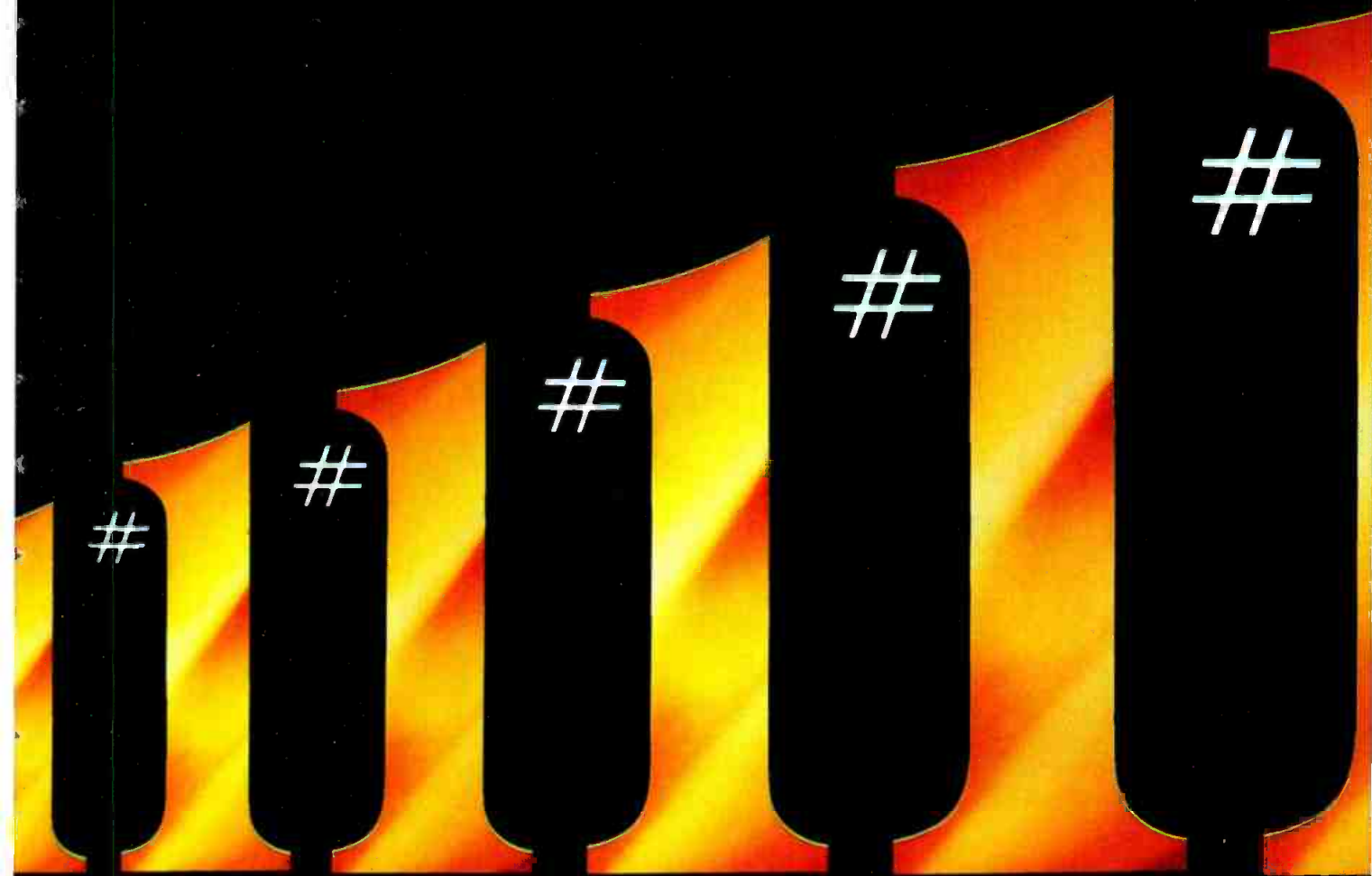




MGM/UA TM #1



GOT THE PICTURE?

Rocky
The Black Stallion
Brass Target
The Champ
Comes A Horseman
Convoy
Diner
Doc
The Dogs Of War

The End
Eye Of The Needle
Fiddler On The Roof
F.I.S.T.
From Noon Till Three
The Great Train Robbery
He Knows You're Alone
Hero At Large
Hide In Plain Sight

Invasion Of
The Body Snatchers
The Long Riders
The McKenzie Break
Revenge Of The Pink Panther
Tarzan, The Ape Man
2001: A Space Odyssey
Rocky II



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Broadcasting **Nov 21**

ABC makes television history with 'The Day After' □ Alberto-Culver brings major lawsuit against broadcasters □ Fowler punts on fin-syn □

DAY AFTER □ ABC's movie on nuclear attack in Kansas draws hype, criticism and tens of millions of viewers. **PAGE 23.**

PAIR OF SUITS □ Alberto-Culver names NAB, CBS and 10 group owners in lawsuit alleging they overcharged rates for 31 years; issue rises out of split-30 controversy. CBS files own suit in matter. **PAGE 25.**

CLEAR PATH □ Fowler tells Senate FCC will lay off changing financial interest and syndication rules for six months to allow the parties involved to negotiate a settlement. **PAGE 26.**

HBO-DBS □ Largest pay cable programmer gearing to launch low power DBS service with help of other programmers and cable operators. **PAGE 28.**

STEP ONE □ House telcomsubcom passes cable deregulation package; fight expected when parent committee takes up legislation. **PAGE 29.**

UNFINISHED BUSINESS □ Congress adjourns with major work still to be done on broadcast and cable regulation, fin-syn rules, home taping and First Amendment issues. **PAGE 30.**

TVB GATHERING □ Annual convention told advertising will jump 11%-16% in various categories next year; SRA presents major defense of FCC's must-carry rules; futurist previews social changes; consultant suggests where to find new accounts. **PAGES 34-39.**

AAAA SUPPORT □ Advertising agency association comes out in favor of FCC's TV deregulation—but

not to extent of eliminating logs, commercial load limits. **PAGE 39.**

PRIVATE SCREENINGS □ Syndicators and stations set up sneak preview for fall shows. **PAGE 42.**

BUNNY HOPS TO COMMERCIAL TV □ Playboy Enterprises is offering *A Taste of Playboy* for commercial stations; show will shun nudity. **PAGE 43.**

MINORITY PREFERENCE □ A.C. Nielsen finds nonwhites' viewing exceeds whites'. **PAGE 44.**

FRIENDLY ADVICE □ Former CBS News executive Fred Friendly wants changes in libel law. **PAGE 48.**

CANADIAN COPYRIGHT □ Copyright problems with northern neighbor topic of Hill hearing. **PAGE 54.**

POLL PREDICTION □ Swift introduces resolution calling for networks to voluntarily stop election predictions before polls close. **PAGE 57.**

X MARKS THE SPOTS □ NAB, FCC and broadcasters wrestle with sexual content in ads by presidential candidate Larry Flynt. **PAGE 59.**

NETWORK COMMENT □ Three broadcast networks among those filing objections to FDA-proposed guidelines for coverage of public administration hearings. **PAGE 61.**

LIBRARIAN'S TOUCH □ Catharine Heinz, head of the Broadcast Pioneers Library, has spent the better part of 12 years gathering information and memorabilia from broadcasting's past. **PAGE 87.**

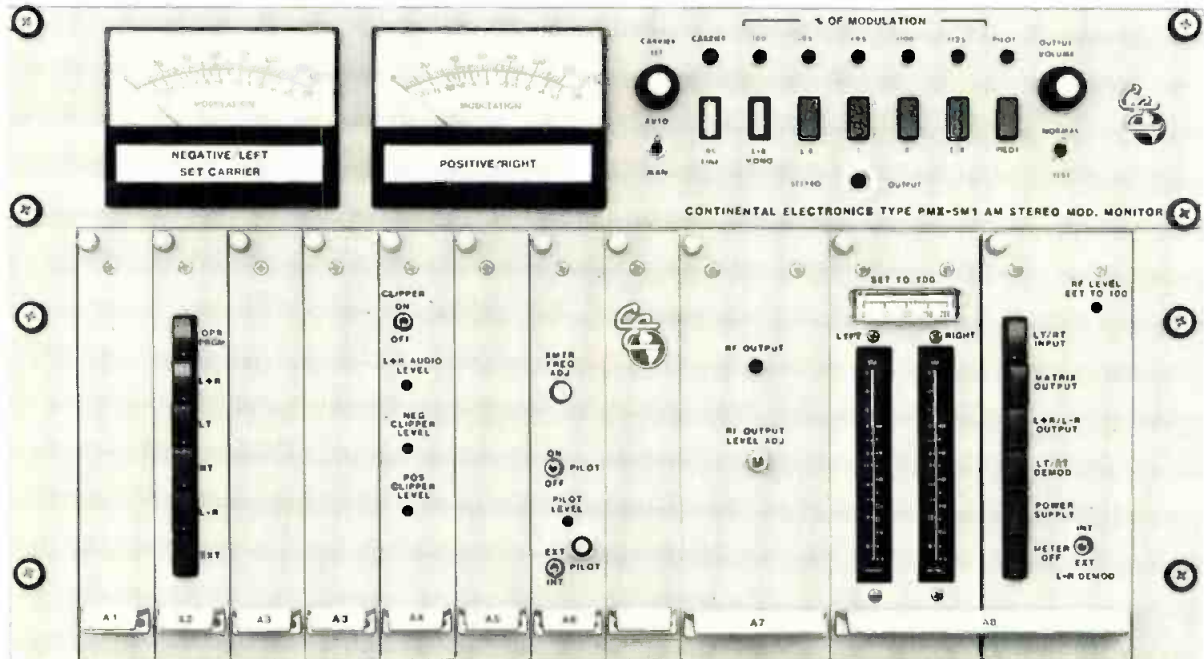
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All alone

FCC Chairman Mark Fowler had additional reason—beyond yielding to signals from Capitol Hill—for agreeing to refrain from acting on TV network financial interest and syndication rules until May 10 (see page 26). FCC insiders said both Commissioners James Quello and Mimi Dawson had let it be known they wouldn't participate if Fowler tried to bring proceeding up while issue was still before Congress. Without those two, FCC would lack quorum of three it needs to act on anything.

EEO on rise

Broadcasters may expect tougher equal employment opportunity quotas in deregulation package being fashioned in House Telecommunications Subcommittee than those in cable bill subcommittee passed last week (see page 29).

Representatives Cardiss Collins (D-Ill.) and Mickey Leland (D-Tex.) are prepared to fight for EEO quotas of at least 70% to 80% parity with available work force. (Cable bill calls for 60% parity at most, and FCC's EEO guidelines peak at 50%.)

Other proposals, some of which are contained in Collins's minority telecommunications development act (H.R. 1155), would require FCC to establish eligibility criteria to be used in reviewing applicants for licenses and establishment of advisory committee to study rules and policies devoted to improving participation of minorities. FCC may also be instructed to report annually to Congress on minority participation.

New incentive

At least two major rep firms confirm they have been approached with offers for equity ownership in new independent TV stations in markets where initial revenues are not high enough to make straight commissions attractive. One firm reports it has rejected offers so far but would consider others in future. Another said it is "considering" at least one offer. Level of equity, in addition to commission, being offered: "Up to five percent."

Won't work?

National Cable Television Association will ask FCC next month for partial relief from must-carry rules so cable operators will not have to retransmit multichannel television sound (MTS) of broadcast signals. MTS broadcasting, which will simultaneously permit stereo and

supplementary—perhaps foreign-language—sound track, is expected to be authorized by FCC early next year.

After considerable testing, NCTA engineering subcommittee found all three MTS transmission systems being considered for standardization are "equally" incompatible with many cable headends and scrambling systems. Passing MTS signal through problem systems, NTCA determined, degrades stereo and, in some cases, conventional mono. Must-carry relief would give cable operators time to replace incompatible equipment or to strip off MTS signal and deliver stereo and other MTS services through separate FM channels.

He likes it

FCC Commissioner James Quello's term will expire June 30, but indications are he'll seek another go-round. Quello, 68, was first appointed to commission by former President Richard Nixon in 1974. He was reappointed by President Reagan to fill out remainder of term of former Chairman Charles Ferris in 1981. Quello, Democrat, is said to have support from industry and in Congress. Quello told BROADCASTING last week he had not made up his mind, but that he was "leaning toward" seeking another term.

Music's charms

Look for three Viacom radio properties—WKHK(FM) New York, WMZQ(FM) Washington and KIKK(AM) Houston—to become affiliates of Dallas-based Satellite Music Network's *Country Coast-to-Coast* format on Thursday (Nov. 24). However, sources say amount of satellite-delivered programming to be taken by stations has not yet been determined. Move is part of SMN's aggressive affiliate expansion; it now claims 437 stations under contract, including majority of top 30 markets. It offers four formats.

Going up

Lexington Broadcast Services, New York, may become first major TV program syndicator to distribute its entire lineup via satellite. Under agreement signed last week with Robert Wold Co., Los Angeles, more than 20 LBS shows will be fed via satellite, complete with commercials, starting next Thursday (Dec. 1). Average LBS program lineup includes about 50 stations already equipped with satellite-receive capability, according to spokesman. Remainder will be serviced in conventional fashion by TPS Communications of Pittsburgh. LBS

syndicates about 600 hours of off-network and first-run programs, plus movies annually, including *Inspector Gadget*, *How the West Was Won* and *Family*.

Sporting chances

Despite setbacks on other fronts, Group W Satellite Communications is pushing ahead with plans for regional pay sports network in "capital area" (Washington and all or part of Maryland, Virginia and North Carolina). It already holds rights for at least 80 Baltimore Orioles (baseball) games each season beginning in 1984, and it is close to locking up rights for Washington Bullets (basketball) and Washington Capitals (hockey) games.

Deal between GWSC and Abe Pollen, owner of Bullets and Capitals, is bad news for Washington Post Co., which has bought into regional sports networks in Boston, New York and Philadelphia and which had hoped to establish network in home market. However, there is some interest at Post and GWSC in establishing cooperative among sports networks in Northeastern megalopolis to exchange live sports events.

Intelsat loses

Among last-minute activities in Congress as it prepared to adjourn last week was effort to slip through legislation affecting competition in international telecommunications. It would have created commission to study policy issues raised by proposals for international telecommunications satellite systems that would compete with Intelsat, and that have imposed moratorium on pending applications for such systems. Proposal, which would have been attached to FCC authorization bill in both houses, was never formally introduced. If it had been, Office of Management and Budget was prepared to convey administration's strong opposition; administration said proposal would interfere with procedures of FCC, which is considering two non-Intelsat applications for international service. Source of proposal was elusive. Intelsat spokesman, Jose Algrett, denied involvement. Spokesperson for Communications Satellite Corp. said it supports proposed amendment. But she said organization could not "take credit" for it. Name from out of recent past was lobbying for measure—Bernard J. Wunder, former head of National Telecommunications and Information Administration, who has left job with former Representative James Collins (R-Tex.), in Dallas, to return to Washington to practice law.

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DETROIT

WDIV

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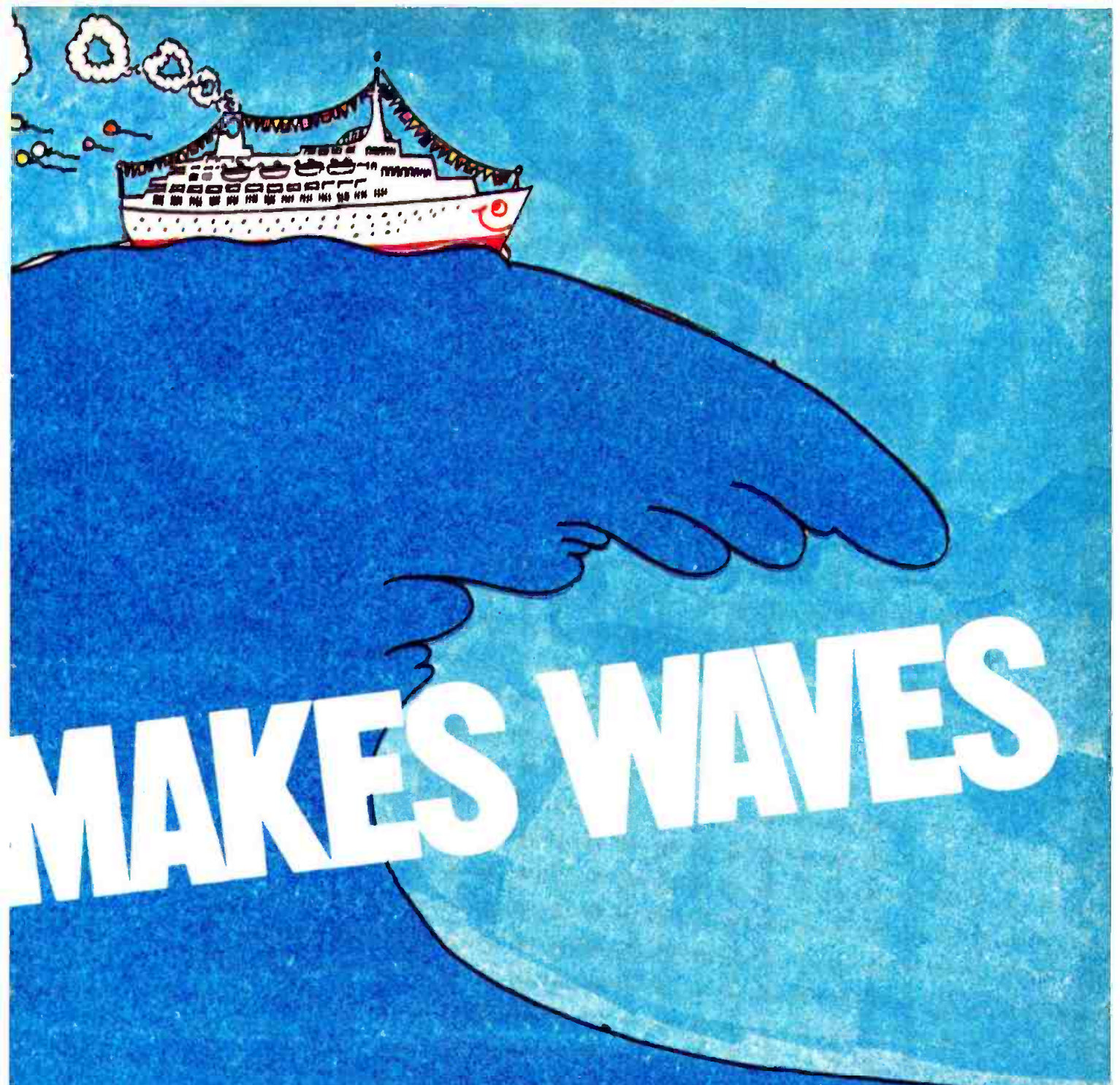
8/19%

WASH. D.C.

WTTG

M-F 5PM

10/23%



MAKES WAVES

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BOSTON
WBZ-TV
M-F 4PM

***7/41%**

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Cable threatens cities with FCC pre-emption

If cable's attempt to get the cities off its back with legislation (S. 66 and H.R. 4103) fails, the National Cable Television Association will ask the FCC to step in and pre-empt all state and local regulation of cable, except for that directly related to the use of the streets and public rights of way, and to the protection of public health and safety. That was the message NCTA delivered on three different occasions in Washington last week.

At a meeting of the National Conference of Black Lawyers, Tom Wheeler, NCTA president, said the association preferred a legislative solution "developed in conjunction with the cities," and only intended to call on the commission if the association's attempts to get that legislation falter.

"Without this specific guidance from Congress, the FCC and the courts may be forced to severely curtail or strike down entirely local authority over cable to insure that the public receives all that cable can contribute to the achievement of a rapid and efficient national communications system," Wheeler said.

James Mooney, NCTA executive vice president, delivered the same message to the Federal Communications Bar Association. "We want legislation; we think legislation is the right way to do it, and we're pleased with the progress of the legislation thus far," Mooney said.

"But we are dead serious about achieving a regulatory environment in which economics and ingenuity, and not the hurly-burly of politics, will determine success or failure. The time for a national cable policy has come, and we intend to pursue that goal until it is achieved."

According to both NCTA representatives, the FCC has sent out a strong signal on where it stands in pre-empting the states from regulating satellite-fed master antenna television systems and affirming that the states may not regulate the rates of cable's tiered services (BROADCASTING, Nov. 14).

"The cities ought to be paying very careful attention to these rulings, because what the commission clearly is saying is that it will not tolerate regulatory overreaching by state and local governments where there is a federal interest, and at the same time, the commission is saying that it perceives a very strong federal interest in the local distribution of

satellite-delivered programming," Mooney said. "I don't see any difference between the satellite-distributed programming offered by SMATV's and that offered by cable, and if ever there was an event that deserves the description, 'handwriting on the wall,' it was what the commission did last week."

Wheeler added that the cable industry isn't contending that it must be free of all state and local regulation. "To the contrary, in recognition of the legitimate regulatory authority of state and local governments, the cable industry supports pending legislation that would confirm its role in the national communications system, and codify into federal law for the first time an ability for municipal officials to make sure cable systems meet unique local conditions."

Also last week, Bill Bresnan, Group W Cable chairman and chief executive officer, criticized the National League of Cities for not sticking to the compromise that formed the basis for pending cable television legislation. From the day the compromise was struck between the National League of Cities and the National Cable Television Association, he said, the NLC has insisted on further concessions from NCTA. "The cities have done what many of them have done in the franchising process," he told a friendly audience at a Washington Metropolitan Cable Club luncheon. "That is, they have asked for more and more and more."

Even though it means losing the support of NLC member-cities in efforts to move the legislation through Congress, he said, the cable industry isn't prepared to give in any further. "We have done our share of compromising," he said. "The cities are going to have to meet us half way."

The cable legislation would give cable operators relief from services and facilities that were promised in competitive bidding for franchises and which, Bresnan said, consumers don't want, but must ultimately pay for. When cable operators ask for relief, Bresnan said, cities are taking a "hard line." Their "deal-is-a-deal" position is politically expedient, he said, but ignores that they are partially responsible for burdensome franchise contracts. "It's simply too late for them to wash their hands of the whole process."

Cable sub profile

Cable subscribers are more positive toward television and use it more actively than non-subscribers and yet do not find cable programming more appealing or involving than broadcast TV programs, according to a study released by Television Audience Assessment Inc., Cambridge, Mass., a new firm that seeks to measure viewer attitudes toward programs instead of audience size (BROADCASTING, April 25).

Among the findings in the 32-page report, "The Multichannel Environment": Cable subscribers are three times more likely than non-subscribers to scan available channels before choosing a program to watch; are three times more likely to change channels "often" during programs and commercials (10% of the subscribers said they "frequently" watch two programs at once, switching back and forth); tend to use two-to-three channels more than non-subscribers, but nevertheless use only about one-fourth of all available channels.

The study, which also covers demographic and other differences, was conducted among 3,000 viewers in New Britain, Conn.,

and Kansas City, Mo., and covered some 300 programs. Television Audience Assessment is headed by Elizabeth J. Roberts, the former director of the FCC's children's television unit, and has financial backing from a number of major cable companies and the John and Mary Markle Foundation.

TAA was formed in December 1980 to develop and test a new form of rating.

HAVES movement

In a gingerly worded statement, Hearst/ABC/Viacom Entertainment Services (HAVES) said that Bruce Johnson, president of Viacom's Cable Health Network, has "declined" the position of designated president of the proposed Lifetime channel, which is to be formed from the merger of CHN and Hearst/ABC's Daytime cable program service. Two weeks ago reports surfaced that Johnson had resigned from both his present and future positions because he was at odds with the HAVES board and was unhappy with the board's reluctance to give him full control over the direction of the proposed new service.

At present, Johnson will maintain his title

of president and chief operating officer of CHN. But the president-designate's day-to-day duties for the proposed Lifetime service have been taken over by Arthur G. Cooper, vice president of finance and administration at CHN and designated vice president of administration and assistant to the president of Viacom Entertainment Services. HAVES would only say that the proposed merger of the two services "is proceeding on schedule" and is expected to debut early next year. The merger is expected to be approved by the boards of ABC, Hearst and Viacom within the next 10 days to two weeks, sources indicated, at which time Johnson was officially supposed to become president. HAVES said a new chief officer will be announced soon. A spokesman for the companies declined comment or elaboration.

Telco cable bid

Wisconsin Telephone Co., an operating unit of the Bell System, has offered to build and maintain a \$5-million cable television system serving Brookfield, Wis., a community of about 10,500 homes. City officials, who must approve the proposal and have voiced

no objection thus far, have tentatively granted the local franchise to Omaha-based TeleNational Communications, which in turn has made a lease arrangement with the telephone company. If approved by the FCC, the arrangement could become the first in which a Bell System company builds a new cable system within its service area. Under the terms of the plan, TeleNational would lease 75% of the 450 mhz system's capacity, while the telephone company would make the remaining 25% available for video and data transmission. The partners said it would take about 12 months to build the 220-250-mile system. TeleNational would handle programing, marketing, local origination and servicing for the cable franchise. A fully addressable, 58-channel system is planned.

Pirate action

U.S. District Court Judge W. Matthew Byrne Jr., has ordered the immediate recall of all illegal decoders manufactured and sold by Simple Simon Electronics. The Los Angeles judge made the unusual move as the result of a lawsuit filed against the firm by ON TV.

The opinion also orders Simple Simon Electronics to refund the purchase price of the decoders to all who comply with the recall. The company faces a contempt citation if it refuses to comply with Judge Byrne's order. Also named as a defendant was Les Oaskell, who reportedly operates manufacturing plants in Nevada and California.



Disney goes Galaxy. The Disney Channel will join other leading cable programers on Galaxy I, the Hughes Communications satellite launched last June. The family-oriented cable service announced last week it had reached an agreement to purchase two pre-emptible transponders on the satellite. At the formal signing: James P. Jimirro (l), president, The Disney Channel, and Steven D. Dorfman, president and chief executive officer, Hughes Communications. Sources say Disney paid between \$6 million and \$10 million for each of the transponders.

Hughes has tried to sell the satellite's 24 transponders to major cable programers to induce cable operators to point earth stations at the bird. To further enhance the attractiveness of the satellite, Hughes and the transponder owners have agreed to buy up to 6,000 earth stations (for as much as \$12 million) and give them away to cable operators who promise to receive the Galaxy signals.

The current Galaxy programing lineup: Home Box Office and Cinemax (Eastern feeds); The Nashville Network; SIN Television Network and GalaVision; C-SPAN; Showtime and/or The Movie Channel, and Cable News Network, CNN Headline News and possibly superstation WTBS(TV) Atlanta. And there is room for still more cable programers. Hughes has three more transponders on the block and Times Mirror Satellite Programing, which is getting out of the pay movie business, is reportedly looking to sell its two transponders.

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

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

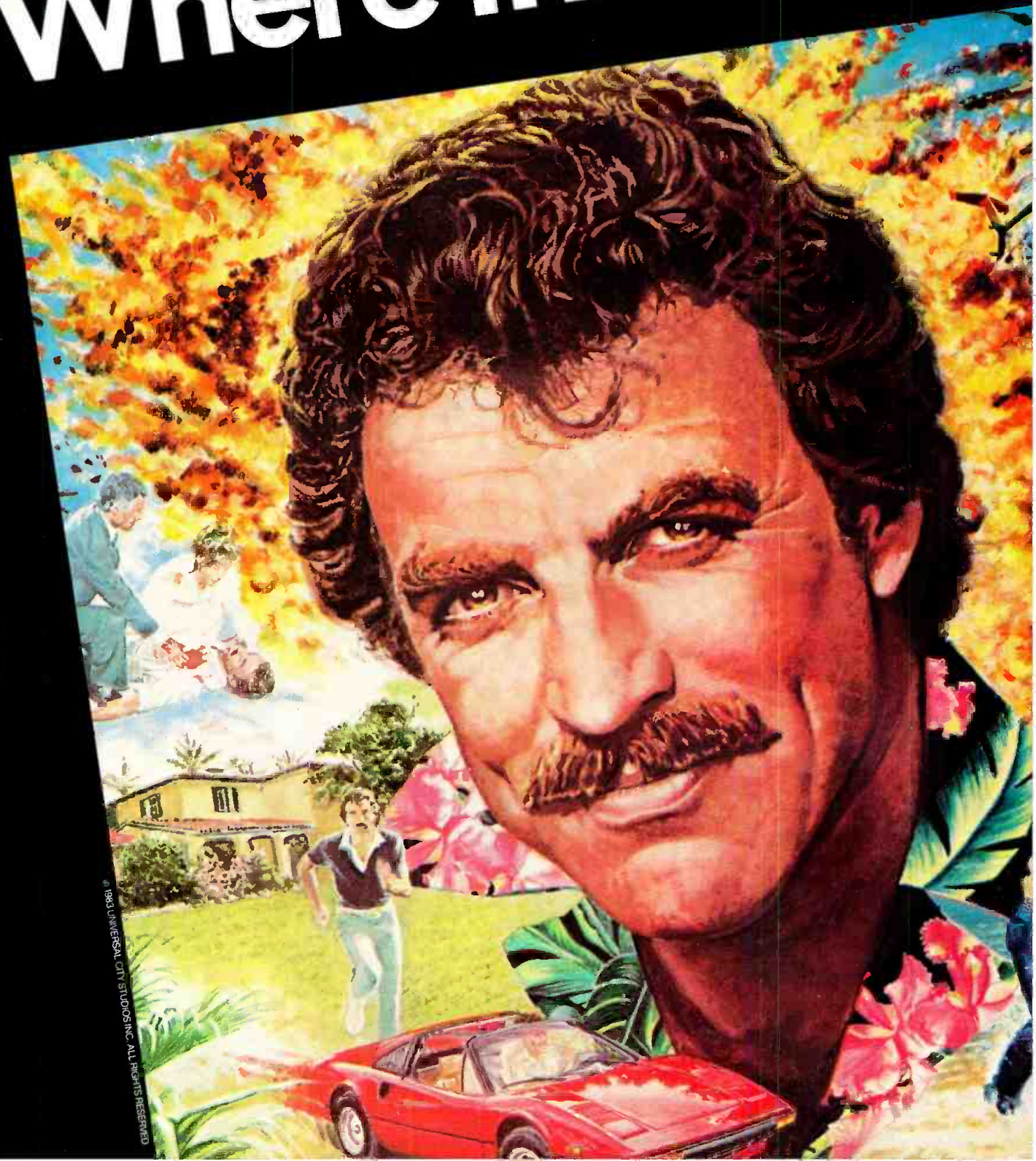
Tom Howard can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

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



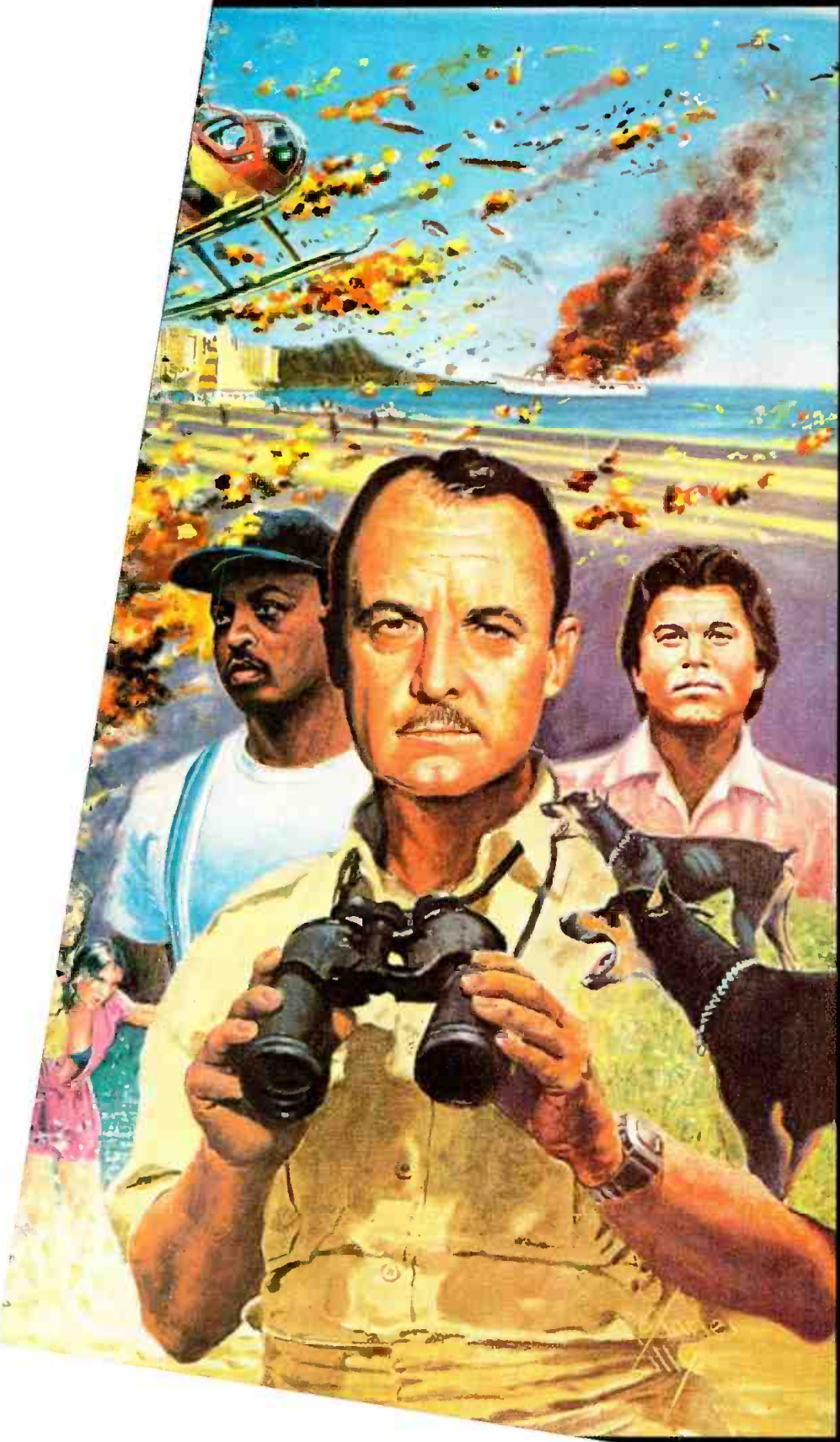
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Providence WSTG-TV
Birmingham WBRC-TV
Mobile WALA-TV
Jacksonville WJKS-TV
Syracuse WKAF-TV

MCA TV

Business Briefly

RADIO ONLY

Just Pants □ Retail store chain will kick off Christmas campaign in late November for four or five weeks in about 70 markets. Commercials will be scheduled in all dayparts. Target: persons, 12-24. Agency: Cunningham & Walsh, Chicago.

Perdue Inc. □ Various poultry products will be advertised in 1984 campaign scheduled to start in early January and run all year in 15 markets. Commercials will be carried in all dayparts. Target: women, 25-49. Agency: Scali, McCabe, Sloves, New York.

TV ONLY

Estee Lauder □ Two-week campaign highlighting New Color Directions makeup box, gift-with-purchase promotion, will begin Nov. 25. Commercials will be seen in over 100 markets in prime and fringe time. Target: upscale women. Agency: AC&R Advertising, New York.

H.I.S. Jeans □ Line of Chic jeans will be

promoted in two-week, 50-market campaign beginning today (Nov. 21). Spots will air in all dayparts. Target: women, 18-34. Agency: Vitt Media International, New York.

Prudential Bache □ Corporate campaign will begin today (Nov. 21) in 25 major markets and run until end of year. Commercials will air in prime, sports, news, early morning and late night. Target: investors and men, 35-plus. Agency: Kenyon & Eckhardt, New York.

Seiko □ One-month pre-Christmas campaign for line of watches will begin Nov. 24 in 122 markets. Spots will air in news. Target: upscale adults, 25-54. Agency: AC&R Advertising, New York.

Yamaha □ Tri-Zinger motorcycle will be promoted in two-week flight beginning Nov. 24. Spots are scheduled for prime time, sports and early and late news in 44 markets, including Los Angeles, Baton Rouge, Houston, Minneapolis, and Buffalo and Syracuse, both New

Sports sales. Total sports-related advertising expenditures may reach \$3.1 billion in 1984, according to Jim Millman, president of Millsports Inc., a sports marketing and promotion subsidiary of Doyle Dane Bernbach International. That would represent \$900 million more than the estimated \$2.2 billion spent on sports advertising this year, said Millman. He said the projected increases are due largely to the 1984 Olympic games, the success of the United States Football League—which begins its second season next spring—and the growth of national and regional sports networks, such as ESPN. Given the enchantment that Americans have with the "super athletic performance," said Millman, it is the individual athletes and teams that will set the tone in the 80's.

York. Target: men, 18-plus. Agency: Chiat Day, Los Angeles.

FDL Food Inc. □ Pre-Christmas campaign highlighting its hams as alternative to turkey for holiday dinners will begin Dec. 12 in 14 markets, including Chicago, San Francisco and Peoria, Ill. Commercials will air until Dec. 23 in all dayparts. Target: women, 25-54. Agency: Grant-Jacoby, Chicago.

Duke Power Co. □ Utility will embark on 49-week campaign beginning Jan. 9 promoting youth safety education in four markets in North and South Carolina. Commercials will air in early fringe and on Saturday children's programs. Target: children, 6-11. Agency: Wray/Ward Advertising, Charlotte, N.C.

Consumers Union □ *Consumer Reports* magazine subscriptions will be spotlighted in first quarter 1984 campaign to begin on New Year's day for 13 weeks in about 50 markets. Advertiser is placing 120-second commercials in all dayparts. Target: adults, 25-54. Agency: Rapp & Collins, New York.

SCM Corp. □ Glidden paint will be advertised in two-week flight to start next January in 106 markets, including Denver, Milwaukee, St. Louis, Washington and Pittsburgh. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Green Giant □ Introductory campaign for new line of stir-fry entrees, Calypso dinners, will begin Dec. 5 and continue into first quarter 1984. Spots will air in

If you're interested
in doing a story
on America's freight
railroads, we've
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 American Railroad Foundation

Archie Bunker's Place...



The face that reshaped television comedy
97 Episodes. Available January 1984.

DISTRIBUTION EXCLUSIVELY THROUGH  EMBASSY TELECOMMUNICATIONS

about 35 markets in various dayparts. Target: prepared meal consumers. Agency: Leo Burnett, Chicago.

RADIO AND TV

TransSouth Financial Corp. □ Two-week flight highlighting various loan packages will begin in late November for two weeks in 14 TV and 14 radio markets. Spots will air in all radio dayparts and in prime time, news and sports on TV. Target: men, 25-54. Agency: Loeffler Marley Mountjoy, Charlotte, N.C.

Ashley's Outlet Stores □ Christmas promotion for various items begins Nov. 21 for approximately five weeks in nine television markets and 19 radio markets. Commercials will air in all dayparts on radio, and in day, early

fringe and prime time on TV. Target: women, 25-49. Agency: Campbell-Mithun, Chicago.

British Caledonia Airways □ Three-week campaign for trans-Atlantic service begins this week in six markets and will be repeated in first quarter of 1984 in Dallas, Houston, St. Louis, Atlanta, Los Angeles and San Diego. Commercials will be carried in all TV and radio dayparts. Target: men, 25-64. Agency: Winius-Brandon Advertising, Bellaire, Tex.

Showbiz Pizza Place □ Pizza/entertainment centers will launch 13-week flight in late December in more than 75 markets. Commercials will be carried in all dayparts on radio and TV. Target: adults, 25-49. Agency: Emerson/Nichols/Bailey, Irving, Tex.

Advantage

No warning. Howard Bell, president of American Advertising Federation, came out against proposed Federal Trade Commission rule that advertising of over-the-counter antacids contain new governmentally mandated warnings and urged "immediate termination" of FTC antacid warning proceeding. Reasons cited included cost of efforts to institute warning labeling and packaging.

Down one. John Blair & Co., New York, has closed its Quantiplex division, Nov. 11, citing lack of profitability. Blair said Quantiplex was formed in June 1981 to market research data on buying habits of broadcast audiences. Jack W. Fritz, president of Blair, voiced belief that information provided by Quantiplex may eventually play important role in sale and purchase of broadcast advertising time, but added that division would not be profitable without more time and larger financial commitment.

O&M tapped. Ogilvy & Mather Partners, New York, has been chosen as advertising agency for Wometco Home Theaters, over-air pay television service. WHT has allocated \$4-million annual budget, of which 80% will be directed into television. Ogilvy & Mather Partners is full-service subsidiary of Ogilvy & Mather.

Airline downer. National spot radio advertising by airline industry (domestic and foreign carriers as well as air courier and freight companies) for second quarter was down 14% compared to same period year ago, according to memo sent by radio rep Christal to client stations. All top 10 markets except Detroit showed decreases in airplane ad expenditures. Biggest loser was Chicago—down 42%. Regionally, East dropped 5.6%; Midwest by 17%, and West by 28%. For analysis, Christal relied on financial data gathered confidentially from leading rep companies by Radio Expenditure Reports Inc. (RER).

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Susan Dillon, *associate editor*.
Doug Halonen, *Matt Stump, Kim McAvoy*,
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John Eggerton, *staff writer*.
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Editorial Consultants
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Broadcasting ■ Cablecasting Yearbook

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Joseph A. Esser, *associate editor*.
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John Andre, *sales manager (equipment and engineering)*.
Doris Kelly, *sales service manager*.
Christopher Moseley, *classified advertising manager*.

New York
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sales managers.

Hollywood
Tim Thometz, *sales manager*.

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Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

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Kathy Haley, *bureau news manager*.
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Vincent M. Dittingo, *senior editor: radio*.
John Lippman, *staff writer*.
Marle Leonard, Mona Gartner,
advertising assistants.

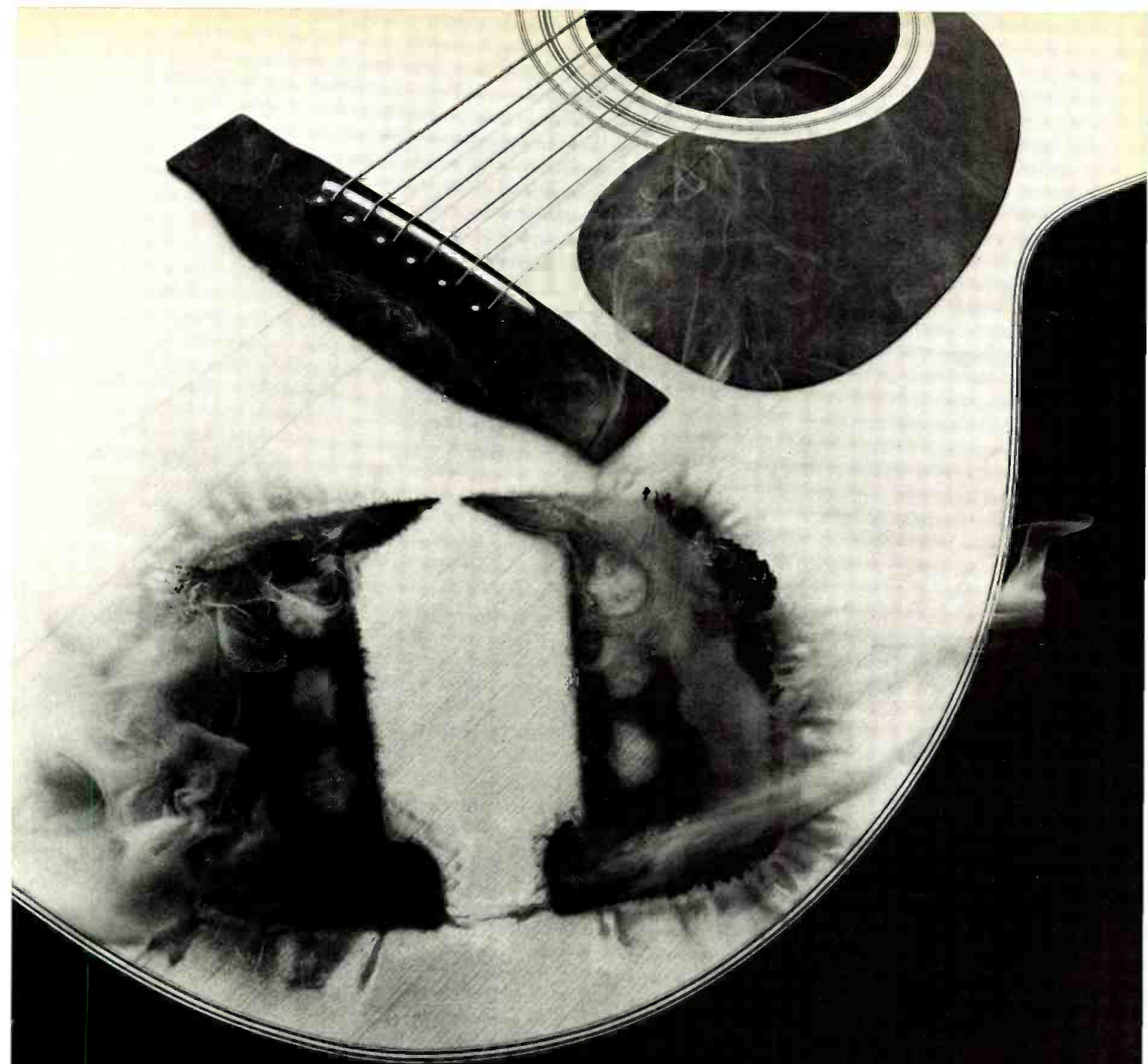
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

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



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*Research available upon request.

This week

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. 22**—*American Women in Radio and Television, Washington chapter*, meeting. Speaker: Dr. Jay Ramasastry, senior scientist, CBS Inc., on new technol-

■ Indicates new or revised listing

ogies. National Association of Broadcasters headquarters, Washington. Information: Diane Ching, (202) 457-4517.

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

Also in November

Nov. 28—*New York chapter, National Academy of Television Arts and Sciences*, dinner, featuring NBC 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 grades, 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 levels. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW posts.

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.

■ **Nov. 30**—"Gearing Up for Low Power: Boom or Bust for Independents," seminar sponsored by *Foundation for Independent Video and Film*. Millennium, New York.

■ **Nov. 30**—*Women in Cable, Delaware chapter*, seminar, "Negotiation Tactics." Pennsylvania State University's Ogontz campus, Abington, Pa.

■ **Nov. 30-Dec. 1**—"Japan-U.S. Broadcast Leadership Conference: Communicating Across Culture," sponsored by *National Association of Broadcasters, National Association of Commercial Broadcasters in Japan, National Association of Public Television Stations, Japan Broadcasting Corp (NHK)* and *Japan Society*. Japan Society headquarters, New York. Information: (212) 832-1155.

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.

Major Meetings

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. Amlac 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 2-5, 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. 7-9, 1984—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Nov. 11-14, 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.

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.

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. 9—*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. 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 AM's, 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. 8-10**—*California Broadcasters Association* mid-winter convention. Sheraton Plaza hotel, Palm Springs, Calif.

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.

Stay Tuned

A professional's guide to the intermedia week (Nov. 21-27)

Network television □ *PBS*: (check local times) *Making of Mankind** (five-part series), Monday 8-9 p.m.; *Survival Specials**: Tiger, Tiger, Wednesday 8-9 p.m.; *NBC: Kennedy* (parts II, III), Monday and Tuesday 9-11 p.m.; *Bob Hope Campus Comedy Capers*, Wednesday, 8-10 p.m.; *CBS: Classic Creatures: Return of the Jedi*, Wednesday 8-9 p.m.; *Memorial Day* (drama), Sunday 8-10 p.m. [pre-empts prime time programming]; *ABC: The Crisis Game* (four-part *Nightline* special), Tuesday-Friday 11:30-12:30 p.m.; "Stripes" (1981), Sunday, 9-11:15 p.m.

Radio □ *CBS Radio: Newsmark: Airline Deregulation: Flying the Uncertain Skies*, Friday 9:15-9:40 p.m.; *Mutual: The Great Entertainers* (country music tribute), weekend, three hours; *Fleetwood Mac/Chicago Profile*, weekend, three hours.

Cable □ *Cinemax: SCTV**, Tuesday 10-10:45 p.m.; *HBO: Right of Way* (premiere movie), Monday, 10-12 p.m.; *Hitchhiker** (suspense/drama), Wednesday 10-10:30 p.m.; *ARTS: Arts at Sotheby's: A Week at Auction**, Monday 9-9:30.

Museum of Broadcasting □ (1 East 53d Street, New York) *Sid Caesar: Master of Comedy*, return of earlier exhibit, now-Saturday; *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

pics. 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, Puer-to Rico.

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In spotlight

EDITOR: Re the Oct. 10 story in BROADCASTING, "Minorities urged to help themselves through legislative action," it was refreshing to see an article dealing with an issue that has been left ignored for some time. Legislative action is needed to secure any change, but it is first important to recognize that a problem exists.

I applaud [FCC Commissioner] Henry Rivera and congratulate him for helping bring about the change.—*Ana M. Cortes, Milwaukee.*

Daytime dilemma

EDITOR: The FCC's recent action to permit longer operating hours for daytime-only radio stations is nothing but a sham. As an active member of the Daytime Broadcasters Association, I sincerely believed the commission would authorize the same power post-sunset as pre-sunrise. I have been operating KXTP(AM) Superior, Wis./Duluth, Minn., for nearly 20 years with 500 watts pre-sunrise power and never a complaint about interference.

What a shock it was for me to open the letter from the FCC and learn that KXTP can operate with only 26.9 watts for the two-hour post-sunset period. Many stations received power authorizations of only one or two watts. This is an insult to the 2,400 daytime-only radio stations that continue to be second-class citizens.

What is the difference in December between 6 a.m. and 6 p.m.? If 500 watts is OK at 6 a.m., then why isn't it at 6 p.m.?

