involved with state and city broadcast associations. For example, Stakelin was the banquet speaker last Thursday evening (Nov. 10) at a meeting from the Oregon Association of Broadcasters in Eugene.

As for RAB's successful "Radio... It's Red Hot" campaign, Stakelin said he plans to stick with it, and noted that the board has approved doubling the expenditure for the association's national advertising campaign in 1984.

What has happened to former RAB President Miles David? At RAB's board of directors meeting in Phoenix last month, David, who still has nearly three years left on his contract, was named a consultant. David, who lost the title of president in July 1982 when he became vice chairman and chief executive officer, said he plans to assemble a series of case histories highlighting the do's and don'ts of using co-op advertising. He hopes to compile the material into a book that would be released through the RAB. □



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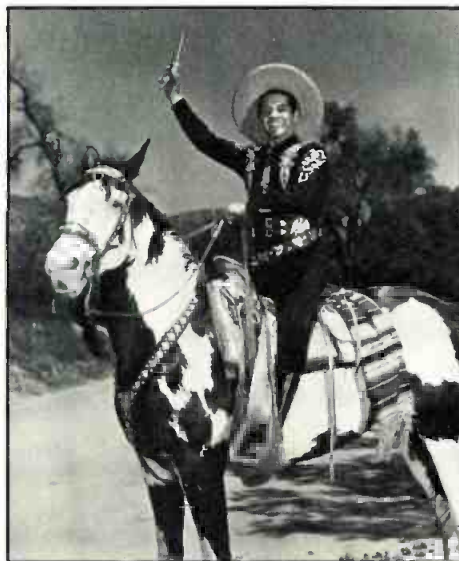
The Cisco Kid, a series originally produced in 1949, is having a rebirth in 1983.

Several months ago Blair Entertainment, New York, assumed distribution of *Cisco* from Rhodes Productions and began marketing it as a vintage series to be carried on Sunday morning, along with other classic Western series. Over the past seven weeks, *Cisco* has grossed about \$2 million, according to Tony Brown, vice president and general sales manager of Blair Entertainment.

The half-hour series has been sold in 11 markets to stations including WGN-TV Chicago, WANX-TV Atlanta, WXNE-TV Boston and WGNO-TV New Orleans. The series originally was produced in color but only released in black and white. In recent years, however, it has been offered in color tape.

On camera

Gavel-to-gavel television coverage of the Massachusetts House of Representatives



'Cisco Kid'

will begin Feb. 7, 1984. House Speaker Thomas W. McGee, a Lynn Democrat, signed a contract with PBS station WGBH-TV Boston under which the state will pay the station an estimated \$254,000 for the first six months of coverage. One-year extensions of the coverage will be negotiated, to include additional costs.

McGee said WGBH-TV will air the broadcasts from 1 to 5 p.m. over channel 44, an affiliate which does not now operate in the afternoon.

It will cost \$1.2 million to prepare the House chamber and hearing rooms for coverage. In the House, cameras will be focused only on the rostrum and the speaker's podium.

In the marketplace

Paramount Television is close to announcing station clearances in 40 markets, including the top five, for *The Jesse Owens Story*, a four-hour mini-series it plans to air in July. The barter project has received interest from more than one station in most markets where it is being offered, according to sources at Paramount, who say they are choosing outlets not only on the basis of station strength and time period promised, but on the amount of promotional support committed to the program. Toyota has purchased a quarter sponsorship in *Jesse Owens* and holds have been placed by potential clients on two more quarter sponsorships. American Cyanamid has purchased a half-sponsorship in a second ad hoc special from Paramount, *Stars with David Steinberg*, a package of four and possibly six hour-long celebrity interviews to be offered beginning early next year. In the first-run marketplace for regular series, Para-

mount is proposing a prime access magazine, *In Style*, in a co-venture with Fairchild Publications' *Women's Wear Daily*, and All American Television is offering weekly half hour, *America's Choice*, to be hosted by Casey Kasem and to feature a rundown on America's favorites in numerous categories. Favorites will be determined through regular Louis Harris polls.



Jim Owens Television, Nashville, reports the half-hour *This Week in Country Music* series has been bought by 152 television stations, most recently by WUAB-TV Loraine, Ohio (Cleveland), KTVT(TV) Dallas, KHTV-TV Houston, WSB-TV Atlanta and KXTV(TV) Sacramento, Calif. The half-hour syndicated series, *Three's Company*, has been sold to more than 155 stations, representing more than 94% of the country, according to D.L. Taffner Ltd. The latest buyers include KDY(TV) San Angelo, Tex.; WWSB-TV Columbus-Tupelo, Miss.; WTVY(TV) Dothan, Ala., and WCBD-TV Charleston, S.C.

Foreign questions

The USIA has inaugurated a series of intercontinental television networks designed to enable the foreign press to question U.S. newsmakers in Washington and elsewhere. Euronet was established on Thursday (Nov. 3) with a two-and-half-hour special on the U.S. invasion of Grenada. It linked Washington and the U.S. mission at the United Nations with five U.S. embassies in Europe where journalists had gathered to question U.S. officials, as well as prime ministers of two East Caribbean countries that had participated in the military operation. Euronet will function twice weekly, for four hours per broadcast. The USIA plans to establish similar networks in other areas—Pacnet, in the Pacific, and Amnet, in Latin America, in the next several months.

Distress OK'd

The FCC has tentatively granted the application of Faith Center Inc. for a distress sale of its WHCT-TV Hartford, Conn., to Interstate Media Corp. for \$3.1 million. The commission said the grant was conditioned on the Mass Media Bureau finding that IMC would be a "suitable" licensee and that the sale is consummated within 90 days. The FCC said the sales price amounted to about 48% of the station's appraised value of \$6.5 million, which it said was well within its guideline that distress sales be under 75% of the appraised value. The president and 95% owner of IMC is Joseph D. Jones, who is a Los Angeles radio consultant. He also is a principal in an applicant for a new AM at Santee, Calif. Samuel H. Brown, a Los Angeles attorney who has no other media interests, owns the remaining 5%.

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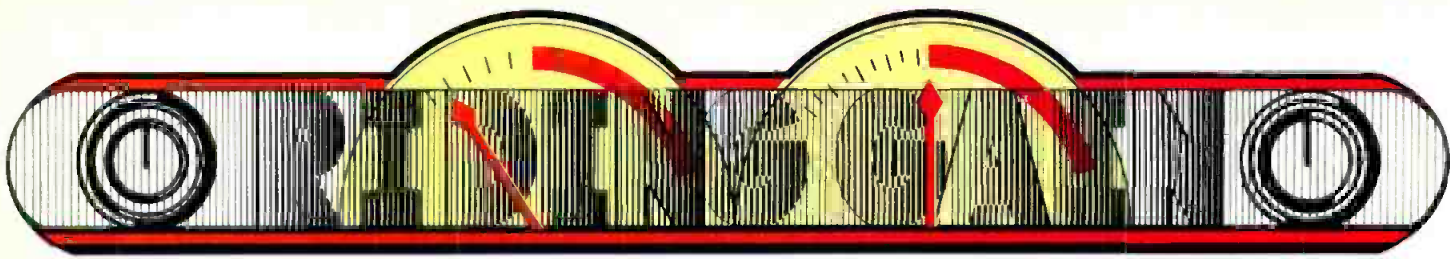
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Return to seller

John Blair & Co. announced last Tuesday (Nov. 8) that it plans to sell its radio programming production subsidiary, Starfleet Blair, back to its original owner and current president, Samuel K.C. Kopper. However, according to Kopper, terms and conditions of the sale are still being negotiated but should be completed by year's end.

Starfleet was originally sold by Kopper to John Blair & Co. in July 1980 for approximately \$500,000 and became part of the Blair Video Enterprises division (now Blair Entertainment division). "Our once parallel intentions have diverged in the past year and the decision to sell was reached mutually with respect to each organization's needs and future goals," Kopper said. Although Starfleet deals in producing primarily live radio programming, it recently began television production as well. "The very nature of our business differentiates from sales and distribution and is not at home in a large corporate environment," said Kopper, in explaining the break from John Blair & Co.

Kopper noted that Starfleet is conducting business as usual and will move into new offices in Manhattan on Dec. 16. "In 1984, our relationship with the networks will be expanding and we are planning more joint ventures with companies and individuals,"

said Kopper. Starfleet currently produces much of the special live rock music program offerings available from NBC's Source network, as well as simulcasting the audio portion of a series of concerts aired over Home Box Office.

Starr talk

Former Beatle Ringo Starr will host a live one-hour call-in show as the final program in the 26-week *Ringo's Yellow Submarine* series produced and distributed by ABC/Watermark. The special show will originate Nov. 26 at 6 p.m. (NYT) from the studios of KABC(AM) Los Angeles and be fed on the ABC FM Radio Network, although KLOS(FM) Los Angeles will carry the program in that market. Air personality Rick Dees of KIS(FM) Los Angeles will co-host the program, also featuring Canadian Beatle authority Doug Thompson. Starr will take calls from listeners over an 800 number with eight incoming lines. *Ringo's Yellow Submarine*, which ABC claims is the first radio series hosted by one of the Beatles, debuted on June 4, 1983, with Starr playing records and recalling his life as a member of the singing group. A spokeswoman for KLOS(FM) said no special promotional tie-ins are yet planned for the event.

In a separate announcement, ABC News said it will present a one-hour retrospective radio program at year's end, entitled *The Unfinished Business of 1983*, also for the ABC FM Radio Network. The special, anchored by ABC News correspondent Nick Alexander, will focus on major news events of 1983 in the areas of politics, health care, music, technology, sports and the media. A feed time was not announced.

Qualified renewal

The FCC has granted the Pacifica Foundation renewal for noncommercial WPFW(FM) Washington, but saddled the licensee with reporting requirements. The American Legal Foundation had petitioned to deny, alleging, among other things, that the station had violated the fairness doctrine, broadcast obscenities and made misrepresentations to the commission (BROADCASTING, Sept. 7, 1981). An FCC official said the only "specific" violation the commission had uncovered was that the station's problems/program list was missing. As a result, the licensee would be required to submit its problems/programs list to the commission annually, the official said.

Although the FCC didn't find a violation of the fairness doctrine, it did find that the station's management didn't know whether certain programming had been aired or not, the official said. As a result, the commission directed Pacifica to develop some procedures to insure that management knows what is being broadcast. The licensee was given 30 days to report to the FCC what procedures it will use for that, the official said.

Reprimand

FCC Assistant Chief Administrative Law Judge Thomas Fitzpatrick has granted Reginaldo Espinoza II a one-year renewal for KRDD(AM) Roswell, N.M., and fined him \$1,000 for transferring control of the station without authorization. Fitzpatrick found that Espinoza had transferred de facto control to Joe and Willie Alvarez. Under an agreement, the Alvarez brothers paid Espinoza \$1,250 a month for taking over complete management authority in the station, the judge said. Nonetheless, Fitzpatrick said, there had been no intent to violate the Communications Act. Espinoza Fitzpatrick said, had relied on advice of counsel that the agreement would be acceptable to the FCC. Although the agreement had not been filed with the FCC, it was on file with the local county clerk, and was available for public inspection.

Under the circumstances, and since Espinoza has taken over the management of the Spanish-language station in an effort to



Selling Soap. ABC Radio Networks has launched a nationwide promotion for stations airing its *Soap Talk*, a short weekday feature with interviews and news about soap opera stars as well as regular updates on the story lines of top television soap dramas. Promotion is being run in conjunction with Bristol-Myers's Excedrin, show's sponsor. *Soap Talk* is hosted by ABC-TV's *General Hospital* star Jacklyn Zeman.

Production plans call for stations to ask listeners to send in questions they would most like Zeman to ask their favorite soap opera stars. Those who do automatically become eligible for the grand prize—five all-expense-paid trips for two to Los Angeles. Going over the promotion's script are (l-r): Corinne Baldassano, director of programming, ABC FM and Contemporary Networks; Julie Eisenberg, manager, station relations, ABC FM and Contemporary, and Zeman.

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keep it going, Fitzpatrick said a short-term renewal and the fine would be appropriate.

Prison exclusive

WMCA(AM) New York plans to air an exclusive 30-minute, five-part series of taped conversations with convicted murderer Jean Harris from 8:30 to 9 a.m. beginning this week. The special, *Women Behind Bars*, consists of interviews by WMCA(AM) president Ellen Sulzberger Strauss at the Bedford Hills Correctional Institute in Westchester N.Y. Among the topics Strauss discusses with Harris are the disparities between male and female institutions, the barriers inherent in prison life for women and the problem of counseling for the prisoner's family.

Following each half-hour program, plans call for Strauss to meet with key figures in the prison system to discuss topics such as reform bills and capital punishment. Scheduled guests include Michael Kennedy, new defense attorney in the Jean Harris appeal, and Frank Hedley, superintendent of the Bedford Hills Correctional Institute. WMCA said it will encourage audience reaction through telephone participation.

Flag fundraiser

Don Imus, the unpredictable morning personality at WNBC(AM) New York who tore down the Russian flag at the city's Rockefeller Center complex in protest to the downing of Korean Airlines Flight 007 in Septem-

ber, now plans to send it directly to Soviet leader Yuri Andropov. During the month of October listeners have been asked to contribute at least \$25 to New York Senator Alphonse D'Amato's Soviet Massacre Victims Assistance Fund, and in exchange, Imus wrote their names on the flag and read them over the air. The goal had been set at \$10,000, but when Imus ended his fundraiser on Friday, Oct. 28, more than \$16,000 was raised.

Independent segue

Audio Independents, the San Francisco-based nonprofit service organization for independent radio producers formed in 1980 through a grant from the John and Mary R. Markle Foundation, announced that it is closing its office and entering "a cooperative agreement" with Western Public Radio, a nonprofit San Francisco-based radio production and training center, to provide "selective producer services more economically and effectively." Michael Toms, a founder of AI and its executive director for the past two years, is resigning, effective Dec. 1, and his position will remain vacant "until adequate funding is available," according to a news release issued by the organization. AI's director of professional development and training, Thom O'hair, will remain in the new post of program director. Both AI and WPR will retain their autonomy and will be managed separately, although AI will relocate in December to WPR's facilities at Fort Mason Center. "Looking towards the anticipated loss of [Markle] funding in the



The road remembered. As Narwood Productions was putting the final production touches on its upcoming Thanksgiving radio special, *Salute To Bing*, in honor of the late Bing Crosby, comedian Bob Hope (l), Crosby's long-time friend and movie co-star, agreed to be interviewed for the program by its host, Skitch Henderson (r). The three-hour special is the second in Narwood's *Musicfest* series (BROADCASTING, Aug. 29) and will air over 200 stations Thanksgiving weekend (Nov. 24-27).

near future, and having obtained no suitable replacement funding," the release said, "AI's board of directors has sought this agreement [with WPR] to create a constructive next step for the organization to enable it to continue offering services and maintain its autonomy while actively seeking additional funding support for specific projects."

Playback

The National Gay Network, a radio news service based in San Francisco, is offering a five-minute newscast targeted to lesbians and gay men every other day on an advertiser-supported or cash basis. According to NGN partner Tom Post, the news organization plans to expand in 1984 to include daily feeds from the Democratic Party convention in San Francisco and long-form music programming. The news report, available by telephone feed or tape, includes national or local advertising inserts. "Gays are a very affluent audience," Post contended, "and advertisers have been very responsive." The National Gay Network currently has seven affiliates, including outlets in Australia and the Netherlands.

□
Let's Talk Health, a new one-hour syndicated program dealing with contemporary health and nutrition issues, is being offered beginning Jan. 2, 1984, by the Health Radio Network, a joint venture of Pasadena, Calif.-based Real Radio Company, a music syndication firm, and the Health Resources Group, based in Huntington Beach, Calif. The program will be co-hosted by Dr. Kurt Donsbach, president of Health Resources Group, and Ken Jones, president of The Health Network and former news anchor at KNXT(TV) Los Angeles. The telephone call-in program will be distributed via satellite at 6 p.m. NYT. Information: 127 Glen Sumner Rd., Pasadena, Calif. 91105.

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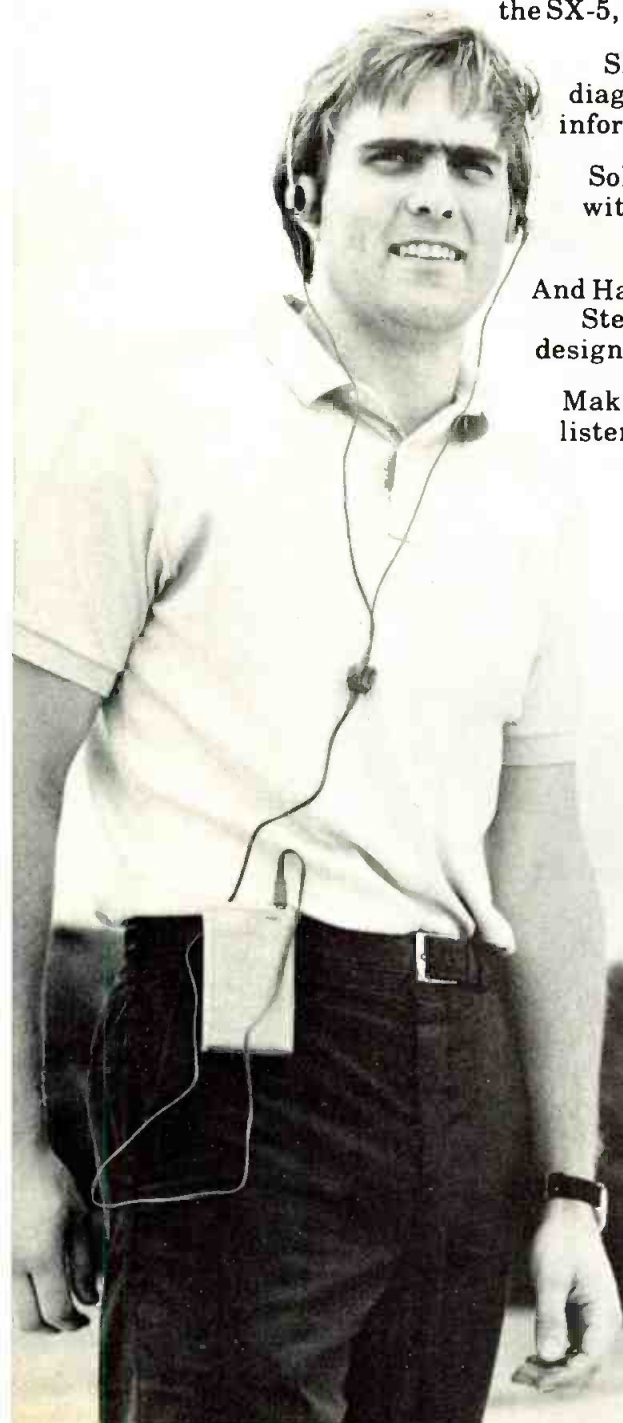
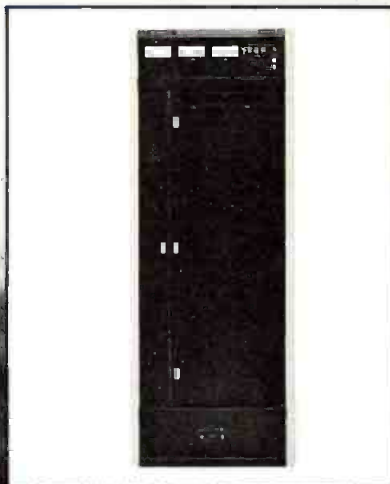
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Changing sound of AOR

Once a surefire ratings winner, album rock has begun to encounter competition from FM top 40; programmers don't predict death of AOR, but there is agreement that format must change with times if it is to survive

Album-oriented rock, an FM format born in the late 1960's and maturing in the 1970's into a powerhouse for stations seeking the young adult listener, appears to be losing some of its steam. As radio moves well into the 1980's, stations have begun to evaluate the viability and direction of AOR, and many have decided a change is in order.

Faced with the rising popularity of the new top 40 FM format (or contemporary hit radio [CHR], as many broadcasters prefer to call it), album rock stations experiencing ratings problems have begun to abandon the AOR format—which pulled impressive numbers throughout the 1970's—for what they describe as more broadly based programming. In most cases, this is proving to be the top 40 sound.

Last summer, for example, ABC's

WPLJ(FM) New York and Plough Broadcasting's WQXM(FM) Clearwater-Tampa-St. Petersburg, Fla., switched from AOR to top 40. And more recently, Doubleday Broadcasting's WAVA(FM) Washington and John Blair & Co.'s WCOZ(FM) Boston followed suit.

"There's clear evidence AOR is no longer the high come format it once was," said Gary Stevens, president of Doubleday Broadcasting, which specializes in programming rock. Stevens says he had been taking a close look at the AOR format and decided to drop it on WAVA(FM) on Oct. 28 ("In Brief," Oct. 31), following a similar change for the company's KPKE(FM) Denver last summer (BROADCASTING, Aug. 15). But despite those actions, Stevens maintains AOR is not a dead format—it's just that it is no longer viable for every market.

Doubleday's other properties—WAPP(FM) New York, WMET(FM) Chicago, WLZZ(FM) Detroit, KDWB-AM-FM Minneapolis-St. Paul and KWK-AM-FM St. Louis (recently sold to Robinson Broadcasting for \$4.5 million [BROADCASTING, Nov. 7])—are employing

a format Stevens calls "Contemporary Rock Radio" (CRR), which he describes as a hybrid of "traditional" AOR and top 40 artists.

In Boston, WCOZ(FM), an AOR station that became a ratings success story in the late 1970's, is now airing (as of Oct. 17) what station vice president and general manager Richard Borel calls a full-service "contemporary adult" format. It's geared to the 18-to-49 demographic, specifically the 20-to-40-year-olds.

Over the past two years at WCOZ, the AOR format became too "self-limiting," says Borel, in that "the music was changing, but we weren't." The station didn't air much of the new music that had begun to emerge, such as records by Men At Work, on the advice of consultants who feared that the newer material would erode the station's "hard-core audience."

But that's not the advice heard from Lee Abrams, partner in the Atlanta-based radio programming consultancy firm of Burkhart/Abrams/Michaels/Douglas & Associates, and creator of the AOR SuperStar format concept in place on approximately 80 stations.

Abrams said he advises AOR stations to add more compatible "horizontal" music to the existing "vertical" selections on the playlist. Horizontal music, Abrams explained, comprises songs by artists who are appropriate for a wide variety of formats; vertical music works on only one format. In that vein, the company sent a memo last September to all stations using the SuperStar format to add more horizontal music.

For example, Abrams says, AOR stations should pay more attention to top 40 artists such as Michael Jackson, Eddy Grant, Earthmatics, Huey Lewis and Men Without Hats balanced by mainstream AOR artists such as Genesis, Rush and Def Leppard.

Other advice shared by Abrams for AOR stations: Air music based on the familiarity of the artist, not the title, and add a "little show business" to the presentation through lively on-air personalities.

But AOR has problems other than the music itself, according to Charlie Kendall, program manager of Metromedia's WNEW-FM New York. At some stations, management, he says, has not provided enough budget for staff, advertising and promotion. However, he noted, Metromedia has allocated a major promotion budget for 1984 for WNEW-FM. "Album rock is an extremely valid format and given an equal footing, an AOR station can put a CHR station to rest. . . . We have a product that's not repetitive," Kendall said.

Jeff Pollack, an international radio programming consultant, shares Kendall's optimism over AOR: "There's nothing wrong with the format. It's the people who are not executing it properly which is causing problems." He says there has been an overreaction to what has been perceived as AOR's loss of appeal. "If AOR stations are not do-

NBC counts kiddie shows. The amount of children's television programming available to the public would appear to be on the rise, according to an NBC study filed at the FCC last week.

According to the study, there was an average of 50 hours per week of children's programming available in the 52 markets studied during the 1973-1974 broadcast season. In the same markets, however, there was an average of 71 hours of children's programming available in the 1977-1978 broadcast season. And in the 1981-1982 broadcast season, there was an average of 79 hours per week of children's programming available in those same markets, an 11% increase over 1977-1978, and a more-than-50% increase over 1973-1974, NBC said.

"This 'average' actually understates the amount of children's programming available to most children," NBC added. "In the largest markets, where about two-thirds of the children in the United States live, the average amount of children's programs available has now reached 100 hours a week."

The NBC study, the network noted, counted programs made available on local commercial and noncommercial TV stations, as well as those available "to a substantial number of viewers" from distant stations imported into the markets by cable or near enough to be available over the air.



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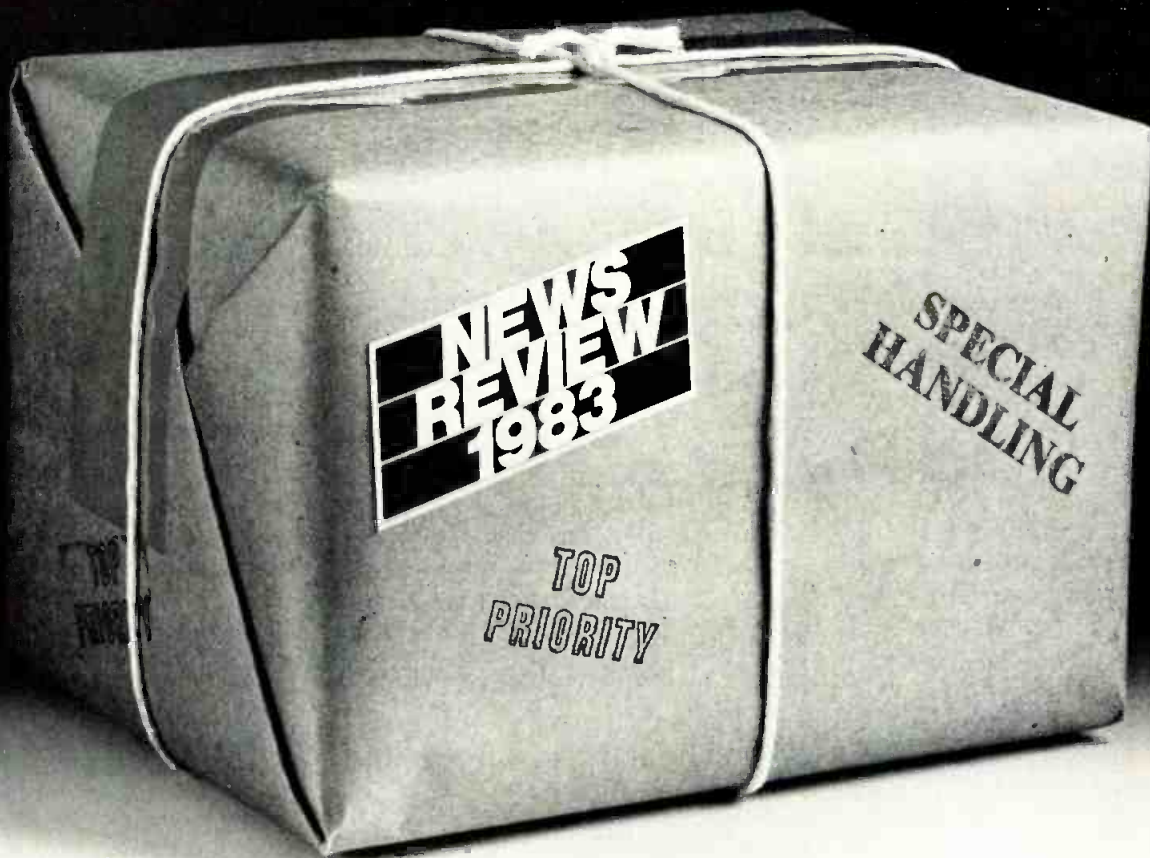


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ing well and they make the switch to CHR, they risk sacrificing their already established hardcore audience," he noted.

