

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 16

WATCH ALL **NELL** BREAK LOOSE...



WHEN MCA TV RELEASES
GIMME A BREAK
STARRING NELL CARTER!

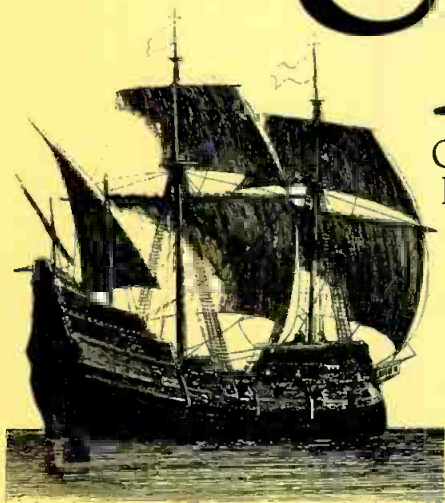
MCA TV

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53rd Year 1984
The Top 100
COMPANIES IN
ELECTRONIC COMMUNICATIONS

We're Going To England To Dig Up Roots.



On a day in April of 1584, under the sponsorship of Sir Walter Raleigh, the first English settlers embarked for the New World from Plymouth, England. And thereby hangs a broadcasting adventure.

This year, when Britain celebrates the 400th anniversary of the first Roanoke voyage, Raleigh will return to England. From April 25-30, a WRAL-TV news team from Raleigh, North Carolina will report the events and stories surrounding this historic occasion, live from England.

Our adventure begins at the very spot where Raleigh's ships weighed anchor in search of a new land. Viewers will feel the salt spray and the excitement of a regatta off the Devon coast. Together, we'll be-



hold the costume and pageantry that was Elizabethan Britain.

Relive how Sir Walter and his cronies partied on a Saturday night at Buckland Abbey. And discover ancient treasure at the British Museum's 400th Anniversary exhibit. We're proud of this effort. So much so, that we'll offer all of our broadcasts free to every radio and television station in North Carolina. It promises to be a unique series of broadcasts. Just the sort of thing viewers expect from WRAL-TV.



WRAL-TV 5
Raleigh, North Carolina

PRIMETIME ONE

30 MARKETS SOLD!



MY BODYGUARD

- CHICAGO
- PHILADELPHIA
- BOSTON
- CLEVELAND
- DALLAS
- HOUSTON
- MIAMI
- SEATTLE
- ATLANTA
- DENVER
- SACRAMENTO
- PORTLAND, OR
- INDIANAPOLIS
- NEW HAVEN
- SAN DIEGO
- KANSAS CITY
- NASHVILLE
- ORLANDO
- NEW ORLEANS
- MEMPHIS
- PROVIDENCE
- OKLAHOMA CITY
- NORFOLK
- WINSTON-SALEM
- ALBANY
- RICHMOND
- ALBUQUERQUE
- JACKSONVILLE
- SYRACUSE
- LAS VEGAS

17 WINNING FEATURE FILMS!

- AN AMERICAN CHRISTMAS CAROL
- THE BUSHIDO BLADE
- CHU CHU AND THE PHILLY FLASH
- DADDY, I DON'T LIKE IT LIKE THIS
- GRADUATION DAY
- THE LEGEND OF WALKS FAR WOMAN
- MOTHER AND DAUGHTER
- MY BODYGUARD
- NIGHTMARE
- ON THE RIGHT TRACK
- THE SEDUCTION OF MISS LEONA
- THADDEUS ROSE AND EDDIE
- THAT LUCKY TOUCH
- TRAVIS LOGAN, D.A.
- VISIONS OF DEATH
- WHEN SHE WAS BAD
- ZORRO, THE GAY BLADE

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V O L U

23 OUTSTANDING MOTION PICTURES, INCLUDING...



Midnight Express



The China Syndrome



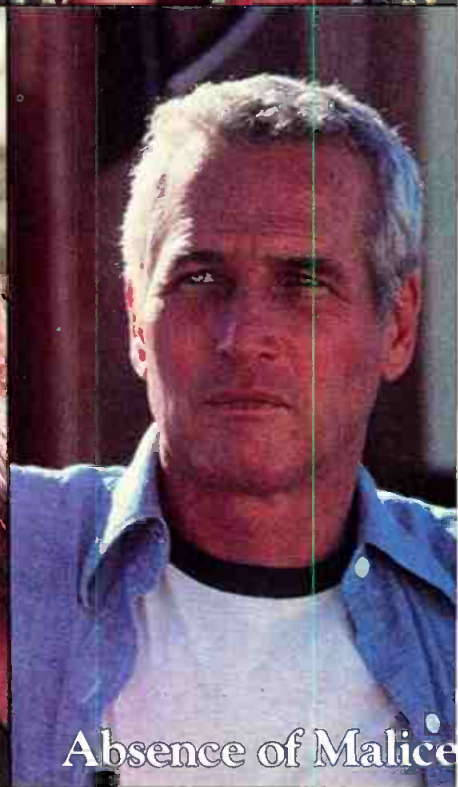
The Blue Lagoon



And Justice For All



Kramer vs. Kramer



Absence of Malice

M E IV

SOLD!

NEW YORK

LOS ANGELES

CHICAGO

PHILADELPHIA

SAN FRANCISCO

BOSTON

DETROIT

WASHINGTON, D.C.

DALLAS

HOUSTON

MIAMI

MINNEAPOLIS

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MEDFORD

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VOLUME IV DELIVERS



M A S T E R C L A S S A W A R D S

WFTQ, WORCESTER

RICHARD REIS, VICE PRESIDENT & GENERAL MANAGER
GERRY TABIO, STATION MANAGER
DAVID BERNSTEIN, PROGRAM DIRECTOR
GROUP: KATZ BROADCASTING, DICK FERGUSON, PRESIDENT

This is the story of the small AM radio station at 1440kc that "thought it could." It refused to believe its high AM dial position doomed it to failure. It rejected the idea that limited resources — being in the relatively small market (MSA rank #92) of Worcester, Massachusetts — meant it could not advance. It was not deflated by the 10 good signals from Boston that got into its market. But it knew that to advance from about a 4 share it was going to have to work *smart*. . . putting every invested dollar to work in places where research indicated it would really pay off. Today, 14 WFTQ, with its "I think I can" spirit and a lot of solid thinking has triumphed, earning an 8.0 in the latest Arbitron with all its demographics concentrated among 25-49 year olds. A truly superior job.

WMJI, CLEVELAND

LARRY POLLOCK, PRESIDENT
MIKE MCVAY, CORPORATE PROGRAMMER
CONNIE EDELMAN, STATION MANAGER
DAVE POPOVICH, PROGRAM DIRECTOR
GROUP: ROBINSON BROADCASTING,
LARRY J.B. ROBINSON, CHAIRMAN

WMJI's success is a textbook example of how a solid strategic plan can produce phenomenal results. As a rock station back in early '82, WMJI (formerly "M-105") had a 12+ share of 3.1, with almost no adult listeners. Today, after executing a very successful "flanker" attack as an adult contemporary station, "MAGIC" has doubled its 12+ numbers and has the lion's share of the monied 25-49 audience. Through their hard work and dedication to the strategy, the team of WMJI has created a real success in a very competitive market.

The Research Group, therefore, is most pleased to announce the election of the management of client stations WFTQ and WMJI to the honorary rank of Master Class Strategists. In bestowing these awards, The Research Group recognizes the strategic achievements of some of America's most outstanding management teams, from which will be chosen one station to receive our highest annual honor, the awarding of The Research Group's Samurai Swords.

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

The Research Group

Radio's Strategic Research Team

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Broadcasting **Apr 16**

Second-quarter business looking robust NAB exhibitors go through the roof Special Report on the Fifth Estate's Top 100 companies

BIG BUSINESS □ Television and radio advertising sales look very strong for second quarter, with percentage increases possibly climbing to upper teens. **PAGE 39.**

SNEAK REVIEW □ Advertising agency officials who have seen scripts for fall pilots say product is more of the same—comedy, law enforcement, mini-series and made-for-TV movies. **PAGE 41.**

THROUGH THE ROOF □ NAB's exhibition floor expands to 700 companies—an increase of 100 over last year. Computer-related equipment leads the surge. **PAGE 41.**

ACT ATTACK □ Action for Children's Television blasts NAB booklet on state of children's programming. **PAGE 42.**

MEMORY LANE □ Anniversaries for events of 20 years past: license challenge, led by Everett Parker, of WLBT(TV) Jackson, Miss., on **PAGE 43**, and Intelsat's creation on **PAGE 44.**

REGIONAL REVIEW □ FCC eliminates regional ownership concentration rules in flurry of decisionmaking. **PAGE 48.**

LET'S GET FISCAL □ BROADCASTING presents its annual view of the 1983 financial fortunes of the top 100 companies in electronic communications. The special report includes a sampling of salaries of some major players in the field, and a chart ranking companies by total revenues and by BROADCASTING's own Electronic Communications Index. **PAGES 51-61.**

WINNING NUMBERS □ Programming world sees increase in number and success of game shows. **PAGE 64.**

PAY BRITAIN □ U.S. pay programming companies are aligning themselves with British firms to operate services in England. **PAGE 66.**

MINI-SERIES APPLAUSE □ HRTS gathering hears praises sung for mini-series. **PAGE 70.**

RCA'S LATEST □ New CCD-1 camera, with chips replacing tubes, expected to replace Hawkeye. **PAGE 74.**

TRANSPONDER FOR SALE □ Proliferation of satellites has caused transponder business to be a buyer's market. **PAGE 78.**

EASING THE LOAD □ Although changes in FCC's attribution rules may not spark huge increase in investing, observers say rule changes will streamline process. **PAGE 82.**

MARKING WORDS □ Ed and David Markey present views on competition in international satellite carrier business. **PAGE 82.**

FIRMER GROUND □ Tone of annual National Public Radio conference is more upbeat than 1983, when network announced huge debt. **PAGE 91.**

QUBE ON ICE? □ TCI says if it buys Warner Amex's Pittsburgh system it will shut down Qube. **PAGE 94.**

CABLE CHAMPION □ Sammons Communications's Bill Strange brings a sense of what's possible to a strong voice for the cable industry. **PAGE 119.**

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BREAKAWAY IS RISING

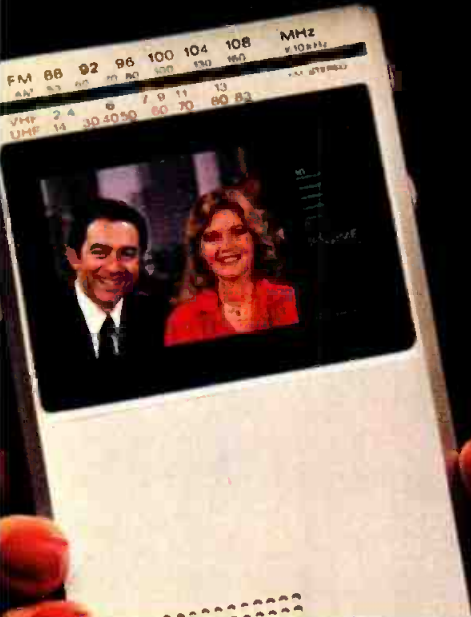
BREAKAWAY is getting **stronger and stronger**. By continually perfecting its unique format, **BREAKAWAY** continues to show **incredible growth**.

- **75% of the markets** playing **BREAKAWAY** during November and February in the same time period showed substantial growth.
- All stations showed **27% growth** between November and February.
- The ratio of Women 18-49 to Total Women looks like this:

BREAKAWAY 43%

DONAHUE 43%

HOURLY MAGAZINE 38%



TO NEW HEIGHTS.

**METROMEDIA
RENEWS!**

| Market | Station | GROWTH | COMMENTS |
|---------------|---------|--------|--|
| New York | WNEW | | 7 Share in Feb., 9 Share in 4th week. 10 Share first 2 weeks of March. |
| Los Angeles | KTTV | | 6 Share in Feb., 50% improvement over last year's programming. |
| Chicago | WFLD | 40% | 133% improvement over last year's programming. |
| Boston | WCVB | 45% | Now within 5 share points of being #1 in market.* |
| Washington | WTTG | 140% | Now 3rd in market. |
| Seattle | KING | 43% | Peaks at 13 share. |
| Minneapolis | WCCO | 57% | # 1 in time period-Total Women. |
| Atlanta | WAGA | 45% | Peaks at 19 share. |
| Tampa | WTVT | 73% | Peaks at 26 share. |
| Portland | KGW | 80% | Peaks at 13 share. |
| Phoenix | KTSP | 50% | 150% increase in Women 25-54. |
| Milwaukee | WITI | 78% | 125% increase in Women 25-54. |
| Columbus | WCMH | 56% | Total Women/Women 25-54 increase over 100%. |
| Greenville | WSPA | 31% | 143% increase-Total Women. |
| Oklahoma City | KWTV | 43% | Peaks at 13 share. |
| Flint | WJRT | 89% | Over 200% increase in Women 25-54. |
| Las Vegas | KVBC | 67% | Peaks at 13 share. |
| Ft. Myers | WINK | 65% | Over 300% increase-Women 25-54. |
| Boise | KTVB | 63% | Peaks at 41 share. |

Source: Nielsen NSI, November 1983, February 1984, OR ARBITRON, November 1983, February 1984.

*Nielsen metered service. Week of April 2, 1984.



BREAKAWAY™



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TELEVISION SALES**

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**LEXINGTON BROADCAST
SERVICES COMPANY, INC.**

National Advertising Sales Representatives
(212) 418-3000

BREAKAWAY is produced by The Bennett Group and Imero Fiorentino Associates in association with the Metromedia Television stations.

THE BENNETT GROUP INC.

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**BREAKAWAY
MUST BE
RENEWED**

First test

Senator Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, is considering submitting his Freedom of Expression bill, S.1917, which would liberate broadcasters from content regulation, for markup by full committee in early May. Packwood's staff has started to count heads and although it has no final tally, it's thought senator may have enough votes to move bill through committee to floor. Legislation would repeal Section 315 of Communications Act and eliminate Section 312 (a) (7), which guarantees candidates for federal office right of "reasonable access" to broadcast time.

Meanwhile, contributions to Freedom of Expression Foundation, established by Senator Packwood to promote movement to gain full First Amendment protection for electronic media, continue to grow. Foundation is supported by grants from broadcasters, cable operators and other parts of telecommunications industry. In last 12 months, FEF raised \$250,000 in donations, with three radio-TV networks each contributing \$10,000. This year FEF hopes to raise \$300,000 and with latest commitment of \$20,000 from each network, foundation feels it is on track. Funds will be used to continue research projects now under way ranging from studies of impact of deregulation on new technologies to intent of founding fathers regarding First Amendment.

Into the stack

FCC Common Carrier Bureau last week reported that processing of those 16,499 applications it received last year for multichannel multipoint distribution service (BROADCASTING, Sept. 19, 1983) is "under control." In fact, source said bureau now is hoping to start using lotteries to grant licenses this summer. Bureau already has returned about 1,000 applications as defective and is still searching for those few that aren't mutually exclusive with others. Thus far, bureau has put about 10 nonmutually exclusive applications on public notice.

Eyeing Mutual

Former chief of covert operations at Central Intelligence Agency, Max Hugel, and Texas oil man Nelson Bunker Hunt have surfaced as latest possible bidders for Mutual Broadcasting System. Hugel, who resigned from CIA three years ago

under questioning about alleged improper security dealings, now is chairman and 24% owner of cellular radio applicant, Maxcell. Bidders would have possible inside track to purchase entire Mutual radio network (excluding WHN[AM] New York) for estimated \$30 million because Hugel was formerly with Reagan election campaign and Richard DeVos, president of Ada, Mich.-based Amway Corp., parent of Mutual, was formerly chairman of finance committee for Republican Party.

Counting dishes

Comsat's Satellite Television Corp. has reached new heights in its market research for satellite broadcasting business, which it intends to enter late this year or early next. It hired helicopter last month to fly over central Indiana so it could count one-meter earth stations installed by its competitor, United Satellite Communications Inc., as well as larger C-band earth stations used to intercept cable programing. STC marketer would not release numbers, but said there were "a hell of a lot" more C-band units.

Of two minds

National Association of Broadcasters sent letters last week to Representative Thomas Bliley (R-Va.) and Senator Jeremiah Denton (R-Ala.), endorsing their legislation (H.R.5120 and S.2241) that would permit broadcasters to refuse to air pornographic political advertising despite no-censorship provision of Section 315, political broadcasting law. Decision to endorse legislation was reached by NAB's executive committee despite recommendation from NAB's First Amendment Committee not to back bills. First Amendment Committee, says its chairman, Martin Rubenstein, president of Mutual Broadcasting, believes that all restrictions on political broadcasting should be lifted rather than taking a piecemeal approach and trying to improve Section 315.

Didn't sleep there

Ratings for CBS's three-part mini-series, *George Washington*, were substantial improvement over regular programing appearing in that time period over past season. According to CBS researchers, *George Washington* averaged 22.1/33 for its 8-11 p.m. broadcast on Sunday, 20.8/34 for 9-11 Tuesday and 20.7/33 for 8-11 Wednesday. Those same

periods averaged, respectively, 18.4/28, 17.5/28 and 12.9/20 for 28 preceding weeks of 1983-84 season. Despite superior performance, mini-series will have no noticeable impact on how far ahead CBS will place in full-season ratings. Depending on what happened over past weekend, CBS still expects to come out .8 or .9 of a rating point ahead of ABC.

Past due

Schering-Plough Corp. had given Merrill Lynch until April 1 to find buyer for nine remaining Plough Broadcasting stations—four AM's and five FM's—which have collective price tag of roughly \$70 million. Discussions continue with several prospects, reportedly all with current broadcast interests, including group put together by current managers at some Plough stations. Brokers are waiting in wings to sell stations individually if group sale fails.

Special special interest

AM daytimers in that category have formed Ad Hoc Committee of Daytimers on Foreign Clears specifically to file comments in FCC rulemaking proposing creation of about 400 new unlimited-time stations on 14 Mexican, Bahamian and Canadian Class I-A clear channels (BROADCASTING, March 19). In comments, group is expected to argue that members ought to be given opportunity to go full time on those proposed facilities before door is opened to others.

Group also is expected to argue for change in commission rules to eliminate restrictions keeping daytimers from going full time when that's technically possible. Effort is being headed by Jim Wychor, president of Daytime Broadcasters Association and vice president and general manager of daytimer KWOA(AM) Worthington, Minn.

Sticker

It's understood ABC Video Enterprises' option to buy another 36% of ESPN by January 1986 (it already holds 15%) survives any sale of balance of company to third party, and perhaps more important, at pre-determined price. Question arises as to whether any third party would want to pay premium price for 85% of sports network that Texaco now owns, and then face possibility of having to sell back portion of it to ABCVE, at what might amount to discount price.



**Our dream is alive and well.
Thanks to everyone who helped
make it come true.**

**THE
GREAT SPACE
COASTERTM**

Winner of the George Foster Peabody Award for excellence in programming.

Produced by Sunbow Productions, Inc. – Distributed by Claster Television Productions.
Sponsored by Hasbro Industries, Inc. and the Kellogg Company.



**THE
THORN
BIRDS**

has it all...

Spectacular Ratings

Ten-hour average: 41.9 rating, 59% share of audience.

Major Awards

Six Emmys, four Golden Globes and the People's Choice Award.

Critical Acclaim

Reviewers praised every aspect of it—acting, writing and production.

The top television audiences of all time!

NFI Household Audience
Estimates (Avg. Aud.)

| | | | |
|------------------------------|----------|-----|------------|
| 1. MASH (Final Episode) | 1/28/83 | CBS | 50,230,000 |
| 2. DALLAS (Who Shot J.R.?) | 11/21/80 | CBS | 41,470,000 |
| 3. SUPER BOWL XVII GAME | 1/30/83 | NBC | 40,480,000 |
| 4. SUPER BOWL XVI GAME | 1/24/82 | CBS | 40,020,000 |
| 5. SUPER BOWL XVIII GAME | 1/22/84 | CBS | 38,880,000 |
| 6. THE DAY AFTER | 11/20/83 | ABC | 38,550,000 |
| 7. ROOTS (Part 8) | 1/30/77 | ABC | 36,380,000 |
| 8. THE THORN BIRDS (Part 3) | 3/29/83 | ABC | 35,990,000 |
| 9. THE THORN BIRDS (Part 4) | 3/30/83 | ABC | 35,900,000 |
| 10. THE THORN BIRDS (Part 2) | 3/28/83 | ABC | 35,400,000 |
| 11. SUPER BOWL XIV GAME | 1/20/80 | CBS | 35,330,000 |
| 12. SUPER BOWL XIII GAME | 1/21/79 | NBC | 35,090,000 |
| 13. NFC CHAMPIONSHIP GAME | 1/10/82 | CBS | 34,960,000 |
| 14. SUPER BOWL XV GAME | 1/25/81 | NBC | 34,540,000 |
| 15. SUPER BOWL XII GAME | 1/15/78 | CBS | 34,410,000 |

Source: Nielsen Television Index (NTI) National Estimates through February 19, 1984.
Subject to qualifications of reports used.

Warner Bros. Television Distribution



A Warner Communications Company

Tidewater connection

Warner Amex Cable, Cox Cable and Newport News Cablevision Co. have formed a partnership to operate a cable interconnect in Virginia's Tidewater region. Cox's system there covers three communities—Norfolk, Virginia Beach and Portsmouth—and has more than 100,000 subscribers. Combined with WA's system in Hampton, and the Newport News system, the interconnect will cover an initial universe of 162,000 basic subscribers. Irvine B. Hill, director of communications for Cox's Tidewater system and chairman of the board of the interconnect partnership, said that spot tapes are now being bicycled to the systems, but that engineers are drawing up plans for a microwave-link operation. Separately staffed, the interconnect is based in Norfolk. Eric Zitron, former national sales manager of WTVZ-TV Norfolk, has been tapped as general manager of the new venture, known as the Tidewater Interconnect. Zitron will manage a staff of eight sales people who will sell advertising on local, regional and national levels. Hill estimates that the three systems cover perhaps 80% to 85% of the Tidewater market.

Viewing drop

HBO's prime time viewing dropped 10% from February 1983 to February 1984, from an average 9.4/13 to 8.5/12, according to the network's most recently released monthly ratings report. It also reported that total day viewing dropped 17% in the same period,

from an average 4.7/13 to 3.9/11. And while HBO's numbers were down, viewing of other pay and basic cable services collectively (excluding superstations and other independents) was up 5% in prime time, to an average 18.7/26, and 3% on a total day basis, to 10.1/28.

Based on total gross rating points, HBO reported that theatrical films captured 61% of viewing in February 1984, compared to 66% a year earlier; original programming, 33% and 29%, and other programming, 6% and 5%.

The five films attracting the most viewers were: "Daffy Duck's Movie," "Stoker Ace," "T.A.G.—The Assassination Game," "Liar's Moon" and "Man With Two Brains." The five most watched original productions were: *Fraggle Rock*, *To Catch a King*, *OL: Pee Wee Herman Show*, *HBO Comedy Playhouse: Bedrooms* and *Not Necessarily the News*. The most satisfying films (based on the percentage of viewers rating the programs either excellent or good) were: "Savannah Smiles," "Daffy Duck's Movie," "Sophie's Choice," "Star Trek II" and "Wild Pony." The most satisfying originals were: *Fraggle Rock*, *The Great Standups*, *Not Necessarily the News* and *Johnny Cash's America*.

'Maximum' exposure

Home Box Office announced April 11 that the pay cable program service will premiere a new dramatic series, *Maximum Security*, in June. The show will be produced for HBO by New World Television in association with Major H Productions. Previously titled *Slam*,

the half-hour program "focuses on the turbulent life inside a federal penitentiary" and features an ensemble cast.

Acton increase

The Acton Corp. reported revenue of \$25,676,000 for 1983, an increase of 4.3% over the previous year. George M. Phillips, president of the Acton, Mass.-based MSO and telephone switch manufacturer, said the \$5,958,000 loss for the year was primarily due to a \$4.5-million write-down in a telephone subsidiary. He said pre-tax cash flow from the cable business was \$6,350,000, compared to \$3,740,000 in 1982. Income from cable operations was \$1,868,000 in 1983 compared to \$1,045,000 in 1982.

Classification change

The common stock of Financial News Network Inc. has been classified as "conditional" by the National Association of Securities Dealers and the company's symbol changed from FNNI to FNNIC. The reason for the classification is the failure of the Santa Monica, Calif.-based cable network to maintain the minimum capital and surplus requirements mandated by NASD. Paul Steidle, FNN's president and chief executive officer, said that instead of delisting FNN's stock, NASD officials will monitor the company's performance quarterly. Steidle added that FNN recently raised \$10 million in debt financing.

Interconnect signing

Cable Networks Inc., a cable advertising representative, has been signed to sell the local advertising time of the Southeastern cable systems of Cox Cable Communications to regional advertisers. The systems to be represented by the 3M subsidiary serve more than 300,000 subscribers. They include Gainesville, Fla. (33,250 subscribers); Jacksonville Beaches, Fla. (6,997 subscribers); Macon, Ga. (32,373 subscribers); Myrtle Beach, S.C. (10,325 subscribers); New Orleans (155,662 subscribers); Ocala, Fla. (17,736 subscribers); Roanoke, Va. (34,759 subscribers); and Warner Robins, Ga. (15,271 subscribers).

Mass appeal

The Massachusetts Supreme Court will hear a city's appeal of a breach-of-contract suit against Warner Cable of Salem. In its 1977 contract with the 13,000-home city, Warner agreed to hold public hearings before raising subscription rates. In 1979, however, the state deregulated cable, eliminating, among other things, its oversight of cable rates at systems that serve fewer than 70% of the homes in their franchises. Citing the state law, Warner in 1983 raised the fee for basic



Where the bears are. HBO last week debuted the first of three animated children's specials scheduled this year featuring the Paddington Bear. The first was entitled *Paddington Goes to the Movies*. Graham Clutterbuck is producing the specials. Pictured during a promotion event at Lord and Taylor's children's department in New York are (l-r) Tom Conhenney, divisional vice president and children's merchandise manager for Lord & Taylor; Lucy Chudson, HBO director, children's programming; the Paddington Bear, and Richard Miller, president of Eden Toys, maker of the bear.



IS PROUD TO ADD

**THE
MERY
GRIFFIN
SHOW**

TO ITS CHARTER LIST OF ADVERTISER-SUPPORTED PROGRAMS:

Wheel of Fortune

Jeopardy!

Little Rascals Specials

RICK LEVY, PRESIDENT
STEVE HIRSCH, DIRECTOR OF ADVERTISING SALES



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service in Salem from \$7.50 to \$9 without hearings and the city went to court. The county court upheld Warner's action.

Consultant's work

The city of Washington has taken its first step in the evaluation of the three bidders for its 250,000-home cable television franchise. Telecommunications Management Corp. (Carl Pilnick) studied the proposals and, using its elaborate point system, ranked them based on how closely they met the requirements of the RFP. Capital City Cable scored 100%; District Telecommunications Development Corp., 97.5%, and District Cablevision Inc., 89%. However, the Los Angeles-based consultant pointed out that the difference between the top two scorers "was not statistically significant" and that the difference between them and District Cablevision "was not great enough to automatically exclude [District Cablevision] from consideration." District Cablevision, whose ownership includes United Cable and Tele-Communications Inc., lost points due to its poor minority ownership showing. The RFP suggested 35%, said a city official, but District Cablevision apparently has less than 31%.

The D.C. Cable TV Design Commission expects to complete its evaluation process, which includes two public hearings, in May and make its recommendation to the city council on June 1.

Playball

The opening week of the 1984 professional baseball season was accompanied by the

launch of several new regional pay cable sports networks, including Group W's Home Team Sports (Wednesday, April 4) in the Baltimore-Washington market; Sports Time networks in the Cincinnati, St. Louis and Kansas City, Mo., markets, and Sportsvue in Wisconsin (based in Milwaukee). Pro Am Sports, service providing coverage for Wisconsin, went on April 17.

Sports Time, a venture of Anheuser-Busch, Multimedia and Tele-Communications Inc., launched its three networks April 4. The three networks, offering a two-week free preview to cable systems and subscribers in their regions, are now being carried by a total of 100 systems with 1.3 million basic subscribers. Sports Time announced that in addition to the professional baseball teams that will be featured regularly on the networks—Cincinnati Reds, St. Louis Cardinals and Kansas City Royals—rights have been acquired to import as many as 25 Cleveland Indian games this season, a team which is still struggling to establish a local pay-sports network of its own. Also, Sports Time announced the completion of an agreement with Sportsvision of Chicago (now owned by Sportschannel, itself a joint venture between Cablevision Systems and The Washington Post Corp.) for an exchange of programming. Sportsvision carries the games of the Chicago White Sox, Black Hawks (hockey) and Bulls (basketball). The Sports Time programming is priced between \$9 and \$13 per month for subscribers. The service is transmitted by Satcom III-R, transponder 4, in a sharing agreement with Financial News Network.

Sportsvue, a joint venture of the Milwaukee Brewers and the Milwaukee Bucks basketball team, also launched, providing coverage of the Brewers' opener against the Oakland A's. Sportsvue now has access to about 225,000 subscribers (and if all the systems in the state sign up, that universe could double) largely due to carriage by six MSO's—ATC, Viacom, Jones Innercable, Metrovision, Total TV and Cablevision of Wisconsin. The network will carry 67 Brewers games this season, with subscriber fees in the \$8 to \$10 range. It is leasing time from Group W on Westar IV, transponder 4.

Pro Am Sports System (PASS) is owned by John Fetzer, principal owner of the Fetzer broadcast station group. Fetzer had owned the Detroit Tigers, the professional baseball team that Pro Am will carry, through last season, but then sold the team to John Monaghan, owner of Domino's pizza chain, for an estimated \$50 million. PASS will carry 80 Tigers games (64 home and 16 away) and will program as much as 40 minutes for pre- and post-game wrapups. PASS will also make use of the newly established pay-cable baseball pool established by Major League Baseball over the winter. The pool allows teams to pick up no more than 15 games of every other major league club for a modest fee. PASS expects to have at least 23 cable systems on line by launch on April 17 with a basic universe of 175,000. Its coverage area includes Michigan and northern Ohio and northern Indiana, which has a total of about 1.25 million basic subscribers. It is leasing satellite time from Group W on Westar V, transponder 14. PASS has signed the Pistons basketball team and will carry a series of local boxing matches. It also hopes to carry special one-time events such as car and boat races.

Broadcasting Publications Inc.

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Sol Talshoff (1904-1982)

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Donald V. West, vice president.
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Economics and Business Reporting

June 11-15, 9 am to 6 pm
Research and report business news

News Reporting for Television

July 9-20, 9 am to 6 pm
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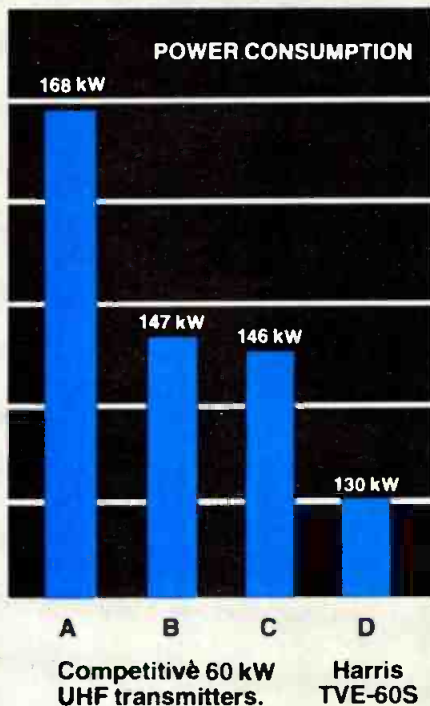
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How We Got There

The very latest in high power UHF technology has been incorporated into the TVE-60S. For instance, a single Varian 5-cavity VKP-7550 "S" Series klystron is used for full 60 kW visual power output.

This new integral-cavity klystron is an improved, ultra-high-efficiency version of the Varian VA-950 Series that has

been field proven in hundreds of UHF transmitters worldwide.



When operated with a variable visual output coupler and a mod anode pulser—both supplied as

standard in the TVE-60S—the new klystron provides visual beam efficiencies ranging from 63% to 68%.