Operators of daytime-only stations should lobby their congressmen and senators for passage of S. 880 and H.R. 2385, the daytime radio broadcasters equity bill.—*Lew Latta, president/general manager, KXTP(AM) Superior, Wis.*

Engineer's attitude

EDITOR: Mr. Mayer has said it nicely in his Nov. 7 "Monday Memo" about engineering. However, many points need to be cleared up. For example, when an engineer says: "Replace Q-6 and Q-7 and I.C. 11 in the 536 module to clear the guide trouble," that is computer language (as Mr. Mayer says), or maybe more correctly, gobbledegook, but when the production folk or maybe broadcast services says, "P-275 is UFB for color jitter drop-out on Net 2 dub," it is very clear to the manager.

In actuality, it is the language of the "technology," not "computerese." That is the way it is in any field. If you want to gain expertise, you must know the nomenclatures and words used. Perhaps the engineers ain't using computerese, it is only that the head shed

folk is incompetent.

As usual, this letter becomes another item of "bad news" from a person in the engineering department. When Mother Nature and the natural laws of physics cause all of the electro-mechanical apparatus to fail or fault or malfunction, it is not likely the engineering department's fault, it is merely their task to restore it to operational status.—*Frank Jerome, systems engineer, KETA(TV) Oklahoma City.*

Record straightener

EDITOR: In the Oct. 31 issue of BROADCASTING you reported in "Top of the Week" that CBS Radio first broadcast a Net Alert headline of the terrorist bombing in Beirut at 1:53 a.m. This implied that Paul Lockwood's report was the first given by CBS Radio. This was not the first report by CBS Radio on the bombing aired that morning. RadioRadio sent its normal closed circuit feed down the line at 1:50 a.m. with an actuality of a CBS Beirut bureau staffer. Walid Harati monitored Lebanese radio and told us that initial reports had at least 20 Marines killed and eight French soldiers also killed. He reported that there were two separate blasts about five minutes apart.

I make this correction because we made the first call to Beirut at 1:35 a.m. and the conversation with Harati generated the CBS headline that 20 Marines were killed.—*Ron McGee, writer, RadioRadio, New York.*

Just so

EDITOR: C'mon, BROADCASTING, you know better. In your Nov. 7 item about the announced sale of WCFL(AM) Chicago and WRC(AM) Washington, most of your writing staff should know there was no NBC in 1923 to place WRC on the air. It was originally licensed to the Radio Corp. of America, which of course formed NBC in 1926 out of the old AT&T "chain."—*Jan D. Lowry, Broadcast Pro-File, Hollywood.*

No news is good news?

EDITOR: The immature howls from the great protectors of the American system, ABC, CBS and NBC, over the Grenadian news blackout are not surprising. But I'd like one question answered. Since the networks pompously espouse that they are our "representatives," when did we elect them? And how can we get rid of them?

I did not expect the networks' evening news commentaries to support President Reagan's decision to rescue American citizens and serve notice on Havana and Moscow that we will no longer roll over and play dead in the face of spreading communism.

However, the first imperative of the Army-Marine action on Grenada was to succeed with a minimal loss of American life. The need for secrecy for a rescue operation cannot be compared to covering ongoing hostilities in World War II, Korea or Vietnam. Where is it written that the networks must be advised in advance of a military operation?

It is most ironic that leading the networks in blustering was Dan Rather, who disparaged the Grenadian battle footage provided CBS by the government as "censored." That from a man who interviewed people for hours and then airs just 30 seconds of it, calling it "editing." I urge all general managers to drop their network news and serve notice on the networks that the clearance will return only when commentary is either held to an absolute minimum or given reasonable balance that does not come close to existing now.

As for the blabbering by the networks as to how freedom was sacrificed, it was nothing compared to the ultimate sacrifice made by the 18 Marines and Rangers who died saving their fellow Americans. The networks can send reporters to do their verbose, "talking-head" routines in front of the White House for the next 1,000 years and not make half the contribution toward real freedom that these men made.—*Carl Dietze, Ramsey, N.J.*

Wrong stripes

EDITOR: I have been a subscriber and avid reader of BROADCASTING since I started my career in broadcasting 22 years ago. Given the great volume of detail you present, it is rare that you make an error.

On page 70 in the Oct. 24 issue, however, where you referred to "George D. Lilly, former operations vice president of Park Broadcasting, Inc., Ithaca, New York," I think you slipped up and got his title wrong. At Park Broadcasting, the radio and TV operations have always been separate divisions. I was promoted to vice president, radio operations, in 1981, which was just a few months after George D. Lilly joined the company. From the beginning, it was clearly understood that the radio division is an entity all its own. I never reported to George in any way and, in fact, report directly to Roy H. Park, president and chief executive officer.

I just thought you should have this letter to set the record straight. Some of my friends in the broadcasting business, as well as my co-workers in our seven AM and seven FM radio stations located throughout the country, have brought this error to my attention.—*William L. Fowler, vice president, radio operations, Park Broadcasting, Ithaca, N.Y.*

Editor's note. Lilly's correct title with Park was vice president, television operations.

A television broadcast engineering commentary from Richard Rudman, KFWB(AM) Los Angeles

The golden rule of frequency sharing

The Society of Broadcast Engineers held its fall 1983 board and chapter chairman's meetings in conjunction with the Texas Association of Broadcasters convention in Fort Worth last month.

I was one of the SBE board members invited to speak. Roger Johnson, SBE vice president, and I were scheduled to address the managers at the conclusion of an address by NBC President Bob Mulholland. In his address, as part of the point he was making about life and times in our industry today, he restated the golden rule, in which he observed that those who have the gold, rule.

My talk was on the SBE National Frequency Committee's plan to alert management to the need for proper frequency coordination for "backstage" radio and television electronic news gathering. The SBE's "golden rule" applies the "do unto others" philosophy to frequency coordination.

In my talk, I said that gold does indeed rule a lot of things in our society, and in our industry. We make money by providing air products worthy of reasonable advertising rates and by closely controlling the costs of getting those air products to their intended audience. In all this there is risk.

With changes and technical advances in our industry, we have new risks. ENG technology, for example, makes possible live coverage of news, sports and special events at an ever-increasing rate and with increasing reliability and quality. It is hard to think what the evening news would be like now without the live shot from the plane crash or city hall or baseball diamond. What price ENG?

As ENG has come of age, the risk of interference to on-air operations has risen. According to a survey conducted in 1982 by the SBE, it is the local broadcaster who suffers most from such interference, which usually happens when someone from another market arrives to cover a news or sporting event. Networks have caused most of this interference. Excuses heard after the fact (and before sincere but belated apologies) range from a somewhat cavalier attitude to an almost blissful ignorance.

At monthly meetings of the Southern California Frequency Coordinating Committee (SCFCC), two of the most challenging and controversial topics have always been how to stop this type of interference and how to get 10 pounds of ENG licensees in our region into the five-pound bag of limited spectrum the FCC allows for such activity.

The SCFCC's first project in 1976 was to make some sense out of the 450 mhz channels TV and radio licensees use for audio remote pickup, dispatch, emergency studio-



Richard Rudman is chairman of the Society of Broadcast Engineers' National Frequency Coordinating Committee, and is on the society's board of directors. He has been engineering manager of Westinghouse Broadcasting and Cable's KFWB(AM) Los Angeles since 1975. A graduate of Northeastern University, Boston, Rudman began his broadcasting career at Group W's WBZ(AM) Boston. He was also engineering director at KGB-AM-FM San Diego and KXOA-FM Sacramento, Calif. In 1976 he became the first chairman of the Southern California Frequency Coordinating Committee (SCFCC).

to-transmitter links and transmitter telemetry. We achieved what many industry people said was impossible when the FCC granted waivers under our auspices to split certain 450 mhz channels.

Although we have been working on TV microwave since 1977, we still do not have all the answers. We may indeed have not yet asked all the questions. We have almost stopped interference caused by other broadcasters coming into our region. The way we have controlled this problem is simple. We appoint one person to act as the contact point and we have worked hard to get that person's phone number widely circulated.

The most important NFCC effort to date is the growing list containing the names and phone numbers of 70 people in local markets who can provide coordination information to any broadcast visitor who needs to do a remote outside his normal operating area. These local coordinators do not assign channels. They make possible the licensee-to-licensure contact asked for in part 74.24 of the FCC rules. The FCC's goal when it rewrote 74.24 last year was to make short-term operation away from home easier and less painful for everyone, including the FCC. The commission was tired of processing a growing pile of special temporary authorities for ENG needs. The SBE NFCC imple-

mented nationally what worked in southern California.

I wanted to impress upon the TAB managers how interference could hurt them. I challenged the TAB managers to encourage strong local coordinating committees, and to vigorously support their engineer's participation in them so they would not suffer interference losses.

What I didn't have time to say in Fort Worth was that they shouldn't wait for their engineers to come to them. They should be asking their engineers now what's going on in frequency coordination in their markets. They should take immediate action to ascertain their risk and limit their risk exposure.

The insurance that frequency coordination can provide must be added to the mix of other risk limiters we employ. The recent series of events related to FCC Docket 82-334 shows why we have a high risk exposure concerning ENG frequency coordination matters. If the SBE had not mounted an early effort in 1982 to get more local coordinating committees and industry engineers working on local coordination, the fight to save ENG might well have been more difficult in 1983.

For proof, look at the FCC's First Report and Order on 82-334. It says industry local frequency coordinating committees, and their promotion of efficient use of 2 and 7 ghz, are the reason private microwave licensees displaced by the DBS decision will not be allowed into our 2 and 7 ghz TV ENG bands. The SBE's emphasis on coordination and the engineers on local committees such as those in Washington, southern California, San Francisco and Dallas/Fort Worth can share credit with the NAB and many other broadcasters for squelching the FCC's proposed sharing of 2 and 7 ghz with nonbroadcast licensees.

I did ask the TAB managers to consider my revised golden rule: "Coordinate unto others as you might wish others to coordinate unto you," as a corollary to Bob Mulholland's version. This will counteract an aspect of human nature contributing to many interface problems: Employees won't think something is important unless their managers think it is important. Based on past interference incidents, a lot of people in our industry need to know management thinks frequency coordination is very important.

Here's what you must do to insure our ENG future. If you are a manager, tell your news, operations and engineering people you want them to abide by the SBE's golden rule. If you work at the ENG truck level, be more aware that things are very crowded at the dinner table, and good table manners are needed. And, if you need help from the SBE's NFCC to get coordination started in your market, please call the SBE office at (317) 842-0836.

The program you save with SBE's golden rule may be your own.

**In 1905, Albert Einstein
discovered the perfect
media formula for 1984:**

Effectiveness equals more cable!

There are two Americas now and one of them is too big to ignore. Cable America. There are now 33 million cable homes, nearly 40% of the country, with 50% right around the corner. In fact, Cable America today has more TV homes than the top 16 TV markets combined!

And there's a new breed of television viewers in Cable America who not only tend to be younger and better educated, with higher household income, but also have developed dramatically different viewing patterns. These Cable Americans are no longer chained to the networks; faced with a cornucopia of programming choice, choose they do!

Consider the following. In the first 8 months of 1983, network affiliates had an 80% share of all

TV viewing in non-cable homes, but only 59% in Cable America. Where did the viewers go?

To cable programming, which has climbed to a huge 30% share of the audience—a share much greater than CBS alone, NBC alone, ABC alone, or the independents alone.

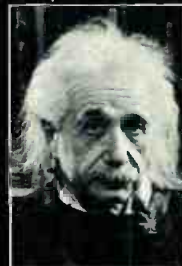
And over 60% of this viewing is to advertiser-supported cable, not pay. It's the fastest growing segment of cable programming.

100% of every cable budget goes exclusively into Cable America, those homes that conventional television underdelivers. That's why this new media formula is exactly right for the 80's. $E = mc^2$. Effectiveness equals more cable!

Today, both clients and agencies know you just can't do it with the networks and independents alone

anymore. New strategies are needed. Smart advertisers are learning how to buy cable to reach the total audience. Clearly, advertiser-supported cable's time is now. Without exception, every advertising plan that includes any television, should include cable television as a vital part of the media mix.

Cable America is just too big, too good and too powerful to ignore. But then, any genius can tell you that.



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CABLE TELEVISION ADVERTISING BUREAU, INC.
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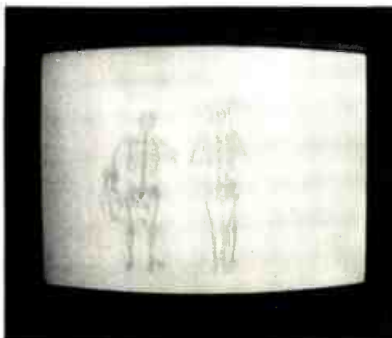


TOP OF THE WEEK

ABC ignites the nuclear dialogue

It was, by most accounts, an unprecedented event—even for a medium where precedents have become routine. ABC-TV's broadcast last night (Sunday, Nov. 20) of *The Day After*, a made-for-television movie about survivors in the wake of a nuclear attack, has already ignited its own firestorm in the media. Never before in television, network and other executives report, has a single program caused such controversy in advance of broadcast.

In the past week alone, *The Day After* was treated to cover stories in *Newsweek* and *TV Guide*, accounts in newspapers ranging from the *St. Petersburg* (Fla.) *Times* to the *New York Times*, a segment on rival CBS's *60 Minutes*, and a flood of press releases from special interest groups, numerous screenings around the country, and a major public relations drive from the network that is at the center of it all. Even the President of the United States took time out to see a print—and later was quoted as saying he welcomed the nationwide dialogue *The Day After* was anticipated to prompt.



ABC executives have been downplaying *The Day After*'s expected performance in the ratings and instead stressing the film's loftier ideals—its purpose to stimulate a national dialogue on the danger of nuclear weapons, for example—but some agency executives were both publicly and privately speculating that the ratings would go right through the roof. Richard J. Busciglio, senior vice

president and director of national broadcast at McCann-Erickson, ventured that *The Day After* could be "the highest rated program of all time," even exceeding the 60.3 rating and 77 share generated by the final episode of *M*A*S*H*. If it does that, analysts say, the total audience could exceed 70 million, given the roughly 1.5 viewers per television household and a total TV universe of 83 million homes. However, only four weeks ago Busciglio said he would have estimated *The Day After* would do no better than a 24/38, but since then "the hype has been unbelievable" and he now believes it will "easily exceed" a 50 share.

Busciglio and other programmers agree that the constant flow of news stories about the film, coupled with the deployment of nuclear missiles in Europe, have gone a long way to work positively for ABC, despite the strong competition being put up from NBC with its *Kennedy* mini-series, the first episode of which is running opposite *The Day After*.

So controversial and timely is the broadcast (the United States is simultaneously deploying a new generation of medium range nuclear missiles in the United Kingdom and West Germany) that traditional network sponsors were said to be declining to buy time on the broadcast. However, H. Weller (Jake) Keever, head of network sales at ABC-TV, reported that as of Friday, Nov. 11, 22 of the 25 30-second spots had been sold to unidentified advertisers, and he expected the remaining three to be picked up by broadcast time.

Still, Keever noted, he has not had an easy time of it. The spots had been selling at an average price of "a little over" \$100,000 apiece, he explained, which is "a little less than the average price for a movie spot in November, but a little more than the average movie spot price in the fourth quarter."

And although the estimated \$2.5 million to \$3 million in network advertising revenue from *The Day After* falls far short of the film's \$7-million production costs, ABC stands a good chance of making good the difference through licensing arrangements abroad, where the film is to have a theatrical release Dec. 2 in Germany, followed by a Dec. 28 theatrical release in France. ABC sources said that, at present, the rights have been sold to distributors spanning 22 foreign territories, with several more "still in negotiation." In addition to the theatrical rights, sources said, some distributors are also buying broadcast and videocassette rights.

Ed Kalish, senior vice president of worldwide marketing at Producers Sales Organization, which ABC has engaged as licensing agent for *The Day After*, said the foreign distributors are treating *The Day After* as a "major theatrical event," and "given their enthusiasm, I would surmise ABC will make a profit."

And while it is not unusual for ABC to conduct screenings of many of its programs before broadcast, it has never reached the scale as it has with *The Day After*, according to Jane Paley, director of community relations at ABC. Paley said that more than 500,000 copies of a special "viewer's guide" have been printed and distributed by ABC to junior high and high schools throughout the country, plus colleges, libraries, youth organizations and special interest groups. The guides give a brief outline of the story and then suggest topics and points of discussion to be taken up by the viewers preceding and following the broadcast. "We've received more mail on this than any other program," Paley said, and her department has been receiving an average of 40 letters a day for the past five weeks. Paley said they are running about 80% in favor of the broadcast, 20% against or critical.

Meanwhile, ABC has been busy hosting special screenings around the country for the

press, citizen groups and government officials. Gene Cowen, ABC's vice president in Washington, said that as of the middle of last week about 20 U.S. senators and representatives had made and been granted requests to screen the film, with another five due by the end of the week. Cowen said that most of the congressmen who requested screenings did so because "they were concerned about it from all the stories they were reading." Cowen added that both the White House and Pentagon had requested copies of the film, and both were accommodated. Representative Dan Glickman (D-Kan.) has introduced a resolution urging that the program be aired in the Soviet Union. "It is the sense of Congress that ABC, the Department of State and USA should work together to have the ABC television movie, *The Day After*, aired to the Soviet public," the resolution said.

The Reagan administration last week was uneasy about what public reaction to the film

Sagan, and author Elie Wiesel. The *Viewpoint* segment was supposed to run until 11:30 p.m. ABC selected an audience of about 200 representing various sides of the issues who will question the panel.

In addition, ABC's *Nightline*, beginning Tuesday, Nov. 22, and running through Friday, Nov. 25, will feature a special series titled *The Crisis Game*, where former elected and government officials assume the roles of U.S. leaders and run through a simulation of an international crisis. *The Crisis Game* will be moderated by Koppel, who will break in at various points during the simulation to comment upon and explain what the players are doing. The players include former Senator and U.S. Secretary of State Edmund Muskie, who will play the President, and former Secretary of State Clark Clifford and former Secretary of Defense James Schlesinger, who will each play his former position. More than 20 hours of simulation

Getting ready for another war. World War III will be waged a second time when public television's drama, *American Playhouse*, airs "Testament," a Paramount Pictures release about a California family in the wake of a nuclear war.

Scheduled to air in the spring of 1985, the movie is part of an alternative approach by *Playhouse* producers to fund projects targeted for broadcast on the weekly series. Using what they have termed a "theatrical window," "Testament" is one of seven projects with this pre-broadcast release option. The "window"—in this case 15 months—"seems to be the added incentive [needed for companies] to invest in [*Playhouse*] film projects," according to executive producer Lindsay Law.

Noting that it was a gamble, Law said the film was produced with budget of "less than \$2 million." *Playhouse* invested \$500,000 in it, counting on the increased visibility of the production to attract future television viewers, as well as future project investors, Law said. A British-based production company, Entertainment Events, invested an additional \$250,000, with the theatrical window incorporated into the deal. In addition, Paramount has spent about \$1.5 million to advertise the film, Law said. *Playhouse* will receive a percentage of any box-office profits.

Law said the movie averaged about \$7,500 per screen in 41 theaters its first week, which "has made [the] financing of other projects infinitely easier." Had the movie been less successful, "the whole [funding] idea would have gone away," he said. He added that *Playhouse* might then have requested a shorter window.

David M. Davis, another executive producer of *Playhouse*, said the philosophy behind this partnership of commercial investment and publicly funded *Playhouse* is three-fold: to increase the visibility of the series and its audience (which Law estimates will "conservatively double viewership"); "to attract commercial investment in worthy films which might not otherwise be made, and to nurture and support independent American filmmakers." The series has no corporate underwriting, with funds coming from public television stations, the Corporation for Public Broadcasting and the National Endowment for the Arts, Davis said.

would be. President Reagan has been criticized as trigger happy, and the film came at a time of growing debate, worldwide, over the U.S. plans to deploy its new missiles in Europe. One Reagan aide called the film "potentially the most emotionally powerful thing ever shown on American television," and expressed concern about the possible political fallout on the President.

But the administration was not simply wringing its hands. It geared up a major effort to emphasize its effort to prevent nuclear war, and a chief element in that effort was Secretary of State George Shultz, who was the administration spokesman on a special issue of ABC's *Viewpoint* that was broadcast following the film.

ABC did not stop with Ted Koppel's interview with Shultz in its effort to provide diversity of views. The scene shifted to a discussion panel that included Henry Kissinger, William F. Buckley Jr., former Secretary of Defense Robert McNamara, scientist Carl

were taped for the four-night special *Nightline* edition airing an hour each night.

Special interest groups last week were lining up in a predictable manner, as they condemned or praised ABC for going ahead with the broadcast. The National Education Association issued its first-ever "parent advisory" on a television program. The NEA suggested a number of steps that parents could follow to insure that the film would be "an effective learning experience instead of a shattering emotional ordeal" for children. The National Conservative Political Action Committee, on the other hand, blasted the film as a "direct attack on President Reagan's peace through strength policy." NCPAC said that it plans to spend about \$2.5 million on television advertising to support Reagan's re-election campaign, but that it "will not spend one penny with any ABC affiliate that airs the show."

Observers with a more neutral stand are also participating. Warner Amex announced

that its interactive cable Qube network linking Dallas, Cincinnati, Columbus, Houston and Pittsburgh will poll subscribers for their reaction after ABC's *Viewpoint* discussion following the film's broadcast. Warner Amex said Qube subscribers will be polled about how *The Day After* affected their views on the nuclear freeze movement, if they believed the broadcast was propaganda or a public service, if children should have watched it, and if their buying habits would be negatively influenced by the program's sponsors.

Keever explained that it was the network's policy to refuse any advertising from special interest groups that would use the broadcast as a vehicle to make a statement, either pro or con, about nuclear arms. "We got a few inquiries but we turned them down—I don't remember their names," Keever remarked. ABC spokesmen reported that as of press time, no affiliate has refused to clear the Sunday night feed. But up until the middle of last week, the network was kept in suspense about one important affiliate—Hubbard Broadcasting's KSTP-TV Minneapolis. According to sources at the station, KSTP-TV put off deciding whether to air *The Day After* until last Wednesday (Nov. 16) because owner Stanley Hubbard, overseas until last week, wanted to screen it first. When word leaked out in Minneapolis that the station hadn't made a decision, "hundreds" of phone calls flooded the station's switchboard from viewers requesting that the station air the film, the source said. Hubbard agreed.

Although special interest groups were denied time on the ABC network to promote their views, this did not stop them from directly approaching ABC affiliates seeking network adjacencies. The Center for Defense Information, a Washington-based public interest group, produced two 60-second spots featuring actor Paul Newman. Arthur Kanegis, media director for CDI, said that more than 20 affiliates indicated they might accept the spots, while firm commitments came from KMBC-TV Kansas City, Mo.; WKOW-TV Madison, Wis., and KATU(TV) Portland, Ore. The two spots, Kanegis said, do not take a political position, but rather instruct viewers on how to register their views with elected representatives.

Another group, Women's Action for Nuclear Disarmament (WAND), has a 30-second spot of actress Meryl Streep, whose appeal to mothers states that science has wiped out all but "one of the last major childhood diseases"—nuclear war. WAND's Jenny Russell said the group is purchasing time on TV stations in Massachusetts, Illinois, Iowa, Texas and Florida for the week following the broadcast. In addition, Russell said, the audio track from the Streep commercial is part of another radio spot that is being distributed to the affiliates of the Satellite Music Network the morning following the broadcast.

ABC declined to identify *The Day After*'s network sponsors before the broadcast. But one of them, Soloflex, a maker of body-building equipment, did not mind discussing its interest in purchasing one 30-second spot—its first prime time network buy. "I wanted on it," explained Jerry Wilson, presi-

dent of Soloflex, last Thursday. Wilson, a self-described "military brat" who emphasizes that he's no dove when it comes to defense, said he believes *The Day After* accurately depicts what would happen in a nuclear attack. His reason for advertising, he said, is "to help people from blowing each other to smithereens." Wilson said he understands the risks: "We'll have orders canceled, I'm sure. It could hurt us severely." But Wilson said he believes he's doing the right thing.

The mood at ABC, under a veneer of pro-

motional polish, was solemn. Both the makers of *The Day After* and network management repeatedly stressed they see that their purpose is to start viewers thinking about the unthinkable. Lewis H. Erlicht, president of ABC Entertainment, said he expects two responses: either the film will reinforce a viewer's current belief, whatever it is, about nuclear weapons, or it will force him to confront something he has put out of his mind. Either way, Erlicht pointed out, *The Day After* shows: "Man, we got a problem here." □

Alberto-Culver sues over TV commercial guidelines

Company files class-action suit against CBS, NAB, 10 group owners claiming policies, including split 30's, inflate prices

A long-running dispute between a leading advertiser, Alberto-Culver Co., and the broadcasting industry over restrictions against television commercials that promote two or more unrelated products in a 30-second spot erupted last week in a pair of lawsuits, one of them alleging that the National Association of Broadcasters, CBS Inc. and 10 major station group owners are liable for hundreds of millions of dollars in damages for having forced advertisers to pay more for air time than normal market conditions would have dictated they pay.

In a class action suit filed Wednesday (Nov. 16) in the U.S. District Court in Washington, Alberto-Culver charged that the NAB, CBS and the group operators have conspired since 1952 to restrict the availability of advertising time, thus inflating its price, by agreeing to guidelines on multiple product announcements and then adhering to them even after a federal court in Washington ruled nearly two years ago such guidelines violate antitrust laws. Alberto-Culver took the issue to court the day after CBS filed its own suit in the U.S. District Court for the Southern District in New York, asking for a declaratory ruling on whether a broadcaster can legally set its own guidelines on the kinds of commercials it will air.

Broadcasters named in Alberto-Culver's suit, which asks that advertisers be permitted to recover treble damages for losses incurred by having to pay inflated prices for advertising time, are Cox Communications Inc., Hearst Corp., King Broadcasting Co., Knight-Ridder Broadcasting Inc., Meredith Corp., Metromedia Inc., Post-Newsweek Stations, Scripps-Howard Broadcasting Co., Storer Communications Inc. and Westinghouse Broadcasting and Cable Inc. CBS and those broadcasters have been rejecting or imposing restrictions on the kinds of multiple-product announcements Alberto-Culver wants to air, said the advertiser, and thus have kept alive the NAB code abolished a year ago under a consent decree with the Justice Department.

NBC and ABC are not named in the suit, said Alberto-Culver, because NBC has "agreed in principle" to accept the commer-

cial in question and because "substantial progress has been made" in negotiations with ABC. Taft Broadcasting and Capital Cities Broadcasting are also not named because both "recently dropped their restrictions against the ads."

CBS filed its suit, said attorneys for Alberto-Culver, in anticipation of a suit from the advertiser, which believes CBS is trying to "discourage" use of multiple-product announcements by imposing heavy and unnecessary requirements on how the commercials should look, sound and be structured. By filing in New York, said Leonard Lavin, chairman and president of Alberto-Culver, CBS is seeking to prevent hearing of the case in Washington, where U.S. District Court Judge Harold Greene has already ruled the NAB code's guidelines on multiple-product announcements are a "per se" violation of antitrust laws.

Alberto-Culver says its specific problems with CBS began in January, when after the Justice Department reached its consent decree with the NAB abolishing the code (BROADCASTING, Nov. 29, 1982), it submitted four multiple-product announcements similar to those it has been using successfully in Puerto Rico, to all three networks. All three "initially rejected the commercials because they failed to meet advertising standards similar to those contained in the code," said the advertiser, and one network even "responded that the rejection was based on 'long-standing policy.'"

Later, NBC and ABC "stopped adhering to the advertising standards similar to those contained in the code and negotiated with Alberto-Culver to allow it to purchase advertising time structured to fit its needs."

CBS announced in May it would experiment with the commercials as long as they conformed to company guidelines that included requirements for a video identification of the corporate name or logo at the bridge between the two product segments and an audio identification of the advertiser at the opening or at the bridge (BROADCASTING, May 16). CBS dubbed the commercial format "integrated 30-second." Alberto-Culver produced commercials conforming to those subsequently-added CBS guidelines, according to Henry Wittemann, vice president for advertising services at the company, but when CBS tried to impose additional restrictions in August, specifically a

video ID at both bridge and opening, Alberto-Culver began to believe CBS was trying to discourage use of the commercials.

Station operators named in the suit, as well as many other stations, have refused to sell time to advertisers for multiple product announcements or pre-empted the commercial when fed with network programming, said Wittemann.

Although Alberto-Culver asks in its suit that treble damages be awarded, Wittemann said the company is primarily interested in eliminating restrictions on advertisers' use of multiple-product announcements. Advertisers and their agencies are capable of deciding what kinds of commercials best promote their products, he said, and the current restrictions against multiple-product commercials combined with the high price of television time, are excluding some smaller brands from being able to use television advertising.

In its complaint, Alberto-Culver asks that broadcasters be enjoined from "rejecting any multiple-product commercial submitted solely on one or more of the following or similar grounds: (1) the products or services are presented in a 30-second segment; (2) the products or services are not related; (3) more than one announcer's voice or voices of different genders are used; (4) the commercial does not appear as a single message; (5) the announcement is not integrated; (6) the voice, setting, background and/or continuity are not consistent; (7) the products or services are not interwoven; (8) the commercial is a "piggyback"; (9) the products or services are not presented in a unified manner; (10) the effect is of two separate commercials.

CBS maintains in its complaint that although the NAB's consent decree enjoined the association from maintaining the challenged provisions of its code, it "further provided that no NAB member was prohibited from individually and unilaterally adopting and adhering to standards with respect to the quantity, length, placement or number of products advertised in television commercials."

Congress and the FCC have urged over the years limitations on the "overcommercialization" of television, said CBS, and the guidelines to prevent clutter have served the interests of advertisers by preventing a loss of viewers that would dilute the effectiveness of the advertiser's message.

"Beginning in January 1983, Alberto-Culver in concert and combination with others has sought to coerce CBS, NBC, ABC and other broadcasters to accept and to agree to accept Alberto-Culver 30-second commercials containing separate and unintegrated product segments for broadcast on their respective television networks and stations," said CBS in its complaint. In the draft of a proposed lawsuit presented CBS in February, said CBS, Alberto-Culver said it would also "seek to eliminate the unilateral discretion of CBS, NBC and ABC in independently establishing standards for the acceptance of multiple-product commercials."

The result of Alberto-Culver's efforts "would be to substitute for the unilateral determination by each broadcaster of policies

that maximize its value as an advertising medium, an agreement designed to give advertisers desiring a particular kind of advertisement an advantage at the expense of all other advertisers, who would view their effective costs as being increased," said CBS. "Such an agreement would unreasonably restrain competition in violation of both the United States antitrust laws and the New York Donnelly Antitrust Act."

NBC and ABC are with Alberto-Culver named parties in the suit brought by CBS, but the two networks are not actually defendants in the case, said David Fuchs, senior vice president, broadcast affairs, for the CBS/Broadcast Group. The two networks are named because they have also been victims of coercion by Alberto-Culver, said the CBS complaint, and because a court decision in favor of CBS might harm the other two networks' interests if they are not parties in the suit.

CBS asked the court not only to enjoin Alberto-Culver from further coercive attempts, but to order it to pay CBS \$10,000 in damages suffered as a result of the coercion.

Both lawsuits were filed just prior to the one-year anniversary of the finalization of

the Justice Department's consent decree with the NAB on Nov. 23, 1982. Had they been filed after that anniversary, an antitrust statute of limitations would have prevented damages to be awarded for losses incurred over more than a four-year period. Because they were filed prior to the deadline, damages may be collected for up to an eight-year period of injury.

The first issue to be resolved by the courts will be whether to adjudicate the case in Washington or New York. Attorneys involved in the case said Alberto-Culver is likely to petition the Washington court to enjoin the New York suit from going forward and that CBS would likely take similar action in the New York court. Neither side could say last week when such petitions would be filed.

Both ABC and NBC declined comment on the case last week. A spokesman for ABC said the network continues to experiment with Alberto-Culver's multiple-product announcements for unrelated products, but only during daytime programming on weekdays. It will decide by early next year whether to carry such commercials on its schedule permanently. □

Fowler backs down on fin-syn

FCC chairman tells Congress commission will put any action on issue on hold until May to give networks and Hollywood time to negotiate settlement

In a running story where the startling has come to be the norm, the network financial interest/syndication rules issue last week produced another stunner. FCC Chairman Mark S. Fowler, in the face of intense pressure from key members of the Senate, declared that the commission would defer action until May 10 on its proposal to roll back those rules. He cited the "expressed desire" of both houses of Congress to give "the interested private parties" an opportunity to settle the dispute through good faith negotiations. From a beleaguered Senate, whose members had been lobbied unmercifully by representatives of both sides in the dispute, there came a collective sigh of relief—and a promise not to resume legislative work on the issue until March 15, and not even then unless it appears one of the sides has negotiated "in bad faith" or a final commission action is deemed "unreasonable." Both letters expressed the hope, if not the expectation, the two sides will reach agreement by Jan. 31.

So much for the developments last week. The future, as usual, remains chancy to predict.

A jubilant Jack Valenti, president of the Motion Picture Association of America, a major combatant in the battle to preserve the rules, issued a cry of "victory." "This is what we sought—a six-month moratorium [on commission action]." He said it would enable the Congress and the FCC to monitor the negotiations that the producers, syndicators and independent television stations are

conducting with the networks. What's more, he said, "it will put pressure on the networks; otherwise they would just hunker down and then let Fowler do his thing again."

That seemed a not unreasonable reaction. After the sweeping victory the networks had won in the commission's "tentative decision" on the issue, on Aug. 23, the tide in recent weeks has been running with those seeking to preserve the rules. President Reagan, in one of the extraordinary twists to the story, publicly supported a two-year, congressionally imposed moratorium on commission action (BROADCASTING, Nov. 7). And legislative proposals for a six-month stay have won approval five straight times in votes in Senate and House (although without becoming law). The Senate Commerce Committee was expected to make it six straight when the Fowler letter, addressed to Senator Ted Stevens (R-Alaska), was read as the committee convened, on Wednesday, for a markup on a House bill—and removed, at least temporarily, the senators from the hook on which they had felt themselves impaled.

Thus, it seemed last week that, when negotiations resumed, the producers and syndicators and the Association of Independent Television Stations would be holding the better cards. But as one congressional aide who has observed developments in the controversy from the beginning said, "Nothing is as it seems." Certainly the network representatives who have reason to appreciate that observation, are not ready to accept the conventional wisdom.

True, the capitulation of Fowler was a stunning blow. He had seemed determined to lead the commission before the end of the year to a final decision on the issue unless he was stopped by legislation. So the last hope

of regaining the right to negotiate for as much of the financial interest in a program as the market would allow and of re-entering a major share of the \$800-million syndication market was probably gone, at least as those gains were provided for in the commission's tentative decision. But network representatives talked of proceeding vigorously with the negotiations, to bargain in good faith, and in the process demonstrate that any failure in the negotiations would not be ascribable to "bad faith" on their part.

Their public statements reflected that determination. "We think it is time to resolve the issues," NBC said in a statement. "In the negotiations thus far, the networks have made significant compromise proposals. We hope all the parties will make every effort to work toward an equitable solution." "So far the negotiating proposal from the other side have not been very meaningful," said ABC, adding, "Perhaps this [the Fowler moratorium] will encourage more productive discussions." And a CBS spokeswoman, Mary Boies, said, "We're frankly delighted that Congress has decided not to intervene, and we plan to vigorously pursue a solution that will be equitable to the entire industry."

Along with that expressed determination was the belief, or hope, that members of the Senate and House have lost all stomach for confronting the issue again. The pressures they have already felt have been considerable. And those who supported the Valenti side could argue that they had already made possible what it wanted—the six-month moratorium. So the Congress, the networks appear to feel, would not provide a warm welcome for anyone seeking further legislative relief.

Something like that analysis may have been in the mind of Representative Henry Waxman (D-Calif.), sponsor of the six-month moratorium bill (H.R. 2250) that was passed by the House and that was pending before the Senate Commerce Committee, after observing the action in the Senate. Indeed, he suggests that the networks did not come out of the exchange of letters between Fowler and seven members of the Senate Commerce Committee as total losers. He said he was disappointed that the Senate "seems to think Congress should not move forward," and added: "I think Fowler's request for a freeze on Congress's actions until next March is a network calculation to put Congress at a time disadvantage when the FCC does repeal the rules."

Waxman was looking ahead to March and April, when the Congress will be busy with appropriations bills and less likely to turn its attention back to the financial interest/syndication rules issue. He feels legislation, like that passed in the House, would not have carried such a price in terms of time. Waxman, however, is not bound by the agreement reached in the Senate, and he intends to press for the five-year moratorium bill (H.R. 4260) he has introduced.

There was some dispute in the Senate as to the agreement that was worked out with Fowler. The letter with which Stevens responded to the commission chairman conditioned a renewal of legislative activity on a determination that negotiations had failed

because one side had acted in bad faith or on a determination that a final commission action is "arbitrary, unreasonable or not in the public interest." That letter was signed by both opponents and supporters of a legislative moratorium. Stevens and Senator Barry Goldwater (R-Ariz.) were the supporters, and Senators Bob Packwood (R-Ore.), chairman of the Commerce Committee, Wendell Ford (D-Ky.), Fritz Hollings (D-S.C.), Bob Kasten (R-Wis.) and Howell Heflin (D-Ala.) were the opponents.

But the signatories did not include Senator Pete Wilson (R-Calif.), another member of the Commerce Committee and a principal backer of the Hollywood position on the issue whose letter to the President produced the presidential endorsement of a two-year moratorium. Like Waxman, he has introduced a bill (S. 1707) providing for a five-



Fowler

year moratorium. Missing also were the signatures of Senators Mark Hatfield (R-Ore.), chairman of the Senate Appropriations Committee, and Paul Laxalt (R-Nev.), the President's close friend who is a member of that committee.

All three had been invited to sign the letter. (The Senate Appropriations Committee was one of the congressional panels that had endorsed a six-month moratorium.) However, they reportedly felt that the qualifications were unwise—that failure of the two sides to reach agreement by March 15 should be sufficient to trigger Senate action, without an attempt made to determine if "bad faith" were a factor and without waiting for the commission to act. Wilson issued a statement declaring that if the two sides do not reach agreement by March 15, "the legislative machinery will gear up once again and the Congress will step in and settle the matter." There was no reference to the qualifications contained in the Stevens letter.

Fowler, in an interview, said he had written his letter to Stevens because both houses had made it clear they wanted time to consider the issue. "It made sense to honor that," he said. And in his letter, he indicated

he felt that, in view of Congress's interest in permitting the private parties to settle their differences, it seemed appropriate to permit the talks "to come to fruition" before the commission acted on the matter. But there was also a cryptic reference to "our discussions of the last several days" that was probably more significant.

Stevens is understood to have led the effort to persuade Fowler to agree to the self-imposed six-month moratorium and thus allow the Senate Commerce Committee to avoid a vote on the controversial issue. The effort began two weeks ago with a meeting between Fowler and a Stevens staffer, Bill Phillips, and continued, in a series of meetings on Capitol Hill, that, in time, involved members of the staffs of Senators Wilson, Laxalt, Hatfield and, at Fowler's request, Packwood. The crucial meeting is said to have occurred on Monday night, when, according to one source, "things looked bad." Fowler, reportedly, was willing to agree only to postponing the effective date of the rule change, essentially a position he had taken in a letter to Senator Pete Dominici (R-N.M.) ("Closed Circuit," Nov. 14). But Phillips kept "pushing," according to one source. "He let Fowler know what the facts are—that Congress was turning the FCC upside down, that if the FCC acted to repeal the rules, Congress would put them back into effect. Finally, he decided he could not win."

The response of the senators reflected genuine relief. "We are extremely pleased to learn of your recent decision," said the seven members of the Commerce Committee in their response to Fowler. Stevens, in his statement, expressed "great satisfaction" with Fowler's decision. Packwood, in a press release, called the decision "a magnificent step."

Whatever the merits of the action, it had saved Packwood the possible embarrassment of being outvoted in his own committee. According to one committee source, Packwood was prepared to block floor action on the bill if, in the final days before adjournment, the committee rejected his views and approved the measure.

Although he had yielded to congressional pressure, Fowler, who has made much of his determination to protect the independence of the commission and the integrity of its processes, maintained that the commission is not transferring its responsibility to the private parties in the dispute. "Hollywood and the networks will not decide the public interest in this proceeding," he told BROADCASTING. "If they do reach an agreement, it *could* be relevant to our proceeding. If we get a definitive agreement, it will be useful to put that in the record, and that *could* be relevant to the proceeding."

The first reaction of the parties to the action of the FCC and the Senate to encourage them to reach an agreement was to postpone their third negotiating session, which had been scheduled for Friday (Nov. 18), and reschedule it for a day to be set during the week of Nov. 28. The postponement—to give both sides time to regroup after absorbing the latest surprise in their ongoing battle—was reportedly suggested by Everett H. Erlick, senior vice president and general

counsel of ABC, who has been on the network negotiating team.

The two sides have been exchanging ideas, though not yet with much success. Two weeks ago, Valenti said his side would be willing to abandon a revenue-sharing scheme, under which a producer would be assigned the right to a 30-second spot in a program in which a network had obtained a financial interest, if the networks would drop a demand for re-entry into the syndica-

tion business. Revenue sharing, in whatever guise, was unacceptable to the networks. And although they are not united on the issue of syndication—NBC reportedly is far less interested in developing a syndication arm—ABC and CBS are insisting on regaining the authority to engage in that business. However, to meet the coalition's concern about financial interest, the networks have suggested a 49% limit in the interest they would be allowed in any one series program, as well

as a cap, which remains to be specified, on the percentage of prime time entertainment programs in which they could hold an interest. Valenti, however, said his side would consider agreeing to the networks being allowed to negotiate a financial interest in programs only if the networks would "give" in some area.

He was not specific. The two sides will resume at that point next week, barring any more surprises. □

HBO mobilizing cable industry to jump into DBS

Pay service wants to band together with other programmers and operators to launch low-power service over Hughes Galaxy I satellite

The towering shadow of Home Box Office has fallen over the direct broadcast satellite marketplace. The pre-eminent pay cable network is attempting to bring together fellow cable programmers and cable operators to offer a low-power DBS service next year to millions of uncabled homes in direct competition with medium-power and high-power DBS services ("Closed Circuit," July 4).

According to sources, HBO hopes to lay out the long-rumored service, which would include serveral pay and advertiser-supported cable networks, to the cable industry at the Western Cable Show next month in Anaheim, Calif.

The key to the service is Hughes Communications' Galaxy I satellite, on which HBO and most of the other major cable programmers have purchased transponders to distribute their services to cable systems. The satellite is powerful enough to deliver good pictures to dishes small enough (four to six feet) and cheap enough to install at single-family homes.

As HBO envisions it, cable operators would market the service locally and install and maintain the earth stations. To prevent piracy, all or most of the Galaxy signals will be scrambled, using, according to sources, either M/A-COM's Videocipher or Scientific-Atlanta's SPS-330 Dynamic Encryption system ("Closed Circuit," Oct. 3).

HBO has apparently talked to all the programmers that have transponders on Galaxy and is trying to lure additional ones to the bird. As of last Friday, the Galaxy lineup included HBO, Cinemax, The Nashville Network, C-SPAN, The Movie Channel, SIN, GalaVision, Cable News Network, CNN Headline News and The Disney Channel. (The Disney Channel announced its purchase of two transponders on the bird just last week [see "Cablecastings," page 11].)

The Galaxy family is sure to grow. A spokesman for Showtime said the pay service—HBO's chief competitor—would probably be distributed from one of Viacom International's two transponders. Ed Taylor, chairman and chief executive officer of Satellite Syndicated Systems Inc., said SSS is prepared to distribute superstation WTBS(TV) Atlanta for Turner Broadcasting System via the bird. And industry sources say ESPN

and CBN are also looking for a way onto the satellite. Said ESPN spokesman David Orgean: "We don't have anything to report at this time."

So far, only TBS with its two news services and SSS with WTBS have indicated a willingness to go along with HBO and its DBS ambitions. TBS spokesman Arthur Sando said TBS has been talking to HBO for "several months" and that it is interested. TBS will begin feeding CNN and CNN Headline News from Galaxy next month (while continuing for the time being its current feeds from Satcom III-R) and scramble the signals by the summer of 1984. "The technology is there," he said. "The Galaxy is hot enough to deliver a clear picture to a four-foot dish."

According to TBS General Counsel Robert Ross, TBS and the other programmers don't necessarily have to form a partnership or joint venture to create the programming service. Agreement among the Galaxy programmers on a common scrambling system and on how to collect and divide the revenue may be all it takes, he said. "It may not be anything formal," he said.

Said SSS's Taylor: "I think the odds are that we will move to Galaxy and provide wireless cable [DBS]." SSS currently distributes WTBS to thousands of cable systems over Satcom III-R. (TBS, which is the licensee of the superstation, is prohibited by programming contracts, the copyright law and FCC rules from distributing the signal itself.) However, TBS, which owns two

transponders on Galaxy I, has leased a third from Group W Satellite Communications. Taylor said SSS may lease one of the TBS transponders or buy or lease one of the transponders available from Hughes, GWSC or Times Mirror Satellite Programming. Taylor said SSS would not be deterred from making the superstation part of the DBS service by copyright obstacles. There are "tons of copyright problems," he said, but there are solutions to them.

The HBO service would have a tremendous impact on the developing DBS marketplace. "If you involve the cable operators and peddle it as wireless cable," said Taylor, "five- or 10-channel DBS will look pretty sick." Last Tuesday (Nov. 15), United Satellite Communications Inc. launched a three-channel medium-power (three-foot or four-foot dishes) service that is promised to grow to a five-channel service, and Comsat's Satellite Television Corp. plans to launch a five-channel high-power (two-foot or three-foot dishes) in late 1984. "The DBS service should make life miserable for Comsat, USCI and all the other DBS operators," said another programmer who is considering participation. "It will have a lot more product on Galaxy than they will be able to duplicate."

The impact has already been felt. Another prospective DBS venturer, Rupert Murdoch's Skyband, postponed the launch of its low-power service from next spring to late 1985 and decided to upgrade it to a medium- or high-power service for a number of rea-

DBSC takes first step toward DBS

Carrier awards \$240-million contract to Ford Aero for two high-power satellites; due by 1987

Direct Broadcast Satellite Corp., in a move that it hopes will give it badly needed "credibility," has tentatively awarded a \$240-million contract to Ford Aerospace & Communications Corp. to build and deliver two high-power direct broadcast satellites by 1987.

According to DBSC President Wilbur Pritchard, a "several-hundred-page contract" between the two companies will be signed by Dec. 15, even though DBSC, based in the Washington suburb of Bethesda, Md., hasn't yet found the money to pay for the birds.

To lock up the DBSC business, Pritchard said, Ford is willing a "run some risks with us" and begin work on the satellite. A.G. Becker Paribas Inc., a New York investment firm, is looking for investors or partners to back DBSC. "By the time we have to make the first payment to Ford," Pritchard said, "we will have [the money]."

DBSC intends to be a common carrier DBS operator, leasing its national and regional channels to programmers and other service providers. News of the Ford deal, Pritchard said, should encourage potential cus-

sons, including the threat of competition from HBO in the low-power market.

According to various sources, under the HBO scheme, subscribers would have to buy their earth stations for between \$750 and \$1,000. Cable operators who market the services may offer to finance the purchase in some way. The sources indicate the monthly subscription fee would be less than the \$39.95 that USCI is charging, but more than what a typical cable system would charge for a comparable service. The fee has to be higher than cable, Taylor said, if only because cable operators will have to travel farther to install and maintain the earth stations.

By moving to Galaxy and scrambling their programming, HBO and the other pay cable networks not only open up the DBS option, but put an end to the interception of their feeds to cable systems by hundreds of thousands of backyard earth stations. In fact, the backyard earth stations owner, deprived of the unscrambled feeds, may end up subscribing to the service just to get a descrambler.

One of the questions raised by talk of the service is whether DBS rights are included in the pay network's licensing agreements with the movie studios. Said HBO spokesman Alan Levy: "We believe our current licensing agreements include the rights that would cover this. In our current and future negotiations, however, we will seek more specific language and make sure they do."

For the scrambling, HBO seems to be leaning towards M/A-COM. HBO has already purchased M/A-COM's Videocipher I digital encryption system for scrambling of its cable feeds. For the DBS service, sources said, M/A-COM is developing Videocipher II, which will feature the same tough-to-crack digital audio scrambling as its predecessor, but relatively "soft" sync suppression video scrambling. Unlike the Videocipher I decoders, which cost around \$2,000, the Videocipher II decoders will be cheap enough to incorporate into home earth stations. At the same time, they said, M/A-COM is working on Videocipher III, which will combine the high security of Videocipher I with the low-cost converters of Videocipher II. If HBO and its partners settle on M/A-COM, the service will start next summer

with Videocipher II scrambling and switch to Videocipher III when it's ready.

Despite M/A-COM's apparent lead, Scientific-Atlanta was still in the running for the contract last week. In addition to scrambling, its Dynamic Encryption system, which was developed by S-A's Digital Video Systems subsidiary, features a MAC transmission scheme that improves picture quality and ameliorates the effects of adjacent satellite interference. DVS's John Lowry said DVS could produce decoders for under \$100 by next summer. □

EEO provisions included in cable deregulation bill

Measure caps franchise fees, but broadens municipalities obscenity authority; fight expected between NCTA, some cities and AT&T at committee level

The House Telecommunications Subcommittee last week passed a comprehensive cable deregulation bill (H.R.4103) despite attempts by some members to delay action. The bill, modeled on but varying from one already adopted by the Senate, has been referred to the parent Energy and Commerce Committee, where a spirited battle among the cable industry, city officials and AT&T is expected.

The subcommittee also inserted a key amendment that would establish equal employment opportunity quotas in the cable industry. The amendment reflects an agreement reached by Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) and the National Cable Television Association. The EEO provision applies to cable systems, to their headquarter operations and to satellite-fed master antenna television systems (SMATV's).