With the help of Nicholas Schiavone, vice president, radio research, NBC, BROADCASTING has analyzed the progress of 23 top AOR stations over six rating periods, commencing with the spring 1982 Arbitron report through the summer 1983 book. The 23 stations are from 10 major markets that are measured four times a year (Arbitron's limit). They are: New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Boston, Houston-Galveston, Washington and Cleveland. Demographics selected for examination were total persons 12-plus, metro share; 12-24 metro share; average quarter hour, metro survey area (AQH MSA) total persons 12-plus; AQH MSA 12-24; cume MSA total persons, 12-plus, and cume MSA 12-24—all of which are for Monday to Sunday, 6 a.m. to midnight.

Overall conclusion: AOR composite ratings have remained generally stable throughout the six rating periods except in the case of the AQH MSA 12-plus demographic, which dipped dramatically in fall 1982. But, more important, all demographics examined, except for cumes, showed a noticeable decrease in listenership for the summer 1983 Arbitron rating report. Schiavone, however, hastens to note that while some of the summer 1983 data may represent a source of concern for AOR programmers, last summer's reports had a very low response rate among many of the above markets—fluctuating at 30%. □

Poltrack goes behind scenes in 'TV Marketing'

CBS researcher also gives look at what new technologies will mean for advertisers

The fundamentals of television marketing, from relevant history and basic definitions to planning and execution and on to postbuy analysis, are brought together in 382 pages (395 including index) in a new book by David F. Poltrack, who started out on the agency side and is now research vice president of the CBS/Broadcast Group.

The title is "Television Marketing" and the subtitle "Network/Local/Cable"; but the book, while covering those elements in systematic and thorough detail, doesn't stop there. If it is a television marketing textbook, it is also at least an advanced primer on teletext, direct satellite broadcasting low-power TV, high-definition TV, videodisks and cassettes, and the future opportunities each of these may offer an advertiser.

In a section titled, "The Media Mix: Integrating the Television Campaign with Advertising in Other Media," it also examines in some detail, the particular strengths of such nontelevisual advertising media as radio, newspapers, magazines, outdoor and direct mail.

In textbook fashion, negotiations between buyer and seller of TV time are traced step by step—with examples of the ploys used on both sides—at both network and local levels. The national spot market and the roles of reps and buying services, of affiliates and independents, are described. Differences that exist among local markets, and how they can be recognized by advertisers and their agencies, are also examined at length. Budget setting, campaign planning, commercial production and the measurement of TV advertising effectiveness are all covered in detail. And there is a wealth of charts and tables, ranging from the coverage of the leading nonnetwork-owned station groups to the average cost-per-thousand in the top 50 markets.

In "Marketing Television" Poltrack draws on both agency and broadcast backgrounds to offer tips and insights for both sides in the buying/selling process. He was media group manager at Ted Bates & Co. before moving to the CBS O&O station division in 1969. He became vice president in charge of marketing services for CBS-TV in 1979, and head of research for the Broadcast Group in 1982. Poltrack also makes judgments about the future.

He figures, for instance, that pay cable will be in a position to outbid broadcast TV for pro football by the end of this decade, and he sees the threat of such a loss—not to mention in the World Series and the Olympics—as a "real" one, although he suggests that sports promoters "will think long and hard" before switching from free to pay. He

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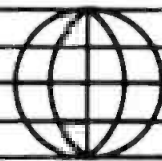
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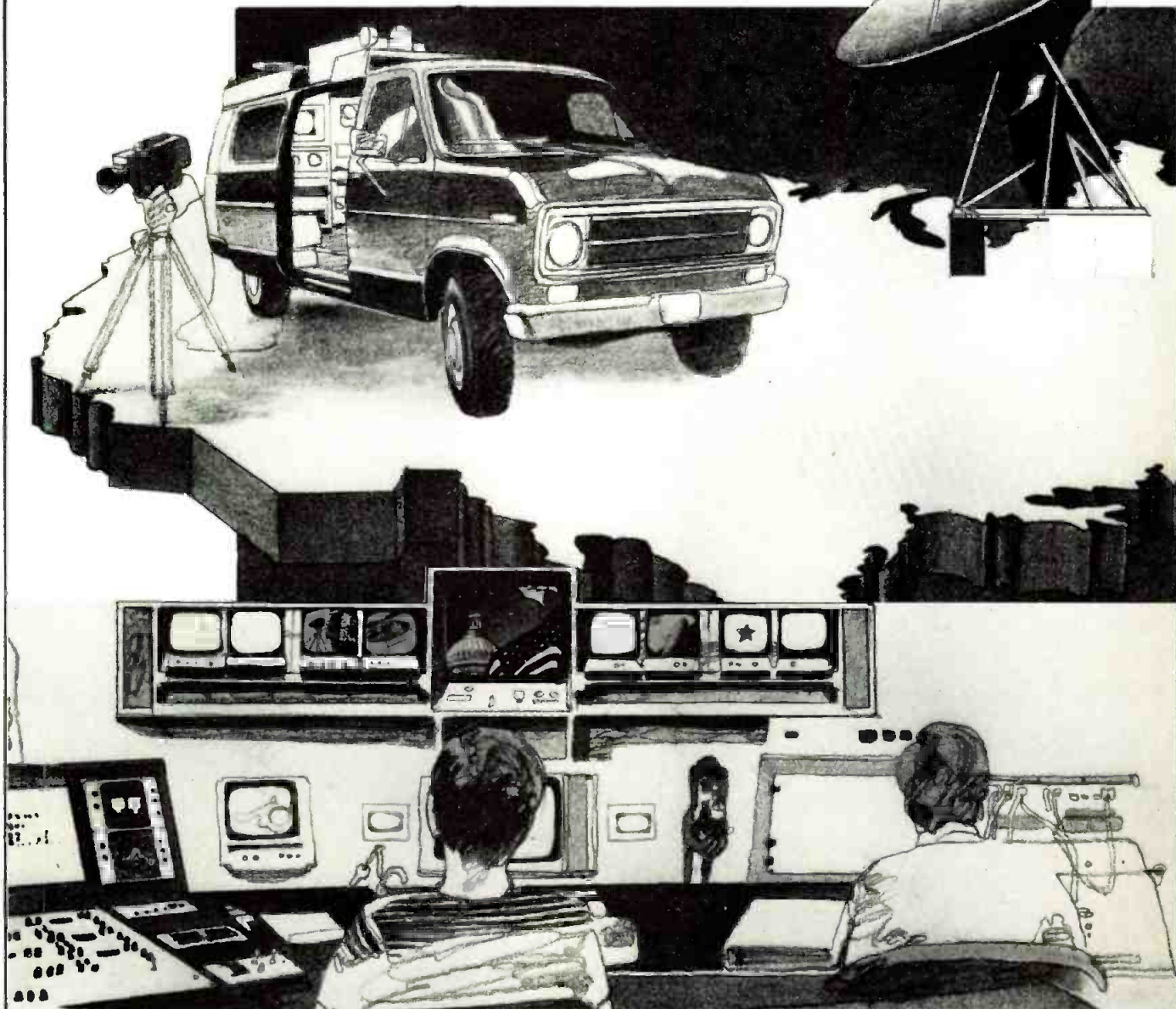


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doubts that pay cable will accept advertising in the conventional sense, but that it may take short "infomercials" combining information or entertainment with "minimal sponsor identification."

As for the impact of other media on TV audiences, Poltrack expects that at both network and affiliate levels, shares will decline but that, with the growing TV universe, absolute audiences will remain fairly constant. He figures network audiences to increase by about 1.4% a year.

"These statistics," he writes, "should give some comfort to both the networks and their advertisers. However, a 1.4% annual growth in homes delivered is not going to produce the revenue growth necessary to protect margins in light of increased programming costs.

The networks will have to increase unit costs far beyond this amount of add commercial inventory. Increased unit costs will mean higher C-P-M's for advertisers. Some added commercial inventory will help keep unit prices down, but it seems certain that network television will be a less efficient advertising medium in the years ahead.

"Unfortunately for the advertiser, there is no superior national advertising medium on the horizon. Compounding this problem is the fact that the network audience share loss will be incurred largely to pay-cable competitors that probably will not accept advertising. As the economy grows and as increased discretionary income makes the U.S. television audience a more and more attractive target, a greater number of adver-

tisers will compete for a relatively fixed inventory of audience impressions.

"The advertiser's approach to these network market conditions must be one of careful planning. Greater use will have to be made of fringe dayparts as prime time unit costs continue to increase. Spot television in major markets will have to be used to supplement lower GRP-level [gross ratings points] network campaigns. Ad-hoc networks formed by independent stations will be available to supplement network schedules. Viable advertiser-supported basic cable services will provide a means of reinforcing a national network television campaign base. Finally, teletext will offer to advertisers a means by which to expand a necessarily short network commercial message."

ABC the winner in week six

The television networks' prime time ratings race drew a notch tighter in the sixth week of the new season (the week ended Nov. 6). ABC-TV won the week, its second, and pulled its season-to-date average to within two-tenths of a rating point of CBS-TV, which won the four other weeks.

For week six, the Nielsen ratings/shares were ABC 17.8/28, CBS 16.9/27 and NBC 14.2/22. For the season to date, it is CBS 17.8/28, ABC 17.6/28 and NBC 15.1/24.

ABC researchers dug around in their files and came up with a couple of findings to encourage all three networks, not just their own: Homes using television (HUT) levels for the week were up 2% from a year earlier, to 63.5 from 62.2, and although Home Box Office premiered two blockbuster movies during the week—"An Officer and a Gentleman" and "The Verdict"—the three networks' combined rating rose by 1%, from 48.2 a year ago to 48.9 this time.

Week six had no premieres and few specials, but it did provide further clues to the likely fates of several of this season's new series.

ABC's *Hotel*, consistently strong, dropped more than three rating points from its extraordinary performance the week before, when it was the second-highest-rated show, but still produced a 20.8/35 and placed ninth for the week. Two other news entries ranked in the top 20: CBS's *AfterMASH*, which dropped a couple of points but came in at 19.5/29, ranking 15th, and ABC's *Hardcastle & McCormick*, which picked up a point and a half to 19.3/28 to take its highly competitive Sunday-night time period and rank 16th.

Hardcastle and the *ABC Sunday Night Movie*, "Stir Crazy," which pulled a 26.7/41 and placed second for the week, gave ABC an unmis-

takable win on a night CBS has habitually dominated. CBS's *60 Minutes* scored a 24.6/38, ranking third, but after that, CBS's regular Sunday-night lineup ran third in shares for the rest of the night.

Just out of the top 20, in 21st place, CBS's new *Scarecrow and Mrs. King* did a 17.9/28, down a point from the week before in rating but unchanged in share. Three other new shows made the top 50: ABC's *Webster* (16.0/25) was 32d, while CBS's *Emerald Point, N.A.S.* (15.3/26) and ABC's *Oh Madeline!* (15.3/24) tied for 34th.

Of 18 shows below the top 50, 11 were introduced this season. ABC won Wednesday and Saturday as well as Sunday; CBS won Monday, Thursday and Friday; NBC took Monday—thanks to *A Team* (23.1/34) and *Remington Steele* (16.4/25); *Bay City Blues* (10.6/19), making its second appearance, lost three rating points from its premiere, ran third in its time period and ranked 63d for the week.

Among the specials, a two-hour presentation of ABC's *Love Boat*, on a cruise to Japan, pulled a 20.4/35, ranking 10th, and a two-hour *Battle of the Network Stars*, also on ABC, did a 14.4/22 against CBS's powerhouse Thursday-night lineup, tying with four others for 39th and helping ABC to come in third for the night.

ABC's *Monday Night Football*, Washington vs. San Diego, did a 17.3/31. Against it, the *NBC Monday Night Movie*, "When Your Lover Leaves," came in at 14.6/23. NBC's *Sunday Night Movie*, "Princess Daisy, part I," produced a 16.6/25 against "Stir Crazy's" 26.7/41 on ABC.

The week also included the first five days (Nov. 2-6) of the November sweep period. ABC won those, too, averaging 18.2 to CBS's 17.8 and NBC's 13.9.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	28.8/41	26.	Jeffersons	CBS	17.0/24	50.	Happy Days	ABC	13.3/19
2.	"Stir Crazy"	ABC	26.7/41	27.	Three's Company	ABC	16.9/25	51.	On the Right Track	NBC	12.6/21
3.	60 Minutes	CBS	24.6/38	28.	Alice	CBS	16.8/25	52.	Rita Hayworth	CBS	12.6/20
4.	Falcon Crest	CBS	23.3/39	29.	Princess Daisy (Part 1)	NBC	16.6/25	53.	We Got It Made	NBC	12.6/19
5.	Magnum, P.I.	CBS	23.2/38	30.	One Day at a Time	CBS	16.5/23	54.	Mississippi	CBS	12.5/19
6.	A Team	NBC	23.1/34	31.	Remington Steele	ABC	16.4/25	55.	Lottery	ABC	12.1/19
7.	Simon & Simon	CBS	23.0/34	32.	Webster	ABC	16.0/25	56.	It's An Adventure, Charlie Brown	CBS	12.0/20
8.	Dynasty	ABC	22.1/33	33.	Benson	ABC	15.9/26	57.	Just Our Luck	ABC	11.9/18
9.	Hotel	ABC	20.8/35	34.	Emerald Point N.A.S.	CBS	15.3/26	58.	This Girl For Hire	CBS	11.5/19
10.	Love Boat	ABC	20.4/35	35.	Oh Madeline!	ABC	15.3/24	59.	Whiz Kids	CBS	11.5/17
11.	Knots Landing	CBS	20.3/33	36.	Cheers	NBC	15.3/23	60.	Jennifer Slept Here	NBC	11.4/18
12.	Hart to Hart	ABC	19.7/35	37.	Agatha Christie: Sparkling Cyanide	CBS	14.9/25	61.	Boone	NBC	11.2/17
13.	Facts of Life	NBC	19.7/29	38.	When Your Lover Leaves	NBC	14.6/23	62.	Manimal	NBC	10.7/16
14.	Newhart	CBS	19.6/29	39.	NFL Football	NBC	14.4/24	63.	Bay City Blues	NBC	10.6/19
15.	AfterMASH	CBS	19.5/29	40.	Matt Houston	ABC	14.4/24	64.	NFL Football Post	NBC	10.4/17
16.	Hardcastle & McCormick	ABC	19.3/28	41.	St. Elsewhere	NBC	14.4/24	65.	Mr. Smith	NBC	10.1/16
17.	Real People	NBC	19.1/28	42.	Battle of the Network Stars	ABC	14.4/22	66.	For Love And Honor	NBC	8.9/15
18.	Dukes of Hazzard	CBS	18.5/30	43.	Goodnight, Beantown	CBS	14.4/21	67.	Yellow Rose	NBC	8.7/15
19.	Hill Street Blues	NBC	18.4/30	44.	Gimme A Break	NBC	14.3/22	68.	First Camera	NBC	7.1/11
20.	Fall Guy	ABC	18.2/27	45.	Ripley's Believe It Or Not	ABC	13.9/21				
21.	Scarecrow and Mrs. King	CBS	17.9/28	46.	Mama's Family	NBC	13.8/21				
22.	T.J. Hooker	ABC	17.7/30	47.	That's Incredible	ABC	13.7/22				
23.	Family Ties	NBC	17.5/28	48.	20/20	ABC	13.6/22				
24.	Knight Rider	NBC	17.5/25	49.	Trapper John, M.D.	CBS	13.5/21				
25.	NFL Monday Night Football	ABC	17.3/31								

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Murdoch puts DBS on hold

Skyband launch postponed until 1985; search for more powerful transponders, better programming and home dishes cited as reasons

Having come face-to-face with some of the operational and technological problems of the direct broadcast satellite business, Rupert Murdoch's Skyband Inc. has decided to search for a new broadcast satellite and postpone the launch of its DBS service until late 1985. Skyband had indicated it would be in business early in 1984.

"It takes time to become educated and learn the nuances," said Harvey Schein, president of Skyband, following the announcement of the postponement last Monday morning (Nov. 7), "so we thought we would back off a little."

Schein cited three major reasons for Skyband's balk: Its broadcast satellite, Satellite Business Systems' SBS III, was not powerful enough; programming proved elusive, and suitable home earth stations were not readily available.

Skyband's five-channel DBS service was

conceived by Skyband Vice Chairman William Kommers, the former president of Tanner Electronics Systems Technology Inc., but it is being backed by Murdoch, an Australian media magnate whose U.S. holdings include the *The New York Post*, *The Boston Herald*, *The San Antonio (Tex.) Express-News*, *The Village Voice*, and, as of two weeks ago, *The Chicago Sun-Times*. Plans for Inter American Satellite Television, as Skyband was first known, were announced last May (BROADCASTING, May 9).

As it now stands, Skyband will be the third company to enter the DBS fray. It will follow United Satellite Communications Inc., which plans a limited launch tomorrow (Nov. 15), and Comsat's Satellite Television Corp., which plans to be in business in late 1984. All three will be chasing the same primary market: the 30 million homes that will never be cabled.

Schein does not believe the delay will hurt Skyband in the marketplace, even though it will allow two competitors to get there first. Confident Skyband will sign up the one million-two million subscribers it needs to be

profitable, Schein points to the home computer marketplace, which several companies created with heavy advertising and promotion and IBM eventually took over. "The fact that they had a late entry hasn't hurt them," he said.

The power of the broadcast satellite is critical in DBS. The more powerful the satellite, the smaller (and cheaper) the subscribers' earth stations and the larger the market. Skyband had planned to broadcast its service over five relatively low-power (20-watt) transponders on SBS III, which would have required the installation of home earth stations with six-foot dish antennas. According to Schein, antennas that size would have restricted the market to mostly rural areas and would have been costly to buy and install. "It's a lot more expensive to have six-foot dishes," he said "You have to put it in the backyard. You can't put it on the roof."

Skyband is now looking for satellites with at least twice the power so it can beam its services to dishes half the size. Schein said Skyband is talking to RCA Americom and Hughes Communications about acquiring (buying or leasing) transponders on their yet-to-be launched Ku-band satellite systems. The 40-watt RCA and the 50-watt Hughes transponders, he said, have sufficient power to deliver a high-quality picture to a dish "no bigger than one meter."

Switching satellites also permits Skyband to increase the number of channels it can offer. The Hughes and RCA satellites have 16 transponders. According to Schein, Skyband now plans to procure all the transponders on one satellite and offer eight channels of nationwide service by focusing eight transponders on the eastern half of the country and eight on the western.

If Skyband intends to be in business by the end of 1985, it will have to cut a deal with RCA. The first two RCA Ku-band satellites are set for launch in September 1985, while the first of the Hughes birds is not scheduled to fly until 1987.

The major problem Skyband now faces is what to do with its five SBS transponders that it no longer believes can do the job. It signed a six-year, \$75-million lease for the transponders last spring and made the first monthly payment of more than \$1 million last month. Murdoch has two alternatives: to try to wiggle out of the contract with SBS—one source said Murdoch probably wrote an escape clause of some kind into the contract—or try to sublease the satellite capacity to others. A likely customer is Comsat General, which is using SBS III's other five transponders to distribute programming for NBC-TV. Asked about the SBS transponders, Schein replied with a question of his own: "Do you know anybody who wants five 20-watt transponders on a good satellite?"

Skyband also decided to delay the service because the programming did not come as

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easily as Murdoch and the other executives thought it would. "We were not able to put together the best of the cable services that we had hoped to offer our subscribers," Schein said. What's more, the motion picture studios, from which Skyband had expected to license films for its movie channels, proved difficult to deal with. According to one source, Murdoch returned empty-handed from a recent trip to Los Angeles and the studios.

None of the prospective DBS operators is helped by the current shakeout of cable (and potential) DBS programmers. "One day you have The Entertainment Channel, the next day you don't have it," said Schein. "One day you have Satellite News Channel, the next day you don't have it. One day you have CBS Cable, the next day you don't have it."

Skyband also felt its original timetable was slightly ahead of the technology. It's doubtful any company would have been able to mass produce home earth stations with descrambling capability by early next year, Schein said. And he felt it is a mistake to offer a service without scrambling the pictures as USCI plans to do for eight to 12 months. "As soon as people find out they don't have to pay anything, you are going to have a lot of problems," he said. "There is nothing you can do to turn them off."

Another factor that affected Skyband's decision is all the talk about Home Box Office's plans to offer a DBS service, perhaps in cooperation with other cable programmers, over their transponders on Galaxy I, Schein said. HBO and Skyband would have reached the same six-foot-earth-station market, according to one Skyband official, and HBO would have been able to offer the superior programming package.

Although Schein was characterizing last week's move as merely a delay and a repositioning, there was some industry speculation that Skyband was on its way out of the business. Such speculation was fueled by the news two weeks ago that Murdoch's purchase of the *Chicago Sun-Times* for \$90 million was far more than he had expected to pay. And even if Murdoch is committed to the project today, he may not be that committed tomorrow.

Skyband has been able to put a few of the DBS pieces into place. It has built an elaborate multi-million operations center in Secaucus, N.J. The center includes the three 5.5-meter earth stations that Skyband also leased from SBS last spring for uplinking its programming.

According to Sun Software Inc. of Anaheim, Calif., Skyband has also sunk more than \$600,000 in a computer billing and home equipment inventory system. According to SSI's Wes Young, vice president of sales/marketing, Skyband signed orders in the last week of October for SSI software, costing around \$100,000, and a Hewlett-Packard 3000 computer, worth more than \$500,000.

Schein said Skyband has several options for distributing, installing and servicing earth stations to consider. "One of the nice things about this postponement," he said, "is that it gives us more time to analyze these things and make a rationale decision in a leisurely manner." □

Changing Hands

PROPOSED

WCFL(AM) Chicago □ Sold by Mutual Broadcasting System to Statewide Broadcasting for \$8 million (BROADCASTING, Nov. 7). Station was purchased in 1978 for \$12 million (BROADCASTING, April 17, 1978). **Seller**, Arlington, Va.-based radio network, is subsidiary of Amway Corp. and headed by Martin Rubenstein, president and CEO. It also owns WHN(AM) New York. **Buyer**, based Pompano Beach, Fla., is owned by Jordan E. Ginsburg, chairman; his children, Scott Ginsburg, Mark J. Ginsburg and Ricki G. Robinson; Robinson's husband, Joel P., and Roy Bresky. It has also bought Florida stations WKQE(AM)-WBGFM(FM) Tallahassee for \$1,575,000 ("Changing Hands," June 6); WAPE(AM) Jacksonville for \$1,125,000 million ("Changing Hands," June 27), and WVGC(AM) Coral Gables for \$1.5 million ("Changing Hands," April 25). WCFL is on 1000 khz with 50 kw full time. **Broker: Blackburn & Co.**

WRC(AM) Washington □ Sold by NBC to Joseph Della Ratta for approximately \$3.5 million. **Seller** also owns three AM's, five FM's and five TV's. It is keeping co-located WKYS(FM) and recently bought WJIB(FM) Boston for \$6.5 million ("In Brief," May 16). **Buyer** is Washington real estate developer and businessman. He has no other broadcast interests. WRC is on 980 khz with 5 kw full time. **Broker: Blackburn & Co.**

WROD(AM) Daytona Beach, Fla. □ Sold by First Daytona Investment Corp to Barry Gerber and Daniel Dobrowski for \$925,000. **Seller** is equally owned by Keith E. Putbresi, Robert Klein and Frank Ward, who have no other broadcast interests. Putbresi is McLean, Va., communications attorney. **Buyer** is equally owned by Daniel Dobrowski and Barry Gerber. Dobrowski is weatherman at WEWS(TV) Cleveland. Gerber is Cleveland-based investment counselor. Both have interest in WBGB(AM) Mount Dora, Fla. Ownership may involve yet-to-be-sold limited partnership. WROD is on 1340 khz with 1 kw day and 250 w night. **Broker: Chapman Associates.**

WJYL(FM) Jeffersonville (Louisville), Ky. □ Sold by Publicast Communications Inc. to Sheridan Broadcasting Corp for \$630,000 cash. **Seller** is owned by James A. Patterson (77.76%) and A. Robert Doli (21.24%), who have no other broadcast interests. **Buyer** is Pittsburgh-based owner of Sheridan Broadcasting Network, majority owned by Ronald R. Davenport. It also owns WUFO(AM) Amherst, N.Y., and WAMO-AM-FM Pittsburgh. WJYL is on 101.7 mhz with 3 kw and antenna 400 feet above average terrain. **Broker for buyer: Chapman Associates. Broker for seller: Blackburn & Co.**

□ Other proposed station sales include: WLVN(AM) Luverne, Ala.; KBZB(AM) Bisbee,

October 3, 1983

WSPD, Inc.

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from

Susquehanna Broadcasting Co.

The undersigned represented the seller in this transaction.

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Ariz.; WEEF(AM) Highland Park, Ill., ("Changing Hands," Nov. 7); WQRF-TV Rockford, Ill. ("Changing Hands," Oct. 24); WDFB(AM)[CP] Junction City, Kan.;

KWRT(AM)-KDBX(FM) Boonville, Mo., ("Changing Hands," Nov. 7), and WJOT(AM)-WGFG(FM) Lake City, S.C. (see "For the Record," page 86).

APPROVED BY FCC

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on the chairmen, members and goals for the coming year.

METRO MARKET RADIO COMMITTEE □ Representing radio stations and their concerns at the FCC and on Capitol Hill is one of the National Association of Broadcasters' chief missions. Helping the NAB stay in touch with its radio members is the charter of the Metro Market Radio Committee. The committee is charged with gauging the pulse of the industry, and briefing NAB staff on the problems confronting metropolitan radio stations. In turn, NAB keeps members abreast of legislative and regulatory matters.

Composed of some of the nation's leading radio station group operators, the committee is chaired by NAB radio board member Gary Stevens, president, Doubleday Broadcasting, New York. A host of issues are being addressed by the committee including: radio deregulation; FCC docket 80-90 (which would increase the number of commercial FM stations); proposed changes to Class IV stations; lengthening the broadcast hours of daytime broadcasters; FCC multiple ownership rules, and Cuban interference.