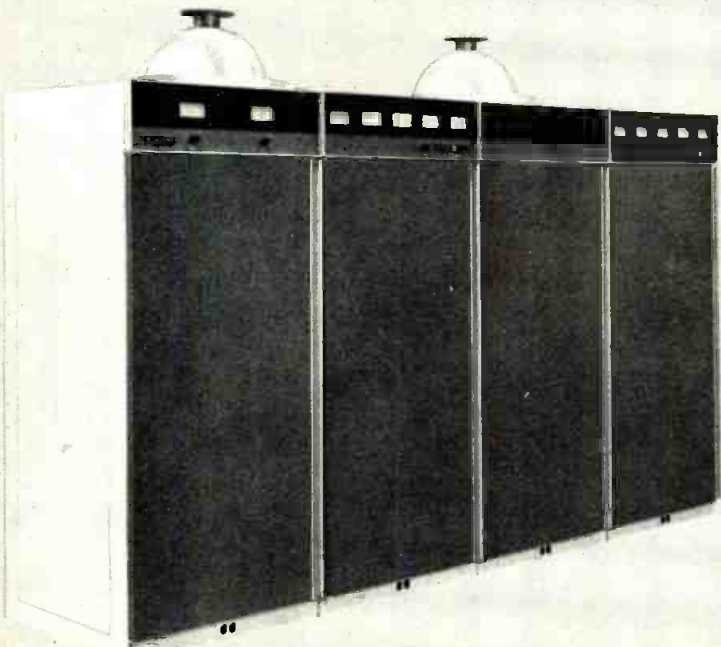
Add to this an aural klystron coupler and an efficient vapor phase heat exchanger, and you have a 60 kW transmitter with power consumption of 130 kW or less. No other UHF transmitter in this power range comes close.

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For complete information on the new TVE-60S, or the 120 kW and 240 kW versions, write or call: Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.

*Figured from the National Average Power Cost as published in "Electric Power Monthly", based on a 20-hour broadcast day, and compared with the published power consumption specification (as of Feb., 1984) on the next closest competitive 60 kW UHF transmitter. Comparisons in chart based on published specs as of Feb., 1984.



HARRIS

Business Briefly

Floating around. In major second- and third-quarter campaign, A&W Beverages will promote its regular and sugar-free root beers with network, spot TV and cable buys during peak summer consumption. Company will also reposition sodas' appeal. Regular root beer will be likened more to beer than soda, highlighting its "big foamy head and rich, smooth taste," through eyes of lumberjack ordering it at bar, and sugar-free brand will be promoted



Lumberjack spot



Sugar-free spot

for its low calorie content with tag line: "It's absolutely edible," spoken by woman on diet. Spots will air through August in 100 broadcast markets in early fringe (spot), and daytime and prime time (network). Cable spots for sugar-free root beer will air on Lifetime, and regular soda spots will air on WRBS(TV) Atlanta and MTV. Campaign will run for 15 weeks, targeted to teen-agers and young adults, 18-24, and women, 25-54 (sugar-free). Third commercial, promoting A&W's uses in ice cream floats, will air in June and August. A&W's agency is HBM/Creamer, New York.

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RADIO ONLY

BASF Wyandotte Corp. □ Post soybeans will be highlighted in eight-week flight beginning the end of April in 27 spot radio markets and on nine radio networks. Commercials will run in morning and afternoon time periods. Target: adult farm audience. Agency: HBM/Creamer, New York.

Stimorol Danish Gum □ Flight to increase awareness of imported product will begin in late April for four weeks in more than 10 major markets, including New York, Chicago, Boston and Tulsa, Okla. Spots will be carried in all dayparts on weekdays and weekends. Target: adults, 18-49. Agency: Muller Jordan Weiss, New York.

Pocket Books □ Four-month campaign beginning May 7 and continuing through mid-September will cost about \$850,000 to promote five books on station in New York, Chicago and Los Angeles and on NBC and ABC radio networks. Commercials, which will feature actress Brenda Vaccaro and actor Paul Dooney, will be carried all dayparts. Target: adults, 25-64, but will vary depending on book being featured. Agency: Herman & Rosner, New York.

TV ONLY

Estee Lauder □ White Linen perfume will be promoted for Mother's Day gift giving in week-long campaign beginning April 22. Spots will air in 80 markets in early morning, daytime and late news. Target: women, 25-49. Agency: AC&R Advertising, New York.

Kitchen Aid □ Food processors will be

Baby blues. As part of a multimillion-dollar campaign on network television and cable, Scott Paper Co. is using original blues song written and performed by Jake Holmes in new 30-second commercial for Baby Fresh, pre-moistened towlettes for babies. Campaign begins this month and builds through September and, according to Kate Guenther, account executive for agency, J. Walter Thompson, it "is an unusually strong thrust in a product category that most often opts for print advertising." Holmes' upbeat baby blues song titled, "Babies Choose," delivers message that Scott's Baby Fresh offers choice of baby wipes in regular or in newly packaged unscented brand.



**URGENT UPDATE
NEW MARKETS
SOLD***

WEIG HARTFORD-
NEW HAVEN
KUSI SAN DIEGO
WHNS GREENVILLE-ASHVILLE
SPARTANBURG
WKZO GRAND RAPIDS
LOUISVILLE
WDRB FLINT-SAGINAW
WNEM WEST
WFLX PALM BEACH

*As of 4/4/84

Here Are The Facts!

| Station Line-Up! | |
|------------------|------------------------------------|
| STATION | MARKET |
| WNEW | NEW YORK |
| KTV | LOS ANGELES |
| WGN | CHICAGO |
| WLVI | BOSTON |
| WDCA | WASHINGTON, D.C. |
| KNBN | DALLAS |
| KRV | HOUSTON |
| WPGH | PITTSBURGH |
| WPLG | MIAMI |
| WGNX | ATLANTA |
| KDVR | DENVER |
| KTXL | SACRAMENTO |
| WETG | HARTFORD-NEW HAVEN |
| KPDX | PORTLAND |
| KPHO | PHOENIX |
| KUSI | SAN DIEGO |
| WXIX | CINCINNATI |
| WTV | MILWAUKEE |
| KSHB | KANSAS CITY |
| WOLF | ORLANDO |
| WGN | NEW ORLEANS |
| WHNS | GREENVILLE-ASHVILLE SPARTANBURG |
| WKZO | GRAND RAPIDS |
| KAUT | OKLAHOMA CITY |
| WDRB | LOUISVILLE |
| WNEM | FLINT-SAGINAW |
| KGSW | ALBUQUERQUE |
| WFLX | WEST PALM BEACH |
| WNFT | JACKSONVILLE |
| WHEC | ROCHESTER, NY |
| KVVU | LAS VEGAS |

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highlighted in three-week campaign beginning April 23. Spots will air in 11 markets in daytime. Target: women, 25-54. Agency: N W Ayer, New York.

Laura Scudder □ Campaign for potato chips, flighted throughout 1984, will begin April 23 for four weeks in 10 West Coast markets, including San Diego, Phoenix, San Francisco and Los Angeles. Commercials will air in daytime, early and late fringe and prime time. Target:

women, 25-49. Agency: Keye Donna Pearlstein, Los Angeles.

Toyota □ In campaign scheduled through November, geared to election year, company has produced commercials featuring presidential vignettes. Spots, called "campaign buttons," feature historical moment and then are followed by Toyota product commercials. Current flight promotes Celica GTS. Spots will air in 48

markets, in various dayparts, according to local dealer's discretion. Target: men, 25-49. Agency: various.

Centel Corp. □ Corporate awareness campaign, marking company's first cable television activity, will begin May 6 on WTBS(TV) Atlanta, CNN and ESPN for six weeks. Commercials will air in business programs. Target: active and professional investors. Agency: Benton & Bowles, New York.

Walt Disney □ Six-week campaign for Limited Edition Cartoon Classics videocassettes will begin June 6. Spots will air in 18 U.S. markets and several Canadian markets, all in various dayparts. Target: adults, 25-49, with young children. Agency: Vista Advertising, Burbank, Calif.

AdVantage

Radio women. Radio Advertising Bureau data shows that women constitute approximately 35% of all radio sales and marketing executives in country. Data is based upon "ongoing" research in field and key market indicators, according to Ken Costa, RAB's vice president for marketing information. Costa projects that 50% of all account executives, co-op coordinators, retail, national and general sales managers in radio will be women by 1990.

□
Avon's ad blitz. Avon Products will spend estimated \$3 million on mid-May to mid-June advertising campaign on radio, television and in print to stress "Avon You're Hot" makeup promotion. Included will be network TV advertising on ABC and CBS, bolstered by spots on about 5,000 radio stations. In addition, Spanish version of radio spot has been produced for use in Hispanic markets throughout country. Avon's agency is N W Ayer, New York.

□
'Helpline'. As extension of its services to member stations, Radio Advertising Bureau has established toll-free phone number designed to increase member access to sales tools, research data and RAB's member service staff. New "RAB Helpline" is 1-800-232-3131.

RADIO AND TV

Archway Cookies □ Three-week flight over four weeks will be launched in late April in 20 markets on television and 30 on radio. Commercials will be slotted in daytime, early fringe and late fringe on television, and in all dayparts on radio. Target: women, 25-54. Agency: Archway United Advertising, Chicago.

Harley-Davidson □ Motorcycles will be spotlighted in three-week flight beginning on April 25 in 117 markets on television and radio. Spots will be scheduled in early and late fringe and prime access on TV and in all radio dayparts. Target: men, 18-34. Agency: Carmichael-Lynch Advertising, Minneapolis.

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RepReport

WHTV(TV) Indianapolis: To MMT Sales from Harrington, Righter & Parsons.

□
WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind.: To Katz American Television from Petry Television.

□
WAGO(FM) Chicago: To Katz Radio (no previous rep).

□
WIMZ-AM-FM Knoxville, Tenn.: To Blair from McGavren Guld.

□
WJYW(FM) Wilmington, N.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□
New in Charlotte. Hillier, Newmark, Wechsler & Howard has opened new office in Charlotte, N.C., at 2 South Executive Park, Suite 103, 6135 Park Road, 28210. (704) 554-5852. Darlene Johnson, account executive in HNW&H office in Atlanta, has been named to head new office.

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**URGENT UPDATE
NEW MARKETS
SOLD***

WFTS TAMPA
KUSI SAN DIEGO
WKZO GRAND RAPIDS
WDRB LOUISVILLE
KGSW ALBUQUERQUE
WFLX WEST PALM BEACH
KBVO AUSTIN

*As of 4/4/84

Station Line-Up!

| STATION | MARKET |
|---------|------------------------|
| WNEW | NEW YORK |
| KTTV | LOS ANGELES |
| WGN | CHICAGO |
| WLVI | BOSTON |
| WTG | WASHINGTON, D.C. |
| KTXA | DALLAS |
| KRIV | HOUSTON |
| WPGH | PITTSBURGH |
| WBFS | MIAMI |
| WFBT | MINNEAPOLIS |
| WGNX | ATLANTA |
| WFTS | TAMPA |
| KDVR | DENVER |
| KTXL | SACRAMENTO |
| KPDx | PORTLAND |
| KPHO | PHOENIX |
| KUSI | SAN DIEGO |
| WXIX | CINCINNATI |
| KSHB | KANSAS CITY |
| WOFI | ORLANDO |
| WGNO | NEW ORLEANS |
| WHNS | GREENVILLE-SPARTANBURG |
| WKZO | GRAND RAPIDS |
| KOCO | OKLAHOMA CITY |
| WDRB | LOUISVILLE |
| KGSW | ALBUQUERQUE |
| WFLX | WEST PALM BEACH |
| KMPH | FRESNO |
| WNFT | JACKSONVILLE |
| WHCC | ROCHESTER, NY |
| KBVO | AUSTIN |
| WLTX | COLUMBIA, SC |
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Datebook

This week

April 16—*Women in Communications Matrix Awards* luncheon. Speaker: Katharine Graham, Washington Post Co. Waldorf-Astoria, New York.

April 16—Deadline for applications for *Society of Broadcast Engineers'* certification exam, which will be given June 15-June 23. Information: SBE, P.O. Box 50844, Indianapolis, Ind., 46250.

April 16-17—*Southern Educational Communications Association* "capital campaigns seminar." KERA-FM-TV Dallas.

April 16-18—Videotex '84, organized by *London On-line Inc.* Hyatt Regency, Chicago. Information: (212) 279-8890.

April 17—*Southern California Cable Association* roundtable. Keynote speaker: Marc Nathanson, president, Falcon Communications. Luncheon speaker:

■ Indicates new or revised listing

Jack Clifford, Colony Communications. Los Angeles Airport Hilton. Information: (213) 684-7024.

■ **April 17**—Annual Ohio State awards presentation and dinner, sponsored for 48th year by *OSU's Institute for Education by Radio-Television*, Columbus, Ohio. National Press Club, Washington.

April 18—*American Women in Radio and Television, Atlanta chapter*, Communications Women of Achievement banquet, with presentation of Tara Awards. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

April 18-19—*Kentucky Broadcasters Association* spring convention. Speakers include Erwin Krasnow, of Verner, Liipfert, Bernhardt & McPherson, Washington law firm, and Kentucky Governor Martha Layne Collins. Seelbach hotel, Louisville, Ky.

April 19—*Association of Independent Video and Filmmakers* annual membership meeting. Squat Theater, New York.

■ **April 19**—*National Conference of Black Lawyers* communications task force meeting. Speaker: David Markey, chief of National Telecommunications and In-

formation Administration. Washington Marriott, Washington.

April 19-20—*Ohio State University's School of Journalism* symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

April 20-21—Sixth annual Black College Radio convention, sponsored *Collegiate Broadcasting Group*, Atlanta. Paschal's hotel, Atlanta. Information: (404) 523-6136.

April 21—*Caucus for Producers, Writers and Directors* symposium in cooperation with *UCLA* on policies and personnel of cable industry. UCLA, Los Angeles.

Also in April

April 23—Fund-raiser for *Big Sisters of Washington*, roasting FCC Commissioner Mimi Weyforth Dawson. Roasters: FCC Chairman Mark Fowler, former FCC Commissioner Richard Wiley, former FCC Mass Media Bureau Chief Larry Harris, and Jerri Crisman, president, American Women in Radio and Television. Washington Marriott. Information: Karen Kershner, (202) 328-1847.

■ **April 23-25**—Workshop for private cable/SMATV operators, sponsored by National Satellite Cable Association, Washington, and Eagan & Associates, private cable consulting firm based in Ocala, Fla. Hotel Continental, Chicago. Information: (904) 237-6106.

April 23-26—Twelfth annual *Telecommunications Policy Research Conference*. Airline House, Warrenton, Va.

April 23-29—*Pennsylvania Association of Broadcasters* annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

■ **April 24-25**—*Women in Cable* "executive retreat" for chapter presidents, national board and officers. Topic: "Manage to Lead." One Washington Circle hotel, Washington. Information: (202) 296-7245.

April 24-26—"High Tech: Promises and Problems," conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

April 24-29—20th annual *MIP-TV (Marche Internationale des Programmes)*, international TV program market. Palais des Festivals, Cannes, France.

April 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 25—*Broadcast Pioneers* George Foster Peabody Awards luncheon. Hotel Pierre, New York.

April 25—*Caucus for Producers, Writers & Directors* second general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 25—*Women in Cable, New England chapter*, meeting, "Theft of Service." Sheraton Mansfield hotel, Mansfield, Mass.

April 25—Deadline for entries in Ida B. Wells Award, honoring news executives for increasing number of minorities and elevating level of minority participation in news media, sponsored by *William Allen White School of Journalism, University of Kansas*, Lawrence, Kan.

April 26—Presentation of second annual Lowell Thomas Award, honoring Walter Cronkite, sponsored by *Marist College*, Poughkeepsie, N.Y., Helmsley Palace, New York.

April 26—*New York chapter, Women in Cable*, meeting. Viacom Conference Center, New York.

April 26—*United Nations press correspondents/American Women in Radio and Television, New York chapter*, discussion of "Women in the Media—The Gender Gap." UN, New York. Information: Ellen Bedell, (212) 221-8181.

April 26—*New York Women in Film* seminar, "From

Major Meetings

April 24-29—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2—*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—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

May 20-23—*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—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6—*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—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, 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—*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. 12-15—*Cable Television Administration and Marketing Society* 10th annual conference. Waldorf-Astoria, New York.

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

Sept. 16-19—"The Radio Convention," combined conventions of *National Radio Broadcasters Asso-*

ciation and National Association of Broadcasters Radio Programming Conference. Westin Bonaventure hotel, Los Angeles.

Sept. 21-25—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

Oct. 30-Nov. 1—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 7-9—*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—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1985—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-15, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 30-Feb. 1, 1985—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

Feb. 10-13, 1985—*National Religious Broadcasters* 42nd annual convention. Sheraton Washington, Washington.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

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

Diff'rent Strokes

144 Episodes Available This Fall.

Over 100 Stations
Now Sold!*

WNEW New York
 KCOP Los Angeles
 WFLD Chicago
 WPHL Philadelphia
 KBHK San Francisco
 WXNE Boston
 WKBD Detroit
 WDCA Washington, DC
 KTVT Dallas-Ft. Worth
 WCAB Cleveland
 KHTV Houston
 WPGH Pittsburgh
 WCIX Miami
 KSTW Seattle
 KMSP Minneapolis
 WGNX Atlanta
 WFTS Tampa
 KDNL St. Louis
 KWGN Denver
 KOVR Sacramento
 WTTV Indianapolis
 WJZ Baltimore
 WETG Hartford-New Haven
 KPTV Portland, OR
 KPHO Phoenix
 KUSI San Diego
 WXIX Cincinnati
 WZTV Nashville
 WVTV Milwaukee
 KSHB Kansas City
 WDBO Orlando
 WSOC Charlotte
 WVUE New Orleans
 WIVB Buffalo
 WCMH Columbus, OH
 WFBC Greenville-Spartanburg
 WOTV Grand Rapids
 WBRC Birmingham
 WREG Memphis



WTVD Raleigh-Durham
 KWTV Oklahoma City
 KTVX Salt Lake City
 WDRB Louisville
 WJAR Providence
 KSAT San Antonio
 WYAH Norfolk
 WGAL Harrisburg

WNYT Albany-
 Schenectady
 WJTM Greensboro
 WHIO Dayton
 WNEM Flint
 KTAL Shreveport
 WRLH Richmond
 KATV Little Rock

WATE Knoxville
 WALA Mobile
 KGSW Albuquerque
 WFLX West Palm Beach
 KMPH Fresno
 WTLV Jacksonville
 WLRE Green Bay
 WSET Roanoke-Lynchburg
 WUHF Rochester
 KAYU Spokane
 WPSD Paducah
 KITV Honolulu
 WKYT Lexington
 KTVV Austin
 KOLR Springfield
 WLBT Jackson, MS
 KZAZ Tucson
 WRBT Baton Rouge
 WHNT Huntsville
 WLTX Columbia, SC
 WICS Springfield, IL
 WCTI Greenville-New Bern
 KWTX Waco
 WILX Lansing
 KVVU Las Vegas
 KATC Lafayette
 WJBF Augusta
 WJCL Savannah
 WCIV Charleston, SC
 WKAB Montgomery
 WLTZ Columbus, GA
 KGBT McAllen-Brownsville
 KFDX Wichita Falls
 KRIS Corpus Christi
 WECT Wilmington
 KBCI Boise
 WMGT Macon, GA
 WTVA Columbus-Tupelo
 KFSM Fort Smith
 WTSG Albany, GA
 KTVL Medford
 KXII Ada-Ardmore
 WXVT Greenwood-Greenville
 WBBJ Jackson, TN
 KJAC Beaumont-Port Arthur



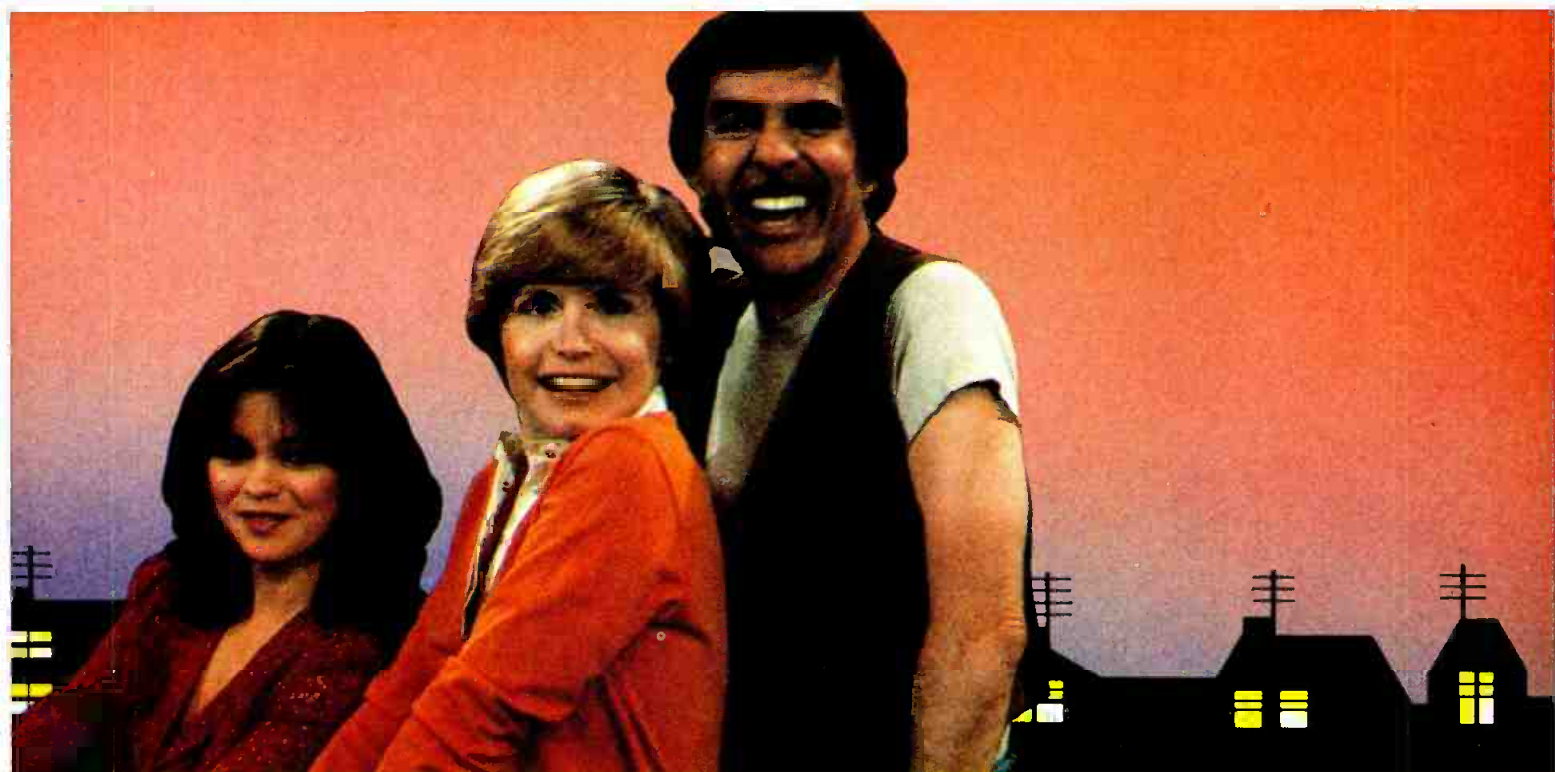
DISTRIBUTED EXCLUSIVELY THROUGH
 EMBASSY TELECOMMUNICATIONS

ONE DAY AT A TIME

HERE'S WHERE WE ARE:

| | | | | | |
|----------------------------------|------|---------------------------------|------|--------------------------------|------|
| New York | WNEW | Memphis | WMKW | Eugene | KMTR |
| Los Angeles | KTTV | Oklahoma City | KOCO | Wilmington | WECT |
| Chicago | WGN | Louisville | WDRB | Tallahassee | WTWC |
| Boston | WSBK | Norfolk | WTVZ | Boise | KIVI |
| Washington, DC | WTTG | Charleston-Huntington | WVAH | Macon | WMGT |
| Dallas-Ft. Worth | KTVT | Albany-Schenectady | WNYT | Rochester/Mason City | KTTC |
| Cleveland | WOIO | Greensboro | WJTM | Odessa-Midland | KTPX |
| Houston | KHTV | Richmond | WRLH | Albany, GA | WTSG |
| Pittsburgh | WPGH | Mobile | WALA | Utica | WKTV |
| Miami | WTVJ | Albuquerque | KOB | Anchorage | WTVA |
| Seattle | KEVE | West Palm Beach | WTVX | Salisbury | WMDT |
| Minneapolis | WTCN | Fresno | KMPH | Lake Charles | KPLC |
| Atlanta | WAGA | Jacksonville | WJKS | St. Joseph | KQTV |
| Tampa | WTOG | Green Bay | WLRE | San Angelo | KIDY |
| St. Louis | KPLR | Rochester | WHEC | St. Cloud | KXLI |
| Denver | KWGN | Des Moines | WOI | | |
| Sacramento | KRBK | Spokane | KXLY | | |
| Hartford-New Haven | WETG | Portland, ME | WMTW | | |
| Portland | KPDX | Champaign-Urbana | WAND | | |
| Phoenix | KNXV | Lexington | WKYT | | |
| San Diego | KUSI | Austin | KTVV | | |
| Cincinnati | WXIX | Tucson | KZAZ | | |
| Nashville | WCAY | Columbia, SC | WLTX | | |
| Milwaukee | WITI | Fargo | KTHI | | |
| Kansas City | KSHB | Las Vegas | KVVU | | |
| Orlando | WMOD | Lafayette | KADN | | |
| Charlotte | WCCB | Augusta | WJBF | | |
| New Orleans | WNOL | Savannah | WJCL | | |
| Buffalo | WUTV | Charleston, SC | WCIV | | |
| Columbus, OH | WCMH | Columbus, GA | WLTV | | |
| Greenville-Spartanburg | WSPA | Binghamton | WBNG | | |
| Grand Rapids | WOTV | Yakima | KIMA | | |
| Birmingham | WTTO | McAllen-Brownsville | KGBT | | |

81 MARKETS!



HERE'S HOW WE'RE DOING:

HERE'S HOW THE AUDIENCE WENT UP:

| MARKET | STATION | M-F TIME | FEBRUARY 83 TIME PERIOD PROGRAMMING | RATING | SHARE | ONE DAY % INCREASE | | |
|-----------------------|---------|----------|-------------------------------------|------------|------------|--------------------|--------------|------------|
| | | | | | | ADULTS 18-34 | ADULTS 18-49 | CHILD 2-17 |
| AUSTIN | KTVV | 4:00 PM | LAVERNE & SHIRLEY | UP 150% | UP 130% | UP 50% | UP 80% | UP 150% |
| BOISE | KIVI | 2:00 PM | LOCAL MOVIE | UP 100% | UP 56% | UP 200% | UP 125% | UP 300% |
| CHAMPAIGN-SPRINGFIELD | WAND | 9:30 AM | YOU GOT TROUBLES | UP 33% | UP 62% | UP 50% | UP 50% | UP 350% |
| CHARLESTON-HUNTINGTON | WVAH | 7:30 PM | CHARLIE'S ANGELS | UP 50% | UP 57% | UP 77% | UP 75% | UP 71% |
| CHICAGO | WGN | 5:00 PM | MUPPETS | -N.C.- | DN 6% | UP 102% | UP 97% | UP 27% |
| FARGO | KTHI | 4:00 PM | 8 IS ENOUGH | UP 17% | UP 27% | UP 13% | UP 22% | UP 167% |
| GRAND RAPIDS | WOTV | 4:00 PM | BRADY BUNCH | UP 75% | UP 67% | UP 111% | UP 127% | DN 11% |
| KANSAS CITY | KSHB | 9:30 AM | VARIOUS | -N.C.- | UP 30% | UP 83% | UP 73% | UP 56% |
| LAFAYETTE, LA | KADN | 6:00 PM | CHARLIE'S ANGELS | UP 40% | UP 22% | UP 167% | UP 163% | UP 29% |
| LOS ANGELES | KTTV | 5:00 PM | ONE DAY AT A TIME | UP 67% | UP 50% | UP 52% | UP 40% | UP 147% |
| OKLAHOMA CITY | KOCO | 4:00 PM | LITTLE HOUSE | UP 50% | UP 75% | UP 100% | UP 100% | UP 100% |
| PHOENIX | KNXV | 5:30 PM | MAUDE | UP 50% | UP 50% | UP 27% | UP 40% | UP 11% |
| SAN DIEGO | KUSI | 6:00 PM | ONE DAY AT A TIME | UP 100% | UP 75% | UP 156% | UP 131% | UP 11% |

Daytime to Prime Time: Television Production in New York." American Management Association building, New York. Information: (212) 924-7184.

April 26—*New York Women in Cable* meeting, "Cable: The Road Not Taken." Viacom Conference Center, New York.

April 27—*Radio-Television News Directors Association* region six meeting with University of Kansas. UK campus. Lawrence, Kan.

April 27-28—*Kansas Association of Broadcasters* broadcast journalism seminar. University of Kansas, Lawrence.

April 27-28—*Kentucky CATV Association* spring meeting. Drawbridge Inn, Fort Mitchell, Ky.

■ **April 27-28**—"Copyright: The Impact of Technology," course sponsored by *Washington Program of Annenberg Schools, extension of University of Pennsylvania and University of Southern California*. Washington Program office, 600 Maryland Avenue, S.W., Suite 750, Washington. Information: (202) 484-2663.

April 27-29—*Society of Professional Journalists, Sigma Delta Chi*, region two conference, "The News Today: Is That the Way It Is?" Speakers include Edward Joyce, president, CBS News, and Ed Fouhy, Washington bureau chief, ABC News. J.W. Marriott, Washington.

April 28—*Radio-Television News Directors Association* region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D. Information: (202) 737-8657.

April 28—*Radio-Television News Directors Association* region 12 meeting with Syracuse University Syracuse, N.Y. Information: (202) 737-8657.

April 28—*Arizona chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Camelback Inn, Scottsdale, Ariz.

■ **April 28**—30th annual program on legal aspects of entertainment industry, "Current Developments Concerning the Representation of Performing Talent: Motion Pictures, Television, Stage, Commercials and Music," co-sponsored by *Beverly Hills Bar Association*

Errata

Broker for sale of **WRUS(AM)-WAKQ(FM) Russellville, Ky.**, ("Changing Hands," April 9) was **Blackburn & Co.**

□

Vice president of **J.C. Bradford Co.**, incorrectly identified in April 9 "Bottom Line," is **Bonnie M. Cook.**

□

Advertising Notice

Advertisement for Meadowlands Communications Inc. and its Starlink satellite origination service in **BROADCASTING'S** April 9 issue on page 53 should have indicated company would exhibit in booth 110 at National Association of Broadcasters convention in Las Vegas April 29-May 2.

and *University of Southern California Law Center*. USC campus, Los Angeles.

April 28-29—*National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law* workshop, "Effectively Representing Broadcasters: A Practical Workshop for Lawyers," held prior to National Association of Broadcasters convention. Imperial Palace hotel, Las Vegas.

April 29—*Maximum Service Telecasters* membership meeting, during National Association of Broadcasters convention. Las Vegas Convention Center, Las Vegas.

April 29-May 1—"Communication in the 80's: Major Broadcasting and Telecommunications Issues," conference sponsored by *University of Calgary, Communication Studies*, Calgary, Alberta.

April 29-May 2—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas.

April 30—*Maximum Service Telecasters* engineering breakfast, during National Association of Broadcasters' convention. Las Vegas Hilton hotel, Las Vegas.

April 30—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

April 30-May 1—"Minority Television Programming Exhibition," sponsored by *National Association of Broadcasters, minority and special services and television departments*, during NAB's annual convention. Las Vegas Convention Center, Las Vegas. Information: Dwight Ellis, NAB, (202) 293-3534.

May

May 1—*Broadcast Pioneers* annual breakfast. Las Vegas Hilton, Las Vegas.

■ **May 2**—*Women in Cable, New York chapter*, "Basics of Cable TV" course. Topic for session one: overview of cable TV and background. Viacom conference center, New York. Information: (212) 484-6778.

May 2-4—"AM radio conference: Future Direction," sponsored by *McGavren-Guild Radio*, San Ysidro Ranch, Montecito (Santa Barbara), Calif.

May 4-6—*Illinois News Broadcasters Association* spring convention. Holiday Inn Mart Plaza, Chicago.

May 5—*Radio-Television News Directors Association* region six meeting with Society of Professional Journalists, Sigma Delta Chi. Grenada Royale/Alameda Plaza, Kansas City, Mo. Information: (202) 737-8657.

May 5—*Radio-Television News Directors Association* region 14 meeting with UPI. Colonial Square, Atlanta. Information: (202) 737-8657.

May 5-9—Eurocast '84, cable and satellite television exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

May 7—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Den-

ver. Information: (303) 321-7550.

May 7-9—*Classical Music Broadcasters Association* convention. Warwick hotel, New York. Information: Tim Davidson, (206) 343-3981.

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

■ **May 8**—*Hollywood Radio and Television Society* newsmaker luncheon, "Covering the Summer Olympics," with ABC News and Sports President Roone Arledge. Beverly Hilton, Los Angeles.