It would, Leland explained, require the FCC to certify annually that a cable system or headquarters is in compliance with EEO

standards for the employment of minorities and women. Operations with fewer than five full-time employees would be exempt. Those with five to 10 full-time employees would be required to employ minorities and/or women at a ratio of 50% of their availability in the labor force. Those with 11 or more full-time employees would be required to attain a ratio of 60%. The ratio would be applicable to the total payroll and to the top four job categories: Officials and managers, professionals, technicians and sales personnel.

The measure also included enforcement standards: a \$200-per-day fine for each violation; the FCC could suspend a cable systems' license for cable auxiliary relay service until the violation is corrected, and the commission could revoke a cable systems certificate of compliance.

A motion to postpone consideration of the bill until Dec. 6 failed 9 to 5. Congressman John Bryant (D-Tex.), author of an alternative bill (H.R.4299) that represents the concerns of local municipalities, offered the motion. Cities oppose the Wirth bill, as they opposed the Senate's, because it would remove much of their authority to regulate cable television.

Energy and Commerce Committee Chairman John Dingell (D-Mich.), an ex officio member of the subcommittee, supported the delay, but others, Subcommittee Chairman Tim Wirth (D-Colo.), Leland, Al Swift (D-Wash.), Jim Bates (D-Calif.), Tom Tauke (R-Iowa), Michael Oxley (R-Ohio), Edward Markey (D-Mass.), Al Gore (D-Tenn.), and Matthew Rinaldo (R-N.J.) preferred to move on. As Tauke put it: "If we wait around for the mayors to be happy, we are going to wait around forever."

Collins, James Broyhill (R-N.C.), ranking minority member on the Energy and Commerce Committee, and James Scheuer (D-N.Y.), sided with Dingell and Bryant.

The subcommittee's action represented a victory for the cable industry and Wirth, the bill's author. The legislation frees most cable systems from rate regulation; it gives them "reasonable" assurances of franchise renewal; it protects them from regulation as common carriers, and it allows them, in some instances, to renege on franchise promises. The bill also puts a cap on franchise fees

tomers to sign up, which should, in turn, encourage potential investors.

Pritchard was reluctant to talk about customers. "We have talked to everybody who is a reasonable prospect to use this thing," he said. "I don't think there is a single stone we are not overturning." Industry sources say DBSC is actively talking to Rupert Murdoch's Skyband, which put its DBS service on hold two weeks ago and began a search for a higher power satellite, and Federal Express, which asked the FCC two weeks ago for authority to construct and launch two Ku-band satellites and construct a ground spare (BROADCASTING, Nov. 14).

With the signing of the contract, DBSC will become just the second of the eight companies that were granted high-power DBS construction permits by the FCC in late 1982 to act on its permit. Comsat's Satellite Television Corp. was the first, awarding a contract on two satellites to RCA Astro Electronics in November 1982. Of the remaining six, only United States Satellite Broadcasting is in serious negotiations with satellite suppliers.

According to the "memorandum of understanding" between the two companies, DBSC will pay \$240 million for the two satellites—\$170

million to be paid upon delivery with the balance in periodic payments over the seven-year operational lives of the satellites. The contract also gives DBSC an option to buy a third satellite.

The satellites will be big and powerful. Based on Ford's new "super-sat" design, each satellite will weigh 2,800 pounds. Each will contain six transponders, capable of serving half the continental U.S. (CONUS), and three groups of four transponders, capable of serving metropolitan areas or territory outside CONUS through three spot beams. Together, the satellites will provide six-channel service to most sections of the country and 10-channel or four-channel service in six different regions.

The transponders will transmit a powerful signal (54-57 dbw) that can be received with dish antennas as small as two feet in diameter. The half-CONUS transponders will be driven by Thomson-CSF 200-watt tubes.

The contract will specify that the satellites be delivered to Kourou, French Guiana, where they will be launched aboard the European Ariane-space Ariane rocket. Pritchard said DBS has already paid \$200,000 for two Ariane launch reservations. Ford will also be responsible for launch planning, mission planning and support and in-orbit checkout.

(BROADCASTING, Oct. 3).

While H.R. 4103 is similar to the Senate bill, S. 66, it includes a few provisions, including the EEO amendment, that S. 66 lacks. Chief among them are provisions that require cable systems to set aside some of their channels for lease to "unaffiliated" companies, ban cable-newspaper and cable-broadcast television co-located crossownership and guarantee systems access to potential subscribers in multiple-unit buildings.

City officials led by the U.S. Conference of Mayors remain dissatisfied, and the National League of Cities, which along with NCTA reached a compromise on the Senate cable bill, S. 66, no longer backs the House measure. NLC officials charge the House bill does not completely reflect the earlier compromise.

And the organization, during its annual meeting in New Orleans later this month, is

expected to adopt a resolution recommending that the NLC drop its endorsement altogether.

The legislation is also opposed by the telephone industry. The bill would permit cable to offer data transmission services unhampered by state regulation. In the Senate, AT&T asked that cable data transmission services be regulated. A provision was added to address that concern, but it did not satisfy AT&T.

In the House, some subcommittee members (Swift and Rinaldo) are sympathetic. Swift introduced a cable bill (H.R. 4229) virtually identical to Wirth's, except for data service regulation. Wirth's bill clearly prevents cable regulation. Swift would leave it up to states to decide whether to regulate. Swift and Rinaldo will bring up the data transmission issue in the Energy and Commerce Committee. □

subcommittee for Dec. 7.

■ There are more pressing copyright issues facing Congress. The debate over whether copyright holders should be compensated for home video and audio taping has already been heard in a Senate Copyright Subcommittee (BROADCASTING, Oct. 31). The subcommittee, which was created specifically to deal with the number of unresolved copyright issues during the last Congress, is waiting until the Supreme Court rules in the Betamax case before taking any action. Lower courts hold that home taping is subject to copyright liability.

Subcommittee Chairman Charles McC. Mathias (R-Md.) offered S. 31, which would exempt consumers from copyright liability but would impose a manufacturers' fee. That bill would also change the role of the CRT so that it would rely more on free market negotiations between parties in setting royalty fees for home taping from copyright liability. Mathias also introduced two bills, S. 32 for audio and S. 33 for video, that would give copyright holders some control over first rental rights of tapes.

In the House, companion measures were introduced by Representatives Don Edwards (D-Calif.) and Carlos Moorhead (R-Calif.)—H.R. 1027, H.R. 1029 and H.R. 1030—which are similar to Mathias's bills. Congressmen Stan Parris (R-Va.) and House Majority Whip Thomas Foley (D-Wash.) submitted H.R. 175 (it has 108 co-sponsors) that would, like DeConcini's bill, exclude home taping royalties.

■ The "International Copyright Fairness Bill," S. 736, sponsored by Copyright Subcommittee member Senator Patrick Leahy (D-Vt.), would alter the 1976 Copyright Act so that U.S. copyright royalty payments would not be made to "nonresident foreign nationals" for cable transmissions unless the CRT determines that a claimant's country provides similar compensation to American copyright holders for the use of their materials abroad. That is another matter likely to dominate the legislative agenda. The Copyright Office and the subcommittee are planning to sponsor a symposium on copyright issues in February.

■ In light of the FCC's recent decision to expand broadcast hours for daytime broadcasters, two bills, S. 880 and H.R. 2385, will probably fall under the congressional spotlight. Daytime broadcasters have expressed strong disappointment over the decision and are expected to take their case to Congress. S. 880, which would permit daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded hours caused no objectionable interference to the groundwave signals of existing AM stations or be inconsistent with international agreements, is pending before the full Senate. And H.R. 2385, introduced by Representative Vin Weber (R-Minn.), has been referred to the House Telecommunications Subcommittee.

■ The nomination of Dennis Patrick, associate director in the White House personnel office, to the FCC is another matter awaiting the Commerce Committee when it returns. □

What Congress left behind

Congress adjourned late last week, leaving several telecommunications-related measures unresolved. Important legislative issues were left to be considered next year—the FCC's financial interest and syndication rules, broadcast and cable deregulation, home taping, and First Amendment rights for the electronic media, to name a few. The lawmakers are slated to return Jan. 23 for the final session of the 98th Congress.

Left hanging was the controversy over the FCC's financial interest and syndication rules. Last week legislative action to restrain the FCC from modifying the rules was headed off by a letter from FCC Chairman Mark Fowler announcing that the commission would delay action for six months (see page 26).

■ Another legislative item expected to dominate activity in the House Telecommunications Subcommittee and its parent, the Energy and Commerce Committee, is the development of a broadcast deregulation bill. Subcommittee members were unable to reach an agreement on a bill prior to adjournment. A draft measure was circulated, and subcommittee members are expected to continue working on the measure until Congress returns. Subcommittee Chairman Tim Wirth (D-Colo.) has promised to mark up a bill as quickly as possible.

Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), with their broadcast deregulation bill (H.R. 2382), which has 221 co-sponsors, and Al Swift (D-Wash.), author of another, H.R. 2370, are key players in the efforts to move deregulatory legislation. Representatives Thomas Luken (D-Ohio) and Michael Oxley (R-Ohio) also introduced a deregulation bill (H.R. 2873), which is identical to a bill, S. 55, the Senate passed earlier this year.

■ Another measure (H.R. 4097), introduced by Wirth, would require commercial television stations to carry a quota of educational programming for children and is also likely to become embroiled in the broadcast deregulation (BROADCASTING, Oct. 10). Two bills (H.R. 1155 and H.R. 2331) that would beef up minority participation and

strengthen equal employment opportunity in the telecommunications industry are also expected to play a prominent role in the drafting of deregulation. Representatives Cardiss Collins (D-Ill.) and Mickey Leland (D-Tex.), authors of the legislation, have already struck a deal with the cable industry on EEO and will attempt to do the same with broadcasters.

■ Leland offered another measure, H.R. 4120, that is also an effort to protect minority participation in the broadcast industry. The bill would prohibit the FCC from repealing its rule of sevens—limiting broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's)—for five years. Leland's measure already has 26 co-sponsors.

■ Two bills (H.R. 2902, introduced by Representative Mike Synar [D-Okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]) would nullify the Copyright Royalty Tribunal's latest hike in the compulsory license fees cable systems must pay to import distant television signals and are pending before the House Copyright Subcommittee. Synar and Hall testified at the first of a series of hearings to be held on the issue (BROADCASTING, Oct. 24).

Another measure (H.R. 1388), introduced by Representatives Barney Frank (D-Mass.) and Harold Sawyer (R-Mich.), would make cable systems transmitting distant signals subject to full copyright liability by Jan. 1, 1985—a provision vigorously opposed by the cable industry (BROADCASTING, Feb. 14). That bill would pose some problems for broadcasting too. It calls for repeal of the FCC's must-carry rules.

In the Senate, a companion measure (S. 1270) to the Hall bill was introduced by Senator Dennis DeConcini (D-Ariz.). The most obvious beneficiary of those measures is superstation WTBS(TV) Atlanta. Both bills would exempt cable systems from paying the higher license fees for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming. A tentative hearing is scheduled on that matter in the Senate



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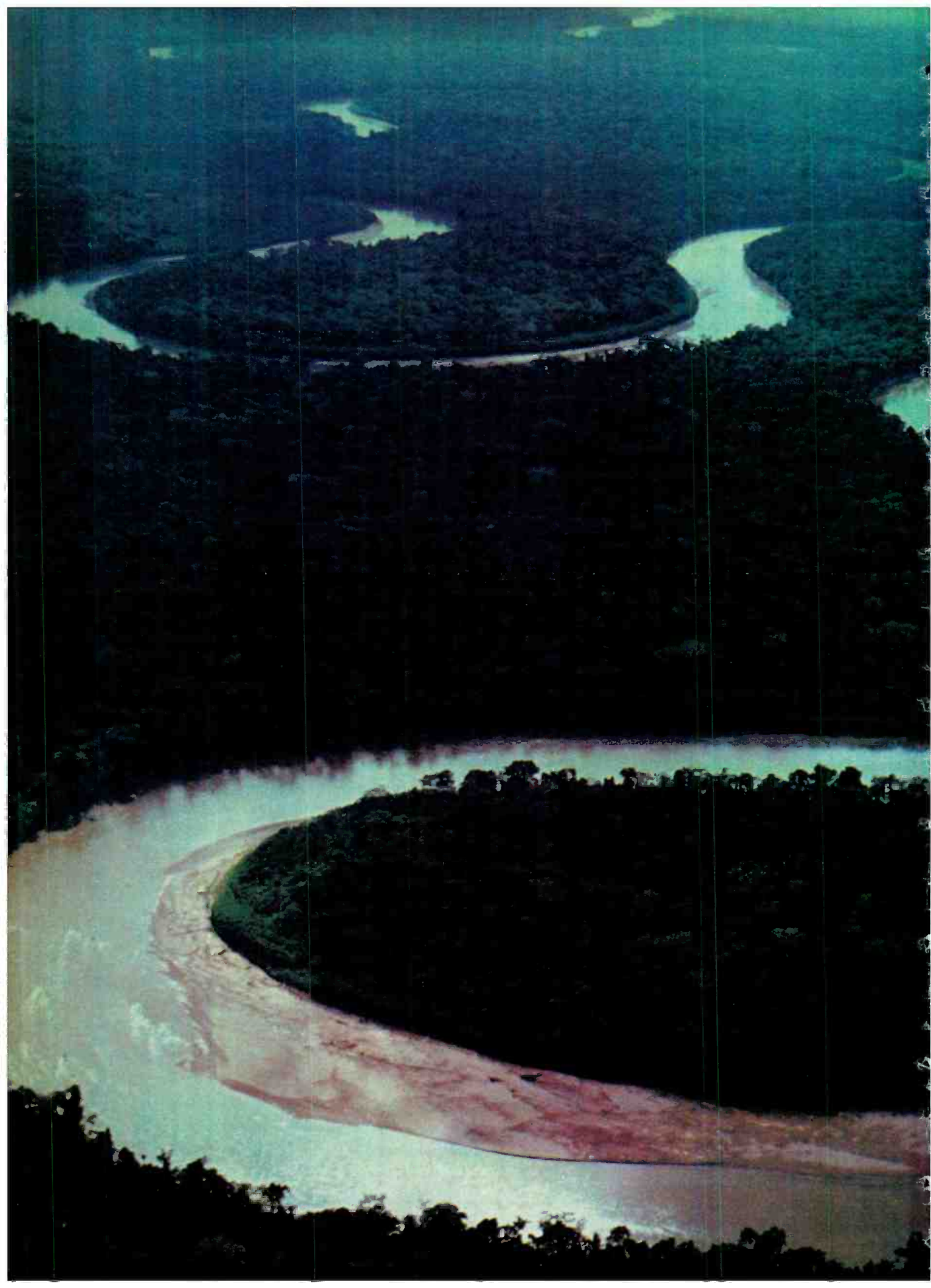
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TVB convention: high roller in Las Vegas

Annual meeting attracts record number; major sales presentation unveiled; members advised to take heed of competition

A record 755 television sales executives converged on the Riviera hotel in Las Vegas last week (Nov. 14-16) for the 29th annual convention of the Television Bureau of Advertising. That total tops the previous registration record of 701, also set in Las Vegas, in 1980, and the 680 attending last year in San Francisco.

Those attending heard an upbeat forecast from TVB President Roger Rice, who predicted that for 1983 advertiser investments in local television will be up 14% (over 1982) and spot television will be up 11%. In 1984, Rice said, TVB estimates local sales will be up 16%, network sales will be up 17% and spot sales will increase 16%, for an overall television sales growth of 16% (see separate story).

A highlight of this year's meeting was the unveiling of a major TVB sales presentation (BROADCASTING, Oct. 31), dubbed "Television: The Battleground." The video production features actor E.G. Marshall as narrator and stresses a "back to basics" approach to television advertising.

Among points made in the presentation are that: television reaches almost 90% of the population most days; "virtually 90%" of all homes watch television in color; "fully 90% of all television viewing is done to regular commercial, over-the-air television," and, among men with family incomes of \$50,000 or more per year, "91% say television advertising is the most influential of all advertising." The presentation emphasizes 11 new business categories given priority by TVB: business-to-business, issues and advocacy, apparel, professional services, tourism, unions, associations, insurance, financial services, office equipment and corporate image-building. The tape included allows an individual station to customize the presentation for advertisers, and four of the 47 com-



TVB leaders. TVB President Roger D. Rice at podium, flanked by incoming TVB Chairman William G. Moll (l), and outgoing TVB Chairman David E. Henderson (r).

easily replaced with local spots.

The TVB-produced presentation admonishes potential advertisers: "Whether your business stands or falls may well depend upon whether you advertise on television, how much television you use and how well you use it."

The 24-minute videotape is available for purchase from TVB for \$100.

There was emphasis throughout the three-day conference on the implications of television's increasing competition, including traditional rivals such as newspapers and radio. Two general sessions were devoted to the latter, during which sales executives were advised to become more aggressive in conveying TV's advantages to skeptical clients. Emphasis was also placed on developing new markets. A wind-up session on Wednesday afternoon, for example, discussed implications of the discontinuation of the NAB advertising code, whereby lingerie, contraceptives, and distilled spirits may be advertised on television. During a Wednesday-morning panel, "Profit-Making Beyond Advertising," William G. Moll, newly elected TVB chairman and the president of broadcast/entertainment for Harte-Hanks Communications, described new technologies as creating "tremendous" opportunities for increasing station revenues.

D. Thomas Miller, CBS vice president for

new ventures, cited station use of audio subcarriers as one example of revenue-boosting technology. He suggested stations investigate their application to utility load management, foreign language programming and paging systems.

Both ABC and NBC are studying the possibility of broadcasting Spanish-language audio by subcarrier in concert with English-language programming, Miller pointed out. "However, no station has to wait for a network to introduce such a service. Anyone, anywhere, can explore the possibilities."

Other revenue-boosting suggestions offered by Miller included classified advertising (using alphanumerics or teletext), scrambled pay TV programming and "quicks-cap" direct-to-videocassette service.

The general manager of NBC Teletext, Barbara L. Watson, also encouraged stations to consider teletext, using line 21 technology, as a revenue source.

Harold E. Protter, managing general partner of WNOL-TV New Orleans, told station executives they "should be exploring ways to use their equipment assets 24 hours a day. It's strictly a bottom-line orientation: Make those assets produce revenue around the clock." His own suggestions for making equipment investments pay off include program production for industry, transfers from film to videotape, and development of satellite uplink services.

Station manager Lee E. Carlson of KGMB-TV Honolulu said his station has developed ancillary enterprises "to protect ourselves against the downside risk of a national and local advertising economy." To guard against the "feast or famine" sales cycle, KGMB-TV has created a state-of-the-art production facility, a programming arm, a record production/distribution company, a still-print photography studio, a direct-response business and a concert promotion firm. Carlson warned, however, against stations overex-

Talking shop. Departing TVB Board Chairman David Henderson, head of the Outlet station group, predicted that television advertising in 1983 will top the \$16-billion mark, an increase from \$4.5 billion in 1973. As the industry has expanded, Henderson pointed out, so has the Television Bureau of Advertising. He noted that the organization's yearly budget has grown from \$1.6 million in 1973 to almost \$6.5 million this year, while station membership has grown during the same period from 299 to 537 and agency representation has expanded from two to 14.

"In the last 10 years," Henderson continued, "our business has changed. We have whole new categories of advertisers—from 'home electronic components, which were \$175 million last year, to computers, which were \$258 million—categories that didn't exist 10 years ago."

Henderson called on TVB's members to continue availing themselves of the organization's services and "tell TVB your wishes. Your feedback and participation helps all of us."



Television. It's magic in
Seattle because for 35 years
KING-TV has never believed
that it couldn't be done.
Signed on Thanksgiving Day
1948.

K A Division of King Broadcasting Company

Separate all the news you want...
from all the news you don't.
UPI Custom News



You know what it's like.
Every day you receive reams and reams
and reams of copy. And some of it
is about as useful to you as wallpaper.
Now you can get out from under that
clutter of copy with UPI Custom News.
Only UPI Custom News lets you design
your own newswire. You select the items
you want, tailoring the wire to suit your
format, your newscast, your market.
No more wading through copy.
No more waiting for stories.
All your news is there, how and when
you want it.
Spend your time reporting the news,
instead of searching for it.
Get on our beam with
all-satellite delivered
UPI Custom News.

For further information
about UPI broadcast services,
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Broadcast Sales & Marketing
1-800-621-4746.

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tending themselves from the primary business of broadcasting.

Another perspective on the need to diversify was offered by Joel Garreau, author of "The Nine Nations of North America," during a Tuesday afternoon session. He argued that the homogenization of the U.S. that followed television's introduction has ebbed, with people in various parts of the country "going after their own problems in their own ways and giving tremendous headaches to those who try to come up with continent-wide solutions to any problem, whether it be marketing or energy politics.

"Segmenting these markets and responding strikes me as an amazing challenge," Garreau declared. Changes in the marketplace have allowed power, money and influence, to spread from "the old power bases" like New York, Los Angeles and Washington to new locations, he contended.

Next year's TVB conference is scheduled to convene Nov. 7-9 at the Hyatt Regency hotel in Chicago. □

SRA comes out on side of keeping FCC's must-carry rules

A major defense of the FCC's must-carry rules for cable television, prepared for the Station Representatives Association, was released last Wednesday (Nov. 16) during an SRA-sponsored meeting at the TVB convention in Las Vegas. The report, which argues strongly in favor of retaining the rules, was prepared for SRA by Crowell & Moring, a Washington law firm.

The study will be used as a launching point for an extensive campaign in support of the rules, which are currently under attack in the courts and at the FCC by cable industry members, including Ted Turner of Cable News Network and the Turner Broadcasting System.

"The public interest in preserving competition, insuring basic fairness, protecting local broadcast service and facilitating localism requires that the must-carry rules be preserved," concludes SRA managing director Jerome Feniger. "Cable stands as a monopoly tollgate between stations and their viewers. There is no more important issue to television stations today than insuring that cable's tollgate monopoly power is not used to the detriment of local television."

Loss of the rules, the report argues, would put stations not carried by local cable systems "at an intolerable competitive disadvantage." Repeal of the rules would also give cable operators economic incentives to charge "access fees" to local stations for the "privilege" of reaching local cable subscribers, the report charges. The report stresses that deletion of local stations would run counter to a trend "toward revitalizing" localism and local/regional control in politics, business and lifestyles. "Local television stations, the most important communicators in our nation today, play a vital role in this revitalization."

The study claimed that "there is substantial evidence that, relieved of must-carry, many cable operators would not carry at least some local stations." It cited an FCC investigation conducted before adopting the rules which found a "significant number of

CATV systems that do not carry a station or stations that serve their communities off the air." The report states that, "even today, with the must-carry rules in effect, some operators are trying to escape them at the FCC" by seeking waivers.

A delay in the processing of waivers at the FCC has given many cable operators a "free ride," the report claims, leading to slow enforcement by the commission. "As a result, hundreds of cable systems are not carrying local stations, and they may not be ordered to comply with the rules for months or even years to come.

"The commission has failed to devote the enforcement effort to the must-carry rules that the rules deserve," the report contends, claiming only one FCC staff member is currently responsible for processing waiver petitions.

The report also argues that "new local stations, particularly new independent UHF stations, are economically dependent on cable carriage."

The SRA report, entitled "The Must-Carry Rules: The Case for Local Television on Cable," concludes that the "threat to the future of free broadcasting which the potential elimination of must carry poses cannot be overestimated. Without must-carry, the future of every local broadcast station, existing and unbuilt, would be in the hands of monopoly cable 'gatekeepers' standing between the station and its viewers."

The report itself does not advocate any specific action by local stations, but TVB is encouraging its members to use the material in lobbying the FCC for retention of the must-carry rules. SRA is a New York-based association of independent station sales representatives. □

TVB sees jump in local, national and spot sales of 16% next year

TVB predicts that advertiser investments in local TV advertising will increase 16% in 1984, with national and regional spot sales rising by a similar percentage and network ad revenues gaining by 17%. The predictions were announced last Wednesday (Nov. 16) during a report to the group's annual convention by Roger D. Rice, TVB president.

The increase "is the largest percentage gain since 1978, when television was half the size it is today," Rice reported. "The predicted 16% increase is an increase of more than \$2.5 billion—the largest single-year gain in advertiser support in television's history." In 1983, TVB estimates local sales will rise 14% to \$4.3 billion while national spot sales will grow 11% to \$4.8 billion.

However, Rice noted that there are significant differences in increases depending on market size, region and affiliation status. The estimates are based on sales reported during the third quarter of 1983, when local time sales were up 10% in markets 51-100, but up 19% in markets 11-25. Local sales increased 21% for independents and 13% for affiliates during the quarter. Spot sales in the top 50 markets increased from 10% to 11%, while in markets 141-plus, spot rose 21%. Spot sales increased 11% for independents and 12% for affiliates, and there was region-

al variation from 4% to 18% in different parts of the country.

For the fourth quarter of 1984, Rice reported, "stations expect local [sales] to be up 14%, the same as in the third quarter. Spot is expected to be up 10%, compared with the third quarter's actual increase of 12%. Network compensation is predicted to go up 6% over the third quarter's 4%."

"For 1984, we expect financial supermarkets to be an important growth category," said Rice. Other categories expected to do well include business-to-business, professional services and certain advocacy organizations.

By 1990, Rice predicted, local television advertising will nearly triple today's revenues, yielding \$11.6 billion annually, with spot sales doubling to \$12.6 billion.

Rice said cable, "predicted to be a skyrocket in 1983, didn't even become a sparkler" this year. He cited surveys that suggested the percentage of homes with pay cable has also stagnated. FM continues to dominate the radio medium, Rice said, and radio overall "has had the greatest unit rate increase of any medium—while it continues to lose [its] share of total advertising dollars." □

'Money' editor spells out upcoming economic trends

"There are social, political and economic changes all around us and these are bound to affect our television viewing habits," advised Marshall Loeb, managing editor of *Money* magazine, during a Tuesday morning presentation to the TVB conference audience. "Those who keep up with those trends



Loeb

and changes will do better than those who try to ignore them."

Loeb said that they should not only be aware of major changes in society, but to act upon them in a manner that will allow them to prosper. Those who ignore change, he warned, "will stagnate, wither and die."

According to Loeb, there are 10 major developments "that will substantially change the American nation and our economy in the mid- to late-1980's." Of these, he labeled the continuing rise to power of American women as "the most important social development" in the nation, creating a "remarkable pool of talent to draw from, to put to work in executive and managerial po-

sitions." He noted that 62% of women aged 25-62 are either employed or actively looking for work.

Loeb predicted that persons aged 33-45 at the end of the decade, will be the largest spending consumer group, leading a trend toward increased emphasis on "quality" goods. In fact, Loeb predicts the "dogs" of the consumer goods market will be products that emphasize price over quality and "schlock." As the "baby boomers" age, there will be an increased demand for information on personal finance and a trend toward conservatism in economic attitudes. The "hottest political issue," Loeb believes, will be the proposed national consumption tax. The emphasis on quality goods, he said, should revitalize U.S. agriculture.

"If you are in markets that are linked to or dependent upon the new technologies for their economic bases," Loeb told the broadcasters, "you are going to do better than if you are operating in markets that are linked to the old, heavy industries." Loeb said the U.S., along with Canada and Australia, has all the critical ingredients for becoming economically, socially and politically successful during the balance of the 1980's. □

How to take advantage of untapped sales resources

Local television stations have potential sales "gushers" in their own backyards, believes Richard McDonald, president of the Milwaukee-based advertising firm, McDonald/Davis & Associates. McDonald told a TVB conference audience last Tuesday (Nov. 15) that some stations are like a rancher who discovers oil under his drought-stricken land. These tradition-bound stations must begin "reassessing and pinpointing businesses and products on the wave of an upswing," and tap these potential revenue sources before the competition does.

Among the products and services for which McDonald predicts an increased potential for television advertising are: mass merchandisers, hospitals, legal firms, financial planners and medical professionals.

McDonald cited the example of a successful campaign his agency developed for the Milwaukee law firm of Habush, Habush & Davis. He claimed the television advertisements have made the law firm "a household name in Wisconsin and [are] generating substantial new business." An advertising budget of \$500,000 is no barrier "to the successful attorney handling multimillion-dollar lawsuits," McDonald contended.

Establishing contacts with new advertisers means sales reps will have to change some of their past patterns, he said. "They're going to have to use more imagination than before; they're going to have to talk in terms of direct benefits to the advertiser rather than of gross rating points, and they're going to have to become more of a true salesperson and less of an order-taker."

McDonald also recommended that sales departments become more aggressive in expanding the percentage of ad budgets being spent on television by key retail accounts, presenting case histories and facts to bolster claims that such advertising is more effective for their businesses. Society, he reminded

his audience, "is no longer industrial-based. It's moving heavily into the service and professional fields." □

4A's calls for continuation of program logs

The FCC's proposals to eliminate formal ascertainment requirements and nonentertainment programming guidelines for television broadcasters are fine and dandy, according to the Association of American Advertising Agencies.

But the FCC shouldn't completely eliminate its oversight over the amount of commercial material TV licensees carry, nor should it leave the keeping of programming logs up to broadcaster discretion, the AAAA said in comments filed at the commission.

The comments were in response to the FCC's proposal to deregulate TV along the lines of the previously adopted radio deregulation (BROADCASTING, July 4). Today (Nov. 21) is the deadline for comments.

Although the AAAA recommended that the FCC abolish its current 16-minutes-per-hour commercial guideline, the association said the commission should continue to monitor commercial loads. It also recommended that the commission require television broadcasters to keep "adequate" proof-of-performance records.

AAAA said that since the demise of the National Association of Broadcaster's code (and the code's commercialization standards), each of the networks has announced increases in the average of nonprogramming material to be permitted each hour. (According to AAAA, the networks now permit about 10 minutes or more per hour of non-

program material—paid commercials, public service announcements, news briefs and network promotional spots.) In addition, the association said, the networks have announced that advertisers may be permitted to split 30-second announcements into two unrelated product messages. Both of those developments increase the potential for clutter, "one of the greatest dangers now facing the broadcast and advertising industries," according to the AAAA.

"The effects of commission deregulation of its commercialization guidelines are to a certain extent difficult to foresee," the association said. "The AAAA believes that the uncertainty is sufficient to warrant some sort of minimally intrusive commission mechanism for monitoring of commercial loads in order to protect the industry and the public from the effects of injurious 'clutter.' Whether such a mechanism takes the form of a revised guideline or merely a review of programming logs is a matter best left to the commission's discretion, but the AAAA recommends some sort of monitoring, at least for the foreseeable future, in order to protect the public interest."

Program logs, AAAA noted, provide "proof of performance" that advertisements actually are run. "Without them, or some similar requirement of basic record keeping overseen by the government, advertisers can be expected to have less confidence in the operation of some (or many) broadcast affiliates, with a resultant loss of advertiser support for the medium as a whole. Obviously, any such lessening of support will be injurious to the public interest," it said.

In a footnote, AAAA said no "merely 'voluntary' system would be sufficient, for broadcasters might be tempted to short-cut any requirements where the sanctions for doing so did not include the penalties available to the commission."

Bottom Line

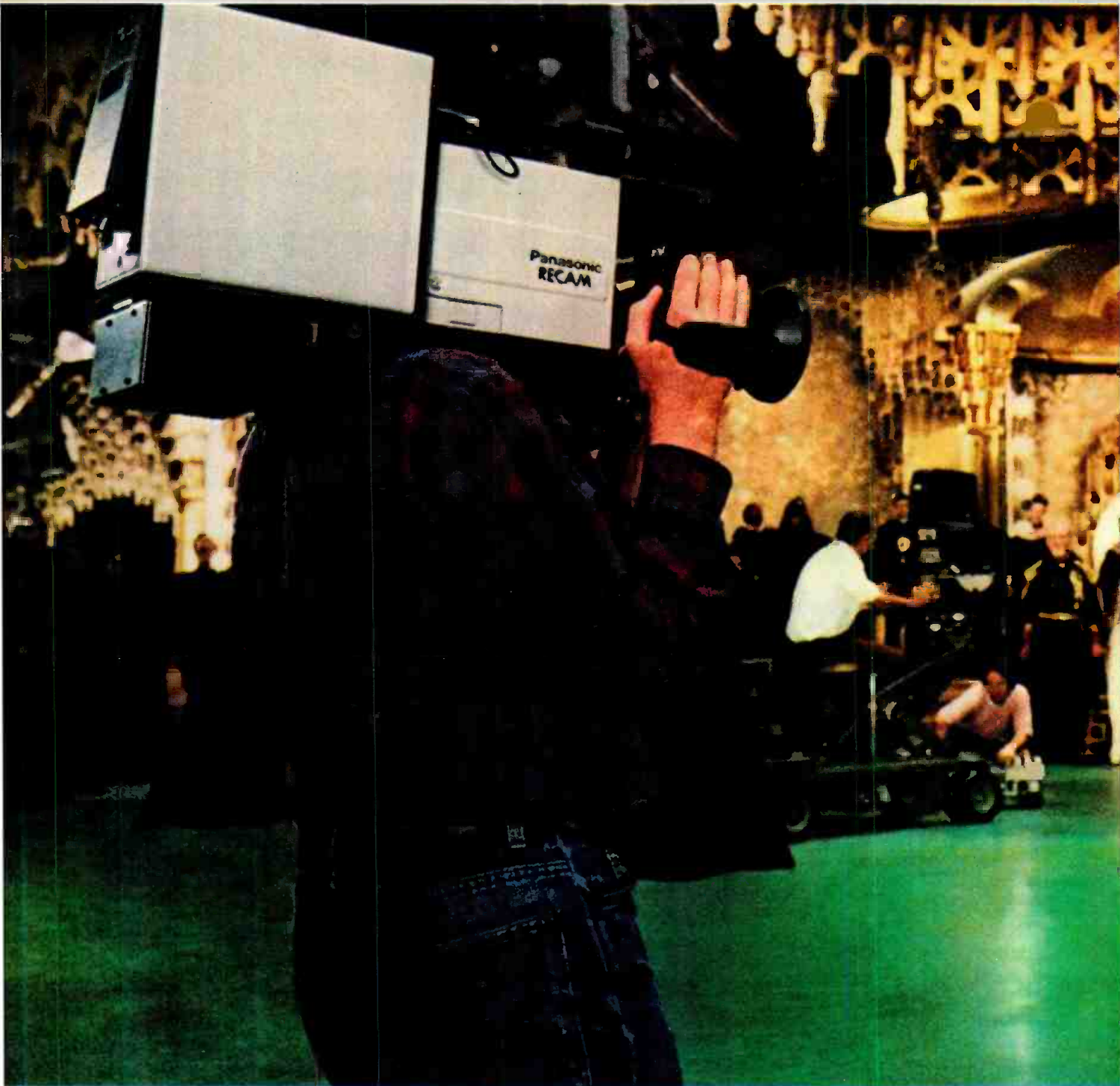
New money to New Orleans. Cypress Broadcasting Limited Partnership, holder of CP for channel 38, New Orleans, is raising additional \$8 million to complete construction of facilities. New 100-unit limited partnership offering, which will add 60% to total capitalization, is being handled by Kidder-Peabody. Current general partner, Craig L. Siebert, Annapolis, Md., CPA, will be joined by three other GPs, including his brother, Thomas L., Washington communications attorney, and Harold E. Protter, former general manager at KPLR-TV, St. Louis. □

Times Mirror advance. Los Angeles-based Times Mirror Co. has reported its third-quarter earnings rose from \$32.8 million, or 96 cents a share, in 1982, to \$45.4 million, or \$1.32 a share, for period ending Sept. 30, 1983. Revenue for quarter rose from \$550.2 million last year to \$617.6 million. Net earnings for first nine months of 1983 were \$117.9 million, or \$3.43 per share, versus \$86.1 million, or \$2.52 a share, for same period in 1982. Times Mirror's cable television operating profits declined from \$6 million for third quarter of 1982 to \$2.8 million this year, while broadcast television group's profits rose from \$10.8 million to \$12.7 million. □

ABC dividend. ABC declared cash dividend of 40 cents per share on its common stock, payable Dec. 15, 1983, to shareholders of record Nov. 25, 1983. □

Nielsen numbers. A.C. Nielsen Co. reported that for its fiscal year ended Aug. 31, 1983, revenues increased 5.7% to \$680,262,000, while net income rose 12% to \$49,449,000, or \$2.20 per share. Revenue in fourth quarter ended Aug. 31 increased 4.1% over fourth quarter of last year to \$175,807,000, while net income increased 12% to \$15,470,000, or 69 cents per share.

Why Panasonic Recam™ "The Making



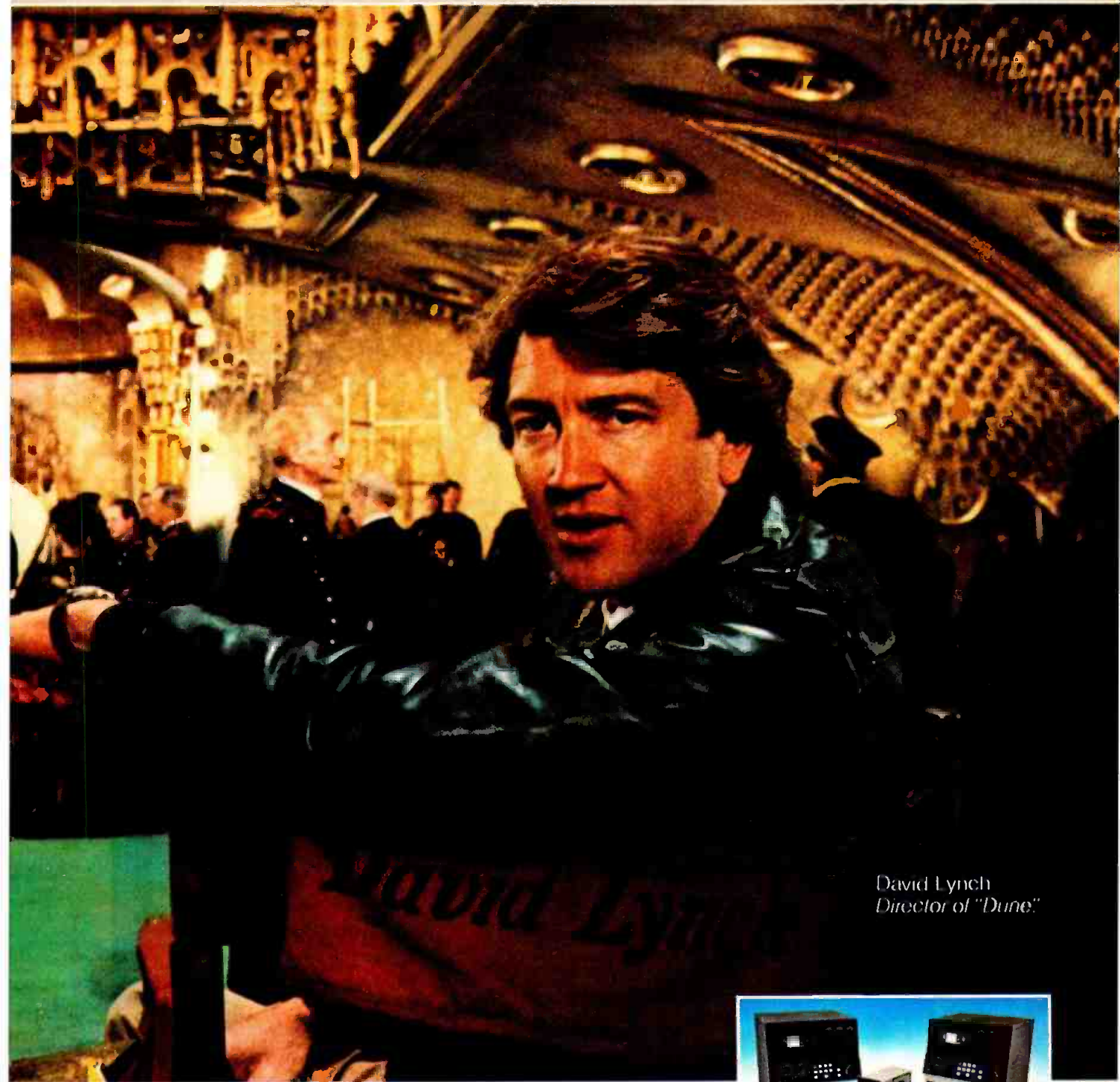
When Dino De Laurentiis and producer Raffaella De Laurentiis got together with director David Lynch to film Frank Herbert's classic science fiction novel, "Dune," they knew it wouldn't be easy. But it wasn't just the eight sound stages, desert locations, a cast of up to

20,000 people and a crew of 900. Perhaps Raffaella De Laurentiis said it best: "Dune is the most technical picture ever made."

That's why it was no surprise that Panasonic Recam was selected to record "The Making of Dune." The reasons: Recam's picture quality

and technology. After all, Recam had already made headlines by recording ABC Sports' momentous ascent of Mt. Everest which was broadcast on "The American Sportsman." And "Benji," the new CBS television series, is also being recorded by Recam.

was selected to shoot of Dune."



David Lynch
Director of "Dune"

Panasonic helped capture all the action from "Dune" on Recam's 1/2-inch format which will later be transferred to 1-inch for television broadcast. All made possible by Recam's incredible YIQ M-format picture quality.

You can see "The Making of Dune"

in 1984. But you don't have to wait until then to see Recam. Call your nearest Panasonic regional office:
Northeast: (201) 348-7620
Midwest: (312) 981-4826
Southeast: (404) 925-6835
Southwest: (214) 258-6400
West: (714) 895-7200.



Panasonic.
AUDIO-VIDEO SYSTEMS DIVISION

Syndicators, TV stations getting together in new plan to sell programs

Screening of first-run shows set for Jan. 9-11 in Los Angeles before stations from 15 markets

Nine program syndicators, including Colbert Television, Group W Productions, Lexington Broadcast Services and Telepictures Corp., have agreed to attend a three-day meeting in Los Angeles in January at which representatives of up to 15 stations, all in highly competitive markets, will screen new first-run offerings for next fall. Program purchases may take place at the meeting, set for Jan. 9-11 at the Los Angeles Beverly Hilton hotel, but the stations will not buy as a group, an activity that would violate anti-trust laws.

Lon Lee, program director at General Electric's KCNC-TV Denver (formerly KOA-TV), who organized the event, said stations attending want a shot at purchasing the programs as early in the selling season as the major groups see product. The meeting will end the day before programers from Gannett Broadcasting Group's seven owned stations are set to gather in Los Angeles for two days to screen new programs and three days before the start of the annual Association of Independent Television Stations convention, an event that in recent years has attracted increasing numbers of network-affiliated stations to preview new shows from syndicators hosting hospitality suites.

The idea to form a screening consortium, dubbed the TV Screening Group, arose among broadcasters attending last year's INTV convention, said Lee, and the group's first organizational meeting took place at the NATPE International convention a month later. Members of the group will share the cost of renting conference rooms and videocassette machines.

Stations signed up to attend so far, in addition to KCNC-TV, are King Broadcasting's KING-TV Seattle and KREM-TV Spokane, both Washington, and KGW-TV Portland, Ore.; Post-Newsweek Stations' WFSB-TV Hartford, Conn., WJXT-TV Jacksonville, Fla., and WPLG-TV Miami; Abell Communications' WMAR-TV Baltimore; Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul, and Evening News Association's WDMV-TV Washington. Rules of the group prohibit representation by more than one company from any one market, so that even if a group station owner attending chooses not to send representatives from one of its markets, no other station from that market can attend.

Syndicators have been given until mid-

December to commit to attend, said Lee. The group plans to screen only new programs, not those being revived for a second try after failure last year.

Turner Program Services, Lorimar, 20th Century-Fox, King Features Entertainment and Alan Enterprises are other syndicators that have agreed to attend. □

Working Women choose favorites

Annual Alice awards presented to programs that best dealt with working women issues; overall, television shows are criticized as not being realistic enough

The National Commission on Working Women honored 31 television and radio programs as "the year's best media presentations of working women's issues," but at the same time said the portrayal of women on television remains unrealistic.

At a breakfast honoring the winners in Washington, Nov. 9, NCWW Chairman Libby Koontz said this fall's television programming presents "a huge gap between women on television and women in real life," with an absence of "the diversity of real life working women." Koontz said that of the 46 female characters on TV, one is black (in *Hotel*), one is Hispanic (in *For Love and Honor*) and one is Asian (in *AfterMash*). The rest are "young and professional" and white, she said.

Koontz specifically criticized NBC's *We Got It Made*, a situation comedy about two young men with a live-in, Marilyn Monroe-like housekeeper. Koontz said the program represents "the return of the dumb blonde syndrome."

But Koontz and others had praise for the winners being honored. Linda Lavin, star of CBS's *Alice*, presented the winners with a crystal octagon named after her character, at this fifth annual Women at Work Broadcast Awards. (Lavin is also an NCWW commissioner.) Selected on the basis of content and technique, winners fall into six categories: spot news, news features, public affairs or documentary, editorial, news series and entertainment.

Lavin told the group that things were changing: "These days when an actress says to a writer or producer, 'You've got to be kidding. No woman would say or do that,' the chances are pretty good that there is someone else on that set. . . to back her up." However, she also said that the current climate for accepting programs which promote a realistic view of working women has regressed in the past two years.

Winners of the 1983 Women at Work broadcast awards are:

First Place Awards

Public Affairs/Documentary-Television: □ "The Wilmar 8"; Mary Beth Yarrow and Julie Thompson, producers.

Public Affairs/Documentary-Radio: □ "Comparable Worth-The Wages of Equality"; Thea Marshall Communications Inc., Washington; Thea Marshall, producer.

New Series-Television: □ "Coping with Kids"; WCBS-TV New York; Helen Lowris, producer.

News Series-Radio: □ "Legislation to End Insurance and Pension Discrimination"; National Public Radio, Washington; Cokie Roberts, reporter.

Entertainment-Television: □ "Games Mother Never Taught You"; CBS Television Network, New York; Tristine Rainer, producer.

Editorial-Television: □ "Project Working: Pay Equity"; WCBS-TV New York; Abigail Myers, producer.

Editorial-Radio: □ "Discrimination I & II"; WBBM(FM) Chicago; Susan Nixon, producer.

News Feature-Television: □ "Womanwatch: Hard Hat Construction Worker Mary Lynch"; WTBS(TV) Atlanta; Nancy Fisher, producer.

News Feature-Radio: □ "Women Firefighters" and "Women Comics"; Katie Davis, producer.



Koontz



Lavin

Second place winners

Television

Public Affairs/Documentary: □ "Nothing Personal"; Florida Public Television, Tallahassee, Fla.; Terri Van House, producer.

News Series: □ "Occupational Diseases"; WLS-TV Chicago; Deborah Leff, producer.

Entertainment: □ "Wait Till Your Mother Gets Home"; NBC Television Network, New York; Albert Salzer, producer.

Editorial: □ "Sally Ride"; KOMO-TV Seattle; Ken Schram, producer.

News Feature: □ "Edna Gardner White"; WTBS(TV) Atlanta; Tina Seidin, producer.

Radio

News Series: □ "Breadwinner/Breadbaker: the Plight of the Working Mother"; WRFM(FM) New York; Carol Colman, producer.

News Feature: □ "Firefighter: Cecelia"; WOR(AM) New York; Bernard Gershon.

Third place winners

Television

Public Affairs/Documentary: □ "Working Women"; WXYZ-TV Detroit; Thomas LoCicero, producer.

News Series: □ "Not One of the Boys"; WFSB-TV Hartford, Conn.; Jim Vicevich, producer.

Entertainment: □ "Real Men Don't Make Quiche" and "9 to 5"; ABC Television Network, New York; Ron Bloomberg and Susan Seeger, producers.

Editorial: □ "Domestic Violence Knows No Income Levels"; WABC-TV New York; Cliff Love, producer.

News Feature: □ "Women's Technical Institute of Boston"; WBZ-TV Boston; Richard Sher and Franee Covington, producers.

Radio

News Series: □ "Women and Coal"; KMOX(AM) St. Louis; Margery Manning, producer.

News Feature: □ "TV Anchorwomen: The Rage Against Age"; KXOA-AM-FM Sacramento, Calif.; Nanci McGraw, producer.

'Playboy' program for commercial TV

Syndicated weekly show will contain excerpts from cable channel and some original programming, but no nudity

A Taste of Playboy, a one-hour weekly magazine containing excerpts from the Playboy Channel cable network plus some original material, is being proposed for first-run syndication on commercial television, starting in January. As of last Wednesday, 40 stations, including Metromedia's KTTV(TV) Los Angeles, Gaylord Broadcasting's KHTV(TV)

Houston, WATL-TV Atlanta and WCLQ-TV Cleveland had cleared the program, which is being distributed on a barter basis by Los Angeles-based syndicator, Silverbach-Lazarus Group.

To be produced by Playboy Productions, the program would include music, comedy, celebrity interviews and such features as the Playmate Playoffs and photographing of the Playmate of the Month for *Playboy* magazine. Neither nudity nor explicit language would be used, and, although sex would often be the theme, the program, according to broadcasters who have seen its one-hour pilot, has been packaged in a manner suitable for late-night television.

Silverbach-Lazarus, which also represents Playboy Enterprises in the sale of videocassette rights in overseas markets, ini-

tially tried to launch *A Taste of Playboy* last summer, but pulled back, according to company Chairman Alan Silverbach, when it failed to clear enough stations for a September start.

Now, with a completed pilot but no clearances yet in the key New York and Chicago markets, the company is not sure whether it will go ahead with a January launch or recommend that Playboy Enterprises wait for a launch next fall.

Stations are being offered 13 episodes and 13 repeats, with five minutes reserved for national advertising and seven left open for local sales. If the program is a success on the air, a bigger package of original episodes could be offered for the new season next fall, according to Silverbach.

Most stations that have cleared *A Taste of*

'Chiefs' leads CBS to victory

Part one of its six-hour mini-series, *Chiefs*, and strong performances by some of its regular series gave CBS-TV its highest weekly ratings average, as well as its biggest lead over the other two networks, so far this season, for the week ending Sunday, Nov. 13. In a photo finish for second place, NBC-TV captured a lead of one-tenth of a share point over ABC-TV, averaging its highest weekly rating so far this season and, for the first time since summer, breaking out of its typical last-place position.