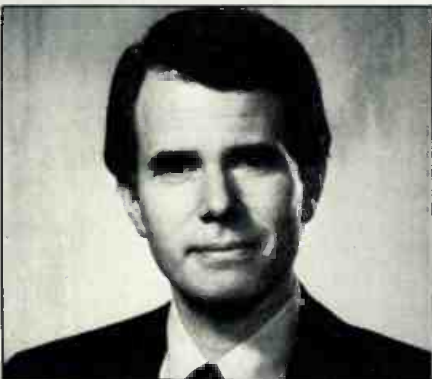
During its last meeting in October, Stevens said, AM stereo was a chief topic of discussion. The committee adopted a resolution recommending NAB staff accelerate its efforts to convince the automobile industry to install stereo systems capable of handling any AM stereo system.

The NAB's \$50,000 contribution to the Radio Advertising Bureau for its participation at the NAB's annual convention has cropped up. The NAB board is considering stopping the payments to RAB, but Stevens said that his committee felt RAB should be reimbursed for its contributions and is recommending that to the board.

While its primary charge is to represent metro market stations, Stevens said the committee is responsible for "looking out for the whole industry." Generally the committee agrees that repeal of the FCC's multiple ownership rules is a step in the right direction, but it recognized there is division among radio broadcasters on this issue.

Joseph Dorton, president, Gannett Radio Division, believes there are other matters the committee should be addressing. He cited the need for increased participation of radio broadcasters in NAB government relations activities. Another goal of the committee, Dorton said, is to find a workable solution to the abundance of industry meetings and conventions to prevent repetition.

Committee members, in addition to Stevens and Dorton, are: James Arcara, executive vice president, Capital Cities Communications, New York; Michael Eskridge, president, NBC Radio, New York; Richard Harris, president, radio station group, Westinghouse Broadcasting and Cable, New York; Ben Hoberman, president, ABC Radio, New York; Glenn Mahone, president, Sheridan Broadcasting Network, Pittsburgh; Marcos Rodriguez, president, KESF-FM Fort Worth; Carl Wagner, executive vice president, radio, Taft Broadcasting, Cincinnati; Fred Walker, president, Broad Street Communications, New Haven, Conn., and James Wesley, vice president/executive vice president radio, broadcasting division, Cox Communications, Atlanta.



Stevens

KPVI(TV) Pocatello, Idaho □ Sold by Futura Communications Corp. to Ambassador Media Corp. for \$3.2 million, including \$500,000 noncompete agreement. Seller is headed by Robert Hansberger, president. It has no other broadcast interests. Buyer is owned by Senator William L. Armstrong (R-Colo.), president. Armstrong also owns KEZW(AM) Denver. KPVI is ABC affiliate on channel 6 with 100 kw visual, 17.4 kw aural and antenna 1,530 feet above average terrain.

WSHH(FM) Pittsburgh □ Sold by Nationwide Communications Inc. to Renda Broadcasting Corp. for \$2.7 million, including \$50,000 noncompete agreement. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., and headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. It recently sold WLEE(AM) Richmond, Va. (BROADCASTING, Sept. 5). Buyer is owned by Tony Renda, president, who has interest in WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. WSHH is on 99.7 mhz with 10.5 kw and antenna 930 feet above average terrain.

WOSC(AM)-WKFM(FM) Fulton, N.Y. □ Sold by Cassill Radio Corp. to WKFM-Syracuse Inc. for \$1,504,250. Seller is owned by Anamae Mitchell, who has no other broadcast interests. Buyer is owned by Donald L. Wilks, president, and Michael E. Schwartz (37.5% each) and Albert J. Makkay (25%). It also owns WZFM(FM) Briarcliff Manor, N.Y. Wilks and Schwartz also have interests in WIXY(AM)-WAQY(FM) Springfield, Mass.; WPET(AM) Greensboro, N.C.; WKRZ-AM-FM Wilkes-Barre, Pa., and WZFM-FM White Plains, N.Y., and recently sold WKZE-AM-FM Orleans, Mass. ("Changing Hands," July 4). WOSC is daytimer on 1300 khz with 1 kw. WKFM-FM is on 104.7 mhz, with 50 kw and antenna 310 feet above average terrain.

WGWR(AM)-WCSE(FM) Asheville, N.C. □ Sold by Asheville Broadcasting Co. to Dallas M. Tarkenton for \$900,000 cash. Seller is owned by the Roy Cox Jr. family and Judy Marlowe. It also owns Asheville newspaper, *Courier Tribune*. Buyer is Athens, Ga., owner of WJGA-FM Jackson and WCOH(AM)-WRNG-FM Newnan, both Georgia, and recently sold WIAF(AM) Clarksville, Ga. (BROADCASTING, April 18). WGWR(AM) is on 1260 khz with 5 kw day and 500 w night. WCSE is on 92.3 mhz with 20 kw and antenna 650 feet above average terrain.

WOTB(FM) Middletown, R.I. □ Sold by Bay Broadcasters Inc. to Leisure Market Radio Inc. for \$700,000. Seller is owned by Ronald L. Hickman, president, and wife, Barbara (89.8% jointly), and Michael Collings (10.2%). It has no other broadcast interests. Buyer is group of East Coast investors, headed by Robert Richer, president (10%). He is former vice president and general manager of Group W Radio Sales. WOTB is on 107.1 mhz with 3 kw and antenna 270 feet above average terrain.

WAEW(AM)-WXVL(FM) Crossville, Tenn. □ Fifty-one-percent interest sold by C. Stanton Hawkins to Michael D. Stone, owner of other 49%, for \$700,000. Seller has no other

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broadcast interests. Buyer is Crossville-based publisher of shopper papers. WAEW is daytimer on 1330 khz with 1 kw. WXVL is on 99.3 mhz with 3 kw and antenna 170 feet above average terrain.

WITA(AM) Knoxville, Tenn. □ Sold by Forus Communications of Tenn. Inc. to WITA Inc. for \$675,000. Seller is owned by Carl Voth, president, and Simon Rosen (50% each). It also owns WTIS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WSIV(AM) East Syracuse and WOIV(FM) DeRuyter, both New York. Buyer is owned by Fred Westenberger, president, and family. Westenberger also owns WVOG(AM) New Orleans and WMQM(AM) Memphis. WITA is on 1490 khz with 1 kw day and 250 w night.

KJIM(AM) Fort Worth □ Sold by The Venture Group Inc. to B.J. Glascock for assumption of \$500,000 in debt. Seller is owned by Glascock (37%) and 25 others. He is buying out interests of others. It also owns KSEY-AM-FM Seymour, Tex., which is not involved in transaction. KJIM is daytimer on 870 khz with 250 w.

□ Other approved station sales include: WZNG(AM) Cypress Gardens, Fla. ("For The Record," Sept. 26); WKEM(AM) Immokalee, Fla. ("Changing Hands," Sept. 26); WBSG(AM) Blackshear, Va.; KWEI(AM) Weiser, Idaho; WPMB(AM)-WKRK(FM) Vandalia, Ill. ("Changing Hands," Sept. 19); WMPI(FM) Scottsburg, Ind.; KNEX-AM-FM McPherson, Kan. ("Changing Hands," Sept. 26); WCTD-FM Federalsburg, Md. ("Changing Hands," Sept. 12); WADK(AM) Newport, R.I. ("Changing Hands," Oct. 10); WEXM-AM-FM Jamesville/Exmore, Va. ("Changing Hands," Sept. 26), and WWO(AM) Pineville, W.Va. (see "For the Record," page 86).

Canada announces plan to strengthen role of CBC

It will require greater percentage of Canadian-produced material for CBC and wants that network to intensify the selling of its shows to foreign markets

Last March, Canada announced a new broadcasting policy, one aimed at opening the door to U.S. programing (BROADCASTING, March 7). Now the government has announced a second stage in the development of that policy, one that seems a counterweight; it is designed to strengthen the government's Canadian Broadcasting Corp. in fulfilling its role as what the government calls "a crucial component of an identifiable Canadian broadcasting system." The levels of Canadian program content are to be increased, as will the use of programing purchased from independent producers, all at the expense of American programers. What's more, the CBC is to be transformed into an aggressive merchandiser abroad of its programing and related cultural products.

The new government policy, announced by Minister of Communications Francis

Fox, was based on a series of proposals developed by the CBC board of directors in response to a request from Fox and is expressed in a booklet, *Building for the Future: Towards a Distinctive CBC*. The document says the government will, in the new session of Parliament, introduce legislation to implement the new broadcasting strategy that encompasses proposals announced in connection with both phases of the broadcasting strategy.

The new statement has caused some uneasiness in Canada among those who see it as an effort on the part of the government to assert greater control over the CBC. It is a largely unprecedented statement by the government, which controls funding for CBC, and serves as a reminder of what has been a behind-the-scenes struggle between the government and CBC as to how much the CBC is to be controlled. However, Pierre Juneau, president of the corporation, issued a statement welcoming the government document as reconfirming "the essential role the CBC must play in the cultural, social, economic and political development of Canada." He also welcomed the government's proposal to increase CBC funding through a new Canadian Broadcast Program Development Fund.

The government's original statement regarding its new broadcasting policy applies to the entire broadcasting establishment—cable television, as well as private broadcasting services and the CBC. At the time, Fox said that in the new age of communications satellites it is impossible to fence out foreign signals and that Canada, conse-

quently, should simply seek to provide Canadian viewers with the benefits of diverse programing, while at the same time developing its own broadcasting and programing industries. The new statement applies exclusively to the CBC. But both reflect Canadian concern about national cultural values being diluted, in the new technological "environment," by heavy doses of American television programing.

The government in its new statement notes that there are at least 50 new television programing services delivered by satellite in the U.S. to an expanding cable industry, "and their signals are now technically available almost everywhere in Canada." It also notes that the U.S. within three years will launch the first of a series of direct broadcast satellites "with electronic footprints covering most of Canada." And signals from those satellites, the government points out, will be received by small rooftop antennas that will cost as little as \$300.

As part of its response, the government will introduce legislation in the new Parliament to transform the CBC into a "distinctive and predominantly Canadian service." The statement says, "The corporation will be expected to air high-quality Canadian programs of broad popular appeal, as well as more specialized programs for the many communities of interest which form the diverse Canadian whole," the statement says. In that connection, the government managed a dig at the U.S. Public Broadcasting Service. "The more distinctive role for the CBC," it says, does not imply it will become

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A key element of the strategy for reorienting CBC television will be to increase the Canadian content of programming available in "in peak viewing hours" over the network's English and French programming services, with increases also in the level of such programming outside of peak hours. The Canadian content level, now 50%, would be increased to 80% over five years—an increase, the statement says, that would require the purchase or production each year of some 230 hours of new Canadian programming, with "the emphasis on drama," by 1989.

The statement notes that such a "reorientation" will be at the expense of American producers, who now provide a substantial share of the fare seen in Canada: "This reorientation will involve replacing much of the present American programming in CBC television schedules with popular high-quality Canadian programs." The statement also says greater use is to be made of independent producers as a means of developing Canada's independent program production industry. The statement says the CBC should increase the amount to 50%, over five years, the proportion of national network television entertainment programming provided by independent producers. Some of the funds for the additional programming will come from the Broadcast Program Development Fund, which was established in line with the policy statement issued in March. As much as \$115 million in 1983 Canadian dollars will be available from the fund over the next five

Arts activists. CBS has announced it had awarded a \$50,000 planning grant to the American Council for the Arts (ACA), to determine the feasibility of a national conference on issues in the arts and to lay the groundwork for the conference if one is found feasible. It's tentatively scheduled to be held in Washington late next spring.

"A thorough and objective assessment of the complex issues that face the arts could be extremely useful," CBS Chairman Thomas H. Wyman said. "We are pleased that through this grant the planning stage will go forward and hope it will provide the necessary impetus for a conference in 1984 which will involve a wide range of participants representing many fields and many viewpoints."

years. (That is the largest single contribution the government has made to the CBC in the last 20 years.)

Yet another revenue source the government wants CBC to tap is that which can be created from the sale of CBC programming and related cultural products, as well as from what the government calls CBC's "world class technical consulting services," in domestic and world markets. For another key element of the new strategy is to assign CBC an "aggressive merchandising role." The government will introduce legislation in Parliament to permit it; it says the new technology, by multiplying the number of channels of potential service, "has created an enormous demand for programming around the world, and the CBC should be in a position to take advantage of this opportunity." The government believes sales to French-speaking, as well as as English-language, countries constitute attractive markets. The government is said to be envious of the manner in which producers in Great Britain are exploiting the American market. Indeed, the CBC board of directors has said that "distinctively Canadian" programming would be

attractive to the international market and that "an obvious target" would be the U.S., both because of its cultural proximity and what the board calls "the greatest short-term market potential."

The problem Canada faces in employing the CBC as an instrument of national policy is indicated in another of the roles the government says the broadcasting organization fills—that of seeking to advance "national unity." The statement says the phrase in the CBC mandate requiring the service to "contribute to the development of national unity" is deemed to mean being 'consciously partial to the success of Canada as a united country with its own national objectives, independent from those of other countries,' while maintaining the highest standards of professional journalism." □

Hanley, Hackett get Senate OK for CPB seats

The earlier controversy surrounding the appointment by President Reagan of William L. Hanley Jr. to the Corporation for Public Broadcasting board was not apparent last Monday (Nov. 7) as Hanley and retired foreign service officer, James T. Hackett, sailed through a Senate confirmation hearing.

Hanley, who is chairman of New York-based Hanley Inc., a clay products and oil exploration firm, and executive director of the Reagan-Bush campaign committee in Connecticut, was nominated while the Senate was in recess and was refused seating on the CPB board at its September meeting. His nomination was also strongly opposed by the senior senator from his home state, Lowell Weicker (R-Conn.), who is chairman of the Labor, Health and Human Services and Education Appropriations Subcommittee, which has jurisdiction over public broadcasting (BROADCASTING, Sept. 19). Weicker's boycott of the hearing "was significant," according to an aide, because traditionally, at a hearing a nominee is introduced by his senator. Weicker is said to consider Hanley's seating illegal and has notified the White House that he objects to the nomination.

Answering questions at the hearing, Hackett (who is a visiting scholar with the Heritage Foundation) told Barry Goldwater (R-Ariz.) that he views advertising on public broadcasting as a means of getting critical added revenue for the network, although he said an earlier "positive answer" had been tempered as he heard more arguments against advertising.

Both have been nominated for terms that expire on March 1, 1984. □

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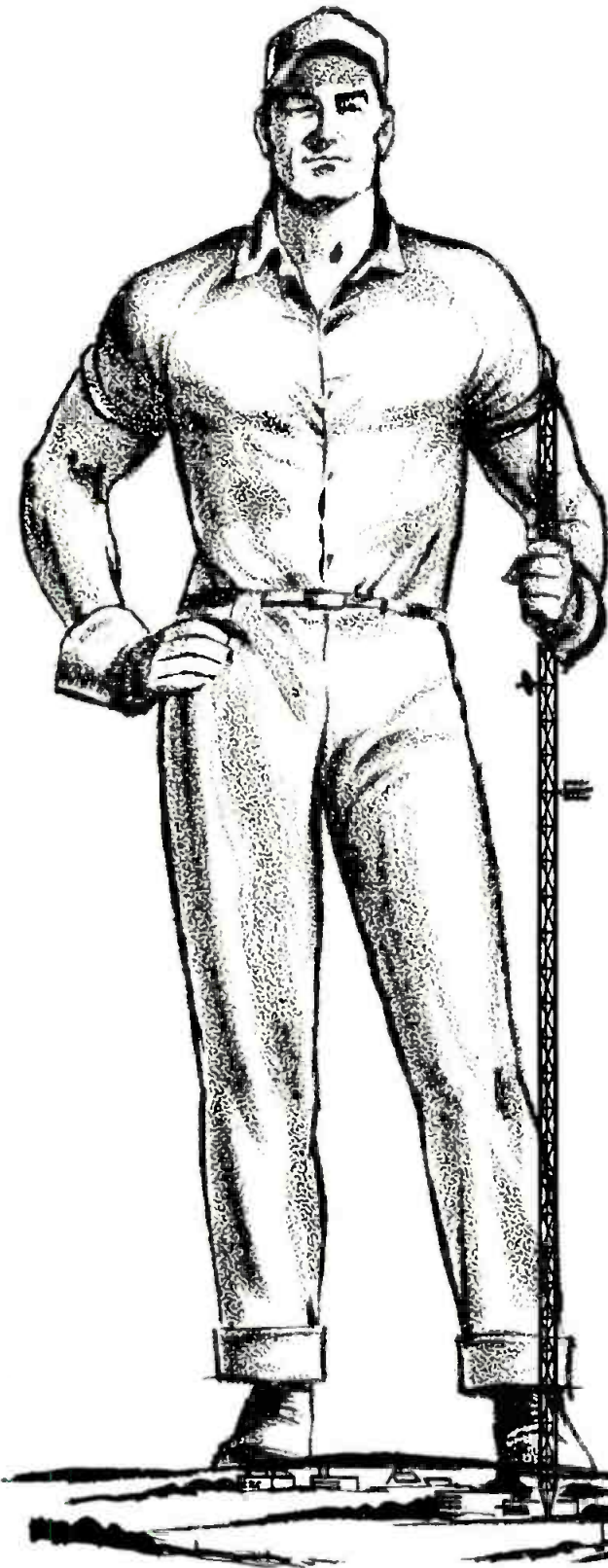
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SMPTE talks standards

One-inch, three-quarter, half, quarter, digital—engineers and manufacturers all agree on a need for common denominators

For the more than 10,000 broadcast and film industry engineers attending the 125th annual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers it was like being a kid in a candy store. It was the biggest exhibition so far, occupying more than 142,000-square-feet of the Los Angeles Convention Center and representing 258 exhibitors in 612 booth spaces. The numbers are a 70% increase over last year's New York show and almost a 100% increase over the 1981 exhibition at Los Angeles' Century Plaza hotel. Many companies doubled, tripled or even quadrupled space allocations, and many firms, particularly from the audio industry, were present for the first time.

At a news briefing prior to the Oct. 29-Nov. 3 conference, SMPTE officers said they were pleased with the expanded format and plan to continue meeting in the convention center. They expressed optimism that the show will continue to attract the most innovative manufacturers in the field.

Although most of those questioned said SMPTE's show does not yet rival the National Association of Broadcasters exhibition in terms of new-product introductions, the broadcast engineers said they are pleased with the manner in which the SMPTE exhibition has grown and the quality of the technical sessions, which run concurrent with the exhibition.

One dark cloud overshadowing the conference was the unsettled question of which new technical specifications or formats will prevail in the newest area of video innovation, particularly component video, high



Sony's SMPTE booth

definition television, and digital technology. Many of the newer and more exotic items on display attracted more curiosity than purchase offers, reflecting concern over incompatibility or obsolescence. There were repeated calls for standardization throughout the conference, beginning with the keynote address by ABC's president of broadcast operations and engineering, Julius Barnathan (see story, page 83).

"There has probably never been a greater need for an organization like SMPTE," acknowledged SMPTE President Leonard F. Coleman, an engineering vice president with Eastman Kodak in Rochester, N.Y. "We need to find ways to accommodate the quickening pace of technology so ideas can be considered and standards implemented faster."

Coleman said SMPTE has intensified the work of its standardization committees, eliminated segmentation of its vice presidencies into optical and electronic disciplines (preferring the single "imaging technology" heading), and published many papers on new developments in its journal.

In a separate presentation, William Connolly, former vice president and deputy di-

rector of engineering and development for the CBS/Broadcast Group, now president and chief executive officer of Sony Broadcast Products, said "the standards issue is the nub of resistance in the broadcast industry—especially among the networks—to acceptance of the new video recording systems." He noted that at least one network executive has urged its affiliates to refrain from buying any half-inch equipment until incompatibilities are resolved.

Although a panel discussion on component television attracted wide interest on Thursday afternoon, an all-day special presentation on component television, consisting of a side-by-side display of the competing M format and Betacam half-inch video systems, was abruptly canceled without explanation. The Friday demonstration was to have included all phases of the component systems, from pick-up through editing, post-production, distribution and display. Equipment promised included component cameras, digital video recorders, and a fiber optic transmission system.

"I think we are going to see a continuing trend toward componentization of the signal," ventured Birney Dayton, vice president of engineering for the Grass Valley Group and moderator of Thursday's panel session. "I believe that manufacturers who would build digital component equipment are more encouraged to do so in a possible environment that would support a component television signal."

Several on the panel felt that an analog component videotape recorder was needed at least on an interim basis, although the consensus seemed to support a prediction by Ken Davies of the Canadian Broadcasting Corp. that "in the long term, a digital component VTR will probably prevail—but it will be a long process."

According to Bill Hogan, president of Ruxton Ltd., "manufacturers are caught between the devil and the deep blue sea. It may cost \$20 million to \$30 million in research and development to build a digital videotape

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recorder." He said NEC reportedly has demonstrated a half-inch digital videotape recorder in Japan, but predicted an analog model would be needed for the transition period.

John Lowry of Scientific-Atlanta, stressed that such a VTR would need to be compatible with composite and component video in order to be useful to broadcasters.

"NTSC and PAL are good," Lowry said, referring to the standard video processing systems, "but component signals are better."

A representative from Great Britain, John Baldwin of the Independent Broadcasting Authority, said "it is getting to the point where the (PAL) system is about to collapse" because of inroads by component systems. "I suspect the same may be true for NTSC. Perhaps it has another year."

One broadcaster on the panel who has already adopted the half-inch format, Karl Lenzwanz of WNEV-TV Boston, said it cost his station only about 8% more to use a component video approach (the M format) than it would have cost to use the 3/4-inch U-matic system.

"Manufacturers are waiting for a consensus from the marketplace," summed up Larry Thorpe, manager of the studio products division of Sony Broadcast Products Co. "It's tremendously important. You should be telling us what you want [in new video systems], not us telling you."

During a press luncheon on Monday, Thorpe assured reporters that Sony has no plan to cut back support of its Betacam half-inch system, or cease manufacturing 3/4-inch and inter-format gear. He said the company would definitely not introduce 8 mm or quarter-inch systems, however. Thorpe said Sony plans to introduce two or three more elements in its half-inch component system at next year's NAB exhibition.

RCA, which conceded through a spokesman that acceptance of its M format half-inch system has been slow, is confident that component video and solid-state equipment will become much more widely used during the next several years.

As expected, RCA demonstrated its solid-state camera prototype, which uses three charge-coupled devices (CCD's), at the Biltmore hotel. The camera, shown by invitation only, uses silicon chips instead of Saticon or Plumbicon tubes. It was unveiled earlier at NAB and Montreux.

NEC America, meanwhile, announced at SMPTE that it will accept orders for its own SP-3 CCD cameras, which is not yet in production. The camera uses three chips and is said to be able to interface with half-inch and three-quarter-inch video systems. The device is said to have more than 500-line resolution and will carry a \$19,000 price tag.

Hitachi is rumored to be putting final touches on its own CCD camera, but it was not in evidence last week.

A new recording camera was introduced at SMPTE by Ikegami Electronics, patterned after its HL-79 series. The Combined Color Camera System weighs three kilograms and uses a two-thirds-inch SM diode gun Plumbicon tube.

Also shown was a pre-production model of Panasonic's MVP-100 M-Vision videotape cart machine for the M format half-inch

Barnathan on Hollywood. Hollywood's reluctance to embrace the new videotape technologies "is crippling to the motion picture and television business," declared Julius Barnathan, president of ABC Broadcast Operations and Engineering, in a keynote speech at SMPTE.

Barnathan charged that "the inefficiencies in Hollywood—the amount of unproductive time, the lack of planning for the new technologies and a general inertia or fear about change—are especially debilitating for the industry overall."

In challenging the industry to apply video production techniques to reduce costs and increase creativity, Barnathan noted that the industry's Hollywood-based pioneers, "such as Francis Ford Coppola and Glen Larson," are independents.

"When are the majors going to become pioneers?" Barnathan asked. "When are the majors, who continue to cry about costs and cry about the fact that they are not making enough money, going to convert some of their facilities to advance efficient television production?"

Barnathan claimed that the major motion picture companies "are bogged down in old studios with ancient lighting techniques and horrendous staffing agreements, none of which induces greater productivity or, for that matter, greater creativity."

"I have an admonition for all of us involved in trying to produce standards—whether for the industry or for the consumer—and that's the necessity of action," Barnathan emphasized. "We can't expect that developments will wait on our coming to an all-purpose solution, agreeable to everyone, but we can come up with workable compromises that can reduce the amount of confusion that is now emerging. Never before has the need for action from this organization been so urgent. We've got to convince the FCC and Congress that marketplace is not always the answer."

systems. The eight-transport unit, priced at \$160,000 will be field-tested in March for introduction in April or May. Panasonic also unveiled a model WV-555 color camera, suitable for studio or field use. The 7.4-pound camera uses three Saticon tubes. Panasonic also demonstrated its new TU-2000X professional teletext decoder, using the NABTS systems, which is expected to be available next month.

A primary proponent of the quarter-inch videorecording system, Bosch, displayed its Quartercam recorder-camera, plus companion studio playback, recording, and editing units.

Ampex, meanwhile, promoted its VPR-5 one-inch field videotape recorder, billed as "the world's smallest." An Ampex representative downplayed the significance of the rival small formats, contending "one-inch is still very strong and will be for years to come." Ampex and RCA also made a joint agreement that RCA will begin worldwide marketing of Ampex's VPR-80 one-inch recorder under the name TH-400. The unit will be available in NTSC, PAL and SECAM configurations. Hitachi, which had been expected to introduce a new one-inch VTR, said its new unit was not ready for introduction.

Many engineers sidestepped the format

controversy by focusing their attention on digital video effects generators, which have become commonplace in recent years. Although few major pieces of equipment were introduced this year, a few peripherals were shown for the first time. Harris Corp. announced it will introduce a digital effects system by next April, to be priced from \$47,000 to \$119,000, depending on configuration. On the floor, Harris demonstrated a new digital composition station and a four-frame still-store system. The DVE was being previewed at a Biltmore suite and will be field-tested this winter.

A preproduction model of Sony's BVH-2500 delta time VTR was on display using new technology designed to provide up to 200,000 frames of storage. Scientific-Atlanta introduced a new digital "Four-Matte" system, allowing simultaneous display of four separate broadcast signals on a video monitor. MCI/Quantel attracted considerable interest with its Mirage digital effects generator. A spokesman said the company hopes to introduce several new products at next spring's NAB exhibition. Also unveiled in a Biltmore suite was DigiVision's DRGB-343 high resolution digital video converter, accepting both NTSC and RGB input and claiming 60% improvement in picture resolution. □

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As compiled by BROADCASTING, Oct. 21 through Oct. 28, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Athens, Ky.—Marcus D. Sloan and Charles Joseph Thompson seek 1040 khz, 500 w-D. Address: 3267 Waterford Pike, Lexington, Ky. Principals are equal owners. Both also are applicants for TV at Burlington, N.J. Thompson has interest in WSMT-AM-FM Sparta, Tenn., and has filed app.'s for FM at Greenville, Ala., and TV at Milwaukee. He also is applicant for 28 LPTV's.