May 9—Second annual "Excellence in Media" awards luncheon, sponsored by *Institute of New Cinema Artists*. Helmsley Palace, New York.

■ **May 9**—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session two. Topic: programming, basic, pay and local origination. Viacom conference center, New York. Information: (212) 484-6778.

■ **May 9**—*National Conference of Black Lawyers* communications task force. Speaker: Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee. Washington Marriott, Washington.

May 11-13—*Pennsylvania AP Broadcasters* annual meeting and awards presentation. Treadway Resort, Lancaster, Pa.

May 12—*Radio-Television News Directors Association* region 12 meeting with Pennsylvania AP Broadcasters. Lancaster, Pa. Information: (202) 737-8657.

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

May 14—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

■ **May 14-17**—International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers Communications Society*. RAI Conference Center, Amsterdam. Information: (31) 40-742131/742236.

■ **May 15**—*Women in Communications, New York chapter*, annual business meeting and spring luncheon. Tavern on the Green, New York.

■ **May 15**—"Minority Ownership, Training and Recruiting," conference sponsored by *Northeastern University, journalism department*. Ell student center, Boston. Information: Bill Kirtz, (617) 437-3236.

■ **May 15**—*Southern California Cable Association* monthly meeting. Speaker: Larry Wangberg, president, Times Mirror Cable, Irvine, Calif. Los Angeles Airport Hilton, Los Angeles. Information: (213) 684-7024.

May 16—*New Jersey Broadcasters Association* annual spring conference. Rutgers. State University of New Jersey, New Brunswick, N.J.

■ **May 16**—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session three. Topic: advertising and research. Viacom conference center, New York. Information: (212) 484-6778.

■ **May 16**—*National Association of Broadcasters* metro market committee meeting. NAB headquarters, Washington.

May 16-19—*Public Telecommunications Financial Management Association* annual conference. The Pointe at Squaw Peak, Phoenix. Information: (803) 799-5517.

May 16-19—*American Association of Advertising Agencies* Southern region annual meeting. Mandalay Four Seasons, Dallas.

May 16-20—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich. Information: (517) 355-4714.

■ **May 17**—World Telecommunications Day, sponsored by *International Telecommunication Union*. Information: ITU, Place des Nations, CH-1211, Geneva, 20; telephone: (022) 99-5111.

May 18—*Broadcast Pioneers* dinner, with establishment of Walter Annenberg (publisher, *TV Guide*) scholarship. Four Seasons hotel, Philadelphia.

■ **May 18-20**—*Foundation for American Communications* "Toxic Waste Conference for Journalists," co-sponsored by *Gannett Foundation*. Scanticon conference center, Princeton, N.J. Information: (213) 851-7372.

May 19—*Boston/New England chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Boston Sheraton hotel, Boston.

May 20-22—*NBC-TV* annual affiliates meeting. Cen-

UNITED STATES DISTRICT COURT FOR CONNECTICUT

IN RE
NEW HAVEN RADIO, INC.

DEBTOR CIVIL MISC. NO. H-83-62

NOTICE UNDER SECTION 363(b) (11 U.S.C. SECTION 363b) OF INTENT TO SELL PROPERTY OF ESTATE

Notice is hereby given by Daniel Meister, Trustee of New Haven Radio, Inc., of 245 East Avenue, (P.O. Box 268) Norwalk, Connecticut 06852-0268, that he intends to sell the assets of the above-estate at private sale for the sum of \$430,000.00 to Wardoco, Inc., of New Haven, Connecticut on Wednesday, April 25, 1984 at 10:00 o'clock a.m. (Eastern Standard Time). The sale will take place in the South Courtroom, United States District Court, 450 Main Street, Hartford, Connecticut.

Further information may be obtained from the trustee at the address above or by telephone (203) 866-5531 or from the attorney for the trustee, Irving H. Perlmutter, 195 Church Street (P.O. Box 514) New Haven, Connecticut 06503-0514 or by telephone (203) 772-2180.

Any person objecting to said sale or wishing to submit a competing bid should send said objection or competing bid to the Deputy Clerk in Charge, United States District Court, 450 Main Street, Hartford, Connecticut 06103 in writing with a copy of the objection or competing bid to the attorney for the trustee no later than 5:00 p.m. on April 23, 1984.

Objections to the sale will be heard and any competing bids considered on April 25, 1984 at 10:00 a.m. in the South Courtroom, United States District Court, 450 Main Street, Hartford, Connecticut 06103.

If no objections to such sale are received by the above date, the sale will be conducted as set forth above.

Dated at New Haven this 2nd day of April, 1984.

IRVING H. PERLMUTTER
Attorney for Daniel Meister
Trustee of New Haven Radio,
Inc.

THE #1

RATED

NEW

SYNDICATED

SHOW!



*Star
Search*

**THE
SUCCESS
STORY
OF '83-'84!**

Star Search

**TV'S TOP
NEW HIT
OF THE
SEASON**

—BY ANY MEASURE!

**NUMBER-ONE RATED NEW SYNDICATED
SHOW IN NATIONAL NIELSEN!**

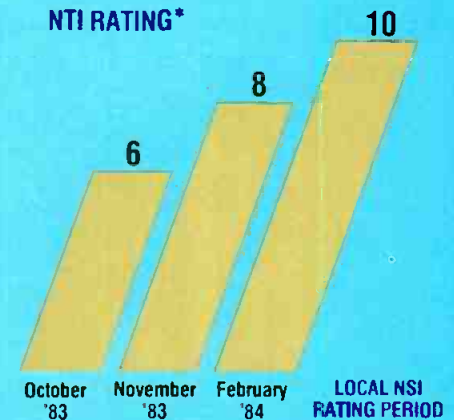
**NUMBER-ONE IN WOMEN 18-49 AND 18-34
TVQ POPULARITY AMONG ALL 45
SYNDICATED SHOWS MEASURED!**

**NIELSEN & TVQ RATINGS GROWING WITH
EVERY REPORT FROM SEPTEMBER
PREMIERE THROUGH FEBRUARY SWEEPS!**

**UNPARALLELED AUDIENCE INCREASES FOR
STATIONS ACROSS THE COUNTRY,
ESPECIALLY IN WOMEN 18-49!**

**STAR SEARCH IS
INCONTESTABLY THE
TOP-RATED, HOTTEST,
MOST EXCITING NEW SHOW
THIS SEASON!**

National Nielsen ratings have grown and grown with every new rating report from the September premiere, reaching a peak in the February '84 sweep period.



**That's 67% growth in only
4 months!!**

**STAR SEARCH WAS FAR AND
AWAY AMERICA'S HIGHEST
RATED NEW SYNDICATED
SERIES DURING BOTH
MAJOR SWEEP RATING
PERIODS!**

STAR SEARCH towered over all the new first-run syndicated series during both the February '84 and November '83 survey periods. Also, the show's February '84 NTI average of a 10 rating was again a full two rating points higher than November '83 and four points ahead of the season's first local rating period in October '83.



STAR SEARCH PRODUCED HUGE AUDIENCE INCREASES FOR STATIONS IN THE FEBRUARY '84 SWEEP REPORTS!

A special analysis of the February '84 local Nielsen reports documented unparalleled time period increases achieved by STAR SEARCH in over 160 DMA markets throughout the country. COMPARED WITH FEBRUARY, 1983.....

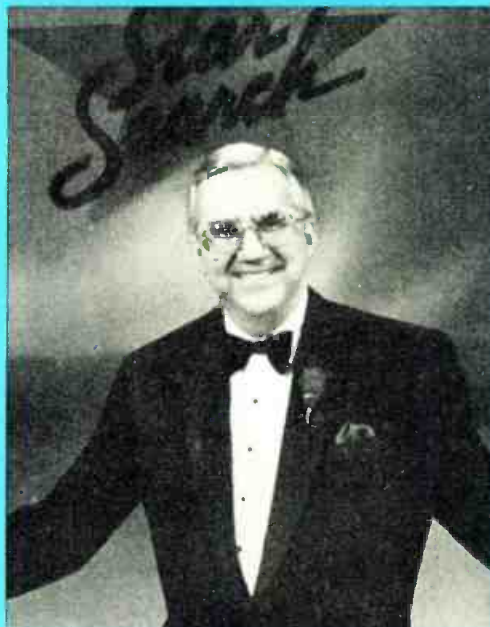
DMA HOUSEHOLD RATINGS INCREASED IN 7 OUT OF EVERY 10 MARKETS!

WOMEN 18-49 VIEWERS.....

- INCREASED IN 8 OUT OF EVERY 10 MARKETS!
- DOUBLED OR BETTER (+100% OR MORE) IN 1 OUT OF EVERY 2 MARKETS!
- TRIPLED OR BETTER (+200% OR MORE) IN 1 OUT OF EVERY 3 MARKETS!

STAR SEARCH WOMEN 18-49 CONCENTRATION FAR SURPASSED PRIME TIME NETWORK SHOWS!

Nielsen's NSI Cassandra report for February '84 revealed that STAR SEARCH averaged 631 WOMEN 18-49 PER 1,000 HOUSEHOLDS — 39% MORE THAN THE AVERAGE FOR ALL PRIME TIME NETWORK SHOWS (439) AND ACTUALLY 15% MORE THAN THE NUMBER ONE RANKED NETWORK SHOW FOR WOMEN 18-49 DELIVERY (548) IN THE FEBRUARY '84 NTI!**



IN ONLY FIVE MONTHS, STAR SEARCH RANKS #1 IN TVQ POPULARITY AMONG KEY WOMEN 18-49 AND 18-34 DEMOGRAPHICS — TOPPING ALL 44 OTHER SYNDICATED SHOWS, INCLUDING M*A*S*H!

TVQ, television's recognized measurement of viewer popularity, has revealed STAR SEARCH to be, already, syndication's most popular program among young adult women familiar with the show. And, just as its ratings did, the STAR SEARCH Q Score grew tremendously from the October '83 report to the Jan-Feb '84 report just issued.

| REPORT | STAR SEARCH TVQ SCORES | | |
|----------------------|------------------------|--------|--------------|
| | W18-34 | W18-49 | Total Sample |
| Oct. 10-30, 1983 | 20 | 20 | 15 |
| Jan. 9-Feb. 12, 1984 | 38 | 36 | 27 |
| | +90% | +80% | +80% |

FURTHER EVIDENCE OF ENORMOUS VIEWER INTEREST — STAR SEARCH SWEEPSTAKES DREW UNBELIEVABLE COUPON MAIL RESPONSE OF WELL OVER A MILLION BALLOTS — THREE TIMES THE EXPECTED RESPONSE FOR THIS KIND OF CONTEST, ACCORDING TO D.L. BLAIR CORP., NATIONALLY RECOGNIZED EXPERTS!

STAR SEARCH YOUNG WINNERS ARE ALREADY STARRING PROFESSIONALLY IN ALL MEDIA!

STAR SEARCH, with its host Ed McMahon, and the exciting, talented new stars it has presented, has become a true household word in a very short period of time to millions to U.S. TV Households.

Our young alumni stars, such as Sam Harris, Tracey Ross and Sawyer Brown, have already made national names for themselves, winning leading TV roles, lucrative record contracts, major Las Vegas nightclub dates, famous talk show guest shots and generating tremendous personal publicity for themselves and STAR SEARCH.



If you are already a Star Search station, congratulations, and keep up the good work. Those eligible stations who want to become part of this STAR SEARCH phenomenon,

call **PHIL FLANAGAN**
(212) 935-7264
(212) 759-8787

TELEVISION PROGRAM ENTERPRISES

TPE

A DIVISION OF TELEREP, INC.

Television Program Enterprises
 A Division of TeleRep, Inc.
 875 Third Avenue,
 New York, N.Y. 10022

*National Nielsen ratings (including double-runs where applicable) covering specified local NSI rating periods indicated.

Oct. '83 (NSI rating period Sept. 29 to Oct. 26). NTI average is for Star Search weeks from Sept. 30 to Oct. 30.

Nov. '83 (NSI rating period Nov. 3 to Nov. 30). NTI average is for Star Search weeks from Nov. 4 to Dec. 4.

Feb. '84 (NSI rating period Feb. 2 to Feb. 29). NTI average is for Star Search weeks from Feb. 3 to March 4.

**Network 18-49 figures based on NTI Report, Feb. 6 to Feb. 19, 1984.

tury Plaza, Los Angeles.

May 20-23—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York.

May 20-23—"National Sales Symposium: Forecasting the Broadcast Environment of the 80's and 90's," sponsored by *McGavren-Guild Radio*. Treadway Inn, Newport Inn, Newport, R.I.

May 20-26—*Banff Television Festival* fifth annual conference. Banff Springs hotel, Canada.

May 21—Presentation of *Clio Awards*, "honoring advertising excellence worldwide." Sheraton Center, New York.

May 21—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

May 22—*New York chapter, Women in Cable*, meeting. Viacom Conference Center, New York.

May 22—*Women in Communications, Washington chapter*, annual Matrix dinner meeting. Speaker: Pauline Frederick, political and foreign affairs correspondent. Capital Hilton, Washington. Information: (202) 955-5161.

May 22-24—"The Media and the People: How Much Trust?" conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

May 23—*Clio Awards*, "honoring advertising excellence worldwide." Silver Gala. Radio City Music Hall, New York.

May 23—*Women in Cable, New York chapter*, "Basics of Cable" course, session four. Topic: marketing—affiliate, system and direct. Viacom conference center, New York. Information: (212) 484-6778.

May 23—*National Association of Broadcasters* medium market committee meeting. NAB headquarters, Washington.

May 30—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session five. Topic: legal aspects and franchising. Viacom conference center, New York. Information: (212) 484-6778.

May 30-June 2—*American Women in Radio and Television* annual convention. Palmer House, Chicago.

May 30-June 7—Prix Jeunesse International, international contest for children's and youth programming, sponsored by *Free State of Bavaria, City of Munich and Bavarian Broadcasting Corp.* Categories: storytelling, information and music/light entertainment. Information: (08) 59-00-20-58.

May 31—*Media Institute* seminar, "New Technologies: Changes and Challenges in Public Relations." Hyatt Regency, Dallas.

May 31-June 1—Third annual awards competition, *International Radio Festival of New York*, awards ceremony for radio advertising, programming and promotion. Information: 251 West 57th Street, New York.

June

June 1—Deadline for entries in *Southern Educational Communications Association* awards competition. Information: Mattie Hardy, SECA, (803) 799-5517.

June 1—Deadline for entries in *Academy of Television Arts and Sciences* "Outstanding Achievement in Engineering Development" awards. Information: John Leverage, ATAS awards director, 4605 Lankershim Boulevard, North Hollywood, Calif., 91602.

June 1-3—*Television Critics Association* "National Cable Forum," sponsored by consortium of cable networks. Arizona Biltmore hotel, Phoenix. Information: (213) 655-4150.

June 1-3—*Foundation for American Communications* "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. Marriott, Newton, Mass. Information: (213) 851-7372.

June 1-3—*Alabama Broadcasters Association* summer convention. Gulf Shores Resort, Gulf Shores, Ala.

June 2-6—*American Advertising Federation* national convention. Fairmont hotel, Denver.

June 3-6—*National Cable Television Association* an-

nual convention, including National Cable Programming Conference (formerly held prior to Western Cable Show in December). Theme: "Cable: The Consumer's Choice." Las Vegas Convention Center, Las Vegas.

June 3-6—Television workshop sponsored by *JC Penney-University of Missouri*. UM campus, Columbia, Mo. Information: (314) 882-7771.

June 4—*Chicago chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Hyatt Regency, Chicago.

June 4-6—*Television Critics Association* consumer press tour, hosted by *PBS*. Arizona Biltmore, Phoenix.

June 4-7—*Southern Educational Communications Association* spring planning conference. PGA Sheraton hotel, Palm Beach Gardens, Fla.

June 6—17th annual *Radio Advertising Bureau/Association of National Advertisers* workshop, "Trends and Traditions in Radio Advertising." Speakers include J. Jeffrey Campbell, chief executive officer, Burger King, and F.G. "Buck" Rogers, IBM. Waldorf-Astoria, New York.

June 6-9—Eighth annual Public Radio Development Workshops, sponsored by *The Development Exchange*, service for public radio stations. Frontier hotel, Las Vegas. Information: (202) 783-8222.

June 6-10—*Mississippi Broadcasters Association* annual meeting. Royal D'iberville, Biloxi, Miss.

June 7—*Federal Communications Bar Association and Broadcast Pioneers*, in association with other communications organizations, 50th anniversary dinner. Speakers include FCC Chairman Mark Fowler. Washington Hilton, Washington. Information: (202) 862-2219.

June 7-9—*Oregon Association of Broadcasters* summer meeting. Lloyd's Red Lion, Portland, Ore.

June 7-10—*Television Critics Association* consumer press tour, hosted by *CBS-TV*. Arizona Biltmore, Phoenix.

June 7-10—*Missouri Broadcasters Association*

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A professional's guide to the intermedia week (April 16-22)

Network television □ PBS (check local times): *U.S.-Soviet Relations: The First 50 Years*, Monday 10-11 p.m.; *A Voyage Round My Father* (play), Thursday 8-9:30 p.m.; *A Search for Vanished People* (documentary), Sunday 10:30-11 p.m. CBS: *AFI Salute to Lillian Gish*, Tuesday 9-10:30 p.m.; *Pope John Paul II* (dramatic biography), Sunday 8-11 p.m. NBC: NBC News Special Report: *Assault on Big Brother... Regulating the Regulators*, Friday 10-11 p.m.

Syndication □ Operation Prime Time: *Helen Keller... The Miracle Continues*, airing from April 21-June 1984 [cleared in 155 stations], two hours.



Helen Keller on OPT



HBO's Far Pavilions

Cable □ HBO: *The Far Pavilions* part I (three-part mini-series), Sunday 8-10 p.m. [to conclude next week]; *America Undercover: Murder—No Apparent Motive**, Tuesday 10-11 p.m. Cinemax: *Assaulted Nuts** (comedy), Tuesday 10-10:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programming per day, now-September 13; *Rod Serling: Dimensions of the Imagination*, 60 hours of programming, now-May 3.

* indicates premiere episode

MIP-TV '84

April 23

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June 8—Seattle chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Sheraton Center hotel, Seattle.

June 9-11—NBC affiliate promotion executives conference. Caesars Palace, Las Vegas.

June 10-13—Kansas Association of Broadcasters 34th annual convention. Holiday Inn and Holidome; Manhattan, Kan.

■ **June 11-14**—Canadian Cable Television Association 27th annual convention and "Cablexpo." Theme: "Megachoice." Congress Center, Ottawa. Information: Christiane Thompson, CCTA, (613) 232-2631.

June 11-15—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas.

June 12-14—New York University summer institute on "The Information City." NYU campus, New York. Information: (212) 598-3133.

■ **June 13**—Women in Cable, New York chapter, "Basics of Cable TV" course. Topic: financial aspects and future perspectives. Viacom Conference Center, New York. Information: (212) 484-6778.

June 13-14—Illinois Broadcasters Association annual trip to Washington, for visits to Congress, FCC and associations. Mayflower hotel, Washington. Information: (217) 787-6503.

June 13-15—Television Bureau of Advertising national sales advisory committee. Montauk Yacht Club, Montauk, N.Y.

June 14-16—Arizona Broadcasters Association spring convention. Poco Diablo Resort, Sedona, Ariz.

June 14-16—Iowa Broadcasters Association annual convention. Hilton hotel, Sioux City, Iowa.

June 15-17—Texas AP Broadcasters Association convention and awards banquet. Sheraton, Amarillo, Tex.

■ **June 15-17**—Foundation for American Communications "Economics Conference for NBC-TV Affiliates," co-sponsored by NBC News. Arrowwood conference center, New York. Information: (213) 851-7372.

June 16—Atlanta chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Omni Civic Center, Atlanta.

June 17-19—"Adult Radio Forum," presented by Burkhardt/Abrams/Michaels/Douglas and Associates. Fairmont hotel, New Orleans. information: (404) 955-1550.

June 17-19—National Association of Farm Broadcasters summer meeting. Omaha.

June 18-21—Fourth annual Wharton Sales Management School, sponsored by Radio Advertising Bureau. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 599-6666.

■ **June 18-22**—National Association of Broadcasters board meeting. NAB headquarters, Washington.

June 19—New York chapter, Women in Cable, meeting. Viacom Conference Center, New York.

June 19—Television Bureau of Advertising regional sales training conference. Sheraton National Airport, Washington.

June 21-23—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

■ **June 21-24**—North Carolina Association of Broadcasters summer meeting. Hotel Meridian, Montreal.

June 22-24—American Meteorological Society 14th conference on broadcast meteorology. Holiday Inn-Surfside, Clearwater Beach, Fla. Information: Tom Mahoney, WFRV-TV, P.O. Box 1128, Green Bay, Wis., 54301; (414) 437-5411.

■ **June 22-24**—Foundation for American Communications "Economics Conference for Journalists," co-sponsored by Gannett Foundation. New York Hilton, Tarrytown, N.Y. Information: (213) 851-7372.

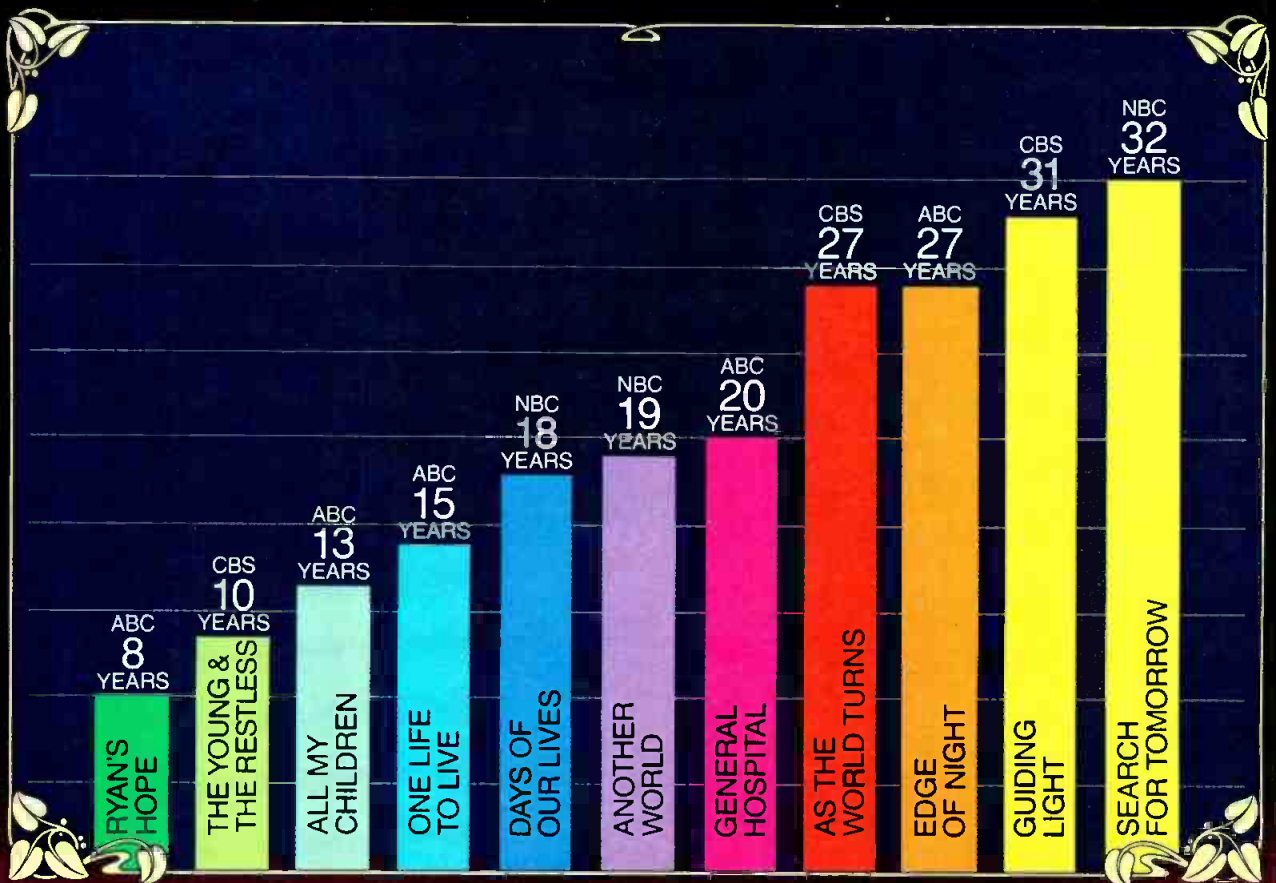
June 23—Washington chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Wax Museum, Washington.

June 23—San Diego chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Intercontinental hotel, San Diego.

■ **June 23-26**—Georgia Association of Broadcasters annual convention. Columbus, Ga.

June 24-27—Virginia Association of Broadcasters an-

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nual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

June 25-28—Seventh annual *Visual Communications Congress*. New York Hilton, New York. Information: VCC headquarters, 2378 South Broadway, Denver, 80210; (800) 525-9710.

June 26—*National Association of Broadcasters'* seminar on television acquisition. Sheraton Center, New York.

June 27-30—*Florida Association of Broadcasters'* 49th annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—*National Press Photographers Association* "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

June 29-30—*Radio-Television News Directors Association* region 10 meeting with Tennessee AP Broadcasters. Nashville. Information: (202) 737-8657.

Monday Memo

A radio rep commentary from Donn Winther, Selcom Radio, New York

The plight of unwired rep networks

In recent years, much has been written and said about radio's unwired networks. Many station operators, national sales representatives and ad agency people are not sure whether unwired networks are a blessing or a curse. Some managers feel they are a way to attract new business or divert business from line networks while others consider them simply a rate-cutting device. Talk to one media buyer and you'll hear praise heaped on "unwireds" for their cost efficiency and ease of buying. Talk to another and you'll get condemnation over the confusion on rates, station lists and post-analysis delivery. In actual practice, unwired networks are all of the above and more, both good and bad.

Like any professional sales representative organization, we must understand our customers' (advertising agencies and advertisers) needs in order to sell as much of our clients' (radio stations) product (time) as we can to contribute to their profitability.

With the advent of commercial television in the 1950's, national spot radio's share of the national advertising dollar tumbled. The development of the unwired, or rep networks, began in 1958 as an attempt to sell the medium to offset television's devastating effect. Because it was initiated by one rep with a fair degree of success, other reps naturally followed suit. With the rebirth of the wired networks (at bargain-basement rates) and the consequent increased competition for the existing radio dollar, the lofty goals of using the rep networks to bring new advertisers to the medium were lost in the ensuing battle for the existing bucks. With them went the ground rules (for most of the rep networks' sales plans) which were:

Reps would offer: (1) one bill; (2) one affidavit of performance; (3) research runs and support; (4) manageable "quality" control of the schedules; (5) announcements carried within stations' local programming, with its greater effectiveness; (6) a network rate for those values. The rep would receive: (1) a schedule on each of its stations, with minimum schedules allowed on those not ideally suited to the advertisers' needs; (2) a schedule of announcements covering all major time periods in recognized time-period brackets (i.e., not "fixed" or within narrow brackets).

With the increasing competition among advertising agencies, development of



Donn Winther has been executive vice president of Selcom Radio, New York, since last November. He joined Selcom in 1977 as manager of its Chicago office and was named vice president, Midwest regional manager in 1981. Winther was formerly an account executive for Blair Radio and RKO Radio Sales, both in Chicago.

buying services threatening a major source of agencies' revenues and escalation of costs creating dangerously reduced profit margins, intelligent agencies took advantage of the competitive rep battle and were successful in breaking the ground rules as the reps fought their own profit-margin problems (brought on, in part, by regionalization of buying and cost of handling rep network business).

Lost in the smoke of battle has been the effort to use rep networks to develop new business for radio stations through the "all-win" combination values of: (1) more profitable handling of radio campaigns for agencies; (2) new business and more efficient scheduling of announcements for radio stations; (3) greater efficiency for the advertiser and greater commercial impact delivered by local programming.

So be it; pressures of the marketplace frequently reshape the best laid plans. It is the "reshaping" of the rep networks that must be questioned by broadcasters and their national representatives.

A key question to be faced is whether the marketplace is dictating the path the rep networks are taking or whether the industry is being led down a dangerous path—danger-

ous to stations and advertising agencies—by the current leader in the rep network field, as it pursues its announced rep network goal of converting all national spot radio dollars into rep network dollars. Is that goal truly one of building the volume of national radio advertising for its radio stations, or is it a dual one of winning the intramural competition for radio's dwindling shares of the business and of developing a buying service that will bypass the agencies and deal directly with the client?

The volume of rep network business appears to be in the 10%-15% share range of rep-placed national business; in short, it is the tail of the dog. And though it's a percentage not to be ignored, other key questions must be faced as to who will benefit if that percentage increases or if our efforts are directed to increase it.

With agencies centering on statistical buying of networks, will the reps continue to be able to get across the individual ability of each of their stations to deliver for an advertiser in its market? Will the agencies' clients' campaigns succeed on those statistics as well as they would on an efficient and station-targeted campaign for their particular marketing needs? Will the statistics of the rep networks lose business in the long-run to the bargain basement statistics of the "wired" networks?

Though national buyers are vital to the success of the rep/station partnership, it is the radio station that is a rep's life blood. It is the rep's job to negotiate the highest unit rate possible for the station. In short, to negotiate not to be negotiated.

While "numbers" play a vital role in national time sales negotiations, I believe they are but one factor in the successful sale of national radio. Numbers should be interpreted and used as a sales tool to fortify a station's image and to secure the highest possible unit rate in any given circumstance. Stations must be sold on their value and position in their respective marketplace. A station's value must always come before price.

Radio reps have been bending over backward to make life more convenient for the agencies for years. This, I might add, is being done at the expense of the station. It is time all reps realize that representing a station is far more than a function of mathematics.

Let's continue—be the dollars nonwired or spot—to tell our individual station stories, negotiate for the best rates and fight our competitive battles. Our purpose was and still is to represent our client stations. □

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Broadcasting Apr 16

Vol. 106 No. 16

TOP OF THE WEEK

Sales soaring in second quarter

Radio and television sales executives and their counterparts at rep firms are singing the praises of a second quarter that promises business increases of between 10% and 20% over the first three months of 1984. ¶The independent television sales reps look for national spot business in the second quarter to climb by double digits, possibly in the upper teens, making for a sizeable improvement over first-quarter sales that rose less than 10% over the comparable period in 1983. ¶Network television sales executives were also optimistic that the trend would continue to third-quarter scatter sales, emphasizing strong demand for inventory in all dayparts. ¶In radio, executives were predicting a strong second-quarter finish, with most reps projecting national spot advertising expenditures will rise from 15% to 20%, while a 10%-15% improvement is seen for networks.

Television: Double Digit Increases

For television, the pace of second-quarter national spot sales is up. Executives at national rep firms are talking about increases of 15% to 20%, 16% to 18%, over the second quarter of 1983. Independents, affiliates and stations in all sizes of markets are reportedly benefitting from the increases, which are five to 10 percentage points better than the increases recorded in the first quarter. Sales reps are also optimistic about national spot sales for the remainder of the year.

Victor Ferrante, senior vice president of television for Katz Television said that "all television is very strong" compared to the first quarter, with the industry as a whole expected to gain about 10% over the year earlier.

Taylor Eldon, vice president of sales for Avery-Knodel Television, said that stations his firm has represented both this year and last year are showing "double-digit pacing."

Petry Television's executive vice president, Bill Fagan, was more specific, saying that sales so far are ahead between 18% and 22%. Fagan said that demand increased for spot, in part, because "both network and barter have been extremely tight." He threw in a cautionary note too, adding: "The first wave has been very good. The question is: Will there be a second wave?"

Joe Eisberg, senior vice president and general manager of Seltel, said that firm did much better than most in the first quarter, showing a 16%-18% dollar gain. He noted that many of the small and middle-size mar-

kets that Seltel represents were hurt in the first quarter of the previous year and the large increases posted this year reflect a recovery in those markets. He added that the sales increase was "continuing, and we're pacing at least that well."

TeleRep Inc.'s vice president and general sales manager, Thomas Belvisio, said that despite "pockets here and there" he saw an increase of 15% to 20%, adding, "I think we're well enough into the quarter to say it's going to be good." He, like TeleRep's Fagan, noted that the quarter started out very strong.

Affiliates have been more than holding their own against independents in recent quarters, a trend that continues into the current one, according to several reps. Fagan noted that when the networks appropriated additional advertising time recently, they gave some of it to affiliates and that extra time now competes with the independents' inventory for buyers' dollars. Belvisio said: "There was a while that I think independents were doing better, but in the fourth quarter of last year, and the first and even part of the second of this year, the affiliates began to pull ahead."

Katz's Ferrante was optimistic for spot sales in the second half of the year, saying, "At this time we have no signs that the third or fourth quarter will not continue the second-quarter trend."