Averaging a 19.6 rating/29.9 share, CBS finished the week 3.3 rating points ahead of both NBC (16.3/24.9) and ABC (16.3/24.8), according to A.C. Nielsen's National Television Index. CBS aired the top five programs and seven of the top 10, winning Tuesday, Thursday, Friday and Sunday. ABC won Wednesday and Saturday, while NBC won Monday and nearly tied ABC for second on Friday and Sunday.

For the seven-week-old season overall, CBS's lead is now six-tenths of a rating point and a full share point over ABC's 17.4/28 and nearly three rating points ahead of NBC's 15.3/24. CBS was also ahead for the first 12 days of November local ratings sweeps, with an 18.8 rating to ABC's 17.1 and NBC's 15.2. The three-network rating for week seven was up from a 51.1 for the same week a year ago to 52.2, while the combined share was down, from an 81.1 to a 79.6.

With a one-hour special, *TV's Greatest Censored Commercial Bloopers* (24/34) as the lead-in to its Monday night movie, part two of the four-hour mini-series, *Princess Daisy* (21.2/32), NBC finished the night with a five-rating point lead over CBS's regular series lineup (17/24.9), which has come in first on five out of seven Monday nights this season. ABC's *Monday Night Football*, a contest between the New York Giants and Detroit Lions (17.2/29), and *That's Incredible* (12.6/18) left ABC in third for the night (16.7/24.2).

After three consecutive Tuesday-night wins, NBC came in second on that night (16.5/25.4) with its series, *Remington Steele* (16.3/24) and *Bay City Blues* (8.5/14), victims of CBS's made-for-TV movie, *Two Kinds of Love* (19.2/30). *Bay City Blues* continued its decline, from a premiere week 13.7/22 and a 10.6/19 its second week. ABC, which finished third (14.9/22.8) Tuesday, continued to suffer from a weak 8-9 p.m. comedy lineup of *Just Our Luck* (12.2/18) and *Happy Days* (12.8/19).

Wednesday, as usual, was ABC's (21.2/33.6). CBS's made-for-TV movie, *Bill: On His Own* (16.8/26), left it in second place (15.9/24.3), but not that far ahead of NBC's regular lineup (14.6/22.7), which suffered from a weak performance by *St. Elsewhere* (11.1/19).

Life's Most Embarrassing Moments (19.8/28), a one-hour special on ABC, took some of the wind out of the sails of its competition, principally CBS's *Magnum P.I.* (22.1/32), but failed to win ABC more than third place for the night (15.3/22.8) behind NBC's regular lineup (17.1/25.4) and CBS's winning lineup (22.4/33.4). On Friday, CBS's series lineup (23.1/36.3) fared even better against, among other things, a two-hour ABC News special, *JFK* (12/19), and NBC's TV premiere of the movie, "Caddyshack" (15.5/24).

CBS's repeat of the movie "9 to 5" won its time period Saturday, but a weak lead-in from the repeats of two children's specials (12.9/21) left the network in second place behind ABC's series lineup (16.1/26). NBC's *Yellow Rose* (11.8/20) climbed three rating points from its previous week's performance with help from a special lead-in, *TV Censored Bloopers* (17.3/27).

On Sunday, CBS's *60 Minutes* (27.8/41) had its highest rating so far this season, with help from its lead-in; a prime time NFL football over-run (27.4/43). □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	27.8/41	25.	Webster	ABC	17.3/27	49.	Whiz Kids	CBS	14.1/21
2.	Dallas	CBS	26.7/41	26.	TV's Censored Bloopers	NBC	17.3/27	50.	Ripley's Believe It Or Not	ABC	14.1/21
3.	CBS NFL Football Runover*	CBS	26.1/41	27.	Knight Rider	NBC	17.3/25	51.	Oh Madeline!	ABC	14.1/21
4.	Chiefs, Part 1	CBS	25.1/36	28.	We Got It Made	NBC	17.3/23	52.	20/20	ABC	13.8/22
5.	Simon & Simon	CBS	24.9/36	29.	NFL Monday Night Football	ABC	17.2/29	53.	Mississippi	CBS	13.7/20
6.	A Team	NBC	24.8/37	30.	Facts of Life	NBC	17.2/25	54.	Silver Spoons	NBC	13.5/21
7.	TV's Censored Bloopers	NBC	24.0/34	31.	Hart to Hart	ABC	17.1/28	55.	Dafty Duck Special	CBS	13.1/21
8.	Dynasty	ABC	23.8/36	32.	T.J. Hooker	ABC	16.9/27	56.	Happy Days	ABC	12.8/19
9.	Falcon Crest	CBS	23.3/38	33.	Bill: On His Own	CBS	16.8/26	57.	Bugs Bunny Special	CBS	12.7/21
10.	Magnum, P.I.	CBS	22.1/32	34.	Love Boat	ABC	16.5/26	58.	That's Incredible	ABC	12.6/18
11.	Hotel	ABC	21.3/36	35.	Scarecrow and Mrs. King	CBS	16.5/23	59.	Just Our Luck	ABC	12.2/18
12.	Princess Daisy, Part 2	NBC	21.2/32	36.	9 to 5	CBS	16.4/27	60.	Trauma Center	ABC	12.2/18
13.	AfterMASH	CBS	20.8/29	37.	For Your Eyes Only	ABC	16.3/26	61.	JFK	ABC	12.0/19
14.	Knots Landing	CBS	20.3/32	38.	Remington Steele	NBC	16.3/24	62.	Yellow Rose	NBC	11.8/20
15.	Pall Guy	ABC	19.9/30	39.	Three's Company	ABC	16.3/24	63.	Mr. Smith	NBC	11.5/18
16.	Life's Embarrassing Moments	ABC	19.8/28	40.	Family Ties	NBC	16.1/24	64.	St. Elsewhere	NBC	11.1/19
17.	Two Kinds of Love	CBS	19.2/30	41.	Hardcastle & McCormick	ABC	16.1/23	65.	Jennifer Slept Here	NBC	10.6/16
18.	Dukes of Hazzard	CBS	19.2/30	42.	Real People	NBC	16.0/24	66.	Bay City Blues	NBC	8.5/14
19.	Newhart	CBS	19.2/28	43.	Gimme A Break	NBC	15.9/23	67.	First Camera	NBC	6.5/10
20.	Airplane	NBC	18.9/29	44.	Caddyshack	NBC	15.5/24				
21.	Trapper John, M.D.	CBS	18.7/33	45.	Fantasy Island	ABC	14.9/25				
22.	Hill Street Blues	NBC	18.3/29	46.	Mama's Family	NBC	14.7/21				
23.	Benson	ABC	18.2/28	47.	Emerald Point N.A.S.	CBS	14.5/23				
24.	Cheers	NBC	18.1/28	48.	Different Strokes	NBC	14.2/23				

* Rating represents average of game runover plus 4-minute post-game show

Playboy are considering it for late-night time periods, according to Jo Ann Leighton, a sales representative for Silverbach-Lazarus, who said the weekend of Jan. 20 has been targeted for the premiere. Don Silverman, who produced the program's pilot, but has since left Playboy Productions, could be involved in overseeing production of the show, according to Silverbach. □

OPT's 'Sadat' draws middling ratings returns

Executives of Operation Prime Time said last week it is too early to gauge the nationwide response to the two-part, four-hour *Sadat* special, pending ratings returns from more than 100 markets in which *Sadat* appeared.

One official said that on the basis of Nielsen and Arbitron overnights in seven major markets, *Sadat* has rated better than some previous OPT offerings and poorer than others. WPIX(TV) New York, which carries the OPT programming, noted that *Sadat* scored an average cumulative rating of 17.3 for four nights (including two two-hour repeats), which, a spokesman said, "is slightly higher than the 17.1 cumulative average for 22 OPT programs we have carried over the years."

In Los Angeles on KCOP(TV), *Sadat* registered 11.7/18 for Nielsen and a 10.8/16 for Arbitron on the initial showing of part one on Nov. 3, followed by a 7.5/12.2 Nielsen and a 6.6/10.4 Arbitron for part two on Nov. 10. A spokesman said that *Sadat* was competing with *Magnum P.I.* on Thursday night. He observed that *Sadat* seemed to fare more poorly in part two in markets throughout the country but could not offer an explanation.

In Philadelphia, on WPHL-TV, the first showing achieved a 6.2/10 Nielsen and a 4.3/7 Arbitron, followed by a 4.6/7 Nielsen and a 2.5/4 Arbitron for part two. Similarly in Detroit, the presentation scored a 13.1/21 Nielsen, an 8.2/11 Arbitron for part one and a 7.0/11 Nielsen and a 6.6/10 Arbitron for the concluding episode.

In Washington and the Dallas area the ratings were lower. WDCA-TV Washington managed a 3.9/6 Arbitron for part one and a 4.9/8 for part two, while KTVT(TV) Fort Worth chalked up a 5.0/8 Nielsen and a 5.0/7 Arbitron for part two.

The jury is still out on the ratings success of *Sadat* in San Francisco, where on KTVU(TV) *Sadat* racked up a 13.1/21 on Nielsen and an 11.6/19 on Arbitron during its first showing on Nov. 8. KTVU, like some other independents, schedules two showings of each episode of OPT offerings in prime time and sells the programs on the basis of cumulative ratings.

Alan Bell, vice president and general manager, seemed reasonably pleased with the showing of part one and the repeat program, which scored an 8.6/12 Nielsen, which averages out to an 11 rating. Bell noted that this rating in San Francisco is fairly substantial since many of the network prime-time programs score in the 13-to-19 range there. □

'Parade' goes on, minus Moyers. *American Parade*, a weekly, hour-long news magazine slated to become part of CBS-TV's prime time schedule starting some time next spring, will not get a new co-anchor to replace Bill Moyers, who recently informed CBS News he has decided against filling that assignment. Charles Kuralt, who had been named to co-anchor the show with Moyers, will take over as sole anchor, according to Robert (Shad) Northshield, senior executive producer of the program, and three new producers have been added to beef up the program's staff.

Moyers, who could not be reached last week, is thought to have decided against co-anchoring *American Parade* because he found himself with too many assignments, including reports on the *CBS Evening News* and a planned role in next year's national election coverage. "Bill has been resistant to the magazine format several times in the past," said Northshield, "and when it came time to choose among assignments," co-anchoring a magazine is the one he decided to drop.

Reports that Moyers did not want to be associated with the kind of soft or sensational news typically thought to be the only kind that works in prime time are "nonsense," said Northshield, who noted that neither Kuralt nor Moyers has ever been associated with soft or sensational reporting. Also untrue are reports that segments produced by Moyers for *American Parade* prior to his decision against anchoring the show will be part of the program. Northshield said he has no knowledge of such segments and that Moyers's only role in the program might be production of documentaries that could appear in the *American Parade* time period. Between eight and 12 documentaries are likely to be produced by CBS News for the time period, he said.

Russ Bensley, executive producer of Kuralt's *On the Road* summer replacement series, has joined *American Parade* as executive producer in charge of *On the Road* segments. Joining the program as senior producers are Tom Capra, former vice president and managing editor of the now defunct Satellite News Channel, and Elliot Bernstein, who moves over from a position as producer for *60 Minutes*. Perry Wolff, who has produced documentaries for CBS News for 30 years, has been named executive producer of all hour-long documentaries, including *CBS Reports*, that will air as single subject episodes of *American Parade*.

Study compares white vs. nonwhite television viewing

A special study conducted by the A. C. Nielsen Co. shows that weekly household viewing levels were 35% higher among nonwhites than among whites.

The study covers the period between Dec. 27, 1982, and February 20, 1983. It shows that overall television usage was at the highest level ever for both groups.

Nielsen figures indicate that the highest nonwhite viewing margin was weekday daytime—60% above white viewing, as compared with 38% last year. The smallest disparity between the two groups was in prime time programming, with nonwhites 9% higher than whites.

The Nielsen report shows that whites out-viewed nonwhites only among women during prime time. On an hour-by-hour television usage basis, viewing among nonwhites surpassed viewing among all whites except for Monday through Saturday, 9 to 10 p.m. among women. □

Top 25 regular prime time programs among nonwhite households, Jan.-Feb. 1983

Rank NW	W	Program	% Avg. aud.	
			NW	W
1.	6	Dynasty *	29.8	21.3
2.	23	A Team *	28.4	18.1
3.	64	Gimme A Break	27.9	13.3
4.	24	Jeffersons † *	27.8	17.9
5.	2	Dallas *	25.6	23.3
5.	8	NFL Monday Night Football*	25.6	20.8
7.	44	Diff'rent Strokes †	25.2	15.5
7.	35	NBC Sunday Night Movie	25.2	17.0
9.	14	ABC Monday Night Movie *	24.9	19.4
10.	9	Falcon Crest *	24.7	20.1
11.	12	Three's Company *	24.4	19.7
12.	17	One Day at a Time *	24.0	18.7
13.	47	Silver Spoons	23.8	15.4
14.	19	Hart to Hart *	23.6	18.5
15.	67	Fame	23.4	12.8
16.	20	Gloria *	23.0	18.3
17.	21	Trapper John, M.D. *	22.8	18.2
18.	1	60 Minutes *	22.7	27.2
19.	40	Facts of Life	22.2	16.0
20.	11	That's Incredible *	22.0	20.0
21.	21	CBS Tuesday Night Movie *	21.8	18.2
22.	16	Hill Street Blues *	21.6	18.9
23.	28	Knots Landing	21.5	17.2
24.	26	9 to 5	21.2	17.8
25.	9	Fall Guy *	21.1	20.1

† Predominantly nonwhite cast * Denotes programs in the top 25 among both groups

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A view from a news veteran

Friendly tells Arizona newspaper audience that malice protection under libel law is causing futile game of award and withdrawal of punitive damages; he criticizes CBS behavior in Westmoreland case

Fred W. Friendly, the former president of CBS News who now teaches journalism at Columbia, is viewing with increased concern the litigiousness in which journalism is becoming involved. Parties who feel libeled sue, and juries award enormous sums for punitive damages, only to have judges reduce or eliminate them. Perhaps it is time to eliminate punitive damages from libel law in cases involving the press. But more than that, Friendly feels that the Supreme Court's holding in *Times v. Sullivan*—that public figures who are suing must prove malice—is not the unmixed blessing that has been claimed for journalists; it and cases being tried under it are putting a strain on the First Amendment.

Friendly expressed those views when presented with the University of Arizona's 29th annual John Peter Zenger Award for freedom of the press and the people's right to know, at the Arizona Newspaper Convention in Tucson. And in the process, the man who once produced Edward R. Murrow's programs and is now Edward R. Murrow professor emeritus at Columbia's Graduate School of Journalism was tough on the journalism that leads to libel suits, even if what is involved are flaws, he feels, rather than libel.

For instance, he cited the Benjamin report that disclosed a number of violations of CBS News guidelines in the production of the documentary that led to retired General William Westmoreland's \$120-million libel suit against the network. He feels CBS was correct in commissioning the internal inquiry into the production of the documentary, which alleged that Westmoreland had engaged in a conspiracy to mislead the government and the public regarding North Vietnamese and Viet Cong troop strength. But, he said, CBS should have asked the questions raised in the report before the decision to proceed was made.

What's more, he said, CBS "should be criticizing itself" for not keeping a closer check on the program's producer, George Crile. And he said it should be criticizing itself for leaving Crile—who has been suspended—"as the scapegoat. He should be put back to work, not left twisting slowly, slowly in the wind." Friendly said Crile's bosses are responsible. "They are the keepers of the faith, the custodians of the standards. They, too, are all accountable for the flaws."

But he stressed that what is involved in the



Friendly

controversy are "flaws," not libel. And he feels that Westmoreland should not be suing CBS. As the commander of U.S. forces in Vietnam, "he had to be ready to take the heat, the exposure and the criticism," Friendly said. But what is troubling Friendly particularly is the court law under which the case will be tried.

Westmoreland, as a public figure, must prove "actual malice," a term that does not mean the same to the courts as it does to the layman. Plaintiffs must prove that the allegedly libelous statements were made with knowledge that they were false or with reckless disregard of whether they were false or not. And under the Supreme Court's holding in *Herbert v. Lando*, Westmoreland will be free to probe the state of mind of those who produced the program in attempting to prove malice. "*Times v. Sullivan* and its fallout in the Herbert case," Friendly said, "have put a terrible strain on freedom of the press."

The strain, he said, "comes from the misunderstandings and misuse of the word 'malice' and from a public which is tired of abuses of the press—sometimes imagined, sometimes all too real—and that public is ready to award millions to any aggrieved plaintiff." Friendly would "almost" rather have "no Sullivan defense at all if the price of it is judges holding court in the newsroom, passing judgment on every editorial decision."

Then there is the matter of damages. Friendly noted that juries routinely award "reasonable compensatory damages for harm done, and then award extravagant punitive damages of millions, sometimes tens of millions of dollars." But just as routinely, he added, appellate judges reduce or simply eliminate the punitive damages. "It is a senseless ritual in which only the attorneys win," he said. Appellate judges, if not trial judges, he said, understand that "punitive damages in press cases ignore the protections of the First Amendment and threaten the constitutional protection of freedom of the press."

The solution? "Take the power to award punitive damages away from the jury and vest it in the judge." Or perhaps a bolder step: "Eliminate punitive damages from the law of libel as it relates to freedom of the press." Without a change in the law governing punitive damages, he said, the press might be inhibited from "courageous reporting of crucial issues."

Friendly noted that the news media might have to pay a price, perhaps a lessening of the plaintiff's burden of proving "actual malice" to something like "gross negligence." If the media did pay such a price, he said, they would not be giving up much, not when *Herbert v. Lando* permits "inquisitions into the state of mind of journalists with punitive damages at the end of the road."

"It's time," said Friendly, "to put the lid on punitive damages," and "more important, it's time for judges to clean up the definition of malice, and...for journalists to clean up their act."

Indeed, he thinks the Westmoreland suit would never have been filed if CBS had covered live or recorded and put on the air that night or the subsequent day the news conference the general held after the broadcast to attack it. Instead, the two sides became embroiled in a squabble over how much time Westmoreland would be given; he wanted 45 minutes; CBS offered 15. "Many journalistic mistakes—like the Westmoreland show—are self-inflicted wounds," Friendly said. "But they harm much more than the producer or the network; they harm all journalism and the First Amendment." □

SDX convention hears advice of media ombudsmen

Sauter, Salant and Bagdikian deliver state-of-journalism speeches to annual meeting in San Francisco

Media critic and University of California journalism professor Ben R. Bagdikian warned the national convention of the Society of Professional Journalists, Sigma Delta Chi, meeting in San Francisco, that the journalism profession is coming under increasing criticism from government, industry and the general public but said journalists "must not shade the truth" to solicit popularity.

"We are not terribly popular with the public today," said the former *Washington Post* ombudsman in his Nov. 10 address at the Fairmont hotel, "partly because we don't serve it as well as we should." Bagdikian contended the news media are profitable, "but we are not so secure against the pressures to praise power rather than stand inde-

pendent of it, to soothe the public rather than inform it, to deal with trivia rather than substance.

"Unless we are seen by the general public—not just government and those who can afford expensive ads—as being on the side of knowledge and justice for all, all the constitutions in the world will not protect us. Freedom comes with practice, not words."

Bagdikian also noted the changing nature of broadcast news and print journalism, claiming that both sometimes tend to regard the news as "just another industrial commodity." News institutions, he said, are becoming "large bureaucracies, usually remote, too often insensitive to professional standards and local community needs.

"The news business is more and more owned by absentee companies," he continued, "often from other industries. Some of these are very good and some are terrible, but whatever they are, local audiences and local journalists have decreasing influence on news policy." As a result, Bagdikian concluded, journalism "is in danger of being subverted to market analysts... who are not looking for what is important to report or what is journalistically significant. They are looking [instead] for quick, superficial changes."

According to Bagdikian, the use of marketing experts and television's background as an entertainment medium have contributed to a situation in which "broadcast journalists have to fight their way out of the entertainment ethic with almost every story, on every hour and every day."

NewsBeat

First endangered. U.S. has threatened to cut off its 25% contribution to UNESCO budget if international organization adopts resolutions U.S. considers violation of First Amendment principles. UNESCO, at its meeting in Paris, is considering number of New World Information Order proposals that call for or endorse licensing of journalists by governments, or that provide for journalists' "protection," which U.S. believes would lead to their control. Gregory Newell, U.S. assistant secretary of state, said in speech adoption of such proposals could trigger Beard Amendment, which calls on Congress to end financial support of UNESCO if it adopts any of antifree-press resolutions, which are being advanced by loose coalition of Soviet Bloc and Third World countries. Last week UNESCO, over U.S.'s single dissenting vote, adopted budget of \$374 million, up 2.5% over last year's.

NNC rulings. National News Council has decided that Public Broadcasting Service's *Frontline* was unfair and misleading in parts of "An Unauthorized History of the NFL" telecast last Jan. 17. Program reported on alleged links between underworld gamblers and National Football League owners and players. Dr. Alan Blum, editor of *New York State Journal of Medicine*, subsequently complained about segments that dealt with April 1979 drowning of Carroll Rosenbloom, owner of Los Angeles Rams. Blum said that in reviving previously advanced murder theory, program unfairly raised questions about accidental drowning verdict of Dr. Joseph Davis, medical examiner in Dade county, Fla. Council, 10-year-old independent organization that handles complaints about fairness and accuracy in media, found PBS broadcast "did leave out relevant, factual material, material that tended to discredit the murder theory." Council said producers were "unfairly selective and misleading" in report on Rosenbloom's death.

In a separate session, Van Gordon Sauter, vice president of the CBS/Broadcast Group, conceded there has been dissension within CBS News over the network's recent broadcast of FBI videotapes made during the government's investigation of automobile company executive John DeLorean.

Sauter told journalists during a Nov. 11 SPJ conference presentation that the tapes,

broadcast by CBS News and CBS-owned KNXT(TV) Los Angeles last month, merely showed "pictures" of an event already described in public. In Sauter's view, the "core information as to what the government did and what DeLorean did" was generally known before the tapes were aired. He also said that CBS reviewed earlier precedents, including the Abscam tape broadcasts, be-

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fore deciding that use of the DeLorean tapes "would not impair jury impaneling."

During a question-and-answer session, Sauter also said that internal disagreement over the DeLorean tapes, like the controversial Vietnam documentary that brought a major lawsuit against the network by General William Westmoreland, "is very important" to a news organization such as CBS News.

Sauter reiterated CBS's objection to the recent news blackout imposed by the government during the invasion of Grenada in October. "This administration has had a very regressive attitude toward freedom of information," he charged. "If this [Grenada embargo] is a precedent, it's a very unwelcome event."

During his prepared remarks, Sauter advised that television should not be used by the public as a single news source, but rather relied on in combination with print media. He stressed the need to respond to public criticism of journalism.

In a Nov. 10 conference session on journalism ethics, former CBS News President Richard Salant, now president of the National News Council, urged journalists to develop "white papers" on professional ethics rather than adopting specific codes for guiding behavior. "American journalism, overall, is better than ever," Salant asserted. Another panelist, Accuracy in Media Chairman Reed Irvine, claimed the news media are slow to admit error or make corrections. "There's an awful lot of arrogance in the

news business," he said. Arthur Neuman, ombudsman for the *Sacramento Bee*, urged more broadcasters and print outlets to hire ombudsmen, to demonstrate "the press's own willingness and ability to look at itself." □

In defense of business reporting

ABC, NBC, PBS journalists present views on news media

Biased and unethical reporters don't survive, three television journalists told a Boston University conference on "The Economy, Business and the News Media."

"Misleading editing erodes your credibility," NBC News correspondent Mike Jensen said at the meeting, sponsored by the Los Angeles-based Foundation for American Communications and three other groups. *60 Minutes* senior producer, Phil Scheffler, said that despite business fears that the press is "left-wing, liberal, mean and out to get you," any journalist wouldn't survive three years in the profession if committed to a cause. And Paul Solman, executive producer of the PBS documentary series, *Enterprise*, said that although the press "tends to be somewhat more liberal than the country, reporters don't want to get things wrong on purpose."

Jensen said that although television's time constraints mean that "we often simply skim the surface," there's an "explosion" of business coverage on the tube. Eleven programs are now exclusively devoted to business, a beat that he described as a "growth industry" within television.

"I don't lament that we can't get the story across," he said. "We can get it across very well" through pictures and graphics. Jensen, a prize-winning reporter who went to NBC in 1978 from the *New York Times*, at first had a hard time convincing corporate executives to appear on television. But he said he's lured most of them in front of the camera by reminding them that the 15-second "sound bite" they'll get on the evening news is no less than the one- or two-sentence direct quote they get in the *Times* or the *Wall Street Journal*.

Jensen called television an "unparalleled means of communication," noting that his *Times* articles were read by perhaps 100,000 people compared to the 50 million who watch the evening news.

Scheffler shared the views of many journalists at the conference, who warned their corporate listeners it was more dangerous for them to hide from reporters than to face them with a comment.

"If a company can stand the test of scrutiny, you should welcome us," he said. "If you have something to hide, it may be wise not to talk, but we'll find out about it anyway." He added that he and his colleagues "are after a story, and not to make you look good or make you look bad." They aren't shooting and editing with an antibusiness bias, Scheffler said. "We don't like being committed. We spend our lives on the fringes of commitment. We watch others being committed." □

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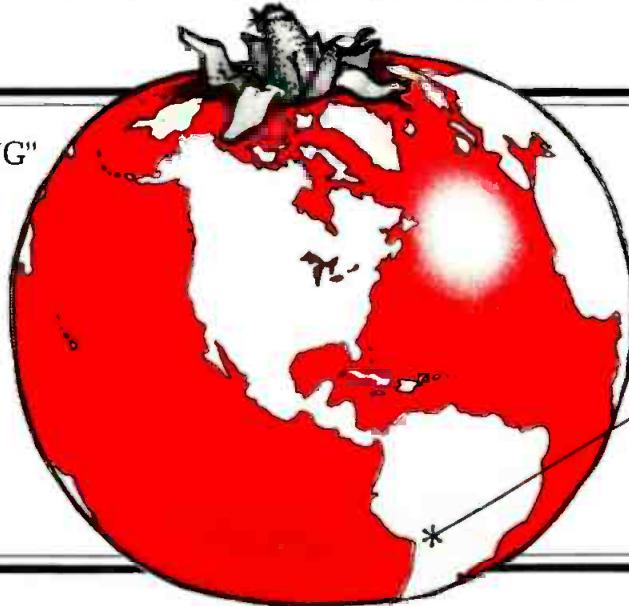
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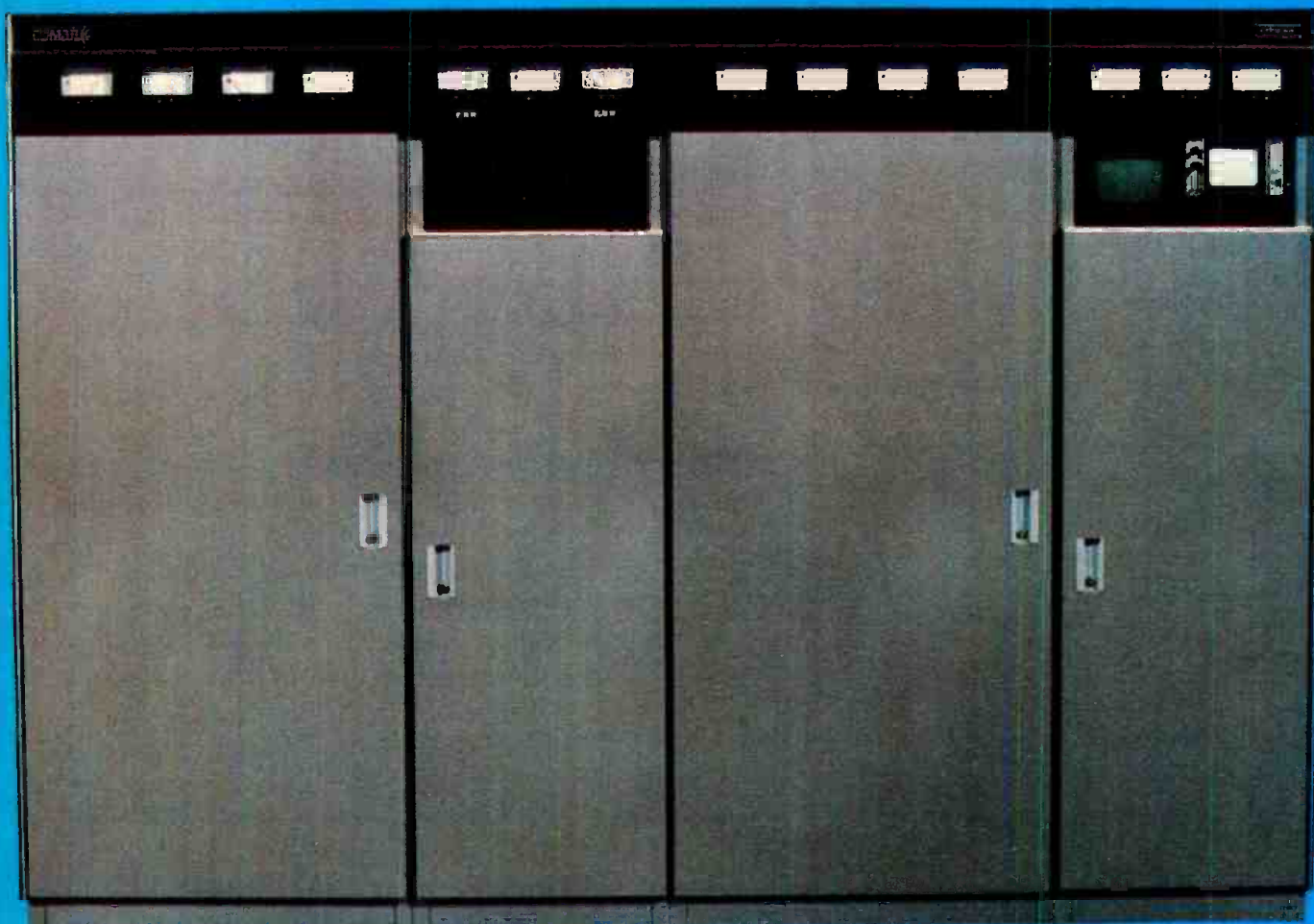
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Canadian copyright problems focus of Hill hearing

U.S. copyright holders protest infringement; Leahy legislation may not have all the answers

Canadian copyright holders are entitled to a share of the royalty payments made by U.S. cable television systems, but U.S. copyright holders—broadcasters and program producers—aren't entitled to royalty fees from Canadian cable systems that use their products.

On another front, Canadian Satellite Communications Inc. (Cancom), with its government's approval, is picking up the programming of ABC, CBS, NBC and the Public Broadcasting Service, and retransmitting that, via satellite, to Canadians in remote areas of the country without having to pay anyone in the U.S. (BROADCASTING, Aug. 22). U.S. copyright holders were crying foul over both situations before the Senate last week.

At a hearing before the Senate Copyright Subcommittee, U.S. copyright holders made it clear they don't like the idea of other people making money off their products without having to pay for it. But no clear solution emerged.

A bill sponsored by Senator Patrick Leahy (D-Vt.), S. 736, "The International Copyright Fairness Bill," would amend the Copyright Act of 1976 so that U.S. copyright royalty payments would not be made to "nonresident foreign nationals" for cable retransmissions unless the Copyright Royalty Tribunal first determined that a claimant's country provides the same compensation to American copyright holders for the use of their materials abroad.

Although some parties present endorsed the bill, David Ladd, register of copyrights,

and David Markey, head of the National Telecommunications and Information Administration, questioned the bill's consistency with an international agreement to which the U.S. is a party.

Ladd noted that both the U.S. and Canada are members of the Universal Copyright Convention (UCC), which requires that works by authors of member states be offered the same protection national works are. Since Canadian broadcasters don't receive compensation from Canadian cable systems for retransmission of their signals, "Canada's treatment of copyright owners with respect to cable retransmissions is in accord with this principle. S. 736, however, would contravene U.S. obligations under the UCC," Ladd pointed out.

Markey cited the same problem. "While

we support the subcommittee in its demonstrated interest in this increasingly important field, we do not believe that enactment of S. 736 is warranted at this time," Markey said.

Harry R. Olsson Jr., general attorney, CBS, told the subcommittee that Cancom was already "stealing" CBS's signal from its Detroit affiliate and redistributing it to remote areas of Canada. CBS's "big fear" was that Cancom will have to expand its operation into the more populated areas of Canada to survive, he said.

Cable in Canada is now reaching into from 80% to 85% of Canadian homes, Olsson noted, largely at the expense of American copyright holders, who get nothing for that. "Someone down here gets hurt . . . and it's not the Canadian cable systems, and it's not Cancom, because they don't pay a cent



Stacey



Martin



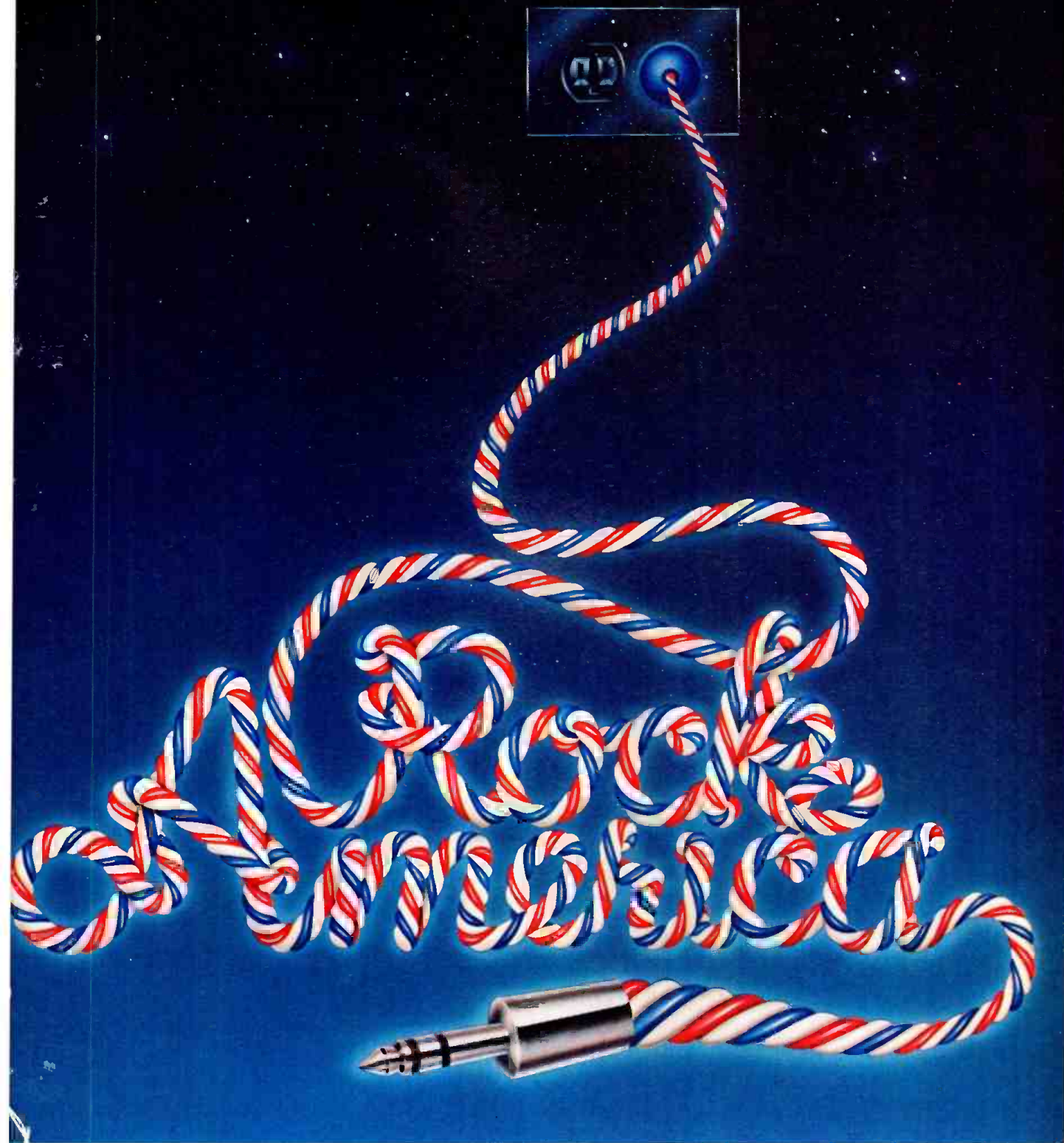
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Ladd



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Washington Watch

Free advice sought. FCC has requested informal comment on whether advisory committee should be formed to discuss technical and operational matters needed to implement reduced satellite orbital spacings.

□

Book report. "Sourcebook" on international telecommunications policy has been published by Center for Telecommunications Studies, Division of Continuing Education, The George Washington University. "Issues in International Telecommunications Policy: A Sourcebook" is said to be first reference work of its kind. It was edited and annotated by Jane H. Yurow, Washington communications consultant and lawyer, who was originally commissioned by Federal Communications Bar Association and International Law Institute to compile and edit "Sourcebook" for their conference on new developments in international telecommunications policy, in Washington, in May. "Sourcebook" may be purchased from center (Washington 70052) for \$49.50, or \$35 each for 10 copies or more.

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for it," he said.

Said Leahy: "The problem is . . . the Canadian cable systems are content to get something for nothing."

Peter Martin, vice president of news for WCAX-TV Burlington, Vt., charged that the Canadian government also had "encouraged or threatened" its cable systems to delete commercials on U.S. channels. Complaints, however, have fallen on deaf Canadian ears. "I think Senator Leahy's bill will focus their attention," Martin said.

Walter Josiah, executive vice president and general counsel of the Motion Picture Association of America, recommended that a "network" of laws, treaties and agreements be established among all nations to protect copyright owners. "We would hope that all nations would protect copyrights out of enlightened self interest. In the absence of such self interest, measures such as the bill proposed by Senator Leahy may be our only resort."

Donald Lytle, director of corporate program services for the Canadian Broadcasting Corp., said Canadian broadcasters would "take vigorous action" to keep Cancom out of areas broadcasters are already serving.

Lytle also said the Leahy bill presented a number of conceptual difficulties. For example, he said, the bill could be read to prevent the owner of a copyrighted work who is a citizen of a country in which there is no cable system to have his royalty payments blocked forever.

Wayne Stacey, executive vice president, Canadian Association of Broadcasters, said that Canadian broadcasters were providing U.S. copyright holders with payments for their products. Stacey also said the Canadian government would be giving "careful consideration" to the question of whether Canadian broadcasters should receive compensation from Canadian cable systems for retransmission of broadcast signals "fairly expeditiously."

That doesn't mean the Canadian government will be considering U.S. copyright holders' interests—at least not right off the bat, Stacey added after the hearing. "You have to do it at home before you can do it for your neighbors," he said.

Stacey also explained why Canadian broadcasters would oppose Cancom's expansion into the big cities. Cancom, he said, would merely replace smaller U.S. border station signals with big-city ones. "And we'd rather compete with the nearby border stations than big-city stations from Detroit," Stacey said.

Ladd suggested several steps that could be taken to remedy satellite signal piracy around the world. For starters, he said, the U.S. could ratify the Brussels Satellite Convention—an international copyright agreement—and seek to get wide support for that in the western hemisphere. He said the U.S. also could decide whether domestic satellite resale common carrier services ought to be authorized across borders without some assurance of "equitable remuneration" to U.S. copyright owners and prod international organizations to develop recommendations for the protection of copyrighted works vulnerable to piracy.

Subcommittee Chairman Charles McC.

Mathias (R-Md.) and Leahy suggested that it might be in the interest of those Canadians interested in preserving their culture to make their cable companies compensate U.S. copyright holders for product, since that would presumably make the U.S. product less attractive to program.

In related news, the Canadian Radio-Television Telecommunications Commission last week denied a Cancom application to serve 49 communities in Saskatchewan, including larger markets like Regina and Saskatoon, according to a spokesman for the CRTTC. Nonetheless, the CRTTC made it plain that it would consider new applications for remote areas in the province, the spokesman added. □

Swift moves to halt election projections

Along with Thomas, he introduces resolution calling for networks to voluntarily stop predictions before polls close; threatens legislation if they don't comply

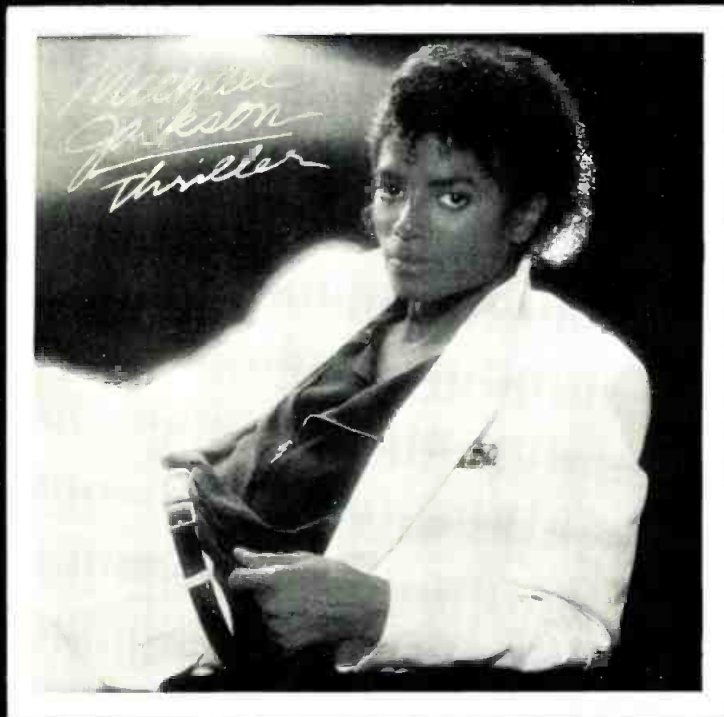
Representative Al Swift (D-Wash.) last week signaled an escalation in the effort of some in Congress to call a halt to the networks' projection of election results before the polls close. He and Representative William M. Thomas (R-Calif.) introduced a resolution calling on the networks to refrain "voluntarily" from such projections. And in a joint statement, the two congressmen warned that if the networks do not respond to the nonbinding resolution that the Senate as well as the House will be asked to approve, "further legislation" will be introduced.

Swift, chairman of a House Task Force on Elections, and Thomas, its ranking minority member, said they are "deeply concerned" about the impact of early projections of election results on the electoral process. "The adverse effect such premature projections of election results have on people's willingness to vote, and on their attitudes toward voting—especially at a time when voter turnout is already at historic lows—is profoundly disturbing," they said.

Their principal case history was the 1980 presidential election, when NBC projected Ronald Reagan's victory at 5:15 p.m., PST, nearly three hours before the polls were scheduled to close on the West Coast. "Those projections led to widespread reports of people leaving the polls without voting, since they felt that the election was already over," Swift and Thomas said in their statement. "Their failure to vote could well have affected the outcomes of several close local and state elections." However, more than the network projections were involved; President Jimmy Carter conceded the election at 6:45 p.m. PST.

The early projections and the Carter concession while the polls were still open in many parts of the country caused a furor. The House Administration Committee held hearings on the matter, and adopted a resolu-

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tion calling on the networks to refrain from projections of election results before the polls closed. "We hoped for some indication in the 1982 election that the networks were listening," Swift and Thomas said. "Unfortunately," they added, "that does not seem to be the case." They cite as evidence a League of Women Voters' study of the networks' performance in the 1982 elections.

The congressmen's concern extends beyond projections based on actual results. They are concerned, also, about exit polling that permits projections of results in a state before the polls there close. The network news executives have said their coverage would not include the projection of results in a state until the polls had closed. But the study found several cases in which that commitment was not kept. In each case, the projections were announced only minutes before the polls closed. However, all three networks projected results before all of the polls closed in the 13 states which lie across two time zones or that permit some polling places to remain open longer than others.

Citing those findings, Swift said in an interview, "I'm accusing the networks of something less than good faith." Then he added, "If a politician can't get away with that sort of thing, why let the networks?" He expressed concern that, if unchecked, the networks will respond to competitive pressures by broadcasting projections based on exit polling at an increasingly early hour. The networks have shied away from commitment not to base projections based on exit polling. As a result, the resolution asks all news media to abandon the use of exit polling for those projections.

It was what they regarded as the networks' unreasonableness on the issue and the increasingly sophisticated techniques employed in exit polling that Swift and Thomas said persuaded them to reject the one legislative solution suggested by some network representatives—uniform polling times. With exit polling, they said, the networks "can project election results within a matter of hours after the polls have

opened—and well before the polls have *closed* anywhere." Another legislative solution they said they chose not to pursue would simply inhibit the networks' ability to conduct exit interviews at all.

Then, too, they said there is a possible solution that would "require carefully legislating perilously close to the First Amendment." They said they "do not want to have to do" that. But Swift, in the news conference at which he announced the introduction of the resolution, appeared determined to leave the impression that such legislation is a distinct possibility if the experiences of 1980 and 1982 are repeated in 1984. "We're bending over backward to focus the issue, to give the electronic media an opportunity to respond," he said. "That doesn't mean we won't consider legislation." And he said he thought a narrowly drawn ban on "premature" projections could win congressional approval and pass muster in the courts.

Hard evidence in support of the thesis that early projections discourage voter turnout is relatively thin. Swift could point only to a study of the 1980 election by the University of Michigan. And, as Swift noted, the networks dismiss most other evidence as "anecdotal." But he noted the issue is an emotional one. "On the West Coast," he said, "you get the feeling that people are upset; they feel something precious and private of theirs has been violated. There is a very emotional attachment to the right to vote before someone tells you the results of the election." And he cited with considerable satisfaction the result of a debate on the issue at an ABC Harvard symposium, in October, on how voter turnout might be improved (BROADCASTING, Oct. 10). The participants—who included academics, politicians, network representatives and government officials—voted 18-12 in favor of a recommendation that, because "exit polling may impact on voter behavior," the electronic media be urged to "exercise voluntary restraint on early projections of election results and the use of exit polling for projections."

Swift indicated he expected the resolution

Ugly Americans? The FCC's "lack of finesse and sophistication has at times created havoc abroad," FCC Commissioner Henry Rivera said at a meeting of the Association of Data Processing Service Organizations in Palm Springs, Calif.

For example, Rivera said, the FCC's inquiry into eliminating regulatory controls on the international resale of private line service beginning or terminating in the U.S. angered foreign telecommunications officials, who perceived that as a unilateral move to inject competition into their "preciously guarded" monopolies. "The confusion and conflict were unnecessary because the furor created by this decision could have been prevented with some forethought and preparation at home and abroad," Rivera said.

The FCC's determination that its Computer II decision applied to the international arena is another example of the commission's lack of sophistication, Rivera said. "The commission did not believe that this vote would have any impact on the domestic or international policies of foreign governments. However, our decision—or, more to the point, misinformation about our decision—apparently did just that. To my knowledge, the FCC failed to enter the necessary consultations that would have laid the groundwork for a basic understanding of our action by foreign governments," he said.

"The FCC must realize that it cannot set communications policies in such a way as to unilaterally change the entrenched and fiercely held communications policies of other countries, and it must take care to assure that its decisions are not perceived by those countries as an attempt to change those policies," Rivera said. "Responsible U.S. agencies must attempt to shape a more coordinated and focused international policy through awareness of the interests at stake here and abroad, through establishment of U.S. policy guidelines which are both flexible and cohesive—and which transcend any particular conference—and through meaningful industry participation, especially in the early phases."

to move swiftly along its legislative journey, at least in the early stages. He said the 12 Democratic and seven Republican members of the House Administration Committee, which will consider the matter, would be co-sponsors. And Swift, one of the members, said he will ask that the resolution be scheduled as the committee's first order of business when Congress reconvenes in January, after the year-end break. □

Flynt causes X-rated worry

Publisher's plan to use sex films in political campaign raises question of obscenity vs. censorship of candidate advertising

Larry Flynt, publisher of *Hustler* and announced candidate for the Republican presidential nomination, is causing at least a ripple of uneasiness among the ranks of television broadcasters and at the FCC. He has said he plans to use clips from X-rated movies in his campaign commercials. The purpose: to test the laws banning obscenity from the airwaves. The test would pose a dilemma for broadcasters, since Section 325 of the Communications Act prohibits them from censoring the material of legally qualified candidates.

Commission staffers who are wrestling with the problem point out that Flynt, at the moment, is not a legally qualified candidate in a single state, let alone the 10 that would be required for him to be considered a legally qualified candidate nationally. So for now, said Chuck Kelley, chief of the commission's Enforcement Division, the question is "academic." But, he added, "we are trying to anticipate" the problem. And it could be a sticky one. When the no-censorship provision collides with the antiobscenity law, which gives way? The problem becomes even tougher when Section 312(a)(7)(b) is considered. That section poses the threat of loss of license for a broadcaster who denies a federal candidate "reasonable access" to the air.

The issue is not entirely unprecedented, however. Broadcasters now confront no-censorship and antiobscenity laws in connection with all of the material they present. And the Supreme Court, in the *Pacifica* case, upheld the commission's authority to ban the broadcast of indecent programming (BROADCASTING, July 10, 1978). The same law banning obscene material bans indecent material.

However, whether the *Pacifica* case could be used as justification for banning the X-rated material in the commercial of a legally qualified candidate is far from certain. The Supreme Court has held the law prohibiting such censorship protects broadcasters from libel suits filed in response to a candidate's material. Then, too, there is the peculiarity of the local standards test that the Supreme

Court has established to judge whether material is obscene. Are standards in Peoria different from those in New York City?

While the commission staff wrestles with the problem, worried broadcasters have been calling to ask for advice in the event they receive a request for time for an X-rated commercial from a legally qualified candidate. Kelley said the staff has been advising callers they may simply announce after such a commercial that they are "obligated" to carry it because of the law. But, he added, the callers are urged to use "neutral" language.