■ Albuquerque, N.M.—Sally J. Martinez Broadcasting Co. seeks 1050 khz, 500 w. Address of counsel: Gene Burke, 9256-B Lee Highway, Fairfax, Va. Principal has no other broadcast interests. Filed Sept. 30.

FM applications

■ Chester, Calif.—Terese R. Worrall and husband, Michael E., seek 98.9 mhz, 25.5 kw (H) and HAAT: 2416 ft. (H). Address: 5243 Holbrook Dr. Las Vegas, Nev. 89103. Principals are equal owners. Terese Worrall is assistant news director at KMJJ(AM) North Las Vegas, Nev. Michael E. Worrall is chief engineer at KENO(AM)-KOMP(FM) Las Vegas. He also works part time as chief operator at *KCEP(FM) Las Vegas. Filed Oct. 26.

■ Greenfield, Calif.—Anita Levine seeks 99.5 mhz, 50 kw and HAAT: minus 229 ft. Address: 1011 South Orlando Ave. Principal has no other broadcast interests. Filed Oct. 21.

■ Holly Hill, Fla.—Public Radio Inc. seeks noncommercial 91.5 mhz, 1.8 kw and HAAT: 287 ft. Address: 505 Josephine St. Titusville, Fla. Principal is headed by Gordon C. Lund of Merritt Island, Fla. Filed Oct. 20.

■ Vero Beach, Fla.—DeBeau Broadcasting Inc. seeks 101.7 mhz, 3 kw and HAAT: 288.5 ft. Address: 4810 Deltona Drive, Punta Gorda, Fla. 33950. Principal is owned by Lawrence N. DeBeau and wife, Mildred, who also own WCCF(AM)-WQLM(FM) Punta Gorda, Fla. Filed Oct. 25.

■ Vero Beach, Fla.—Katherine C. Hughes seeks 101.7 mhz, 3 kw and HAAT: 300 ft. Address: 212 Bryan Ave. Titusville, Fla. 32796. Principal has no other broadcast interests. Filed Oct. 20.

■ Chicago—Rhea Benton-Weatherford seeks 103.5 mhz, 4.2 kw. Address 1510 Kennicott Court Sycamore, Ill. Principal is currently sales manager for WSQR(AM). App. is mutually exclusive with renewal app. for WFYR-FM. Filed Oct. 19.

■ New Hartford, Iowa—Florida Public Radio Inc. seeks noncommercial 88.7 mhz, 2 kw and HAAT: 404 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is headed by Randy Henry, technician. It is also applicant for *WPIO-FM Titusville, Fla. and for new noncommercial FM at St. Charles, Mo., (see below).

■ Weir, Kan.—Weir Educational Broadcasting Foundation seeks noncommercial 89.9 mhz, 383 kw and HAAT: 134 ft. Address of counsel: Stuart B. Mitchell, 803 W. Broad St., suite 240, Falls Church, Va. 22046. Principal is headed by Walter D. Dale, Weir pastor. Filed Oct. 24.

■ Harwich Port, Mass.—Helen Janowiak Broadcasting seeks 93.5 mhz, 3 kw and HAAT: 346.38 ft. Address: 6108

Harley Lane, Temple Hills, Md. 20748. Principal has no other broadcast interests. Filed Oct. 18.

■ St. Charles, Mo.—Florida Public Radio Inc. seeks noncommercial 89.9 mhz, 100 w and HAAT: 102 ft. Address: 505 Josephine St., Titusville, Fla. Principal is headed by Randy Henry, technician. It is also applicant for *WPIO-FM Titusville, Fla., and a new noncommercial FM in New Hartford, Iowa (see above). Filed Oct. 27.

■ Ennis, Mont.—Big Sky Broadcasters seeks 710 khz 10 kw-D. Address: P.O. Box 160, McAllister Mont. 59740. Principal is owned by H. Scott Shurian, who has no other broadcast interests. Filed Oct. 13.

■ Saranac Lake, N.Y.—Peter Edward Hunn seeks 101.7 mhz, 3 kw and HAAT: 297 ft. Address: Joiner Road, Moriah, N.Y. 12960. Principal is permittee of WHRC-FM Port Henry, N.Y. Filed Oct. 25.

■ Yorkshire, N.Y.—Yorkshire Educational Broadcasting Foundation seeks noncommercial 90.1 mhz, 383 w and HAAT: minus 153 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., suite 240, Falls Church, Va. 22046. Principal is headed by Jim Lockwood, pastor. Filed Oct. 24.

■ Williston, N.D.—Dianna L. Simpson seeks 101.1 mhz, 100 kw and HAAT: 1,000 ft. Address: 1805 University Ave., Williston, N.D. Principal also has interest in applicant for new AM at Williston. Filed Oct. 20.

■ Cordell, Okla.—Carolyn L. Bogue seeks 99.3 mhz, 3 kw and HAAT: 200 ft. Address: c/o Duane Cornett, 4703 Silverridge Dr., Jacksonville, Fla. 32207. Principal has no other broadcast interests. Filed Oct. 27.

■ North Charleston, S.C.—Bible Broadcasting Network Inc. seeks noncommercial 90.7 mhz, 10 kw and HAAT: 443 ft. Address: P.O. Box 1818, Chesapeake, Va. 23320. Principal is headed by Lowell L. Davey, minister. It is license of WYFI(FM) Norfolk and WYFJ(FM) Ashland, both Virginia; WAVO(AM) Decatur, Ga.; WYFL(FM) Henderson, and WHPE(FM) High Point, both North Carolina, and WYFG(FM) Gaffney, S.C. It is also applicant for new noncommercial FM at Wilmington, N.C. Filed Oct. 20.

■ Gonzales, Tex.—Patrick J. Nugent seeks 106.3 mhz, 3 kw and HAAT: 166 ft. Address: 3112 Honey Tree Lane, Austin, Tex. 78746. Principal owns KCTI-AM Gonzales. Filed Oct. 21.

■ Jacksonville, Tex.—East Texas Media Association Inc. seeks noncommercial 90.3 mhz, 3 kw and HAAT: 280 ft. Address: Stuart B. Mitchell & Assoc., 803 West Broad St., suite 240, Falls Church, Va. 22046. Principal is headed by Robert W. Shivery, school administrator. Filed Oct. 24.

■ Lubbock, Tex.—Julio Torres seeks 106.3 mhz, 750 kw and HAAT: 538 ft. Address: 1919 Iowa, Pecos, Tex. 79772. Principal has no other broadcast interests. Filed Oct. 27.

■ Lubbock, Tex.—Mican Corp. of Texas seeks 106.3 mhz, 3 kw and HAAT: 300 ft. Address: Rt. 5, box 227, Sapulpa, Okla. 74066. Principal is owned by Michael P. Stephens (70%), Chapman Cannon Jr. (15%) and wife, Donnie (15%). Stevens is majority owner of applicant for new FM in Paris, Tex. He and Cannons are applicants for new FM in McAlester, Okla. Filed Oct. 26.

■ Lubbock, Tex.—Barton Broadcasting Co. seeks 106.3 mhz, 3 kw and HAAT: 300 ft. Address: 4319 57th St., Lubbock, Tex. Principal is equally owned by Ernest F. Barton and wife, Manuela, who have no other broadcast interests. Filed Oct. 27.

■ Lubbock, Tex.—Frankie Paul Rodriguez seeks 106.3 mhz, 3 kw and HAAT: 232 ft. Address: 10423 Doc Holiday Trail, Austin, Tex. 78753. Principal is program director at KLBJ-AM Austin. Filed Oct. 27.

■ Elkton, Va.—Robert James Lacey seeks 98.3 mhz, 3 kw and HAAT: 298.5 ft. Address: 9255 W.N. County Line Rd., Lake Michigan 48632. Principal has no other broadcast interests. Filed Oct. 15.

■ Milwaukee—Discovery and Decision Educational Foundation Inc. seeks noncommercial 88.1 mhz, 250 w and HAAT: 780 ft. Address: 8516 W. Capitol Dr., Milwaukee 53222. Principal is headed by Tom Snyder of Germantown, Wis. Filed Oct. 25.

TV applications

■ Salina, Kan.—Underwood Enterprises seeks ch. 34,

ERP: 226 kw vis., 30 kw aur., HAAT: 453 ft. and ant. height above ground 240 ft. Address: Rt. 10 Box 40 Sparta, Tenn. 38583. Principal is equally owned by Marshall H. Underwood and wife, Mari-Ellen. He is retired U.S. Army command sergeant major; she is housewife. Neither has other broadcast interests. Filed Oct. 26.

■ Amarillo, Tex.—Family Media Inc. seeks ch. 2; ER 100 kw vis., 10 kw aur., HAAT: 800 ft. Address: 17 Duncan, Pampas, Tex., 79065. Principal is noncommercial educational group headed by Wallace L. Bruce, president who is independent oil producer and moving and storage businessman. Filed Oct. 17.

■ Logan, Utah—John R. Powley seeks ch. 12; ERP: 3 kw vis., and 31.6 kw aur., HAAT: 1993 ft., and ant. 236 above ground. Address: 1536 Logan Ave., Altoona, Pa. Principal is licensee of WOPC(TV) Altoona, Pa. WHGM(FM) Bellwood, Pa., and permittee of W10M-1 Iron Mountain, Mich. He is also applicant for ch. 38 Seaford, Del., and ch. 29 at Selma, Ala. Filed Oct. 27.

AM actions

■ Radcliff, Ky.—Radio Radcliff granted 1220 khz, 500 U. Principal: William Walters (100%), who is 50% owner WEKY(AM) Richmond, Ky. Action Sept. 1.

■ Hudson/Clinton, Mass.—Minority Broadcasting of Midwest Inc. app. returned for 650 khz, 10 kw-D, 1 kw. Principal is majority owned by Pervis Spann (80%). He general manager and 40% owner of WXOL(AM) Cicero, Action Oct. 26.

■ Lebanon, Tenn.—Lebanon Broadcasters app. dismissed for 1200 khz, 500 kw-U. Principals: Edward M. John and Millard V. Oakley (50%) each. Action Sept. 1.

FM actions

■ Opelika, Ala.—Harry Dickerson Norman Jr. granted 100.9 mhz, 3 kw; applicant has "no firm antenna site. Principal has no other broadcast interests. Action Oct. 1.

■ San Luis Obispo, Calif.—San Luis Obispo Cour Community College app. returned for 89.1 mhz, 1.1 HAAT: 1,440 ft. Principal is public education institution headed by Frank R. Martinez. Action Oct. 24.

■ Milton, Fla.—Florida Public Radio Inc. app. for 99 mhz, 2 kw, HAAT: 300 ft. returned. Principal is noncommercial company headed by Randy Henry, technician. Act Oct. 18.

■ Honolulu—Lucy Miller app. dismissed for 100.3 mhz, 100 kw, HAAT: minus 386 ft. Principal has no other broadcast interests. Action Oct. 26.

■ Hudson, Mich.—CMM Inc. app. returned for 97.7 mhz, 3 kw, HAAT: 287.5 ft. Principal is owned by Mike Mil who is also applicant for seven new TV's, six FM's, LPTV's and new AM at Canton, Tex. Action Oct. 25.

■ Walker, Minn.—Michael C. Steele granted 99.3 mhz kw, HAAT: 161 ft. Principal also owns KLLR(AM) Walk Minn., and is applicant for new UHF's at Hollywood, Fla. and Brunswick, Ga. Filed March 31. Action Oct. 19.

■ Ironton, Mo.—Mid-America Communications granted 92.7 mhz, .65 kw, HAAT: 668 ft. Principal is headed Robert B. Thomson, president. It also owns KPJA(A) Ironton. Action Oct. 19.

■ Cobleskill, N.Y.—DGR Communications app. dismissed for 103.5 mhz, 50 kw, HAAT: 500 ft. Principals have no other broadcast interests. Action Aug. 31.

■ Cobleskill, N.Y.—Radio Cobleskill Inc. granted 102.3 mhz, 50 kw, HAAT: 500 ft. Principals: Sandra S. Po (51%), John E. Clancy (30%) and Donald L. Stork (19%). The own WSCM(AM) Cobleskill, N.Y. Clancy and Stork own WFLR-AM-FM Dundee, N.Y. Clancy also owns 47 and Stork 35%, of WWJB(AM) Brooksville, Fla. They are principal owners of WDLF(AM) Deland, Fla. (former WKKX.) Action Aug. 31.

■ Irmo, S.C.—Irmo Broadcasting Inc. app. dismissed 102.3 mhz, 1.67 kw, HAAT: 400 ft. Principals: Dale Ness, Joseph K. East, W. Lee Simmons and C.L. St (25% each). Action Sept. 11.

■ Irmo, S.C.—Radio Intermart Corp. app. dismissed 102.3 mhz, 3 kw, HAAT: 316 ft. Principal is owned by Jan E. Martin. Action Sept. 11.

■ Irmo, S.C.—Santee-Cooper Broadcasting of Irmo at

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dismissed for 102.3 mhz, 3 kw, HAAT: 300 ft. Principal is owned by Clarence E. Jones. Action Sept. 11.

■ Saint Andrews, S.C.—Radio America Inc. granted 102.3 mhz, 3 kw, HAAT: 300 ft. Principal: Francis M. Ott Jr. (100%), who is Columbia, S.C., real estate broker and investor and has no other broadcast interests. Action Sept. 11.

■ El Paso—Ecom Inc. granted noncommercial 89.5 mhz, 28 kw, HAAT: 1,189 ft. Principal is headed by Ignacio Acosta, president, and has no other broadcast interests. Action Oct. 19.

■ Farewell, Tex.—Charles M. Wolfe granted 98.3 mhz, 3 kw, HAAT: 214 ft. Principal is owned by Charles M. Wolfe (100%), who had resubmitted app. with amendment for tower site. He has no other broadcast interests. Action Oct. 19.

■ Rock Springs, Wyo.—Big Wyoming Broadcasting Corp. app. returned for 104.5 mhz, 100 kw, HAAT: 1,630 ft. Principal is majority owned by Robert W. Campbell and wife, Maria M. (45% each). Action Oct. 27.

TV actions

■ Vicksburg, Miss.—Frank Holifield Jr. app. dismissed for ch. 35; ERP: 1,650 kw vis., 165 kw aur., HAAT: 480 ft.; ant. height above ground 263 ft. Principal is president of Hol-Co Inc., licensee of WQBC(AM) Vicksburg. He has no other broadcasting interests. Action Oct. 26.

■ Waco, Tex.—Focus Broadcasting of Waco Inc. granted ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1980 ft., and ant. height above ground 1,997 ft. Principal: Douglas F. Ruhe is president and 6.36% owner. Focus Broadcasting is permittee of WFBN-TV Joliet, Ill., and is applicant for new UHF's at Kannapolis, N.C.; Murfreesboro, Tenn.; Norfolk, Va.; Seaside, Calif.; Tucson, Ariz.; Riverside, Calif., and Beaumont, Tex. Focus Broadcasting is also applicant for various LPTV stations and interim authority to operate direct broadcast satellite system. (BPCT 820127KE). Granted Aug. 29.

Ownership changes

■ WLNV(AM) Luverne, Ala. (1080 khz, 500 w-D)—Seeks assignment of license from Joe R. Sport to Lew Banks

and Ted Pacheco for \$25,000. Seller has no other broadcast interest. Buyers are equal partners. Filed Oct. 26.

■ WZTN(AM) Montgomery, Ala. (1000 khz, 5 k-D, DA-D)—Seeks transfer of control of Amendment One Inc. from Thomas M. Percer (100% before; none after) to Alvin W. Dixon Jr. (none before; 100% after). Consideration: \$60,000 cash plus assumption of majority of \$285,000 in notes. Buyer is former announcer at WXVI(AM) and has no other broadcast interests. Filed Oct. 21.

■ KBZB(AM) Bisbee, Ariz. (1230 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Sun Country Communications Corp. (debtor in possession) to Copper Valley Broadcasters for \$30,000. Station has been silent for over a year. Seller is owned by Barry Mishkind (74%), Daniel Goldstein, and wife, Shari (10% jointly), and Tedd W. Coppin and his wife, Helen G. (16% jointly). Buyer is owned by Ed Bolding, who is licensee of co-located KZMK(FM). He intends to move TL and operate KBZB in conjunction with KZMK. Filed Oct. 26.

■ WEEF(AM) Highland Park, Ill. (1430 khz, 1 kw-D, DA)—Seeks transfer of control of Metroweb Corp. from Newsweb Corp. (90% before; none before) to Gordon H. Winston and Myra M. Winston (10% before; 100% after). Consideration: \$500,000 plus \$150,000 noncompete agreement. Sale is contingent upon location of new antenna site for station. Seller is owned by Fred Eychaner, who has commercial printing interests. He also owns WPWR-TV Aurora, Ill., and owns 3.5% of voting stock of Des Moines Register and Tribune Co., which owns three V's and two AM-FM combos. He is permittee for KTVJ-TV Boulder, Colo. Buyers are husband and wife. Gordon Winston is CPA and management consultant for Eychaner. Myra Winston is real estate manager. Filed Oct. 20.

■ WQRF-TV Rockford, Ill. (ch. 39; ERP: 1,045 kw vis., 104.5 kw aur., HAAT: 575 ft.)—Seeks assignment of license from Lloyd Hearing Aid Corp. to Orion Broadcast Group Inc. for \$4 million. Seller is Rockford-based company, owned by Marvin Palmquist and family. It has no other broadcast interests. Buyer is publicly-owned company, based in Denver, and headed by Sam Matthews, president. It is also part owner of low-power TV in Ottumwa, Iowa; applicant for new LPTV in Jackson, Tenn., and owns SMATV systems in Denver. Filed Oct. 27.

■ WDFB(AM)[CP] Junction City, Kan. (1170 khz)—Seeks transfer of control of Alum Springs Vision & Outreach Corp. from Marvin S. Worley (50% before; none after) to

Donal A. Drake (50% before; 100% after). Consideration \$37,100. Filed Oct. 26.

■ WJYL(FM) Jeffersonville (Louisville), Ky. (101.7 mhz 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Publicist Communications Inc. to Sheridan Broadcasting Corp. for \$630,000 cash. Seller is owned by James A. Paterson (77.76%) and A. Robert Doll (21.24%), who have no other broadcast interests. Buyer is Pittsburgh-based owner of Sheridan Broadcasting Network, headed by Ronald R. Davenport. It also owns WUFO(AM) Amherst, N.Y., and WAMO-AM-FM Pittsburgh. Filed Oct. 27.

■ KWRT(AM)-KDBX(FM) Boonville, Mo. (1370 khz, kw-D; FM: 99.3 mhz, 3 kw HAAT: 285 ft.)—Seeks assignment of license from Big Country of Missouri Inc. to T & C Communications Inc. for \$475,000 plus \$50,000 noncompete agreement. Seller is jointly owned by Richard L. Billings and his wife, Patricia A., who are applicants for new FM at South Jacksonville, Ill. Buyer is equally owned by Phillip W. Trammel and wife, Barbara J. Phillip Trammel was general manager of KSD(AM) St. Louis. Barbara Trammel is housewife. They have no other broadcast interests. Filed Oct. 25.

■ WJOT(AM)-WGFG(FM) Lake City, S.C. (1260 khz, kw-D; FM: 100.1 mhz, 3 kw and HAAT: 295 ft.)—Seek transfer of control of Coastline Broadcasting Co. from estate of F. Arnold Graham Sr. (33 1/3% before; none after) to S. Charles Green and estate of James W. Floyd Sr. (33 1/3% each before; 50% each after). Consideration: \$177,500. Filed Oct. 25.

Actions

■ WZNG(AM) Cypress Gardens, Fla. (1360 khz, 5 kw-D 2.5 kw-N; DA-2)—Granted assignment of license from Vantage Broadcasting Co. to Altair Communications Inc. for \$305,000 (BROADCASTING, Sept. 12.). Seller is owned by David B. Buerger (87.5%), his son, David C., and daughter-in-law, Diane Buerger (6.25% each). It has no other broadcast interests. Buyer is owned by John R. Newman, president, and his wife, Cesta. It also has interest in WGGO(AM, Salamanca, N.Y. Action Oct. 26.

■ WKEM(AM) Immokalee, Fla. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Sandia Broadcasting Corp. to Explorer Communications Inc. for \$200,000, including \$50,000 noncompete agreement. Seller is owned by Mary J. Arthur, president (51%). It also has interest in KVTX(TV) Victoria, Tex. Buyer is owned by James F. Hoffman, president. It is also applicant for new AM at Portage, Ind. Action Oct. 26.

■ WBSG(AM) Blackshear, Ga. (1350 khz, 2.5 kw-D, DA-D)—Granted assignment of license from Pierce-Ware Broadcasting Corp. to Micon Broadcasters Partnership for \$40,000. Seller is headed by E. Lloyd Kilday Jr., president. Kilday owns 51% of WBLU(FM) Hinesville, Ga., and WKAA(FM) Ocilla, Ga. Buyer is owned by John M. Powell and Thomas E. Tucker (50% each). It has no other broadcast interests. Action Oct. 26.

■ KPVI(TV) Pocatello, Idaho (ABC, ch. 6; 100 kw vis., 17.4 kw aur.; HAAT: 1,530 ft.)—Granted assignment of license from Futura Communications Corp. to Ambassador Media Corp. for \$3.2 million, including \$500,000 noncompete agreement. Seller is headed by Robert Hansberger, president. It has no other broadcast interests. Buyer is newly formed company, headed by Senator William L. Armstrong (R-Colo.), president. Action Oct. 26.

■ KWEI(AM) Weiser, Idaho (1260 khz, 1 kw-D)—Granted transfer of control from Douglas Raper (33 1/3% before; none after) to Edward Burton (none before; 33 1/3% after) for \$140,000 and assumption of loan obligations. Buyer is father of David Burton, also owner (33 1/3%). Third owner is Danny Kramer, who is announcer and air personality at KSL(AM) Salt Lake City. Co-located KWEI(FM) will go on air in next few weeks. Action Oct. 26.

■ WPMB(AM)-WKRV(FM) Vandalia, Ill. (1500 khz, 250 w-D; FM: 107.1 mhz, 3 kw, HAAT: 165 ft.)—Granted assignment of license from Clark Communications Corp. Inc. to Midwest Communications Co. for \$342,500. Seller is owned by Neil F. Clark, president (82.05%), and his mother, Grace M. (17.95%). It has no other broadcast interests. Buyer is owned by Don Hecke, president, who owns commercial printing company at Effingham, Ill. Action Oct. 26.

■ WMPI(FM) Scottsburg, Ind. (100.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Vogel Bell Corp. to Tunza Entertainment Inc. for \$130,000. Seller is principally owned by William R. Vogel, president, who also has interest in WHOD-AM-FM Jackson and WBLO(AM) Evergreen, both Alabama; WIFN(FM) Franklin, Ind.; WNOI(FM) Flora, Ill., and WDOH(FM) Delphos, Ohio. Buyer is owned by Charles D. Patyk, president; Donald R. Baxter, chairman; Harold T. Barnett, and James L. Smith (25% each). It has no other broadcast interests. Action Oct. 26.

■ KNEX-AM-FM McPherson, Kan. (1540 khz, 250 w-D;

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FM: 96.7 mhz, 3 kw, HAAT: 245 ft.—Granted assignment of license from McPherson Broadcasting Inc. to Bengel Broadcasting Inc. for \$400,000. Seller is headed by Dorothy B. Krehbiel, president. It has no other broadcast interests. Buyer is owned by Bernard M. Brown, president (30%); his wife, Phyllis Ann Brown, and their son, Michael B. Brown (10% each); Joseph L. Engel, and his wife, Cheryl (25% each). It also owns KKAN(AM) and has CP for new FM at Phillipsburg, Kan. Action Oct. 26.

■ WCTD-FM Federalburg, Md. (107.1 mhz, 2.65 kw, HAAT: 320 ft.)—Granted assignment of license from Caroline Broadcasting Co. Inc. to Mid-Shore Communications Corp. for \$400,000. Seller is headed by Phil Adams, president and general manager. It has no other broadcast interests. Buyer is owned by Ernest R. Colburn, president, and wife, Nancy E. (51% jointly), and Frederick P. Koester and wife, Glenna J. (49% jointly). Ernest Colburn is vice president of Rau Radio Stations Inc., which sold, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, Sept. 5) and WDOV(AM)-WSDS(FM) Dover, Del. (BROADCASTING, Sept. 5). It also owns three AM's and three FM's. Nancy Colburn is office manager at Chevy Chase, Md., department store. Frederick Koester is general manager of WNAV(AM)-WLOM-FM Annapolis. Glenna Koester is Queen Annes county, Md., school teacher. Action Oct. 26.

■ WJIB(FM) Boston (96.9 mhz, 8.7 kw, HAAT: 1,010 ft.)—Granted assignment of license from General Electric Broadcasting Co. to NBC for \$6.5 million. Seller is New York-based subsidiary of General Electric Corp. and owns KOA-TV Denver and 13 cable systems. It has recently completed sale of WGY(AM)-WGFV(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville, for about \$14.5 million; WRGB(TV) Schenectady for \$35 million; KOA(AM)-KOAQ(FM) Denver for \$22 million, and KFOG(FM) San Francisco for \$4.5 million. Buyer also owns four AM's and four FM's. Action Oct. 14.

■ WOSC(AM)-WKFM(FM) Fulton, N.Y. (1300 khz, 1 kw-D; FM: 104.7 mhz, 50 kw, HAAT: 310 ft.)—Granted assignment of license from Cassill Radio Corp. to WKFM-Syracuse Inc. for \$1,504,250. Seller is owned by Anamae Mitchell, president. Buyer is owned by Donald L. Wilks, president, and Michael E. Schwartz (37.5% each) and Albert J. Makkay (25%). It also owns WZFM(FM) Briarcliff Manor, N.Y. Wilks and Schwartz also have interest in WXY(AM)-WAQY(FM) Springfield, Mass.; WPET(AM) Greensboro, N.C.; WKRZ-AM-FM Wilkes-Barre, Pa., and WZFM-FM White Plains, N.Y., and has recently sold WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," July 4). Action Oct. 26.

■ WGWR(AM)-WCSE(FM) Asheboro, N.C. (1260 khz, 5 kw-D, 500 w-N; FM: 92.3 mhz, 20 kw, HAAT: 650 ft.)—Granted assignment of license from Asheboro Broadcasting Co. Inc. to Dallas M. Tarkenton for \$900,000 cash (BROADCASTING, Sept. 26). Seller is headed by Roy Cox Jr., president. It has no other broadcast interests. Buyer is Athens, Ga., owner of WJGA-FM Jackson and WCOH(AM)-WRNG-FM Newman, both Georgia. Action Oct. 26.

■ WSHH(FM) Pittsburgh (99.7 mhz, 10.5 kw, HAAT: 930 ft.)—Granted assignment of license from Nationwide Communications Inc. to Renda Broadcasting Corp. for \$2.7 million, including \$50,000 noncomplete agreement. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., and headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. Buyer is headed by Tony Renda, president. It also has interest in WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. Action Oct. 26.