Local sales, according to Ferrante, have continued to outpace increases for the industry in general. He thought their improvement in the first quarter was in the "mid-teens" compared to his estimate of less than 10%

for the total industry, and he thought the increase in local sales would be "at least as strong as national in the second quarter and maybe a bit stronger."

Network sales executives were no less sanguine about scatter results for the third quarter, which is highlighted by both the Olympics and both political parties' conventions. Strong demand for all dayparts was reported, with daytime and evening news singled out.

Jerry Dominus, sales vice president of CBS-TV, said that "Some dayparts are virtually sold out. There are some with inventory, but we are pleased with the demand," which he termed "quite strong."

Jon Nesvig, vice president and general manager, Eastern sales, NBC, reported: "There has been a continuous marketplace. Pricing has held and there has been no surge." He added that the network's sales are "up substantially" cost per thousand.

Jake Keever, vice president in charge of sales at ABC, said that ABC was over 85% sold in the third quarter and that sales were "beginning to move in prime." He noted that whereas prime time inventory in previous years often went first, this year the order has been daytime first, news, early morning and then prime. This reflected, he said, "the way the buyers see the strength of the individual marketplaces. It is the judgment of the agencies and clients that they don't want to get caught without daytime." Keever said that the network's unit costs were increasing by 12% to 13%.

No one is questioning the pull of the sum-

mer Olympics. ABC's Keever said it is "almost sold out" with just \$17 million of time still left. Dominus said that CBS priced itself accordingly opposite the event and is "about as sold out against the Olympics as not against the Olympics." For NBC's Nesvig, "The only glitch on the horizon is the Olympics. Some advertisers have tried to skirt them," he said, noting that if a buyer needed to cut expenditures somewhere, the idea of going up against ABC during those 12 days gave them a "reason not to advertise. We and CBS may have a little softness opposite the Olympics."

While the political campaign and conventions may not bring the same excitement as the Olympics, Dominus noted that "the whole campaign '84 has become more interesting than even we thought it would be," with the race for the Democratic presidential nomination opening up. Keever said he thought the conventions were about sold on the three networks but added that with prime time space drying up, there should be no problem there.

Radio: Rocketing into April, May, June

Faced by more upfront buying and longer flight dates, national spot radio is experiencing a major upswing, making for a healthy second-quarter outlook after a sluggish 1984 start—January and February averaged an increase in spot business of only 3.6%.

After a first quarter projected to be up only 5%-7%, the second quarter has taken off, said Selcom Radio President Barbara Cooks. The last five weeks was a "record breaking time" for business at Selcom, she said, adding that June appears to be "far and above" the best month in the quarter.

"Advance bookings are the best I can remember," said Ken Swetz, president of Katz Radio and the Katz Radio Group—a newly formed division of Katz Communications composed of Christal, Republic Radio (formerly RKO Radio Sales) and Katz Radio. Swetz is extremely bullish on business, projecting that the second quarter could wind up

close to 30% ahead of last year.

The business, reps say, is being placed mostly out of their regional offices, especially in the Sunbelt markets. According to the Radio Expenditure Reports (RER) February Spot Radio Business Indicator Report (SRBI), sales placed out of rep offices in New York were down a collective 2.9%—\$16,626,300 in 1983 to \$16,139,100 this year.

"Except for New York, we've had an exceptionally strong flurry of new business written during March from our outside offices... This gave our stations a needed boost to their April and May billings," said Jack Masla, president, Masla Radio, in his second-quarter outlook memo sent to client stations earlier this month. Some reps, however, now say New York bookings are beginning to pick up momentum.

There's a lot of upfront buying being done regionally, said John Boden, president of Blair Radio and head of the company's radio representation division. But Detroit and Chicago are off, he said. Boden sees national spot business for the second quarter rising between 15% and 20%. "All of our regional offices are doing well," said Torbet Radio President Peter Moore, who projects a 20% industrywide rise in spot billings for the second quarter. "The St. Louis office is up dramatically, handling a lot of black-oriented business out of Memphis," he said.

According to Ellen Hulleberg, executive vice president, marketing and communications, McGavren-Guild Radio, business on a region-to-region basis for January and February, according to the RER SRBI, breaks down as follows: the South, up 19%; the West, up 6%; the Midwest, up 4%, and the East, down 3%.

"Wells, Rich & Greene, the ad agency, has regionalized with offices in Chicago and Los Angeles," said Hulleberg, "which is opening up a lot of new accounts." Hulleberg agrees with Moore that the second quarter will be up "a strong 20%."

"Both second and third quarters are pacing substantially ahead of last year," said

Dave Racher, executive vice president-administration, Eastman Radio. Business is being placed much earlier for the second quarter, he said, with more ad dollars coming from the agricultural, high technology and beer industries as well as from financial institutions. There are more IRA (Individual Retirement Account) buys this April because of their functions as a tax shelter, he said. Racher said the quarter will probably climb 18% to 20%. "There's still a lot of business pending," he noted.

Longer lead times and flight dates are definitely the trend, said Charlie Colombo, president, Christal Co. "A typical flight buy today averages four to five weeks, whereas, in the past, it had been two to three weeks," said Colombo. And not only are there longer schedules, buyers are expanding their station lists, he said.

Christal's business breakdown report from January through April 10, shows most of the company's business coming from the food industry (14.1%) followed by consumer services (11.4%) and airlines (10.7%). "There have been 30 different airlines on the air thus far this year," said Colombo. (Reps note that United Airlines has dropped off in national spot activity for the second quarter, while Delta remains very active.)

As for nonwired network sales (packaging of stations, sometimes several deep in one market, into a single buy for ad agencies with rates individually negotiated with each station), Torbet's Moore said business in the first quarter was generally slower than expected. "The second quarter for nonwired looks relatively even with last year's pace," said Moore, "with more accounts targeting younger demographics."

McGavren-Guild's Hulleberg said non-wired activity started well in January, but dropped off suddenly at the beginning of March. "But it's starting up again," she said.

In network radio, business for the second quarter is coming on strong after a disappointing six months. Network radio executives are at a loss to explain the somewhat flat first quarter—January was down 11% and February up 5.4%, according to the accounting firm of Ernst & Whinney—except to say that a lot of ad money was probably siphoned off by ABC-TV's Olympic coverage in February.

"The radio network marketplace in the second quarter should experience a nice rebound, finishing 10% to 15% ahead," said Lou Severine, vice president and director of sales, ABC Radio Networks. "There's an influx of more new business accounts due to more brand advertising," said Severine.

With regard to ABC Radio's United States Football League coverage, which began on Feb. 27, Severine said sales are "slow." He anticipates that the USFL season will end up being only 50% sold out.

That's not the case, however, with ABC Radio's exclusive coverage of the summer Olympics from Los Angeles in the third quarter (July 27-Aug. 12). "We are all but sold out," said Severine. Among the major sponsors: AT&T, Stroh's, Sears, Roebuck and Paine Webber.

Kevin Cox, vice president of sales, NBC

Wometco station sale gets go-ahead

Clearing the way for another \$1-billion-plus leveraged buyout, the FCC last week approved the sale of the Wometco Enterprises Inc.'s six television stations to a group of investors led by Kohlberg Kravis Roberts & Co. (KKR). At the same time, the commission also approved the \$1.75-million sale of Wometco's sole radio station, WLOS(FM) Asheville, N.C., to Wise Radio Inc. A Wometco stockholder had petitioned to deny the sales, contending, among other things, that pending suits alleging security violations and fraud by Wometco raised questions about the applicant's qualifications. The FCC denied the petition, but said the grants would be subject "to whatever action the commission may consider appropriate as a result of final determinations of the actions pending" in the courts. The proposed sale of Miami-based group owner, MSO and soft drink bottler to the KKR-led investors already has been approved by Wometco stockholders ("In Brief," April 2). KKR is the investment banking firm that bought KTLA(TV) Los Angeles from Gene Autry and The Signal Companies for \$245 million two years ago (BROADCASTING, Nov. 1, 1982). Wise Radio is co-owned by A&P Radio Associates and Basic Media. A&P is owned by a group of 10 Washington-area investors. Basic Media is owned by N. Eric Jorgenson, who also owns co-located WISE(AM). The radio station, part of a grandfathered combination with WLOS-TV Asheville, had to be sold individually since that sort of combination loses its grandfathered status when sold.

Radio Networks, predicts that the second quarter will be up between 12% and 15%. May and June look exceptionally good for the youth-oriented networks, he said. Major advertisers such as the U.S. Army and Anheuser-Busch are buying those networks, said Cox.

Unlike spot advertising, Cox sees shorter schedules for network radio advertisers. "There are shorter lead times for adult-oriented networks, but longer ones for the youth networks," he said.

Cox reported that NBC Radio, for the second quarter, is in an "almost sold out" position for both its traditional network and The Source, NBC's young-adult network. Cox said he expects network radio to be up 10% to 15% for the year. "But we've got to keep the brisk pace going in order to make up for the first quarter," he cautioned. □

More of the same for fall 1984

Advertising agency officials who have seen some pilot scripts say comedy, police drama and serial drama remain on top

Preliminary sampling by advertising agency officials of the scripts of pilots for 1984-85 prime time series on the television networks indicates there will be a continuing emphasis on comedy, law enforcement drama and "soapy" serial dramas.

In prepared reports and in interviews, advertising executives said they believe there will be a continuing emphasis on made-for-TV movies for 1984-85. The procedure of licensing outstanding and even fair-to-middling theatrical films to pay television for their first television runs militates against their network ratings and bolsters the position of made-for-TV product, agencies explained.

Rick Busciglio, senior vice president, McCann-Erickson, said "comedy is still king," and commented that "48% of the pilots will carry a laugh track." He added that action-adventure will dominate the drama group, followed by serial dramas.

"Look for plenty of private eyes, tough cops, sheriffs, CIA-type agents, high-tech gadgets and ultra-glamorous women to march across your screen next season," Busciglio said. "Several series proposals integrate MTV-type music videos into the action."

ABC is expected to announce its crop of new shows about April 30, followed by CBS about May 1 and NBC May 10. Dancer Fitzgerald Sample said the three networks ordered fewer pilots for 1984-85 than last year (86 versus 90 in 1983-84 and 100 in 1980-81). CBS proceeded with only 23 pilots, as against 34 for NBC and 29 for ABC. According to DFS's report, ABC's major need is to fill Thursday night, while CBS's urgency is to supply satisfactory programming for 8 o'clock and NBC's is to bolster its Friday and Saturday schedules.

Pilot program trends noted by DFS include a greater interest in serialized drama;

print and broadcast media as the setting for various series; role reversal, with males operating in traditional female areas, and police shows that team up unlikely partners. Dancer anticipates that made-for-TV movies, which now make up about three-fourths of the network movie hours, seem headed for "explosive growth" next season. The report, prepared by Phil Burrell, vice president, programing, DFS, observes that comedy pilots outnumber drama at ABC and CBS, while drama exceeds comedy at NBC. The agency attributes this latter condition to the success of NBC's currently scheduled drama programs.

Looking to the future, Dancer expressed satisfaction that last fall's premieres produced more successes than in previous years. The report cited *Hotel*, *AfterMash*, *Webster*, *Scarecrow and Mrs. King* and *Hardcastle and McCormick*, plus "second season" presentations, including *TV's Bloopers*, *Riptide* and *Mike Hammer*.

Foote Cone & Belding's evaluation of the new prime time season pointed to the large number of enforcement shows in both the comedy and drama sectors, but said this program type is marked by a reduction in personal violence and an emphasis on an "interesting character/exciting interaction approach to law enforcement." FCB stressed that made-for-television movies and epic motion pictures are expected to play an important role in the ratings race, but said that theatrical movies seem to have lost their drawing power.

FCB concluded that comedy this season will be more adult at all three networks, fo-

cus on the struggles and accomplishments of a more mature group of characters. The report said that character development and gang comedy will be used to try to improve the quality of humor on television.

The agency cited a trend toward in-house production by the networks. FCB said ABC has *Long Time Gone* and *100 Centre Street* in production at ABC Circle Films, while NBC has in development *Hot Pursuit*, *Punky Brewster* and *I Gave at the Office*. CBS does not have any in-house series in production at this time, according to FCB, although it may make use of its contracted producers in turning out telefilms.

"The creative control and cost advantage of this method of production is obvious," the FCB report said, "but outside producers are battling to keep in-house production projects from becoming a trend."

Jack Otter, senior vice president and director of network programing, SSC&B Inc., described the networks' thrust toward comedy drama as one that emphasizes believability and de-emphasizes "silliness." He added that in drama there will be an upsurge in futuristic programing that will be acceptable to viewers because of its seriousness and maturity. Otter envisions a trend toward spotlighting females in strong roles.

"I think there will be a continuing emphasis on made-for-TV movies," Otter said, "as theatrical movies go first to pay TV. By the way, CBS for a number of years has been bankrolling 50 to 60 made-for-TV movies a year, which must make them bigger in a number of projects than the motion picture studios." □

NAB's exhibitor explosion



The convention's equipment show has doubled in five years and gives no signs of stopping; this year 700 firms will display their products on over 300,000 square feet of floor space in Las Vegas Convention Center

Five years ago, the National Association of Broadcasters annual convention in Dallas featured the largest exhibition of television and radio equipment in its history. Three hundred thirty companies covered 145,000

square feet of the city's convention center with exhibits small and large, plain and fancy.

But that was nothing. Broadcasters and other video and audio users that show up for this year's NAB convention in Las Vegas in two weeks will have three-and-a-half-days (April 29-May 2) to explore an exhibition twice the size of the 1979 show. According to the show's organizers, some 700 companies will set up shop inside (more than 300,000 square feet) or outside the Las Ve-

gas Convention Center.

"The growth has been explosive," said Michael Riley, NAB's director of associate membership, who has seen exhibitors come and go over the last few years. Last year, some 600 exhibitors spread across the same hall.

This year's show has been officially sold out for the past two months, Riley said, although organizers keep trying to find ways of squeezing some of the companies on the waiting list on to the floor. Inevitably, he said, companies "no one ever heard of" show up at the convention and want to exhibit. "You can spend a lot of time hassling with them."

The steady and rapid growth of the NAB exhibition over the past several years is primarily attributable to the proliferation of companies offering video and audio production equipment. The NAB show has become the place for such companies to reach not only broadcasters, but cable networks, corporations, nonprofit institutions and other producers of programming as well.

Many of the newer exhibitors are "related to the computer industry in one way or another," said Riley. They offer computer-based systems designed to do everything from tracking advertising inventory to creating video graphics, he said. "What you don't see is a lot of new transmitters or camera companies coming in."

The digital effects and computer automation equipment of Digital Services Corp. has been shown at prior NAB shows, but always in the booths of other manufacturers as elements of their products. According to Ann Merideth, sale coordinator for the Gainesville, Fla.-based company, Digital has taken its own booth at this year's show to establish its own identity and introduce a low-cost effects generator, The Illusion, and a few other products. "We are growing and we are ready to put on a full-fledged marketing effort," she said.

The newcomers to the NAB are not all new companies. According to Tom Keller, NAB's senior vice president, science and technology, who has been attending the shows since 1954, some of the newcomers are long-established companies trying to reach a new market. Alden Electronics Inc. has been selling weather information systems to serious weathercasters for many years through shows sponsored by the American Meteorological Society, said Alden salesman Armand Bouchard. But this year, he said, it is introducing a system that would accept data from a new network of weather radars being installed by the National Weather Service and generate colorful weather displays for broadcast. As a result, Alden is exhibiting for the first time at NAB. "We now want to get to the program directors and general managers, and the NAB is the best place to do that."

Keller attributed much of the growth in NAB exhibitors to the influx of small "specialty" companies. One such company would be Control Concepts Corp., which will be selling the Islatron. According to Oral Evans, vice president, marketing, the Islatron "filters" transient noise out of a stu-

dio's power supply. Such filtering of "power conditioning" equipment has been used for years, he said, to protect computers and other sophisticated electronic devices and increase their reliability and reduce maintenance costs. Now that solid-state circuitry—everything from transistors to microprocessors—has become an integral part of radio and television equipment, he said, it is time for Control Concepts to address the broadcast market and exhibit at the NAB.

Another factor in the show's growth is its international dimension, Riley said. "The NAB is an important place to come in terms of worldwide exposure." Some 2,000 to 3,000 people from foreign countries are expected to roam the exhibit floor this year, he said. And the annual foreign contingent is likely to get larger, he said. The Department of Commerce officially recognizes the conference as an "international exposition" and promotes the show overseas through U.S. embassies.

The expansion of NAB is also a part of a trend in industrial marketing, Riley said. "Trade shows are growing tremendously and part of that is because the cost of selling per customer at the shows is less than any other method of direct selling."

What makes the growth of the convention particularly remarkable is the exhibitor churn. Each year, many companies that exhibit one year fail to return the next. Some companies, particularly the small start-up firms, don't come back because they've have gone broke, said Riley, but others don't

return simply because they didn't find the NAB to be a cost-effective way of marketing their products. Indeed, he said, some companies "may feel business is so good that they don't think they need to go to the expense to display their products."

Although the bulk of the people who will visit the NAB show this year will be broadcasters, a large percentage—Riley says 30%—will be nonbroadcasters. The production houses come to check out the latest, high-ticket hardware and are generally quicker than broadcasters to buy it. The cable networks have to come because the annual convention of the National Cable Television Association has never attracted much of the latest production equipment. And corporations, schools, hospitals and other institutions that produce programs for closed-circuit or broadcast television come because they are recognizing the importance of having high-quality equipment. Riley cited the U.S. Chamber of Commerce's studio in Washington. "Short of having a tower and an FCC license," he said, "it's a television station."

Size has its drawbacks, however. The show has gotten so large, said Riley, that the convention for the foreseeable future is restricted to two cities—Dallas and Las Vegas. It's not necessarily the size of the other cities' convention centers that prevents the NAB from going elsewhere, he said. Often it's simply the lack of enough "first-rate" hotel rooms, he said. "Dallas is just able to handle us." □

ACT blasts NAB's children's programming survey

Group says association booklet is deceiving; NAB rebuts charge

The National Association of Broadcasters was called on the carpet last week by Action for Children's Television. The target of ACT's attack was an NAB "Guide to Innovative Children's Programs for Television," released by the association in March (BROADCASTING, March 12). ACT said the booklet "murders the truth, deceives the public and cheats children."

ACT's charges were leveled during a Washington press conference called by its president, Peggy Charren. She accused the association of "premeditated deception" and said an ACT survey of today's children's programming differed from NAB's guide.

Charren claimed the booklet misrepresented what stations are airing. She charged NAB with issuing "false data and hindering Congress's efforts to advance the public interest."

Charren's charges were based on the results of a telephone survey conducted by ACT during the week of March 26 among the TV stations listing programs contained in the guide. According to ACT's findings, 24.8% of the programs listed as currently airing were not.

NAB's data was based on information



Charren

supplied from questionnaires mailed to TV members in the spring of 1983.

The NAB booklet lists regularly scheduled and locally produced programs, locally produced special programs and syndicated programs in a series. A children's TV PSA sharing bank and a list of telethons benefiting children and community outreach projects are also carried in the guide.

Charren ridiculed the section on telethons. She cited one example, "Heat for Life," a telethon held by KCTV(TV) Kansas City, Kan., that raised money last winter for the needy to be used to help meet rising heating costs. She called the telethons

"laughable" and accused NAB of "twisting the facts."

The NAB defended its guide. "We stand by our statements," said NAB President Eddie Fritts. He maintained the booklet was published to stimulate new ideas within the broadcasting community for children's programming. "It's an idea bank, not a scientific study," Fritts said. He called the press conference a "superficial move" on ACT's part.

"We never considered this a research paper," said Dick Hollands, NAB senior vice president for television. It was Hollands's department that oversaw the project, although the project was begun before he joined the association. Hollands admitted the guide's preface was perhaps a "misstatement." The preface said: "The programs identified in this section are examples of locally produced, regularly-scheduled programs currently airing at some NAB member stations."

The information was "accurate at the time," he said. However, he added, "that is not the point." The guide was sent to members to generate ideas, Hollands said.

Furthermore, "everybody knows TV programs are routinely replaced," said Crawford Rice, NAB television board member and chairman of its Children's TV Committee. Rice, executive vice president of Gaylord Broadcasting, Dallas, maintained the booklet provided "perfectly valid examples of what stations are doing and what they have done." Rice wrote the foreword in the 35-page booklet.

"We're not trying to fool anybody. You're likely to find that 20 more children's programs have gone on the air," he said.

Moreover, Rice said he found the ACT survey faulty. According to ACT's findings, *Pulse Presents: The Puppet Pals*, produced by KHTV(TV) Houston, a Gaylord station, was never aired. "The program manager and promotion director 'never heard of it,'" according to ACT's survey. Rice said ACT's statement is false. He has program logs that can document the program ran. And he says the station's program manager and promotion director never talked with anyone from ACT.

Hollands checked on an ACT finding that three specials said to have aired were never shown. ACT said its information was supplied by the stations. But Hollands got a different answer when he called the three stations last week. The programs "did indeed air," he said.

Rice agreed with Hollands that maybe the words "currently airing" should not have been used. But, he added, it is was not designed as a "complex encyclopedia," merely as a resource tool. He felt that ACT's charges were "making a mountain out of a molehill," and that it was merely "nit picking."

Charren defended her survey and noted that ACT was only going on what the stations told them. "If they aired," she said, "they obviously aired a long time ago. Or else the people who identified themselves as program managers were masquerading," she added. According to ACT, *Rainbow Kids, Unlimited*, WXFL(TV) Tampa, Fla., and *To Be A Man*, WABC-TV New York were never aired. "I've been program director here for 8

to 9 years, and I've never heard of it," was the response ACT got from WXFL. The "programming department never heard of this show," was the response from WABC-TV.

The guide was released in the same week that a bill that would require commercial broadcasters to air an hour a day, five days a week of children's programming, was being promoted on Capitol Hill by ACT and other organizations (BROADCASTING, March 12). The measure, offered by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), is staunchly opposed by the NAB and has become embroiled in the debate over drafting of broadcasting deregulation legislation in the subcommittee. Copies of NAB's booklet were sent to the members of the Energy and Commerce

Committee, the subcommittee's parent.

Congress was alerted again to the issue last week when Charren sent details of the ACT survey to Commerce Committee members.

The ACT survey on the guide showed:

- 5.9% of the programs were short segments, not full-length programs.
- 3% are not scheduled regularly.
- Out of "40 'locally produced special programs,' ACT found 35% of the specials last aired more than a year ago; and 7.5% were never aired."

ACT also said one program listed as "regularly scheduled and locally produced" that was "actually an adult program." The program was called, *The Saturday Magazine* on WDVM-TV Washington. □

Looking back to WLBT(TV)

Rev. Parker honored by TRAC 20 years after his first petition to deny; he voices concern over current FCC philosophy of deregulation

Twenty years after he first waved what some in the broadcasting business regarded as the bloody shirt of rebellion—a petition to deny the license renewal of a station charged with discrimination against blacks in the heavily black area of Jackson, Miss.—the Rev. Everett C. Parker last week urged his supporters on to new efforts to rally the public against what he seems to regard as twin evils in the current era of deregulation—the broadcasting industry and the FCC. For the consequence of permitting the deregulatory policy to run its course, he says, will be not an expansion of freedom but its contraction, in terms of the loss of access to the media on which, he says, "our basic rights" depend.

Parker, who at 71, has a new career as an editor of *Channels* magazine, resigned last year after serving for some 30 years as head of the Office of Communication of the United Church of Christ. In those years, he was generally regarded as the founder of the citizen movement in broadcasting. The petition to deny the license renewal of WLBT(TV) Jackson led, in 1966, to the landmark ruling by the U.S. Court of Appeals in Washington that citizen groups have standing to file such pleadings and, eventually, to a decision by the appeals court commanding a reluctant FCC to strip the station of its license (the license "must be vacated forthwith"). That opinion was the last written by Judge Warren E. Burger before his elevation to Chief Justice of the United States in 1969.

Those heady days were recalled on Wednesday, April 11, at a dinner commemorating the 20th anniversary of the filing of the WLBT petition—an occasion the Telecommunications Research and Action Center marked by presenting Parker with the first Everett C. Parker Public Interest Telecommunications Award. The purpose of the award (to be presented annually), said Sam Simon, executive director of TRAC, is to "create an incentive for others to do as he has done."

Veterans of the citizen movement in broadcasting who have moved on to other



Remembering and rewarding. Dr. Everett Parker (at top) addresses gathering on 20th anniversary of the filing of the petition to deny license renewal of WLBT(TV) Jackson, Miss. Below, Parker holds plaque presented to him as recipient of first Everett C. Parker Public Interest Telecommunications Award. With him on podium are (l-r): Representative Patricia Schroeder (D-Colo.), who served as master of ceremonies for the occasion; Samuel Simon, executive director of Telecommunications Research and Action Center, which sponsored the event and made the award to Parker; Parker, and Dr. Charles Shelby Rooks of the United Church of Christ.

things were among the 300 who attended the dinner. There was Albert H. Kramer, founder of the Citizens Communications Center, the first public interest law firm devoted to broadcasting matters and who is

now practicing communications law in Washington. There were others whose names appeared on scores if not hundreds of FCC petitions to deny filed on behalf of citizen groups—Frank Lloyd, now practicing law in Washington, and Charles Firestone, who as a member of the law faculty of the University of California at Los Angeles still manages to take on public interest-type cases. Ann Aldrich, now a U.S. judge in Cleveland but who 20 years ago, when an FCC lawyer, was, as she says, “pied piper” into the citizen movement by Parker. Henry Geller, former FCC general counsel and former head of the National Telecommunications and Information Administration who, if Parker is the founder of the citizen movement, is often referred to as its guru, was another of those in attendance.

But the praise heaped on Parker at the dinner came from representatives of a variety of disciplines. Representative Patricia Schroeder (D-Colo.), who served as master of ceremonies, said that “for over 30 years, Everett Parker has been banging on the door of the FCC to insure that the public’s voice was heard in broadcast issues and that justice was done.” FCC Commissioner Henry Rivera called Parker “a shining beacon of hope to everyone affected by communications.” Wallace Dunlap, senior vice president of Westinghouse Broadcast & Cable Inc., who appeared on behalf of the company’s chairman and chief executive officer, Daniel L. Ritchie, said that Parker “has been in these years of challenge and change a spokesman, a lobbyist, a coordinator, a leader. More than any of these, he has been a man of conviction and courage.”

Parker, in his speech, suggested that it was not he who was the radical but rather those who preach “deregulation and its corollary dogma, ‘Let the marketplace decide.’” They “are truly radical concepts,” he said. “Together, they are the most revolutionary elements in what we are calling the communications revolution. They pose a diabolical threat to our individual and societal liberties.”

His thesis was that the regulations being erased were designed to protect the rights of the public. And he said that the commission, “its industry clients and their political supporters are counting heavily on public ignorance and apathy to leave them a free hand to deregulate television and leave other technologies virtually unregulated.

He said elimination of the seven-seven-seven rule limiting concentration of ownership of broadcasting properties, as has been proposed, would “bar minorities forever from any significant share” in broadcast ownership. The public should be alerted, he said, before there is “a wild scramble by a few of the richest broadcasters to gobble up most of the existing stations and to gain domination over the bulk of viewers and listeners.” And he warned that the lifting of “generally accepted program restraints can bring about First Amendment problems that will have negative effects on all of us. The marketplace will follow the poorest taste,” he said. “Whoever takes the low road sets the pace. Rupert Murdoch knows that and profits from it.”

Parker’s principal concern appeared to be that the commission’s policies will lead to a denial of the right of public access to the media—a concern that was underlined for him earlier on Wednesday when the commission initiated an inquiry into the fairness doctrine—its pros and cons—a proceeding many observers assumed would lead to an attempt to restrict the doctrine’s scope, if not repeal it outright (see page 48). “We can preserve our basic rights of freedom of religion, of speech, of opinion and of political choice; our right to privacy; our commitment to universal education, only if we have the widest possible access to both the electronic and print means of communication and to

the growing body of computer-stored information. Yet the trend is all the other way.”

Parker did not simply wring his hands. He said that between now and the elections in November, there is “ample time” for the membership of unions, churches, educational, civic and cultural organizations “to get firm pledges that the next Congress will address communications issues from the standpoint of the whole citizenry, not just that of trade associations.” Unless the drive for deregulation and the denial of the public’s right of access to the media is stopped, he said, “the communications revolution will take place in our country with the American people as its victims, rather than its masters.” □

Intelsat members to bar competition

Signatories, meeting in Washington for organization’s 20th anniversary, agree not to allow proposed new services access to their countries

For its ceremonial function, the 14th Intelsat meeting of signatories, held in Washington last week, officially inaugurated the global system’s 20th anniversary celebration. The period of April 9, 1984, through April 6, 1985, was declared the Intelsat Twentieth Anniversary Year. The anniversary was even noted by President Reagan, who sent a message declaring that the organization’s “record of real accomplishment places it in the forefront among international organization.” So much for ceremony.

For substance, the representatives of the 73 signatories attending the meeting adopted unanimously, and on behalf of all 108 member signatories, a resolution designed to deny proposed U.S. international telecommunications systems the “correspondents” they would need abroad in order to operate—the telecommunications companies through which they would communicate abroad. In commenting on the action, Jose Alegrett, deputy director general for business planning and external relations, said, “We have closed the loop” against the proposed systems.

He was referring to the adoption of a similar resolution by the organization’s Assembly of Parties—representatives of the member governments at a meeting in Washington last October. It calls on all parties to “insure that their commitments to the Intelsat system . . . continue to be fulfilled” and to “reaffirm the importance that all parties refrain from actions that would imperil the viability of the single global satellite system.” Thus, the governments and, in the case of the signatories, the authorities, usually government owned, that provide a country’s link with Intelsat for external communications, appear to be on record as pledged not to cooperate in the establishment of separate international satellite systems.

But the signatories’ resolution is stronger and more specific than the Parties’—far stronger and more specific than a resolution on the same subject the signatories adopted at a meeting in Bangkok, Thailand, last year,

when only one troubling application was on file with the FCC. Last week’s statement notes that proponents of separate international satellite systems require correspondents in order to operate, then urges all signatories “to refrain from entering into any arrangements which may lead to the establishment and subsequent use” of such systems “to carry traffic to or from their respective countries.” It also refers to the parties’ resolution and expresses the members’ “full support to the director general in his efforts to insure that the viability of the Intelsat single global system is not imperiled and that the Intelsat system provides the widest range of efficient and economical services.”

The resolution adopted last week was inspired by concern over the proposals of four U.S. applicants—Orion Satellite Corp., International Satellite Inc., RCA Americom and Cygnus Satellite Corp.—for authority to establish separate international satellite systems. Asked if he thought the command of the resolution the signatories adopted would be obeyed, John Hampton, the representative of the Australian signatory, Overseas Telecommunications Commission, said he had no doubt. “It’s hard to imagine signatories, which in most countries are owned by the government, entering into an agreement the government did not want kept.”

Both Hampton and the representative of the signatory of the Dominican Republic, Manuel Berges, in separate interviews, expressed the kind of concern and anger over the U.S.’s apparent determination to approve the establishment of separate international systems. “I have absolutely no doubt about the harm that would be done [to the Intelsat system],” Berges said. “There is no doubt in my mind, or the mind of my organization or my government. No doubt.” He noted that Intelsat’s 108 members have committed the expenditure of \$200 billion to expand capacity through the late 1990’s. “If one or more of the countries change their mind about the agreement, that will cost the others in the organization,” he said. Hampton noted that Intelsat already has substantial unused capacity—about 50%, according to an economic analysis prepared for the organization (BROADCASTING, April 9). Berges, of the Compania Dominicana De Telefonos, C



Intelsat's 20th anniversary meeting of signatories in the auditorium of Washington's Pan American Health Organization.



At left: John Hampton, Overseas Telecommunications Commission of Australia. At right: Geof C. Hall, British Telecommunications International; J.R. Alper, Comsat World Systems Division; P. N'Goma, Posts & Telecommunications Corp., Zambia.



Robert Seguin, Teleglobe Canada, chairman of the Intelsat board of governors; F. Zimmerman, Radio-Austria AG, deputy chairman of the meeting of signatories; Alassane Dialy Ndiaye, TeleSenegal, chairman of the meeting of signatories; Richard Colino, director general of Intelsat.

Por A, said the Dominican Republic has benefitted from Intelsat service. "Costs are low," he said. "But the competition of an independent system will harm us." He foresaw a loss of Intelsat business leading the global system to raise its tariffs to earn the same degree of return. "We think the U.S. as a party to Intelsat is putting all signatories in bad shape."