The topic also came up at the Television Bureau of Advertising conference last week (see stories, page 34). Milton Gross, the FCC's chief of the fairness/political broadcasting branch of the Mass Media Bureau, said the commission hopes to have an answer "within the next several weeks." According to John Summers, National Association of Broadcasters vice president/general manager, "This is not a question of immunity" from prosecution; "this is a question of your relationship with your audience." Summers said the NAB would welcome the opportunity to go to court on the issue if it's put to a test, adding that Flynt's threat exposes "the soft, white underbelly of Section 315."

At least one broadcaster on the panel, William Moll, president of the broadcasting/entertainment division of Harte-Hanks Communication, said his stations would refuse such a commercial and challenge its legality in court. Summers later said the NAB is prepared to back them in court. □

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Tek goes to Olympics

ABC has agreed to lease more than \$1.2-million worth of Tektronix frame synchronizers and test and measurement equipment for its coverage of the 1984 summer Olympics in Los Angeles. The equipment package includes 57 110-S frame synchronizers, 1910 digital generators, 1740 waveform/vector monitors, 2445 portable oscilloscopes and a variety of other test and measurement equipment. In a prepared statement, Julius Barnathan, president, broadcast operations and engineering, ABC, praised the frame syncs: "The Tektronix 110-S will be used to time signals from all 23 of our live coverage venues. The 110-S transparency will minimize signal degradation during our transmission."

TV stereo on the way?

Multichannel television sound (MTS), the technology that will permit television stations to broadcast stereo sound and, perhaps, a foreign-language soundtrack, has finally entered the home stretch. The Electronic Industries Association subcommittee on MTS has released in two substantial volumes the results of two years of testing on the three transmission systems and

three complementary noise-reduction (companding) systems that are vying to become the industry standards. After analyzing the reports and another due for release on Nov. 30, members of the subcommittee will assemble Dec. 19-22 at the Public Broadcasting Service headquarters in Washington to select one transmission system and one noise-reduction system. The recommendations will be passed along to the FCC, which has indicated a willingness to adopt them as national standards. (The FCC has been reluctant in recent years to establish technical standards, preferring instead to leave the job to the marketplace as it did with teletext and AM stereo.)

The transmission systems, which are compatible with the existing television service, were proposed by the Electronic Industries Association of Japan, Telesonics Systems Inc. and Zenith Radio Corp. The noise-reduction systems were proposed by dbx Inc., Dolby Laboratories and CBS Technology Center. (A fourth contender, Straight Wire Audio, has dropped out.) Twelve votes will be cast by the subcommittee: the broadcast equipment manufacturers, the integrated circuit manufacturers, the National Association of Broadcasters, the Association of Maximum Service Telecasters, the National Cable Television Association, ABC, NBC, CBS and PBS (one vote each)

and the television receiver manufacturers (three votes). To win the subcommittee's endorsement, a system must receive a majority of the votes.

If all goes well and the subcommittee and FCC pick a standard, transmission and reception equipment will quickly emerge. "Receiving manufacturers are chomping at the bit," said Eb Tingley, EIA staff vice president, engineering, consumer electronics group. "You are going to see some equipment at the summer [Consumer Electronics Show]. It may not be production models, but it will be there."

Not nonplussed by DBS

Backyard earth stations capable of intercepting cable programming are getting cheaper and, consequently, more competitive with direct broadcast satellite service. Case in point: Channel Master's new eight-foot earth station with a price tag of \$2,195. The unit features a 24-channel receiver with LED channel readout, push-button polarity switching and fiberglass dish with aluminum struts. It is available through Channel Master distributors in more than 300 cities in the U.S. and Canada.

In a statement enclosed with the product announcement, Channel Master Vice President Donald Berg said the backyard earth station market will not be harmed by DBS. The retail price of the average backyard earth station, which can pick up 80 channels, is around \$3,000, he said. That compares favorably with DBS costs of about \$400 a year for three to five channels, he said. DBS may even give backyard earth station sales a boost, he said. "The publicity on the new DBS service will make consumers aware that something can be done about their standard television pictures caused by either their remote location or deteriorating cable system equipment."

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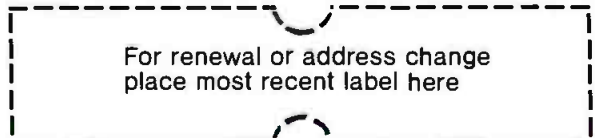
Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
 (required) No



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

New products

NEC America Inc., Elk Grove, Ill., has introduced the FS-18 frame synchronizer, featuring options for time base correction, frame freeze and four-field color processing. NEC says the unit is ideal for remote productions. . . . Broadcast Electronics, Quincy, Ill., is marketing a new five-deck cartridge machine, capable of either multiple or sequential spot playback. . . . Scientific-Atlanta, Atlanta, has introduced a block downconverter that permits use of the S-A Model 6650 receiver with low-noise amplifiers. The Model 365-1 downconverter is designed for indoor use; the Model 365-2, for outdoor installations. . . . Chrono-Log Corp., Haverstown, Pa., has a new series of character generators starting at \$1,000. . . . Logitek Electronic Systems Inc., Houston, is selling (for \$360) a new audio equipment interface, the PAI-4. It handles balancing and impedance and level correction for two audio inputs and outputs.

FDA proposes rules for press coverage

Networks among those filing comments saying guidelines may create new problems

The Food and Drug Administration, citing an increased interest on the part of television journalists in covering its public administrative hearings, has proposed guidelines for the manner in which such coverage will be conducted. A half-dozen commenters indicated they regarded some of the guidelines, at least, as creating problems where none had existed.

The comments were filed by ABC, CBS, NBC, CNN, the Reporters Committee for Freedom of the Press, the Public Citizen Litigation Group in behalf of Karen Branan (a freelance journalist), and the Public Citizen Health Research Group. It was a court suit filed by Branan and the PCHRG to protest restrictions imposed on her efforts to videotape an administrative proceeding that helped generate FDA's interest in formulating the guidelines.

All of the comments expressed particular exception to a proposal to vest in the presiding officer the discretion to restrict coverage and to impose additional requirements on coverage. All of the commenters objected also to provisions of the draft guidelines that appeared to permit prospective witnesses to withhold their consent to being videotaped, as well as to a ban on roving hand-held cameras.

CBS said that "in light of the strong public interest" in electronic coverage of administrative proceedings, the discretionary authority being proposed for presiding officers should not be conferred in the absence of standards limiting the circumstances in which the authority may be exercised. The PCHRG said the First Amendment, as well as the equal protection clause of the Constitution and the Administrative Procedure Act require such standards. NBC said that permitting witnesses to veto videotaped coverage of their participation in a proceeding creates the risk that full coverage "could be too easily blocked for slight and whimsical reasons." And ABC and CNN said it is common practice for camera operators to move about a room to obtain "cutaway shots" to provide viewers with a coherent picture of the setting of a hearing or a news conference. Both noted the practice has not proved disruptive.

The Reporters Committee took the broadest view of all of the commenters. It said that to the degree the guidelines impose restrictions on television journalists that are not imposed on other members of the press, they discriminate against broadcasters "without

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.

INTERNATIONAL COMMITTEE □ The wide scope of the committee is reflected in its global name. Right now there is particular emphasis on the need to fight encroachment on freedom of information around the world.

Arch Madsen, president of Bonneville International Corp., Salt Lake City, is chairman of the committee. He has held that responsibility since the group's inception just a few years ago. And before that, he had unofficially chaired NAB international activity since the late 1960's.

The committee is a key contact with the Inter-American Association of Broadcasters, representing approximately 18 nations in the western hemisphere; the Asian Pacific Broadcasting Union, representing more than 40 nations in that part of the world, The World Federation of Broadcasting Unions and similar associations elsewhere.

Madsen especially remembers the committee's liaison work that was instrumental in defeating a move to reduce AM separation in the hemisphere to nine khz. "The members of the IAAB saved our neck by not going along [with the proposal]. Some engineers say it saved broadcasters in this country more than \$40 million in charges that would have been necessary to retool stations for the new assignments," Madsen declared. "They [proponents] didn't know what hit them."

Madsen also emphasized that broadcasters around the globe are looking to U.S. broadcasters for leadership, especially in the fight for freedom of information. He lamented that although 73% of the world population receives information government-controlled to some degree, there still is not enough U.S. broadcaster opposition to such censorship. He offered an example:

"I just returned from our second Voices of Freedom Conference in France, attended by 82 delegates from 28 countries. But we had only a sprinkling of broadcasters; practically all were from print. Keynoter Walter Cronkite told the group that broadcasters must take more interest along with print people."

Madsen urged broadcasters to take a cue from the newspaper industry's World Press Freedom Committee. He recalled: "I start almost every committee meeting with the words of Cedric Foster, the well-known radio commentator out of Boston on the old Yankee network in 1939: 'Remember, America, the Yangtze River runs down Main Street, U.S.A.'"

Madsen said another major imminent meeting in which the NAB is to participate is the Japan-U.S. Broadcast Leadership Conference: Communicating Across Culture. Sponsors, along with NAB, are the National Association of Commercial Broadcasters in Japan, the National Association of Public Television Stations, Japanese Broadcasting Corp. (NHK) and the Japan Society. It will be held Nov. 30-Dec. 2 in New York and is hailed by Madsen as a major move in fostering good relations between broadcasters of the two nations.

International Committee members, in addition to Madsen: Kenneth Giddens, chairman of the board and owner, WKRG-TV Inc., Mobile, Ala.; Charles T. Jones Jr., VP, general manager, WSRZ(FM) Sarasota, Fla.; Wallace J. Jorgenson, president, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Marcelino Miyares, president, WBBS-TV Chicago; Donald Smullin, president, TRC Communications, Phoenix, Ore.; Marilyn F. Soloman, director of corporate relations, KCOP-TV Los Angeles, and Donald Wear Jr., vice president, Washington affairs, CBS Inc., Washington.



Madsen

offering a rational basis for different treatment." What's more, the committee submitted the results of a survey of the manner in which video coverage of administrative proceedings is treated in the 50 states. The results showed that 38 have adopted laws or policies that permit videotaping of open meetings. None of the states, the committee

said, afford presiding officers with the broad range of discretion the committee said FCA proposes to confer on its presiding officers.

The reaction of the commenters appeared to have surprised FDA officials. Ruth Sherman, who has been working on the guidelines project, said the aim was to "maintain the openness" of the agency's public pro-

ceedings. She said the proposed guidelines would not confer on the presiding officers discretionary authority they do not now have. "There was a misunderstanding" on the part of those commenting that those

officers do not have discretionary authority.

But she said "the agency wants" the presiding officer to open the proceedings to videotaping. "The presumption," she said, "is in favor of open hearings."

Changing Hands

PROPOSED

WLBT-TV Jackson and WLBM-TV Meridian, both Mississippi □ Eighty-four percent sold by 21 stockholders of TV-3 Inc. to Civic Communications Corp. for \$12,765,000. Seller is owned by 24 shareholders, including Aaron E. Henry, chairman; Charles L. Young, vice president, and Robert C. Travis, all three of whom increase their interests in buyer. None have other broadcast interests. Henry is Clarksdale, Miss., pharmacist; Charles L. Young, is Meridian, Miss., businessman; Travis is Jackson, Miss., attorney. Buyer is composed of Henry, 26.3%; Young, 26.3%; Buford Television Inc., 25.4%; Interfirst Venture Corp., 10.9%, and Travis, 3.5%. Buford Television is MSO and also owns KLTU-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. It has 20% interest in Home Entertainment Network Inc., which is licensee of WBTI(TV) Cincinnati and provides subscription television service. Interfirst Venture Corp. is subsidiary of InterFirst Bank, Dallas. WLBT-TV is NBC affiliate on channel 3, with 95.7 kw visual, 19.1 kw aural and antenna 2,419 feet

above average terrain. WLBM-TV is NBC affiliate on channel 30 with 89.1 kw visual, 8.9 kw aural and antenna 234 feet above average terrain. It went on air Oct. 4, 1982.

KZEL-FM Eugene, Ore. □ Sold by Jayar Communications to Mr. and Mrs. Mike J. Pappas for \$1,050,000. Seller is owned by Jayar Securities Corp., New York investment firm (50%); Charles R. Skinner, station general manager (25%); Peter L. Townsend, (12.5%), and his sister, Jeanette T. Brophy, homemaker (12.5%). It is also selling co-located KBDF(AM) (see below). Among sellers only Townsend has other broadcast interests, 14% of KEZY-AM-FM Anaheim, Calif. Buyers also own 35% of KTRB(AM)-KHOP(FM) Modesto, Calif. KZEL is on 96.1 mhz with 100 kw and antenna 870 feet. Broker: Blackburn & Co.

KRSL-AM-FM Russell, Kan. □ Sold by Thompson Communications Inc. to Russell Broadcasting Ltd. for \$923,000. Seller is owned by Fred Thompson, who recently sold KYFM(FM) Bartlesville, Okla. ("Changing Hands," April 11). He will be half owner of buying general partner. Buyer will be gen-

eral partnership with additional financing from limited partnerships. Owners of general partnership will be Thompson (50%), William Aufleger and Kenneth E. Garrett (25% each). Aufleger and Garrett are Stillwater, Okla., businessmen who syndicate limited partnerships. KRSL is daytimer on 990 khz with 250 KRSL-FM is on 95.9 mhz, with 3 kw and antenna 295 feet above average terrain.

WRTA(AM) Altoona, Pa. □ Seventy-eight percent sold by three stockholders to David R. Wolf, owner of other 22%. Wolf is paying sellers \$228,725 cash and is conveying to them his 22% ownership (valued at \$680,000) in certain real estate and WMBT(AM) Shenandoah, Pa., now owned with sellers. Sellers are Martin F. Malarkey, Washington-based cable consultant; Louis H. Murray, general manager of WRTA and WMBT, and Pennsylvania National Bank and Trust Co., trustees for estate of John Miller, each with 26%. Buyer is president of both radio stations. WRTA is on 1240 khz with 1 kw day and 250 w night.

KRIG(AM) Odessa, Tex. □ Sold by BBC Broadcasting Inc. to Permian Basin Broadcasting Co. for \$800,000. Seller is owned by Jim Blakemore, who has no other broadcast interests. Buyer is owned by L.E. Hawkins and son, W.L.; Gene Garrison, Ray Henry and John Northcut. Hawkins own KURV Edinburg, Tex. Garrison and Northcut are Edinburg bankers; Henry is Edinburg investor. KRIG is on 1410 khz full time with 1 kw. Broker: Norman Fischer & Associates

WHLT(AM)-WHUZ(FM) Huntington, Ind. □ Sold by Huse Radio Inc. to Group G Broadcasting Inc. of Indiana for \$525,000. Seller is owned by Edwin Huse (70%) and wife, Helen (30%). They have no other broadcast interests. Buyer is headed by Timothy J. Ginrich, (professional name, Robert A. Sherman), radio consultant in Port Huron, Mich. WHLT is daytimer on 1300 khz with 500. WHUZ is on 103.1 mhz with 3 kw and antenna 377 feet above average terrain. Broker: Keith W. Horton Co.

WPBM-AM-FM Aiken, S.C. □ Sold by Air South Inc. to Community Broadcast Associates for \$500,000. Seller is headed by president, Diane Foskett, who is also majority owner. It has no other broadcast interests. Buyer is headed by David Shoumacker, anchor for WJLA-TV, Washington, as general partner. He is also general partner in WGMD(FM) Rehoboth Beach, Del., and WXVA-AM-FM Charleston, W.Va. Shoumacker will own 30% of WPBM-AM-FM with remainder owned by 10 limited partners including Washington Redskins quarterback, Joe Theismann, and WJLA-TV consumer reporter, Paul Berry. WPBM is daytimer on 1300 khz with 500 w. WPBM-FM is on 95.9 mhz with 3 kw and antenna 200 feet above average terrain.

WCOU(AM)-WAYU(FM) Lewiston, Me. □ Sold by Androscoggin Broadcasting Corp. to Philip M. Lowe for \$450,000. Seller is subsidiary of Allied Capital Corp. which bought station's assets at foreclosure auction from Welboco Inc. for \$350,000 ("Changing Hands," Oct. 17). Buyer also owns WCNL-AM-FM Newport, N.H., and WHIM(AM) East

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WDIC(AM) Clinchco, Va. □ Sold by Dickenson County Broadcasting Corp. to Richard W. Edwards and others for \$366,850. Previously approved sale of station for \$425,000 ("Changing Hands," Dec. 6, 1982), was never completed. **Seller** is owned by group of local stockholders who have no other broadcast interests. **Buyer** is owned by Edwards (49.4%), a Birchleaf, Va., country store owner; his father, Olney W., retired (1.2%), and Jerry Donald Baker (49.4%), a Pound, Va., funeral home owner. They have no other broadcast interests. **WDIC** is 5 kw daytimer on 1430 khz.

KBDF(AM) Eugene, Ore. □ Sold by Jayar Communications to Constant Communications Corp. for \$350,000, including \$65,000 non-compete agreement. **Seller** is also selling co-located KEZL(FM) (see above). **Buyer** is principally owned by Frederic W. Constant, president. He is also majority owner of KTOX(AM) Boise, Idaho; KIZN(FM) New Plymouth, Idaho; permittee for KDUK(FM) Florence, Ore., and applicant for new FM at Talent, Ore. **KBDF** is on 1280 khz with 5 kw day and 1 kw night.

WLNC(AM) Laurinburg, N.C. □ Sold by Laurinburg Broadcasting Co. to Contempo Communications Inc. for \$315,000. **Seller** is owned by George W. Phillips, who has no other broadcast interests. **Buyer** is owned by James C. Clark (51%) and John W. Pittman (49%). They also own WFMO(AM) Fairmont, N.C. **WLNC** is 500 w daytimer on 1300 khz. It has construction permit for 2.5 kw night with separate transmitter location.

WGVA(AM) Geneva, N.Y. □ Eighty percent of Seneca Lake Broadcasting Corp. sold to Finger Lakes Broadcasting Corp. for \$250,000. **Seller** is owned by Daniel F. Gordon who bought station two years ago for \$450,000 ("Changing Hands," March 30, 1981) and will retain 20%. **Buyer** is 80% owned by Louis O. Schwartz, director of New York-based American Sportscasters Association. Schwartz has no other broadcast interests. **WGVA** is on 1240 khz with 1 kw day and 250 w night. *Broker: Keith W. Horton Co.*

WNOO(AM) Chattanooga □ Sold by WMFS Inc. to Southern Star Systems Inc. for \$300,000. **Seller** is owned by William Watt (55%) and Investment Corp. (45%), both of Montgomery, Ala., and has no other broadcast interests. **Buyer** is owned by Stephen Lilly, Washington-based financial consultant and nine Chattanooga professional and business people. **Buyer** has no other broadcast interests. **WNOO** is 5 kw daytimer. *Broker: Business Broker Associates.*

WZTN Montgomery, Ala. □ Sold by Thomas M. Percer to Alvin Dixon Jr. for \$60,000 plus assumption of majority of notes equaling \$285,000. **Seller** has no other broadcast interests. **Buyer** was announcer at WXVI(AM) Montgomery. **WZTN** is daytimer on 1000 khz with 5 kw.

KNIC(AM) Winfield, Kan. □ Sold by Courtney Broadcasting Co. to J & F Communications Inc. for \$275,000. **Seller** is owned by Ira E. Courtney (51%) and wife, Betty R. (49%). They have no other broadcast interests. **Buyer** is owned by Judith N. Miller (51%) and

husband Frederick E. (49%). He was program and news director at KNIC. She is administrator in Winfield school district. They have also petitioned for FM allocation in Eureka, Kan. **KNIC** is daytimer on 1550 khz with 250 w-D.

WJQS(AM) Jackson, Miss. □ Sold by Town & Country Broadcasting Co. Inc. to John Pembroke for \$250,000. **Seller** is owned by Ann C. Zimmerman (68.4%) and G. Lee Hodges (31.6%). Neither has other broadcast interests. **Buyer** is general manager and half owner of KJOP(AM) Lemoore, Calif. **WJQS** is on 1400 khz with 1 kw day, and 250 w night.

WRRZ(AM) Clinton, N.C. □ Sold by WRRZ Radio Co. to WRRZ Radio Co. Inc. for \$200,000. **Seller** is owned by John L. Austin and brothers, George T., A.G. and J.B. Williams. They are also selling co-located WRRZ-FM (see "For the Record") and have no other broadcast interests. **Buyer** is equally owned by Delma Dixon, engineer at the station; Clarence Denton, program director, and Daniel Lucas, assistant program director. They have no other broadcast interests. **WRRZ** is daytimer on 880 khz with 1 kw.

□ Other proposed station sales include: KXGO(FM) Arcata (Eureka), Calif. ("Changing Hands," Oct. 24); WROD(AM) Daytona Beach, Fla. ("Changing Hands," Nov. 14); WSTL(AM) Eminence, Ky.; WVJS(AM)-WSTO(FM) Owensboro, Ky.; KNOX(AM)-KYTN(FM) Grand Forks, N.D. ("Changing Hands," Nov. 7); WRIB(AM) Providence, R.I., and KTWS-TV Dallas ("In Brief," Nov. 7).

APPROVED BY FCC

KFOG(FM) San Francisco □ Sold by General Electric Broadcasting Co. to Susquehanna Broadcasting Co. for \$4.5 million. **Seller** is subsidiary of General Electric Corp. and owns KOA-TV Denver and 13 cable systems. **KFOG** is last of GE broadcast properties to be sold in group divestments. **Buyer**, based in York, Pa., owns six AM's, seven FM's and three cable systems. It is owned by Louis J. Appell Residuary Trust (87%), which is voted by trustees Louis J. Appell Jr and other family members. **KFOG** is on 104.5 mhz with 7.9 kw and antenna 1,452 feet above average terrain.

WVFM(FM) Lakeland, Fla. □ Sold by Lakeland FM Broadcasting Inc. to Root Communications for \$3.1 million. **Seller** is equally owned by Frank (Bud) Kurtz Jr., president; Duane McConnell, and H.R. Todd. None have other broadcast interests. **Buyer** is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises and headed by Chapman S. Root. It has no other broadcast interests. **WVFM** is on 94.1 mhz with 100 kw and antenna 500 feet above average terrain.

KGNS-TV Laredo, Tex. □ Sold by Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million ("In Brief," Sept. 19). **Seller** is owned by T. Frank Smith Jr., who also owns KRIS-TV Corpus Christi, Tex. **Buyer** owns soft drink bottling franchises in Louisiana and recently bought KYCU-TV Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo., for \$9.7 million

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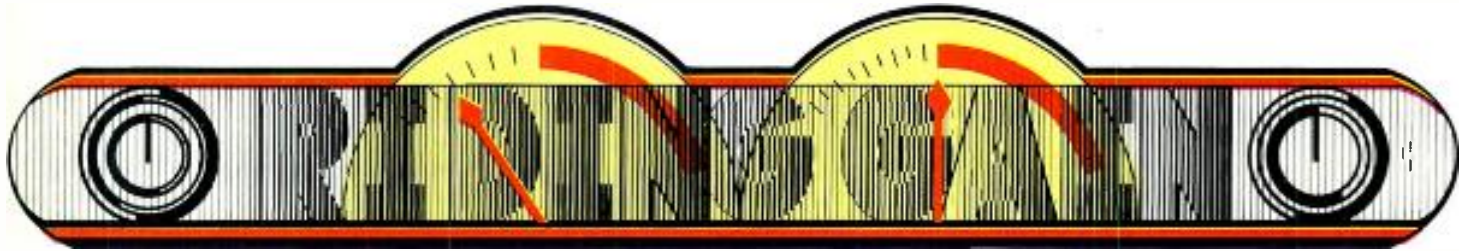
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("Changing Hands," Aug. 8), and has 30% interest in buyer of KBIL-FM San Angelo, Tex. ("Changing Hands," Aug. 29). Buyer is KGNS-TV is NBC and ABC affiliate on channel 8 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain. **KKBZ-AM-FM Santa Paula, Calif.** □ Sold by

Pacwest Radio to Kachina Broadcasting Corp. for \$1,104,600, including assumption of \$650,000 in liabilities. **Seller** is owned by John R. Lego, Gordon L. Miller and James Johnson. Johnson is receiver for Thomas Chilcott, who is serving prison terms for commodity fraud. None have other broadcast interests. **Buyer** is headed by William S.

Sanders, president. It also has interest in KDHI(AM)-KQYN(FM) Twentynine Palms, Calif.; KPER(FM) Hobbs, N.M.; KVKM(AM) Monahans, Tex., and construction permit for new FM there, and KKZZ-AM-FM Lancaster, Calif. KKBZ-FM is on 96.7 mhz with 3 kw and antenna 1,600 feet above average terrain.



AM movement

McGavren Guild Radio will hold a conference on the "positive direction" of AM radio on March 4-6 at the White Stallion Ranch in Tucson, Ariz. Ellen Hulleberg, the representative firm's executive vice president, marketing and communications and coordinator of the event, said attendees will hear results of studies on how listeners perceive AM radio, to be conducted by Rob Balon Associates, and on AM programming trends, ordered from Ted Bolton Associates.

Yankelovich, Skelly & White will preview a report on how AM radio fits into the technological environment of the 1980's and 1990's. An address on positioning AM stations by Dr. Len Lodish of the Wharton Busi-

ness School, Philadelphia, is tentatively scheduled.

The conference is primarily designed for client stations of Interep companies (Major Market Radio, Hillier/Newmark/Wechsler & Howard, Weiss & Powell and McGavren Guild). Hulleberg said, however, that the event will be open to anyone.

Audio on line

News/Sports Radio Network, Milwaukee-based news and sports features service, debuts on the UPI Radio Network satellite system today, Nov. 21. AudioLine, NSRN's 10-minute satellite feed, will include 10-, 30- and 60-second voicers and actualities gathered from correspondents, telephone inter-

views and companies that sponsor the network. Use of the satellite technology will be in addition to the network's existing feature service which uses phone lines and audio cartridges to supply stations. Some commercial time will be sold during the feed by the network, and stations will be asked to carry the feed in its entirety. With the addition of approximately 700 UPI radio station subscribers, NSRN's "client" base will climb from around 500 to 1200 stations. AudioLine will be fed once daily at 9:18 p.m.

West meets East

National Public Radio's *All Things Considered* and *Morning Edition* will broadcast a series of reports on Japan during November and December, to "provide listeners with a better perspective of the interdependence of our two countries," according to NPR. Supported by a grant of \$46,761 from the New York-based United States-Japan Foundation, the reports will include interviews with Japanese citizens discussing their attitudes toward work, family, politics and the economy.

Faith loss

The FCC has upheld a Review Board decision dismissing the renewal application of Faith Center Inc. for KHOF(FM) Los Angeles. An FCC administrative law judge had dismissed the KHOF renewal application in 1982 on grounds that the nondemoninational church had not been prosecuting its application in good faith in refusing to participate in discovery proceedings and failing to comply with the judge's orders. The FCC denied a request by Faith Center Inc. for review of action dismissing its application for renewal of KHOF-TV San Bernardino, Calif., earlier this year (BROADCASTING, Sept. 19).

New division

Upon closing of four major radio station acquisitions from Fairbanks Broadcasting last Tuesday (Nov. 15), John Blair & Co. announced formation of a new Owned Radio Stations division, to be headed by James C. Hilliard, a former executive vice president and general manager for Fairbanks. The four new properties are KVIL-AM-FM Dallas and WBC(AM)-WMAF(FM) Indianapolis, bought by Blair last July for \$50 million in cash (BROADCASTING, July 18). John Blair & Co. also owns

Kachina Broadcasting Corporation

has acquired

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Santa Paula, California

for
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WHDH(AM)-WCOZ(FM) Boston; WFLA(AM)-WOJC(FM) Tampa, Fla.; WKAQ-TV San Juan, P.R.; KOKH-TV Oklahoma City, and KSBW-TV Salinas and KSBY-TV San Luis Obispo, both Calif. "The restructuring of our broadcast ownership interests into separate radio and television divisions reflects that expansion and will permit more intensive management of each," said Jack W. Fritz, president and chief executive officer of Blair.

On second thought

The FCC has decided *not* to accept applications for the facilities of KTFM(FM) (formerly KDIG) San Diego after all. The FCC had invited those applicants the week before (BROADCASTING, Oct. 31), noting that the station's former licensee, West Coast Media Inc., had run out of luck when the Supreme Court refused to review the FCC's decision denying renewal for failing to make a good faith effort to meet its programming promises. Last week, however, the FCC noted that West Coast has filed a petition for extraordinary relief, requesting that the FCC reconsider its decision and permit West Coast to sell the station to a minority. In a public notice, the commission said it will consider West Coast's request in the near future.

Olympic action

A number of leading national advertisers have already signed for ABC Radio's coverage of the 1984 winter and summer Olympic games, according to Louis J. Severine, vice president and director of sales, ABC Radio Networks. The major advertisers include: Stroh's beer—the exclusive beer sponsor in ABC Radio's Olympic package; Sears; General Foods for Maxwell House coffee; AT&T; Lederle Labs, and ARA Services.

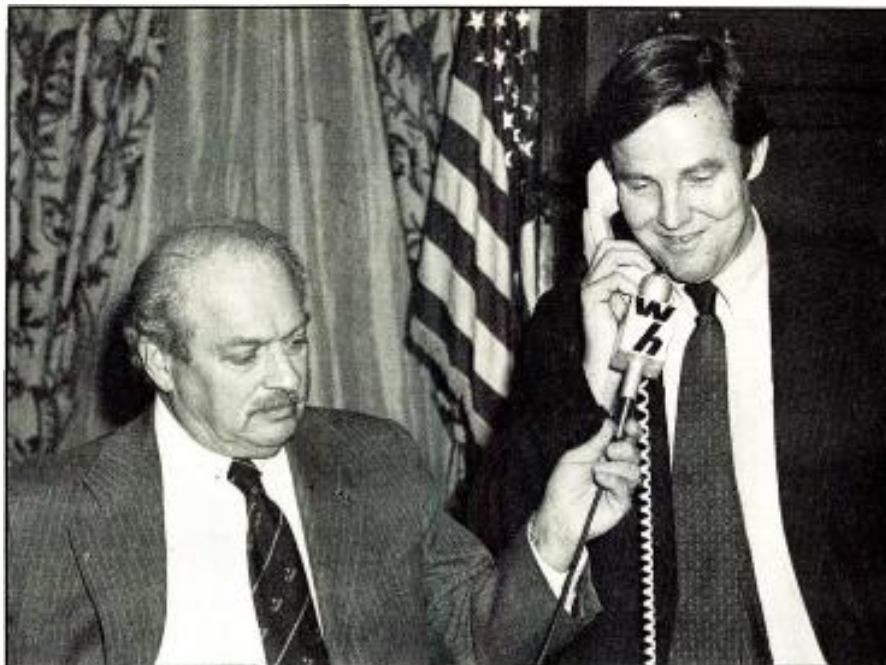
Each advertiser will receive 244 30-second spots in the winter and summer Olympic coverage on all six ABC Radio networks (Contemporary, Direction, Entertainment, FM, Information and Rock). The total package is selling rapidly and should be sold out by year's end, according to ABC.

To date, more than 700 affiliates have cleared the more than 300 hours of Olympic coverage for both the winter and summer games.

Playback

Motown International and the BBC have entered an agreement for worldwide distribution of the *Motown 25th Anniversary Radio Special*. Plans call for the 10-hour program to be aired simultaneously in 69 countries early next year. U.S. distribution is being handled by the New York-based London Wavelength. The BBC's Stuart Grundy is the executive producer. "This is the first time in BBC history that we've done a series on a record company," Grundy noted. Motown's 25th anniversary (in March 1983) also was the subject of a special two-hour Emmy-winning program first aired over NBC-TV last May, at the time of the anniversary.

As many radio programmers projected last summer (BROADCASTING, Aug. 29), the number of live satellite-delivered broadcasts of special events and concerts will be steadily increasing. The latest announcement: *Supergroups Live*—a series of at least eight, 90-minute concerts scheduled to be offered to



Stereo introduction. John Morris (l), president of Nassau Broadcasting, records New Jersey Governor Thomas Kean's symbolic inauguration of AM stereo over Nassau's WHWH(AM) Princeton, N.J. The governor pressed a button on the phone as the switchover to AM stereo took place at the station. WHWH uses the Motorola C-Quam system.

affiliates of ABC's Rock Radio Network beginning next March.

□

Public station WNYC-FM New York aired a live concert tribute to 83-year-old composer

Aaron Copland last Wednesday evening (Nov. 16). The program, which was in celebration of WNYC's 40th year of broadcasting, originated from New York City Mayor Edward Koch's residence at Gracie Mansion. Koch served as host of the broadcast.

Broadcasting Cablecasting

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Closing Closing Net Percent Market
Wed. Tues. Change Change P/E Capitali-
Nov 16 Nov 8 in Week in Week Ratio (000,000)

BROADCASTING

N ABC	56 5/8	56 5/8				11	1,660
N Capital Cities	149 1/2	146	+ 3	1/2 +	2.39	18	2,003
N CBS	70	70 7/8	-	7/8 -	1.23	11	2,077
N Cox	43 7/8	45 1/4	- 1	3/8 -	3.03	17	1,243
A Gross Telecast	55	56	- 1	-	1.78	12	44
O LIN	20	17	+ 3	+ 17/64	20	417	
N Metromedia	25 1/4	25		+ 1/4 +	1.00	21	706
N Outlet Co.	43 5/8	43 1/2	+ 1/8	+ 28	34	179	
O Price Commun.	5 3/4	5 1/2	+ 1/4	+ 4.54	0	15	
O Scripps-Howard	25 1/2	26	-	1/2 -	1.92	14	263
N Storer	30 7/8	29 1/2	+ 1	3/8 +	4.66	18	506
O SunGroup Inc.	6 3/4	6 3/4				0	
N Taft	49 1/4	47 1/4	+ 2		4.23	12	448
O United Television	13 1/4	13 3/8	-	1/8 -	.93	17	155

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	23 5/8	21 5/8	+ 2		9.24	23	142
A Affiliated Pubs.	39 7/8	40 3/4	-	7/8 -	2.14	15	322
N American Family	23 1/8	22	+ 1	1/8 +	5.11	14	315
O Assoc. Commun.	12 1/4	12 1/4				0	58
N A.H. Belo	36 1/2	37	-	1/2 -	1.35	12	342
N John Blair	33 3/4	32	+ 1	3/4 +	5.46	14	266
N Chris-Craft	24 7/8	23 3/8	+ 1	1/2 +	6.41	50	154
N Cowles	21 3/8	20 3/8	+ 1		4.90	20	85
N Gannett Co.	60	59	+ 1		1.69	17	3,199
N General Tire	35 1/2	35 3/8	+ 1/8	+ 35	13	747	
O Gray Commun.	59	59				13	29
N Gulf United	29 7/8	29 1/4	+ 5/8	+ 2.13	9	862	
N Harte-Hanks	22	21	+ 1		4.76	13	482
N Insilco Corp.	19	18 7/8	+ 1/8	+ .66	10	306	
N Jefferson-Pilot	39 1/2	36 1/4	+ 3	1/4 +	8.96	8	849
O Josephson Intl.	12	13	- 1	-	7.69	8	59
N Knight-Ridder	54 5/8	51 1/2	+ 3	1/8 +	6.06	15	1,800
N Lee Enterprises	23	22 7/8	+ 1/8	+ .54	14	309	
N Liberty	23 7/8	24 1/4	- 3/8	- 1.54	14	239	
N McGraw-Hill	46 5/8	44 3/8	+ 2	1/4 +	5.07	19	2,337
A Media General	55	54 5/8	+ 3/8	+ .68	11	382	
N Meredith	38	39 7/8	- 1	7/8 -	4.70	11	357
O Multimedia	37 1/4	37 1/4				17	620
A New York Times	89 7/8	84 1/8	+ 5	3/4 +	6.83	17	1,166
O Park Commun.	20 1/2	19 1/4	+ 1	1/4 +	6.49	17	189
A Post Corp.	59 1/2	59 1/8	+ 3/8			24	109
N Rollins	16 1/8	15 7/8	+ 1/4	+ 1.57	20	418	
N Schering-Plough	41	41 1/4	- 1/4	- .60	11	2,186	
T Selkirk	13 5/8	13 1/2	+ 1/8	+ .92	30	111	
O Stauffer Commun.	48	48				12	48
A Tech Operations	38 3/8	33	+ 5	3/8 +	16.28	7	35
N Times Mirror	82	78 3/4	+ 3	1/4 +	4.12	16	2,815
N Tribune	32 1/4	29 1/8	+ 3	1/8 +	10.72	15	1,321
O Turner Bcstg.	26	31	- 5	-	16.12	173	530
A Washington Post	68 3/4	70 1/2	- 1	3/4 -	2.48	16	974
N Wometco	41 3/4	41 5/8	+ 1/8	+ .30	21	729	

SERVICE

O BBDO Inc.	40 1/2	39 1/4	+ 1	1/4 +	3.18	14	235
O Compact Video	5 1/4	5 1/8	+ 1/8	+ 2.43	24	17	
N Comsat	37 5/8	37 1/4	+ 3/8	+ 1.00	13	677	
O Doyle Dane B.	22 3/4	23 1/4	- 1/2	- 2.15	19	138	
N Foote Cone & B	49	48	+ 1	+ 2.08	13	142	
O Grey Advertising	110	106	+ 4	+ 3.77	9	65	
N Interpublic Group	51 3/4	52 3/4	- 1	- 1.89	12	257	
N JWT Group	39 1/8	37 5/8	+ 1	1/2 +	3.98	21	231
A MovieLab	5 3/4	6 1/4	- 1/2	- 8.00	5	9	
O A.C. Nielsen	34 1/4	37	- 2	3/4 -	7.43	16	769
O Ogilvy & Mather	48 3/4	47	+ 1	3/4 +	3.72	15	213
O Sat. Syn Syst.	8	8 1/2	- 1/2	- 5.88	17	46	
O Telemation	7	7 1/4	- 1/4	- 3.44	7	8	
O TPC Commun	1 3/4	2	-	1/4 -	12.50	1	4
A Unitel Video	9 1/8	8 1/4	+ 7/8	+ 10.60	13	18	
N Western Union	35 3/4	36 1/8	- 3/8	- 1.03	10	859	

Closing Closing Net Percent Market
Wed. Tues. Change Change P/E Capitali-
Nov 16 Nov 8 in Week in Week Ratio (000,000)

PROGRAMING

O Barris Indus	4 1/2	4 3/8	+ 1/8	+ 2.85	24	25	
N Coca-Cola	55 1/2	53 1/2	+ 2	+ 3.73	13	7,550	
N Disney	50 1/4	60 3/8	- 10	1/8 -	16.77	14	1,737
N Dow Jones & Co.	50	49 3/4	+ 1/4	+ .50	28	3,203	
O Four Star	7 1/2	8	-	1/2 -	6.25	8	6
N Getty Oil Corp.	73 5/8	69 1/4	+ 4	3/8 +	6.31	13	5,826
N Gulf + Western	26 7/8	26 1/4	+ 5/8	+ 2.38	8	2,068	
O Lorimar	20	19 1/2	+ 1/2	+ 2.56	11	101	
N MCA	38 1/8	36 7/8	+ 1	1/4 +	3.38	12	1,838
N MGM/UA Ent.	14 1/4	11 3/8	+ 2	7/8 +	25.27	10	709
N Orion	14	14 1/2	-	1/2 -	3.44	27	16
O Reeves Commun.	10 3/4	10 3/8	+ 3/8	+ 3.61	17	133	
O Telepictures	15 1/2	15 1/4	+ 1/4	+ 1.63	20	93	
O Video Corp.	11 1/8	9 1/2	+ 1	5/8 +	17.10	20	19
N Warner	21 1/4	21 3/4	- 1/2	- 2.29	3	1,383	
A Wrathar	39 1/4	44 7/8	- 5	5/8 -	12.53	106	87

CABLE

A Acton Corp.	6 5/8	6 3/8	+ 1/4	+ 3.92	35	37	
O AEL	32	28 3/4	+ 3	1/4 +	11.30	42	65
O AM Cable TV	5 1/2	6	-	1/2 -	8.33	32	20
N American Express	34 3/4	33 1/2	+ 1	1/4 +	3.73	7	6,934
N Anixter Brothers	22 1/2	22 5/8	-	1/8 -	.55	31	403
O Burnup & Sims	5 1/4	5	+ 1/4	+ 5.00	6	47	
O Comcast	19 3/4	17 1/2	+ 2	1/4 +	12.85	20	162
N Gen. Instrument	33 7/8	31	+ 2	7/8 +	9.27	22	1,064
N Heritage Commun.	13 7/8	13 1/2	+ 3/8	+ 2.77	28	103	
T Maclean Hunter X	15 3/4	15 1/2	+ 1/4	+ 1.61	22	580	
A Pico Products	11 1/2	9 5/8	+ 1	7/8 +	19.48	37	32
O Rogers	8 1/8	8 1/8				7	179
O TCA Cable TV	12 1/4	11 3/4	+ 1/2	+ 4.25	22	82	
O Tele-Commun.	18 3/4	18 1/2	+ 1/4	+ 1.35	29	813	
N Time Inc.	63 1/2	60 1/2	+ 3	+ 4.95	25	3,682	
O Tocom	4 7/8	5 1/8	- 1/4	- 4.87	4	38	
N United Cable TV	25 1/4	23 7/8	+ 1	3/8 +	5.76	17	278
N Viacom	31 1/2	27 7/8	+ 3	5/8 +	13.00	19	401

ELECTRONICS MANUFACTURING

N Arvin Industries	27 5/8	28	-	3/8 -	1.33	12	205
O C-Cor Electronics	10 1/2	11	+ 1/2	+ 5.00	10	35	
O Cable TV Indus.	5 1/2	5 1/2				25	17
A Cetec	10 1/8	9	+ 1	1/8 +	12.50	24	22
O Chyron	19 1/2	19 1/4	+ 1/4	+ 1.29	19	80	
A Cohu	7 3/8	6 7/8	+ 1/2	+ 7.27	16	13	
N Conrac	16 3/4	17	-	1/4 -	1.47	12	102
N Eastman Kodak	72 1/2	66 7/8	+ 5	5/8 +	8.41	18	12,003
O Elec Mis & Comm.	9 3/4	10 1/2	-	3/4 -	7.14	38	28
N General Electric	55 1/8	52 7/8	+ 2	1/4 +	4.25	12	25,028
O Geotel-Telemet	1 7/8	2 1/8	-	1/4 -	11.76	23	6
N Harris Corp.	38	35 3/4	+ 2	1/4 +	6.29	21	1,201
N M/A Com. Inc.	24 7/8	22 3/4	+ 2	1/8 +	9.34	29	1,070
O Microdyne	9 1/4	9	+ 1/4	+ 2.77	30	43	
N 3M	85 3/8	83 7/8	+ 1	1/2 +	1.78	14	10,050
N Motorola	140 7/8	131 3/8	+ 9	1/2 +	7.23	24	5,524
N N.A. Phillips	76 7/8	74 1/2	+ 2	3/8 +	3.18	12	1,103
N Oak Industries	5 7/8	5 1/2	+ 3/8	+ 6.81	2	96	
A Orrox Corp.	3 1/2	2 1/2	+ 1	+ 40.00	3	8	
N RCA	34	33 3/8	+ 5/8	+ 1.87	16	2,776	
N Rockwell Intl.	32 1/4	28 1/2	+ 3	3/4 +	13.15	13	4,978
A RSC Industries	5 1/8	4 3/4	+ 3/8	+ 7.89	64	17	
N Sci-Atlanta	15 1/8	15	+ 1/8	+ .83	756	362	
N Signal Co.s	31 1/4	28 7/8	+ 2	3/8 +	8.22	21	3,344
N Sony Corp.	14 3/8	14 5/8	-	1/4 -	1.70	37	3,315
N Tektronix	80 1/2	75 5/8	+ 4	7/8 +	6.44	31	1,545
A Texuscan	18	15 1/2	+ 2	1/2 +	16.12	20	111
N Varian Assoc.	55	50 1/4	+ 4	3/4 +	9.45	26	1,176
N Westinghouse	49 1/4	47 5/8	+ 1	5/8 +	3.41	9	4,312
N Zenith	33	29 1/8	+ 3	7/8 +	13.30	14	713

Standard & Poor's 400 186.87 181.83 + 5.04 + 2.77

Notes: A-ASE, N-NYSE, O-OTC and T-Toronto. Some bid prices by Shearson/American Express, Wash. Prices are for Common A Stock unless otherwise noted. "0" in P/E ratio is for deficit. Footnote: * Morris Berkowitz, Vice President, Treasurer and Secretary, said most recent upswing on Wed. and Thurs. (stock closed at 21 on Thurs.) occurred because separated trial staff of FCC recommended in L.A. cellular proceeding that applicant in which LIN is partner—35% economic and 50% voting—receive permit. Wednesday trading of 136,000 and Tuesday's 236,000 compares to

daily average for Sept. and Oct. of 89,100. ** Began trading on NYSE, Nov. 15, with new symbol: BELO. *** Filed proposal at FCC for corporate reorganization. Life insurance business is being sold to American General of Dallas. Remaining broadcasting—four FMs, two AM-FM combos and three TVs—and other noninsurance interests, to be called Gulf Broadcast Company, will be distributed by Feb. 5 on pro-rata basis. Broadcasting segment of company, which accounted for only 5% of revenue before divestiture, should account for approximately 1/3 of new company.

As compiled by BROADCASTING, Nov. 4 through Nov. 10, 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

- Spanish Fort, Ala.—Alabama Broadcasters seeks 760 khz, 10 kw-D. Address of counsel: James P. Riley, 1225 Conn. Ave. N.W., Suite 400, Washington 20036. Principal is owned by Carl J. Auel and Marvin D. Clapp. Auel is manager of KEBR(FM) Sacramento, Calif. He also has interest in KEWQ(AM) Paradise. Both have interest in KGBA(FM) Holtville, Calif., and, CP's for new AM's at Gonzales, Calif. (call letters KKMC); Royal Palm Beach, and Titusville, both Florida. Clapp is chief engineer at KEBR. Clapp also has interest in eight LPTV app.'s. Filed Oct. 31.
- Los Angeles—Essence Associates seeks 1330 khz, 5 kw-D, 5 kw-N. Address: 1500 Broadway, New York 10020. Principal is owned by Essence Communications Inc. (80%), BanCap Corp. (10%) and Minority Equity (10%). The latter two provide loans to and hold warrants or minority interests in several group owners. Filed Oct. 31.
- Pasadena, Calif.—Pasadena Cablevision Corp. seeks 110 khz, 50 kw-D, 10 kw-N. Address: 840 Sierra Madre Blvd., San Marino, Calif. 91108. App. is in conflict with renewal for KRLA(AM). Principal is owned by 14 California investors and headed by Edward J. Flynn, president. Filed Nov. 1.
- Santa Barbara, Calif.—Erway Broadcasting Corp. seeks 1290 khz, 500 kw-D. Address of counsel: Roger Metzler, 701 Sutter St., San Francisco 94109. Principal is Guy S. Erway who also owns KAYK Pueblo, Colo. Filed Oct. 31.
- Monument, Colo.—Tri-Lakes Broadcasting seeks 1040 khz, 5 kw-D. Address of counsel: Allan G. Moskowitz, 1120 Conn. Ave., N.W., Washington 20036. Principal is owned by Carolyn Dell Hubbard (51%), and husband, Dan Raymond, (49%). Dan Hubbard is general manager of KDVE(AM) Nederland, Tex. Filed Oct. 31.
- Monument, Colo.—Guy H. Oakes seeks 1040 khz, 5 kw-D. Address: 754 Smokewood Lane, San Dimas, Calif. 91773. Principal is also applicant for new AM at Eastside, Ore. Filed Oct. 31.
- Brandon, Fla.—Jerry J. Collins seeks 770 khz, 10 kw-D, 1 kw-N. Address of counsel: James P. Riley, 1225 Conn. Ave., N.W., Suite 400, Washington 20036. Principal and wife own WKKQ-AM-FM Hibbing, Minn. Jerry Collins is also applicant for AM's in Lynn Haven, Pine Island Center and Royal Palm Beach, all Florida (see below). Filed Oct. 31.
- Callahan, Fla.—North Florida Broadcasters seeks 1190 khz, 10 kw-D. Principals are also applicants for Spanish Ft., Ala. (see above) and Dover, Fla. (see above). Filed Oct. 31.
- Destin, Fla.—J&K Broadcasters seeks 760 khz, 1 kw-D. Address: 613 S. La Grange Rd., La Grange, Ill. 60525. Principal is equally owned by Patricia A. Kranz and Robert A. Jones. La Grange-based communications consulting engineer. Jones also has majority interest in WJJQ(AM) Tomahawk, WRPQ Baraboo, both Wisconsin, and one-third interest in new AM at Gonzales, Calif. (call letters KKMC), and WRJQ(FM) Tomahawk. He also has negative control in 13

LPTV's and owns one LPTV. Kranz also has interest in three Wisconsin stations. Principal also is applicant for Siesta Key, Fla., and Hollywood, S.C. (see below). Filed Oct. 31.