■ WOTB(FM) Middletown, R.I. (107.1 mhz, 3 kw, HAAT: 270 ft.)—Granted assignment of license from Bay Broadcasters Inc. to Leisure Market Radio Inc. for \$700,000. Seller is owned by Ronald L. Hickman, president, and wife, Barbara, (89.8% jointly) and Michael Col-

lins (10.2%). It has no other broadcast interests. Buyer is group of East Coast investors, headed by Robert Richer president (10%). He is former vice president and general manager of Group W Radio Sales. Action Oct. 26.

■ WADK(AM) Newport, R.I. (1540 khz, 1 kw-D)—Assignment of license from Key Stations Inc. to Spectrum Communications Corp. for \$337,000 dismissed at applicant request. Seller is owned by Peter Kuyper and wife, Christine, president. It also owns WLOB(AM) Portland, Me. Buyer was publicly-held corporation, headed by Phillip Huff, president. It also owns KYLT(AM)-KZOQ(FM) Missoula, Mont. Action Oct. 26.

■ WAEW(AM)-WXVL(FM) Crossville, Tenn. (1330 khz, 1 kw-D; FM: 99.3 mhz, 3 kw; HAAT: 170 ft.)—Granted transfer of control of Crossville Broadcasting Inc. from C. Stanton Hawkins (51% before; none after) to Michael D. Stone (49% before; 100% after). Consideration: \$700,000. Principals: Seller has no other broadcast interests. Buyer is Crossville, Tenn.-based publisher, who has no other broadcast interests. Action Oct. 26.

■ WITA(AM) Knoxville, Tenn. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Forum Communications of Tenn. Inc. to WITA Inc. for \$675,000. Seller is owned by Carl Voth, president, and Simon Rosen (50% each). It also owns WTIS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WSVI(AM) E. Syracuse, and WOIV(FM) DeRuyter Township, both New York. Buyer is owned by Fred Westenberger, president and family. Fred Westenberger also owns WVOG(AM) New Orleans and WMQM(AM) Memphis. Action Oct. 26.

■ KJIM(AM) Fort Worth (870 khz, 250 w-D)—Granted transfer of control of Fort Worth KJIM Inc. from The Venture Group Inc. (100% before; none after) to B.J. Glascock (none before; 100% after). Consideration: assumption of \$500,000 in debt. Principals: Seller is headed by Glascock. It also owns KSEY-AM-FM Seymour, Tex. Buyer is insurance company in Dallas, who already owns 37%. He has no other broadcast interests. Action Oct. 26.

■ WEXM-AM-FM Jamesville/Exmore, Va. (1520 khz, 5 kw-D, DA; FM: 107.5 mhz, 50 kw, HAAT: 260 ft.)—Granted assignment of license from Parker-Rew Enterprises to Bay Star Communications Inc. for \$200,000. Seller is owned by Creston E. Parker and James A. Res Jr., who have no other broadcast interests. Buyer is owned by Klein G. Leister, president and William E. Esham Sr. (26% each), James D. Layton and Wayne A. Powell (24% each). It also owns WKHI(FM) Ocean City, Md. Action Oct. 26.

■ WWYO(AM) Pineville, W.Va. (970 khz, 1 kw-D)—Granted transfer of control of Wyoming Broadcasting Co. Inc. from Robert D. Bailey III (85.5% before; 8.5% after) to Stephen Keith Browning and Larry Randall Parks. Consideration: Buyers will work to rehabilitate station. Seller has no other broadcast interests. Buyers: Browning is sales manager and Parks is general manager at WWYO. Action Oct. 26.

In contest

FCC

■ Chief, policy and rules division, denied petition of Southern Broadcasting Corp. requesting that Orlando-Daytona Beach-Melbourne, Fla., designation be included in commission's list of top 100 television markets, set forth in cable television rules. Channel Nine of Orlando had submitted comments in support of petition. (RM-4557). MO&O adopted Oct. 14.

■ Chief, policy and rules division, ordered extension of time for filing comments on use of subcarrier frequencies in aural baseband of television transmitters (48 Federal Register 37457), in response to petition by Consumer Electronics Group. Comments extended to Dec. 30; reply comments to Jan. 30, 1984. Adopted Oct. 24.

■ Chief, policy and rules division, denied extension of time beyond Oct. 25 for filing reply comments in Docket No. 20735—changes in rules relating to noncommercial, educational FM broadcast stations (47 Federal Register 24144). Four extensions had been granted since second further notice. Adopted Oct. 24.

■ Commission affirmed April 7 action deleting from rules, requirements that payments made in consideration of agreements to settle mutually exclusive app.'s not exceed reasonable and prudent expenses of prosecuting withdrawn app. It denied petition of Mark Pierce, Sun Valley, Calif., for reconsideration. Action by MO&O, Nov. 2. (FCC 83-503).

■ Jonesboro, Ark. (Radio Jonesboro, MSB Communications Corp. and Whispering Sounds Inc.)—ALJ John Collins, in initial decision, granted app. of Whispering Sounds

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for new FM at Jonesboro and denied app.'s of Radio Jonesboro and MSB Communications Corp. Issued Oct. 27.

■ Oroville, Calif. (Golden Valley Communications and Gridley Community Television)—ALJ John H. Conlin granted agreement; dismissed app. of Gridley; granted app. of Golden Valley for TV CP at Oroville, and terminated proceeding. (MM 83-436, 438). Order adopted Oct. 28.

■ San Diego—Commission rescinded public notice, issued Oct. 27, inviting app.'s to replace station KIFM San Diego, while it considers petition for extraordinary relief filed by West Coast Media Inc., former licensee of KIFM. Petition requests commission reconsider 1974 decision denying KIFM renewal app. and requests it issue declaratory ruling permitting assignment of license and sale of assets to minority purchaser.

■ Tampa, Fla.—Commission upheld June 26, 1981, ruling by Common Carrier Bureau granting complaint by Warner Amex against Tampa Electric Co. MO&O upholds charge that Tampa Electric's annual pole attachment rate of \$5.50 was unjust and unreasonable, and upholds \$1.36 substitution rate and reimbursement of payments made since complaint was filed in excess of \$1.36. Action Nov. 3. (FCC 83-498).

■ Davenport, Iowa (Davenport Communications Limited Partnership, H&S Ltd., The Independence Broadcasting Corp., Eian Inc. and Channel 28 Ltd.)—ALJ Edward Luton granted request for approval of agreement; dismissed app.'s of H&S, Independence, Eian and Channel 28; granted app. of Davenport Communications for new TV at Davenport, and terminated proceeding. (MM 83-127-31) MO&O and order adopted Oct. 25.

■ Poland Spring, Me.—Chief, Mass Media Bureau granted Guy Gannet Broadcasting Services' petition for reconsideration of May 19, 1982, decision granting app. for minor change in facilities of Harron Communications Corp. He also denied and rescinded Harron's app. to move main studio of WMTW-TV from Poland Spring to Portland, Me. (BPCT-820302KE). MO&O adopted Oct. 28.

■ Las Vegas (Radio Nevada Inc.)—Commission reduced forfeiture, from \$1,000 to \$250, of Radio Nevada, licensee of KDWN(AM), and four other Nevada stations, imposed for violation of Section 73.1212 which requires sponsorship identification. MO&O adopted July, 14.

■ Littleton, N.H. (White Mountain Inc. and Profile Broadcasting Inc.)—Review Board denied Profile's petition for reconsideration of grant (FCC 83R-58) of CP for new FM at Littleton to White Mountain. Order adopted Nov. 1.

■ Newark, N.J. (Global Broadcast Group Inc. and Newark Radio Broadcasting Assoc.)—Commission denied Newark's petition for reconsideration and supplement to petition for reconsideration of MO&O (FCC 83-231) granting Global's app. for interim authority to operate former station WHBI(FM) Newark. (BC 82-531, 533). Order adopted Oct. 27.

■ Charlotte, N.C. (Westinghouse Broadcasting and Cable, Jefferson-Pilot Broadcasting Co., Carolina Broadcasting Co., Sainte Broadcasting Corp. and WCCB-TV Inc.)—Chief, Mass Media Bureau, designated for hearing in consolidated proceeding app.'s of Carolina Broadcasting, Westinghouse and WCCB-TV for facility change CP's (MM 83-1161, 83-1160 and 83-1162). Denied Sainte's petition to deny Westinghouse's app. Granted app. of Jefferson-Pilot for facility change CP. MO&O adopted Oct. 25.

■ Wichita Falls, Tex. (First City Media Inc. and Thornberry Television Ltd.)—ALJ Edward Luton granted agreement; dismissed app. of First City; granted app. of Thornberry for CP for TV at Wichita Falls, and terminated proceeding. (BC 82-508-9). MO&O adopted Oct. 25.

Legal activities

■ San Francisco (California Public Broadcasting Forum; Bay Area Bilingual Education League and Amador Bustos; NAACP, western region, and Oliver Jones; Community Coalition for Media Change and Marcus Garvey Wilcher; Public Media Center and Michael Singen, and Committee to save KQED and Laurence S. Hall vs. FCC)—Notice filed with U.S. Court of Appeals, D.C. Circuit, appealed commission's MO&O which reaffirmed grant of 1977 and 1980 renewal app.'s of KQED Inc. for *KQED-TV, *KQEC-TV and *KQED-FM, all San Francisco. (Case No. 83-2105).

■ Hartford, Conn. (Alan Shurberg vs. FCC)—Shurberg filed notice with U.S. Court of Appeals, D.C. Circuit, appealing commission's MO&O renewing license of Faith Center Inc. for WHCT-TV Hartford, and granting it authority to assign station's license to Interstate Media Corporation in distress sale. Shurberg had petitioned to deny action. (Case No. 83-2098).

■ Waco, Tex. (Blake-Potash Corp. vs. FCC)—Blake-Potash filed notice with U.S. Court of Appeals, D.C. Circuit, appealing commission's order denying Blake-Potash app. for new UHF TV at Waco and granting competing app. of Cen-

tral Texas Broadcasting Co. Ltd. (Case No. 83-2112).

■ Portage, Mich. (Air-Borne Group Ltd vs. FCC) (Sear Broadcasting Co. vs. FCC)—Notices filed with U.S. Court of Appeals seek appeal of commission decision denying review of Review Board decision. Board had overturned ALJ and granted app. of Radio Portage Inc. for CP for FM at Portage. ALJ had initially granted app. of Air-Borne over three other applicants. (Case No. 83-2071) (Case No. 83-2072).

■ Carlisle, Pa. (Carlisle Broadcasting Associates vs. FCC)—Notice filed with U.S. Court of Appeals, D.C. Circuit, seeks appeal of commission's decision denying Carlisle Broadcasting's CP app. and granting mutually exclusive renewal app. of WIOO Inc. (Case No. 83-2084).

Et cetera

■ Tentative winners of lottery for CP's for LPTV or translator stations held Oct. 28. Absent filing of petitions to deny and, upon determining selectees are otherwise qualified, grant of CP's will be made Nov. 30—Anchorage, Alaska, ch. 20 (American Christian TV System Inc.) (BPTTL-830218TQ)—Prescott, Ariz., ch. 23 (The Sun Network) (BPTTL-820319RG)—Springfield, Ill., ch. 39 (Ventures in Communications Inc.) (BPTTL-820217LG)—Caribou, et al., Me., ch. 15 (Saco River Communications Corp.) (BPTTL-820616RP)—St. Louis ch. 62 (Domsat of Missouri) (BPTTL801117IH)—Del Rio, Tex., ch. 5 (Edward M. Johnson) (BPTVL-810602IC)—Henton/Huntsville, Tex., ch. 31 (Jose Villareal & L.L.F.) (BPTTL-820129TU).

Allocations

Applications

■ Woodlake, Calif.—Eric R. Hilding proposes assignment of ch. 281; community's first commercial FM channel. Comments due Dec. 27; reply comments, Jan. 11. Address: P.O. Box 1300, Freedom, Calif. Adopted Oct. 11.

■ Marianna, Fla.—Marianna Television proposes assignment of UHF ch. 34; community's first commercial TV assignment. Commission suggests instead, assignment of ch. 51. Comments due Dec. 23; reply comments, Jan. 9. Address of consultant: Edward M. Johnson and Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. Adopted Oct. 11.

■ Honolulu—Communications Hawaii Inc. proposes assignment of ch. 286; community's ninth FM service. Com-

ments due Dec. 27; reply comments, Jan. 11. Adopted Oct. 11. Address of counsel: Robert B. McKenna Jr., Wilkinson Barker Knauer & Quinn, 1735 New York Avenue, N.W. Washington 20006. Adopted Oct. 11.

■ Oscoda, Mich.—Robert A. Sherman proposes assignment of ch. 261A; community's first FM service. Canadian concurrence must be obtained. Comments due Dec. 27; reply comments, Jan. 11. Address: 1039 Division, Port Huron Mich. 48060. Adopted Oct. 14.

■ Saugatuck, Mich.—David C. Schabert proposes assignment of ch. 224A; community's first FM assignment. Comments due Dec. 27; reply comments, Jan. 11. Address: P.O. Box 1101, Lansing, Mich. 48901. Adopted Oct. 11.

■ Terrytown, Neb.—Christian Media Inc. seeks to substitute Class C ch. 245 for ch. 280A and to modify license of its station KCM(FM) to specify operation on ch. 245. Comments due Dec. 23, reply comments, Jan. 9. Address: Box 401 Terrytown 69361. Adopted Oct. 11.

■ Devils Lake, N.D.—Harold A. Jahnke proposes assignment of ch. 244A to Devils Lake, N.D.; community's third FM assignment. Canadian concurrence is required. Comments due Dec. 23; reply comments, Jan. 9. Address: 42 Central Ave., Hampton, Iowa 50441. Adopted Oct. 11.

■ Charlotte Amalie, V.I.—John T. Galanses proposes assignment of class B ch. 282 to Charlotte Amalie, V.I.; community's fourth local broadcast service. Reynold Charles d b/a Third Angel Corp. requests same channel. Comment due Dec. 27; reply comments, Jan. 11. Address: (Galanses 205 Casa Solana, Key West, Fla. 33040. Address: (Charles c/o James E. Price, Sterling Communications Inc., Uptain building, suite 418, Chattanooga 37411.

Call letters

Applications

Call	Sought by
New FM's	
WFKZ	John T. Galanses, Plantation Key, Fla.
*WMMT	Appalshop Inc., Whitesburg, Ky
KYLS	Mid-America Communications Inc., Ironton, Mo.
*WHOR	Friends of Public Radio Inc., Wilmington, N.C.
WTOX	Radio America Inc., St. Andrews, S.C.
KBWS-FM	Lake Region News Corporation, Sisseton, S.D.
Existing AM's	
WMMI	WUNI Mobile, Ala.
WKZE	WKRZ Wilkes-Barre, Pa.
Existing FM's	
KORY	KQKK Manteca, Calif.
WRDO-FM	WSDL Augusta, Me.
KLOW	KCRV-FM Caruthersville, Mo.
WCRN	WZTA Tamaqua, Pa.
WQKZ	WVST Bolivar, Tenn.

Call	Assigned to
New AM	
WJEP	Lifeline Ministries Inc., Ochlochnee, Ga.
New FM	
KLLH	Central Washington Minority Broadcasting Inc., Quincy, Wash.
New TV's	
WQOB	CMM Inc., Bowling Green, Ky.
KXBJ	John W. Boer, Bemidji, Minn.
KCWT	Fred Alan Ross, Wenatchee, Wash.
Existing AM	
KJSA	KYXS Mineral Wells, Tex.
Existing FM's	
KOJY	KLTA Dinuba, Calif.
KYBB	KWGF Tracy, Calif.
KCMO-FM	KCEZ Kansas City, Mo.
KLLT	KYKN Grants, N.M.
WOFM	WQZQ Moyock, N.C.

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1,096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Community Club Awards, CCA. 30-year-old Media-merchandising plan, has immediate openings. Additional area sales managers (multi-state territory). Full time, Monday/Friday travel, media sales experience required. Substantial draw against commission. Call/write for personal interview. John C Gilmore, PO Box 11, Westport, CT 06881. Tel: 203-226-3377.

Never get a second chance to make a first impression. Local sales manager needed immediately for central Nebraska's powerhouse, KSYZ-FM. Must have proven sales training experience, and the ability to supervise six of the most professional sales tigers anywhere. If you are a results and goal oriented individual who is ready for a growth and development opportunity—send resume, references, and sales management philosophy to Doug Clements, General Manager, KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 6801. EOE/MF. No phone calls.

Los Angeles suburban FM. New owner seeks hands-on general manager with strong credentials who is detail oriented. Must have proven ability to build a team that produces results and increases venues. Excellent long term growth opportunity. Send detailed resume with salary requirements to: Raco, P.O. Box 49650, Los Angeles, CA 90049.

Christian radio group owner seeks management professional with demonstrated successful administrative/management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company well-established, over 20 years, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence MO 64052.

Aggressive, self starting sales manager for one of the nation's largest FM radio stations. Good working conditions, great fringe benefits, and opportunity to earn 10,000 plus per year. Only qualified persons need apply. Send full details and resume in first letter. Will call you for an appointment if you impress us. Write Box G-1.

M, gospel radio, Houston. Major group needs experienced manager for new facility. Fantastic opportunity for local sales-oriented, take-charge person. Contact Clark Marsh, Vice President, Universal Broadcasting, 144 East Foothill Boulevard, Pasadena, CA 91107. 613-577-1224. EOE.

HELP WANTED SALES

Professional, goal-oriented sales manager for KY W/FM combo. Proven leadership with track record, ability to train, supervise, set & meet sales goals. Paid based on results, with management growth potential. Send resume, recommendation, & prior results to Station Manager, Box 70, Ft. Knox, KY 40121. EOE.

You are an enthusiastic, self-starting salesperson who wish to relocate on the California coast, send resume and qualifications to Cheri Cancelliere, Sales Manager, KNRY, P.O. Box 2108, Monterey, CA 93940.

Media career opportunity—high income potential and job recognition for the right person representing our broadcast station in Palm Springs, California. We are seeking for an individual with a winning personality, high sales image and leadership ability who understands the basics of aggressive selling. Previous broadcast experience not necessary. Strong sales background is highly important. Call 619-365-1500 if you are enthusiastic and qualified.

Sales manager. Growing group owner is seeking energetic, aggressive, promotion-minded individual for new FM acquisition in Joliet, IL. Strong salesperson with ability to motivate. Good compensation, benefits, with room to grow. Send resume, letter, and salary history to: Bob Channick, CHB Venture, P.O. Box 14697, Chicago, IL 60614-0696. EOE.

The Marines are looking for a few good people, and so is WMKE 1340 AM, Milwaukee, Wisconsin. If you have small market radio sales experience and are looking to move up to a larger market, call Mike Raymond today. 414-453-4130. Equal opportunity employer.

Illinois agricultural market seeks knowledgeable, take-charge sales manager. AM/FM, county seat of 12,000. Write Box G-38.

Top rated WHBC AM/FM, Canton, Ohio, seeking account executive with major agency and direct selling experience. Cover Ohio, including Cleveland and Columbus. Good compensation and benefit package. EOE. Call Mike Mahone, 216-456-7166.

HELP WANTED ANNOUNCERS

Talk show host. Major Midwest market. Man or Woman. Sell own time! Resumes only to Box E-173. EOE.

WHMQ/Findlay—immediate opening for afternoon personality with good production skills. T & R: Dave Glass, PD, Box 1507, Findlay, OH 45839. 419-422-4545. EOE.

Montana's Superstation is looking for personality-oriented on-air personnel. We are an adult contemporary, 100,000 watt FM station. Please send tape and resume to: Dave Still, P.O. Box 3129, Great Falls, MT 59403.

Illinois-Iowa medium market group accepting applications for versatile, experienced announcers. Send resume and tape to Hayward Talley, Talley Stations, Box 10, Litchfield, IL 62056.

If you have talent for afternoon drive, desire to be the best, enjoy working with good people, send trade & resume immediately. Bob Parks, KELD/KAYZ, 2525 North West, El Dorado, AR 71730. EOE.

HELP WANTED TECHNICAL

Chief engineer for south Florida 50 KWAM directional state of the art facility. Good salary and benefits. Resumes to Jim Henry, Director of Engineering, C/O WVCG, 377 Alhambra Circle, Coral Gables, FL 33134. WVCG is an equal opportunity employer.

New AM-FM combination needs top notch engineer. Four years experience. Combination news or other helpful. Excellent pay & opportunity. Send resume: Gus Cawley, General Manager, Premier Broadcasting, Box 2380, Glens Falls, NY 12801.

Consulting engineer with extensive national practice seeks one or two experienced, qualified engineers. Must be a self-starter and willing to work. Degree required in EE. Must be willing to pursue registration. Career position with unlimited opportunity for growth. No clock-watchers or drifters. References will be required. Salary based on qualifications and performance. Resume to Box G-36.

FM/AM radio engineer—wanted for 100KW FM radio station and 500-watt AM station in Kansas City, Missouri. STL and transmitter construction helpful. Call John Beck, 816-531-3400.

HELP WANTED NEWS

News director for Calif. 50 kw station with heavy news commitment. On-air skills and ability to motivate, train, & deploy staff. EOE. Tape & resume to: Bruce Marr, 2020 Le Droit Dr., So. Pasadena, CA 91030.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Thurs. Nov. 24, 1983, the deadline for classified advertising for the Nov. 28 issue will be:

FRIDAY, NOV. 18, 1983

100,000 watt public radio station (NPR affiliate) seeks news and public affairs director. Supervises all news/public affairs production, including preparation of material for local, state, regional, and network broadcast. Supervises professional and student news staff of 40. BA/BS in communications or related field required, Master's preferred. Four years' professional broadcast news experience required. Salary: \$17,879, plus benefits. Non-returnable audition tape encouraged. Deadline: December 2, 1983. Send resume to: Chair, News Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. The University of Florida is an equal opportunity/affirmative action employer that encourages applications from minorities and women.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Operations manager/program director for AM country/FM CHR. Texas medium market. 915-263-7326, Dick Fields.

New AM-FM combination needs top notch program director. Four years experience. If you're ready to move up and take charge, this is it. Excellent benefits. Tapes and resume: Gus Cawley, General Manager, Premier Broadcasting, Box 2380, Glens Falls, NY 12801.

Program manager for Grand Rapids' leading adult stations. WOOD AM is a 5KW full service A/C station. WOOD-FM is powerful 265 KW easy listening. The individual we need must have thorough knowledge of both formats, a winning track record, great ideas, and the ability to lead. Previous air work a plus. Salary open. Send resume & tape to Michael O. Lareau, General Manager, WOOD, 180 N. Division, Grand Rapids, MI 49503. EOE.

Corporate program/production director needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you're a broadcast professional with talent, creativity, and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

SITUATIONS WANTED MANAGEMENT

Black radio specialist—Successful GM with impressive track record available. Station being sold. Call 504-774-0116.

Ready for action. Formerly 50% owner & fulltime GM of class C FM in seacoast community. Went from \$145K in gross billing to over \$1 mil. with substantial profit in 9 yrs. Only 45. In radio sales since 1961, management since 1965. Super winning track record. Interested in ownership, partnership, group management, GM with option, consulting, or allied field. Excellent administrator, salesman & motivator. Prefer East Coast from southern New England to Florida. Call 617-563-5538, or write Ken Patch, Box 571, Falmouth, MA 02541.

Management. General, sales or announcing/production. Prefer Southeast—Presently managing small market stations—over 20 years experience all phases—Former owner/manager. Objective relocation. Box G-5.

Experienced group/general manager with acquisition experience in new chain development. Excellent sales teacher and motivator, with exceptional track record. Heavy community involvement. Proven bottom line multi-station administrator. Impeccable personal traits. Research-oriented sales innovator. Phone 215-965-8129.

Management/sales; assistant management/girl-Friday. Husband-wife team with 30 years experience want to relocate. Small market preferred. 512-529-6487.

SITUATIONS WANTED MANAGEMENT CONTINUED

General manager who's been in the winner's circle for 20 years managing AM/FM. Successful, highly organized professional with all the basic management skills. Aggressively consistent in producing sales and profits. Looking for an owner who wants a winner. Write Box G-39.

SITUATIONS WANTED ANNOUNCERS

First phone, degree. Radio or TV announcer. Galvin James, 105-52 132nd St., Richmond Hill, NY 11419. 212-659-5264.

Seek position as announcer trainee. Have restricted permit. Live in Minnesota. Please reply to Box G-2.

Good reader and voice quality. Have broadcasting school training. Any shift - anywhere. Pat Sullivan, 414-422-0368. W143 S6756 Tess Corners Dr., Hales Corners, WI 53130.

Diverse background. Success oriented. Trained by professional announcer but want to learn all phases. Don Brinkley, 510 W. Oakland, Port Washington WI 53074. 414-284-6983.

Air personality, copy, and production professional available. Call 214-581-7625.

Experienced announcer looking for full time position at contemporary Christian station. Kelley, 317-552-2459.

Issues-oriented talk. Competent, mature, 11-year broadcaster shifting career focus from music to talk radio. Seeks air position with committed station in the East. Nick Seneca: 207-797-9330 days, 207-797-8079 evenings.

Major market team available. Phones a specialty. From straight & narrow to off the wall. 612-944-0266; 612-521-8130.

SITUATIONS WANTED TECHNICAL

Looking for a position as a chief engineer in a medium or major market radio station (s). I have 10+ years experience in this chosen field. I believe in and practice professional engineering techniques with technical references to prove it. Contact: Robert King, 3450 Procyon Avenue, Las Vegas, NV 89102. Call 702-876-5153.

SITUATIONS WANTED NEWS

Beginning news announcer seeking job, will relocate. Dependable, references. Interviewing, reporting, sports. Midwest preferred. Bill, 219-874-8285.

Sports director—very professional. PBP football, baseball, basketball. Excellent sports reports & outstanding DJ work. Dependable, can relocate. 815-459-1248, after 2:30 PM CST.

Writer-producer in network radio newsroom seeks reporter-anchor position outside NY. Major-market on-air experience. Write Box G-29.

14 yrs. experience radio/TV news director, anchor, announcer, talk show, sales, more. Many jobs, much experience. Not now in broadcasting & miss it. Family man ready to settle down with right operation. Central/mid-South. Al Fox, 3610 Mc Claffin, Enid, OK 73701.

Sportsperson ready for full time position in sports/sports/news, medium large market. Kelley, 317-552-2459.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

News director. Small market professional. Versatile, energetic, dependable, adaptable. Looking for career move. Write Box G-31.

Sports/news position sought. Classic basketball PBP; articulate, conversational, and objective. Bob, 201-763-5587, after 4 EST.

Major market. North or Southwest. Anchor-reporter. Quality voice, conversational and mature. Gathering and writing style. Consider talk, or sports PBP. Write Box G-40.

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Professional radio productions—spots, ID's, promos, as low as \$2. Write Box G-3.

Separate the amateurs fast! I'll audition on the phone. Trained & experienced operations mgr./PD with other broadcasting skills. Find out more. Call Jerry Lavelle, 212-638-3231.