However, the question remains as to what the ultimate effect of the resolutions might be. Hampton said there could be no "guarantee." And one State Department official expressed little concern over the prospect of a U.S. system being unable to find an overseas partner with which to do business. "That is not a legally binding resolution," he said. "The proof of the pudding is in whether there will be a foreign entity that makes a deal with Orion or one of the other proposed systems."

Thomas McKnight, president of Orion, seized on the resolution as proof of his frequently stated conviction that Intelsat "does not intend to coordinate with Orion," a reference to the requirement in the Intelsat agreement that proposed systems that would compete with Intelsat must coordinate with it on technical and economic grounds. McKnight has maintained that since Orion does not intend to offer common carrier service, economic coordination would not be required—a position the government does not accept. On Thursday, after learning of the signatories' resolution, he said, "Intelsat has just announced it rejects the notion of coordinating economically with Orion."

The signatories' adoption of the resolution constituted a setback for the U.S., and the issue for Comsat, the U.S. signatory, was awkward. Under the guidance given it by the State Department, Comsat was to make it known that the U.S. would look with disfavor on the adoption of a resolution on the independent satellite system issue, that it regarded the matter as a domestic one on which it would not be appropriate for Intelsat to comment. The position was not a new one, and was no more persuasive than on other occasions. And after it did as it was advised, Comsat voted with all of the other signatories for the resolution. Alegrett offered a response heard in the debate preceding the vote: "The fact that the U.S. is stimulating competition for Intelsat makes it an international issue."

The guidance given Comsat provided further grounds for conflict between the State and Commerce Departments over the manner in which U.S. policy in international telecommunications policy is conducted, and by whom. Commerce had objected to the expression of concern about a resolution aimed at U.S. policy on independent satellite systems, particularly to the tough language that appeared in early drafts of the instruction. David Markey, assistant secretary of commerce for communication and information, said, "I don't know why State felt [such a resolution] is offensive." He said that the expression of Intelsat's views on the issue would be helpful.

But the principal disagreement was over State's insistence on having Comsat declare the U.S.'s annoyance with Intelsat's officials

for distributing to the members of the Board of Governors, at the board's meeting last month, a State Department cable to U.S. embassies in Intelsat member countries (BROADCASTING, March 26). The text of the cable, which was not classified and which had been sent to Intelsat by person or persons unknown, according to Intelsat officials, had figured in U.S. consideration of foreign policy issues raised by the four applications for separate international satellite systems. State, according to an official there, felt it important to make it clear the U.S. considered distribution of "an internal U.S. document" as "inappropriate." Commerce would not have mentioned the cable incident to the meeting of signatories.

Meanwhile, two new players have entered the game, both on the side of the applicants seeking to provide additional international telecommunications satellite service. Representative Timothy Wirth (D-Colo.), chairman of the House Subcommittee on Telecommunications, and Representative James T. Broyhill (R-N.C.), ranking minority member of the parent Commerce Committee, wrote to President Reagan last week, urging him to endorse the recommendations of executive branch agencies that the applications be approved subject to conditions barring them from engaging in public telephone service, on which Intelsat depends for 85% of its revenue. They express the view that "the benefits of such systems far outweigh the possible risks."

To Intelsat members, apparently, such talk is disturbing. As the Dominican Republic's Berges said, "The competitive systems won't benefit our countries." The Bergeses of the world can take what comfort they can from the Reagan message to the meeting of signatories, although the message speaks of "competition": "The United States is pledged to maintaining the vitality of Intelsat in this era of new electronics communications services, diversifying demand, and increasing competition. We support continued universal availability of those basic and essential satellite communications services Intelsat provides in response to world needs." □

Western World set to buy into Lionheart

Lionheart Television International, a major distributor of BBC programming, is reportedly on the verge of having 50% of its stock acquired by Western World Television, a publicly traded Los Angeles-based syndicator that also distributes a wide range of foreign-produced programs.

Lionheart's parent, Chicago-based Public Media Inc., reportedly has an agreement in principal to make Western World Television a 50% partner in Lionheart. The agreement is said to call for Western World to operate Lionheart and distribute its programming. Lionheart, which has been headed since its founding three years ago by Wynn Nathan,

is the exclusive distributor of about 200 hours of BBC programming in the U.S., and also has rights to distribute BBC programming that has appeared on the Arts & Entertainment Channel after that programming has had its pay run.

Julio Gonzales-Reyes, chairman of Western World, wouldn't confirm that his company was acquiring a half interest in Lionheart. He said, however, that Western World has been approached by Lionheart's parent and that discussions were proceeding in London with BBC officials. Western World



Nathan

already has an agreement with the BBC as its Latin American representative.

Presumably, an agreement for PMI to sell a major interest in Lionheart would not occur without the BBC's blessing. According to Lionheart's Nathan, PMI has a seven-year contract with the BBC to distribute the latter's programming in the U.S. That contract is now entering its fourth year, Nathan said.

According to sources, Nathan resigned after he was unsuccessful in arranging a leveraged buyout of Lionheart with the distributor's present management team. Nathan confirmed that he tried to make a leveraged buyout proposal, but was unsuccessful. He said his resignation is effective May 1.

Lionheart's other senior management—Frank X. Miller, executive vice president; Robert Greenstein, vice president of marketing, and Nelsa Gidney, vice president of programming—were also offered positions in the new company. It could not be determined at press time, however, if any had accepted. Sources denied reports that Lionheart's management and staff had been dismissed.

Terms of the deal were not being discussed. But Nathan said that Lionheart has had \$17 million in sales since its founding and has made over a \$1.5-million profit for PMI in the past two-and-a-half years.

Some sources confirmed that Nathan's bid for the company was probably too low. Sources also said that PMI was not interested in selling the whole company, but wanted to maintain a meaningful interest.

Nathan added that he expected any new ownership structure to keep Lionheart's staff of 12 in place. He said the staff is principally engaged in processing orders and keeping the books and records. □

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Regional ownership restrictions jettisoned

FCC also initiates proceeding to reassess fairness doctrine, okays plans to give AM daytimers more post-sunset power, and decides to scrap low-power FM

The regional concentration rule, which prohibits the ownership of three broadcast stations when two are located within 100 miles of the third and the primary service contours of any overlap, has been added to the deregulatory scrap heap. At an open meeting last week, the FCC majority voted to get rid of it, contending the rule may have been doing more bad than good.

In other actions, the FCC launched a notice of inquiry aimed at exploring the pros and cons of the fairness doctrine—and what Section 315 of the Communications Act, which includes the equal opportunities law and is generally thought to make the fairness doctrine a matter of law as well, actually requires the FCC to do. The commission also approved a plan that will permit many AM daytimers to operate with higher power during post-sunset authorizations. And it refused to launch a rulemaking aimed at authorizing a low-power FM service.

■ In rationalizing its decision to delete the regional concentration rule, the FCC noted that the number of media outlets has increased, diluting the influence a single broadcaster can exert over public opinion. The same increase would lessen the opportunity for a regional group owner to exert the market power necessary to get an anticompetitive lock on advertising.

On the other hand, the rules, the FCC said, could prevent broadcasters from taking advantage of economies of scale or operating efficiencies from regional group ownership. And the savings resulting from those efficiencies could be plowed back into the acquisition or production of better programming, thereby improving the public's lot, the FCC said.

The commission's action did not receive unanimous endorsement. Commissioner Henry Rivera dissented, contending, among other things, that the FCC had not grounded rationales for getting rid of the rule—or the purported benefits stemming from the rule's elimination—on fact.

A chief argument for scrapping the rule was that the FCC's local ownership regulations—the duopoly and one-to-a-market rules—would promote diversity anyway. And Chairman Mark Fowler said he had “no plans” to review the need for either of those.

Fowler said the public would be better served without the regional concentration rule. The public, he said, might benefit from the “increased efficiencies” the commission's action would permit broadcasters to enjoy. The commission's action might even result in the creation of “regional networks,” he said.

Eddie Fritts, president of the National Association of Broadcasters—which originally had petitioned the FCC to eliminate the rule—said the commission's action “will pave the way for greater opportunities for

group ownership in limited geographic areas, giving the public a better broadcast service.”

■ In its notice of inquiry on the fairness doctrine, the commission said the doctrine may now be unnecessary for promoting the objectives it was designed to foster. It also said it had not been able to find “clear evidence” of a congressional intent to prohibit the FCC from modifying its fairness doctrine policies.

Among the questions the notice asks is whether it is appropriate to continue imposing general fairness doctrine obligations on broadcasters when other media are not saddled with the same constraints. It asked whether the doctrine encourages or discourages debate on public issues. It further asked whether the doctrine is required under Section 315 or the general public interest standard of the Communications Act.

Rivera concurred in putting out the inquiry, stating that he had “strong, strong reservations” about taking on an issue he thought lay properly within Congress's domain.

Commissioner James Quello said he had been a long-time advocate of full constitutional rights for broadcasters. But he said the item should be as neutral as possible. “I don't know if it's our job to look for loopholes in congressional directives,” Quello said.

Commissioner Mimi Dawson said she didn't agree with all of the “theories” presented in the notice but thought the proceeding would be a “useful exercise.” Commissioner Dennis Patrick thought it “incumbent” to ask the questions.

Fowler said he had an “open mind” on the perhaps-central question posed—whether the FCC has the legal authority to eliminate the fairness doctrine without congressional authorization. He added that the commission intended to hold a day or two of en banc hearings on the issues raised in the notice.

At a press conference after the meeting, Bruce Fein, FCC general counsel, said he believed the commission legally could eliminate all rules and policies implementing Section 315—except those governing the offering of equal opportunities to candidates during political campaigns, and those obliging broadcasters to present conflicting viewpoints during political campaigns.

■ In responding to a petition for reconsideration by the Daytime Broadcasters Association, the FCC adopted a plan that will permit many AM daytimers to increase power during post-sunset authorizations. But the association requested more than the commission was willing to give.

■ Under the new plan, the about 1,200 AM daytimers operating on Class III channels will get the most relief. According to the decision, all of the Class III daytimers—except those that otherwise would cause interference to a foreign station—will be able to increase their post-sunset power to a minimum of 100 watts, and use that until 6 p.m. local time.

Under a newly adopted method for calculating the post-sunset power for the Class

III's—the FCC rejected its previous “worst-case” method for calculating those—the commission said many more Class III daytimers would be able to broadcast at 500 watts post-sunset or the same power they use during the day.

The FCC said it could not permit the same sort of across-the-board relief for Class II daytimers (those operating on clear channels) without causing “devastating” interference to the groundwave and skywave services of the clears. Nonetheless, the FCC said it could provide some relief for some by reworking its power calculations for them as well.

At the meeting, Fowler said daytimers did need the help but that he would be “unhappy” if they continued to press for more power. “I would hope that the daytimers now would recognize that we've gone as far as we reasonably can,” Fowler said.

■ In still other action, the FCC refused to launch a rulemaking looking toward the creation of a low-power FM service or an expansion of the ways FM translators can be used.

The Moody Bible Institute of Chicago had requested that FM translators be permitted to, among other things, originate programming and rebroadcast satellite and microwave signals.

After the meeting, James McKinney, Mass Media Bureau chief, said the commission would “welcome back” that petition, or a similar one, in three years or so—after the FCC has moved along with Docket 80-90, which could lead to the creation of more than 1,000 new full-power FM's.

One problem with authorizing a low-power FM (LPFM) service before the new 80-90 FM's come on line, McKinney noted, was that the LPFM's would be secondary services that would have to go off the air when full-power 80-90 FM's went on the air. So if an LPFM service were created first, the commission would face the “turmoil” of ordering the LPFM's off the air, he said. “Our bottom line is that it's not a bad idea . . . but let's do it in a timely fashion, not today,” McKinney said.

In a press release, the FCC added that the “strong policy considerations” driving the creation of the low-power television service are not in evidence in radio “since virtually the entire country receives some aural service.”

In the same release, the FCC also announced that it was terminating Docket 19918, which it said it had been proposing the placement of additional restrictions on primary FM station licensee participation in establishing translators and in the use of noncommercial translators.

Said NAB's Fritts: “The FCC's decision to implement its existing system of allocations before entering a new area is encouraging. NAB expects that the FCC will vigorously enforce its existing FM translator rules and that violations of its existing rules, such as unauthorized advertising practices and extensive local origination of programming, will not be tolerated.” □

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Union □ Westinghouse □ Wometco □ Zenith

Fifth Estate firms fare well in 1983

BROADCASTING's annual ranking finds most companies posting revenue and earnings improvement over 1982; GE heads revenue list, RCA takes top position on BROADCASTING's Electronic Communications Index

Lower interest rates, higher consumer spending and a disinflationary economy helped make 1983 a solid year for many of BROADCASTING's Top 100 Companies in Electronic Communications. As the economy recovered, so did the performance of many of the companies listed in the chart on pages 58-61. Only seven of the top 100 companies reported a loss in 1983, one less than in 1982.

The companies that make up the Top 100 are an eclectic group. The list includes publicly traded companies that engage in all areas of electronic communications, including radio and television broadcasting, cable television systems, subscription television, satellite master antenna television, program production, post-production video and audio services, multipoint distribution and film licensing, advertising services and rating services. The list also includes companies on the new frontier of electronic communications: paging system and cellular radio operators, multipoint distribution service, direct broadcast satellites, teletext and videotex, low-power television, and manufacturers of equipment for all of the above.

The companies, confined to those publicly traded, are ranked by total revenue. BROADCASTING editors have also assigned each company an Electronic Communications Index (ECI) rank and percentage (the percentage of revenues contributed by their electronic communications interests).

By and large, BROADCASTING's Top 100 remained basically unchanged from last year. Among the companies that showed dramatic swings in position, however, were Gulf Broadcasting (28 to 95) and Oak Industries (46 to 61). Gulf Broadcasting was formerly part of Gulf United, a Florida-based insurance concern, before it was spun-off to shareholders last year. Oak Industries changed rank principally because of losses

stemming from cable converter manufacturing and STV operations.

The list includes four new additions this year. Tribune Co. (23), the Chicago-based newspaper publisher, broadcaster and MSO was added because the formerly private company went public last year (7.7 million shares were sold on the first day of the offering, making it the largest public offering since the Ford Motor Co. went public 25 years ago). Also new to the list are Gulf Broadcasting (see above), Centel (30) and Comsat (58).

Mergers, acquisitions and leveraged buyouts took a few of the previous year's Top 100 companies off the list. Most notably, Outlet Broadcasting (89 in 1982) was acquired by the privately held Rockefeller Center Inc., making full year financial information unavailable. Liberty (65 in 1982), a Eugene, Ore.-based MSO and station group owner, was dropped after it merged with Tele-Communications Inc. (65 this year), the Denver-based MSO. Getty Oil (2)—70% owner of ESPN—is on the list, although since February it has been a part of the Texaco oil empire. But Texaco has indicated it does not want to be in the entertainment business and has put the unit up for sale (BROADCASTING, April 9). Another company to disappear from the Top 100 is Wrather Corp. (90 in 1982), which qualified to be included because of a stake it held, until 1982, in Teleprompter (now Group W Cable). Wrather still owns the rights to *Lassie*, but its revenue from the show is negligible compared to its principal interest in hotels.

Another reason some companies did not make this year's list is that their ECI's were too small to justify inclusion. In addition to Wrather Corp., Pioneer falls into this category. Although the company manufactures cable converters, it derives substantially all its revenues from consumer electronics.

Figures are based on calendar-year reports. When the fiscal year did not coincide with the calendar year, as happened in a few cases, figures most closely approximating the calendar year were used wherever possible. Revenue figures are based on continuing

operations and are after extraordinary or nonrecurring items. Figures for Canadian-based companies are reported in American dollars at an average exchange rate for the year.

Calculating the ECI is never an easy task. The index covers a wide spectrum—all revenues derived from Fifth Estate activities. Those include radio, TV and cable billings in the case of advertising agencies, a company's subsidiary that lays cable plant or one that distributes programming as well as firms that derive their principal revenues from the sale of air time or transmission equipment.

Wherever possible, the ECI was calculated by information provided in the company's annual report or other official sources. In cases where the company did not break out its line of business in electronic communications, an estimate was made with the help of a company official or other knowledgeable sources.

Excluding Gulf + Western, which fell to position 13, last year's top 10 revenue producers held their ground, with Sony moving up from 11 to 10.

Number one General Electric maintained that standing despite the divestiture of all but one of its broadcast properties. Getty Oil remained number two, while its ECI dropped from 49 to 55. The remaining occupants of the top 10 are Eastman Kodak, American Express (which owns 50% of Warner-Amex Cable Communications), Westinghouse, RCA, 3M, Coca-Cola and Signal.

Fifth Estate companies have historically fared better than most companies in a recession—in 1982, 80 of the Top 100 firms posted revenue increases above the 3.9 December to December consumer price index. In 1983, with recession relegated to only certain pockets in the economy (steel, shipping), 83 of the Top 100 companies showed an increase above the 3.5 consumer price index—a considerably improved showing over 1981, when only 65 of the Top 100 posted real revenue growth.

Companies that reported earnings losses in 1983 were Warner Communications; Western Union; Oak Industries; Rogers;

The Top 100

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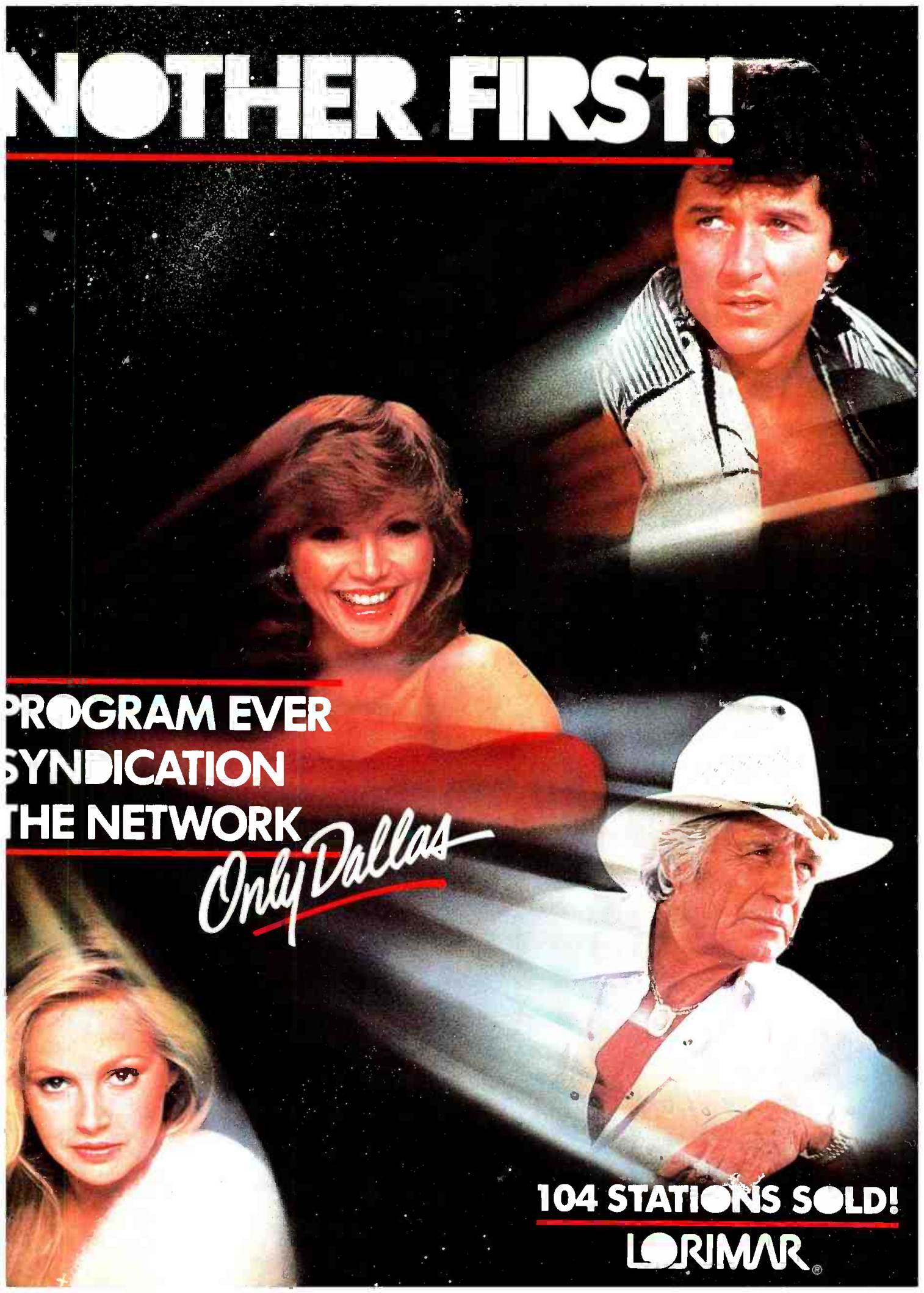
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| | Company | Revenues (000) | | % % change |
|-----|---------------------------|----------------|---------------|---------------|
| | | 1983 | 1982 | |
| 1. | General Electric | \$ 26,797,000 | \$ 26,500,000 | 1.1% |
| 2. | Getty Oil | 12,017,028 | 12,395,647 | (3.1%) |
| 3. | Eastman Kodak | 10,170,000 | 10,815,000 | (6.0%) |
| 4. | American Express | 9,769,600 | 8,092,600 | 20.7% |
| 5. | Westinghouse | 9,532,600 | 9,745,400 | (2.2%) |
| 6. | RCA Corp. | 8,777,300 | 8,016,000 | 9.5% |
| 7. | 3M | 7,039,000 | 6,601,000 | 6.6% |
| 8. | Coca-Cola | 6,829,000 | 6,021,000 | 13.4% |
| 9. | Signal | 6,151,000 | 3,731,000 | 64.9% |
| 10. | Sony Corp. | 4,747,953 | 4,531,245 | 4.8% |
| 11. | Control Data | 4,583,000 | 4,340,000 | 5.6% |
| 12. | CBS | 4,540,200 | 4,120,000 | 10.2% |
| 13. | Motorola Corp. | 4,328,000 | 3,785,847 | 14.3% |
| 14. | Gulf + Western | 4,243,018 | 5,358,223 | (20.8%) |
| 15. | North American Philips | 3,799,825 | 3,168,052 | 19.9% |
| 16. | Warner | 3,425,272 | 4,090,651 | (16.3%) |
| 17. | ABC | 2,948,849 | 2,664,528 | 10.7% |
| 18. | Time Inc. | 2,717,035 | 2,370,931 | 14.6% |
| 19. | Gen Corp. Inc. | 2,565,000 | 2,386,000 | 7.5% |
| 20. | Times Mirror Co. | 2,491,176 | 2,200,399 | 13.2% |
| 21. | Harris Corp. | 1,809,000 | 1,582,410 | 14.3% |
| 22. | Gannett | 1,703,646 | 1,519,514 | 12.1% |
| 23. | Tribune Co. | 1,586,526 | 1,431,358 | 10.8% |
| 24. | MCA Inc. | 1,584,539 | 1,586,022 | (0.1%) |
| 25. | Dun & Bradstreet Corp. | 1,509,588 | 1,360,929 | 10.9% |
| 26. | Knight-Ridder | 1,473,369 | 1,327,987 | 10.9% |
| 27. | Zenith | 1,361,300 | 1,239,200 | 9.9% |
| 28. | Disney | 1,339,374 | 1,088,612 | 23.0% |
| 29. | McGraw-Hill | 1,295,175 | 1,193,587 | 8.5% |
| 30. | Centel | 1,272,128 | 1,156,180 | 10.0% |
| 31. | Tektronix | 1,208,759 | 1,200,609 | 0.7% |
| 32. | New York Times Co. | 1,091,302 | 933,692 | 16.9% |
| 33. | Western Union | 1,045,000 | 1,025,000 | 2.0% |
| 34. | Jefferson-Pilot | 1,030,035 | 1,024,336 | 0.6% |
| 35. | General Instrument | 974,317 | 957,059 | 1.8% |
| 36. | Fairchild Industries | 891,592 | 1,093,261 | (18.4%) |
| 37. | Washington Post | 877,714 | 800,824 | 9.6% |
| 38. | Dow Jones & Co. | 866,437 | 730,673 | 18.6% |
| 39. | Capital Cities | 762,295 | 663,580 | 14.9% |
| 40. | Varian | 760,250 | 691,199 | 10.0% |
| 41. | MGM/UA Entertainment Co. | 711,130 | 801,934 | (11.3%) |
| 42. | American Family | 703,518 | 584,623 | 20.3% |
| 43. | A.C. Nielsen Co. | 689,821 | 654,237 | 5.4% |
| 44. | Insilco Corp. | 674,224 | 636,034 | 6.0% |
| 45. | M/A Com Inc. | 631,590 | 610,887 | 3.4% |
| 46. | Cox Communications Inc. | 614,623 | 514,746 | 19.4% |
| 47. | Interpublic Group of Cos. | 603,044 | 565,435 | 6.7% |
| 48. | Arvin Industries | 600,605 | 513,905 | 16.9% |
| 49. | Anixter Bros. | 547,798 | 535,604 | 2.3% |
| 50. | Metromedia | 532,800 | 407,100 | 30.9% |

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

| Earnings (000) | | % change | Profit margin % | Earnings per share | P/E ratio | ECI % | ECI rank |
|----------------|--------------|----------|-----------------|--------------------|-----------|-------|----------|
| 1983 | 1982 | | | | | | |
| \$ 2,024,000 | \$ 1,817,000 | 11.4% | 7.6% | \$ 4.45 | 12 | 3% | 10 |
| 494,314 | 691,590 | (28.5%) | 4.1% | 6.24 | 0 | 1% | 55 |
| 565,000 | 1,162,000 | (51.4%) | 5.6% | 3.41 | 19 | 2% | 30 |
| 514,700 | 581,100 | (11.4%) | 5.3% | 2.53 | 12 | 2% | 41 |
| 449,000 | 449,300 | (0.1%) | 4.7% | 5.08 | 9 | 33% | 2 |
| 240,800 | 222,600 | 8.2% | 2.7% | 2.10 | 16 | 40% | 1 |
| 667,000 | 631,000 | 5.7% | 9.5% | 5.67 | 13 | 19% | 7 |
| 558,000 | 503,000 | 10.9% | 8.2% | 4.10 | 13 | 4% | 27 |
| 103,000 | 113,000 | (8.8%) | 1.7% | 0.90 | 32 | 3% | 43 |
| 127,312 | 123,896 | 2.8% | 2.7% | 0.55 | 30 | 5% | 31 |
| 162,000 | 155,000 | 4.5% | 3.5% | 4.20 | 9 | 2% | 70 |
| 187,200 | 148,400 | 26.1% | 4.1% | 6.31 | 11 | 53% | 4 |
| 244,000 | 169,492 | 43.9% | 5.6% | 6.26 | 18 | 40% | 5 |
| 183,889 | 180,195 | 2.1% | 4.3% | (2.42) | (13) | 7% | 25 |
| 95,712 | 73,564 | 30.1% | 2.5% | 7.75 | 4 | 45% | 6 |
| (417,803) | 257,811 | (262.1%) | (12.2%) | (6.44) | (4) | 17% | 11 |
| 159,834 | 160,027 | (0.1%) | 5.4% | 5.45 | 11 | 89% | 3 |
| 143,225 | 122,877 | 16.6% | 5.3% | 2.25 | 19 | 40% | 8 |
| 67,427 | 19,436 | 246.9% | 2.6% | 2.91 | 11 | 7% | 44 |
| 199,600 | 139,874 | 42.7% | 8.0% | 2.90 | 13 | 11% | 26 |
| 63,800 | 61,741 | 3.3% | 3.5% | 1.62 | 18 | 20% | 19 |
| 191,665 | 180,507 | 6.2% | 11.3% | 2.40 | 16 | 11% | 42 |
| 69,267 | 23,922 | 189.6% | 4.4% | 0.68 | 39 | 14% | 33 |
| 147,160 | 176,198 | (16.5%) | 9.3% | 3.06 | 14 | 20% | 21 |
| 167,422 | 142,122 | 17.8% | 11.1% | 2.97 | 19 | 7% | 60 |
| 119,435 | 102,931 | 16.0% | 8.1% | 1.80 | 13 | 7% | 63 |
| 46,300 | (24,300) | (290.5%) | 3.4% | 2.26 | 12 | 79% | 9 |
| 110,556 | 98,898 | 11.8% | 8.3% | 2.44 | 27 | 4% | 85 |
| 126,478 | 110,018 | 15.0% | 9.8% | 2.52 | 15 | 5% | 81 |
| 113,259 | 108,196 | 4.7% | 8.9% | 4.12 | 8 | 3% | 89 |
| 48,311 | 71,056 | (32.0%) | 4.0% | 2.53 | 24 | 18% | 35 |
| 78,668 | 54,257 | 45.0% | 7.2% | 2.02 | 13 | 5% | 86 |
| (59,000) | 82,312 | (171.7%) | (5.6%) | (2.78) | (9) | 10% | 61 |
| 98,763 | 86,201 | 14.6% | 9.6% | 4.62 | 9 | 11% | 59 |
| 184,966 | 173,173 | 6.8% | 19.0% | 1.68 | 14 | 43% | 16 |
| 28,405 | 35,280 | (19.5%) | 3.2% | 1.51 | 12 | 8% | 80 |
| 68,394 | 52,413 | 30.5% | 7.8% | 4.82 | 14 | 14% | 52 |
| 114,224 | 88,103 | 29.6% | 13.2% | 1.79 | 21 | 9% | 76 |
| 114,704 | 96,317 | 19.1% | 15.0% | 8.53 | 16 | 30% | 32 |
| 44,881 | 26,500 | 69.4% | 5.9% | 2.14 | 19 | 20% | 49 |
| 42,364 | 28,138 | 50.6% | 6.0% | 0.84 | 19 | 35% | 29 |
| 32,071 | 24,718 | 29.7% | 4.6% | 1.74 | 9 | 4% | 90 |
| 51,229 | 45,506 | 12.6% | 7.4% | 2.28 | 13 | 14% | 68 |
| 34,317 | 14,823 | 131.5% | 5.1% | 2.00 | 7 | 45% | 23 |
| 27,829 | 37,335 | (25.5%) | 4.4% | 0.68 | 65 | 35% | 34 |
| 77,950 | 65,421 | 19.2% | 12.7% | 2.75 | 10 | 93% | 12 |
| 25,380 | 21,075 | 20.4% | 4.2% | 2.43 | 16 | 70% | 15 |
| 18,338 | 10,866 | 68.8% | 3.1% | 2.37 | 10 | 4% | 94 |
| 12,212 | 13,275 | (8.0%) | 2.2% | 0.73 | 62 | 40% | 36 |
| 32,800 | 36,100 | (9.1%) | 6.2% | 1.11 | 16 | 89% | 13 |

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

| | Company | Revenues (000) | | % change |
|------|------------------------------|----------------|------------|----------|
| | | 1983 | 1982 | |
| 51. | Wometco Enterprises Inc. | \$ 519,656 | \$ 493,408 | 5.3% |
| 52. | MacLean Hunter | 513,624 | 423,859 | 21.2% |
| 53. | Media General | 507,784 | 429,409 | 18.3% |
| 54. | JWT Group | 460,230 | 420,408 | 9.5% |
| 55. | Storer Communications | 458,871 | 379,302 | 21.0% |
| 56. | Harte-Hanks | 443,630 | 394,357 | 12.5% |
| 57. | Taft Broadcasting Co. | 443,581 | 376,037 | 18.0% |
| 58. | Comsat | 440,418 | 409,507 | 7.5% |
| 59. | Meredith | 436,216 | 452,896 | (3.7%) |
| 60. | Rollins Inc. | 427,900 | 488,940 | (12.5%) |
| 61. | Oak Industries | 426,418 | 545,720 | (21.9%) |
| 62. | John Blair & Co. | 414,317 | 322,387 | 28.5% |
| 63. | Rogers Cablesystems Inc. | 363,639 | 236,335 | 53.9% |
| 64. | Ogilvy & Mather | 358,395 | 327,411 | 9.5% |
| 65. | Tele-Communications | 347,267 | 265,591 | 30.8% |
| 66. | Scientific-Atlanta | 326,567 | 337,223 | (3.2%) |
| 67. | Viacom International Inc. | 315,577 | 281,418 | 12.1% |
| 68. | Affiliated Publications | 293,806 | 259,444 | 13.2% |
| 69. | Multimedia Inc. | 269,720 | 225,463 | 19.6% |
| 70. | BBDO | 263,999 | 212,739 | 24.1% |
| 71. | A.H.Belo | 242,556 | 203,436 | 19.2% |
| 72. | Turner Broadcasting | 224,532 | 165,641 | 35.6% |
| 73. | Reeves Corp. | 219,984 | 228,617 | (3.8%) |
| 74. | Foote, Cone & Belding | 206,605 | 179,991 | 14.8% |
| 75. | Doyle Dane Bernbach | 202,243 | 188,647 | 7.2% |
| 76. | Lorimar | 198,600 | 169,504 | 17.2% |
| 77. | Josephson International Inc. | 183,372 | 108,534 | 69.0% |
| 78. | Burnup & Sims | 181,098 | 237,012 | (23.6%) |
| 79. | Lee Enterprises | 175,155 | 163,874 | 6.9% |
| 80. | Grey Advertising Inc. | 161,992 | 142,150 | 14.0% |
| 81. | Orion Pictures Corp. | 158,558 | 116,812 | 35.7% |
| 82. | Selkirk Communications Ltd. | 149,324 | 137,819 | 8.3% |
| 83. | Conrac | 141,136 | 116,261 | 21.4% |
| 84. | United Cable Television | 115,302 | 91,838 | 25.5% |
| 85. | Graphic Scanning Corp. | 114,455 | 89,424 | 28.0% |
| 86. | LIN Broadcasting Corp. | 107,333 | 88,420 | 21.4% |
| 87. | Heritage Communications | 105,972 | 94,825 | 11.8% |
| 88. | Chris-Craft | 105,631 | 76,531 | 38.0% |
| 89. | Scripps-Howard Broadcasting | 100,631 | 95,645 | 5.2% |
| 90. | Post Corp. | 95,329 | 84,055 | 13.4% |
| 91. | Adams-Russell | 91,900 | 71,900 | 27.8% |
| 92. | Stauffer | 88,165 | 70,183 | 25.6% |
| 93. | Comcast | 84,437 | 62,838 | 34.4% |
| 94. | Texscan | 84,025 | 49,615 | 69.4% |
| 95. | Gulf Broadcasting | 74,600 | 1,197,561 | (93.8%) |
| 96. | Cetec Corp. | 72,812 | 57,296 | 27.1% |
| 97. | Telepictures | 71,135 | 46,421 | 53.2% |
| 98. | United Television Inc. | 56,136 | 43,160 | 30.1% |
| 99. | Gray Communications Inc. | 38,951 | 39,371 | (1.1%) |
| 100. | Cable TV Industries | 29,349 | 32,258 | (9.0%) |