- Dover, Fla.—West Florida Broadcasters seeks 1200 khz, 25 kw-D, .25 kw-N. Principals are also applicants for Spanish Ft., Ala., and Callahan, Fla. (see above). Filed Oct. 31.
- Englewood, Fla.—Jeff Smith seeks 750 khz, 1 kw-D. Address: 543 S. Tomahawk St., Tomahawk, Wis., 54487. Principal has interest in WJJQ(AM)-WRJQ(FM) Tomahawk and WRPQ(AM) Baraboo, both Wisconsin. Filed Oct. 31.
- Lynn Haven, Fla.—Jerry J. Collins seeks 770 khz, 5 kw-D and 500 w-N. Principal is also applicant for AM's at Brandon, Fla., (see above) and Pine Island Center and Royal Palm Beach, both Fla. (see below). Filed Oct. 31.
- Marathon, Fla.—Kevin E. Harkins seeks 97.4 mhz. Address: P.O. Box 113, 73 Coral Dr., Key Colony Beach, Fla. 33051. Principal has no other broadcast interests. Filed Oct. 24.
- Pine Island Center, Fla.—Jerry J. Collins seeks 1200 khz, 10 kw-D, 1 kw-N. Principal is also applicant for AM's at Brandon and Lynn Haven, both Florida (see above) and Royal Palm Beach, Fla. (see below). Filed Oct. 31.
- Port Saint Lucie, Fla.—Treasure Coast Broadcasting seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1176 K St., N.W., Washington 20006. Principal is equally owned by Douglas Leo Peralta, his wife, Valerie Ann, and her brother, Robert Thomas Rowland Jr. None have other broadcast interests. Filed Oct. 31.
- Royal Palm Beach, Fla.—Jerry J. Collins seeks 1190 khz, 2.5 kw-D, 1 kw-N. Principal is also applicant for AM's at Brandon, Lynn Haven and Pine Island Center, all Florida (see above). Filed Oct. 31.
- Siesta Key, Fla.—J&K Broadcasters seeks 780 khz, 5 kw-D, 1 kw-N. Principal is also applicant for Destin, Fla. (see above) and Hollywood, S.C. (see below). Filed Oct. 31.
- Silver Springs, Fla.—Richard H. Rowland seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., N.W., Washington 20006. Principal is chief operator of

WQIK-AM-FM Jacksonville, Fla., which is owned by his parents. Filed Oct. 31.

- Thonotosassa, Fla.—HFB Ltd. seeks 1200 khz, 10 kw-D, 2.5 kw-N. Address: 983 Jefferson Ave., Buffalo, N.Y. 14204. Principal is owned by Melvin Hoffman (60%), his son, Jeffrey L. (20%). Neither has other broadcast interests. Owner of remaining (20%), Q-Tech Associates, is general partnership of Alfred E. Ancombe, formerly station manager at WKBW-TV Buffalo, and James E. Greeley, Washington communications lawyer. Greeley has interest in applicant for LPTV's in Roanoke and Virginia Beach, both Virginia. Filed Oct. 31.
- St. Mary's, Ga.—Lois V. Casey seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., N.W., Washington 20006. Principal owns 80% of permittee of WLKC-FM St. Mary's. Filed Oct. 31.
- Ennis, Mont.—Big Sky Broadcasters seeks 710 khz, 10 kw-D. Address: P.O. Box 160, McAllister, Mont. 59740. Principal is owned by Scott Shurian, who has no other broadcast interests. Filed Oct. 13.
- Hollywood, S.C.—J&K Broadcasters seeks 1200 khz, 25 kw-D. Principal is also applicant for Destin, and Siesta Key, both Florida (see above). Filed Oct. 31.
- Rural Retreat, Va.—Highlands Broadcasting Inc. seeks 660 khz, 250 kw-D. Address: 440 Franklin St., Wytheville, Va. 24382. Principal is equally owned by Ernest F. Wilson and wife, Ruth F., who have no other broadcast interests. Filed Oct. 31.

TV applications

- Las Vegas—Way of the Cross Nevada seeks ch. 15, ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,166 ft. Address: 1004 Crystal Court, Lexington, Ky. Principal is nonprofit religious group headed by Edward C. Bowlds. It has been granted ch. 62 in Lexington, Ky. but hearing has not yet been terminated. It is also applicant for new TV's at Hutchinson, Kan.; Mobile, Ala.; New Iberia, La., and Ogden, Utah (see below).
- Ogden, Utah—Way of the Cross of Utah Inc. seeks ch. 9, ERP: 300 kw vis., 30 kw aur., HAAT: 526.3 ft. Principal has also filed for new TV at Las Vegas (see above).

AM actions

- Limon, Colo.—Robad Broadcasting Co. granted 1120 khz, .25 kw-D. Principal: Robert D. Hawthorne, who has no other broadcast interests. Action Nov. 1.

FM actions

- Key Largo, Fla.—Key Largo Broadcasters app. returned for 103.9 mhz, 3 kw, HAAT: 197.38 ft. Principal is owned by John Raymond Meyers, who is staff engineer at noncommercial WLRN-FM-TV Miami. Action Oct. 31.
- *Columbus, Ga./Phenix City, Ala.—Troy State University granted 91.7 mhz, 50 kw, HAAT: 1,000 ft. Principal: Nonprofit educational institution, headed by Dr. Ralph W. Adams, president. It has no other broadcast interests. Action Oct. 31.
- Falmouth, Mass.—Schooner Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 287 ft. Principals: Edward P. Morris, Brenda M. Westgate (30% each), Linda R. Baines and Middleton E. O'Malley-Keyes (20% each). Morris is vice president of WCIB(FM) Falmouth, Mass., where Westgate is former account executive. O'Malley-Keyes is announcer at WCIB, and Baines is former account executive. Action Oct. 28.
- Falmouth, Mass.—Cape Communications app. dismissed for 100.9 mhz, 3 kw, HAAT: 300 ft. Action Oct. 28.

TV actions

- Cocoa, Fla.—Glorious Church of God in Christ Inc. granted ch. 18; ERP: 5,012 kw vis., 501 kw aur., HAAT: 460 ft. Principal is headed by Dr. Charles L. Kennedy, pastor. Action Oct. 14.
- Kailua-Kona, Hawaii—Manulele Broadcasting Inc. app. dismissed for CP on ch. 6, ERP: 45.1 kw vis., 4.51 kw aur., HAAT: 3,182 ft. Action Oct. 18.
- Salem, Mass.—Seacoast Broadcasting Inc. app. dis-

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	1096
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.

missed for ch. 62; ERP: 2,805 kw vis., 280.5 kw aur., HAAT: 811.75 ft., ant. height above ground: 876 ft. Action Aug. 15.

■ **Scotsbluff, Neb.**—Dakota Broadcasting Co. Inc. granted ch. 16; ERP: 661 kw vis., 66.1 kw aur., HAAT: 540 ft. Principal is owned by Gilbert D. Moyle (50%) and Sherwood L. Corner (50%). It also owns KDLT(TV) Mitchell, KEVN-TV Rapid City, and its satellite KIVV-TV Lead, all South Dakota. Proposed station will be satellite of KEVN-TV. Action Oct. 14.

■ **Aguadilla, P.R.**—Consumer Educational Research & Development Television Center granted ch. 32; ERP: 105 kw vis., 20.9 kw aur., HAAT: 970 ft. Principal is Israel Rodriguez Evangelistic Association Inc. It has also applied for ch. 3 Charlotte Amalie, V.I., and ch. 26 Ponce, P.R. Action Oct. 14.

■ **Salt Lake City**—Salt Lake Broadcasters app. dismissed for ch. 14; ERP: 1,750 kw (M) vis., 658 kw (H) vis., 65.8 kw (H) aur., HAAT: 3,688 ft.; ant. height above ground 163 ft. Action Nov. 9.

■ **Madison, Wis.**—Center City Broadcasting Inc. granted ch. 4; ERP: 1,709 kw vis.; 256 kw aur., HAAT: 200 ft.; ant. height above ground: 246 ft. Principals: Phyllis A. Lovrien (51%) and Kenneth R. Kimport (49%). Lovrien is Madison, Wis., businesswoman. Kimport owns Madison automobile franchise and investment company. They are also LPTV applicant. Action Aug. 29.

Ownership changes

■ **KXGO(FM) Arcata (Eureka), Calif.** (93.5 mhz, 245 w, HAAT: 1,050 ft.)—Seeks assignment of license from Record Plant Broadcasting Inc. to Pankonin Broadcasting Inc. for \$475,000. Seller is owned by Christopher Stone and wife, Gloria. They also own Los Angeles recording studio and bought KXGO last year for \$400,000 ("For the Record," April 19, 1982). They have no other broadcast interests. Buyer is owned by Richard Gembler, Omaha broadcast consultant; Gerald Pankonin, Omaha attorney, and his parents, Rudolph and Catherine Pankonin, who are Grant, Neb., farmers. None have other broadcast interests. Station holds CP for operation as Class C facility. Filed Oct. 17.

■ **WROD(AM) Daytona Beach, Fla.** (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from First Daytona Investment Corp. to Barry Gerber and Daniel Dobrowski for \$925,000. Seller is equally owned by Keith E. Putbese, Robert Klein and Frank Ward, who have no other broadcast interests. Putbese is McLean, Va., communications attorney. Buyers are equal owners. 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. Filed Nov. 1.

■ **KRSL-AM-FM Russell, Kan.** (990 khz, 250 w-D; FM: 95.9 mhz, 3 kw, HAAT: 295 ft.)—Seeks assignment of license from Thompson Communications Inc. to Russell Broadcasting Ltd. for \$923,000. Seller is owned by Fred Thompson, who recently sold KYFM(FM) Bartlesville, Okla., ("Changing Hands," April 11). He will be half owner of buying general partner. Buyer will be owned by general partnership with additional financing from limited partnership. Owners of general partnership will be Fred Thompson (50%), William Aufleger and Kenneth E. Garrett (25% each). Aufleger and Garrett are Stillwater, Okla., businessmen who syndicate limited partnerships. Filed Nov. 1.

■ **KNIC(AM) Winfield, Kan.** (1550 khz, 250 w-D)—Seeks assignment of license from Courtney Broadcasting Co. to J & F Communications Inc. for \$275,000. Seller is owned by Ira E. Courtney (51%) and wife, Betty R. (49%). They have no other broadcast interests. Buyer is owned by Judith N. Miller (51%), and husband, Frederick E. (49%). He was program and news director at KNIC. She is administrator in Winfield school district. They have petitioned for FM allocation in Eureka, Kan. Filed Nov. 1.

■ **WSTL(AM) Eminence, Ky.** (1600 khz, 500 w-D)—Seeks transfer of control of Radio 1600 Inc. from Richard D. and Jacquelyn B. Garlick (72% before; none after) to James R. and Theresa M. Tucker (none before; 72% after). Consideration: \$38,000. Sellers have no other broadcast interests. Buyers are husband and wife and have no other broadcast interests. James Tucker was formerly program director at WAKO-AM-FM Lawrenceville, Ill. Filed Oct. 31.

■ **WVJS(AM)-WSTO(FM) Owensboro, Ky.** (1420 khz: 5 kw-D, 1 kw-N; FM: 96.1 mhz; 100 kw; HAAT: 1001 ft.)—Seeks assignment of license from Owens on the Air Inc. to Century Owensboro Cable Corp. for \$3 million. Stations are part of \$17.5 million plus working capital deal which includes CATV in Owensboro that has 16,700 basic and 9,700 pay subscribers. Sellers are Pauline H. Steele and Robert H.

Steele, trustees of estate of V.J. Steele Jr. None have other broadcast interests. Buyer, subsidiary of New Canaan, Conn.-based MSO, Century Communications Corp. will spin off stations to Century president, Leonard Tow, and wife, Claire. Filed Oct. 4.

■ **WCOU(AM)-WAYU(FM) Lewiston, Me.** (1240 khz, 1 kw-D, 250 w-N; 93.9 mhz, 13 kw, HAAT: 250 ft.)—Seeks assignment from Androscoggin Broadcasting Corp. to Philip M. Lowe for \$450,000. Seller is subsidiary of Allied Capital Corp., which bought station's assets at foreclosure auction from Welboco Inc. for \$350,000 ("Changing Hands," Oct. 17). Buyer also owns WCNL-AM-FM Newport, N.H., and WHIM(AM) East Providence. R.I. Filed Oct. 31.

■ **WJQS(AM) Jackson, Miss.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Town & Country Broadcasting Co. Inc. to John Pembroke for \$250,000. Seller is owned by Ann C. Zimmerman (68.4%) and G. Lee Hodges (31.6%). Neither have other broadcast interests. Buyer is general manager and half owner of KJOP(AM) Lemoore, Calif. Filed Nov. 3.

■ **WLBT-TV Jackson, and WIBM-TV Meridian, both Mississippi** (ch. 3, 95.7 kw vis, 19.1 kw aur., HAAT: 2,419 ft., ant. height above ground 1,999 ft.; ch. 30, 89.1 kw vis., 8.9 kw aur., HAAT: 234 ft., ant. height above ground 333 ft.)—Seeks transfer of control from TV-3 Inc. from individual stockholders (100% before; none after) to Civic Communications Corp. (none before; 100% after). Consideration \$12,765,000. Seller is owned by 24 shareholders. Aaron E. Henry, chairman; Charles L. Young, vice president, and Robert C. Travis are shareholders who will also have interest in buyer. None have other broadcast interests. Henry is Clarksdale, Miss., pharmacist; Charles L. Young, is Meridan, Miss., businessman; Travis is Jackson, Miss., attorney. Buyer is composed of Aaron E. Henry 26.3%, Charles L. Young 26.3%, Buford Television Inc. 25.4%, Interfirst Venture Corp. 10.9%, Robert C. Travis 3.5% and three others. Buford Television is MSO and owns KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. It also has 20% interest in Home Entertainment Network Inc., which is licensee of WBTI(TV) Cincinnati and provides subscription television service. Interfirst Venture Corp. is subsidiary of InterFirst Bank, Dallas. Filed Oct. 27.

■ **WGVA Geneva, N.Y.** (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Seneca Lake Broadcasting Corp. to Finger Lakes Broadcasting Corp. for \$255,000 and 20% equity interest in buyer. Seller is owned by Daniel F. Gordon, who bought station in 1981 for \$450,000. Buyer is eighty-percent owned by Louis O. Schwartz, director of American Sportscasters Association, with remaining 20% to be owned by seller. Filed Nov. 7.

■ **WRRZ(AM) Clinton, N.C.** (107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from WRRZ Radio Co. to WRRZ Radio Co. Inc. for \$200,000. Seller is owned by John L. Austin and brothers, George T. A.G. and J.B. Williams (25% each). It is also selling co-located WRRZ-FM (see below). Buyer is owned by Lawrence B. Carr, who is licensee of co-located WCLN(AM). Filed Oct. 25.

■ **WRRZ-FM Clinton, N.C.** (880 khz, 1 kw-D)—Seeks assignment of license from WRRZ Radio Co. to Sampson Broadcasting Co. for \$175,000. Seller is also selling co-located WRRZ(AM) (see above). Buyer is owned by employees of station: Delma Dixon, broadcast engineer; Clarence Denton, program director, and Daniel Lucas, assistant program director. Filed Oct. 25.

■ **WLNC(AM) Laurinburg, N.C.** (1300 khz, 500 w-D)—Seeks assignment of license from Laurinburg Broadcasting Co. Inc. to Contempo Communications Inc. for \$315,000. Seller is owned by George W. Phillips. Laurinburg Broadcasting was an original petitioner in FCC rulemaking on Docket 80-90, which led to proposed addition of approximately 1,000 new commercial FM's (BROADCASTING, Oct. 6, 1975, and May 30, 1983). Buyer is owned by James C. Clark (51%) and John W. Pittman (49%). They also own WFMO(AM) Fairmont, N.C. WLNC has CP for 2.5 kw-N with separate TL. Filed Nov. 7.

■ **KNOX(AM)-KYTN(FM) Grand Forks, N.D.** (1310 khz, 5 kw-U, 94.7 mhz, 100 kw, HAAT: 325 ft.)—Seeks assignment of license from Billings/Lafayette Associates Ltd. to Red River Associates for \$3 million. Seller is headed by Henry P. Slane. Slane and other principals also have interest in Peoria Journal Inc., publisher and group owner of 3 AM's and 3 FM's. It also recently donated KBMY(AM) Billings, Mont., to college ("Riding Gain," Oct. 24). Buyer is partnership, headed by John B. Babcock, broadcast consultant and former executive vice president and chief operating officer of Park Broadcasting Co., Ithaca, N.Y. It has no other broadcast interests. Filed Oct. 28.

■ **WRIB(AM) Providence, R.I.** (1220 khz, 1 kw-D)—Seeks transfer of control of WRIB Inc. from Arthur Tacker (50% before; none after) to Myrna Wendlinger (50% before; 100% after). Consideration: \$153,000. Payments are to be made from current operating funds. Filed Nov. 7.

■ **KTWS-TV Dallas** (ch. 27, 5,000 kw vis., 500 kw aur., HAAT: 1,690 ft.; 1,529 ft. above ground)—Seeks assignment of license from Liberty Broadcasting Inc. to Dallas Media Investors Corp. for \$12 million. Seller is trust set up by MSO Tele-Communications Inc. to keep it from violating cross-ownership rules with co-located cable systems acquired in Liberty deal. It sold in March KEZI-TV Eugene, Ore., and intends to sell remaining four TV stations, all Wisconsin. Buyer is equally owned by John McKay, formerly general manager at KDFW-TV Dallas, and Arthur Levitt, chairman of the American Stock Exchange. Filed Oct. 25.

■ **WDIC(AM) Clinchco, Va.** (1430 khz, 5 kw-D)—Seeks transfer of control of Dickenson County Broadcasting Corp. from R.E. Baker, Vera S. Peters and others (100% before; none after) to Richard W. Edwards and others (none before; 100% after) for \$366,850. Previous sale of station for \$425,000, approved by FCC ("Changing Hands," Dec. 6, 1982), was never completed. Seller is owned by group of local stockholders who have no other broadcast interests. Buyer is owned by Edwards (49.4%), a Birchleaf, Va., country-store owner; his father, Olney W., retired (1.2%), and Jerry Donald Baker (49.4%), a Pound, Va., funeral home owner. They have no other broadcast interests. Filed Nov. 4.

Actions

■ **KFOG(FM) San Francisco** (104.5 mhz, 7.9 kw, HAAT: 1,452 ft.)—Granted assignment of license from General Electric Broadcasting Co. to Susquehanna Broadcasting Co. for \$4.5 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)-WGFN(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville, for about \$14.5 million (BROADCASTING, May 9), WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2); KOA(AM)-KOAQ(FM) Denver for \$22 million (BROADCASTING, May 30), and WJIB(FM) Boston for \$6.5 million ("In Brief," May 16). Buyer, based in York, Pa., is group owner of six AM's, seven FM's and three cable systems. It is owned by Louis J. Appell Residuary Trust (87%), which is voted by trustees Louis J. Appell Jr. and other family members. Action Oct. 26.

■ **KKBZ-AM-FM Santa Paula, Calif.** (1400 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 3 kw, HAAT: 1,600 ft.)—Granted assignment of license from Pacwest Radio to Kachina Broadcasting Corp. for \$1,104,600, including \$650,000 in liabilities. Seller is owned by John R. Lego, Gordon L. Miller and James Johnson. Johnson is receiver for Thomas Chilcott, who is serving prison term for commodity fraud. None has other broadcast interests. Buyer is headed by William S. Sanders, president. It also has interest in KDHI(AM)-KOYN(FM) Twentynine Palms, Calif.; KPER(FM) Hobbs, N.M.; KVKM(AM) Monahans, Tex., permittee for co-located new FM, and KKZZ-AM-FM Lancaster, Calif. Action Oct. 31.

■ **WVFM(FM) Lakeland, Fla.** (94.1 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from Lakeland FM Broadcasting Inc. to Root Communications for \$3.1 million (BROADCASTING, Sept. 5). Seller is equally owned by Frank (Bud) Kurtz Jr., president; Duane McConnell, and H.R. Todd. None have other broadcast interests. Buyer is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises and headed by Chapman S. Root. It has no other broadcast interests. Action Oct. 27.

■ **KMOM(AM) Monticello, Minn.** (1070 khz, 10 kw-D, 2.5 kw-N, DA-1)—Granted assignment of license from Tri-County Radio Inc. to KMOM Radio Inc. for \$515,000. Seller is debtor in possession, Ross G. Eggestein, president. It has no other broadcast interests. Buyer is headed by David H. Lund, president, who is Minnetonka, Minn.-based high school teacher and local Dairy Queen franchisee. It has no other broadcast interests. Action Oct. 28.

■ **WMYL(AM)-WIZR-FM Johnstown, N.Y.** (930 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from P&L Broadcasting of Johnstown Inc. to Hometown Broadcasting Corp. for \$275,000. Seller is owned by Norman T. Pinkard, chairman (two-thirds) and Breverly G. Littles (one-third). It has no other broadcast interests. Buyer is equally owned by Matthew H. Mataraso, president; Thomas H. Shafer, Robert L. Hill and Joseph A. Reilly (25% each). Hill owns 87% of WHRL(FM) Albany, N.Y. Rest have no other broadcast interests. Action Oct. 28.

■ **KGNS-TV Laredo, Tex.** (NBC, ABC, ch. 8; 316 kw vis., 42.2 kw aur.; HAAT: 1,021 ft.)—Granted assignment of license from Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million, including \$325,000 noncomplete agreement (BROADCASTING, Sept. 26). Seller is owned by T. Frank Smith Jr., who also owns KRIS-TV Corpus Christi, Tex. Buyer recently bought KYCU-TV Cheyenne, Wyo.; KSTF(TV) Scotsbluff, Neb., and KTVS(TV) Sterling, Colo. for \$9.7 million, and has 30% interest in buyer of KBIL-FM San Angelo, Tex. Action Oct. 28.

■ KOJO(AM)-KIOZ(FM) Laramie, Wyo. (1490 khz, 500 w-D, 250 w-N; FM: 102.9 mhz, 80 kw, HAAT: 1,150 ft.)—Granted assignment of license from Meadowlark Broadcasting Inc. to Rocky Mountain Radio Corp. for \$600,000. Seller is owned by George M. Malti, San Francisco-based broadcasting attorney. He also owns KYVA(AM)-KOVQ(FM) Gallup, N.M. Buyer is equally owned by David R. Nicholas Laramie, Wyo., attorney and state senator, and Joseph M. Russin, who was recently senior producer for public-television series. *Inside Story*. They have no other broadcast interests. Action Oct. 31.

Facilities changes

AM applications

Tendered

- KZKZ (690 khz) Flagstaff, Ariz.—Seeks CP to increase power to 10 kw. Ann. Nov. 2.
- KVVA (860 khz) Phoenix—Seeks CP to increase power to 10 kw and change to DA-2. Ann. Nov. 2.
- KBBI (1250 khz) Homer, Ark.—Seeks CP to change frequency to 890 khz and make changes in ant. sys. Ann. Nov. 3.
- KESR (600 khz) Independence, Calif.—Seeks CP to increase power to 1 kw. Ann. Oct. 31.
- WCOP (1350 khz) Warner Robins, Ga.—Seeks CP to change hours of operation to U by adding night service with 500 w; install DA-N. Ann. Nov. 8.
- WBCE (1010 khz) Wickliffe, Ky.—Seeks CP to change frequency to 1200 khz; increase power to 1 kw, and change to non-DA. Ann. Nov. 2.
- WAUB (1590 khz) Auburn, N.Y.—Seeks CP to change hours of operation by adding night service with 1 kw and installing DA-2. MEA under section 1.1305. Ann. Nov. 7.
- WGSF (1220 khz) Arlington, Tenn.—Seeks reconsideration of CP to change frequency to 1210 khz; increase power to 10 kw/5 kw (CH). MEA under section 1.1305. Ann. Nov. 8.

Accepted

- KLLC (1110 khz) Marana, Ariz.—Seeks MP (BP-811006AB, as mod.) to change main SL outside city of license; requests waiver of section 73.1125 of comm. rules. Ann. Nov. 3.
- WONX (1590 khz) Evanston, Ill.—Seeks CP to make change in ant. sys. and move daytime transmitter to already existing nighttime transmitter site. Ann. Nov. 8.
- New station (880 khz) White Pine, Tenn.—Seeks change of frequency to 670 khz. MEA under section 1.1305. Ann. Oct. 25.
- WVMT (620 khz) Burlington, Vt.—Seeks CP to make changes in ant. sys. and increase height of tower pursuant to section 1.1305(B)(2) of comm. rules. Ann. Nov. 3.

FM applications

Tendered

- WJLQ (100.7 mhz) Pensacola, Fla.—Seeks CP to change TL; change HAAT: 1598 ft., and make changes in ant. sys. Ann. Oct. 31.
- New station (101.1 mhz) Russellville, Ky.—Seeks CP to change TL; change HAAT to 1010 ft. Ann. Nov. 8.
- KPNY (92.1) Alliance, Neb.—Seeks CP to change frequency to 102.1 mhz. Ann. Nov. 7.
- WBFM (98.1 mhz) Seneca, S.C.—Seeks CP to change tower to 500 ft. and increase ERP to 100 kw.; install directional ant. sys. MEA under section 1.1305. Ann. Nov. 7.
- WDCJ (88.1 mhz) Lorton, Va.—Seeks CP to change frequency to 97.9 mhz; change TL. Ann. Nov. 7.

Accepted

- KDOS (104.9 mhz) Fremont, Calif.—Seeks CP to make changes; change ERP to 3.0 kw; change HAAT to 300 ft. Ann. Nov. 9.
- KLVE (107.5 mhz) Los Angeles—Seeks CP to make changes; decrease ERP to 29.5 kw; increase HAAT: 3,000 kw. Ann. Nov. 4.
- KTUS (103.9 mhz) Snowmass Village, Colo.—Seeks mod. of CP (BPH-810817AE) to make changes; change SL. Ann. Nov. 4.
- WLRW (94.5 mhz) Champaign, Ill.—Seeks CP to make

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changes; change ERP to 27.390 kw; change HAAT to 392 ft. Ann. Nov. 9.

■ KGGO (94.9 mhz) Des Moines, Iowa—Seeks CP to make changes; change to correct trans. coordinates. Ann. Nov. 4.

■ KRSL-FM (95.9 mhz) Russell, Kan.—Seeks CP to make changes; change ERP to 1.35 kw; change HAAT to 485 ft. Ann. Nov. 8.

■ WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Seeks CP to change 2 bay FM ant. to 2 bay directional ant.; change ERP to 30 kw; change HAAT to 1,220 ft. Ann. Nov. 4.

■ WLKZ (104.9 mhz) Wolfeboro, N.H.—Seeks mod. of CP (BPH-81028AG) to make changes; change TL; change ERP to 3.0 kw; change HAAT to 300 ft. Ann. Nov. 9.

■ WKXW (101.5 mhz) Trenton, N.J.—Seeks CP to make changes; change ERP to 18.0 kw horiz.; 15.1 kw vert.; change HAAT to 820 ft. Ann. Nov. 9.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to make changes; change ERP to .520 kw; change HAAT to 640 ft.; change TL. Ann. Nov. 4.

■ WWSE (93.3 mhz) Jamestown, N.Y.—Seeks CP to make changes; change ERP to 26.5 kw; change HAAT to 643 ft. Ann. Nov. 8.

■ WMYK (93.7 mhz) Elizabeth City, N.C.—Seeks CP to make changes; change HAAT to 1420 ft.; change ERP to 100 kw. Ann. Nov. 4.

■ WMAG (99.5 mhz) Greensboro-Winston Salem, N.C.—Seeks CP to make changes; change ERP to 100 kw; change HAAT to 1500 ft.; modify directional antenna pattern. Ann. Nov. 4.

■ KBEZ (92.9 mhz) Tulsa, Okla.—Seeks CP to make changes; install aux. ant. only; change ERP to 100 kw; change HAAT to 443 ft. Ann. Nov. 9.

■ New station (103.1 mhz) Atoka, Okla.—Seeks MP to change ERP to 1.26 kw; change HAAT to 455 ft. CP (BPH-821104AH) granted April 28. Ann. Oct. 21.

■ New station (102.9 mhz) Sisseton, S.D.—Seeks MP to change ERP: 100 kw, change HAAT to 463 ft. and change TL. CP (BPH-830131AK) granted Sept. 27. Ann. Oct. 28.

■ KIXI-FM (95.7 mhz) Seattle—Seeks CP to make changes; increase ant. center of radiation height by 42;

change ERP to 100 kw; change HAAT to 1220 ft. Ann. Nov. 4.

■ WNST-FM (106.3 mhz) Milton, W. Va.—Seeks CP to make changes; change ERP to .170 kw; change HAAT to 126 ft. Ann. Nov. 4.

TV applications

Accepted

■ KTBY (ch. 4) Anchorage—Seeks MP (BPCT-801022KE) to change ERP to vis. 4 kw, aur. 0.8 kw; change HAAT: minus 147 ft., change TL. Ann. Oct. 31.

■ KXRM-TV (ch. 21) Colorado Springs—Seeks MP (BPCT-800402KF) to change ERP to vis. 1054 kw, aur. 105.4 kw; change HAAT: 2085 ft., change TL. Ann. Oct. 31.

■ WESH-TV (ch. 2) Daytona Beach, Fla.—Seeks MP to change main studio location. Ann. Nov. 4.

■ WPBT (ch. 2) Miami—Seeks MP to change ERP to 100 kw visual, 20 kw aural; change ant. to RCA; change HAAT to 930 ft. Ann. Nov. 9.

■ WBSP-TV (ch. 51) Ocala, Fla.—Requests dual city authority to identify SL as "Ocala-Gainesville." Fla. Ann. Nov. 9.

■ WPD5-TV (ch. 59) Indianapolis—Seeks MP (BPCT-831024KG) to change ERP to 2350 kw vis., 235 kw aur.; change HAAT: 992 ft., change TL. Ann. Nov. 3.

■ WLJC-TV (ch. 65) Beattyville, Ky.—Seeks CP to change ERP to 801.67 kw vis., 80.16 kw aur. MEA. Ann. Oct. 31.

■ WLRE (ch. 26) Green Bay, Wis.—Seeks MP (BPCT-5049) as mod. to ERP 2,500 kw vis., 250 kw aur.; reduction in height; change antenna type. Ann. Nov. 8.

AM actions

■ WJMW (770 khz) Athens, Ala.—Granted CP to change hours of operation to UNL by adding 500 w-N; increase day power to 10 kw; install DA-N; change frequency to 770 khz; make changes in ant. sys., and change TL. Action July 28.

■ KAAV (1090 khz) Little Rock, Ark.—Granted CP to make changes in nighttime augmentation patterns. Action Oct. 28.

■ KHX (600 khz) Fort Collins, Colo.—Granted app. to CP to change city of license; change hours of operation to U by adding 500 w-N; install DA-2; change TL; make changes in ant. sys. MEA under section 1.1305. Action Oct. 28.

■ WBRD (1420 khz) Bradenton, Fla.—Granted app. for MP(BP-810618AE) to make changes in ant. sys. (augment daytime pattern and reduce tower/ant. height.) Action Oct. 27.

■ WKIS (740 khz) Orlando, Fla.—Returned app. for CP to increase power to 10 kw-D, 5 kw-N; change DA-2; change TL, and make changes in ant. sys. MEA under section 1.1305. Action Oct. 3.

■ WLCB (1430 khz) Buffalo, Ky.—Dismissed app. for CP to change hours of operation to U by adding 250 w-N; increase power to 1 kw-N; install DA-N; change frequency to 1200 khz; change TL, and make changes in ant. sys. MEA. Action Sept. 1.

■ KBMV (1310 khz) Birch Tree, Mo.—Granted CP to increase power to 1 kw and make changes in ant. sys. Action Oct. 25.

■ KSHR (630 khz) Coquille, Ore.—Granted CP to change hours of operation to U by adding 1 kw-N service, installing DA-N and making changes in ant. sys. MEA under section 1.1305. Action Oct. 27.

■ KRKX (1010 khz) Milwaukee, Ore.—Returned mod. of CP (BP-810330AH) to increase power to 5 kw-250 w. Action Nov. 1.

■ KLIQ (1290 khz) Portland, Ore.—Granted app. to MP (BP-20415, as mod.) to make changes in facilities 1290 khz, 5 kw-D, 1.0 kw-N. Action Nov. 1.

■ WMSW (1120 khz) Hatillo, P.R.—Granted CP to change to 1 kw-N and change to DA-1. Action Oct. 26.

■ WJYT (960 khz) Quebradillas, P.R.—Granted CP to increase power to 1 kw-N. MEA under section 1.1305. Action Oct. 27.

■ WEYZ (1450 khz) Erie, Pa.—Granted app. for CP to make changes in ant. sys. and change TL. Action Oct. 28.

■ WQDQ (1600 khz) Lebanon, Tenn.—Dismissed CP to change hours of operation to U by adding 500 w night; install DA-2; change frequency to 1200 khz; change TL, and make changes in ant. sys. MEA under section 1.1305. Action Sept. 1.

■ WEPG (910 khz) South Pittsburg, Tenn.—Granted app. for CP to increase power to 5 kw. Action Nov. 2.

■ KSJL (760 khz) San Antonio, Tex.—Granted app. for mod. of CP (BP-830503AF) to change TL. Action Oct. 31.

■ WRRR (1570 khz) St. Marys, W. Va.—Granted CP to change main SL to outside city limits. Action Oct. 20.

FM actions

■ *KLRC (90.3 mhz) Siloam Spings, Ariz.—Dismissed app. for MP (BPED-810623AF) to make changes in ant. sys.; change TL; reduce ERP to .010 kw; increase HAAT to 463 ft.; change TPO. Action Oct. 31.

■ KNDE (99.5 mhz) Tucson, Ariz.—Dismissed app. for CP to change ERP to 100 kw; change HAAT to 172 ft. Action Nov. 1.

■ KCHV (93.7 mhz) Coachella, Calif.—Returned app. for CP to change TL; change ERP to 30 kw; change HAAT to 640 ft., and make changes in ant. sys. Action Oct. 26.

■ KPEN (97.7 mhz) Los Altos, Calif.—Granted app. for CP to make changes in ant. sys.; increase ERP to 2.99 kw; decrease HAAT to 303 ft. Action Oct. 31.

■ KHTZ (97.1 mhz) Los Angeles—Dismissed app. for CP to install aux. ant. at location other than main; change ERP to 20.6 kw; change HAAT to 2959 ft., and change TPO. Action Nov. 2.

■ KTYD (99.9 mhz) Santa Barbara, Calif.—Dismissed app. to increase power and height to equivalent of 50 kw, 500 ft. Action Oct. 27.

■ WEIB (101.1 mhz) Marco, Fla.—Returned app. for CP to make changes in ant. sys.; change TL; decrease ERP to 87 kw; decrease HAAT: 668 ft. Action Oct. 24.

■ WFOX (97.1 mhz) Gainesville, Fla.—Granted app. for CP to change TL; change ERP to 96.9 kw; change HAAT to 1889 ft.; make changes in ant. sys. MEA under section 1.1305. Action Oct. 21.

■ WBTR-FM (92.1 mhz) Carrollton, Ga.—Granted app. for mod. of license to change SL; granted waiver of section 73.1125(B)(2) of rules. Action Nov. 2.

■ KQPI-FM (99.1 mhz) Idaho Falls, Idaho—Granted CP to change TL; change ERP to 100 kw; change HAAT: 1513; change TPO, and make changes in ant. sys. Action Oct. 25.

■ WSEI (92.9 mhz) Olney, Ill.—Granted app. for CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 500 ft., and change TPO. MEA

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under section 1.1305 of rules. Action Nov. 1.

■ **WRJK** (98.3 mhz) Metropolis-Paducah, Ill.—Granted app. for mod. of CP (BPH-800516AB) for waiver of section 73.1201(B)(2) of rules to identify as "Metropolis-Paducah, Ill." Action Oct. 28.

■ **KJYJ** (106.3 mhz) Ankeny-Des Moines, Iowa—Granted app. for license or license modification for waiver of section 73.1201(B)(2) of rules to identify as "Ankeny-Des Moines, Iowa." Action Oct. 31.

■ **KCIL** (107.5 mhz) Houma, La.—Returned app. for CP to change frequency to 107.5 mhz; change TL; change ERP to 100 kw; change HAAT to 655 ft., and make changes in ant. sys. MEA under section 1.1305. Action Nov. 1.

■ ***WMHB** (90.5 mhz) Waterville, Me.—granted app. to make changes in ant. sys.; change type trans. and change TPO. Action Oct. 31.

■ ***KYMC** (89.9 mhz) Ballwin, Md.—Returned app. for CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 50 ft., and change TPO. Action Nov. 2.

■ **WFMP** (104.5 mhz) Fitchburg, Mass.—Granted app. for waiver of section 73.1201(B)(2) of rules to identify as "Fitchburg-Worcester, Mass." Action Nov. 1.

■ **WHFB-FM** (99.9 mhz) Benton Harbor, Mich.—Granted CP to change TL; change ERP to 9.2 kw; change HAAT: 225', and make changes in ant. sys. MEA under section 1.1305. Action Oct. 21.

■ **KZIN-FM** (96.3 mhz) Shelby, Mont.—Granted app. for mod. of CP (BPH-811013AU, as mod.); decrease HAAT to 550 ft. Action Nov. 1.

■ **WMGM** (103.7 mhz) Atlantic City—Returned app. for CP to change ERP to 50; change HAAT to 347 ft. Action Oct. 21.

■ **WMJY** (107.1 mhz) Long Branch, N.J.—Granted app. for CP to make changes; change ERP to 3.0 kw; change HAAT to 237 ft. Action Oct. 28.

■ **WIXL-FM** (103.7 mhz) Newton, N.J.—Returned CP to change TL; change ERP to 20 kw; change HAAT: 500 ft., and makes changes in ant. sys. MEA under section 1.1305. Action Oct. 25.

■ **WUWU** (107.7 mhz) Wethersfield, N.Y.—Returned app. for CP to decrease ERP to 13.2 kw; increase HAAT to 800 ft.; change TPO. Action Oct. 27.

■ **WQZQ** (92.1 mhz) Moyock-Chesapeake, N.C.—Granted app. for waiver of section 73.1201(B)(2) of rules to identify as "Moyock-Chesapeake, Moyock, N.C." Action Oct. 28.

■ ***WKNC-FM** (88.1 mhz) Raleigh, N.C.—Granted CP to make changes in ant. sys.; replace existing tower with one 20 ft. higher; increase HAAT: 260 ft.; replace transmission line; increase TPO to 1.03 kw; increase ERP to 3.0 kw. Action Oct. 24.

■ **WDOK** (102.1 mhz) Cleveland—Granted app. for mod. of CP to make changes; change TL; increase ERP to 8.71 kw; decrease HAAT to 1005 ft. Action Oct. 27.

■ **WKQB** (107.5 mhz) North Charleston, S.C.—Granted waiver of section 73.1201(B)(2) to identify as: "St. George-North Charleston, S.C." Action Oct. 27.

■ **KIKM-FM** (96.7 mhz) Sherman, Tex.—Granted CP to change TL; change ERP to 3.0 kw; change HAAT: 300 ft. Action Oct. 21.

■ **KBXN-FM** (104.9 mhz) Tremonton-Garland, Utah—Granted app. for waiver of section 73.1201(B)(2)(I) of rules to identify as "Tremonton-Garland, Utah." Action Oct. 31.

■ **WQMC** (95.3 mhz) Charlottesville, Va.—Granted app. for CP to increase ERP to 3.0 kw and decrease HAAT to 143 ft. Action Oct. 28.

■ ***KPLU-FM** (88.5 mhz) Tacoma-Seattle, Wash.—Granted app. for license or license modification for waiver of section 73.1201(B)(2) of rules to identify as "Station KPLU-FM, Tacoma-Seattle." Action Oct. 31.

TV actions

■ **KTBY** (ch. 4) Anchorage—Granted app. for MP (BPCT-801022KE) to change ERP to 4 kw vis., 0.8 kw aur.; change HAAT to minus 147 ft.; change TL; change ant. Action Oct. 27.

■ **KAET** (ch. 8) Phoenix—Granted app. for MP (BPET-820618KG) to change ERP to 316 kw vis., 47.4 kw aur.; make changes in ant. sys. Action Oct. 28.

■ **KBSA-TV** (ch. 46) Ontario, Calif.—Granted app. for MP (BPET-830104KG) to change ERP to 2,455 kw vis., 372 kw aur.; change HAAT to 3,044 ft. Action Oct. 28.

■ **WMTW-TV** (ch. 8) Poland Spring, Me.—Dismissed app. for CP to change SL. Action Oct. 28.

■ **WBTW** (ch. 3) Charlotte, N.C.—Granted CP to change

TL; change ERP to 100 kw vis., 10 kw aur.; change HAAT: 1873 ft.; change TL, and change ant. sys. Action Oct. 25.

■ **KOAP-TV** (ch. 10) Portland, Ore.—Granted MP to change ERP to 316 kw vis, 31.6 kw aur., HAAT: 1,740 ft., and change TL, trans. and ant. sys. Action Oct. 21.

■ **KLTV** (ch. 7) Tyler, Tex.—Granted app. for CP to change TL. Action Oct. 28.

■ **KPDX** (ch. 49) Vancouver, Wash.—Granted app. for MP to change geographical coordinate. Action Oct. 29.

In contest

■ Commission has preempted state and local regulation of Satellite Master Antenna Television (SMATV) systems. Action was in response to petition by Earth Satellite Communications Inc., which had been enjoined by New Jersey Superior Court from operating its SMATV facility until it obtained certificate of approval from State of New Jersey. Commission stated that program signals and satellites which transmit signals are inherently interstate in nature and thus subject to federal regulation and preemption. It noted that state and local authorities are not precluded from exercising jurisdiction over certain aspects of SMATV operation that may properly fall within their authority, such as zoning, public health or safety. (FCC 83-526). Memorandum Opinion, Declaratory Ruling and Order action, Nov. 8.

■ Commission denied request of CBS Inc., Gaylord Broadcasting Co., Metromedia Inc. and NAB for declaratory ruling that when broadcast station sells time for political advertisements to political party, independent political committee, or other supporters of candidate—whether during or outside campaign period—broadcaster has no obligation to provide free time to opposing political parties or committees (i.e., that Cullman principle does not apply). (FCC 83-528). MO&O action, Nov. 8.

■ Commission determined that broadcast of debates between legally qualified candidates, arrange and sponsored by broadcast licensee, may be considered exempt from 315(a)(4) of Communications Act. It also held that such debates are exempt even when rebroadcast later than day after event. It declined to rule whether documentary programming that focuses on campaign issues with incidental but significant candidate appearances may be within exemption for "bona fide news documentaries." (FCC 83-529). Report and Order action, Nov. 8. (see "Top of the Week," Nov. 14).

■ Commission affirmed its preemption of nonbasic cable TV services, including tiered services. Action was made in response to request by Community Cable TV Inc. (Las Vegas) for declaratory ruling concerning extent of federal preemption of cable TV system rate regulation. (FCC 83-525). MO&O action, Nov. 8.

■ Chief, office of plans and policy, extended deadline for comments in matter of applicant certification of technical data submitted with an app. for construction or modification of a commercial FM broadcast station. Extension for comments until Nov. 28; reply comments Jan. 3, 1984. Adopted Nov. 3.

■ Tucson, Ariz (Cima Broadcasting Limited Partnership, et al.)—ALJ John Conlin granted motion by Elliot-Phelps Broadcasting to extent of enlarging issues against El Sol Broadcasting Inc.: to determine facts and circumstances surrounding one of its principal's participation in logging violations while employed at station KIFN and El Sol's submission of misleading interrogatory answer regarding violation; to determine impact of evidence adduced whether it qualifies to construct it proposed station, and by separate action, granted motion by El Sol and enlarged issued against Fiesta Production Inc. to determine whether its proposed contour will cover Tucson's business district, and if not whether circumstances exist to warrant a waiver. (MM 83-304; 7-9) MO&O adopted Nov. 3.

■ Los Angeles—Commission upheld Review Board's decision dismissing renewal app. of Faith Center Inc. for station *KHOF(FM) Los Angeles. (BC 82-212-14). Order action, Nov. 8.

■ Rancho Mirage/San Marcos, Calif.—ALJ Walter Miller granted motion by Central Pacific Broadcasting for summary decision on financial and contingent environmental impact issues; granted Central's app. for new AM station at Rancho Mirage. (MM 83-785, 787). Summary decision, Nov. 2.

■ Denver—Commission denied review of reimbursement of certain out-of-pocket expenses permitted in assignment of construction permit for unbuild station KTMX-TV Denver (now KDVR(TV) ch. 13) from LUB Television Associates Ltd. to Centennial Broadcasting Corp. Spanish International Communications Corp. and Dr. Caroline Mitchell had sought review. Issues included rental value, and legal expenses. MO&O action, Nov. 8.

■ Eagle, Colo. (Eagle Telecommunications Inc. and Union Springs Telephone Co. Inc.)—Commission authorized Alabama-based Union Springs to construct, own and operate cable TV facilities in Eagle, through its subsidiary, Com-Link, and denied Eagle review of Common Carrier Bureau action denying its affiliate, Eagle Valley Communications Corp., authority to construct and operate similar facilities in Eagle and Gypsum, Colo. (W-P-C-4218, 4615). Order adopted Oct. 6.

■ Greenwood, Miss.—Review Board dismissed appeal by Mid-Delta Broadcasting Inc. from order (FCC 82R-36) which granted app. of Greenwood Joint Venture for interim authority to operate facilities of former stations WSWG-AM-FM Greenwood, and terminated proceeding. (FCC 83R-90). Order adopted Nov. 4.

■ Roswell, N.M.—Assistant Chief ALJ Thomas Fitzpatrick granted one-year license renewal to Reginaldo Espinoza II for radio station KRDD Roswell, and fined Espinoza \$1,000 for unauthorized transfer of control of station. Fitzpatrick found that Espinoza had transferred de facto control of station's operation to others. (BC no. 82-52). Action Nov. 7.

■ Rockland County and Peekskill, N.Y.—Commission upheld Mass Media Bureau action denying requests by Rockland Cable Systems and Hudson Valley Cablesystems Corp. to drop independent stations WTBY-TV Poughkeepsie (ch. 54) and WWHY Newark (ch. 68). Issues included STV service provided by WHHT. MO&O action, Nov. 8.

■ Tulsa, Okla.—Commission denied petitions by cable TV operators, Com-West Inc. and T.V. Cable of Henryetta, for review of staff actions on their petitions for a waiver of rule that would require them to carry station KGCT-TV Tulsa (ch. 41) on their systems. Issues included station's subscription television and religious programming. MO&O action, Nov. 8.

■ Dallas—Commission approved assignment of license of KNBN-TV Dallas (ch. 33) from National Business Network Inc. to Metromedia Inc. and contingent assignment of license of WXIX-TV Newport, Ky. (Cincinnati) to Malrite of Cincinnati Inc. Approval allows Metromedia ownership of KNBN-TV and KRLD(AM) in same market. (FCC 83-520). Action by letter, Nov. 8. (see "Top of the Week," Nov. 14).

Legal activities

■ Kihei and Makawao, Hawaii—Civil Judgment of Circuit Court of Second Circuit, State of Hawaii, on July 22, adjudged Valley Isle Broadcasting Ltd., licensee of KHEI(AM) Kihei and KVIB(FM) Makawao, to be liable to Bank of Hawaii. It ordered Max Sherley appointed commissioner and authorized him to sell at private auction or sale certain company stock and property. Civil Judgement no. 6461. Filed at FCC Nov. 4.

■ Vineland, N.J.—Renaissance Broadcasting, licensee of WRBV(TV) Vineland, filed on Sept. 28, voluntary petition for reorganization, under Chapter 11, Title 11 of the U.S. Bankruptcy Code with the U.S. Bankruptcy Court for the District of New Jersey (Case No. 83-05545). Judge in bankruptcy approved appointment of Richard M. Milstead as Trustee of estate of Renaissance, Oct. 17. Filed at FCC Oct. 25. (Chief, Mass Media Bureau, denied requests of several N.J. cable systems with respect to their obligations to carry WRBV; by MO&O, Oct. 31.)

■ Albuquerque, N.M.—West America Broadcasting Inc, licensee of KDEF(AM) filed petition, Aug. 25, under chapter 11 of the U.S. bankruptcy code. Control of corporation has been transferred from West America as debtor, to West America as debtor-in-possession. Filed at FCC Oct. 28.

■ Caribou, Me.—Northern Broadcasting Co., licensee of WFST(AM) Caribou and WDHP(FM) Presque Isle, both Maine, filed, July 15, for protection under chapter 11 of U.S. bankruptcy code in Bankruptcy court for district of Maine (northern division). Northern is now debtor-in-possession and is seeking buyers for stations. Filed at FCC Oct. 28.

Et cetera

■ Commission has received requests from three permittees for changes in orbital locations assigned to them—Advanced Business Communications Inc. (126 degrees west longitude in lieu of 130 degrees west), RCA American Communications Inc. (67 degrees west longitude in lieu of 126 degrees west) and Satellite Business Systems (temporarily operate SBS-4 at 101 west longitude before moving it to assigned 89 degrees west). Announced Nov. 9.

■ Office of Science and Technology issued report (FCC/OST R83-3) titled "Analysis of Technical Possibilities for Further Sharing of UHF Television Band by Land Mobile Services in the Top Ten Land Mobile Markets."

■ Public meeting of Emergency Broadcast Subcommittee of National Industry Advisory Committee (NIAC) to be held Thursday, Dec. 8, at Board Room of NAB, Washington.

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 51, Westport, CT 06881. Tel: 203-226-3377.

Los Angeles suburban FM. New owner seeks hands-on general manager with strong credentials who is both sales and detail oriented. Must have proven ability to build a team that produces results and increases revenues. Excellent long term growth opportunity. End detailed resume with salary requirements to: Radio, P.O. Box 49650, Los Angeles, CA 90049.

Aggressive, self starting sales manager for one of the unbelt's largest FM radio stations. Good working conditions, great fringe benefits, and opportunity to earn 40,000 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-5.

FM, gospel radio, Houston. Major group needs experienced manager for new facility. Fantastic opportunity for local sales-oriented, take-charge person. Contact Rick Marsh, Vice President, Universal Broadcasting, 844 East Foothill Boulevard, Pasadena, CA 91107. 13-577-1224. EOE.

Membership coordinator. Public radio station. On-air membership campaigns, budgets, reports, planning, marketing, and special events. Resume/salary history/udio tape to: Personnel, WMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. EOE.

General manager for 200,000 plus market. Previous acc record in management preferred, or strong sales background. Immediate opening. Send resume to: Syd Young, Equivox, Inc., Corporate Offices, 307 West 00 South, #5002, Salt Lake City, UT 84101.