Experienced in announcing, news, production, retail sales management, music. Master's degree; presently teaching radio production, policy, programming at Mid-west university. Desire PD spot in medium market contemporary format. Air shift, excellent production, people-oriented. Dave Baxter, 3626 L Village Dr., Franklin OH 45005.

I've programmed leading stations in Los Angeles, San Francisco, San Jose, Phoenix, and other SW markets. CHR, AOR, A/C, C/W. Twenty years of turning stations into money makers. Experience in all areas of station operation. I am seeking opportunity and challenge where my experience can be applied. Diligent, energized with superb references. Mikel Hunter, 408-973-8199.

TELEVISION

HELP WANTED MANAGEMENT

General manager for group owned CBS affiliate in Southeast. Must have experience in budgeting and cost control, with strong knowledge in news, sales and programming. Prefer 3-5 years' experience as a general manager. Send resume to Box E-146. M/F, EOE.

General manager, to administer and supervise the overall business, personnel, and broadcast functions of KAWE, a community licensed public television station serving northern Minnesota. Requires demonstrated administrative, public relations, and fundraising experience in public television. Highly developed communications and interpersonal skills a must. Three years experience in broadcasting and BA degree in related field required. Salary range: \$25,000-\$35,000. Send letter of application, resume and three professional references by December 1st to: Search Committee, KAWE, Box 9-Bemidji State University, Bemidji, MN 56601.

General manager: The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital, Juneau, home of 24,000 people. Overall responsibility for budget of \$1.5+ million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CCB Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCB is an EEO/AA employer.

Operations manager: CBS affiliate on an upward trend seeks aggressive, detail-oriented, leader with broad operations and production knowledge to handle demanding job in competitive market. Quality control, penchant for productivity, and positive people skills are a must for this position. If you are in a smaller market and want to become part of a successful team at the right time, this could be for you. Contact Hoyle Broome, WBMG Television, P.O. Box 6146, Birmingham, AL 35259.

HELP WANTED SALES

National sales manager-WIS-TV, Columbia, SC, is seeking a national sales manager with previous national sales experience, either at a station or with a national rep. Local sales experience will also be helpful. Send resume to Joe Tonsing, General Sales Manager, WIS-TV, P.O. Box 367, Columbia SC 29202, before November 25, 1983. EOE.

Local Sales manager: independent "U" in mid-size market is looking for an experienced "Indy" UHF local sales manager. We will also consider a red hot salesperson, with the required background, ready to move up. A great opportunity with a fine company in a beautiful market with a nice mild climate. Sound too good? Well, it's yours if you are creative and can lead, plus motivate others. Send resume to Box G-21. EOE.

GSM: Top 20 market station in the Southeast is seeking a creative, aggressive individual to lead and manage a sales department - local sales managers with previous national experience or general sales managers handling local preferred. Excellent base salary, override, and other ample rewards for performance. Send resume to Box 9764, Atlanta, GA 30319. EOE,M/F.

Successful local sales manager for top 50 market. Independent experience preferred - unique opportunity. Only winners apply. Sales trainer/leader by example wanted - great community. Write Box E-120.

Local sales-established list of direct and agency accounts at strong network affiliate in Virginia. Previous television sales experience mandatory. Marketing and research experience a definite plus. Send resume Box G-8.

HELP WANTED TECHNICAL

Transmitter supervisor - present supervisor retiring after 20+ years service. This large market Sunbelt station has a clean, modern RF plant and requires conscientious engineer with 3-5 years transmitter maintenance experience to maintain it. Send resume to Box E-94. EOE.

Christian television station requires chief engineer Strong UHF background required. Contact Ben Mill Director of Engineering, Trinity Broadcasting Network P.O. Box "A", Santa Ana, CA 92711. EOE.

Assistant chief engineer - operations. Strong, people oriented person with three to five years management experience as assistant chief or chief desired for top 15 TV Sunbelt market. Responsibilities include scheduling, streamlining operations, special projects and assisting in maintenance of the station as time permits. Send resume to Box E-95. EOE.

Group owner looking for a maintenance engineer with 3/5 yrs. experience, including transmitter work RCA TT6/25, Ampex VTR, TK-27, etc. Send resume Steven Easley, KOUS-TV, Drawer D, Hardin, MT 59003. EOE,M/F.

Studio maintenance engineer. CBS affiliated VHF station in Texas. Minimum of three years experience VTR/ENG repair. Send resume to chief engineer KWTX-TV, Box 7528 Waco TX 76710. EOE.

TV production engineer with minimum 2-3 years video and maintenance experience. Must possess class FCC license. Have experience with RCA studio cameras, RCA switcher, RCA film chain, Sony VCF and character generator. Also responsible for Panasonic ENG cameras and Convergence editing system. Salary commensurate with experience. Work with color studios with cable channel in dept. of journalism and radio-TV. Position open beginning Dec. 19, 1983. Application deadline: Nov. 21, 1983. Send up-to-date resume and three current references to: Chairman Dept. of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 graduate students, 11 faculty/staff members, 100,000 watt FM stereo radio station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cablevision system. An equal opportunity affirmative action employer.

Videotape editors for top quality production company experiencing major growth in electronic publication. Must have considerable experience on CMX and ADI. Salary commensurate with experience. Send resume to Kartes Video Communications, 10 East 106th Street Indianapolis, IN 46280, c/o Jim Kartes. 317-847-7403.

Chief engineer for independent UHF station and production facility. Five years experience in repair and maintenance of broadcast equipment required. Good knowledge of UHF transmitters, supervisory skills, FCC reporting, and budget management also required. EOE. Call for more information. Peter Parise, 915-531414.

Asst. chief engineer. Southern California UHF commercial independent needs engineer with at least years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Salary \$25,000-\$30,000. Send resume to: KDOC-TV 56, 1730 S. Clementine St., Anaheim, CA 92802, c/o Bill Welty, 714-999-5000.

Television electronics specialist position available award-winning broadcast production center. Experience with operation and maintenance of a wide variety of television and audio equipment required. Knowledge and experience with analog and digital theories and applications, as well as state of the art delivery technologies required. Bachelors degree or equivalent training and experience needed. Salary high teens low twenties, depending upon qualifications. Send credentials to Lee O'Brien, Center for Television Production, University of Wisconsin-Green Bay, Green Bay, WI 54301-7001. Equal opportunity employer.

Chief engineer required for progressive start-up UHF independent broadcast facilities in Seattle market. Responsibilities include supervision of ground up transmission and studio terminal facilities construction for early '84 sign-on. Additional duties include hiring and organization of complete engineering dept., budgeting and cost management. Unique opportunity for managerially-oriented motivated achiever. Please send resume to Unity Broadcasting, 660 Sacramento St., Ste. 303, San Francisco, CA 94111. 415—397-0478.

Maintenance & operations engineers needed at new direct broadcast satellite facility in Secaucus, NJ, with experience in Sony VTR's and VCR's, Image Video, Brass Valley, Chyron IV-A, Scientific Atlanta, Tektronix. Maintenance engineers must have BSEE or equivalent work experience. Operations engineers must have a thorough working knowledge of all broadcast origination equipment, with emphasis on Sony 1", Chyron graphics and Brass Valley switchers. On-air switching experience a plus. We offer excellent benefit package and challenging growth opportunities. Send resume to Box G-30.

Operating engineering position open. Requires minimum 1 to 2 years video-tape/camera control experience. ACR-25 experience preferred. We are a major market, group-owned, VHF network affiliate, with state-of-the-art facilities. Come join us and enjoy year-round vacation living on the beautiful Florida Suncoast. WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

TV maintenance engineer-(KVZK): to assist in installation and maintenance of TV facilities to include (but not limited to) cameras, film chain, video-tape recorders, all video and video distribution equipment, digital FBCs, and transmitters. Applicant must have BS degree or equivalent, and a minimum of three (3) years of television engineering maintenance experience. Additional years of related experience may be substituted or academic requirements. FCC license required. Salary range - \$20,885 to \$25,435 per annum. Free transportation, leave, low cost housing, medical, and other benefits. Non-federal two year employment agreement. Airmail completed U.S. Form SF-171 with resume to: Director of Manpower Resources, American Samoa Government, Pago Pago, American Samoa 96799. An equal opportunity employer.

Principal electronics technician-engineering background or minimum of 5 years in broadcasting, FCC license, experience, maintenance and operation of VPR-2, VPR-80, HL-79, TK-76, character generators, video and audio test equipment. Send resume to Dr. Arthur Hilgbee, Director of Telecommunications, Utah State University, UMC-85, Logan, UT 84322, by Nov. 25, 1983.

HELP WANTED NEWS

Senior tape editor wanted. Minimum of two years editing experience and B.A. in communications, or equivalent required. Must have proven skills in mechanics of television news operations, ability to effectively communicate with fellow employees, and serious interest and aptitude in developing management skills. Send resume and videotape to Jo Shilling, P.O. Box 9494, Seattle, WA 98119. EOE.

Seeking assignment editor who's aggressive, creative, & a self-starter to work with 24-person staff. Must be experienced & have knowledge of live ENG. Accepting applications until Nov. 21. Resume only to Box G-1. An EOE.

Anchor needed - medium market, group owned station has immediate opening for experienced anchor, with some producing skills. Resume only to Box G-7.

Producer for midday news show. One year experience. Send resume and audition tape to news director, Box 4, Nashville, TN 37202.

West Coast TV producer/rep. The U.S. Information Agency is accepting applications from qualified personnel with at least six years of experience as a TV producer/director to work full-time at a West Coast one-person office for Washington-based USIA Television and Film Service. The incumbent will produce news pieces for weekly foreign distribution, assist foreign TV crews, develop interviews for L.A.-based TV journalists, and market Agency products to foreign networks. Interested applicants are requested to send a standard Federal application form SF-171, obtainable at most Federal offices, to USIA, Office of Personnel, Room 518, 301 4th Street, SW, Washington DC 20547. Please indicate announcement number PDP-11-84. USIA is an equal opportunity employer.

Sportscaster for top rated Gulf Coast affiliate. 2 years experience with high energy level and strong interest in local sports coverage essential. Contact Jacque Minnotte, News Director, KIII-TV, Box 6669, Corpus Christi, TX 78411; 512—854-4733. EOE.

Wanted by December 1 - Co-anchor and producer for early and late newscasts. Must have good on-air and writing abilities. Send resume to General Manager, KEVN-TV, Box 677, Rapid City, SD 57709, or call 605—394-7777. EOE.

Assistant assignment editor. One year experience. Send resume to News Director, Box 4, Nashville, TN 37202.

Has the prospect of a long cold winter got you down? Aggressive, Gulf Coast ABC station interested in anchor, producing, weather, and sports talent. Resume to Box G-37.

anchors, weather, sports, reporters, producers, assignment editors. California rapid growth market. New group owner, Ackerley Communications Inc. We are committed to a professional, expanded news operation. If you want to join the excitement of building a new, responsive news team in a community with a high quality of life and ready access to all of the varieties of California, send resume and tape to: KPWR-TV, Box 1700, 2831 Eye Street, Bakersfield, CA 93302, Attention: Gene Ross, News Director. EOE.

Reporter-photographer for top rated Gulf Coast affiliate. 1 year on-camera reporting and ENG required. Contact Jacque Minnotte, News Director, KIII-TV, Box 6669, Corpus Christi, TX 78411; 512—854-4733. EOE.

Co-anchor. Leading Gulf Coast ABC affiliate seeks co-anchor to work with established male anchor. Must be experienced and able to do live reporting. Bilingual ability preferred. (Eng./Span.). Outstanding opportunity to work in Sunbelt with a large staff and fully equipped newsroom. We're number one and plan to stay that way. Send tape, resume, and references to Rick Diaz, News Director, KRGV-TV, P.O. Box 5, Wesslaco, TX 78596. No phone calls. AA-EOE.

News director for ABC affiliate in Black Hills of South Dakota. Must have strong administrative abilities and able to lead a strong, aggressive staff. Send resume with salary requirements to General Manager, KEVN-TV, Box 677, Rapid City, SD 57709 or call 605—394-7777. EOE.

News directors, executive producers, air talent, & producers send tapes and resumes to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203—637-0044.

Producer for top-rated Gulf Coast affiliate. 1 year evening newscast production experience required. Reporting experience helpful. Contact Jacque Minnotte, News Director, KIII-TV, Box 6669, Corpus Christi, TX 78411; 512—854-4733. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Photographer/videographer-University PTV station. BA with two years minimum experience. Must be experienced in all aspects of photography, able to care for and operate EFP cameras and related equipment; able to supervise and train student assistants. Application deadline: November 30, 1983. Salary range: \$14,500 to \$15,500. Forward letter of application, 3 letters of recommendation, official transcript of academic record, resume, sample of photography (slide form or 3/4" cassette) and EFP videography (3/4" cassette) to: Jan Bell, Director of Art/Photography, WBGU-TV, Troup Avenue, Bowling Green, OH 43403. An equal opportunity/affirmative action employer.

Good Company: the #1 afternoon magazine show in the Twin Cities is looking for a videographer/editor. If you're positive, talented, hard working, & looking for the opportunity & challenge of a lifetime, this is it. We need an experienced videographer who's the best in his/her shop to shoot & edit major 4-6 minute magazine style field packages. Creative ability is a must. Send resume & videotape to Doug Boiin, Producer, Good Company, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer. M/F.

Production/operations manager. Aggressive Southeast ABC affiliate. Two years experience necessary. Responsible for organizing station production facilities and operations. Must have the ability to ensure on-air quality. Send resume and salary requirements to W.D. Webb, General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. No phone calls, please.

Producer/director for public TV station. Requirements: BA (MA preferred), thorough experience with studio production, switching, audio, lighting, EFP and editing. Demonstrated skill in project management. Videocassette to be requested. Duties: Produce and direct weekly magazine show. Produce specials & contract programs. Instruct one TV production class. Assist in auction, festivals, etc. Salary: \$16,409. Excellent benefits & friendly community. Resume to: Employment Manager, Texas A&M University College Station, TX 77843. EEO/AA employer. Applications accepted until 11/18/83.

Supervising editor. Immediate opening at a Boston production company for a supervising editor with ADO experience. Please send resume and salary history to: President, Videocom, Inc., 502 Sprague Street, Dedham, MA 02026.

Broadcasting, assistant professor, tenure track. Half-time teaching TV production, half-time managing new instructional TV studio. MA & production experience required; Ph.D. & teaching experience preferred; professional experience highly preferred. Begins January, 1984. Send vita & letter of application only to E. A. Tilley, Chairman, Dept. of Language & Literature, University of North Florida, Jacksonville, FL 32216. AA/EOE.

Editor. Tired of being no. 2? Major East Coast production facility has need for a video editor with experience on CMX and ADO systems. Technical background desired. Looking for the right person to accept the challenge of being no. 1! Send resume and salary requirements only to Box E-166.

Weekend director needed - responsible for production and two 15-minute newscasts on weekends. Call and punch board. Switch two nights during the week. One year directing required. Send tape and resume to Bob Richardson, WTVC, 410 W. 6th Street, Chattanooga, TN 37402. EOE.

SITUATIONS WANTED MANAGEMENT

You need our general manager, Bill McDonald. We, his staff, have paid for this ad. He is a great general manager. Skills include: budgeting, personnel management, training. He has been an anchor, news director, production manager, local/regional sales manager, program manager, handled FCC matters, and does projections. Station sale makes him available to you. Call him: 512—727-8888; 512—727-7799.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 804—266-1715.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203—227-3819.

I need full-time work! Experienced sports anchor/reporter. PBP all sports. Currently per-diem producer at CBS. Call Jerry, 401—683—2276.

Sportscaster with sparkle. Solid professional seeks new challenge in operation which justly rewards credibility, leadership, and versatility. I'm 33, with degree in communications. Top references. Available immediately. 203—673-2231.

Experienced, award winning newsmen in medium market wants to advance to a more challenging and competitive market. Two years TV, five years radio. Box G-20.

Experienced and talented news reporter seeks permanent full-time job, television preferred, will take radio. If interested, contact Regina, 201—374-2432.

Dedicated reporter seeks entry level position. Hardworking, dependable, personable, bright. Am determined to put my talents and experience to work for you. Box E-183.

Associate producer/newswriter position wanted. Recent TV newswriting training. Experienced print news professional. Wide background including business, health, consumer affairs. M.S. in journalism. Call Howard, 703—521-1159.

Black sportscaster seeking #1 or #2 anchor position, 20-100 mkts. Excellent on-air appearance, voice, writing. Limited anchor exp., #5 market. Write Box G-28.

Anchor/producer with public affairs, documentary, & promotional ideas wants to help small/medium mkt. operation really move to forefront. Good organizer. Write Box G-34.

SITUATIONS WANTED NEWS CONTINUED

Emphasis local sports - degreed, experienced, team player. Shoot-edit. Small-medium market. Ken Bland, 213-932-1510.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Recent June graduate seeking position in production, programming, or advertising. Strong background in Sports. Willing to relocate. Call Michael 513-474-0795 or 606-635-1542.

Experienced, professional TV broadcaster looking for producing/directing position with production company serious about multi-camera entertainment/sports programming. Mass communication college graduate, 14 years experience-have worked on both sides of the camera with national production credits on syndicated and network programs. Let's get together! Write Box G-15.

Videotape editor/writer, bored with present position, seeks challenge in New Jersey area. Contact Steve, 201-353-8939.

ENG photographer-editor - Videotape operator seeks full-time position. 7 years TV-radio experience. Call Charles Rakestraw, 615-272-4625.

CABLE

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Cable producer-director/producer/host. Looking for position in LO to develop counter media alternatives. Degreed and experienced. Contact Box G-33

ALLIED FIELDS

HELP WANTED MANAGEMENT

University of Nevada, Reno. Media resources coordinator, office of communications and broadcasting, University of Nevada, Reno. Responsibility includes coordinating the development and utilization of the university's instructional media resources; design and supervise production of instructional media materials; supervise production of the university's television adult learning programs for transmission on northern Nevada tele-communication facilities. Will plan and design media software utilizing current instructional technology, such as, television, computers, photography, etc. Will provide leadership in faculty development to improve University's instructional media strategies. Will report to the Director of Office of Communications & Broadcasting. Term: November 28, 1983-June 30, 1984, with contract renewable annually. Contract salary \$23,590 to \$31,233 base annual, depending on qualifications and experience. Candidates must have an advanced degree in instructional technology, communications, or related fields. Applicant should have a minimum of two years management or professional experience working in a media-related organization. Knowledge of use of media technology for education is essential, as well as experience in financial management, grant writing and administration, familiarity and experience in working with public telecommunication and educational agencies. Significant professional experience and expertise in these areas may be substituted with advanced degree. Deadline for receipt of written application and resume is November 28, 1983. Send to Susan Haase, Screening Committee Chairman, Office of Communications & Broadcasting, University of Nevada, Reno, NV 89557-0083. UNR is an equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

University tenure-track position for media professional, 1984-85. Minimum qualification: M.A., with either Ph. D. or significant experience. Preferred: teaching experience; strong industry credentials in TV, radio, and related media; background in small format video; skills in media program, development. Also useful: background in public relations campaign development, grant writing, or program production/management. Send resume and letter, by February 1, 1984, to J. E. Price, Acting Chairperson, Department of English and Communication, DePaul University, Chicago, IL 60614.

Arkansas State University invites applications for two positions in its department of radio-television. Ph. D. preferred; however, persons holding Master's will be considered. Amount, nature of industry experience considered for both positions. Applicants should be able to teach in several of following areas: broadcast management, advertising and sales, broadcast news, ENG, television direction/production, radio production, copywriting, cable systems management/operation, and new technologies. Rank: commensurate with degree and experience. Salary: competitive. Arkansas State University at Jonesboro has undergraduate and graduate programs in radio-TV with over 300 majors. Emphasis areas include broadcast management and sales, broadcast news, production and performance, cable/alternate technologies, and general broadcasting. Department housed in new building with outstanding facilities. Resume and references to Chairman, Department of Radio-TV, Box 2160, State University, AR 72467. Application review begins: February 1, 1984. Positions available August 15, 1984. Arkansas State University is an equal opportunity/affirmative action employer, M/F.

Instructor/assistant professor - speech communication generalist - full time, entry level, tenure track position, subject to administrative approval, available Fall semester, 1984. Will teach a variety of undergraduate public address and interpersonal speech communication courses. Basic qualifications include: Master's degree required; Ph.D. required for assistant professor rank; teaching experience in two or more of the following: interpersonal communication, public speaking, communication theory and/or mass communication. Candidates who possess broadcasting teaching/experience will be given special consideration. Submit letter of application, resume, academic transcripts, and three letters of recommendation supporting teaching competencies to: Mr. Charles Muench, Chair, Speech/Drama Department, Millersville University, Millersville, PA 17551. Application deadline: December 15, 1983. An equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

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.

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215-379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

Original Ampex 1-inch VTR's, model 7950 (type A) 100 hrs. Plus manuals. Pro Video, 213-934-8840.

AM transmitters. 5-50kw's, 9-5kw's, 7-1kw's. Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oak Dr., Dallas, TX 75248. 214-630-3600.

FM transmitters. 3-25kw's, 4-20kw's, 5-10kw's, 4-5kw's, 3-3kw's 3-1kw. Collins, RCA, CCA, Mc Martin. All powers, all prices, all working, all our inventory. Crystals on your frequency supplied. Besco Internacional 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

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 RPL equipment. David Green Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500. Box 590 Leesburg, VA 22075.

Complete TV studio production system. 3 GE cameras, 3/4 inch recorders, effects. Good equipment at cheap price. 313-565-8500.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

DJ's only: Call 213-434-0203 24-hours for weird new thrill!! No GM's, consultants, etc.

RADIO PROGRAMING

Holiday hard-sell! Add a voice to your production. William Kaufman, RD #3, Box 570, Palmyra, PA 17078. \$6/spot.

For Fast Action Use BROADCASTING'S Classified Advertising

RADIO

Help Wanted News

FOREIGN CORRESPONDENT

U.S. news organization needs experienced correspondent for Asia. Must be an expert on the affairs of the region, & be able to write about them with accuracy, clarity & insight.

U.S. citizenship required. EOE.

Send resume & written clippings only to:

Box G-26,

SOUTHWEST FLORIDA'S PREMIERE BROADCAST

facility will soon sign on the air. We are currently seeking top-flight account executives, air personalities, and news people, for our community involved, nostalgia formatted station. If you're the best at what you do, and would like to enjoy the best in life, send resumes and tape (if applicable) to: WKZY, 3440 Marinatown Lane NW, N. Ft. Myers, FL 33903. No calls, please. EOE/MF.

MORNING PERSONALITY

NEWS DIRECTOR

for new San Francisco FM. All format experience accepted, including C&W. No beginners, please!

Send tape, resume, & latest ARB figures to:

**ALLEN WATEROUS
KLOK RADIO 1170
PO BOX 21248
SAN JOSE, CA 95151**

NO PHONE CALLS PLEASE!

PRODUCER RADIO PLAYS

Exciting new business has opening for VICE PRESIDENT to take full responsibility for all creative activities. Salary plus profit sharing should yield 6-figure income. Must have business acumen, imagination, and considerable experience producing radio plays. Reply in confidence to:

**Box NO. 1026
Pearl River, NY 10965**

Situations Wanted Management

YES, YOU CAN...

Turn your station around. It's amazing how increased sales lead to increased audience. If you can afford me, **WE** can do it. AM/FM/TV/cable/networks—call the Dr., 609-983-0967. **NOW!**

Situations Wanted Announcers

ENGLISH ACCENT FOR RENT

Experienced British broadcaster is keen to work in American radio. I am a reliable, all-round professional (nearly 20 years experience, last ten years with BBC national radio, London), and would like to spend a period (six months, perhaps), as a disc jockey on a nostalgia-format music station. I have sound musical knowledge, and they say an English accent is a winner! Let's exchange details, and I'll send you a tape. Cole, 63 Morshead Mansions, London W9 1LF, England.

Help Wanted Sales

SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMS, & want to make **MONEY**, call 800-527-4892 today for details & an appointment.

Help Wanted Management

RADIO MANAGER SPANISH STATION

Premium opportunity for experienced professional. Spanish broadcasting company is expanding in top 10 market. All inquiries kept strictly confidential. Write Box G-25.

TELEVISION Help Wanted Sales

ACCOUNT EXECUTIVE TV STATION

Opportunity for aggressive self-starters with 2 yrs. or more independent TV sales experience. Experience must include a working knowledge in TvB materials & co-op. Excellent career opportunity with new TV station in beautiful northern California. Send resume to:

BOX G-19

REGIONAL SALES MANAGERS

TELEVISION EQUIPMENT NO RELOCATION REQUIRED 6 FIGURE POTENTIAL INCOME

Television engineering background preferred.

CALL CARY FITCH
800/531-5143

TELEVISION SYSTEMS & SERVICES
(The Good Guys!)

Austin, Texas

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Thurs. Nov. 24, 1983, the deadline for classified advertising for the Nov. 28 issue will be:

FRIDAY, NOV. 18, 1983

Help Wanted Programing, Production, Others

CO-HOSTS

Major market Midwest station looking for co-hosts for a daily talk/information program. This program is already a huge success and is now looking for very talented and very special people to bring the program to even greater heights of success. A large staff and full studio, remote, and videotape facilities are in place to produce a really exceptional daily program. The background for co-hosts could be news, magazine shows, talk programs, or other related experience. We are looking for dynamic, caring, well-rounded individuals who can bring a sense of excitement and vitality to the program. Send resumes only to Box G-27. Equal opportunity employer, M/F.

PRODUCERS—WRITERS DIRECTORS

Major computer/videodisc company in Silicon Valley, CA, seeks videodisc production personnel. Must have three years commercial videodisc production experience, with strong skills in 1" videotape and 35MM/16MM film. Special consideration for those with new concepts in interactive programming and production techniques. Send resume to Box E-135.

PROGRAM MANAGER

WMAR-TV, the NBC affiliate in Baltimore, seeks a program manager who is creative and a self-starter. Should have 5-7 years' experience in programming, and programming research must be a strength. The person we seek must have the ability to manage, as well as operate within established budgets and meet delivery dates. If interested, send resume to the General Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212 (no telephone calls, please). Your reply will be held in strictest confidence. EEO/M/F.

WMAR-TV 2 BALTIMORE

Help Wanted News

ANCHOR/ REPORTER

To co-anchor for #1 rated 60-minute newscast, Mon.-Fri., & to produce & report news series as part of Peabody award-winning newsroom. Send resume & tape: News Director, WSMV, PO Box 4, Nashville, TN 37202.

WSMV 
Nashville

Help Wanted Management

CABLECASTING MANAGER

to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up in to 21,000 subscriber cable TV operation. Five years management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: Ft. Jarry Staggs, GM, Guam Cable TV, 530 West O'Brien Drive, Agaña, GU 96910. Tel. 671-477-9334.

Situations Wanted Programing, Production. Others

DISTRESS SALE!

For sale or lease: 1 experienced state of the art production team responsible for 6000 hours of live television. Package includes: 1 producer-writer, 1 producer-director, 1 technical director, 1 videotape editor-shooter.