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

| <i>Earnings (000)</i> | | <i>% change</i> | <i>Profit margin %</i> | <i>Earnings per share</i> | <i>P/E ratio</i> | <i>ECI %</i> | <i>ECI rank</i> |
|-----------------------|-------------|-----------------|------------------------|---------------------------|------------------|--------------|-----------------|
| <i>1983</i> | <i>1982</i> | | | | | | |
| \$ 30,880 | \$ 26,040 | 18.6% | 5.9% | \$ 1.76 | 31 | 33% | 47 |
| 27,470 | 16,879 | 62.7% | 5.3% | 0.79 | 42 | 26% | 50 |
| 35,907 | 32,512 | 10.4% | 7.1% | 5.07 | 6 | 24% | 53 |
| 17,600 | 10,940 | 60.9% | 3.8% | 3.03 | 10 | 55% | 28 |
| 37,600 | 38,200 | (1.6%) | 8.2% | (2.42) | (24) | 100% | 14 |
| 33,331 | 27,297 | 22.1% | 7.5% | 1.53 | 15 | 22% | 65 |
| 37,190 | 36,436 | 2.1% | 8.4% | 3.83 | 15 | 68% | 24 |
| 50,051 | 43,308 | 15.6% | 11.4% | 2.77 | 8 | 91% | 17 |
| 38,551 | 28,080 | 37.3% | 8.8% | 4.10 | 11 | 20% | 71 |
| 41,840 | 35,353 | 18.3% | 9.8% | 0.16 | 124 | 18% | 77 |
| (166,113) | 4,103 | (4,148.6%) | (39.0%) | (10.17) | (0) | 42% | 45 |
| 18,306 | 17,061 | 7.3% | 4.4% | 2.32 | 13 | 24% | 66 |
| (17,186) | (11,542) | 48.9% | (4.7%) | (0.92) | (8) | 100% | 18 |
| 17,800 | 14,840 | 19.9% | 5.0% | 3.97 | 11 | 60% | 37 |
| 20,532 | 10,402 | 97.4% | 5.9% | 0.46 | 36 | 100% | 20 |
| 370 | 14,152 | (97.4%) | 0.1% | 0.02 | 519 | 60% | 40 |
| 28,129 | 25,963 | 8.3% | 8.9% | 2.14 | 13 | 100% | 22 |
| 22,228 | 15,765 | 41.0% | 7.6% | 2.80 | 14 | 5% | 98 |
| 35,174 | 28,974 | 21.4% | 13.0% | 2.15 | 17 | 66% | 46 |
| 18,055 | 14,982 | 20.5% | 6.8% | 3.08 | 11 | 59% | 48 |
| 31,225 | 23,113 | 35.1% | 12.9% | 3.25 | 11 | 33% | 73 |
| 7,012 | (3,350) | (309.3%) | 3.1% | 0.34 | 74 | 91% | 38 |
| 3,871 | 24,475 | (84.2%) | 1.8% | 0.31 | 22 | 42% | 69 |
| 13,070 | 10,912 | 19.8% | 6.3% | 4.41 | 10 | 56% | 56 |
| 7,369 | 7,862 | (6.3%) | 3.6% | 1.22 | 15 | 51% | 62 |
| 8,756 | 7,319 | 19.6% | 4.4% | 1.75 | 13 | 100% | 39 |
| 6,231 | 5,875 | 6.1% | 3.4% | 1.24 | 9 | 7% | 99 |
| (4,372) | 9,255 | (147.2%) | (2.4%) | (0.49) | (13) | 34% | 83 |
| 23,292 | 20,790 | 12.0% | 13.3% | 1.68 | 14 | 27% | 88 |
| 8,026 | 6,809 | 17.9% | 5.0% | 12.93 | 9 | 75% | 54 |
| 7,618 | (27,166) | (128.0%) | 4.8% | 0.65 | 15 | 50% | 75 |
| 7,780 | 3,749 | 107.5% | 5.2% | 0.96 | 15 | 90% | 51 |
| 6,985 | 6,191 | 12.8% | 4.9% | 1.18 | 14 | 6% | 100 |
| (30419) | 15,093 | (301.5%) | (26.4%) | (2.78) | (9) | 100% | 57 |
| (19371) | (661) | (2,830.6%) | (16.9%) | (1.14) | (4) | 100% | 58 |
| 23,528 | 20,121 | 16.9% | 21.9% | 1.06 | 18 | 90% | 67 |
| 5,353 | 6,149 | (12.9%) | 5.1% | 0.52 | 30 | 50% | 87 |
| 6,371 | 10,863 | (41.4%) | 6.0% | 0.97 | 28 | 70% | 78 |
| 17,558 | 19,470 | (9.8%) | 17.4% | 1.70 | 15 | 100% | 64 |
| 6,570 | 3,774 | 74.1% | 6.9% | 3.60 | 17 | 26% | 93 |
| 6,600 | 5,800 | 13.8% | 7.2% | 1.09 | 15 | 26% | 95 |
| 4,775 | 3,880 | 23.1% | 5.4% | 4.78 | 11 | 20% | 97 |
| 9,025 | 6,526 | 38.3% | 10.7% | 1.16 | 16 | 95% | 72 |
| 6,677 | 5,112 | 30.6% | 7.9% | 0.98 | 14 | 95% | 74 |
| 6,261 | 92,437 | (93%) | 8.39% | .15 | 53 | 96% | 79 |
| 1,415 | 889 | 59.2% | 1.9% | 0.61 | 13 | 29% | 96 |
| 6,057 | 4,428 | 37% | 8.51% | .93 | 15 | 100% | 82 |
| 7,294 | 9,604 | (24%) | 12.99% | .63 | 20 | 100% | 84 |
| 2,282 | 2,059 | 11% | 5.85% | 4.59 | 13 | 66% | 92 |
| 578 | 1,680 | (66%) | 1.97% | .20 | 18 | 95% | 91 |

Meml



KEVIN O'BRIEN
V.P., General Manager

WTTG-TV
Washington,
D.C.

MORT COHEN
V.P., General Manager

WTVJ
Miami

ers of the Growing **DYNASTY** Family



DON HESS
Program Director

WATL-TV
Atlanta

Cleared For Fall '85!



The name of the game is game shows

TV's latest programming trend is an old faithful with some new twists; many are proving successful in new time slots

This year's NATPE International program was described, by more than one industry observer, as the year of game shows (BROADCASTING, Feb. 20). Indeed, there is merit to the claim: At least a dozen proposals for new game shows were on display at San Francisco's Moscone Center and in the suites of the Fairmont hotel. As it stands now, about half of those shows have been announced by their distributors to be firm go's for next season. Sifting through the fallout reveals that many of these new shows will not only be competing against one another, but also against entrenched game shows and, in some cases, will air in dayparts where game shows traditionally have not been scheduled.

When asked why game shows are such a hot item in 1984, programmers invariably point to this season's syndicated success of King World's *Wheel of Fortune*. Introduced to 59 markets in the fall of 1983, it was the second-ranked syndicated program in the November 1983 Nielsen ratings sweeps and even knocked *M*A*S*H*—carried in 172 markets—into third place. The top ranked syndicated program at the time was also a game show, Viacom's *Family Feud*, which Nielsen recorded in 135 markets.

And the ratings success of *Wheel of Fortune* is gaining momentum (BROADCASTING, March 26). According to researchers at Petry Television, the New York-based station representative, *Wheel of Fortune* improved its performance in the February sweeps over the November sweeps in 53 of the current 89 markets in which it plays. It slipped in only three markets, said Petry.

Furthermore, Petry reported, *Wheel of*



Wheel of Fortune

Fortune and *Family Feud* traded places as the second and first ranked programs, respectively, in the recent February sweeps. Petry said that *Wheel* is now ranked number one in all households, with an overall average 14.3 rating and 25 share—an increase of two rating and share points over the November 1983 sweeps. *Family Feud* fell two share points to second place with an average 11.8/20, according to Petry.

And in 23 markets where *Wheel of Fortune* and *Family Feud* competed head-to-head in the prime access period, Petry reported that *Wheel* won 16 of those markets (plus one tie) and averaged a 27 share in access compared to a 19 share for *Wheel*.

The new syndicated game shows that distributors say will definitely be on the air next fall are Telepictures' *All New Let's Make A Deal* (with former *Deal* host Monty Hall); Sandy Frank's *New \$100,000 Name That*



Family Feud

Tune; King World's *Jeopardy* and Group W's *Every Second Counts*. Paramount's *Anything for Money*, which Paramount executives decline to describe as a game show, calling it an "audience participation/comedy show," although it has strong game show elements, is also a definite go with 70% of the country cleared. And Genesis Entertainment's *Guilty or Innocent* has also been sold in 33 markets, according to Genesis Entertainment President Gary Ganaway.

On top of the crop of new syndicated game shows, returning shows—besides *Wheel of Fortune* and *Family Feud*—are Telepictures' *Love Connection* and Colbert Television's *Tic Tac Dough* and *Joker's Wild*. Adding together the old and the new, 11 game shows are expected to be on the air next fall. That's the same number as last year, but only two—*Family Feud* and *Love Connection*—were in more than 100 markets,



Name That Tune



Guilty or Innocent

FLASHBACK. A-ONE-OF-A-KIND ROCK 'N' ROLL TIME MACHINE.

Flashback. Not just another "oldies" show. It recreates the '60's and '70's with music, news clips, TV shows and commercial and comedy bits. All brought to life in a modular 3-hour program. Two hours of programming devoted to a theme such as "love" or "one-hit-wonders." One hour that looks at "this week in rock history." Three hours of truly visual radio designed to boost weekend shares. Call (212) 664-4193 today. Flashback. It dares to go where none have gone before.

THE SOURCE

NBC Radio's Young Adult Network

Flashback is hosted by John DeBella.
Produced by Dan Formento/Radio Today.

and three shows were in six or fewer markets. And although none of the new game shows have broken the 100-market barrier yet, distributors are betting most of them will be carried by a healthier number of stations.

Several game shows that went to NATPE did not come back. Golden West's *Deception* was pulled, as was Orion's *High Rollers*, along with 20th Century-Fox's *A Case in Point*—all casualties to some degree, their respective distributors concede, to the large number of game shows at NATPE. Firestone's *Card Sharks* and Centerpoint's *Flash Frame* are still being sold, their distributors report, although programmers are skeptical those game shows will reach major levels.

What's behind the profusion of game shows this year? According to Dick Colbert, president of Colbert Television Sales, a number of factors came together at the same time to create their popularity. He cited the growing number of independent television stations, the drying up of half-hour network product, and a willingness to schedule game shows in such un-game-show periods as early fringe. Colbert also said broadcasters are finding game shows work not only in daytime periods, but also in early morning against *Donahue*, and in early fringe as a news lead-in. He acknowledged an often mentioned point that game shows attract an older demographic, but argued that game shows are also more affordable than many off-network reruns.

Next season's *Anything for Money* from Paramount is a hybrid. "Stations are buying it because they feel it's a light comedy," said Steve Goldman, vice president at Paramount Television Group. Paramount's intention in *Anything for Money* is to marry two successful formats—comedy and game shows. According to Paramount research cited by Goldman, 65% of adult game show audiences are over 50 years of age, while only 28% of a comedy's audience is in that demographic. Yet game shows have the best track record in syndicated programming over the past five years, according to the research. Paramount thinks of *Anything for Money* as a "real life situation comedy"—unwitting people-on-the-street will be coaxed by increasingly higher financial reward to do outrageous things. Paramount believes the "real life situation comedy" element will attract younger audiences than is normally the case with pure-bred game shows.

King World's *Jeopardy* could give *Anything for Money* a run for its money. According to Rick Levy, president of the King World subsidiary, Camelot Entertainment, which is charged with selling the national barter spots in the program, *Jeopardy*, has been sold in 73 markets covering 69% of the country. About 50% of the stations plan to run *Jeopardy* in daytime periods, Levy reported, with the other half divided between access and early fringe periods. Levy added that *Wheel of Fortune* is now on 125 stations representing more than 88% coverage and "almost all in access" periods—less than 10% of the coverage was by stations scheduling it in early fringe. All of the stations signed up for *Jeopardy* are network affiliates, Levy said, while only two of *Wheel's* stations are independent.

One explanation for this year's steady

supply of game shows is economics. "The reason is very apparent and simple," said William F. Baker, president of Group W Television, "Game shows are a very low risk for production companies, and they are programs that can be cleared by a very small number of stations and still be economically viable." Baker admits that "we are not immune to that" (Group W's production company is distributing *Every Second Counts*), but pointed out his company has developed a "totally new breakthrough concept." According to Baker, a newly created game show has a better chance of succeeding than a "rehash of a show that has been canceled once before. The syndication industry has been hammered pretty hard of late, and in some sense this game show thing is retrenchment of the industry," reflected Baker. He paused, then added: "The industry hasn't taken big risks because the stations haven't taken big risks." □

UK goes for pay

TEN and Premiere are two cable firms to offer pay service; British companies are joined by HBO, Showtime, Paramount, MGM and Universal as partners

Major U.S. film studios and the two largest pay cable services, HBO and Showtime, have aligned with a handful of British companies to form two pay services that will serve the United Kingdom—TEN: The Entertainment Network, which launched on March 29, and Premiere, now gearing up for a June 1 launch.

Cable penetration in the UK is still quite small—only 1.4 million of about 20 million households are wired, and most of those are on older four-channel systems. Most agree that the battle for market share of pay cable subscribers will begin in earnest once the country's new 36-channel systems are constructed.

Parliament has authorized 11 such systems already, and has called for the establishment of a cable authority which will award more franchises (some by the end of this year, British cable executives believe). A new cable plant passing close to another one million homes should be completed by the end of 1984, and it's estimated that five million homes will be passed by 1989.

TEN is owned equally by seven companies—four British firms and three U.S. film studios—which have formed a company called United International Pictures to distribute their product to international markets.

The three U.S. studios are Paramount, MGM and Universal. The British investors include the country's two biggest MSO's: Rediffusion and Visionhire; Plessey, a manufacturer of electronic and telecommunications equipment, and Rank, a major distributor of theatrical films in the UK.

The Rediffusion and Visionhire system now carrying TEN give the pay service access to about 250,000 homes. The marketing efforts by the systems have just begun and there are no subscriber figures yet.

According to Nicholas Mellersh, TEN's

London-based chief executive officer, the pay service will offer "essentially feature movies" with a smattering of classic and made-for-television films. In addition to the product supplied by the U.S. studios, syndicators such as Viacom will be providing some product, as will programmers from Australia and Canada.

Subscribers will pay between \$10 and \$12 per month, and operators, depending on performance discounts, will receive about 50% of those fees. Over the next year, TEN hopes to sign about two-thirds of its basic subscribers.

In addition to TEN, the Rediffusion systems are carrying three basic services, including Screen Sports, in which both ESPN and ABC Video Enterprises have a minority interest; Rupert Murdoch's Sky Channel, a general interest service composed mostly of older syndicated television product, and Music Box, similar to MTV and programed by Thorn/BMI and others.

The license deals with the U.S. studios for both TEN and Premiere are nonexclusive, so that the studio partners aligned with each service can deal with the other, Mellersh said. He added that TEN is offering between 30 and 40 films a month and is adding about 10 titles a month.

Premiere has also been designed primarily as a feature film service, although it's expected that partners HBO and Showtime will contribute some of their original programming.

The Premiere service has seven partners. Managing partner Thorn/BMI holds 42%, with the six others—HBO, Showtime, Warner Bros., Goldcrest, 20th Century-Fox, and Columbia Pictures—holding 9.6% each. (In an earlier configuration, CBS held an interest, but then dropped out, after which the two pay services and Warner Bros. joined the alliance.)

By its June launch, Premiere will have a universe of perhaps 100,000 basic subscribers held by Thorn cable systems and a few independents. Thorn operates some 20 small systems in Britain and has been awarded three of the 11 recently authorized new builds (Rediffusion was also awarded one new build).

The Premiere partners are still working out licensing agreements and a program schedule. TEN will transmit about 67 hours of programming a week, generally between 4 p.m. and 1 a.m. It's likely that Premiere will have similar hours, but as of last week, all that was known was that it will offer "less than 12 hours" of programming a day, according to one executive.

Premiere will also cost between \$10 and \$12, and the revenue split between operators and the service "will be based on the U.S. model," of roughly 50% each, depending on discounts, according to one of the American partners.

In addition to Music Box, a merger of several video music channel efforts, Thorn/EMI is also developing a children's channel for basic cable, according to Nick Bingham, the Thorn executive who heads the Premiere development staff in London.

According to Jim Warner, executive director of HBO International, HBO will be contributing two elements to the Premiere venture: original programs initially designed for

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 "The People's Court" is better than ever before.

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 When it comes to access, "The People's Court"
 is in its prime.

Tampa

Monday through Friday

WTSP

7:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 The People's Court

23
 19
 +21%

Phoenix

Monday through Friday

KPNX

6:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 Entertainment Tonight

20
 18
 +11%

Springfield, MO

Monday through Friday

KOLR

6:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 More Real People

38
 21
 +81%

Baton Rouge

Monday through Friday

WAFB

6:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 The People's Court

32
 31
 +3%

Greensboro

Monday through Friday

WGHP

7:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 You Asked For It

21
 18
 +17%

Dayton

Monday through Friday

WDTN

7:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 PM Magazine

21
 20
 +5%

Yakima

Monday through Friday

KAPP

7:00PM
SHARE

FEB 84 **The People's Court**
 FEB 83 The People's Court

26
 23
 +13%

Springfield, MA

Monday through Friday

WGGB

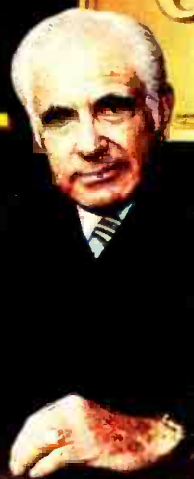
7:30PM
SHARE

FEB 84 **The People's Court**
 FEB 83 The People's Court

19
 16
 +19%

AMP!

THE PEOPLE'S COURT



| | |
|----------------------------------|-----------------|
| Orlando | WESH |
| Monday through Friday | 7:00PM SHARE |
| FEB 84 The People's Court | 22 |
| FEB 83 Lie Detector | 15 |
| | + 47% |

| | |
|----------------------------------|-----------------|
| Spokane | KXLY |
| Monday through Friday | 7:00PM SHARE |
| FEB 84 The People's Court | 27 |
| FEB 83 The People's Court | 23 |
| | + 17% |

| | |
|----------------------------------|-----------------|
| Ft. Wayne | WKJG |
| Monday through Friday | 7:00PM SHARE |
| FEB 84 The People's Court | 29 |
| FEB 83 The People's Court | 26 |
| | + 12% |

| | |
|----------------------------------|-----------------|
| Wilkes Barre | WBRE |
| Monday through Friday | 7:00PM SHARE |
| FEB 84 The People's Court | 22 |
| FEB 83 The People's Court | 18 |
| | + 22% |

| | |
|----------------------------------|-----------------|
| Fresno | KJEO |
| Monday through Friday | 7:00PM SHARE |
| FEB 84 The People's Court | 15 |
| FEB 83 Entertainment Tonight | 14 |
| | + 7% |

| | |
|----------------------------------|-----------------|
| Terre Haute | WTHI |
| Monday through Friday | 7:00PM SHARE |
| FEB 84 The People's Court | 35 |
| FEB 83 More Real People | 29 |
| | + 21% |

| | |
|----------------------------------|-----------------|
| Weslaco | KGBT |
| Monday through Friday | 6:30PM SHARE |
| FEB 84 The People's Court | 31 |
| FEB 83 Alice | 24 |
| | + 29% |

Source: ARBITRON as dated

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the U.S. and "experience and expertise." He said HBO would receive license fees for its product used by Premiere, and returns on its equity holding in the venture in the form of dividends.

Warner said no agreements had been made for consulting services to be performed by HBO, but that such agreements could be included in the future "if the partners feel it's appropriate." "Among the types of product HBO may license to Premiere are feature films it has financed, as well as made-for-cable films under the HBO Premiere label (which has no direct connection with the UK venture), music specials and documentaries.

A chief executive officer has yet to be appointed by the Premiere partners, but one is expected to be named by the June launch. □

'Comfort' comfortable after first outing

New first-run episodes of *Too Close For Comfort* pulled down respectable numbers in the overnight markets measured by Arbitron and Nielsen, but in several markets the show did not significantly outperform the program it replaced.

On WNEW-TV New York at 7 p.m. on Saturday (April 7), *Too Close For Comfort* drew 11.5/23 in Arbitron and 11.9/23 in Nielsen. Previously, WNEW-TV had been scheduling *Welcome Back Kotter* in that half-hour and averaging 11/20 in Arbitron over the preceding four weeks. Still, *Comfort* won the time period.

At KTTV-TV Los Angeles, *Comfort* recorded a 10.6/22 in Arbitron and 8.1/16 in Nielsen for its second run. The show premiered the week before ("Telecastings," April 9) and pulled 13.3/23 in Nielsen. KTTV had been scheduling *Alice* previously in the time period. *Alice*, according to Arbitron, had averaged 11/22 in the preceding four weeks.

In Chicago on WFLD-TV, *Comfort* took the 5:30 p.m. Saturday slot in both Arbitron and Nielsen. It scored 9.4/23 in Arbitron and 9.9/22 in Nielsen. However, the period was formerly part of *Star Trek's* territory where the preceding four-week Arbitron average was 10/21.

Although it didn't win the period in Philadelphia, Arbitron and Nielsen recorded nearly identical results: 7.6/17 for Arbitron and 7.7/16 for Nielsen. WPHL-TV, which programs *Comfort* at 5:30 on Sunday, previously was averaging 5/10 in that period for a changing variety of programming. Nielsen ranked it second in the period; Arbitron, third.

The race in Detroit was similar. Arbitron reported *Comfort* at 7.9/16 on WJBK-TV Detroit—where it airs at 7 on Saturday—while Nielsen recorded 8.1/16. Arbitron ranked it second in the period; Nielsen had it third. But by Arbitron's measure, *Comfort* is an improvement over the period's previous average of 8/14 pulled by a variety of programming, including *The Muppets* and *New Horizon*.

One market where *Comfort* did not score especially high on its premiere broadcast

was San Francisco. There Arbitron recorded 2.4/6 as the show appeared on KBHK-TV at 5:30 p.m. on Saturday, while Nielsen reported 4/10. Part of the problem in San Francisco was the period's predecessor—*CHiPs*—which averaged 2/6 in Arbitron over the four-week earlier period. Another problem in San Francisco, explained a source at D.L. Taffner, the show's syndicator, was the lack of time to promote *Comfort* since it was bought only last month. Stations in many other markets had signed it a year ago. □

In praise of mini-series

Tartikoff and producers want to preserve successful program form for broadcast TV; dangers include escalating production costs and counterprogramming; networks called upon to assume greater financial responsibility

The mini-series genre has emerged as the "success story of the 1980's" for commercial broadcast television and is a "major weapon" in fighting audience erosion, declared NBC Entertainment President Brandon Tartikoff last Tuesday (April 10) as he introduced a Hollywood Radio and Television Society newsmaker luncheon panel discussion on the subject.

Tartikoff, who presides as president of the industry group, told his Beverly Wilshire hotel audience in Beverly Hills, Calif., that because mini-series are a form peculiar to broadcast television, "they have given new meaning to the term 'event television.'"

There was agreement among the four panelists that mini-series ought to be, as independent producer Eric Bercovici put it, cherished and protected. However, the success of such special programming may be threatened by escalating production costs, counterprogramming and experimentation that would deprive the broadcasts of their special character, panel members said.

"The networks need to assume greater financial responsibility" for mini-series, argued Gary Nardino, president of Gary Nardino Productions and former president of Paramount Television's production division. "There is a very limited upside for the studios."

Nardino, who oversaw production of *Shogun* and *Winds of War* while at Paramount,

said, "Everybody but the studio seems to benefit from the success of mini-series." Nevertheless, he said, mini-series are "fun, prestigious and creatively ambitious," involving far less compromise than series television.

David Wolper, whose production company has been involved in *Roots* and *Thorn Birds*, among other mini-series, noted that the form tends to draw "the casual audience" to network television but cautioned that "a good story does not a good mini-series make." Instead, he observed that successful mini-series tend to be adaptations from best-selling books, dramatizations of great sociological events or stories involving history or major historical figures. Wolper also contended that in order to succeed, a mini-series needs considerable media attention. The "natural conscience," he argued, must be tapped.

Bercovici, whose credits include *Shogun* and *Washington Behind Closed Doors*, termed the mini-series "a gift from the network and the studio to the public." Because of the extended time involved, a mini-series "can deal on a larger scale than a motion picture. [It has] the time to tell an epic story." He said he is hopeful that networks will protect the form by not counterprogramming in such a manner that the mini-series is not cost-effective in ratings impact.

Asked about the initial forays of pay cable into mini-series production, evidenced by HBO's *Far Pavilions* (premiering this week), Wolper said cable still lacks the necessary funding to mount major mini-series productions, although co-ventures could change that. He said he is currently developing a mini-series on painter Pablo Picasso that may go to cable if network interest is not forthcoming. If that happens, said Wolper, *Picasso* would become a "labor of love."

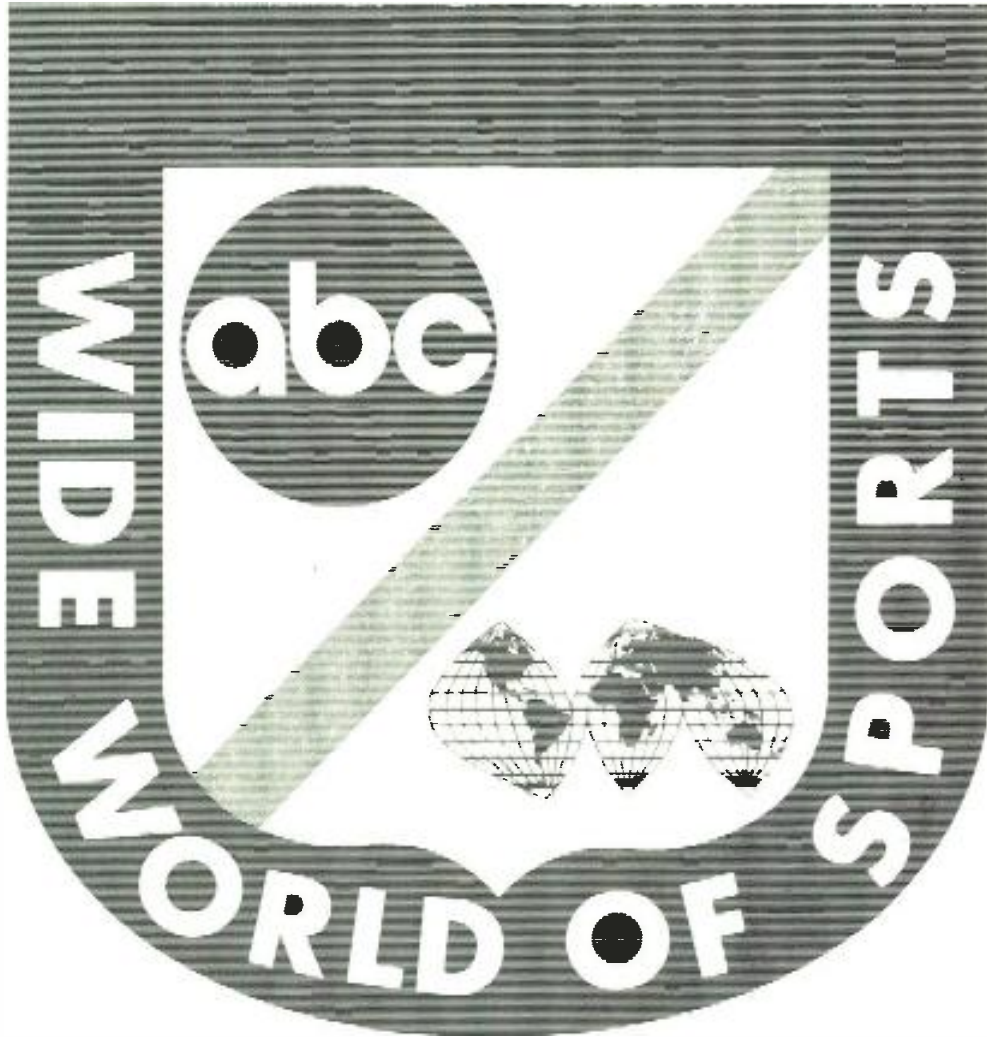
NBC's Lafferty, responding to Nardino's plea, claimed his network evaluates "as fairly as we can" in its purchase of mini-series, adding that NBC has not lost anything it wanted in the genre because of disagreements over funding.

Lafferty said continued high ratings "seem to indicate a hunger on the part of the public for made-fors," but conceded that new ways of financing such productions must be found because of escalating budgets. One possible solution he offered was use of exclusive studio contracts, similar to those used in "the glory days" of the major film studios.

Lafferty also praised producers for their pursuit of "provocative, educational, and



Tartikoff, Lafferty, Nardino, Wolper and Bercovici



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even daring themes" and urged that they resist pressure groups and nervous advertising agencies that may attempt to dictate content. □

Saturday morning switching at NBC

NBC, which has been the network leader in Saturday morning ratings every week this season, will introduce four new Saturday morning shows next September on top of four returning series.

"We are making changes next season because we feel that any schedule—even one that is number one—needs replenishing each year. The youngsters like to have something new and it is our way of keeping up to date and fresh with what we offer," explained

Phyllis Tucker Vinson, vice president of children's programming, NBC Entertainment.

The four returning Saturday morning series are *Smurfs*, *Mr. T*, *Alvin and the Chipmunks* and *Spider-Man and His Amazing Friends*.

The new series include *Snorks*, an animated half-hour about an underwater fantasy world. It is produced by Taft Broadcasting's Hanna-Barbera Productions. *Pink Panther and Sons* will be another new animated half-hour featuring the Pink Panther's offspring. It will be produced by DePatie-Freeling, creator of the original *Pink Panther* animated series—in association with Hanna-Barbera.

Also new will be *Hot Rocks*, a half-hour series about a teen-age rock band that moves in and out of "an alternative music universe." The program will be live action until the group transcends into the alternate universe, at which point it turns into animation.

The series will include animated videos of top 40 hits. It is produced by Saban Productions in association with DIC Enterprises.

Another live action half-hour is *Going Bananas*, featuring an orangutan with telekinetic powers. It is produced by Jansen-Menville Productions in association with Hanna-Barbera. The orangutan is not the same one that appeared on NBC's *Mr. Smith*.

NBC won Saturday morning, March 31, for the 29th consecutive week this season. It averaged a 6.7/26, compared to 5/19 for CBS and 4.8/18 for ABC.