Chief engineer. WSM AM/FM. Knowledge and experience essential. Resume to: General Manager, WSM Radio, P.O. Box 100, Nashville, TN 37202. EOE.

General manager. WTUP/WESE, Tupelo-Baldwyn, Mississippi. #3 market in state. Healthy economy. Call Lane Roden, 601-948-1515. EOE.

Vest Coast—California growth-oriented broadcasting group seeks experienced GM, with strong sales background. If you are profit-minded, people-oriented, and desire to grow with a strong nucleus of like-minded broadcasters, call 209-222-2027.

The right stuff: have you got it to manage AM/FM combo in highly competitive suburban New York City area? Good salary plus substantial bonus. Track record a must. Resume to Box G-60.

Sales manager. Virginia medium market. Experienced consultant sell. Degree helpful. \$25-35,000. Send resume to Box G-62.

Los Angeles public radio station KCSN needs a general manager. Position requires graduation from a four year college or university, or equivalent; master's degree in RTV or related discipline preferred. Minimum of three years experience in radio station management required, public radio experience preferred. Upon appointment, must have appropriate FCC license and California driver's license. Position requires knowledge of development, fund-raising, programing and budget. Extensive liaison with University and community groups, state and federal government, CPB and NPR. Send inquiries and resume to Office of Personnel, Employment Services Section, CSUN, 18111 Nordhoff Street, Admin 515-4, Northridge, CA 91330. Salary range \$2103-2535/month. Application deadline: November 25, 1983, effective date of appointment, December 19. An equal opportunity/affirmative action, Title IX, Section 504 employer.

17,500 watt non-commercial FM needs manager/teacher of broadcasting. Good pay, benefits. Resume and references to Raymond Clarke, Kent County Public Schools, Washington Avenue, Chestertown, MD 21620. 301-778-1595. EOE.

General/regional sales manager for established MOR AM station located in mid-Atlantic state. Must be creative and able to lead and train established sales staff. Medium-size rated market. Solid base plus good incentives and benefits with one of the nation's top 100 broadcast groups. EOE. Write Box G-78.

HELP WANTED SALES

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.

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.

Senior account executive. Top radio station in Washington looking for experienced senior account executive. Must have 2 years experience in radio sales, major market. Must have car. Resumes & refs. to P.O. Box 70067, Washington, DC 20088. EOE.

South Florida. Want successful radio sales professional, preferably satisfied in present radio sales position except for insufficient yearly income due to small market size, depressed area, or both. Our metro (250,000 & fast growing) could solve your financial problem. Strong AM/FM, same formats for years (AM contemporary for 25; FM country for 14.) High ratings 25-54 demo. Only those in fulltime radio sales for at least 3 years need apply. Inquiries strictly confidential. Resume to Box 278, Ft. Myers, FL 33902. EOE.

Midwest group owned AM/FM in top 100 market has growth opportunities for enthusiastic, experienced salespersons. Two years minimum broadcast sales and proven track record are desired. Resume and references to Box G-74 EOE.

Looking for group sales manager, 10 years sales experience with at least 3 years sales manager with heavy track record. Also, local sales manager with 6 years experience, 2 years sales manager. Send resume, qualifications & references to Ray Lockhart, KOGA, Box 509, Ogallala, NE 69153.

HELP WANTED ANNOUNCERS

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 Stilli, P.O. Box 3129, Great Falls, MT 59403.

Opportunity for announcer to learn all facets of radio. Need working knowledge of announcing, production, copywriting. No stars wanted, just sharp team worker. Send resume and tape to N. J. McMillen, KIMB Radio, 414 W. 2nd St., Kimball, NE 69145.

Announcer wanted for mid-Virginia AC station - some news. Gary Norman, 703-825-3900 before 1. EOE, MF.

PM drive position open. Great station and benefits. Send tape and resume: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Top Christian station seeks experienced announcer for fulltime evenings. Creative commercial production desired. Adult contemporary Christian format. Send tapes and resume to: Program Manager, WNDA, 2407 9th Ave., Huntsville, AL 35805-4198.

Self-starter, professional to work for adult-contemporary FM in central California. Garry Brill, KIQO, P.O. Drawer "Q", Atascadero, CA 93423.

Small market country AM (22 yrs.) with major music programming in beautiful western Montana valley, seeks a live and vibrant morning communicator. Progressive country music background, desire to be part of growing community and company, excellent production, stable, professional, above all, a team player. Send tape, resume, and salary requirements in confidence to Don Davis, PD, KLYQ, Box 668, Hamilton MT 59840. No phone calls. EOE, M/F.

WXYZ-AM, an ABC owned station in Detroit, has an immediate opening for a news anchor. Your background should include a minimum of five years reporting/writing experience coupled with demonstrated interviewing ability. Qualified candidates send resume and cassette tape representative of anchor/reporting work to: Personnel Department, ABC, Inc., 20777 West Ten Mile Road, P.O. Box 789, Southfield, MI 48037. Equal opportunity employer, M/F/H/V.

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.

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.

Chief engineer: high power FM station in S. F. market. Must be competitive and especially strong in RF and microwave, with ability to maintain and construct studios. Management skills and aptitude to interface with all departments. Position requires excellent credentials and previous experience of at least 3 years. Send resume to: Jack McSorley, K-101, 700 Montgomery Street, S.F., CA 94111.

Sunbelt 50kw AM directional and class C FM needs experienced chief engineer immediately. Good equipment. Room for advancement with group owner. Call Dick Lange, 601-948-1515.

Maintenance technician for 5kw fulltime, DA-N, 50kw FM. Associate degree in E.E. technology or equivalent experience required. Resume and salary requirements to: William Glasser, WHBC, Box 9917, Canton, OH 44711. EOE.

Ass't chief engineer/announcer combo needed for group operation. Send resume, tape, qualifications to Robert Cook, Chief Engineer, KOGA, Box 509, Ogallala, NE 69153.

Chief engineer needed for Missouri radio station. State of the art equipment, good benefits, small town living with \$20,000 per year salary. Jerrell Shepherd, KWIX Radio, Moberly, MO 65270.

HELP WANTED NEWS

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.

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.

News/talk position for experienced professional. Join a station dedicated to strong local involvement. Send tape/resume to Mike Moran, WALE, Box 208, Fall River MA 02722. An equal opportunity employer.

News director. Experienced, small market. Two person department. Resume/tape to Manager, WPAM, Box 629, Pottsville, PA 17901.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Production director. Top easy listening FM in northern New England seeking creativity — the ability to write, voice, and produce "ear-catching" commercials; pull an air-shift, and supervise the production of others. Send resume and production samples to: Peter Thing, WHOM Radio, Rt. 26, Poland Spring, ME 04274. EOE.

Copy writer/ production director. Busy, creative, exciting job for top combo in suburban NY metro. Contact GSM, WNNJ/WIXL-FM, Box 40, Newton, NJ 07860.

Radio production coordinator. University radio station. Immediate opening, requires two years minimum college, BA preferred, five years minimum experience in radio announcing, audio production, supervision of announcers, and production technicians, overseeing broadcast operations. Extensive experience with classical music desired. Starting salary \$16,000 annual, with generous benefits. Submit letter of application, resume and air check to: Frank Roberts, KWSU/KFAE-FM, Murrow Center, Washington State University, Pullman, WA 99164-2530, or call 509-335-6626. Closing date for applications is December 9, 1983. WSU is an EEO/affirmative action employer.

Announcer/salesman. If you've had about 5 years radio experience and have had enough sales to know you like it, come with us for complete sales training so you can graduate to where the big money is. As a personal interview is required, I would prefer to talk with people from Missouri and the surrounding states. Dave Shepherd, KWIX Radio, Moberly, MO 65270. 816-263-1230.

SITUATIONS WANTED MANAGEMENT

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.

General manager/sales. Previous owner. Working knowledge in all phases. Excellent track record. Responsible, honest. Investment possibility Texas. Write Box E-27.

General manager. 350,000+ market. Solid sales, ratings, & experience. CHR FM/AC AM. Write Box E-116.

GM: former GM, GSM, national rep, looking for an owner who wants a manager that can sell, not just a senior salesman to manage. I've turned two around. Presently under-employed, looking for another challenge. Box G-49.

Former medium market GM with major market experience looking to move up. Seeking challenge and growth. Bottom-line oriented, great credentials. Write Box G-61.

Experienced manager seeking management position in Phila. and vicinity only. Phone 814-695-2248, or write Mr. L. J. Finfer, P.O. Box 521, Duncansville, PA 16635.

High billings, exceptional profits, top ratings. Superb sm./med. mkt. credentials. Stable, hands-on GM over 10 yrs. I'll deliver you an outstanding, profitable facility. Sales, product, bottom line my strong points. Community involvement. Prefer SE. Write Box G-64.

I can sell radio! Experienced CRMC looking for 1st management opportunity. YTD billing \$300K. Medium market preferred. The boss knows about this ad. Fred Gregory, 176 Chapin Pkwy., Buffalo, NY 14209. 716-881-5663.

Aggressive radio professional seeks general manager position. Southern New England-suburban New York preferred. Station management experience, including selling sales manager and on-air program director. Presently employed. Write Box G-69.

Experienced, versatile, stable! Current "do-all" general manager wants solid, small market. Florida, Southeast, others considered. Outstanding credentials. Write Box G-72.

Eight year veteran seeks middle or upper management position with you. Good references, salary negotiable. Reply Box G-81.

SITUATIONS WANTED ANNOUNCERS

First phone, degree. Radio or TV announcer. Galvin James, 105-52 132nd St., Richmond Hill, NY 11419. 212-659-5264.

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.

Production you can sell, copy, air personality, and programmer available now. Call 214-581-7625.

C/W, rock oldies announcer available now. Night shift preferred. Ohio, nearby state. Doug, 419-387-7761.

10 years experience in country music. Other formats considered. Any shift. Excellent references. Dependable. Mike, 904-255-6950.

Desire return to broadcasting. 15 years announcing experience. Robert Paul, 211 S. Lincoln, Monterey Park, CA 91754. 213-288-0511; 213-925-6790.

Mature, professional, married couple, communicators w/pipes and strong announcing, production, and news experience. Looking to move to medium market. Larry or Elaine, 615-684-0605.

Experienced announcer wants full time air shift immediately. One year experience. Sports background. Ready to go anywhere now! Jon Thomas, 309-659-2318.

Save this ad. Excellent easy-listening, soft-contemporary, or BM announcer seeking long-term commitment with professional operation. Mature-voiced; mature minded. All medium/major considered. Steve, 516-423-6628 evenings (EST).

Wisconsin area. Seeking entry level position. Enthusiastic, hard working, dependable, eager, determined and anxious. Format preferred: preferably yours! Hours: all and any! Call GS for resume and impressive tape. 414-545-5452.

Professional sound, articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-383-1692.

SITUATIONS WANTED NEWS

Writer-producer in network radio newsroom seeks reporter-anchor position outside NY. Major-market on-air experience. Write Box G-29.

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.

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.

Aggressive, award-winning, major market news director seeks new challenge in larger shop. Box G-41.

Sportscaster. A real "diamond-in-the-rough." Experienced in all areas of sports broadcasting. Qualified for PBP in baseball, football, basketball. Award-winning on-air personality, writer, interviewer. B.A. broadcasting from top university in the state. Paul, 213-704-8609.

Sports/news position sought. Classic basketball PBP; articulate, conversational, and objective. Bob, 201-763-5587.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Professional radio productions—spots, ID's, promos, as low as \$2. Write Box G-3.

MORS! - employed, 15-year pro who does it all seeks PD-operations manager slot. Box G-68.

TELEVISION

HELP WANTED MANAGEMENT

General manager, to administer and supervise the overall business, personnel, and broadcast function 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, CCBI Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCBI 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.

Director of development—responsible for overall fundraising activities of WVPT, including pledge drives, underwriting, print advertising sales, auction and membership solicitation. Strong administrative, organizational, and creative skills required. Candidates must hold a degree in communications or related field and/or sufficient training, experience, and knowledge to perform duties in an efficient, timely manner. Starting salary \$19,884, plus excellent benefits. Send resume to WVPT, Port Republic Road, Harrisonburg, VA 22801. EEO employer. Deadline: November 25, 1983.

General sales mgr-hands-on manager in 150-200th market in SW. If you can demonstrate success in the market, will have opportunity to move up within mkt. c move to top 50 mkt. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

Video TV consultant. Company now producing programming for national cable network. Needs guidance on further expansion. Consultant must know program marketing with networks and syndication and have broad experience with wide contacts in the industry. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 10389B, Beverly Hills, CA 90213-3389.

HELP WANTED SALES

GSM: Top 20 market station in the Southeast is seeking a creative, aggressive individual to lead and manage its 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.

Account executive: number 1 VHF station in coastal market is looking for a career oriented achiever with successful sales track record. Group ownership, benefits and 27K+. Bob Peretic, GSM, c/o WNCT-TV, Box 898, Greenville, NC 27834. EOE.

TV Guide-marketing representatives. TV Guide is looking for two marketing representatives to be based in Los Angeles. Extensive travel throughout California and Pacific Northwest to contact cable operators for joint marketing-promotion programs. A degree in communications or marketing is preferred, along with 1-2 years experience in a related field. Excellent employee benefits. Equal opportunity employer. Send resume and salary requirements to Box G-45.

Local sales: group-owned network affiliate, Southeast market. 3-5 years experience with local and regional accounts mandatory. Resume to Box G-73. EOE.

HELP WANTED TECHNICAL

Studio maintenance engineer. CBS affiliated VHF station in Texas. Minimum of three years experience in VTR/ENG repair. Send resume to chief engineer, KWTV-TV, Box 7528 Waco TX 76710. EOE.

Transmitter/microwave supervisor or studio maintenance engineer. 3-5 years experience with general license for San Antonio. New Harris VHF transmitter and microwave. Call E. Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7128, Austin, TX 78731. EOE.

Chief engineer. New Hampshire VHF network affiliate has immediate opening for a chief engineer. A take-charge, hands-on person, thoroughly familiar with ¾" videotape, live ENG microwave, and RCA transmitter. Salary negotiable. Tax-free New Hampshire awaits you. EOE. Send resume to Personnel Manager, WMUR-TV, 1819 Elm Street, Manchester, NH 03104.

Director of engineering: major public television station has opening for experienced engineering manager. Background in maintenance and production. Responsible for large engineering staff. Emphasis on news and production assignments. Minimum five years engineering management experience with proven ability. An equal opportunity employer. Send resume to WETA-TV, PO Box 2626, Washington, DC 20013. Attn: Robert Ruggiero, Vice President, Operations & Engineering.

Maintenance engineer for top market independent station. Strong background in electronic troubleshooting, video system and helical tape essential. Minimum 2 years experience. FCC license preferred. Union shop, excellent benefits. Starting salary to \$40K, depending on experience. Call George Csahani, 212-233-6240.

F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel and possess good client relations. The position requires digital and solid state broadcast maintenance background. Familiar with cameras, video tape, switching equipment and audio. Some weekend and holiday work. Competitive salary, liberal overtime and major company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

Transmitter supervisor. Experience in maintaining high power television transmitters and familiar with microwave equipment. Send resume: Chief Engineer, WLUK-TV, Box 7711, Green Bay, WI 54303. EOE.

HELP WANTED NEWS

Anchor needed - medium market, group owned station has immediate opening for experienced anchor, with some producing skills. Resume only to Box G-7.

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.

Anchor, 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.

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, Weslaco, TX 78596. No phone calls. AA-EOE.

Primo People, Inc., now accepting tapes and resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044.

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 producer. Experienced, innovative producer for dynamic 50's market. This is a position of responsibility. If you stand out from the rest, then send resume today to Box G-46. Equal opportunity employer.

News director. WTRF-TV is seeking an individual to provide strong leadership for the number one news station in the market. Should have a minimum of five years experience in broadcast journalism or equivalent. Some management experience is desirable. Strong news background is first prerequisite. EOE. Send resume no later than November 30 to Personnel Director, WTRF-TV, Wheeling WV 26003.

Top 20 west coast market. If you can produce sports and news and have experience at both, we want to hear from you. Writing and on air presentation must be slick. We're a small news operation in a large market and we're offering a showcase for the right person. Send resume to Box G-50. Equal opportunity employer.

TV news reporter: medium-sized Northeast TV station seeking news reporter. Must be experienced in broadcast news and understand elements required to produce quality news story. Priority qualifications include previous experience in a similar position; strong broadcast news background; familiarity with contemporary technology in TV news; positive attitude. EOE. Send resumes only to Box G-52.

Top news agent has opportunities for personable, creative anchors, reporters, weathercasters, sportscasters, specialists. Send tape/resume: Box 1103, NYC 10101.

Assistant TV news director. Northeastern network affiliated station in sixties-size market is looking for a solid pro with at least 7 years television news experience, preferably some in management, who is interested in a news management career. Good salary, benefits. Resume to Box G-58.

News director — top 60 market network affiliate in the Sunbelt has good opportunity for ND currently in a smaller market who wants to move up or assistant ND in similar size market who's ready for this step. Send resume and career goals. I'm looking for a fresh approach to news and someone still excited about the future of affiliate news operations. All responses will be kept strictly confidential. Resume to Box G-63.

News producer for morning cut-ins, also producing for noon. Must be college graduate, have minimum 1 year TV news producing experience, and possess very strong writing and journalistic skills. An outstanding opportunity to do quality work in a mid-sized market content-oriented shop. Send resume and references to Box G-67. EOE, M/F.

Executive producer. We're looking for a creative production-oriented person for number 2 slot. Tapes, resume & references to: Gerald Jensen, News Director, KOLD-TV, 115 W. Drachman Street, Tucson, AZ 85705. EOE.

Reporter-Weeknight - KCRA-TV/Sacramento seeks experienced TV reporter for its news magazine program. Applicants must be skilled in producing ENG feature packages. Creative initiative required. Resume/tape to: Paul Thompson, Executive Producer, KCRA-TV/Weeknight, 310 Tenth St., Sacramento, CA 95814-0794. EOE, M/F.

News director: Southeastern network affiliated station. Ability to motivate and direct news staff, plus interact departmentally in a professional manner of primary importance. Inquiries confidential. EOE. Send letter and resume only to Box G-71.

Small to medium size market station in Midwest looking for weekday sports anchor. Take the first step in joining a brand new ABC station by sending your resume and salary history to Box G-75. EOE.

Producer at one of America's finest local news operations. You bring us a college degree, at least one year TV news production experience, and outstanding writing and journalistic skills, and we'll give you the opportunity to do serious TV news the way critics and textbooks say it should be done. Send tape, resume, and list of enthusiastic references to Robert Cohen, ND, KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE, M/F.

Sports director: looking for experienced only sports director. One of South's best sports areas. If you are motivated, and can bring exciting look to sports, we want you. Minimum 3-5 years. Salary range \$15-18,000. EOE. Resume only to Box G-80.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Corporate producers - Metro Communications is seeking several producer-directors to coordinate production of video profiles of major corporations. Hands-on electronic field production experience for top companies is a requirement. Desirable applicants will be hired for assignment in the spring of 1984. Send resume and ¾ inch tape: Metro Communications, Inc., Box FL, 424 Duke of Gloucester Street, Williamsburg, VA 23187.

Producer/director. Responsible for the production of commercials, promotion, and live in-house programming. This position requires at least 3 years' experience, plus the ability to work well with crews, agency producers, and clients. Familiarity with CMX editing and digital effects is helpful, creativity is necessary. Tapes and resumes to: Joel Levitt, Production Manager, WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131. We are an equal opportunity employer.

Special projects producer. Top 20 market is seeking aggressive individual to produce various promotional spots for station and sales presentations. Candidate must have a minimum of three years producing/editing experience as well as proven writing skills. B.S. degree or equivalent desirable. Resume to Box G-47.

Production manager - responsibilities include directing the 6 PM and 10 PM news blocks. Great opportunity to work with small, progressive, well-equipped station. Profit sharing, pension plan. EEO employer. Resume to Box G-59.

Assistant to the lighting director. Minimum 2 years' professional television lighting experience, including lighting design and direction and strong electrical background. Experience in studio/remote/ENG camera operation. Send resume to Mary Sullivan, Connecticut Public Broadcasting, 24 Summit St., Hartford, CT 06106. EOE, M/F.

Clearwater, FL. - The Home Shopping Channel, America's original 24 hour a day shop at home cable TV service, needs show hosts. On air salesmanship and charisma important. Call Richard Speer, 813-461-9495, for details on how to prepare a ¾ VTR to submit with resume. An equal opportunity employer.

Promotion manager - Independent in highly competitive market is seeking experienced manager to lead extensive on-air, print and radio audience development activities. Prefer experience in copywriting, producing, directing, radio and newspaper buying and graphics development. Send resume and demo reel to: Doug Knight, Corporate Program Director, KRBK-TV, 500 Media Place, Sacramento, CA 95815. Equal opportunity employer, M/F.

WLOS-TV Asheville, NC, top 40 market, needs assistant production manager. Must have college degree and minimum 4 years hands-on experience directing and switching news programs, commercial production and remotes. Must be able to manage and motivate people. Send resume: Personnel Manager, WLOS-TV, PO Box 2150, Asheville, NC 28802. Equal opportunity employer.

Creative services specialist needed to coordinate in-house spot production at WDSU-TV, New Orleans. Solid skills in commercial work necessary—from spot concept to execution to final mix. Send resume to Robert Dicks, Jr., Production Manager, WDSU-TV, 520 Royal St., New Orleans, LA 70130. An equal opportunity employer.

Program director. Independent needs program director. Extensive experience in programming, promotions, and operations necessary. EOE. Resume to Box G-79.

SITUATIONS WANTED MANAGEMENT

You need our general manager, Bill Mc Donald. 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: 512-727-7999; 512-727-8888.

Experienced broadcasting manager seeking management position in the Philadelphia area and vicinity only. Phone 814-695-2248, or write Mr. L. J. Finfer, P.O. Box 521, Duncansville, PA 16635.

SITUATIONS WANTED SALES

Aggressive recent SIU-IL grad seeks entry level position in sales/marketing with advancement potential, Midwest/Southwest. Deb, 713-484-3560. 12801 Roydon #1601, Houston, TX 77034.

SITUATIONS WANTED TECHNICAL

Presently employed chief wants opportunity in Florida. Thirty plus years experience. Resume on request. Reply Box G-44.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 804-266-1715.

Experienced and talented news reporter seeks permanent full-time job, television preferred, will take radio. If interested, contact Regina, 201-374-2432.

Emphasis local sports-degreed, experienced, team player. Shoot-edit. Small-medium market. Ken Bland, 213-932-1510.

Meteorologist looking for entry level position. Call Emmett, 303-392-4420.

Female cable reporter, producer, editor, all in one. Now looking to relocate to larger market. Box G-43.

Meteorologist seeking weekday weather position in medium or major market. Prefer South or East. Experienced small, major markets. Write Box G-53.

Sports anchor/reporter. Young, experienced and professionally enthusiastic. Seeking full time TV position. Solid, award-winning reporting and PBP background, radio and TV. Write Box G-54.

Merry Christmas! This time, give yourself an anchor/producer with lots of story ideas & ability to help the whole department's writing. Here's settled, assured yet punchy delivery that impacts—and registers! Write Box G-56.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

Cornell University. 1983 BA communications. ¾", 16mm production, editing experience. Excellent sports knowledge, writing skills, voice. Personable. Money no object, will relocate. Kenny, 516-223-4593, 8189.

Bright, energetic, personable, '83 Fairfield University (Connecticut) graduate, seeks entry level TV production position. BA writing, minor in communications. Completed two television production courses, production internship, WEDW, Connecticut Public Television. Can do the job. Prefers East, will consider anywhere. Anthony, 201-437-3886.

Production. Experienced recent college graduate, interned talk and soap, seeks entry level position in production. Challenge and growth potential a must. Call VJ, 201-379-9582. Will relocate.

ALLIED FIELDS

HELP WANTED SALES

Detroit area. Salesperson needed by established broadcast equipment supplier. Must have proven track record in sales, broadcast equipment and procedures. Salary plus commission and full benefits. Send resume to Box G-48.

Marketing specialist: self-motivated person to market satellite facilities in Denver area. Two years experience in telecommunications or telecommunications degree plus sales experience required. Reply in confidence in writing to Polly Rash, Services by Satellite, 1660 L Street, NW, Washington, DC 20036. Deadline for replies: November 25. EOE/AA.

HELP WANTED TECHNICAL

Transportable earth station. Satellite engineers. Extensive traveling. 2-3 years ground station experience; video experienced desired. Submit resume with salary requirements: Tele-Link Communications, 6363 Taft Street, Hollywood, FL 33024.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director, Videographer, Editor. For in-house corporate production facility, Midwest. Minimum 2 years broadcast or industrial experience as director, videographer, editor. Must be able to demonstrate a high degree of expertise in directing, lighting, camera operation, editing and working with talent and producers. Light maintenance supervision and make or beat deadlines. Working knowledge of CMX 340X a plus. Send resume (no tapes please) to: Personnel Department, Bell & Howell, 6800 N. McCormick Road, Lincolnwood, IL 60645. An equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

Radio-TV faculty position, tenure-track or fixed term, available August, 1984. Teaching broadcast fundamentals, R-TV announcing, sales, management; also public speaking. PhD preferred. Rank and salary negotiable. Send resume and 3 letters of recommendation to Chairman, Drama and Speech Dept., ECU, Greenville, NC 27834. Application deadline: Jan. 15, 1984. AA/EEO.

Graduate assistants. Teaching assistants to study for MA in communications for Fall 1984. Monthly stipend. Persons with undergraduate degree in broadcasting or related field, professional experience, and a 3.0 grade point average are invited to apply. Should take Graduate Record Examination in February. Contact Dr. Kenneth Christiansen, Graduate Co-ordinator, Department of Broadcasting, University of Florida, Gainesville, FL 32601. AA/EEO.

Journalism faculty. The Pennsylvania State University School of Journalism. One or two openings for 1984-85 academic year, probably at assistant professor level, to teach some combination of the following: print editing, print reporting; broadcast journalism; visual communications; mass communications conceptual courses in area of specialty. The School of Journalism with a 50-year tradition of rigorous professional teaching and a growing dynamism in research, seeks either applicants with impressive professional credentials or those with doctorates (in hand or near completion). All applicants should have strong intellectual interests and show promise of productivity in either scholarly or professional activities. Salaries competitive with those of other top universities. For full consideration, send resume and three references by January 15, 1984, to Dean Mills, Director, School of Journalism, 215 Carnegie, Box G, University Park, PA 16802. EO/AAE.

University of Missouri - St. Louis seeks an assistant professor for tenure-track position in mass communication (broadcasting specialist) beginning Fall, 1984. Flexible teaching assignments in broadcast news, advertising. Additional ability to teach introductory mass communication and broadcast production also sought. Ph. D., broadcasting and experience, and teaching experience required. Salary: \$22,000-\$25,000, depending on qualifications. Send credentials to: James Fay, Chairperson, Department of Speech, University of Missouri-St. Louis, St. Louis, MO 63121. Review of credentials will begin December 15, 1983. The University of Missouri is an equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanted 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.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-6500 or 8660.

Wanted rack mount kit and cage for Revox A-77. Contact Mike Ofsonar, P.O. Box 11305, Alexandria, VA 22312. 703-644-1767.

Blank used videotapes - 2 inch and 1 inch. Cash for all brands in lengths of 30, 60, & 90 minutes. Will pay for shipping. Contact Andy Carpel, 202-296-8059.

Late model 4k Ram and Rampart. Late model 48-tray mono inlascart. Wayne Grabbe, KRSL AM/FM, 913-483-6511.

Looking to purchase studio with or without equipment and/or 1" editing suite. Move-in condition. NYC area. Write Box G-70.

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, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCATK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port ¾" 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.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Six inch 70 ohm rigid coax in 19.5 lengths. Thirty eight full lengths plus several short pieces and gas barriers are available. Removed from service July this year. 404-964-3764.

Andrew emergency cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850. 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-6500, Box 590, Leesburg, VA 22075.

Speck SP800C 16 track console; 16 X 8, with patch bay & cabinetry. Used in production of many national syndicated features. Excellent condition. \$4,500. Call Marshall, 800-527-5335.

Ikegami HL-79DAL camera. Mint condition. Personal camera. Canon zoom lens with built-in 2X extender. \$25,000. Call Ron, 215-561-7787.

Automation & satellite insert systems. All formats & all commercial cart handling needs. Catec/Schaffer automation. Special Fall prices. Mark O'Brien, Holt Technical Services, 215-865-3775.

Videocassettes blank 3/4" U-matic, recycled, Chyron evaluated, delabled, deguassed, guaranteed! Sony, 3M, etc. KCA-60's @ \$12.50, KC-30's @ \$9.50, Mini KCS-20's @ \$7.50, MiniKCS-10's @ \$6.00. Other sizes available. Carpel Video, Inc., 8618 Disc. Blvd., Walkersville, MD 21793. Call 202-296-8059.

Transmitters: RCA BTA-1R1 1kw AM. CCA 250w FM w/40w exciter, excellent, stereo. GE 250w AM, excellent. 402-564-1538.

Chyron III. Factory refurbished - 2 disk drives. Make offer. Call 408-422-3500.

1971 Model Gates automation system with SP-10 programmer, 2 Criterion 55's, 3 carousels, RA-10 random access, time announcer unit and 2 Criterion playbacks. Gaffney Broadcasting, Inc., 803-489-9066.

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

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Enhance your local spots with network voice delivery. Send copy for free audition spot: The Voice, Box 605, Sterling, VA 22170.

CONSULTANTS

Positions available. Weekly newsletter. \$15/15 weeks. Job Leads, Trent Bldg., Irvington, NY 10533.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont, IL 60559.

RADIO

Help Wanted Sales

EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

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TELEVISION Help Wanted Management

PRESIDENT AND GENERAL MANAGER

South Central Educational Broadcasting Council (Pennsylvania) announces opening of search for President and General Manager of WITF-TV/FM, Harrisburg, and invites nominations and applications of highly qualified individuals. Desirable attributes include: demonstrated leadership and executive ability, proven management skills. Experience considered important. Comprehension of dimensions of public broadcasting essential. Position viewed as exceptional opportunity, requires dedication, high level of energy, ability to relate to public, community, dedicated staff and Board. Compensation competitive. Committee will respect confidentiality in consideration of candidates. Inquiries, nominations, resumes and letters of application may be addressed to Dr. Keith Spalding, Chairman of WITF Search and Selection Committee, c/o Franklin and Marshall College, P.O. Box 3003, Lancaster, PA 17604. WITF is an equal opportunity employer.

Help Wanted Technical

BROADCASTING ENGINEER

KLCS-TV, Channel 58 in Los Angeles is conducting a search for **Broadcasting Engineers.**

To be considered, applicants must have a minimum of three years of experience within the past seven years in a TV broadcasting facility, including responsibility for the operation and maintenance of all technical equipment used in color video production, recording, and transmission, and the maintenance of FCC-required logs and reports. A minimum of one year of the required experience must have included the supervision and training of telecommunications personnel and technical crews and the maintenance of the required logs and performance reports.

The monthly salary range is \$2,495 - 3,109. For more information: call (213) 742-7761. Applications will be accepted until December 9, 1983.



**Los Angeles Unified
School District
P.O. Box 2298
Los Angeles, CA 90051**

Equal Opportunity Employer

TV OPERATIONS ENGINEER

Must have Quad tape & camera operation experience. FCC license required. Resume to:

D. BARNETTE
WBRE-TV
62 S. FRANKLIN ST.
WILKES-BARRE, PA18773

Help Wanted Sales

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TELEVISION EQUIPMENT NO RELOCATION REQUIRED 6 FIGURE POTENTIAL INCOME

Television engineering background preferred.

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800/531-5143

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(The Good Guys!)**

Austin, Texas

BIG OPPORTUNITY

with major company for TV syndication salesmen in Northeast and Midwest. Syndication experience is desirable, but not an absolute requirement if you have related knowledge or sales experience. Salary commensurate with know-how, ability and experience. Respond in confidence to Box G-76.

NET AFFILIATED

small market TV station looking for aggressive local sales manager. Excellent potential for person who can develop untapped local business. EOE. Box G-42.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Sales Continued

TELEVISION EQUIPMENT WESTERN U.S. SALES MANAGER

Due to our continued growth, we require a sales manager to market our line of television and FM broadcast transmitters in the western half of the U.S.A. We offer an excellent opportunity for someone with a solid background in transmitter sales and good contacts in this part of the U.S.A. Please send your resume to:

Peter Balodis, P. Eng.
Marketing Director

Larcan Communications Equipment Inc.
6520 Northam Drive
Mississauga, Ontario
Canada L4V 1H9



Help Wanted News

NEWS ANCHOR & INVESTIGATIVE REPORTER

The Christian Broadcasting Network, Inc., an evangelical Christian television ministry with headquarters in Virginia Beach, VA., has immediate openings in its news department for the following positions: News anchor person with proven on-air television ability to anchor eight 90-second daily/evening newscasts. The degreed candidate must have 3 to 5 years experience, with ability to do investigative research on package stories. Also, investigative reporter to investigate and prepare news related stories for television broadcast. Requires on-camera experience, degree in broadcast journalism, and minimum of 5 years news experience. This position is based in Washington, DC. Send resume, 3/4 inch video cassette of recent work and salary history, in confidence to: Personnel Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

ECONOMICS REPORTER

The Christian Broadcasting Network, Inc., a christian television ministry, located in Virginia Beach, VA., has an immediate opening in its news department for a reporter with economic expertise. The degreed candidate must have a minimum of 5 years related experience in analysis of macroeconomics and familiarity with the Wall Street environment. On-camera experience required along with a combination background in economics and journalism. This position is based in Virginia Beach, VA for the present. Send resume, 3/4 inch video cassette of recent work and salary history, in confidence to: Personnel Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

NETWORK NEWS DIRECTOR

The Christian Broadcasting Network, Inc., a christian television ministry, is seeking a senior news executive to take charge of all worldwide news activities within CBN. The successful candidate will have a degree in journalism or related field, possibly some print journalism experience, and a minimum of 10 years news experience. Send resume, 3/4 inch video cassette of recent work and salary history, in confidence to: Personnel Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

Help Wanted News Continued

TV REPORTER/PRODUCER

Salary \$15,012 to \$22,116 plus liberal benefits. A Pacific NW public television station seeks a professional to assume both producer and on-camera reporter positions of the station's six minute mini-documentary, appearing on evening edition. Requires a high degree of journalistic commitment and integrity, an instinct for the visual requirements of the mini-documentary format, an ability to work both as a self-starter and cooperatively, and a willingness to work irregular hours. Minimum qualifications: Bachelor's degree or equivalent training or work experience, two years' of significant experience in journalism, including experience in broadcasting, documentary magazine, or feature news gathering. Basic knowledge of video production and ability to interview and perform on camera. Valid drivers license. Deadline for application: postmarked by midnight December 9, 1983. Send resume to: Screening Committee (83-P-15E), KCTS/9, University of Washington, (AC-25), Seattle, WA 98195. We are an equal opportunity affirmative action employer.

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.

TELEVISION ASSOCIATE PRODUCER

Salary \$16,908 to \$24,180 plus liberal benefits. A Pacific NW public television station seeks a professional to act as associate producer for specifically assigned national documentary project: to assist in the research and proposal preparation of these projects and others as assigned; to assist the senior producer for public affairs in the operation of the public affairs unit; to produce local documentary or other programming for this unit as assigned. Minimum qualifications: Bachelor's degree in related field or equivalent combination of education and pertinent work experience, three years experience in television production with verifiable credits pertinent to this position, two years' experience in writing, location shooting, and 3/4 video tape, off-line editing for news or documentaries. Available resume tape or reel of applicable material produced or worked on. Valid drivers license. Deadline for application: postmarked by midnight December 9, 1983. Send resume to: Screening Committee (83-P-16E), KCTS/9, University of Washington, (AC-25), Seattle, WA 98195. We are an equal opportunity affirmative action employer.

Help Wanted Programing, Production, Others Continued

WBZ-TV, BOSTON

We are looking for the best talk-show producer in the country. The right candidate knows production, bookings, timely issues and the way to make a #1 show even stronger. This person will be responsible for a daily 1-hour afternoon strip talk show and manage a staff including 3 associate producers and host and have experience in talk shows and quality local programming. If you are interested and meet all of the above requirements, please send a confidential resume to: Barry Schulman, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. No phone calls, please. WBZ-TV is an equal opportunity employer.

SKILLED PRODUCTION/ NEWS PHOTOGRAPHER

for medium size Midwest market. Production department expansion. Send complete resume to Box G-55.

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VERY SUCCESSFUL GM AM/FM/UHF-TV

Turn around success, start up success, UHF a specialty. Impeccable credentials, excellent programmer, recruiter, sales leader. Budget trained, bottom line oriented. Consider any combo AM/FM/TV with good company. Prefer Southeast Call 813-482-4338, or write Bob Ratcliff, 7728 Bass Rd, RR20, Ft. Myers, FL 33908 for resume.

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The President's Commission on
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Help Wanted Sales

**SALES
ENGINEER**

Due to our rapidly expanding world markets, Moseley Associates, Inc., has opened a new position for an international, in-house sales & applications engineer. This is a ground level opportunity for the candidate with a BSEE & at least 5 yrs. experience in point to point programs, voice/data, low/medium density, FDM/TDM applications for the broadcast & communication markets. Further, a good understanding of microprocessor-based supervisory & remote control systems applications is highly desirable. We offer a highly competitive salary/incentive/bonus program with an outstanding, fully company provided benefit package, & the opportunity of working with a highly professional team in rapidly growing, high technology-based company. Please forward resumes to: Director of Personnel,

MOSELEY ASSOCIATES, INC.

A Flow General Company
111 Castilian Dr.
Goleta, CA 93117

An EOE/M/F.

Radio Programming



**IF YOUR STATION SUBSCRIBED
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IN NOVEMBER . . .**

You could have live phone-in interviews with **Steve Allen, Isaac Asimov, Gary Collins, Lola Falana, Nathan Pritikin, David Soul, Irving Stone, Peter Ustinov, John Walsh** (father of "Adam"), & 28 other fascinating newsmakers. For further information, write or call:

NEWSMAKER INTERVIEWS
439 S. LA CIENEGA BLVD.
L.A., CA 90048
213-859-9130

SALES REPRESENTATIVE

Highly diversified communications company seeks qualified applicants for sales position in NY and LA. Working knowledge of broadcast/cable industry, excellent presentation skills required. Satellite transmission, videoconference or common carrier experience desirable. Send letter, resume and salary requirements to: William Jackson, VP, Eastern Marketing, Wold Communications, 875 Third Avenue, 18th Floor, New York, NY 10022. An EOE, M/F.



A subsidiary of Robert Wold Company, Inc.

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.

CP STUDIES

The value of a construction permit is often very difficult to determine, but critical to know. We specialize in the preparation of professional bank presentations and are well qualified to help you with CP studies, appraisals, or business plans. Broadcast Investment Analysts, 3973 Wilcoxon Drive, Fairfax, VA 22031, 703-425-7376.

NEED NATIONAL SALES?

We are interested in adding selected quality products and/or services to our sales org. If your company has need of experienced radio/TV sales & programming representation from offices in Wash., DC and Richmond, VA, please call or write Mr. Johnson, 703-356-7035, Broadcast Prod. & Svcs., Box 1264, McLean, VA 22101.

CABLE

**Help Wanted Programing,
Production, Others**



Sports Time, a regional pay cable network, which premieres April 3, 1984, is seeking applications from qualified on-air talent for its programming. Approximately ten (10) announcer positions, both full-time and free-lance must be filled. Studio host, play-by-play and color commentary positions are included. A minimum of five (5) years of television experience is required. Audition tapes (3/4" video cassettes only) should be sent with a resume and biographical information to:

Sports Time
900 Walnut Street
Suite 340
St. Louis, Missouri 63102
ATTN: PROGRAMMING DEPT.

Applications should be in writing only, no phone contacts please. Audition materials become the property of **Sports Time** and should not be expected to be returned. **Sports Time** is an equal opportunity employer.

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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**

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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, 8215 Don Gaspar, Las Vegas, NV 89108.**

ATTENTION SMALL MARKET

radio broadcasters: S.M.A.R.T.S. computer software is designed for your size operation. Developed in a small market station and configured for your operation. Priced realistically for small operations. Does logs, sends statements, and much more. Reply: S.M.A.R.T.S. Software, P.O. Box 390, Emmetsburg, IA 50536. 712-852-4551.

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New and Used Broadcast Equipment Bought, Sold, Traded
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IN FL: 1-800-432-2245



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nationwide mergers & acquisitions

STATION				CONTACT	
W	Medium	AM/FM	\$2,200K	\$500K	Brian Cobb (404) 458-9226
FL	Metro	AM/FM	\$2,100K	SOLD	Randy Jeffery (813) 294-1843
SE	Medium	AM/FM	\$1,760K	\$500K	Mitt Younts (804) 355-8702
R. Mtn.	Small	AM/FM	\$975K	\$100K	David LaFrance (303) 534-3040
MW	Major	AM	\$800K	\$300K	Jim Mackin (207) 623-1874
R. Mtn.	Metro	AM/FM	\$800K	\$150K	Greg Merrill (801) 753-8090
R. Mtn.	Small	AM/FM(CP)	\$800K	\$225K	Elliot Evers (213) 366-2554
W	Med./Met.	AM/FM	\$725K	\$275K	Ray Stanfield (213) 366-2554
E	Metro	FM	\$662K	Terms	Warren Gregory (203) 364-5659
SE	Metro	AM	\$600K	Terms	Bob Thorburn (404) 458-9226
SE	Metro	AM	\$500K	Cash	Ernie Pearce (615) 373-8315
MW	Small	FM	\$450K	Terms	Bill Lochman (816) 254-6899

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

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S.E. STATION OWNERS

New radio broadcast company formed. Looking for stations to buy. Ready now with experienced broadcasters and capital. Ready to sell? Contact Ron Kempff, 1405 Woodstock Drive, Dayton, OH 45419. 513-298-5473.

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\$ WHAT'S YOUR STATION WORTH \$

Let us tell you the value of an appraisal—you'll wonder why you haven't been one who has one annually.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963

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Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others

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Suite 606
Atlanta, GA 30309

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**\$100,000 to \$2
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To finance that radio, TV, or cable facility you wish to purchase.

**FAST
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Because you will conduct negotiations with the decision maker.

Borrower must have minimum cash of 25% of purchase price

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in an upper Midwest 5000 watt daytime station with a class C CP - making money. Absentee owner pursuing other interests. \$70,000 down, balance of \$280,000 at reasonable terms to qualified buyer. Write Box G-51.

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Middle TN small market, class A FM, with extra wide coverage. \$150,000 with terms or \$110,000 cash. Beautiful country. Studio rental includes second floor complete apartment. Call 404-288-1480.

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PRICED AT LESS THAN EIGHT TIMES THE CASH FLOW OF \$130,000 TO THE NEW OWNER. TERMS AVAILABLE. OVER HALF THE PRICE IS IN 9% 15 YEAR NOTES! TRANSMITTER REAL ESTATE.

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near Kentucky - W. Virginia border. Price \$5,000,000. Approximately 8,000 subscribers. 20 years and 10 years remaining on franchise.

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Lynchburg, VA 24502

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\$850,000, 20% downpayment; Kentucky AM/FM \$1.6 million, \$500,000 downpayment; Indiana AM/FM \$500,000, \$100,000 downpayment. Call 803-585-4638.

FLORIDA AM & FM

For sale by owner. Panhandle area. Only stations in market, 52% share of 12+. Automated, modern equip., land & acreage, owner leaving area, must sell quickly. Priced right, terms negotiable. No brokers. 803-671-2194, 6-7 PM EST.

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Bob Marshall, President

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AL	AM	\$360,000	20%
NC	AM	\$650,000	20%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
CO	FM	\$30,000	downpayment
OR	AM	\$35,000	downpayment
MS	AM/FM	\$30,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

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New York medium market fulltimer. A market leader. Produces \$200,000 for absentee owner. Asking 8 times cash flow. Terms to qualified buyer.

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607-733-7138

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immediate sale of very profitable AM/fulltime and class C FM in western Kentucky growth and resort area. Suitable for absentee group or individual. Valuable real estate included. Price \$1,750,000, which is about 8 times annual cash flow. Liberal terms to qualified buyer. Send inquiries to Box G-77.

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303-636-1584
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Colorado Springs, CO 80909

WALKER MEDIA & MANAGEMENT, INC.

Brokers — Consultants — Appraisers

■ William L. Walker, Pres., PO Box 2264, Arlington, VA 22202. 703-521-4777.

■ John F. Hurlbut, VP, PO Box 1845, Holmes Beach, FL 33509. 813-778-3617.

■ David E. Hurlbut, Midwest rep., PO Box 553, Mt. Carmel, IL 62863. 618-263-3380.

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5000 watt daytimer. 7 acres land, modern building, excellent equipment. \$350,000, \$150,000 down, owner financing 10 yrs. Write Box G-57.

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For sale by owner. Opportunity with untapped potential for a person who wishes to leave pressure position and lead more leisured life while striking out on own. In Ohio, serving vacation area and well known college communities. Owner will finance to qualified buyers. Less than two times gross. Write Box G-65.

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ABSENTEE OWNER

Medium market Southeast 1 kw AM daytimer. Excellent facilities. Write Box G-66.

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CLASS C FM**

with fulltime AM. KNEB AM/FM, Scottsbluff, NE. Outstanding technical equipment & real estate. Excellent terms to qualified buyers. Priced for quick sale. Offered by:

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SERVING SINCE 1953
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Encino, California 91436
Area Code 213 986-3201

Dan Hayslett
& ASSOCIATES, INC.
Media Brokers
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(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

JAMAR RICE CO.
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William R. Rice
William W. Jamar
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950 West Lake High Dr. Suite #103 Austin, TX 78746

GROUP
1 AM & 2 FM's in the Sunbelt. All have religious formats. \$400,000 down, balance payable over 7 years. Principals only. From owner. Write Box G-85.

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISALS
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44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750
East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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MI 48106**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

William Cloutier, general manager, KJYY(AM) Des Moines, Iowa, named VP of parent, Ankeny Broadcasting Corp.

Al Moll, general sales manager, WLZZ(AM)-WZUU(FM) Milwaukee, and station manager of WLZZ, named general manager of both stations.



Moll



Kaufman

Philip Lewis, general manager, WCCO-AM-FM Minneapolis-St. Paul, resigns, but will remain consultant to stations. **Clayton Kaufman**, station manager, WCCO-AM-FM, succeeds Lewis.

John Baile, acting station manager, WAWS(TV) Jacksonville, Fla., named general manager.

Frank Absher, from KMOX(AM) St. Louis, joins WPMB(AM)-WKRK(FM) Vandalia, Ill., as general manager.

Johnny Andrews, program director, KTAR(AM) Phoenix, named VP and general manager, KTAR(AM) and co-owned KKLT(FM) Phoenix.

Carl McNeill, station manager, WHHQ(AM) Hilton Head Island, S.C., named general manager, WHHQ(AM) and co-owned WHHR(FM) Hilton Head. **Jennie Martin**, operations manager, WHHR, named station manager of WHHQ-WHHR.

David Ianni, sales manager, KWXL(FM) Albuquerque, N.M., named manager of KRKE(AM)-KWXL(FM) there.

Ronald Kempff, VP and general manager, WHIO-AM-FM Dayton, Ohio, resigns.

Ward McKee, general manager, Century Cable Communications, Cullman, Ala., joins Palmer Cablevision, Naples, Fla., as manager of Cablevision of the Islands there, 33,000-subscriber system serving Naples and Marco Island, Fla.

Edward Rose, regional manager, Macomb county, Mich., cable system, Comcast Corp., named manager of Comcast's Warren, Mich., cable system.

Karen Creighton, programming-production manager, WNNE-TV Hartford, Vt., named operations manager.

Bill Germano, assistant director, research and sales development, WABC-TV New York, named manager of sales development, affiliate presentations, for ABC-TV there.

Robert Ottenhoff, general manager, noncommercial WBGO(FM) Newark, N.J., joins National Public Radio, Washington, as acting senior VP, representation, succeeding **Clyde H. Robinson**, resigned.

John Grieman, controller, Cowles Media, Minneapolis, named VP.

Marketing

Victor Bloede, chairman of board, Benton & Bowles, New York, will retire at end of year. Bloede joined agency as copywriter in 1950, and was first person from creative department to achieve top post. He was elected president and chief executive officer in 1968, and became board chairman in 1971.



Bloede



Witpen

Dennis Witpen, broadcast supervisor, Foote, Cone & Belding, New York, elected VP.

Charles Skuba, account supervisor, Dancer Fitzgerald Sample, New York, named VP.

Named VP's, Kenyon & Eckhardt, New York: **Jacqueline Grace**, supervisor of legal and network clearance; **Thomas McGrath**, TV/radio producer; **James Eaton**, art studio manager, and **Thomas Lentz**, account supervisor.

Gregory Bathon, general executive and acquisition negotiator, Interpublic Group of Companies, New York, joins subsidiary, McCann-Erickson, there as executive VP.

Bill Lunsford, creative group supervisor, Weightman Advertising, Philadelphia, named VP, creative director.

Dennis Ray, manager, daytime sales, NBC-TV, New York, named director, Eastern sales.

Howard Griboff, research analyst, gold team, Katz Continental, New York, named sales research manager.

Alan Burks, from Burton-Campbell, Atlanta, joins Ogilvy & Mather there as account supervisor.

Dick Salyer, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor.

Patrice Carrol and **Elizabeth O'Brien**, network negotiators, SSC&B, New York, named network supervisors.

Appointments, Internet, network division of Interep, New York: **Bob Lion**, senior network account executive, and **Tony Miraglia**, VP, di-

rector of network, Major Market Radio, New York, to managers of Internet radio networks; **Kathy Score**, from Hillier, Newmark, Wechsler & Howard, New York, **Barbara Michalich**, from Major Market Radio, New York and **Cynthia Collins**, network business development specialist, parent McGavren Guild Radio, New York, to account executives.