We write 'em, we light 'em. No gig too big!

Available separately or in sets. Write to After SNC, 1622 Shippan Ave., Stamford, CT 06902, or call 203-324-9169.

Consultants

ATTENTION: DAYTIMERS

If you didn't receive a post sunset notice from the FCC, or received one for restricted power or operating hours, I may be able to help. LAUREN A. COLBY, ATTORNEY, 301-663-1086.

Radio Programing



**WE'RE MORE THAN JUST JINGLES . . .
WE'RE A CREATIVE COMPANY!**

AN AWARD WINNING CREATIVE TEAM . . .
WITH YOUR IMAGE IN MIND. CUSTOM PACKAGES FOR
ANY NEED. AUDIO, VIDEO, OR THE MEDIA.

CALL (212) 539-5151 • 539-5152

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For Broadcasters
Sanders & Co.
1900 Emery St., Suite 206
Atlanta, GA 30318
404-355-6800

Help Wanted Technical

Edit/ Maintenance Technician

RCA American Communications, Inc., has an outstanding opportunity available at its Vernon Valley, N.J. facility for an Edit/ Maintenance Technician.

Interested individuals with a minimum of 3 years experience in all formats of video tape, digital technology, and computerized CMX editing systems are encouraged to apply.

Our northern New Jersey Vernon Valley facility provides cable television movie service with post production.

To apply, please forward your resume with salary requirements to:

Mr. R.T. Meehan
RCA American Communications, Inc.
R.D. #2 Edsall Road
Sussex, N.J. 07461

Equal Opportunity Employer



For Sale Equipment

AUTOMATION AND SATELLITE

insert systems. All formats and all commercial cart handling needs. Cetec/Schaffer automation. Special fall prices. Mark O'Brien, Hoyt Technical Services, 215-865-3775

GOING OUT FOR BUSINESS!! 1-800-321-0221

New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours



Broadcast International, Inc.
FORT LAUDERDALE, FL 33334

IN FL: 1-800-432-2245

ALLIED FIELDS Help Wanted Management

The General Commission on Communication of the United Methodist Church



is now accepting applications
for the executive position of

General Secretary

Candidates must have working knowledge of the structure and policies of the United Methodist Church, be experienced in communications media and its new technologies, possess strong executive abilities to build and manage budgets and provide creative leadership. For complete details and job description, write to Mr. George Koehler, UMCom Search Committee, c/o Gateway Communications, Inc., Suite 612, Executive Building, Cherry Hill, New Jersey 08002.

Employment Service

**WE PLACE
TV and Video Engineers**
[All Levels, But Not Operators]
COME TO THE SOURCE
Come To
KEY SYSTEMS
Westminster Road
Wilkes-Barre, PA 18702
Phone Alan Kornish at
(717) 655-1458

WE NEED RADIO PEOPLE

Once again, a very busy time. NATIONAL currently has job orders from radio stations in New York City, California, Virgin Islands, Anchorage, Texas, Florida, Pennsylvania, Wyoming, Oklahoma, Iowa, Kansas, Missouri, plus many others, with new ones every day. These openings are for announcers, programmers, news and sales. We need qualified radio personnel to help fill these jobs. NATIONAL places coast to coast. If you are seriously seeking radio employment, don't delay. For complete details, including registration form, enclose \$1.00 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

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.**

Wanted To Buy Stations

MIDWEST BROADCAST ENTREPRENEUR

Seeking class C in Texas, Oklahoma, Kansas, Nebraska. Strong track record and financial statement. Write Box G-32.

For Sale Stations

Hoguen - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS
SERVING SINCE 1953
16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

RALPH E. MEADOR
Media Broker
AM-FM-TV Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

For Sale Stations Continued



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Fulltime profitable AM in an excellent Southeast agricultural market. Modern country format, with heavy local farm community involvement. \$600,000, on negotiable terms, including attractive real estate.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

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

FOR SALE BY OWNER

Full power FM in major market. Certain circumstances require cash sale at attractive cash flow multiple. 1983 cash flow in excess of \$1,250,000. Only qualified principals please. Write Box E-178.

CENTRAL PA AM FOR SALE

1KW AM, single station market. Best equipment, great bottom line & staff! Super opportunity for owner/operator. \$675,000. 30% down, plus good terms; or \$575,000, cash. You have to see this one to believe it!! Write Box E-157

STRONG GROWTH MARKET

Major East Coast market fulltime suburban AM. Strong growth market with good billing. Outstanding potential. Asking \$1.5 million. Principals only. Write Box E-175.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

YOUR 1ST STATION

can be within reach. We have several good properties w/low downpayments & attractive terms, BUT—YOU as a buyer, must realize you'll probably be buying a small station in a remote area. If you're ready to make a move, call us.

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802-524-5963. OR GEORGE WILDEY:
207-947-6083; 207-827-5581.

NEWLY IMPROVED FM SIGNAL

offers excellent coverage of major West Coast market. Turnaround situation with plenty of potential, but owners are out of money. Needs fast sale. Asking \$3,000,000 cash. Call Ray Stanfield, Chapman Associates, 213-366-2554.



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions



Wilkins and Associates Media Brokers

LA	AM/FM	\$350,000	15%
AL	AM	\$360,000	20%
NC	AM	\$650,000	20%
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
WV	AM/FM	\$850,000	20%
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
OR	AM	\$35,000	downpayment
MS	AM	\$30,000	downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

CENTRAL FLORIDA RADIO STATION

\$15,000 down. 2500 watt AM clear channel. 10 acres prime land. Night time CP. Marketing area population: 300,000. Call 813-324-2002.

PROFITABLE 5KW AM

Perfect owner/operator situation. Asking price is less than 1.5x gross revenues. Minimal FM competition. Write Box E-180.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**
University Microfilms
International
300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION			CONTACT			
SE	Major	AM/FM	\$6,200K	Cash	Bob Thorburn	(404) 458-9226
R.Mtn.	Metro	AM/FM	\$1,400K	\$400K	Greg Merrill	(801) 753-8090
M. Atl.	Metro	AM	\$1,150K	Terms	Bill Chapman	(404) 458-9226
M. Atl.	Regional	AM/FM	\$900K	\$260K	Ernie Pearce	(615) 373-8315
NW	Regional	FM	\$725K	\$100K	Elliot Evers	(213) 366-2554
E	Small	FM	\$700K	30%	Jim Mackin	(207) 623-1874
SW	Small	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
M. Atl.	Small	AM/FM	\$525K	\$40K	Mitt Younts	(804) 355-8702
FL	Medium	AM	\$450K	\$100K	Randy Jeffrey	(813) 294-1843
SE	Suburban	AM	\$350K	Terms	Mitt Younts	(804) 355-8702
SW	Small	AM/FM	\$300K	\$75K	Bill Cate	(904) 893-6471

To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

Horton & Associates



MEDIA BROKERS/APPRAISERS

CASH FLOW PAYS FOR ITSELF

Exclusive New England AM and Class B FM combination will pay for itself out of present cash flow. Realistically priced at \$1.9 million cash. Financing sources available to qualified buyer. Contact Dick Kozacko at Elmira office.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, TN 38157

Dan Hayslett
A ASSOCIATES, INC.
dh *Media Brokers*
RADIO, TV, and CATV
(214) 891-2076
11311 N. Central Expressway • Dallas, Texas

WALKER MEDIA & MANAGEMENT INC.

Florida fulltime. \$150,000 down.
Please contact:

JOHN F. HURLBUT
P.O. Box 2264
Arlington, VA 22202
703—521-4777

**50KW AM
TOP 10 MARKET
BID DEADLINE-DEC.15**

Fulltime - cash required. For details & bid package, contact: Able Associates, 750 Oak Ridge Ln., Largo, FL 33540. 813—446-5108.

JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

TURN-AROUND AM/FM

Class C FM. Stable Midwest market. Asking \$2,250,000. Financing available to qualified buyer. Write Box E-179.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Thurs. Nov. 24, 1983, the deadline for classified advertising for the Nov. 28 issue will be:

FRIDAY, NOV. 18, 1983

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Anderson

George H. Anderson, president of Harte-Hanks Television Group, San Antonio, Tex., joins Diversified Communications of Portland, Me., as president, effective Jan. 1. **William Moll**, chairman of Harte-Hanks's television group, will assume additional post of chief executive officer for group.

Carl Minor, general sales manager, KCBD-TV Lubbock, Tex., named general manager, succeeding **W.R. McKinsey**, retired.

John Gutbrod, general sales manager, KSD-AM-FM St. Louis, joins **WWWE(AM)-WDOK(FM)** Cleveland as general manager.

Jack McSorley, general sales manager, KYUU(FM) San Francisco, joins **KIOI(FM)** there as VP and general manager.

Dick Morrison, general manager, On Satellite Television, Dallas, joins **KEXO(AM)** Grand Junction, Colo., as general manager.

Gordon Hughes, director of sales, **KNXT(TV)** Los Angeles, joins **WCAU-TV** Philadelphia as director of broadcasting.

Charles Younger, VP, general manager, Continental Cablevision of Ohio, and **John Rakoske**, VP, general manager, Continental Cablevision's New England Systems, named to newly created positions of senior VP, operations, for Boston-based Continental. Younger will oversee operations in Ohio, Michigan, Missouri and Illinois. Rakoske will be responsible for New England, Virginia, Florida, Minnesota and California.

Valena Minor Williams, coordinator of communications operations, communications and public affairs, University of California, joins noncommercial **KQED-FM** San Francisco as station manager.

Richard Drury, VP and general manager, **WYKS(FM)** Gainesville, Fla., and executive VP of parent, **Sunshine Wireless Co.**, joins **WMNX(FM)** Tallahassee, Fla., as president and general manager.

Judy Jurisch, program manager, **Storer Communications's WSBK-TV** Boston, joins **Storer's WJBK-TV** Detroit as assistant general manager.

Carol Mork, sales manager, **WPDR(AM)-WDDC(FM)** Portage, Wis., named station manager.

Peter Reilly, director of technical operations, **Warner Amex Qube**, Pittsburgh, joins **Tribune United Cable** of Montgomery County, Md., as director of subscriber operations.

Hoshang Moaddeli, from **KXTV(TV)** Sacramento, joins **KDOC-TV** Anaheim, Calif., as operations-production manager.

Diane Ingle, from **KNBR(AM)** San Francisco, named regional affiliate director, **NBC Radio Networks**, New York.

Randy Swanson, business manager, **KRIV-TV** Houston, joins **WFLD-TV** Chicago in same capacity.

Rolando Herrera, manager, continuity acceptance, **WCBS-TV** New York, named director, program practices, **CBS Radio** there.

John Annis, from **Nestle Co.**, **White Plains, N.Y.**, joins **NBC**, **Washington**, as director, personnel and labor relations.

David Gittens, director, finance and planning, **WCAU-TV** Philadelphia, joins **WBBM-TV** Chicago as director of planning and administration.

Sarah Jordan-Holmes, from **Holiday Inn**, **Tampa International Airport**, **Tampa, Fla.**, joins noncommercial **WUSF-FM-TV** **Tampa-St. Petersburg, Fla.**, as development director.

Marketing

Doyle Dane Bernbach, **New York**, has restructured its creative department, dividing it into four groups, each headed by single creative director, responsible for specific accounts, and with creative group of about 30



Grace



Honig



Mangano



Noble

people reporting solely to each director. Four creative directors are: **Roy Grace**, chairman and executive creative director; **Marvin Honig**, vice chairman, creative director; **Michael Mangano**, executive VP, creative director, and **John Noble**, executive VP, creative director.

Don Gaudio, account supervisor, **Ogilvy & Mather Partners**, **New York**, named VP.

Terry Rosenquist, senior VP, management supervisor, **SSC&B**, **New York**, named executive VP.

Hugh Broder, administrative producer, **W.B. Doner & Co.**, **Detroit**, named VP, administrative producer.

Ira Schwartz, management supervisor, **Benton & Bowles**, **New York**, named senior VP.

Robert Neary, group manager, **Creamer Dickson Basford**, **Providence, R.I.**, named VP.

Dave Hills, sales manager, lions team, **TeleRep**, **New York**, named VP, general sales manager for team. **Biff Enoch**, senior research analyst, jaguars team, **TeleRep**, **New York**, named research manager for team.

Judy Reardon, from **Needham, Harper & Steers**, **Chicago**, joins **Tatham, Laird & Kudner** there as media planner.

Milana Miljenovic, broadcast buyer, **Creamer Inc.**, **Pittsburgh**, named senior broadcast buyer.

Jeff Gorosh, media director, **Barkley & Evergreen**, **Kansas City, Mo.**, named VP. **Barbara Iannucci**, account executive, **B&E**, to account supervisor.

Genevieve Irwin, national sales manager, blue division, and **Judy Kleinberger**, national sales

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manager, white division, Seltel, New York, named VP's.

Assistant account executives named account executives, Tatham, Laird & Kudner, Chicago: **Gerry Golinske, Dale Jackson and Peter Woods.**

Appointments, The Adams Group, Rockville, Md., advertising and public relations firm: **Virginia Ault, VP, Lauer Associates, McLean, Va.,** to manager of recruitment advertising; **Patricia Hailes, SLK Communications, Houston,** to media assistant, and **Christine Spillman, from Brand Edmonds Bolio, Richmond, Va.,** to copywriter.

Thomas Flood, account executive, Christal Radio Sales, New York, named manager of newly opened Houston office.

Appointments, Katz Television, New York: **Sterling Swierk,** New York manager, olympic team, to divisional VP; **Robert Blagman,** account executive, red team, to team manager, red team; **Ken Perren,** national sales manager, blue team, to divisional VP; **Bruce McArthur,** from WXON-TV Detroit, to account executive, sabers team; **Gene Calabrese,** media buyer, Marschalk Co., New York, to account executive, eagles team, and **Dorothea Wieland,** from WXON(TV) Detroit, to account executive, sabers team.

Liz Nestel, senior media buyer-planner, The Gap Corp., San Bruno, Calif., joins KGO(AM) San Francisco as research director.

Miriam Lopez, from New York Market Radio Broadcasters Association, New York, joins WPIX-FM there as research director.



LeSage

Paul LeSage, VP and general manager, WLZZ(AM)-WZUU(FM) Milwaukee, joins WTMJ(AM) there as general sales manager.

Roger Bird, account manager, KGW-TV Portland, Ore., joins KDRV(TV) Medford, Ore., as general sales manager.

Fred Wenzel, account executive, WNEM-TV Saginaw, Mich., named Flint, Mich., sales manager.

Robert Clarke, from own advertising agency, Eugene, Ore., joins KJUD-TV Juneau, Alaska, as sales manager.

Michael Lipman, from Burson-Marsteller, New York, joins Creamer Dickson Basford there as account supervisor.

Mark Woolsey, from Griswold Inc., Cincinnati, joins Sive Associates there as account executive.

Maria La Palermo, manager, ABC sales team, Blair Television, Chicago, and **Gayle Rabon,** manager, Charlotte, N.C., sales office, named VP's. **Janet Schoff,** sales manager, WGGT(TV) Greensboro, N.C., joins Blair Television, Atlanta, as account executive. **Ronald Shoquist,** from KYXI(AM) Portland, Ore., joins Blair Radio there as account executive.

Lise Markham, marketing specialist, KMPH(TV) Fresno, Calif., named regional marketing manager.

Ellen Bramson, account executive, WKBD-TV Detroit, named local sales manager.

Linda Chandler, account executive, KHTV(TV) Houston, named local sales manager.

Dennis Gilmore, media director, LaBelle & Shallbetter Advertising, Minneapolis, joins KXLI(TV) St. Cloud, Minn., as account executive.

Diane Andrew, from Brown & Williamson, Omaha, joins KRDO(AM) Colorado Springs as copywriter.

J. Irene Kienzle, from *Cable Day* magazine, Phoenix, and **Donn Bryant,** from KVNJ-TV Fargo, N.D., join KTHI-TV Fargo as account executives.

Capri Inge, account executive, KPRC(AM) Houston, joins KFWB(AM) Los Angeles, in same capacity.

Paul Stenstrom, general sales manager, KCBR-TV Des Moines, Iowa, joins KTRK(TV) Houston as account executive.

Robert MacLean, account executive, KSFO(AM) San Francisco, joins KGO(AM) there in same capacity.

Suzy Andrews, account executive, KROQ-FM Pasadena, Calif., joins KMGG(FM) Los Angeles in same capacity.

Bob Roos, from Southern Illinois University, Carbondale, Ill., joins WRSP-TV Springfield, Ill., as account executive.

Doug Alpert, from Seltel, Boston, joins WMTW-TV Portland, Me., as account executive.

Programing

Donald Sipes, former chairman and chief executive officer, MGM/UA Entertainment Culver City, Calif., joins Lorimar Distribution Group there as president.

David Horowitz, president, Columbia Pictures pay cable and home entertainment group, Los Angeles, named president, Columbia Pictures Domestic Operations. **Jay Green,** VP and controller, Columbia Pictures Industries, Los Angeles, named controller corporate, relocating to New York. **Rober Gutkowski,** VP, programing, Entertainment and Sports Programing Network, Bristol Conn., joins Paramount Television Domestic Distribution, New York, as VP, advertiser sales.

Robert Savage, president, Compton Advertising, New York, joins Henson Associates. New York, producers of *The Muppet Show*, as managing director and chief operating officer.

Gene Corman, independent television producer, Hollywood, joins 20th Century-Fox Television there as VP, production.

Peter Calabrese, VP, specials, variety and late night programs, NBC Entertainment, joins Alan Landsburg Productions as VP, variety programing.

Jack Riley, senior producer, *Good Morning America*, ABC Entertainment, New York, joins *Entertainment Tonight*, Paramount Television Distribution, Los Angeles, as producer.

Gary Velona, local sales manager, KHJ-TV Los Angeles, joins Drake-Chenault Enterprises there as sales manager, Western region, radio special features division.

Stephen Olsen, advertising manager, *Sat Guide* magazine, Sun Valley, Idaho, joins The Music Group, Tulsa, Okla., as president. Group is subsidiary of Associated Communications that markets 12 cable audio satellite services of Continental Broadcasting, Teletcast Corp., United Video and Satellite Syndicated Systems.

Jay Silha, Midwest sales manager, Group W Productions, Chicago, joins Columbia Pictures Television Distribution there as Midwest sales executive.



Hallberg

Garth Hallberg, senior VP, group account director for J. Walter Thompson USA, New York, joins The Cableshop, New York-based cable service, as general manager.

Kathleen St. Johns, VP, creative affairs, Columbia Pictures Television, Los Angeles, joins ABC Entertainment there as director, dramatic series development.

Don Colapinto, from own independent production syndication firm, Television Program Distribution Company, joins Peters Productions, San Diego, as national sales manager.

Bob Travis, operations manager and program director, WGCL(FM) Cleveland, named VP,

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rograming. of parent GCC Communica-
ons.

lebecca Crosthwait Kinnard, operations
anager. KSNF-TV Joplin, Mo., joins KOLR-
V Springfield, Mo., as program director.

omas Church, freelance producer. AFI
roductions. Miami, joins Greater Fall River
Mass.) Cable TV, as program manager.

ladine Marz, music director, KMEL(FM) San
rancisco, named assistant program director.
ieno Mitchellini, air personality, KMEL, suc-
ceeds Marz.

elodie Woods, executive producer, C.
hiele Films. Los Angeles, joins Snazelle
ilm and Tape, San Francisco, as senior ex-
ecutive producer.

landy West, from Creative Factor, Los Ange-
es, joins KMGG(FM) there as production direc-
or.

om Craven, production manager. KECH(TV)
alem, Ore., joins KDRV(TV) Medford, Ore.,
n same capacity.

eter Plumley, production manager, WBOY-TV
larksburg, W.Va., joins WHNT(TV) Concord,
N.H., in same capacity.

oger Maroni, producer, *PM Magazine*. KSAT-
V San Antonio, Tex., named executive pro-
ducer.

ris Dudman, field producer, *The Wall Street*
Journal Report, Independent Network News,
New York, named producer.

arry Kahn, sports director, KHTZ(FM) Los
Angeles, joins KNX(AM) there as weekend
sports reporter.

teve Denny, reporter, WTVQ-TV Lexington,
Ky., joins WATE-TV Knoxville, Tenn., as
sports reporter-photographer.

Bob McLain, weekend sports anchor, WJLA-TV
Washington, joins WSB-TV Atlanta as sports
director and weeknight sports anchor.

News and Public Affairs

John Frazee, assistant news director, KMOX-
TV St. Louis, joins CBS News, New York, as
executive producer, *Newsfeed*.

Phil Mueller, senior correspondent, Washing-
on bureau, Bonneville Broadcasting, joins
KMBZ(AM) Kansas City, Mo., as news direc-
tor.

Reginald Greene, anchor, defunct Satellite
News Channel Birmingham (Ala.) regional
bureau, WBRC-TV Birmingham, joins
WAPI(AM) there as news director.

Mark Helms, assignment manager, WCAU-TV
Philadelphia, joins New Jersey Nightly
News, Trenton, N.J., as director of news and
public affairs. **William Jobs**, managing edi-
tor and acting executive producer, *New Jersey*
Nightly News, New Jersey Network, named
executive producer.

Brian Drummy, assignment editor, KFMB(AM)
San Diego, named assistant news director.

Appointments, WATE-TV Knoxville, Tenn.:
Foster Arnett, reporter, WBIR-TV Knoxville,
o assignment editor; **Diane May**, reporter,
KTVK(TV) Knoxville, Tenn., named weekend
anchor-reporter, and **Leslie Stewart**, reporter,
WOKI-FM Oak Ridge, Tenn., to staff reporter.

Frank Sundram, from WIVB-TV Buffalo,

N.Y., joins KSAF-TV Albuquerque, N.M., as
news producer.

Ace Young, news director, KMET(FM) Los An-
geles, joins WCNN(AM) Atlanta as program
director and creative consultant, CNN Radio
Network.

Anne Boozell, reporter, noncommercial
WAMU(FM) Washington, named news director.

Scott Woelfel, six and 11 p.m. producer,
WXEX-TV Richmond, Va., joins WESH-TV Or-
lando, Fla., as 11 p.m. producer.

Paul Freifeld, news director, WXAM(AM)
Charlottesville, Va., joins WHSV-TV Harrison-
burg, Va., as Albemarle county (Va.) bureau
chief.

Curt Renz, anchor-producer, KODE-TV Joplin,
Mo., joins KSTS(TV) San Jose, Calif., as fi-
nancial editor.

Connie Chung, has been named to replace
Jane Pauley on NBC's *Today Show* starting
Nov. 28 for first month of Pauley's three-
month maternity leave, with two other re-
placements for remainder of leave to be
named later.

Diane Ryan, from KTVK(TV) Phoenix, joins
KTSP-TV there as weekend co-anchor.

Brian Lamb, sports reporter, KGW-TV Port-
land, Ore., joins KIEM-TV Eureka, Calif., as
anchor-reporter.

Karen Dillon, weekend co-anchor, WTHR(TV)
Indianapolis, named weekday anchor.

Martha Bradlee, reporter, WCVB-TV Boston,
named chief correspondent.

Matthew Schwartz, from WEWS(TV) Cleve-
land, joins WOR-TV New York, as reporter.

Judi Barton, producer-writer and host, *Satis-
faction Guaranteed*, KYW-TV Philadelphia,
named consumer reporter.

Johanna Shaw, from WBT(TV) Charlotte,
N.C., joins WJZ-TV Baltimore as medical re-
porter.

Lloyd Kramer, from WCBS-TV New York, joins
WNBC-TV there as reporter.

Cindy Hanes, music director and air personal-
ity, KRDO-AM-FM Colorado Springs, assumes
additional duties as weather anchor for co-
owned KRDO-TV there.

George Myers, weekend weather anchor,
WYFF-TV Greenville, S.C., joins WJBF(TV)
Augusta, Ga., as six and 11 p.m. weather
anchor.

Technology

John Etheridge, chief executive, Rank Cin-
tel, Ware, England-based manufacturer of
broadcast equipment, to deputy chairman of
board; **Chris Waldron**, general manager, suc-
ceeds Etheridge, and **Ken Clark**, test manager,
Rank Cintel, to service manager.

Larry Schuler, chief technician, Des Moines
Cablevision cable system, named staff trans-
mission engineer for parent, Heritage Com-
munications there.

Richard Mathys, product manager, video re-
cording systems, RCA Broadcast Systems,

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WHNS-TV

Pappas Telecasting of the Carolinas

New York, joins VSA-Videographic Systems of America, teletext and videotex company there as director of engineering.

F. Gillis Mellen, general manager, sales division, Augat, Attleboro, Mass.-based manufacturer of communications equipment, named VP and general manager of interconnection components division.

Gerald McCarthy, VP, sales, consumer products, Zenith Radio Corp., Glenview, Ill., named head of consumer products division and president of Zenith Sales Company division and Zenith Radio Canada.

Larry Bradner, product manager, Scientific-Atlanta, Atlanta, named general manager of distribution, data and subscriber products division.

Audley White, manager of information management, business products division, Xerox Corp., Stamford, Conn., joins N.A.P. Consumer Electronics, Knoxville, Tenn., as director of management information systems.

Marshall Tanner, broadcast executive, Associated Press, joins Jefferson-Pilot Data Systems, Charlotte, N.C., as director of Western regional marketing for electronic newsroom processing division.

Terry Abramovich, marketing manager, computer systems, Burroughs Corp., Akron, Ohio, joins Jerrold division, General Instrument, Hatboro, Pa., as account executive.

Promotion and PR

John Kander II, supervising writer-producer,

on-air promotion, CBS Entertainment, Los Angeles, named VP, on-air promotion.

Gordon Hellmann, VP, advertising, promotion and publicity, Warner Brothers Television Distribution, Burbank, Calif., retires Dec. 31 after 21 years with company.

Appointments, Selcom/DDB Inc., New York: **Dennis Peters** and **Paul Finkel**, senior associates, and **Fran Stettner**, general manager, to VP's, and **Janice Conklin** and **Anne Selkovits**, public relations associates, to senior associates.

John Gregory, former general manager, non-commercial KPCC(FM) Pasadena, Calif., leaves to form own public relations and video production firm, Gregory Communications, Arcadia, Calif.

Colleen Clark, promotion manager, KECH(TV) Salem, Ore., joins KRDV(TV) Medford, Ore., in same capacity.

Donald Cohen, promotion manager, WTOL-TV Toledo, Ohio, joins WIXT(TV) Syracuse, N.Y., in same capacity.

Carol Senor, from KMPC(AM) Los Angeles, joins KFVB(AM) there as advertising and promotion manager.

Ruth Slottag, account executive, Doremus & Co., Rockford, Ill., joins WHBF-TV Rock Island, Ill., as promotion manager.

Kirk Combs, associate VP, Vitt Media, New York, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Ed Marcin, promotion coordinator, WLS-AM-FM Chicago, named promotion administrator.

Susan Whitaker, from WGN(AM) Chicago, joins WLS-AM-FM as promotion administrator.

Allied Fields

Michelle Oppenheimer, director of personnel, FCC, Washington, named associate managing director, personnel management.