The programs being dropped from the NBC Saturday morning schedule include *Flintstone Funnies*, *Shirt Tales*, *Thundarr the Barbarian* and the second half-hour of *Amazing Spiderman* and *The Incredible Hulk*. The second half featuring *The Incredible Hulk* will be dropped and the show retitled *Spiderman and His Amazing Friends*.

CBS racks up 6 of 10 top shows

With the 1983-84 season almost over, CBS maintained its comfortable lead in the Nielsen national prime time ratings. CBS led by 1.6 rating points over ABC and 3.7 rating points over NBC to place first in the 28th week with a 17.7 rating and a 28 share, compared to ABC's 16.1/26 and NBC's 14/22.

CBS had six of the top 10 programs, while ABC had three and NBC one. The first episode of the CBS mini-series, *George Washington*, was the fifth-ranked program of the week, averaging 22.1/33.

CBS won Thursday, Friday and Sunday. ABC carried Saturday, Monday and Wednesday. NBC won Tuesday.

Highlights of the week include ABC's sweep of Monday night, done largely with the help of its Monday Night Movie, *Sins of the Past*, which averaged 21.3/32 and ranked as the eighth highest of the week.

NBC bulldozed the competition on Tuesday night with its regular lineup. That's not news—but a rerun of *A Team* pulled a 35 share, squashing the third broadcast of CBS's *American Parade* and blithely passing original episodes of *Foul Ups & Bloopers* (16.5/26) and *a.k.a. Pablo* (13.9/21) on NBC.

Dallas had an extremely good performance on Friday night, averaging 26.3/43 and earning its highest share since the eighth week of the season.

The week, night by night:

■ ABC won Monday night with an average 18.9/28.3 principally on the strength of its made-for-television Monday night movie, NBC took the 8-9 slot with *TV Bloopers & Practical Jokes*, averaging a 19.8/30

against 21 shares pulled by ABC's *Automan* and a repeat of *Scarecrow and Mrs. King* on NBC.

■ Tuesday night belonged to NBC although it was a closer race after *A Team*. NBC still won the 9-11 slot, but the *Miss Teen U.S.A. Pageant* on CBS averaged 16/25—behind an original episode of *Riptide* (19.3/29) and a repeat of *Remington Steele* (16.8/28). ABC's new midseason sitcom, *Shaping Up*, couldn't equal reruns of *Three's Company* and *Hart to Hart* before and after it.

■ Averages for Wednesday night were delayed because of President Reagan's televised press conference (the press conference was sustaining so no national ratings are available). ABC's *Dynasty*, which pulled a 23.6/38 with an original episode, was the second highest rated show of the week.

■ CBS took Thursday night with an average 21.9/36. A repeat of *Magnum P.I.* pulled a 21.4/34 and worked as a strong lead-in to a *CBS Special Movie Presentation, Red Light Sting*, which averaged 22.1/37. A repeat of *Hill Street Blues* on NBC-TV earned a 10.4/18, its lowest performance of the season.

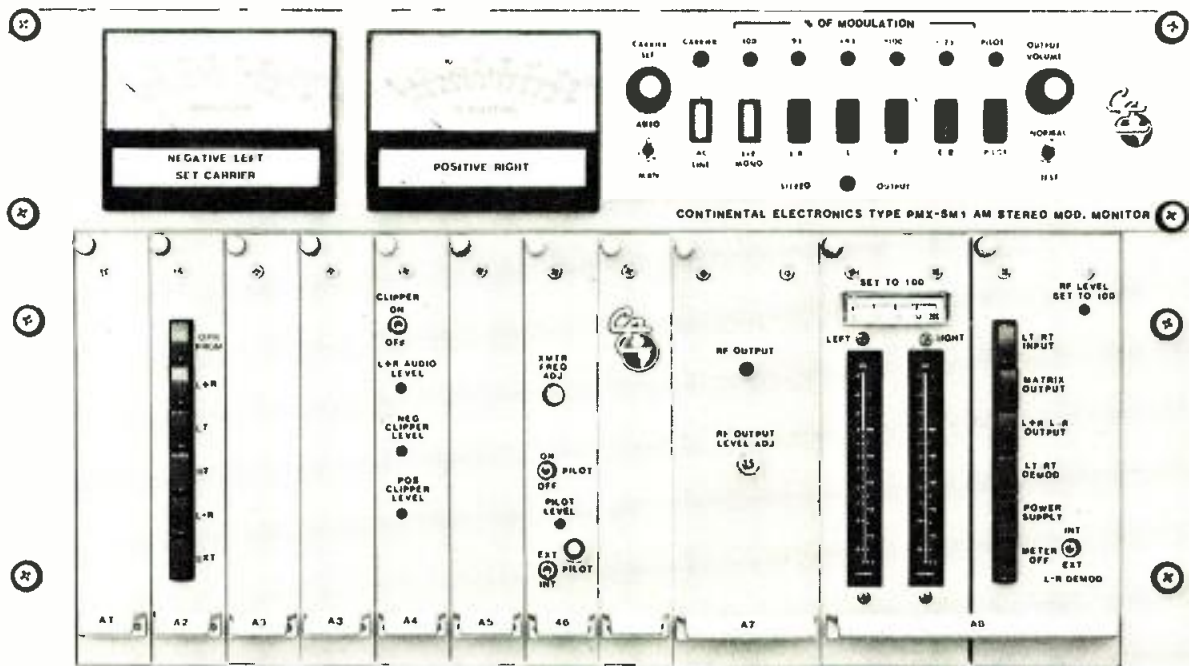
■ ABC won Saturday night based largely on reruns of *T.J. Hooker* and *Love Boat*, but lost the 10-11 slot to *Mike Hammer* on CBS. *Fantasy Island* recorded 14.8/27, while *Hammer* drew 15.6/29.

■ And CBS claimed Sunday night because of the first part of its mini-series, *George Washington*. However, the made-for-TV movie, *The Calendar Girl Murders*, earned a 19.1/29 for ABC, helping that network to finish the evening in second place with a 17.8/27.4 average. □

| Rank | Show | Network | Rating/Share | Rank | Show | Network | Rating/Share | Rank | Show | Network | Rating/Share |
|------|--------------------------------|---------|--------------|------|----------------------------|---------|--------------|------|-------------------------|---------|--------------|
| 1. | Dallas | CBS | 26.3/43 | 23. | Miss Teen USA | CBS | 16.0/25 | 45. | Mama's Family | NBC | 13.2/22 |
| 2. | Dynasty | ABC | 23.6/38 | 24. | Knight Rider | NBC | 16.0/23 | 46. | Double Trouble* | NBC | 12.8/21 |
| 3. | A Team | NBC | 22.8/35 | 25. | Mike Hammer | CBS | 15.6/29 | 47. | Diff'rent Strokes | NBC | 12.7/23 |
| 4. | Red Light Sting | CBS | 22.1/37 | 26. | Love Boat | ABC | 15.6/28 | 48. | Matt Houston | ABC | 12.3/22 |
| 5. | George Washington, part I | CBS | 22.1/33 | 27. | Webster | ABC | 15.6/26 | 49. | Buffalo Bill | NBC | 12.2/20 |
| 6. | Falcon Crest | CBS | 21.8/39 | 28. | Facts of Life | NBC | 15.5/24 | 50. | Jane Doe | CBS | 11.6/20 |
| 7. | Magnum, P.I. | CBS | 21.4/34 | 29. | T.J. Hooker | ABC | 15.3/27 | 51. | St. Elsewhere | NBC | 11.2/22 |
| 8. | Sins of the Past | ABC | 21.3/32 | 30. | Airwolf | CBS | 14.9/25 | 52. | Homemade Comedy Special | CBS | 11.1/18 |
| 9. | 60 Minutes | CBS | 21.2/35 | 31. | Fantasy Island | ABC | 14.8/27 | 53. | That's Incredible | ABC | 10.9/17 |
| 10. | Fall Guy | ABC | 21.0/33 | 32. | Cheers | NBC | 14.8/23 | 54. | Two Marriages | ABC | 10.8/17 |
| 11. | TV's Bloopers, Practical Jokes | NBC | 19.8/30 | 33. | Family Ties | NBC | 14.7/23 | 55. | Masquerade | ABC | 10.7/17 |
| 12. | Georgetown vs. Houston | CBS | 19.7/29 | 34. | Benson | ABC | 14.5/25 | 56. | Master | NBC | 10.5/10 |
| 13. | People Do the Craziest Things | ABC | 19.5/29 | 35. | 20/20 | ABC | 14.5/25 | 57. | Hill Street Blues | NBC | 10.4/18 |
| 14. | Riptide | NBC | 19.3/29 | 36. | Gimme A Break | NBC | 14.3/23 | 58. | American Parade | CBS | 10.3/18 |
| 15. | Calendar Girl Murder | ABC | 19.1/29 | 37. | Hart To Hart | ABC | 14.1/24 | 59. | One Day At A Time | CBS | 10.0/15 |
| 16. | Magic of David Copperfield | CBS | 17.3/29 | 38. | Automan | ABC | 14.1/21 | 60. | Yellow Rose | NBC | 9.8/18 |
| 17. | Three's Company | ABC | 17.0/23 | 39. | Shaping Up | ABC | 14.1/21 | 61. | Dukes of Hazzard | CBS | 9.7/17 |
| 18. | Remington Steele | NBC | 16.8/28 | 40. | Silver Spoons | NBC | 14.0/24 | 62. | Mama Malone | CBS | 9.7/15 |
| 19. | Bob Hope Special | NBC | 16.6/25 | 41. | Scarecrow & Mrs. King | CBS | 14.0/21 | 63. | Battle Beyond the Stars | NBC | 8.7/15 |
| 20. | Foulups, Bleeps & Blunders | ABC | 16.5/26 | 42. | a.k.a. Pablo | ABC | 13.9/21 | 64. | rather Murphy | NBC | 5.8/10 |
| 21. | Facts of Life/Paris | NBC | 16.4/25 | 43. | People Are Funny | NBC | 13.8/28 | | | | |
| 22. | Hotel | ABC | 16.0/31 | 44. | Ripley's Believe It or Not | ABC | 13.4/22 | | | | |

*indicates premiere episode

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Tubeless camera unveiled by RCA

In bid to regain status as major supplier of equipment to broadcasters, company offers CCD-1 that is driven by silicon chip memory device; new gear expected to mothball Hawkeye

RCA Broadcast Systems demonstrated its new solid-state ENG camera in New York last week. Dennis Woywood, the division's vice president, marketing, said the camera represents "the first effort" to re-establish the division as a leading supplier of cameras and other equipment to the broadcast and "teleproduction" industries.

Last year, the division was not a leader in that field, having lost some \$74 million (pre-tax) on sales of \$100 million. Much of those losses were due to write-downs as a result of the division's inability to sell substantial portions of its Hawkeye half-inch ENG system and TR-800 recorder inventories (BROADCASTING, April 9).

The new ENG camera, called the CCD-1 color camera, represents a new generation of camera technology. Driven by silicon chip memory devices (or charged coupled devices, as they are known), which replace tubes in the camera, it could make tube-driven cameras obsolete. At least that's RCA's hope, although Woywood acknowledged that further advances in the technology have to take place before it can be applied to the larger field of studio cameras.

One camera the CCD-1 will render obsolete quite soon, at least domestically, is RCA's own series of Hawkeye cameras, designed to complement the M format half-inch ENG system. Woywood said deliveries of the Hawkeye camera would stop toward the end of the year when deliveries of the CCD-1 are expected to begin. The company will continue production of the Hawkeye for foreign markets, Woywood said. He said RCA will begin taking orders immediately for the CCD-1 camera.

The new camera is compatible with any one-inch or three-quarter-inch composite tape recorder. And since it has been designed to replace the Hawkeye camera, it's also compatible with the M format half-inch system, but not the competing Betacam system.

CCD-1 will be displayed at this year's convention of the National Association of Broadcasters, where broadcasters will have the opportunity for a "hands-on" test at the RCA booth. (Last year, the camera was displayed in prototype form.) It's priced at \$37,500, plus another \$6,100 or thereabouts for a lens, depending on the one chosen.

Woywood said the new camera produces, for the first time, a live television picture "with the look of film." Two factors are responsible for that, he said, the first of which



RCA's Donna Muehlbauer displaying a CCD chip



Pictures from conventional tubes (l) and RCA's new CCD-1

is the CCD chip's ability to totally block out memory of all previous images on which the camera focuses. That allows the camera to provide better detail of rapidly moving objects. Second, the so-called "dynamic range" of the CCD-1 enables it to simultaneously deal with a wide range of lighting conditions. "The ability to produce clean, noise-free images in shadows while simultaneously handling direct bright lights in the same scene," said Woywood, "typifies the dynamic range of the CCD-1 and an area

where the charged coupled device far surpasses the capabilities of an imaging tube." The chips also eliminate lag, burn and comet tailing, he noted.

Production of the new camera will begin at a rate of 20 a month, but will be "modified as necessary" to cope with demand, said Woywood.

"As a concluding remark," said Woywood, "let me share with you our feelings that some day soon all broadcast cameras will be built like this." □

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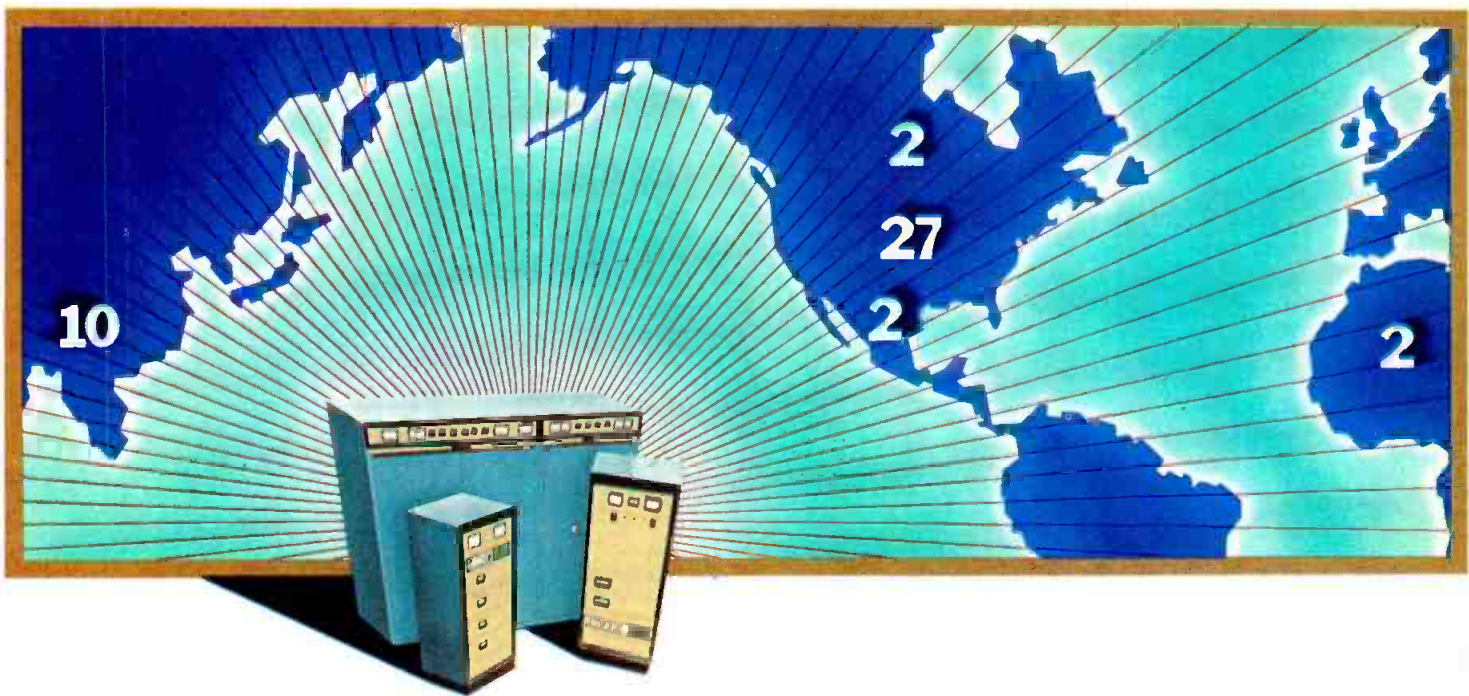
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All those satellites: Too much of a good thing?

There are more than enough transponders these days, and many go unused; excess capacity will eventually be absorbed, observers believe, not by broadcast and cable, but by corporations and long-distance telephone companies

make money reselling transponders."

Although much of Spacenet I's capacity has been pre-leased to religious programmers

and such resale carriers as Bonneville Telecommunications and EFC Satellite Services, some of it is still available even with the

The communication satellite marketplace is out of kilter. The supply of satellite circuits for video, voice and data communications is outpacing demand and, with more and more satellites being readied for launch, the situation may get worse before it gets better.

That's bad news for the suppliers, the growing number of satellite carriers, but, of course, good news for the satellite consumers, broadcasters, cable networks, satellite networking firms, long-distance telephone companies and corporations seeking to set up private communications networks. As the supply has increased, prices have fallen.

Nineteen satellites with more than 300 transponders are now in operation. And, according to industry estimates, the number will increase rapidly over the next few years and will more than double by the end of the decade.

"The tightness that we experienced two years ago no longer exists," says William Tillson, president of Netcom International, a satellite networking company. "Outside of a special events period such as the Olympics or the [political] conventions, it's pretty inconceivable to me that you would be unable to find satellite time somewhere."

"Some satellite operators are bleeding so badly they are signing leases that can be terminated on 30-to-60-days notice," says Jim Black, executive vice president, VideoStar Connections Inc., an Atlanta-based satellite networking firm.

The supply of satellite capacity will swell considerably on May 22 when GTE Satellite launches Spacenet I aboard an Ariane rocket from Kourou, French Guiana. The satellite, which was built by RCA Astro-Electronics, has the equivalent of 36 transponders which have been on the market for more than two years. During that period, according to industry sources, some companies that had agreed to lease capacity on speculation have walked away from their deals, while others have stuck around and watched the price fall. Jim Black, executive vice president, VideoStar Connections Inc., a video resale carrier, said the cost of leasing a transponder on the satellite for one month has dropped from \$175,000 to "as little as \$110,000."

"There was an awful lot of speculation a couple of years ago," says GTE Satellite's Michael Jeye. "Everybody was buying transponders thinking that the cable market was going to continue to grow at the same rate it did in the past and everybody wanted to

Bottom Line

CBS's rise. CBS Inc. announced record first-quarter revenue and profits. Revenue of \$1.18 billion was 13% above year-earlier figure and net income of \$38.9 million was well above \$17.8 million in first quarter of 1983. Company profited by results of Record Group, which reported operating income of \$57.1 million on sales of \$350.4 million, and Broadcast Group, which had operating profits of \$51.6 million on sales of \$640.2 million. Improvement in Broadcast Group was headed by CBS Television Network, which more than doubled profit from first quarter of last year. Although last year company noted it did not have Super Bowl, which it did this year. It attributed network success in most recent quarter to "continued ratings success, rigorous attention to costs and a strong market for network advertising." Other groups in company, including CBS/Publishing Group, showed operating losses for quarter. Earnings per share for company were \$1.31. CBS has nominated James D. Wolfensohn to board. Wolfensohn is president of New York-based investment firm and previously was executive partner at Salomon Brothers, New York-based investment banker. His nomination will come before shareholders at CBS annual meeting in Philadelphia, April 18. Leaving board after seven years will be Benno C. Schmidt, managing partner at J.H. Whitney & Co., New York-based investment firm.

Earnings rise. Cox Communications president, William A. Schwartz, said company projects earnings for first quarter, ending March 31, to increase 18% over same period last year with revenue increasing 20%. Two new directors joined existing 10-member board of Atlanta-based MSO, group owner and automobile auctioneer: John H. Dillon, vice president and chief financial officer at Cox, and Peter A. Magowan, chairman and CEO of Safeway Stores Inc.

Sony skyrockets. Sony Corp. reported 189% increase in first-quarter net income over same period last year. Income of \$73,468,000 came on sales of \$1,313,787,000, increase of 13% over last year's first quarter, which ended Jan 31. Company announcement said sales of video equipment, which include: Betamax VTR's, one-inch VTR's and videotapes, increased 18% and accounted for 43% of net sales. Other components of net sales were television sets (24%), information equipment, service parts and other products (13%) and audio equipment, including audio tapes (20%). Improved earnings were attributed to higher production/capacity ratio, efforts to reduce costs and reduced inventories. Sony's chairman, Akio Morita, forecast that sales for year ending Oct. 31 would increase 10%-15% to \$4.88 billion, with net income increasing 68% to \$222 million.

MGM muscle. MGM/UA Entertainment Co. reported net income of \$16 million, or 32 cents per share, on revenue of \$214.3 million and \$43.3 million operating income for quarter ending Feb. 29. This compares with net income of \$15.4 million, or 31 cents per share, on revenues of \$158.2 million for same quarter in 1983. Culver City, Calif., studio had \$28.5 million in operating income for year-ago period. Income from television distribution rose from \$25.15 million to \$75.24 million from previous year, largely due to sales to German television.

Burnup & Sims numbers. Third-quarter revenue for Burnup & Sims Inc. was down 8.6% from same period last year to \$136.2 million. Also down in period ending Jan. 31, was net loss, which declined from \$1.4 million to \$609,000 or net loss per share of seven cents. Spokesman for Fort Lauderdale, Fla.-based cable and telecommunications systems construction company reported no new developments in litigation between company management and Miami-based financier and minority stockholder, Victor Posner, for control of company. Lawsuits have been before federal court in Miami for more than year. Standard and Poor's Corp. announced it had reduced rating for Burnup & Sims convertible debentures from single B minus to single B plus, affecting \$35 million of debt. S&P cited "extended losses, coupled with already high debt leverage," which it said "have dignified the company's financial flexibility."

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lower prices. Many of the Spacenet's potential customers are companies that intend to resell capacity to end-users and they are "cautious," Jeye says. "They want to make sure there is a market they can resell to."

Further evidence of the oversupply comes from the failure of Westar VI to achieve geostationary orbit shortly after its launch two months ago (BROADCASTING, Feb. 13). The loss of Westar VI's 24 transponders has apparently had little impact on the satellite transmission business. For instance, the purchase of six transponders on the Westar system by the Public Broadcasting Service was contingent on the successful launch of the satellite, but PBS officials now say the contingency has been waived and the sale will go through as planned. In the wake of the loss, James Ragan, vice president, personal

communications and satellite services, said Western Union has been able to accommodate customers slated for Westar VI on other satellites, but that it would try to launch a replacement satellite, Westar VI-S (the "S" stands for "successor"), by the end of 1985.

Considering the softness of the market, some industry observers have suggested the loss of the satellite may be a blessing in disguise for Western Union. Instead of having to market the satellite's capacity, it can simply collect on a \$105-million insurance policy. Asked what he would prefer today, a functioning Westar VI or the insurance settlement, Ragan laughs, "That's really not a question because I didn't have that option."

While there may be an overabundance of transponders, says Robert Wold, chairman of Wold Communications, there is a short-

age of "desirable" transponders—that is, transponders that have a lot of earth stations looking at them. "There are transponders available, but you can't always get it where you want it and that has to do with the earth station environment," he says. "You don't look at it in terms of transponders. You have to look at it in terms of on-ramps and off-ramps. There's no sense being on the freeway, if you can't get off the freeway."

Despite the proliferation of transponders in the marketplace, says Richard Smith, executive vice president, Satellite Syndicated Systems, it is still tough to get a spot on RCA Americom's Satcom III-R because virtually every cable system has an earth station aimed towards it. What's more, even though many of the largest cable programmers have taken transponders on Hughes Communications Galaxy I, he says, they will retain their transponders on Satcom III-R as backup.

Just as an earth station network increases the value of one satellite's transponders, the lack of one decreases the value of another's. Recognizing the problem, Jeye says, GTE plans a network of 250 earth stations, most of which will be installed at cable headends. Pressed for details, Jeye says, "Stay tuned."

Despite the near-term oversupply, most industry observers agree that the long-term problem may be overdemand. And the demand is not expected to come from television or radio, but from corporations and other entities seeking alternatives to telephone companies for the transmission of voice, data and videoconferences.

"My best guess is that there will continue to be plenty of satellite time available over the next 12 to 24 months," says Netcom's Tillson. "After that it may then begin to tighten up again because of the demand of voice and data, not because of the demand of television."

Faced with annual telecommunications bills running into the hundreds of millions of dollars, some major corporations are looking at private, satellite-based networks to handle their intracorporate communications. Elizabeth Young, president of the Public Service Satellite Consortium, which works with many corporations through its SatServ subsidiary, says the only real question is whether the corporations will lease or buy the networks. "We are seeing an increasing number of companies selecting and buying their own equipment and satellite time and running their own satellite networks."

With the realization that demand from cable programmers has "peaked out" and that demand from broadcasters "definitely has a roof on it," says Ragan, Western Union has targeted private networks as the next growth market. By combining its satellite capacity with its terrestrial links, he says, Western Union plans to offer corporate clients end-to-end private telecommunications systems.

Dale N. Hatfield, a Boulder, Colo.-based telecommunications consultant, believes long-distance telephone companies will absorb some of the supply. Many long-distance telephone companies that are now leasing capacity from AT&T and the other "facilities-based" carriers and reselling it to end-users, says Hatfield, will be looking to acquire their own satellite capacity. "They have to," he says, "or they'll be at the mercy of their competitors." □

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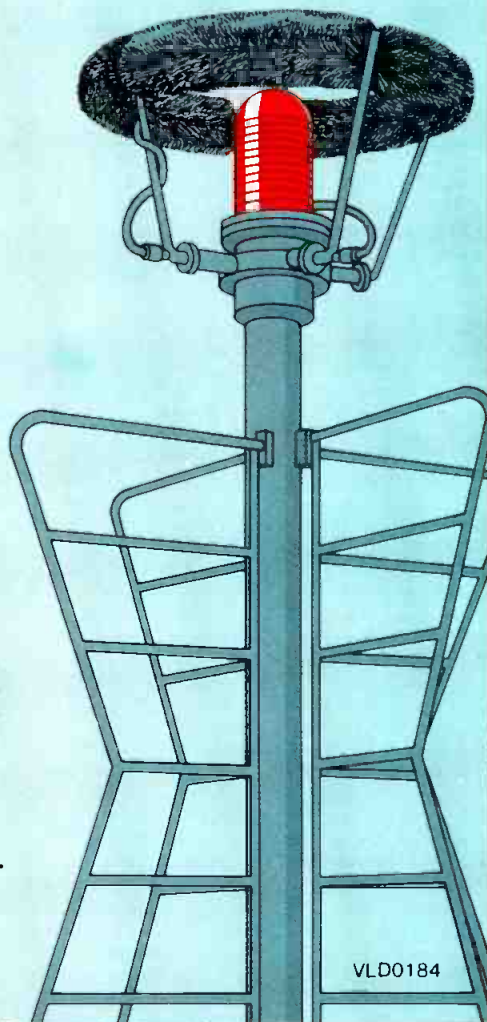
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FCC attribution changes make life easier

While many don't see liberalized ownership limits as offering big boost to investing, they say process has been bettered

The FCC's newly announced changes in its attribution rules (BROADCASTING, April 2), the opening act in rulemakings to reduce restrictions on the ownership of broadcast properties, will reduce confusion about the definition of attributable ownership, according to many investors and other industry observers. There is less agreement, however, on how much increased financing for broadcast companies the new rules will stimulate and no suggestion yet that any innovation in station purchasing will result.

For investors in limited partnerships, there was good news in the FCC decision to exclude limited partners from ownership attribution. Jason Shrinky, a Washington communications lawyer who has been involved in several radio limited partnerships, said that until now, "there has been a confusion, there has been a concern," about commission policy. Michael Finkelstein, of New York-based Odyssey Partners, which has used limited partnerships to buy cable interests and five TV stations (most recently WCPQ-TV Charlotte, N.C., ["Changing Hands," April 9]), said the decision was "very significant," Finkelstein, a Washington communications lawyer, explained. "When we used to talk with investors we had to make sure that they didn't have other broadcast interests," which he said was "clumsy." The decision was also welcomed by the commission's assignment and transfer staff, which had before it a petition to deny the assignment of Wometco's six television stations. Much of that petition, filed by a Wometco shareholder, dwelled on the identity and qualification of limited partners in a group that is close to completing a leveraged buyout of the Miami-based company ("In Brief," April 2).

Nonvoting preferred stock was also a form of ownership without a policy, according to Bruce Romano, an FCC staff attorney who has worked on the rulemaking. He said a rulemaking on the subject was proposed in 1978, but never completed. Gordon Crawford, senior vice president of Capital Research Inc., said his firm's policy is to treat nonvoting preferred stock, which could later be exchanged for common stock, as if it had already been exchanged, in effect counting it as common stock. Under the new rules, nonvoting stock is not expected to be treated as ownership.

Metromedia buyout approved. The FCC last week gave its approval to the \$1.5-billion leveraged buyout of Metromedia by a group headed by company chairman and president, John W. Kluge. A major issue raised had been whether the buyers should have been required to file a "long form"—FCC Form 325—for commission approval. Instead, the group filed the "short form," FCC Form 316, eliminating the 30-day waiting period before commission approval and right of other parties to file petitions to deny.

In its order, the FCC said the sale would result in Kluge, who now owns about 26% of Metromedia's voting stock, owning 92.6284% of the company, while senior vice presidents Robert M. Bennett, George Duncan and Stuart Subotnick would own 2.4572% apiece. And while transfers involving more than 50% of a licensee's stock generally are required to be filed on long forms, that wasn't necessary here, the FCC said. Kluge, the commission pointed out, has exercised *de facto* control of the company for the past 25 years, so the transaction will not result in a substantial change of control, even though more than 50% of the company's stock is involved.

A Metromedia spokesman said the company still had to get shareholder approval for the transaction, but would move to get to that within two or three weeks. In a statement, Metromedia said the transaction also was subject to "the conclusion of definitive financing agreements, approvals by various state regulatory bodies and other contingencies."

The report and order on the commission's rulemaking, which Romano said is still being edited, will also allow certain investors to own up to 5% of a broadcasting company and others up to 10%, before themselves being considered owners.

Crawford said that "some of the clients for whom we manage money have broadcast interests. As an example, if the 10 managers of the G.E. Pension Fund had previously bought 2% of Capital Cities, that would have caused a problem."

Robert Price, president of the publicly traded group owner, Price Communications and a former vice president of Dreyfus Corp., a New York-based mutual fund, does not think the rules limiting ownership to 1% and 5% were very effective to begin with. "That law was designed to prevent control," he said, "but, as a practical matter, never exerted much influence because it was mechanically difficult to find out who owned how much stock." Price noted that much stock is owned in a "street name" (held in a stockbroker's name for a customer) so that he has no idea if some shareholders in Price Communications are exceeding the ownership limit.

The numbers of those who were unimpressed by the changes outnumbered those who saw increased investment opportunities. A senior vice president at one of the largest commercial banks said he did not think the rulemaking was "that significant" and added the bank's investment committee had not had "any discussion internally" on the subject. A director of investor relations at one of the networks said there were "currently no shareholders up against the limit." A station broker said he thought it would only mean less work for lawyers who previously tried to get their clients exempted from the rules by persuading the commission that they had no intention to control the licensee.

The major action in the rulemakings the commission has proposed on station ownership—liberalization or repeal of the rule of

sevens—is expected this year. One network director of investor relations said that change would definitely encourage investment money. □

TransAtlantic communications carriers: two regulators' views

During meeting of association of satellite users, Representative Markey describes bill that would require Comsat to spin off subsidiaries; NTIA's Markey suggests administration wants U.S. companies to enter competition with Intelsat

Two government officials—both named Markey—addressed different, but interrelated aspects of national telecommunications policy in speeches last week at a poorly attended seminar sponsored by the International Association of Satellite Users.

House Telecommunications Subcommittee member Edward Markey (D-Mass.) outlined his bill (H.R. 4464), that would require Comsat to spin off its competitive subsidiaries, and he sounded optimistic about its future. David Markey (no relation), head of the National Telecommunications and Information Administration, intimated that the Reagan administration would favor permitting private American companies to compete with Intelsat in the trans-Atlantic satellite communications business.

According to Representative Markey, H.R. 4464 would require "timely public disclosure of the documents Comsat receives in connection with its Intelsat/Inmarsat activities. . . , the divestiture of Comsat's competitive ventures, returning the corporation to the original activities that Congress envisioned for it. . . [and] appoint a representative to Comsat's delegations to Intelsat and



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| Program | Markets | R/S* |
|---------------------------|------------|--------------|
| 1. Hee Haw | 110 | 14/30 |
| 2. Wheel of Fortune | 50 | 13/23 |
| 3. Family Feud | 127 | 13/23 |
| 4. Wild Kingdom | 15 | 12/26 |
| 5. M*A*S*H | 106 | 12/22 |
| 6. Three's Company | 75 | 12/21 |
| 7. PM Magazine | 77 | 12/22 |
| 8. Being with J.F.K. | 6 | 11/21 |
| 9. Tic Tac Dough | 44 | 11/19 |
| 10. Entertainment Tonight | 86 | 11/19 |

Nielsen/Casandra Report, Nov. 1983

*Rating/Share

"Hee Haw . . . a foot stompin' success."