Roger Von Klingler, from Xerox-University Microfilms International, Ann Arbor, Mich., joins Fahlgren & Ferriss, Cincinnati, as director of direct marketing.

Peter Carnes, VP and sales manager, Blair Television, Atlanta, named manager of office. **Denison Godwin**, VP, sales, Blair Television, Boston, named VP and manager of that office. **Martin Toole**, office manager, Blair Radio, Houston, named VP and manager, Dallas office. **Scott Lazare**, account executive, Blair Radio, New York, succeeds Toole. **T. Patrick Bergin**, from Major Market Radio, Chicago, joins Blair Radio there as account executive.

Mark Kelly, broadcast traffic coordinator, Ingalls Associates, Boston, named traffic manager. **Paul Joyal**, from noncommercial WGBH-TV Boston, joins Ingalls Associates, succeeding Kelly.

Mary Ann Santos, research/media systems

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coordinator, Creamer Dickson Basford, Providence, R.I., named account administrator. **Christine Stets**, account executive, CDB, Providence, named senior account executive. **Doreen Bentley**, account administrator, same agency, Providence, R.I., named account executive.

Gloria Johnson, freelance artist, joins Smith & Myers Advertising, Santa Ana, Calif., as assistant art director and illustrator.

Linda Chirby, freelance designer, joins Pringle Dixon Pringle, Atlanta, as designer.

Barbara Finn, sales assistant, McGavren Guild Radio, New York, named local market support coordinator, radio marketing division. **Cindy Masi Smith**, senior account executive, Eastman Radio, Chicago, joins McGavren Guild Radio there as account executive.

Michael Kaufman, general sales manager, WITI-TV Milwaukee, joins Harrington, Righter & Parsons, Los Angeles, as account executive, green team.

John Sutton, general sales manager, KNXT-TV Los Angeles, named director, sales.

Jane Stark, account executive, WAAT-TV Wildwood, N.J., named general sales manager.

T. Dan Loving, assistant sales manager, KGMC-TV Oklahoma City, named general sales manager.

Robert Peretic, general sales manager, WECA-TV Tallahassee, Fla., joins WNCT-TV Greenville, N.C., in same capacity.



Smyth

Peter Smyth, general sales manager, RKO-owned WROR(FM) Boston, joins RKO's WOR(AM) New York in same capacity, succeeding **Milt Mellinger**, resigned.

Lee Vanden-Handel, sales manager, WNTQ(FM) Syracuse, N.Y., joins WHEN(AM)-WRRB(FM) there as

general sales manager.

Rick Kelty, director of marketing and local and national sales manager, WCMH-TV Columbus, Ohio, joins WVEC-TV Hampton, Va., as general sales manager.

Gail Smith, advertising sales manager, Group W Cable, Brockport, N.Y., joins American/People's Cablevision, Rochester, N.Y., in same capacity.

Fred Germann, account executive, WHHQ(AM)-WHHR(FM) Hilton Head Island, S.C., named sales manager.

Michael Day, from KJAZ(FM) Alameda, Calif., joins KOFI(FM) San Francisco as sales manager.

Nancy Carson, from KMPH(TV) Fresno, Calif., joins WHNS(TV) Asheville, N.C., as office and traffic manager.

Clarence Johnson, assistant sales manager, KXXY-AM-FM Oklahoma City, joins KKYK(FM) Little Rock, Ark., as local sales manager.

Cell Cassidy, account executive, WLTT(FM)

Bethesda, Md., named local sales manager.

June Walker, marketing development manager, KPIX(TV) San Francisco, joins WFLD-TV Chicago as research director.

Marci Forrest, account executive, WMJX(FM) Boston, joins WBZ(AM) there as retail sales director.

Lynn Bryan, account executive, local sales, WRKS-FM New York, named national sales manager.

Appointments, KTXA(TV) Fort Worth: **Patrick Connor**, assistant traffic manager, co-owned KTXH(TV) Houston, to traffic manager; **Donna Bryant**, from WUTV(TV) Buffalo, N.Y., to traffic coordinator, and **Phyllis Jackson**, sales manager, KFJZ(AM) Fort Worth, to account executive.

Linda Cochran, from WNVZ(FM) Norfolk, Va., joins WTVZ(TV) there as local account executive.

Jeff Ray, from KLBJ-AM-FM Austin, Tex., and **Terry Schaefer**, from Fidelity Union Insurance, Austin, join KTVV(TV) there as account executives.

Maribeth Sommers, from KRSI(AM)-KJJO(FM) St. Louis Park, Minn., joins WCCO(AM) Minneapolis-St. Paul as account executive.

Jack Van Zandt, marketing representative, Comcast Cable TV, Bala Cynwyd, Pa., joins Harron Cable TV, Malvern, Pa., as account executive.

Nancy Zaloom, from Benton & Bowles, New York, and **Lisa Berkeley**, from WJDM(AM) Elizabeth, N.J., join WABC(AM) New York as account executives.

Jeff Nathan, from Katz Communications, New York, joins WFLD-TV Chicago as account executive.

Bradford Goff Marthens, account executive, Colony Electronic Information Services, Colony Communications, Providence, R.I., named account executive, Providence area interconnect, responsible for selling advertising time on CNN, ESPN, MTV, USA Cable Network and MovieTime.

Jane Lovsness, from *Country Squire*, Marshall, Minn., newspaper, joins KTIV(TV) Sioux City, Iowa, as account executive.

Programing



Tirinato

Joseph Tirinato, senior VP, domestic television sales, MGM/UA, New York, named to newly created position of president, television distribution, United States and Canada.

Gene Corman, producer, 20th Century-Fox Television, Los Angeles, named VP,

production.

Frank Price, chairman and chief executive officer, motion picture unit, Columbia Pictures, Los Angeles, joins MCA's motion picture group there in newly created position of chairman.

Len Kornblum, senior executive VP, corpo-

rate administration, finance and business affairs, ITC Entertainment, New York, resigns after 28 years with company due to "personal differences." He has not announced future plans.

Appointments, NBC Entertainment, Los Angeles: **Alan Sternfeld**, director, program commitments, to VP, program planning; **Richard Lacher**, director, financial administration, succeeds Sternfeld, and **Tom Ropelowski**, director of current programming, Universal Television, Los Angeles, to VP, drama development, West Coast.

Kathleen St. Johns, VP, creative affairs, Columbia Pictures Television, Los Angeles, joins ABC Entertainment there as director, dramatic series development.

Appointments, CBS Sports, New York: **James Harrington**, VP, program planning and administration, to VP, program administration and operations; **Peter Tortorici**, director, program planning and acquisitions, to VP, program planning and development; **Jay Rosenstein**, director, sports information, to director, program administration, and **Len DeLuca**, director, administration, college sports, to director, programing and development.

Sara Rutenberg, from law firm of Nelson, Mitchell, Lurie & DeMarco, Los Angeles, joins MCA TV there as assistant general counsel.

Harvey Reinstein, VP, Eastern sales, Lionheart Television, New York, joins Primitone Entertainment there as VP, syndication sales.

Appointments, Entertainment and Sports Programing Network, Bristol, Conn.: **Michael Gannon**, manager, program pricing, to newly created position of director, sales administration, advertising sales department; **Donald Colantonio**, operations planning coordinator, to operations producer; **Ann Francis**, program analyst, to senior program analyst; **Tom Hagel**, pricing analyst, to manager, program pricing; **Victoria Haggerty**, studio technician, to network operations and traffic coordinator; **Melinda Mazo**, assistant operations producer, to operations planning coordinator, and **Robert McNamara**, videotape library clerk, to network facilities assistant.

Named regional office directors, Warner Amex Satellite Entertainment Co.: **Leslye Schaefer**, director, marketing, Eastern region, New York; **Ruth Otte**, director, marketing, Southeastern region, Atlanta; **Buzz Hasset**, director, Southwestern region, Dallas; **Rodney Allen**, director, marketing, Southwestern region, Dallas, and **Melody Ruffman**, manager, affiliate relations, Western region, Los Angeles.

Robert Unkle, from Grey Advertising, New York, joins Lexington Broadcast Services there in newly created position of VP, programing.

David Hall, general manager, Nashville Network, Nashville, named VP of parent, Opryland USA.

Victoria Laughlin, director of sales administration, Lorimar, Culver City, Calif., named VP, sales administration.

Frank Flanagan, director of advertising sales, Viacom Enterprises, New York, named man-

ager, mid-Atlantic division. **James Schwab**, controller, KGO-AM-FM-TV San Francisco, joins Viacom, Los Angeles, as VP, finance, West Coast.

C.J. Kettler, director of program research, Warner Amex Satellite Entertainment, New York, joins Scholastic Productions there as director of marketing. Scholastic provides programing to pay television, basic cable, home video and foreign broadcast markets. **John Matoian**, director of development, Learning Corp. of America, New York, joins Scholastic Productions as director of development.

Carol Lee Holt, former general sales manager, ABC/Watermark, Los Angeles, joins Drake-Chenault Enterprises there as vice president, radio special features division. **Gerry Velona**, local sales manager, KHJ-TV Los Angeles, joins Drake-Chenault as sales manager, Western division, radio special features division.

Rene Aiu, VP, marketing, SelecTV, Marina Del Rey, Calif., named VP, marketing and programing.

Jon Russell, assistant program director and music director, KRQR(FM) San Francisco, named program director.

John Summers, from WBLZ(FM) Hamilton, Ohio, joins WPFB(AM) Middleton, Ohio, as program director, succeeding **John Barry**, who becomes account executive for station.

Mark Lamberti, film director, KTXA(TV) Fort Worth, named program director. **Bob Lovelady**, production-operations manager, KDFW-TV Dallas, joins 21 productions, KTXA's production subsidiary, as production manager. **Michael Huskisson**, film editor, KTXA, named producer-technical writer for 21 Productions.

Bob Duckman, air personality and music director, WASH(FM) Washington, joins WXTR-AM-FM La Plata, Md., as program director and air personality.

John Roe, systems analyst, Colony Communications, Providence, R.I., named programing manager.

Jim Stagnitto, assistant to VP, engineering, WRFM(FM) New York, joins WHN(AM) there as production coordinator.

Madeleine Jones, production assistant, Syracuse (N.Y.) Cablesystems, joins WXNE-TV Boston as producer.

Neil Rubenstein, producer, MTV: Music Television, Chicago, joins WAAT(TV) Wildwood, N.J., as production manager.

Marion Lear Swaybill, manager, program acquisitions, metropolitan division, noncommercial WNET(TV) New York, named director of program acquisitions, national and metropolitan divisions.

Arnold Labaton, director of program administration, national programing division, noncommercial WNET(TV) New York, named executive producer, *Heritage: Civilization and the Jews*. **Marc Siegel**, executive producer and chief writer, *Heritage*, named senior editorial consultant and chief writer.

James Garrett, production manager, WLUC-TV Marquette, Mich., joins noncommercial WSBE-TV Providence, R.I., as producer-director.

News and Public Affairs

Appointments, CBS News: **Jonathan Ward**, executive producer, *Face the Nation*, Washington, assumes additional duties as executive producer, *Nightwatch*, which moves operations to Washington effective Jan. 2 (BROADCASTING, Nov 14); **Bruce Dunning**, correspondent, Peking, to assistant bureau chief, Miami; **Jennifer Siebens**, associate producer, *Evening News*, to Paris bureau chief; **Peter Schweitzer**, associate producer, *Evening News*, to Rome bureau chief; **Robert Anderson**, Tokyo bureau chief, to associate producer, *Evening News*, Washington; **David Corvo**, producer, weekend news broadcasts, to senior producer; **David Miller**, Paris bureau chief, to senior European special events producer, London, and **Scotti Williston**, Rome bureau chief, to producer, *Sunday Morning*, New York. Correspondents named to new bureaus: **John Blackstone**, from London to Paris; **Bob Faw**, from Tel Aviv to New York; **James McManus**, from Washington to Atlanta; **Robert McNamara**, from Chicago to Denver; **Don McNeill**, from Moscow to Tel Aviv; **Mark Phillips**, from London to Moscow; **Bert Quint**, from Warsaw to Rome; **John Sheahan**, from Atlanta to Warsaw; **Martha Teichner**, from London to Dallas, and **Doug Tunnell**, from London to Bonn.

Ronald Schneier, media supervisor, Tatham Laird & Kudner, Chicago, joins *Business Times*, New York-based business news program seen over Entertainment and Sports Programing Network, as director of sales development.

Brian Peterson, news director, WBAY-TV Green Bay, Wis., joins KGMB(TV) Honolulu in same capacity. **Bob Sevey**, 6 and 10 p.m. anchor, KGMB, named managing editor.



Sanders

Kim Sanders, anchor-reporter, WTHR(TV) Indianapolis, joins WPDS-TV there as news director.

Chris Kucha, anchor, WDLW(AM) Waltham, Mass., named news director.

Frank Sciortino, news director, WINS(AM) New York, named executive editor. **Scott**

Herman, assistant news director, WINS, succeeds Sciortino.

George Gillis, executive producer, Kentucky Educational Television Network, Louisville, Ky., joins WLKY-TV there as news assignment editor.

Arlin Stevens, Colorado Springs assignment editor, KOAA-TV Colorado Springs, joins Cable News Network, Atlanta, as producer. **Lyle Rockefeller**, former owner and manager, KRBN(AM) Red Lodge, Mont., succeeds Stevens.

Lucy Himstedt, weekend assignment editor and producer, KTVH(TV) Little Rock, Ark., named producer, noon news.

Jerry Dunphy, KABC-TV anchor who was

wounded in shooting incident Oct. 24 (BROADCASTING, Oct. 31), has returned to station to co-anchor 4 and 6 p.m. newscasts.

Debbie Wright, reporter, WJZ-TV Baltimore, named co-anchor and consumer reporter.

Rush Limbaugh, director of sales and special events, Kansas City Royals professional baseball team, Kansas City, Mo., joins KMBZ(AM) there as anchor.

Gloria Gibson, co-anchor, 10 p.m. news, WTTG(TV) Washington, resigned. **James Adams**, reporter, named interim co-anchor.

Evan Rosen, writer-production assistant, WXYZ-TV Detroit, joins KODE-TV Joplin, Mo., as reporter.

Pat Chappell, public affairs director, WTHR(TV) Indianapolis, joins KING-TV Seattle in same capacity.

Mike Murphy, reporter, WEHT(TV) Evansville, Ind., joins WOTV(TV) Grand Rapids, Mich., in same capacity.

Karen O'Leary, reporter-anchor, KHQ-TV Spokane, Wash., joins KIRO-TV Seattle as reporter.

Arthur Edwards, production assistant, KPXX(TV) San Francisco, joins KFTY(TV) Santa Rosa, Calif., as reporter.

Bob Gamble, from KTUL-TV Tulsa, Okla., joins WRTV(TV) Indianapolis as education reporter.

Derek Hill, host and associate producer, *Common Ground*, WBBM-TV Chicago, named director of community affairs.

Tony Schwartz, contributing editor, *New York* and *Playboy* magazines, joins WCBS-TV New York as media critic, *Channel 2 News*.

Margery Schwartz, copy editor, East/West Network, Los Angeles publishing company, joins KCET(TV) there as editorial assistant.

Guy Nickerson Jr., production assistant, WTKK(TV) Manassas, Va., joins WTLV(TV) Jacksonville, Fla., as news photographer.

Technology

Edward Scanlon, staff VP, employment practices and compensation, RCA, New York, will assume responsibility for corporate industrial relations, coincident with retirement of **George Fuchs**, executive VP, industrial relations. RCA's Commercial Communications Systems, Camden, N.J., which manufactures professional broadcasting equipment, has changed its name to Broadcast Systems division and given new titles to two executives: **Dennis Woywood**, VP, broadcast studio systems, named division VP, marketing, and **Joseph Volpe**, VP, broadcast transmission systems, named division VP, operations. **R.E. Smylie**, associate administrator, space tracking and data systems, NASA, Washington, joins RCA American Communications, Princeton, N.J., as VP, government communications services.

James Shelton, retired brigadier general, United States Army, joins Meadowlands Communications, Hamburg, N.J., satellite communications firm, as president.

Edmund Larrabee, director of marketing and sales, Switchcraft Inc., Chicago-based com-

munications manufacturer, elected VP.

Joseph Porfeli, VP, marketing, Compuserve Inc., Cleveland, joins GTE Telenet Communications, Vienna, Va., as VP and general manager of network applications and terminals.

Paul McGuire, national sales manager, Electro-Voice Inc., Germantown, Md., communications equipment manufacturer, named VP.

Henry Klerx, VP, product operations, Sony Broadcast Products Co., Teaneck, N.J., named senior VP.

Tom Scholl, assistant VP and director of software development, and **Dan Fraley**, director and assistant VP, hardware engineering, M/A-COM, Germantown, Md., named VP's.

Bob Pincus, interim director of operations, The Burbank Studios, Burbank, Calif., named director of operations.

Kenneth Gores, director of engineering, Western division, Cox Cable, joins Harte-Hanks Cable, San Antonio, Tex., as director of engineering and technology.

Robert Momyer, staff consultant, E.J. Stewart, Philadelphia-based video production facility, named executive VP and general manager.

Alan Potter, general manager, Los Alamos (N.M.) Cable Services, joins Cox Cable, Tucson, Ariz., as manager, communications lines division, responsible for Cox's institutional network system.

John Deichl, components application manager, Augat Inc., Attleboro, Mass.-based manufacturer of CATV and fiber optic communications products, named Midwest regional sales manager, succeeding Jim Fuchs, named national sales manager ("Fates & Fortunes," Nov. 7).

Promotion and PR

Andrea Berken, supervisor, public relations, ABC Radio, New York, joins Diane Terman Public Relations there as associate.

John Murphy, account supervisor, Hill & Knowlton, Chicago, named VP.

Brian Levitt, from Phillip Morris, New York, joins *Business Times*, New York-based business news production on Entertainment and Sports Programming Network, as director of publicity.

Susan Grill, account executive, KPRZ(AM)-KHS(FM) Los Angeles, named director, promotions.

Mercedes Sandoval, director, promotion and advertising, WKHK(FM) New York, joins WMCA(AM) there as promotion and advertising director.

Tanya Lee Neimark, producer-director, on-air promotion, WGN-TV Chicago, joins 20th Century-Fox Television, Los Angeles, as manager, creative services.

Donald Cohen, promotion manager, WTOL-TV Toledo, Ohio, joins WIXT(TV) Syracuse, N.Y., in same capacity.

Jenifer Winiger, from Heibing group, Madison, Wis.-based advertising and marketing

Award winner. Roy Danish, director of the Television Information Office, New York, for the past 21 years, has received the fifth annual David Sarnoff Award for Outstanding Achievement in Radio and Television. Danish was cited for his work as a spokesman for the television industry. The award, presented each year by the University of Arizona through its radio and television department, honors those who "have made outstanding personal contributions to the development of use of radio or television in the U.S." Previous winners include CBS Board Chairman William Paley and the late Sol Taishoff, founder of BROADCASTING Magazine.

agency, joins WISC-TV there as director of creative services.

Michael Ching, manager, on-air-advertising, KGO-TV San Francisco, named assistant creative services director.

Kim Rose Parker, freelance writer-producer, joins KENS-TV San Antonio, Tex., as promotion director.

Allied Fields

Ted Shaker, president, Arbitron, New York, named chairman and chief executive officer. **A.J. Aurichio**, executive VP, succeeds Shaker as president and named chief operating officer. Appointments are effective Dec. 1.



Shaker



Aurichio



Wilcox



McGuire

Rory Wilcox, executive director, public affairs, National Association of Broadcasters, Washington, named VP, public affairs. **Bernadette McGuire**, director, policy planning, research and planning, NAB, Washington, named VP, research and planning.

Abe Mandell, retired president of ITC Entertainment, New York, has formed Mandell Associates, television consulting firm there, representing both foreign and domestic clients in negotiating production and distribution agreements for network syndication, cable and home video.

William Dusek, account manager, A.C. Nielsen, Northbrook, Ill., named VP, account manager, Nielsen's Marketing Research Group U.S.A. there.

Dan Griffin, account executive, radio station sales, Arbitron, Atlanta, joins Birch Radio there as Southeast regional manager, newly opened Atlanta office.

Clifford Hall, executive director, Acadiana Open Channel, Lafayette, La., joins Fairfax

(Va.) Cable Access Corp., organization designated by board of supervisors to develop and coordinate public access channels on Media General cable system, there, as executive director and general manager.

Thomas Buono, senior analyst and project manager, Frazier, Gross & Kadlec, Washington, has left to form own consulting firm, Broadcast Investment Analysts, Fairfax, Va.

Carol Onoda, from Abt Associates, Cambridge, Mass., research and consulting firm, joins Nielsen Homevideo Index, New York, as marketing coordinator. **Frank Henson**, from Starvision, New York subscription television service, joins Nielsen Homevideo Index there as marketing associate.

Richard Hezel, from University of Houston, joins S.I. Newhouse School of Public Communications, Syracuse (N.Y.) University, as associate professor of telecommunications.

Elected officers, Tennessee Association of Broadcasters, Nashville: **Terry Hailey**, WENK(AM) Union City, N.J., president; **Ken Maness**, WJCW(AM)-WQUT(FM) Johnson City, president-elect, and **Jack Mayer**, WDXN(AM) Clarksville, secretary-treasurer.

Elected officers, Cleveland Association of Broadcasters: **Bill Scaffide**, WUAB(TV), president; **John Llewellyn**, WKYC-TV, vice president; **Karen Bizjak**, WQAL(FM), treasurer, and **Sue Novinc**, Meldrum & Fewsmith, secretary.

Elected officers, Missouri Broadcasters Association, Jefferson City, Mo.: **Gene Millard**, KFQQ(AM) St. Joseph, president; **Leon Steinbrueck**, KDEX-AM-FM Dexter, president-elect, and **Alvina Britz**, KTVO(TV) Kirksville, secretary-treasurer.

Elected officers, New York State Cable Association: **John Gault**, Manhattan Cable TV, chairman; **Joel Fleming**, Newchannels Corp., first vice chairman; **James Robbins**, Cox Cable, second vice chairman; **Peter Gilbert**, International Cable, treasurer, and **Earl Quam**, United Artists Cable Systems, secretary.

Elected officers, Washington chapter, Women in Cable: **Kate Hampford**, *Cablefile*, president; **Judy Bean**, Malarkey-Taylor Associates, vice president; **Judith Cohen**, Communications Resources Corp., secretary, and **Ann Dorman**, National Cable Television Association, treasurer.

Deaths

Alan Polansky, 24, transportable earth station West manager, Wold Communications' Los Angeles earth station site, died of electrocution Nov. 12 while repairing high-power amplifier there.

Junior Samples, 56, comedian featured on long-running syndicated program, *Hee Haw*, died of heart attack Nov. 13 at Forsyth County (Ga.) hospital. He is survived by his wife, Grace, and six children.

Heinz: preserving broadcasting's roots

Shafts of late-afternoon sunlight gild mementos on the walls of Cathy Heinz's office.

There's the World War II photo of a young Eric Sevareid; an aerial view of the first UHF antenna atop the Empire State building; the framed operator's license issued in 1920 to Midwest broadcaster Bob Coe.

The adornments are just a few of the visual records that augment the sound and print archives Heinz has been compiling for the Broadcast Pioneers Library in Washington.

To do it, she has assumed a number of roles: historian-librarian, journalist, liaison to the pioneers of the Fifth Estate and, of necessity, stern guardian of the library's limited funds.

In the last role, she willingly admits to frugality. One tale deals with her letter to an area grocery chain executive to cajole him into donating the shopping cart now used to tote files around the cramped quarters on the first floor of the National Association of Broadcasters building.

Heinz dispels some "common misunderstandings" about the funding and operation of her domain. It is not affiliated with the NAB, although the association donated choice ground-floor space in its building. Also, it operates independently of the Broadcast Pioneers, the organization responsible for the establishment, in 1966, of the Broadcast Pioneers Educational Fund Inc., the foundation that set up the plan for a formal library.

Heinz's affinity for broadcasting grew from exposure to radio in New York while she was working there for the United Hospital Fund during the 1940's and 1950's. Until that time, she had pursued a career in teaching and library science. This was despite early journalistic ambitions that dissolved "because I wanted to make a living," and under the warm influence of a family friend who was a librarian at the Anaheim, Calif., public library.

It was in her capacity as assistant director and then director at the hospital library bureau, United Hospital Fund, that Heinz worked with WCBS(AM) New York and other stations on book drives and promotions. "We had a very smart publicity man, Jim Lehner, who got our people on a number of programs," Heinz said, recalling in particular her own participation in a jury-type telecast from DuMont's New York studios in Wana-maker's basement.

The broadcast interest persisted, even when Heinz, in the late 1950's, went to Mutual Of New York (MONY). She chanced on a copy of BROADCASTING in the library. In it was a report on the formation of the Television Information Office. Heinz's reaction: "I said, 'That's for me.'" She wrote a letter asking the TIO director, Lou Hausman, if he needed a librarian to help set things up.



Catharine Frances Heinz—director, Broadcast Pioneers Library, Washington, and board member and vice president-secretary, Broadcast Pioneers Educational Fund; born March 21, 1920, Anaheim, Calif.; BA, library science, Rosary College, River Forest, Ill., 1941; MS, Columbia University, 1952; librarian, teacher, St. Vincent's College and Academy, Shreveport, La., 1941-42; school department librarian, Orange county (Calif.) Free Library, 1942-43; ensign and then lieutenant (jg.), U.S. Navy, 1943-46; newspaper classifier, journalism library, Columbia, 1946-47; crew and medical librarian, U.S. Naval Hospital, 1947; assistant director and director, hospital library bureau, United Hospital Fund, New York, 1947-56; librarian, Mutual Of New York (MONY), 1956-59; librarian, Television Information Office, New York, 1959-71; director, Broadcast Pioneers Library since 1971; single.

Hausman called her for an interview and hired her on the spot.

The transition to the Broadcast Pioneers Library came 13 years later. Roy Danish, then head of TIO and also president of the Broadcast Pioneers, provided Heinz as a consultant to the newly founded Broadcast Pioneers Educational Fund.

Heinz welcomed both the challenge to start another library and the opportunity to gather "broadcast history which has been so fascinating to me."

Ward Quaal, then with WGN Continental Broadcasting Co. and now a broadcast consultant, recalls:

"I got to know Cathy shortly after the late Roger Clipp and I became co-chairmen of the initial fund drive for the library in 1968. She knew what our financial parameters were, that our budget was limited and we wanted a tight operation. And, by golly, because of her astute management and dedication beyond the call of duty, we were able to keep the library going the first 10 years on that initial funding of \$780,000."

There's mutual respect. Heinz feels it is "highly fortuitous" that Quaal has come "full circle" to be current president of the fund.

The genesis of the Broadcast Pioneers Library was in 1942 when commentator H.V. Kaltenborn founded the 20 Year Club of Pioneers in Broadcasting (the precursor of the Broadcast Pioneers). The next year Kaltenborn proposed that the club sponsor a history of the beginnings of radio, and the project was under way.

Heinz particularly praises the efforts of William S. Hedges of NBC, who, in 1950, persuaded Harold Nevins of Columbia University to choose broadcasting for an oral history project with \$20,000 seed money from Broadcast Pioneers members.

"And let's remember that Bill Hedges collected hundreds of thousands of things before the library even existed, when it was still a dream," she says. Hedges brought that dream closer to reality in 1964 with the organization of the first Broadcast Pioneers History Project, the base of the present holdings of the library.

In the first decade alone, that included special collections donated by communications pioneers, 640 oral histories of industry leaders, more than 20,000 photographs, 277 periodical titles, 1,383 scripts and countless mementos. Additions since have made finding new and larger quarters even more imperative. Heinz says a special building committee under former FCC Commissioner Robert E. Lee is exploring cost figures for possible relocation to another site in Washington, New York or Chicago.

"It was always my dream that Jeanne Dixon would give us the lovely old house she owns next door [on N street]. But, even though she's supposed to be a seeress, she hasn't heard our prayer," Heinz says.

She also dreams of retiring Jeromina, the microfilm information retrieval system named for St. Jerome, patron saint of librarians. Jeromina is so old that there is only one Eastman Kodak expert left in the area who can repair it.

Despite the hurdles, Heinz feels the Broadcast Pioneer Library has become a vital link in a network of friendly competitors documenting Fifth Estate history. She cites a long list that includes the Museum of Broadcasting in New York, the Library of Congress, the National Archives, the American Film Institute and Vanderbilt University.

And although Heinz feels the industry is being sufficiently supportive, she says "It's a slow process. Ward Quaal has again moved mountains, and broadcasters are much more aware of the need to preserve their history."

She adds judiciously: "After all, how could the profession of broadcasting—which has been reporting the history of the world to the world by sound and sight for more than 60 years—not appreciate that it, itself, has made history? Broadcasters have built a heritage which can benefit future as well as present broadcasters and historians—and hundreds of them are represented in this library." ✎

Controversy over broadcast of ABC-TV's *The Day After*—scheduled to air last night (Nov. 20), story page 23—**may involve cable industry** as well. Small cable MSO, serving portions of eastern Oklahoma and western Arkansas, was threatening last Friday to black out program in violation of must-carry rules. According to Robert E. Hernreich, president of KHBS-TV Fort Smith, Ark., Joe Davis, head of Transwestern Video Inc., called station Friday morning to say he was “**scheduling technical difficulties** Sunday night during the show” and would black out station's signal during telecast. “I don't care about losing audience,” Hernreich told BROADCASTING late Friday, “but this has severe First Amendment ramifications.” He said he would consider seeking court injunction if unable to persuade Davis to change his mind before telecast. “Just the threat of doing this will damage the cable industry far more than it will ever know,” Hernreich said. “How can you deregulate an industry that is populated by people who will do this?” Asked to comment, James Mooney, executive vice president of National Cable Television Association, said: “**Because one cable operator feels sufficiently strongly about an issue that he will violate an FCC rule doesn't indict the entire industry.**”

House passed **FCC authorization measure** (H.R. 2755), which includes supplemental funding for Corporation for Public Broadcasting. Senate was also expected to approve measure late Friday before Congress adjourns. Several amendments were attached including one that would prevent CPB or any other public broadcasting entity from providing interest-free loans to employee. Bill would allocate additional \$70 million to CPB for fiscal 1984, 1985 and 1986 and reauthorizes FCC for FY 1984 and 1985, at \$91.2 million for each year. At heart of **debate** over bill was **supplemental funding** for CPB. Key Republicans offered amendments to reduce funding levels, but failed to win passage.

Chiefs, six-hour mini-series that premiered on CBS-TV on Sunday (Nov. 13) with 25.1 rating/36 share, dipped slightly in ratings for episodes two and three, averaging 25/36 on Tuesday, Nov. 15, and 23.7/36 on Wednesday, Nov. 16. Overall, **mini-series averaged 23.9/36**, helping CBS to nightly wins on Tuesday and Wednesday and leaving network with 1.2 rating point lead over second-ranked ABC-TV and 4.5 rating point lead over NBC-TV for first three days of week. That lead, however, could be wiped out in single night if ABC's made-for-TV event, *The Day After*, performs as many media watchers believe it will (see story, page 23).

FCC last week **approved new U.S.-Canada AM agreement**. Agreement hasn't yet been signed by State Department and Canadian officials, but FCC said it hoped agreement would be signed and put into effect by end of month. Once agreement is signed, **AM daytimers**—who already have post-sunset authorizations from FCC—**will be able to broadcast up until 6 p.m.** Agreement also provides for **pre-sunrise operation beginning at 6 a.m.**, and eventually for post-sunset operation until two hours after local sunset, and is intended to replace North American Regional Broadcasting Agreement. Pact also lays groundwork for FCC to assign new fulltime stations on Class I-A clear channels within 650 miles of the Canadian border and permits amendment of FCC rules so that Class IV AM stations can increase nighttime power to 1,000 watts.

BBDO International has reached agreement in principle to **acquire Waring & LaRosa Inc.**, New York, for undisclosed sum. W&L will operate as independent subsidiary of BBDO International. Joe LaRosa will continue as chairman and creative director, and Saul Waring will serve as president. Waring & LaRosa bills about \$80 million, of which more than \$50 million is in broadcast. BBDO has worldwide billings of about \$1.6 billion and domestic billings in excess of \$1 billion, with more than \$600 million in television and radio.

National Association of Broadcasters has asked Supreme Court to affirm lower court ruling that states may not impose **regulations governing rates broadcasters charge political candidates** that are more burdensome than those imposed by Congress. NAB, in friend-of-court brief, supports decision of U.S. Court of Appeals for



Living proof. For viewers in 40 markets last week, this 60-ish lady was the Republican National Committee's answer to those who contend the economy has suffered under President Reagan. The Republican National Committee spent \$500,000 to put out the word—over a 10-day period—that inflation is down and that President Reagan and the Republican party deserve the credit. The woman says that the economy was “bad news” three years ago, but that “thanks to President Reagan and the Republicans, we can afford to spend \$50 more on food each month.” Then she says, “President Reagan and the Republicans have cut inflation by more than three quarters.” The spot was one in a series of institutional commercials the RNC has been running. Another is expected this winter. Thus far, the Democratic National Committee has no plans for a spot campaign of its own.

Fifth Circuit that overturned Texas law requiring broadcasters make their lowest unit rates available for both candidate advertising and general “political issue” advertising. Federal law regarding lowest unit rate applies only to candidates.

League of Women Voters has appealed **FCC's ruling that permits broadcasters to sponsor as well as cover candidate debates**. League which has had monopoly on sponsorship of presidential debate since 1976 election, contends that commission action two weeks ago (BROADCASTING, Nov. 14) “is inconsistent with the equal opportunities provision” of Communications Act. National League President Dorothy S. Ridings said commission decision “departed so drastically from long-standing FCC interpretations that it be for scrutiny by the court.” League, which filed its petition for review with U.S. Court of Appeals in Washington, said it will a for expedited consideration. It said that commission ruling was issued after it and other independent sponsors had done considerable amount of preparatory work in preparation for 1984 debate.

Two Boston television stations on Friday (Nov. 18) exhausted effort to avoid **turning over outtakes of coverage of Dec. 16, 1982, Klu Klux Klan rally** to two people who are suing Boston city police for injuries allegedly suffered at rally. Supreme Court Justice William J. Brennan turned down emergency request aimed at postponing effect of federal judge's order directing **WBZ-TV** and **WNEV-TV** to turn over tapes to lawyers for Mitchell Russo and Linda Giles. In preparing their suit, they sought all videotape two stations shot of rally. Stations turned over material that had been aired, but maintained outtakes are “qualifiedly privileged and confidential,” and should not be surrendered. U.S. district judge presiding over case rejected stations' arguments. Appeal is pending before U.S. Court of Appeals for First Circuit, and Brennan was asked to stay district court's order pending appeals court's decision.

Broadcast and cable television interests joined forces last week to **urge Supreme Court to declare unconstitutional Oklahoma law banning advertising of alcoholic beverages**. National Association of Broadcasters and National Cable Television Association, as well as Turner Broadcasting System and Financial News Network, filed friend-of-court briefs in support of four Oklahoma cable systems that are appealing appeals court decision upholding constitutionality

ty of law. Parties maintain law infringes on First Amendment rights of broadcasters and cable operators.

□
comments at FCC, **National Telecommunications and Information Administration has recommended elimination of ascertainment requirements and processing guidelines for commercial time for television.** It also, however, proposed "voluntary" system under which broadcaster can ascertain community needs, create list of programs that meet those needs, and use that to create "presumption" in comparative hearing process that station has programmed to serve community. It further recommended that FCC eliminate guidelines for nonentertainment and informational programming, it retain obligation to present local programming. In addition, it did FCC should require logging of local programming and "monitor the impact of deregulation through periodic review of readily available information concerning amounts of commercial time and fulfillment of public interest obligations."

□
Richard Colino, director general-designate of International Telecommunications Satellite Organization, says establishment of several regional satellite communications systems around world will not constitute precedent for kind of systems Orion Satellite Corp. and International Satellite Inc. are proposing. Colino, in written **response to questions put by Senate Foreign Relations Committee**, said those systems, which Intelsat has held would not cause economic harm, "are generally existing domestic systems that extend transmissions to 'the international fringes' of their borders, or new systems that are primarily designed to cover courses already sharing terrestrial transmission facilities." They do not offer facilities to serve major routes across ocean regions, as Intelsat and ICI propose, he said.

□
Representative **Mickey Leland** (D-Tex.) made stinging **attack on FCC's EEO enforcement record** on House floor last week. At top of Leland's list was FCC Chairman Mark Fowler. "On virtually every issue of importance to the minority community, or women, or small businesspeople, Fowler has sought to undermine their interests," Leland charged.

□
Ferry Calvani, law professor at Vanderbilt University and Birmingham, Ala., lawyer, was sworn in as commissioner of **Federal Trade Commission** last Friday (Nov. 18), for term ending in 1990 (BROADCASTING, Oct. 31). He succeeds David A. Clanton, whose term expired Oct. 14.

□
William G. Moll, president of broadcasting and entertainment, Carter-Hanks Communications, San Antonio, Tex., was **elected chairman of Television Bureau of Advertising board of directors** at bureau's annual meeting in Las Vegas (see story, page 34). He succeeds David Henderson, president, Outlook Broadcasting, Providence, R.I. **Other officers elected were: Stephen D. Seymour**, president and chief executive officer, Abell Communications, Baltimore, board secretary, succeeding Moll; **Walter Schwartz**, president, Blair Television, re-elected vice president, national sales advisory committee, and **John J. Walters**, president, Harrington, Lighter & Parsons, re-elected treasurer.

□
Don Hull, director of **Corporation for Public Broadcasting** program fund, has withdrawn his resignation, submitted last Tuesday, effective May 1 (BROADCASTING, Nov. 14). He will **stay indefinitely at CPB** and sever 27-year ties with noncommercial KUON-TV at University of Nebraska at Lincoln, where he had tenure.

□
Stephen H. Kimatian, partner in Baltimore law firm of Hooper, Leifer & Cornell, and president, Maryland Public Broadcasting Foundation there, has been **named executive director, Maryland Public Broadcasting**, Owings Mills, Md. Kimatian is former VP and general manager, Westinghouse Broadcasting's WJZ-TV in Baltimore, and began his broadcasting career in 1970 as counsel to Westinghouse in New York. He succeeds Frederick Breitenfeld Jr.,

Comsat breakup. An effort is under way in Congress to break up the Communications Satellite Corp., the U.S. representative to the International Telecommunications Satellite Organization and the International Maritime Satellite Organization. A bill was introduced by House Telecommunications Subcommittee member Edward Markey (D-Mass.) last week that would do just that.



Markey's bill would require Comsat to divest itself of all of its competitive activities (Satellite Television Corp, its direct broadcast satellite operation, and Satellite Business Systems, for example would go) leaving it with its Intelsat and Inmarsat operations only.

Markey's bill obviously represents the concerns of a coalition of satellite equipment manufacturers led by M/A-COM, which is based in his district, and appealed to Senate Commerce Committee leaders to attach identical divestiture language to a Senate international communications bill (S. 999), only to fail. Other manufacturers—Avantek Inc., California Microwave Inc., Comtech Telecommunications Corp., Magnavox Government & Industrial Electronics Co., Navidyne Corp., Satellite Systems Engineering, Tellabs Inc. and Vitahink Communications Corp., are backing M/A-Com.

Markey maintained that Comsat holds an "unfair competitive advantage in a very lucrative market." He argued that it is time to "inject competition in international telecommunications to assure that American industries can compete on equal footing with their foreign counterparts."

The bill, he said, would require Comsat to publicly disclose information it receives in its capacity as the U.S. representative to Intelsat and Inmarsat. "Currently, Comsat receives this information well in advance of its American competitors. Consequently American firms are placed at an international disadvantage as well, since foreign competitors readily receive access to these Intelsat and Inmarsat representatives," Markey asserted.

Comsat, like AT&T prior to its divestiture, is engaged in both monopoly and competitive activities, the congressman charged. The bill, he said, would put an end to the organization's cross-subsidization "that unfairly increases costs to telecommunications users and the American public at large."

The measure would also authorize the President to appoint a representative to Comsat's delegations to Intelsat and Inmarsat to insure that Comsat complies with government instructions.

While the bill does not appear to have the full backing of Subcommittee Chairman Tim Wirth (D-Colo.), Markey said Wirth pledged to hold hearings on the matter when Congress returns next year.

"To the extent that Mr. Markey alleges that Comsat has abused its trust as the U.S. participant in the Intelsat and Inmarsat satellite systems by providing its own competitive businesses with favorable treatment, he is ill-informed," said a Comsat statement.

"The FCC has heard complaints quite similar to Mr. Markey's from a major telecommunications manufacturing company located in Mr. Markey's congressional district on a regular basis for nearly the past decade. The company, M-A/Com, has had a full and thorough review and investigation of its charges by the FCC which, we reiterate, has not found any evidence to support allegations of this sort," Comsat added.

□
who joined noncommercial WHYI Inc., Philadelphia, last August (BROADCASTING, Aug. 1).

□
Patrick Maines, executive director, **The Media Institute**, Washington-based nonprofit media research organization, **named president.** He succeeds Institute's founder-president, Leonard Theberge, who died Oct. 26 (BROADCASTING, Oct. 31).

Editorials

Television's day after

The medium of television opens to mixed notices this morning. It can bask in the afterglow of a programing triumph that had half the country up in arms before a single scene was aired. If one accepts the critical consensus of the major media, *The Day After* was as meritorious for its artistry as it was spellbinding as an advance agent for armageddon.

But it is for controversy, not artistic merit, that *The Day After* will be remembered. This graphic account of the onset of nuclear war was clutched to the bosom of the nuclear disarmament lobby as its greatest propaganda bonanza since World War II. The pro-nuclear forces, headed by Jerry Falwell's Moral Majority, excoriated ABC for playing into the hands of the Russians. The network, seeking to satisfy all parties, ended up downplaying *The Day After* as much as possible, denying affiliates the right to use clips that CBS had made public the week before, and whittling the original made-for-television movie from four hours to a little more than two.

The bottom line we score as a net plus for the medium. The audience was treated to a provocative expression of a universal anxiety. The nation was inspired to a new level of debate on a subject of unparalleled importance. And television demonstrated once again its unchallenged ability to bring together even a divided America to consider a common agenda.

Breather

FCC Chairman Mark Fowler did the sensible thing last week in postponing action on the financial interest and syndication rules. If ever an issue in Washington cried for a cooling-off period, this was it.

Not in memory has a dispute over broadcasting regulation provoked as raw an exercise of political power as this one. If leaders on both sides are human, as must be assumed, they will welcome the respite that is now offered. Nobody expects either side to let down its guard, but there is time now for a reappraisal of positions and a chance for negotiations to proceed under deadlines expressed in months rather than hours and minutes.

The guess here from the outset has been that the FCC's reconsideration of its rules would end in compromise. Clearly the marketplace has changed since the rules were adopted 13 years ago, and with it equities have changed. As the negotiators settle down to work, they cannot escape that reality.

Not just another suit

The dispute between Alberto-Culver and broadcasters over the content of 30-second television commercials reached the federal courts last week. The legal outcome will not be predicted here, but if Alberto-Culver were to win, broadcasters could lose much of their control over the composition of advertising aired on their networks and stations. That outcome would poorly serve the television audience.

Alberto-Culver wants the right to advertise more than one product in the conventional 30-second span in ways that the rejecting broadcasters say make the spot look like two or more commercials. The broadcasters say such impressions would reinforce the public perception of excessive advertising on the air, a disincentive to viewing. Alberto-Culver says the rejection of multiproduct commercials is intended to limit television advertising inventory and drive up advertising rates.

The central feature of the Alberto-Culver case is, of course, the charge that the defendant broadcasters are continuing a joint effort to observe the limitations on multiproduct advertising contained in the National Association of Broadcasters television code, which was abandoned a year ago in the settlement of an antitrust suit brought by the government.

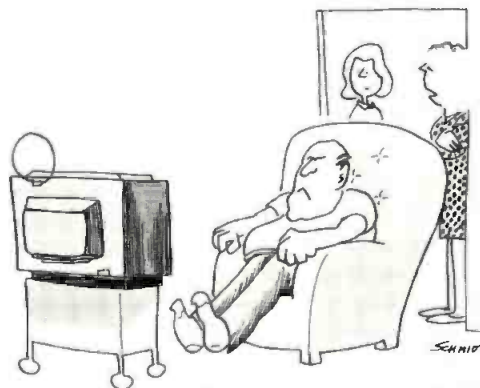
Whether that charge will prevail remains to be seen, but the NAB cannot say it was surprised by it. Attorneys warned the association years ago that adherence to the code meant a risk of civil antitrust action.

What is to be done? Obviously, the likes of CBS and Westinghouse and Metromedia and Cox, to name a few of the defendants, need no advice from this quarter on their legal defense, but however their defense is conducted, it must protect the broadcaster's independent responsibility to oversee the advertising that goes on the air. Remove that responsibility, and there is commercial anarchy.

Round by round

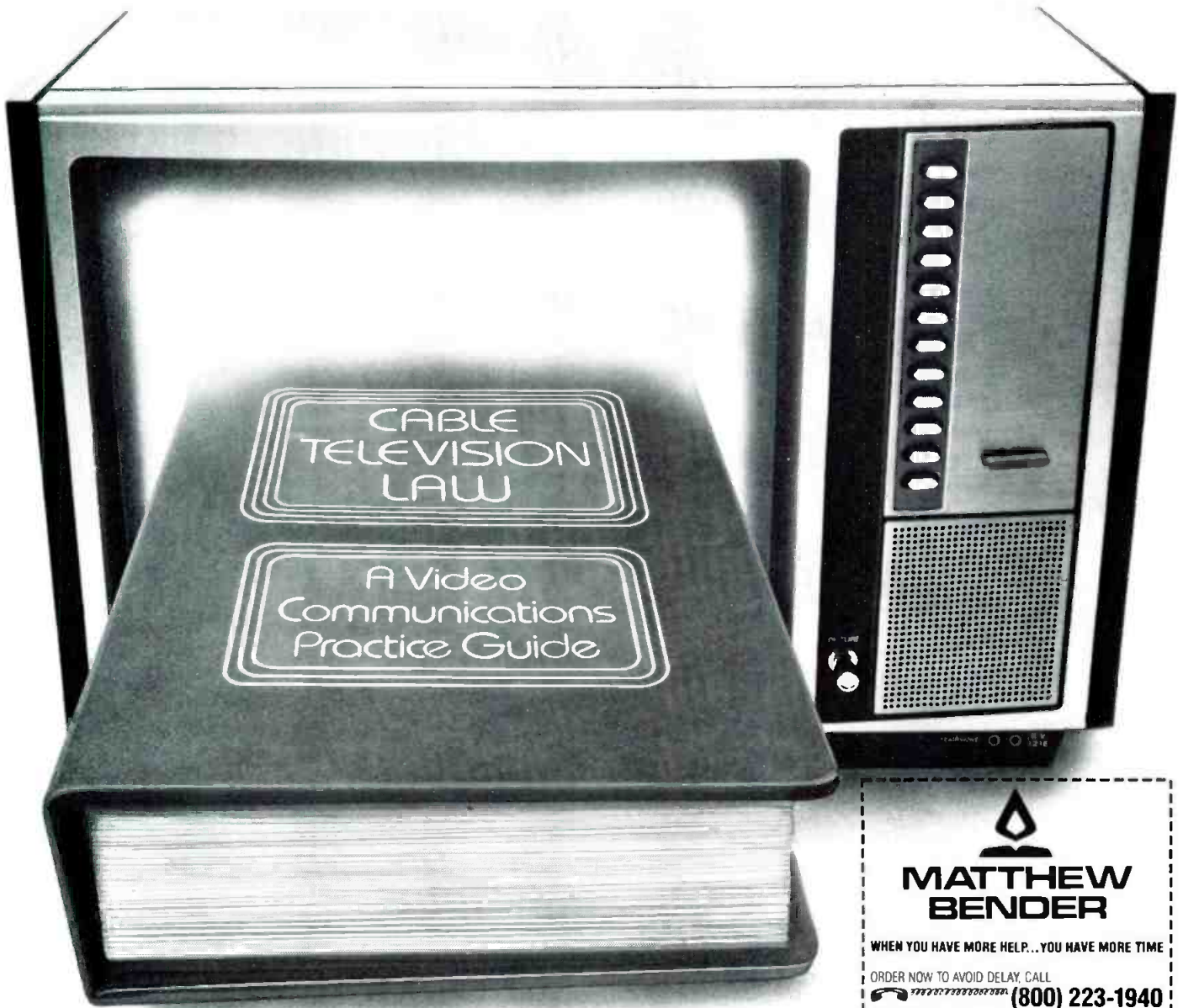
The House Telecommunications Subcommittee mustered up the nerve last week to defy telephone interests and mayors of major cities and adopt a cable deregulation bill. It was another round won by the National Cable Television Association on Capitol Hill, but more rounds remain to be fought. No wonder tired officials of the NCTA were saying last week that they might ask the FCC to do for cable in general what it did two weeks ago for tiered cable service rates and for satellite-fed master antenna television systems: pre-empt all regulatory authority except purely local jurisdiction over rights of way and public health and safety. Whether the FCC has that much authority is a legal question to be addressed some other time. There is no doubt that Congress has the authority to enact legislation like that adopted by its Telecommunications Subcommittee last week and by the Senate—on a vote of 87-to-9—last June. It's just a question of overcoming the intense lobbying by opponents of cable deregulation.

The bill adopted by the subcommittee contains features that cable interests wish were missing; the EEO quotas may be difficult for some operators to meet, and the access channel requirement is excessive. But it retains the features that made the Senate bill the model for national policy. Cable people everywhere will shape up for the next round in the House Commerce Committee.



Drawn for BROADCASTING by Jack Schmidt

"He's really upset. 'Honeybee' turned out to be about beekeeping."



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