David Bealrd, district manager, AT&T, joins National Telecommunications and Information Administration, Washington, as international communications policy specialist.

Richard Harker, from KCNR-FM Portland, Ore., joins Coleman Research, Dallas-based radio market research firm, as VP.

Appointments, Broadcast Music Inc., New York: **Edward Chapin**, secretary and counsel, to VP, secretary and general counsel; **Howard Colson**, public relations staff member, to assistant VP, public relations; **Al Feilich**, assistant VP, to VP, information and research; **Joe Moscheo**, assistant VP, Nashville, to VP, administration there; **James Roy Jr.**, assistant VP, to VP, concert music administration; **Joan Thayer**, assistant VP, to VP, public relations, and **Robert Warner**, director, licensing operations and administration, to assistant VP, licensing.

Mel Swope, producer, *Fame*, NBC-TV, Los Angeles, joins San Jose (Calif.) State University as professor of telecommunications. Post is first such position at university and was made possible by \$200,000 grant from Gill Industries, founder of Gillcable, in memory of its founder, late Allen T. Gilliland Sr.

Elected officers, Association of Cinema and Video Laboratories, Los Angeles: **J. Lampert**



Mission accomplished. At its board meeting, the directors of National Public Radio presented a certificate of appreciation to Ronald Bornstein (right), the interim president at NPR who helped guide the network through its recent financial troubles. He is shown here with NPR board chairman, Donald P. Mullally.

Levy, Newsfilm Laboratory Inc., Los Angeles, president; **Blaine Baker**, Motion Picture Labs, Memphis, 1st vice president; **Robe Ringer**, Image Transform Inc., Hollywood 2d vice president; **James Merkle**, Applie Film Laboratory, Detroit, treasurer, and **Builton Stone**, Deluxe Laboratories, Hollywood secretary.

Ed Slusarczyk, from Ag Radio Network, Utica, N.Y., elected president of newly formed Northeast Farm Communicators Association Syracuse, N.Y.

James Fellows, consultant, Central Educational Network, Chicago, and former president, National Association of Educational Broadcasters, named president of CEN.

Patricia Phipps, bookkeeper, Broadcast Traffic & Residuals, New York-based talent and traffic administration firm, named VI finance. **Kathy Vernon**, director of broadcast operations, named VP, broadcast operations.

Raymond Siri, from KSTF(TV) San Francisco joins Robert E. Balon & Associates, Austin Tex.-based communications research and consulting firm, as senior research analyst.

Elected officers, Illinois News Broadcaster Association: **Lyle Dean**, WFYR(FM), president; **Ken Keller**, WHBF-AM-FM-TV Rock Island, vic president; **Ira Kelly**, WSDR(AM) Sterling, executive secretary, and **Barrie Fromme**, U.S. Cable, Waukegan, treasurer.

Deaths

Thomas H. Donahue, 74, retired administrative law judge, FCC, Washington, died of kidney ailment Oct. 26 at Peterborough (N.H.) nursing home. He is survived by his wife, Ruth, son and daughter.

Ella Harllee, 67, founder of Educational Communications Association, Washington-based producer of educational films for television died of cancer Nov. 5 at George Washington University hospital, Washington.

Don Sherwood, 58, retired air personality most recently with KSFO(AM) San Francisco died of emphysema Nov. 4 at San Francisco hospital.

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As Agnes Nixon's world turns

The fortunes of the three broadcast networks can be traced, in no small part, to a 56-year-old suburban Philadelphia housewife who has never drafted a billion-dollar budget, juggled a prime time schedule, eyeballed an Olympic Committee negotiator, run a news department or sold a single 30-second spot. Hers are other specialties: child prostitution, incest, drugs, murder and general heartbreak.

It is the world of daytime serial programming, better known as soaps, and the woman, Agnes Nixon, is among its creators.

With their low overhead and high profit margin, soaps account for an estimated 20% of a network's revenue, 35% to 40% of its bottom line. And as creator of *One Life to Live* and *All My Children* on ABC, creator of *Search for Tomorrow* and co-creator of *As the World Turns* on CBS, and as occasional head writer of NBC's *Guiding Light* and *Another World*, Nixon has contributed substantially to those totals, with at least one serial on the air five days a week, 52 weeks a year, for 27 years. Her most recent creation is *Loving*, which premiered on ABC June 27 and represents that network's newest daytime serial in eight years and Nixon's first in 13.

Nixon's career, unlike those of many of her characters, is anything but a hard-luck story: She was hired as a dialogue writer three days after graduating from Chicago's Northwestern University School of Speech in 1946. The woman who hired her for a 15-minute radio network serial called *Woman in White*, part of the General Mills Hour, was Irna Phillips, among the prime originators of modern soaps and creator of *The Guiding Light* and *Another World*. Phillips hired Nixon after reading a script written for a college workshop. "She read it aloud as I sat there and died," Nixon recalls now. "I wanted to go down the dumbwaiter."

After six months in Chicago, Phillips moved west (to Hollywood) and Nixon moved east (to New York). It was a time when "all the actors were going to Hollywood," Nixon recalls, and the radio daytime serial industry was following them.

Nixon, however, had her sights set on writing for a new medium called television. It was during that time that Nixon wrote for *Playhouse 90*, *Somerset Maugham Theater*, *Robert Montgomery Presents*, *Albert McCleary's Cameo Theater* and a "forgettable thing" called Hazel Bishop Lipstick's *My True Story*. Laments Nixon: "It was the golden age of television and it lasted 15 minutes."

One year after arriving in New York, she married Robert Nixon, an executive with the Chrysler Corp., and they settled in the Philadelphia suburbs.



Agnes Eckardt Nixon—b. Dec. 10, 1927, Nashville; BA, speech, Northwestern University, Evanston, Ill., 1949; dialogue writer, General Mills Hour, Chicago, 1949; freelance writer, *Studio One*, *Philco Playhouse*, *Robert Montgomery Presents*, *Somerset Maugham Theater*, *Armstrong Circle Theater*, *Hallmark Hall of Fame* and *Cameo Theater*, New York, 1946-51; creator, *Search for Tomorrow*, 1951; co-creator, *As the World Turns*, 1957; head writer, *Guiding Light*, 1958-65 and *Another World*, 1965-69; creator, *One Life to Live* and *All My Children*, 1970; co-creator, *Loving*, 1983; m. Robert Nixon, April 6, 1951; children, Cathy, 31; Mary, 30; Robert, 29; Emily, 26.

An only child whose parents separated when she was three months old, Nixon, after marriage, immediately set about raising her own family, having four children in "two weeks less than five years." Between diaper changes and feedings, she wrote soap operas. Nixon doesn't recall how she found time to be both a mother and writer, other than to volunteer that she was "young and foolish." Whatever the reason, it moved a friend at the time to observe that: "I used to sit up all night at the Stork Club; now I sit up with the stork."

There were early signs that Nixon would be a writer of drama. Nixon began creating serials at an early age. As a young girl, she cut out characters from comic books, pasting them on paper and basing stories around them.

In college she tried acting, "but I had the sneaking suspicion I didn't have enough of something called talent to be an actress." It may have had something to do with comparing herself to her Northwestern classmates, who at the time included Charlton Heston, Cloris Leachman and Patricia Neal. It didn't take long for Nixon to concentrate on writing. "Acting taught me how to write for the dramatic medium," she says.

Nixon views her craft as one of creation, rather than invention. Her stories, she says, are drawn from life. One about child abuse, on *All My Children*, for instance, was inspired by a psychiatrist friend who suggested she research the subject. Until then, Nixon said, she imagined child abusers were "criminals who belonged in prison." After researching, she learned that "these people are sick—98% of them were abused when they were children."

And the current story about incest on *Loving*, Nixon added, was also the result of research, which showed it "is not just a problem in the ghetto, but in very upper middle class families" as well. Nixon insists that her use of such story lines is not to titillate but to inform. In the case of *Loving*, "our aim was to say there is help for these victims." And although such stories are now making their way into prime time, Nixon explains that daytime serials have the advantage of exploring an issue in greater depth. The difference between daytime and prime time, Nixon notes, is that with the former "we can show so many more facets."

On top of her "mandate to entertain," Nixon sees her job as an opportunity to "educate" people, "or at least to expose people to life outside their four walls." Contrary to what clean-up-television advocates charge, "we're not trying to shock or scandalize." And an indication that the majority of the viewing public is on her side can be judged from the mail she receives. "We get more letters saying, 'If you never get Gregg and Jenny back again I'll never watch the show again,'" Nixon relates, "than 'How dare you do an incest story!'"

As part of that mandate to both entertain and educate, the network ran a crawler during the child abuse story on *All My Children* with a hot-line telephone number so people with a similar problem could find out where to seek help.

If Nixon has set out to educate, she has, by her own account, also set out to help make peace. She recalls hearing a labor negotiator tell a seminar audience several years ago that "when I sit down to negotiate, I make sure I don't bring out the baby pictures, because if I do, then they'll bring out their own, we'll become friends, and I won't be able to negotiate so well." But in television, Nixon believes—especially daytime serials—"we can bring out the baby pictures." And while Nixon realizes that "we're not going to make the rednecks like the gay libs," she believes that daytime serials, with their evolving story lines, can help "explain them to each other." Part of the reason Nixon said she wrote scenes about interracial romance or premarital sex—when such topics were still considered taboo by the networks—was to "make people examine their prejudices" in the conviction that "it opens up windows." ■

Sales of Magnum P.I. for syndication by MCA continue to command record prices in most markets. Sources indicated that winning bids so far have offered prices between 25% and 35% higher than MCA's asking price. Last week in Boston, WBZ-TV was said to have paid \$46,000 per episode of up to 129 *Magnum* segments (which will be available for telecast beginning in fall of 1986), narrowly outbidding WNEV-TV, said to have offered about \$44,000. Opening bid was about \$40,000. For second time in as many weeks, all stations in market, this time St. Louis, passed on opportunity to take program in syndication. Asking price was minimum \$20,000. Last week, stations in Harrisburg-York-Lancaster-Lebanon, Pa., market passed on program, with minimum price of \$8,000. Other winners last week: WHBQ(TV) Memphis, with estimated bid of \$8,900 (minimum of \$6,500); WBRC(TV) Birmingham, Ala., with estimated \$9,600 bid (minimum of \$7,000); KAUT(TV) Oklahoma City with estimated \$16,400 bid (minimum price of \$12,000), and KXTV(TV) Sacramento, Calif., with estimated \$24,000 bid (on minimum \$18,000). Previous week, KTVU San Francisco was said to have won with \$35,000 bid; KHTV(TV) Houston with \$32,500 bid; WISH-TV Indianapolis with \$26,000; WFSB-TV Hartford, Conn., with \$15,000, and WJKS-TV Jacksonville, Fla., with estimated \$15,000. Several more markets were due to close late last Friday (Nov. 11), including Kansas City, Denver and Syracuse.

To surprise of most at network, **NBC News Overnight was canceled last week.** Program, which has staff of about 20, will have **last broadcast on Dec. 2.** At least \$6 million had been sunk into show since going on air in April 1982 (some estimates were as high as \$10 million) while program was generating little more than \$1 million in advertising revenues per year. Decision to cancel was based on fact that costly election year was coming up in 1984 and that news division's budget simply could not sustain what appeared to be endless flow of red ink from *Overnight*. Program was attracting close to two million viewers on average per telecast, more than had been hoped for, but advertisers were said to be reluctant to buy time because of difficulty in developing accurate demographic breakdown with such small viewing audience. *News Overnight* staff, which came entirely from within NBC ranks, will be redistributed throughout news division. NBC official said that hosts Linda Ellerbee and Bill Schechner will be asked to take assignments involved with network's effort to cover 1984 election campaign. **At CBS News,** meanwhile, officials were said to be **close to deciding**—probably affirmatively—**whether to move overnight Nightwatch from New York to Washington.** Officials said there was no question of canceling or shortening broadcast (Monday-Friday, 2-6 a.m. NYT) but that they would like to make it "more issues-oriented" and that Washington provided better access to government and other figures in that area. No decision on how many of *Nightwatch's* 59-person staff would be moved or whether anchors—currently Harold Dow, Felicia Jeter, Christopher Glenn and Karen Stone—would be moved in event of move.

House Democratic Caucus will steal march on League of Women Voters in **presenting first "debate" among eight announced candidates for Democratic presidential nomination.** Representative Charles Schumer, chairman of caucus's debate committee, on Thursday announced that **Ted Koppel** of ABC's *Nightline*, and **Phil**

More leverage. *WTTV(TV)* Indianapolis has been sold for \$73 million to group that includes New York investment firm, Drexel, Burnham & Lambert Inc., and DeSales Harrison, former chairman of Pacific & Southern Broadcasting. Others in group making leveraged buyout will be institutional investors which Drexel Burnham is recruiting and four of station's executives: Elmer Snow, president and general manager; Clyde V. Dutton, senior vice president; Bernard J. Souers, vice president, and Jack N. Baker, controller. Seller is Teleco Indiana Inc., Harold Berry, chairman, which has no other broadcast interests. Drexel Burnham will have controlling interest, marking first time it has established equity position in television property. *WTTV* is independent on channel 4. Broker: Edwin Tornberg & Co., Washington.

Donahue, syndicated talk show host, will serve as moderator event at Dartmouth College's Center Theater, Hanover, N.H. Jan. 15, more than month before LWV will sponsor debate among Democratic hopefuls, on Feb. 23, in Manchester, N.H. Event Democrats are co-sponsoring with Nelson A. Rockefeller Center for Public Policy at Dartmouth will run three and one half hours and **to be covered live by Public Broadcasting System** as co-producer of New Hampshire Public Television and WGBH(TV) Boston. It will be open to coverage by all other media. Total time will be divided between Koppel and Donahue, with each employing format in which he is known. Koppel will guide exchange among candidates, while Donahue will provide opportunity for member audience to question candidates, all of whom are expected to attend. They are Reubin Askew, Senators Alan Cranston of California, John Glenn of Ohio, Gary Hart of Colorado and Ernest Hollifield of South Carolina, Jesse Jackson, George McGovern and Walter Mondale.

Standards battle between proponents of incompatible teletext systems—World System Teletext and North American Broadcast Teletext Specification—shifted last week to Capitol Hill where House Subcommittee on Science, Research and Technology heard testimony on television services for nation's 16 million hearing-impaired. Terry Connelly, vice president of television news, syndication and broadcasting, endorsed **WST system,** saying it is **only system for which decoders are readily available.** Connelly said Taft's World System Teletext has been offering teletext service, including closed captioning of some programming, to consumers with Zenith decoders, which are available in city for \$300. "In contrast," he testified, "decoders for the competing NABTS technology are not yet available for consumers in any market and manufacturer estimates indicate that, once they are, they will be priced at \$1,000 or higher." Joseph Flaherty, vice president of engineering and development, CBS Broadcast Group, who has been leading proponent of NABTS standard, conceded that **NABTS decoders** are currently available, but said they are coming and will be affordable. "We now estimate that the decoders **will be available to the mass market in roughly 18 to 24 months** and that the built-in decoder price will be in the range of \$150," he said.

Amway Corp., owner of Mutual Broadcasting System and two other stations, and its Canadian subsidiary, **pleaded guilty in Ontario court on Thursday (Nov. 10) to charges of defrauding government \$28 million** through underpaying duties on home-cleaning products they imported into country. Companies paid \$25 million in part of plea bargain under which similar charges against five other company principals were dropped. Charges against company and four officials—Jay Van Andel, chairman of board; Richard Marvin Devos, president; William James Halliday, legal division president, and C. Dale Discher, treasurer and vice president—alleged underpayments extended over 15-year period beginning in 1965. It was not immediately clear what repercussions guilty plea will have on licenses of WHN(AM) New York and WCFL(AM) Chicago, which are licensed to Mutual. WCFL's sale to Statewide Broadcasting was announced two weeks ago. Commission officials said precedents are not consistent in terms of wrongdoing by parent of licensee.

Motion Picture Association of America filed brief last week asking **U.S. District Court to dismiss suit filed by National Cable Television Association against MPAA** and several of its members charging that they are coercing cable operators into "paying grossly excessive copyright royalties." MPAA claims that case should be dismissed because court "lacks jurisdiction over subject matter." Producers also maintained that NCTA "lacks standing to pursue its claim."

Los Angeles City Council last Wednesday (Nov. 9) tentatively **approved business tax on media industries** operating in that city that would generate estimated \$1.2 million per year for city budget. Gross revenue tax of \$1.25 per \$1,000 would apply to broadcast stations as well as newspapers and magazines operating within city limits.

vs media organizations are currently exempt from gross revenue tax, established 34 years ago by council. Similar proposal ended late last year was unsuccessful. *Los Angeles Times* and *Angeles Herald-Examiner* newspapers, among other media companies, have threatened to sue city if tax is put into effect, arguing that measure is unconstitutional and discriminatory.

Radio Network will cancel three news programs: **Mike Wallace Large, Capitol Cloakroom and World of Religion**, on Jan. 1. CBS radio spokeswoman cited poor clearance of programs among affiliates coupled with desire to invest heavily on coverage of 1984 Olympic games and political campaigns as reasons for dropping news. All three programs air primarily on weekends.

C-TV, CBS-TV and NBC-TV all had ratings winners in **non-time dayparts** in week of Oct. 31-Nov. 4. ABC's *Good Morning America* led early morning with average Nielsen rating/share of 3.3/24 to NBC *Today's* 4.2/19 and CBS *Morning News's* 3.9/17. In daytime, CBS led with 7.0/25, followed by ABC at 6.7/23 and NBC at 4.7/17. In late evening, 11:30-12:30 period, NBC's *Tonight* was first at 6.6/21, with CBS movies at 6.2/21 and ABC *Nightline*, which had led week before, third at 5.1/16. In latest Saturday-morning ratings (Nov. 5), NBC was ahead again with 6.7/24 to CBS's 5.9/22 and CBS's 5.4/20.

Last week amended rules to bring spectrum allocation scheme into step with that adopted in final acts of **World Administrative Radio Conference** of 1979. But commission deferred action on controversial proposal to change table of allocations to permit land mobile and fixed services to share UHF television channels on secondary basis (BROADCASTING, March 21). FCC official said commission felt further study on broadcast needs for UHF was needed.

Staff changes, National Public Radio: Robert G. Ottenhoff, general manager of WBGO(FM) Newark, N.J., has temporarily replaced **Clyde Robinson**, who resigned Oct. 31 as senior VP for representation of NPR. **Brian Brightly**, director of educational services, resigned Oct. 28 to head Adult Learning Listening Network, organized by NPR to acquire, produce and market audio and print materials used for instructional purposes. ALLN is awaiting funding.

5's RadioRadio network is scheduled to announce plans this week to **launch three-hour weekly contemporary hit countdown program**, tentatively titled **Top 40 Satellite Music Survey**. Network officials say decision to go ahead with new show, which is scheduled for April debut, is based on success of five-month-old adult contemporary network countdown offering *Top 30 USA*.

NATPE International announced last Wednesday (Nov. 9) it will **sponsor new annual conference**, aimed at sharpening skills of producers in local, network and cable TV, starting in **April 1985**. Manufacturers of animation, graphics, control room hardware, music, audio advances, studio lighting, remote facilities and other production-related fare will be invited to exhibit at three-day event, which is likely to be held in Midwest, near beginning of month. NATPE's major annual conference, next set for Feb. 9-14 in San Francisco, will continue to be set earlier in year—between Jan. 10 and Feb. 5—in future years, according to NATPE President John Marinoff, who said association remains willing to discuss its marketplace with Association for Independent Television Stations, which has been stealing some of NATPE's thunder with biennial conference in recent years, but wants to continue with separate event. In other NATPE effort, **association continues to test new policy at TV Guide** to eliminate storylines in magazine's listings of syndicated programming. In prepared statement, Merrill Merritt, *TV Guide's* editorial director, refuted protest: "We carry more information on syndicated shows than any other publication."

John Hull, director of **Corporation for Public Broadcasting** program, submitted his **resignation** last Tuesday (Nov. 8), effective



Bio feedback. Among the sessions at a Library of Congress symposium, *In Celebration of Biography*, Nov. 9-10 in Washington, was a discussion featuring **Richard Fielder**, producer and writer of an upcoming CBS mini-series on George Washington; actor **Barry Bostwick**, who plays Washington in the program; and Washington biographer **James Flexner**. The mini-series is one of the programs in the Library of Congress/CBS-TV "Read More About It" book project, designed to encourage interest in books by providing information on reading matter related to selected CBS-TV programs. Shown attending symposium are: (l-r) Fielder; David Fuchs, senior VP, broadcast affairs, and assistant to the president, CBS/Broadcast Group; Flexner; Bostwick; and Daniel Boorstin, Librarian of Congress.

May 1. Sources said family commitments and ties to KUON-TV Lincoln, Neb., precipitated action.

Former Metromedia News President **Mark B. von Sommer Monsky** has been named **news consultant to NBC Television Stations division**. Monsky was Metromedia's first news president, appointed last year. Prior to that, he served as VP of news for Metromedia. Monsky will work on project basis for NBC's five owned television stations. First order of business: helping NBC Stations enlarge Washington bureau.

Ed Asner has been **re-elected president of Screen Actors Guild** by **overwhelming majority**, according to results of balloting released last Wednesday (Nov. 9) in Hollywood. Asner received 9,997 votes while challenger J.D. Hall garnered 2,787 ballots. Asner, who starred in CBS-TV's *Lou Grant* series, was first elected president of SAG in 1981.

NBC News is "not interested" in tapes that were made available by *Hustler* Publisher **Larry Flynt**, NBC spokeswoman said Thursday (Nov. 10) after NBC News personnel reviewed tapes in Burbank, Calif., studios. She said she understood not all were of type depicting sexual activity, as earlier reports had indicated ("In Brief," Nov. 7), but said NBC News declined to say what they did show.

FCC, Federal Trade Commission and other government agencies were in **limbo** last week as **Congress continued wrestling over stop-gap funding measure**, which would keep agencies operating until end of February. Debate over bill stalled in both houses, but congressional leaders seemed committed to adopting measure before earlier stop-gap funding measure ran out on Nov. 12 and government was forced to shut down. FCC employees were supposed to report for work Monday (Nov. 14), but commission was not planning to open for official business unless funding was approved.

House Committee on Government Operations has released report, "Leap Before You Look: The Federal Communications Commission's Access Charge Decision," **recommending that FCC dump its controversial telephone plan altogether**. Glenn English (D-Okla.), chairman of Subcommittee on Government Information, upon whose investigation report was based, criticized FCC for acting on theory only.

Editorials

Lose one, win one

Those First Amendment fortunes that suffered a major setback when the Reagan administration decided to conduct its "tidy little war" in Grenada out of sight of the American public may have regained just a little of their vigor last week when the FCC "clarified" its so-called Aspen Rule to allow broadcasters to mount their own debates among political candidates, instead of being relegated to covering confrontations set up by others. It may seem but a tiny step for the broadcasters of the country but it could end up being a giant one for the campaign/election process as a whole.

The Aspen Rule until now had been but half a loaf, albeit a welcome one. It had made it possible for candidate debates to be conducted outside the jeopardy of the equal time regulations—which is to say, it made it possible for debates to occur *at all*. But for the exemption, any appearance between two candidates in a campaign would have had to be matched by equivalent appearances by all other candidates in the race at question, regardless of how obscure, bizarre or unrealistic they might be. The net effect, of course, is that—before Aspen—no debates occurred except for those between Kennedy and Nixon in 1960 by special act of Congress; no broadcaster could turn over his signal to ransom by so scatterbrained a process.

When Aspen I first came along—thanks to Henry Geller, the telecommunications policy gadfly who makes it a hobby to challenge rules he considers off base—it became possible to broadcast debates without incurring equal time obligations, but only if they were arranged by third parties and run by their rules. Generally speaking, that meant the League of Women Voters, which has performed a valuable role under Aspen I in being the sponsoring organization for many national debates. But it also meant that broadcasters lost control of the format, the timing, the location and, in many instances, their own cameras—the league decided audience reaction shots might subvert the process somehow, and insisted on rigid rules that effectively reduced broadcasters to the role of common carriers. Under Aspen II, the broadcaster may approach the debates assignment as a journalist.

Regrettably, the league came to have a proprietary interest in setting up the show and in keeping broadcasters out of anything but the finished product. It vigorously opposed the FCC's initiative in Aspen II and has indicated it may go to court to seek a reversal. That would be a pity. Progress is a rare animal in these precincts and, when it happens by, should be honored, not scorned.

Now, if we could only get rid of Section 315 itself. That ball is in the court of Senator Bob Packwood (R-Ore.), whose attempt to pass a Freedom of Expression Act—which would free broadcasters of all content regulation—deserves far more overt support than it has received so far.

First step

Several interesting observations may be made about the FCC's decision last week to let Metromedia keep KRLD(AM) Dallas and acquire KNBN-TV in the same market, exercising a forgotten footnote in its crossownership rules.

Once again the resourcefulness and imagination of Metromedia management have been demonstrated. Whoever looked up Note 8 in Section 73.636 of the rules deserves a substantial bonus. That obscure exemption, permitting creation of AM-UHF

crossownerships in some co-locations, has enabled Metromedia to scrub its deal to sell KRLD to CBS, to buy KNBN-TV in the 10th television market for \$14.9 million and get rid of another UHF, WXIX-TV in Cincinnati, (the 28th market and not getting bigger very fast), for \$45 million. No wonder Metromedia is the occasional darling of the New York Stock Exchange.

Around Black Rock, the mood may be somewhat less euphoric. CBS Radio has lost its acquisition in the sun belt, which it thought was worth \$27 million, and has sold its Boston AM for \$7 million, a now unnecessary compliance with the multiple ownership rules. Not the kind of trading up that is toasted with champagne at meetings of boards of directors.

Somewhere in all this must be a test of the presumed invincibility of network organizations and the claimed disadvantages of independent television station operations. An even clearer message is this: At the FCC, the rules limiting crossownership and multiple ownership are due for elimination for everybody.

Expeditionary force

A brave experiment in furthering a worldwide commerce in television programming was conducted in Miami Beach last week under auspices of the American Marche International des Programmes. It was, from our vantage, an entirely salutary effort—although the jury is still out on whether, in strictly commercial terms, it was a success.

The good news was that more than a hundred foreign entities brought their best product to American soil, and that perhaps 500 Americans were there to witness the exhibition. The bad news, from the points of view of the event's organizers and the sellers themselves, is that there appeared to be so little business taking place. For reasons both classic and particular, the U.S. would appear still to be a television exporter, not an importer.

But one mustn't discount that saying about little acorns. Those with long memories can still recall the sparse crowds that attended the early years of NATPE. And although it takes a greater leap of faith than we're presently prepared to execute to conjure up an equally sanguine future for AMIP, such a consummation would be devoutly to be wished. Whatever can be done to broaden the vision of the medium, as well as its financial reach, should be given every encouragement.



Drawn for BROADCASTING by Jack Schmidt

"The man from the cable company said our house is just outside the service area."



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