TV GUIDE
January, 1984

"Hee Haw, the venerable country music variety show, remained the top share winner among syndicated programs."

BROADCASTING MAGAZINE
December, 1983

"Hee Haw has continued successfully in new production for syndication well after the networks dropped them."

CHANNELS
January/February 1984



Approved. The Senate Commerce Committee last week reported out S. 2436, reauthorizing the Corporation for Public Broadcasting for fiscal years 1987 through 1989 and setting appropriations ceilings of \$238 million for CPB during 1987, \$253 million during 1988 and \$270 million during 1989. The bill represents a sharp increase over the administration's recommendations of \$100 million for CPB in 1987. The President also proposed that Congress rescind \$20 million of the \$130 million it appropriated for CPB in FY 1986. The CPB funding bill also sets a ceiling of \$50 million for 1985 for the public telecommunications facilities program during administered by the National Telecommunications and Information Administration. (The administration's budget called for discontinuation of the program.) It sets a ceiling of \$53 for that program during 1986, and \$56 million during 1987. The bill was amended, at the recommendation of Senator Barry Goldwater (R-Ariz.), to delete language from the Communications Act directing NTIA to spend 75% of that money for new facilities in areas unserved by public broadcasting. A committee aide said that change is intended to give NTIA flexibility to provide funding to refurbish and rebuild existing facilities.

The committee also passed S. 2535, a bill reauthorizing the National Telecommunications and Information Administration for fiscal years 1985 and 1986. S. 2535 sets appropriations ceilings of \$15 million for NTIA for each of fiscal years 1985 and 1986. That bill was reported without objection. But Goldwater expressed concern about the 1986 ceiling. He said he might offer an amendment from the floor increasing the funding during 1986 to insure that NTIA can fulfill its international obligations.

Inmarsat in an effort to monitor the corporation's compliance with our government's instructions."

Given the difficulty Congress has had with legislation opposed by AT&T, Markey said, some wonder whether Congress can push through legislation opposed by Comsat. But Comsat is no AT&T, he said.

First of all, with just 3,000 employees and 70,000 shareholders, Comsat "lacks the massive lobbying power that AT&T had." Second, "when we took on AT&T, many people suggested that our effort would increase basic rates to consumers," he said. "In Comsat's case, it is the monopoly ventures that subsidize money-losing competitive ventures—the opposite of AT&T's position. Thus, divestiture would lower—not raise—monopoly user rates. At the same time, Comsat divestiture would raise—not lower—Comsat shareholder dividends. This may well neutralize Comsat's shareholders in the upcoming debate.

"Comsat can be broken up, and full competition can be in place in the international telecommunications market in the near future," he said. "When it happens, we will all benefit."

Markey promised hearings on the bill in the subcommittee in the "near future." It is "absolutely critical that we get an airing of this issue before the American public," he said. Whether those hearings will come about during the current session is uncertain. Markey is immersed in the Democratic primary race for the Massachusetts Senate seat being vacated by Paul Tsongas and is spending little time in Washington. A subcommittee aide said no hearings have been scheduled.

The other Markey is involved in shaping the Reagan administration's opinion on whether to allow American firms to compete with Intelsat in the transoceanic satellite communications business. The NTIA's recommendation—along with similar recommendations of a senior interagency group headed by the State Department—has been forwarded to the White House, which is reviewing the documents and should release them by the end of this week.

Markey was reluctant to discuss NTIA's recommendation, but suggested it would leave the door open for Intelsat competitors under certain unspecified conditions. "There

are ways we think [it] can be done."

He said he thought such competition is "inevitable." He cited the emergence of regional satellite systems in other parts of the world that siphon off Intelsat traffic and the prospect of high-capacity fiber optics cable beneath the Atlantic Ocean that could compete with Intelsat.

Markey said he had "mixed" feelings about the bill introduced by the other Markey. Legislation could be helpful in establishing how the federal government should instruct Comsat in its dealings with Intelsat and in how information is relayed from Intelsat through Comsat to the public. □

Hobby troubles

For Donald R. Lindig, managing KREH (now KICR(AM)) Oakdale, La., was more of a hobby than a career. His profession was running the Care nursing home, in Oakdale, but he was also host of a talk show broadcast by the station, and when the owner was temporarily without a manager, he asked Lindig to take over. The one thing neither Lindig nor the owner, George B. Mowad, who was also the mayor, considered was the possible reaction of some in the community to the fact that Lindig, who is white, was married to a black woman.

The reaction, according to an indictment returned by a federal grand jury on Jan. 26, took the form of a campaign of intimidation and terrorism aimed at forcing Lindig's ouster. On Wednesday, Oddist Jack Lambright, who had pleaded guilty to the information which replaced the indictment was sentenced to three years in a federal penitentiary. Lambright was charged with conspiring with others between December 1981 and February 1982 to interfere with Lindig's employment and housing rights because of his interracial marriage.

Lindig, who had served as manager for four months, severed all connections with the station two and a half years ago because of the Klan activities, which included efforts to persuade advertisers to boycott the station. Lindig said leaflets were distributed and telephone calls made to area business

Washington Watch

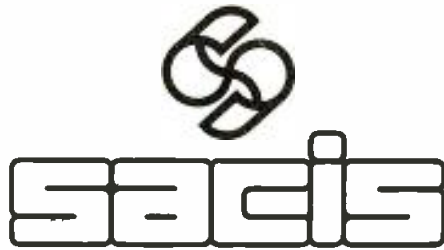
No Reagan. President Reagan canceled his live satellite address to National Association of Broadcasters at annual convention May 1 in Las Vegas. Reagan bowed out due to schedule conflict; he'll be meeting with Pope John Paul II in Fairbanks, Alaska, same day. □

Court move. Federal district judge ruled against Federal Trade Commission and denied injunction against merger of Warner Communications Inc.'s record division with European-owned Polygram Records Inc. Merger would give Warner 80% of joint operation and Polygram 20% (50%/50% in international). FTC had voted 4-1 against merger, March 6, claiming combination of two companies would greatly decrease competition in record industry. Warner, which reportedly has 18% of U.S. record market, would have 26% after merger. CBS/Records Group, which has 23% of market, previously indicated it also would seek merger or acquisition if Warner/Polygram combination were approved. Recorded music and music publishing accounted for 22% of Warner Communications Inc.'s 1983 revenues. □

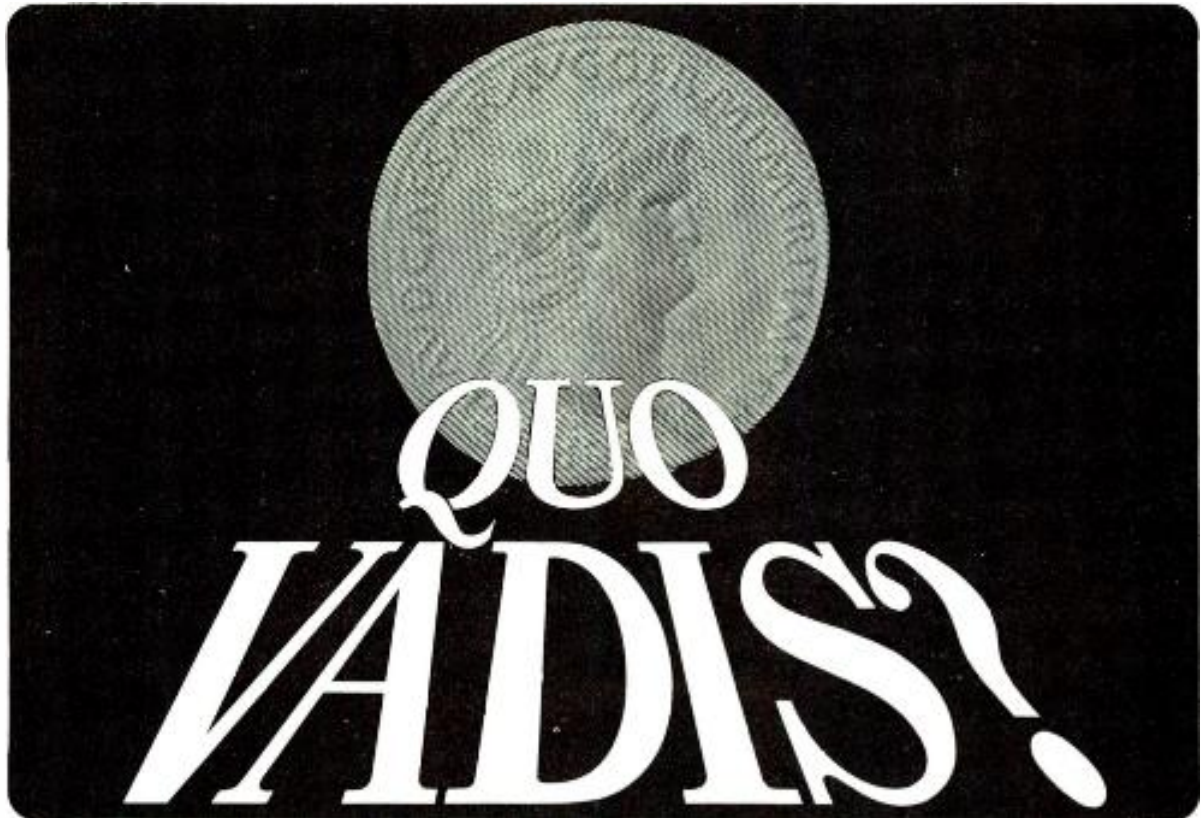
Will try again. Alan K. Levin, who lost out in FCC Review Board decision granting new AM radio station at Dillon, Colo., to Dillon Broadcasting Co. (BROADCASTING, March 26), said he will appeal. In press release, Levin said decision, if permitted to stand, would condone use of drugs by licensees. One issue in proceeding was whether Dillon's 100% stockholder, Robin Theobald, had been engaged in illegal use of narcotics, and, if so, what effect that should have on his qualifications to be commission licensee. □

10% more. FM broadcast stations using subcarriers can increase maximum modulation deviation from 100% to 110%, FCC has said. However, FCC said, stations within 100 miles of Mexican border are limited to using 75 khz subcarrier and 100% peak modulation until ongoing negotiations with Mexico are concluded. □

Must carry. FCC has declined review of decision requiring Continental Cablevision of New Hampshire to carry signal of WNEH-TV Hartford, Vt., on systems serving Concord and Boscawen, N.H.—and fined it \$5,000 for not complying with signal carriage rules.



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people. The effort was having an effect, with advertisers leaving the station. What's more, Lindig indicated there was cause for the personal safety of the people involved. "The area is known for violence," he said. "Things were getting edgy."

Earlier this year, Bernard C. Simmons Jr. pleaded guilty to an information filed with the original indictment charging him with accompanying Lambright—the two of them in Klan robes and hoods—to the Lindigs' apartment, telling them to leave town. Simmons was sentenced to one year's probation.

Lindig says he was not asked to leave the station. The decision was his, he said. "I was doing more harm than good." Besides, he said, "I was just filling a gap." Since Lindig's departure, the station was sold to Strother Broadcasting Co.

Lindig had some earlier experience in radio, in Dallas, where he lived before coming to Oakdale four years ago. And he makes no bones about a desire to get back behind a microphone, even if only on a part-time basis: "I love radio, anything where I can run my mouth." □



Karl (I) and Furst

'First sale' fight rejoined

The debate over the video "first sale" doctrine of copyright law resurfaced in Washington last week. (The doctrine holds that copyright owners are not entitled to royalties from the re-sale or rental of their works after the first sale.) The issue was resurrected during a press conference sponsored by home video producers and distributors, who urged Congress not to tamper with the doctrine.

And a House Copyright Subcommittee heard testimony the next day from a variety of witnesses, most of whom argued in the same vein and spoke against legislation that would repeal the doctrine. Legislation is pending in the House and Senate (H.R. 1029 and S. 33) that would modify the doctrine to give copyright owners control over subsequent sale or rentals of recorded visual works.

Hollywood's attempts to gain passage of the legislation are showing signs of success. At the hearing, the subcommittee's chairman, Robert Kastenmeier (D-Wis.), indicated he favors modification of the doctrine and

that he would introduce legislation after the Easter recess (Congress is recessed until April 23) that would incorporate certain aspects of the bills that would modify the doctrine.

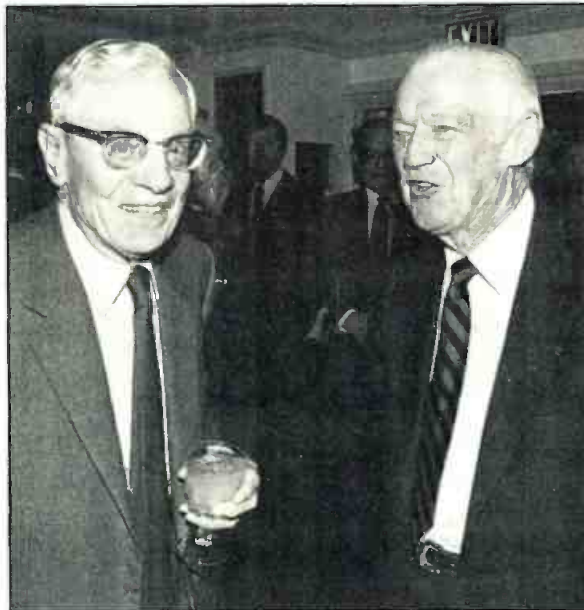
In addition Kastenmeier's measure will address the home taping issue and several cable copyright issues contained in pending legislation. Kastenmeier refused to release any details on the bill, which is yet to be drafted. He felt an "omnibus" approach was best. Sources say the legislation will include language similar to H. R. 175 which would exempt home taping from copyright liability and contain elements of H.R. 2902 and H.R. 3419 which would permit cable systems to import additional distant broadcast signals without having to pay significantly higher compulsory license fees for them.

There is also a possibility that language that reduces the size of the Copyright Royalty Tribunal from five to three commissioners and authorizes them to hire a general counsel and economist will also be included in a

Senate bill (S.1270).

Stuart Karl, Karl Video Corp., producer of *Jane Fonda's Workout*, and Austin Furst, Vestron Video, an independent video distributor, who sponsored the press conference, also testified at the hearing. During the press conference they called on Congress to leave the doctrine alone and warned that repeal would harm consumers, manufacturers and retailers. If the legislation is enacted, Furst said, video rental prices would "skyrocket."

"Surgery is being proposed for the home video patient. I am here to give you a second opinion that no surgery is needed," said Furst. Karl claimed the legislation would "devastate the creative community." He said the legislation was backed by Hollywood because it would "eliminate competition by independent producers in home video." □



Paglin's party. Past and present FCC commissioners were present in Washington last Tuesday (April 10) at a reception sponsored by the Weil, Gotshal & Manges law firm to call attention to a golden jubilee commission celebrating the 50th anniversary of the Communications Act of 1934. At left: Max Paglin, who is leaving WG&M to become executive director of the commission, and who described his ambitions for that effort and for a "National Institute of Telecommunications" he hopes will succeed it. (Initial

activities of the jubilee commission are being funded by a \$5,000 grant from the Louis Cowan Foundation). At center: former Commissioner Irvin Stewart, last surviving member of the first FCC (activated on July 11, 1934), and Rosel Hyde, who is second in length of service as a commissioner and chairman, and who now is in communications practice with Wilkinson, Barker, Knauer & Quinn. At right: the present FCC chairman, Mark Fowler, who introduced Paglin to the reception.

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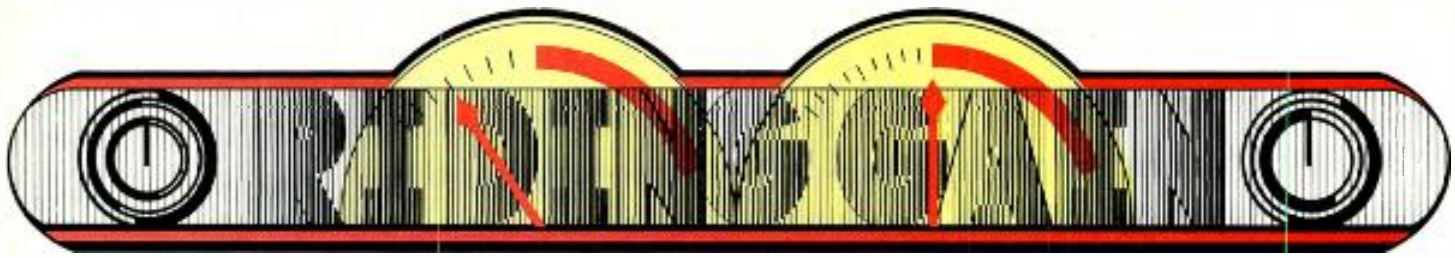
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Tracking listeners

Radio listening in the U.S. now averages 25 hours per week, an increase of five hours over the past five years, according to Arbitron Ratings' newest edition of its *Radio Today* study. The report cites women, 65 and older, as the "heaviest" female listeners (30 hours per week) while, among men, the 18-34 group listens the most (27 hours).

The new *Radio Today*, says Arbitron, includes more detail on where radio listening occurs, age composition of the listeners and overnight and black audience data. Some of its other findings:

- AM listening at home reaches its largest weekday audience at 7 a.m. (16.6% of all available listeners), and it peaks on the weekends at 9 a.m. Saturday (13.2%). FM listening at home is higher at 11 a.m. Saturday (15.3%) than its weekday peak at 7 a.m. (14.3%).

- More in-car listening occurs on weekdays at 4 p.m. (33%) than at 8 a.m.—traditionally considered to be a very heavy "drive-time" listening period—with 29%.

- Radio's audience is largest from 6 a.m. to 10 a.m. weekdays, attracting 26% of the

listeners. However, Saturday's audience from 10 a.m. to 3 p.m. is almost as large at 25.6%.

- Young adult listeners mostly tune in radio on Sunday nights from 7 p.m. to midnight, when the median listening age is 29. Weekday morning (6-10 a.m.) audiences are slightly older—the median age is 35—and Sunday morning listeners are the oldest, with a median age of 40.

- From midnight to 4 a.m., radio reaches 25% of the population. Additionally, radio reaches more blacks, 12 and older (97%), than the general population (96%), with black men and women spending an average of 30 hours per week with the aural medium.

Plans call for the latest *Radio Today* edition—updated for the third time—to be made available to broadcasters, without charge, during the upcoming National Association of Broadcasters annual convention in Las Vegas (April 29-May 2).

Radio 'Business'

Business Times, the two-hour Monday-Friday business news series seen over the ESPN cable network each morning, is ex-

panding into radio next month when two live half-hour programs are launched over the American Public Radio Network.

The radio versions of the broadcast, which is being underwritten by Paine Webber and the NCR Corp., will be fed to American Public Radio affiliates at 4:30 and 6:30 p.m. NYT, allowing stations the flexibility to air the 30-minute reports before and/or after National Public Radio's *All Things Considered*. Seventy-five percent of the radio program's content will be original, with the remaining 25% adapted from the morning ESPN broadcast, according to *Business Times* officials. The 4:30 edition will include a full report on the day's activity on Wall Street, updated again for the 6:30 airing.

American Public Radio has more than 250 affiliates. "All the major markets will be served. However, we will be restricting the number of stations allowed to broadcast *Business Times* in each market," said its editor, Doug Ramsey.

Labor suit settled

A settlement has been reached between the National Labor Relations Board and National Public Radio following the NLRB's finding that it had "reasonable cause to believe that NPR had engaged in coercive, intimidating and threatening statements" to a former NPR reporter active in union organizing. Acting on an unfair labor practices complaint filed by San Francisco-based Elin O'Leary, NLRB charged the public radio network with acting in an unlawful manner in its treatment of O'Leary prior to her termination as an employe last summer. However, the board said it could not uphold O'Leary's claim that she was fired as a result of her union involvement.

In a settlement between the two parties announced shortly before the matter was scheduled to go to trial, NPR agreed to post a notice at places of employment in which the network agrees "not to attempt to create in the minds of employes the impression that [it is] engaging in surveillance of their union activities" and "will not threaten employes with reprisal for joining or supporting" any labor organization.

According to attorney William Sokol, who represented O'Leary in her case before a regional NLRB director, the alleged harassment of his client occurred after O'Leary petitioned the American Federation of Television and Radio Artists for representation of NPR contract reporters in negotiations with the network. NPR subsequently hired most of the independent contract reporters, including O'Leary as staff reporters, who are within AFTRA's jurisdiction.

Million-dollar weekend

Two radio stations, WMAL(AM) Washington and KGO(AM) San Francisco, raised over \$1 million over the weekend of March 17-18 for

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the Leukemia Society of America for leukemia research. WMAL, in its 10th annual "Fight Leukemia" event, raised \$606,772, while KGO, in its fourth year of leukemia fund-raising, raised \$414,919. The combined figure was only \$88,000 shy of what the entire radio industry raised in 1982-83.

Election comments

Former South Dakota senator and 1984 Democratic presidential candidate, George McGovern, and former Reagan administration communications director, David Gergen, will offer their political commentaries on National Public Radio's *All Things Considered* in the coming months. Among the topics covered will be analyses of the campaigns of the Democratic presidential candidates and their presentation of major issues, NPR said.

AM under study

AM radio is the topic of two ongoing studies—one sponsored by McGavren-Guild Radio and conducted by the research firm of Ted Bolton Associates, Philadelphia. The second is being conducted by the National Radio Broadcasters Association.

Bolton's research focuses on the future of AM. It will include more than 250 in-depth interviews with AM general managers across the country to try to isolate differences between successful and unsuccessful stations; explain why AM ratings have changed in the past 12 months, and study AM stations' policies regarding commercial inventory, advertising, promotion and research. The results will be presented by Bolton at McGavren-Guild's National AM Radio Conference to be held May 2-4 at the San Ysidro Ranch in Montecito (Santa Barbara), Calif.

The NRBA survey will examine the current state of AM stereo. The survey will ask station managers about their stations' AM stereo capabilities and plans, why stations haven't switched, and, for those that have, identify the stereo system used and the reasons for that choice. Results of the study are expected to be announced in May in the first issue of a new NRBA newsletter covering AM stereo.

Trouble in Georgia

Georgia Network Inc., a 12-year-old, Atlanta-based, state radio news service with 122 affiliates, filed for reorganization last week, under chapter 11 of the federal bankruptcy laws, posting "unsecured" debts of \$337,645 for 135 creditors. "We built up a tremendous business, but now we need a plan to retire the debt," said Georgia Network President Don Kennedy.

Kennedy cited heated competition with the Georgia Radio News Network, an Atlanta-based state news service launched about four years ago, as part of the reason for not achieving high profitability. "I'm not sure there's room for two state networks in Georgia," said Kennedy.

The Georgia Network feeds 13 state newscasts (12 on Sundays) daily along with six state sportscasts. There are also eight farm reports aired each weekday. Sixty percent of the network's affiliates receive the service via Satcom IV, Kennedy said.

Stars are born

As a promotional vehicle, Belo Broadcasting's KROX(AM) Dallas, in conjunction with the local *PM Magazine* broadcast which airs over Belo's WFAA-TV, is conducting a video oldies contest whereby listeners are asked to send in post cards voting for a rock tune from 1958-72—the years covered by the radio station's format—that they would like to see produced into a video. The station will try to include everyone who voted for the winning song—which is scheduled to be announced today (April 16)—in the video production.

Decommissioned

The California Public Broadcasting Commission, formed by the state government in 1975 to administer its grants to California's public radio and television stations, was dismantled April 6 by an 8-to-7 vote of an ad-hoc Public Broadcasting Task Force. The commission was formally put out of existence after aides to Governor George Deukmejian confirmed that the state's chief executive would veto any appropriations to California's 40 public broadcasting stations. The governor effectively put the commission out of business last July when he vetoed state funds for the commission, which had received up to \$2.4 million in annual aid for the state's public stations. The Public Broadcasting Task Force, set up last fall to discuss state funding alternatives, formally recommended that a private agency succeed the defunct commission in attracting money for California public broadcasting.

Radio hotline

The National Radio Broadcasters Association has established the "radio information line," a special phone number set up to handle radio-related inquiries from around the country. The new service is "designed to meet the increasing desire for information about the industry," said Jane Rulon, NRBA's director of member services. The radio information number is (202) 466-5540, and is open Monday to Friday from 9 a.m. to 5 p.m. NYT.

'Biscuit bash'

ABC's Rock Radio network is celebrating the 500th broadcast of *The King Biscuit Flour Hour*, a program produced by New York-based DIR Broadcasting which highlights major rock artists, in a two-part special installment that began yesterday (April 15) and concludes next Sunday (April 22). The special reprises past performances heard on *King Biscuit*, dating back to the first broadcast on Feb. 18, 1973, which featured a relatively unknown artist named Bruce Springsteen. The *Flour Hour* airs each week on nearly 200 stations nationwide.

Words of warning

The compact disk may be a "Trojan horse" that may hurt rather than help FM stations, according to a study by Waters & Co. of Binghamton, N.Y. "Broadcasters are welcoming [the compact disk] into their radio stations, but failing to think through many of its long-term implications," the report concludes, claiming that technical limita-

tions inherent in FM broadcasting prevent stations from transmitting "in full digital quality. But other technologies—such as cable and DBS—can do this, and probably will. The compact disk has made FM radio the quality bottleneck in getting music to the consumer, but other media can remain state-of-the-art." The 49-page study, "Digital Audio and the Future of Radio Broadcasting," was authored by consultant and newsletter publisher Dennis P. Waters. He recommended the radio industry "should investigate the establishment of a third form of aural broadcasting service—a digital form." Waters suggested that "perhaps the [FCC] regulations should be changed" to allow such transmissions.

Music dispute

Broadcast Music Inc. has sued KPLM-FM San Diego, alleging infringement of its copyrighted songs through performances over the station. BMI, which filed suit in U.S. District Court of Los Angeles, seeks statutory damages, attorneys' fees and court costs.

Coin sale

Narwood Productions, New York-based radio programming/syndication company which is distributing public service announcements with celebrities endorsing the sale of gold and silver coins for the 1984 summer Olympics, is readying a new disk of 12 spots targeted for airing beginning in mid-April. PSA's are also included in the firm's *Music Makers* and *Country Closeup* programs. The coins are minted by the U.S. Treasury Department to commemorate and help finance the upcoming games in Los Angeles.

Out of action

Michael Jackson, whose daily call-in interview/talk show is heard on KABC(AM) Los Angeles and affiliates of the ABC Talk Radio Network, suffered a "minor heart attack" March 28 and will be off the air for "about four to six weeks," according to Wally Sherwin, program director for the ABC-owned station and network. Jackson hosts a four-hour daily program on KABC, three hours of which are syndicated nationally.

ABC Talk Radio was also forced to fill in for another scheduled guest when Radio Moscow's English-language commentator, Vladimir Pozner, unexpectedly canceled a planned two-month, 21-city U.S. tour that was to include an extensive live interview on the network. Sherwin said Pozner's trip was apparently canceled because the Soviet Union feared adverse reaction stemming from Soviet military exercises in the Caribbean sea. A similar visit by Pozner was canceled last fall following the Soviet downing of a Korean airliner.

Co-op insight

RKO Radio Networks has extended its current contract with Broadcast Marketing Co., San Francisco, for three years through 1986. BMC will continue to provide its monthly CO-OPPORTUNITIES service to RRN affiliates updating details and requirements of local co-op plans. BMC has provided this service to radio stations for the past 13 years.

NPR back on firmer ground

But revenue shortage announced at 1983 conference still fresh in minds of radio's public broadcasters

Although the news at this year's National Public Radio conference was brighter than that delivered in 1983, when the network revealed what eventually became a \$7 million debt and key officers, including the president, resigned—last year's legacy still remained in the forefront.

NPR board chairman, Donald P. Mullally, summed up the feelings of many when he told the radio broadcasters gathered at the Hyatt Regency in Arlington, Va., April 8-12, that "only a year ago we met in Minneapolis and learned that there were serious financial problems in our company... the management systems had broken down and the financial controls on the company were inadequate and unreliable... the system itself was in disarray: All of us felt deceived and mistrustful."

But this year the suspicion, at least, was gone. Although a few of the more than 700 attending the conference voiced concern over the NPR board's handling of the debt, most conferees praised NPR's new direction and expressed confidence in its new president, Douglas Bennet.

Praise flowed from other quarters as well. Representative Timothy Wirth (D-Colo.), who spoke at an April 10 luncheon, commended the public broadcasters for "a job well done." Wirth told the group that broadcasting should now be added to family, church and school as the fourth influence in people's lives and that public broadcasting offered a "very clear alternative voice."

Corporation for Public Broadcasting President Edward Pfister also praised the station representatives at the opening session for surviving the last 18 months and urged them to turn to the person next to them, shake his hand, and say, "Damn it. You've done a great job."

Bennet and NPR management said repeatedly that they would "do [their] best" to execute the decisions made by the system. The

first day, conferees discussed several options for changing the structure of public radio, including issues on governance and representation, program distribution, programing and funding. The last two received the most attention.

The membership passed a resolution on Wednesday which included directing the NPR board to present options to the membership for the management and operation of NPR's satellite distribution system by the end of fiscal 1984. Another resolution introduced that day, to change the distribution/interconnection fees to a sliding scale, failed to win support. Wallace A. Smith, general manager, KUSC(FM) Los Angeles, said the measure would "cause disruption of the system." Doug Vernier, director of broadcasting, KUNI(FM) Cedar Falls, Iowa, said the sliding scale would tax those stations that "aggressively go out and seek funds."

Mullally said that while there has been improvement over last year's method of operations, he could not pronounce NPR "cured." It was "still a fragile company," he said, adding that the remaining NPR debt was the "most urgent" issue to be addressed at the conference.

At two separate break-out sessions, one on programing and one on funding, pointed references were made to the issue and the NPR board's "lack of action." At the general session, Monday afternoon, Mullally was greeted with applause when he told the group, "I guess you want something said about the debt issue."

NPR President Bennet told the station representatives that he "had been talking about [that issue]" before, but he had not had "this much attention, frankly, until now." He told the station representatives that since the money for the debt was coming from public radio, "let's start saying 'our debt'."

Bennet outlined plans for debt retirement, which must come from unrestricted funds. (NPR member station contribution is \$1.6 million for fiscal years 1984 and 1985; NPR's principal payment is \$3.1 million.) Bennet stressed "the search for common

fund-raising mechanisms... I see no other sure way to do it," he said. "With or without any national development strategy, NPR will continue to make all possible efforts to reduce the debt through corporate savings, underwriting, fund-raising events and displacement of CPB monies into the station account," Bennet said.

Possible plans include:

- A public radio coalition. This would consist of "seven or so large corporations" willing to buy the entire debt on an interest-free basis for a 10- or 20-year period in exchange for underwriting credits. "It would mean lifelong recognition," Bennet said.

- Celebrities, leadership groups. This would be an attempt to broaden the "Friends of NPR" into a national "leadership committee" that would "not yield significant direct contributions," would help with access, public promotion and national visibility.

- Direct mail. Although up-front investment is high, Bennet said, this approach could have extensive potential for drawing in new listeners. Sweepstakes promotions are also alternatives.

- Matching and on-air promotion. The first would seek corporate challenge grants. The second would utilize NPR news celebrities and special programing, which station representatives said helped make last year's "Drive to Survive" successful.

- War chest. Stations would commit a share of the proposed 1984 federal supplemental funding (which was approved by the Senate April 5), to attract corporate matching grants and investment in a national development strategy. (Radio's share of the additional funds would amount to approximately \$3.3 million in fiscal 1984, \$5.2 million in fiscal 1985 and \$7.2 million for fiscal 1986.) An appeal for a national development strategy would not only help retire the debt, Bennet said, but would be designed to "bring new assets into public radio" as well.

Marion E. Watson, station manager at KUOM(AM) Minneapolis, suggested renegotiating the loan agreement with CPB and asking it to forgive NPR the interest (\$552,000 for fiscal 1985). Whichever method proves acceptable, Bennet stressed that a strategy must be "in place before the



Bornstein



Bennet, Mullally and Edwards



Wirth

fiscal 1985 budget must go to CPB June 1."

In other business, four awards were given during the PRC. Mullally received the 1984 Edward E. Elson Award, NPR's highest honor, for "significant contributions to public radio." Previous winners of the annual award named for a former NPR board chairman, Edward Elson, include CPB board member Lilly Herndon; Billy Taylor, former host of NPR's *Jazz Alive!*, and Wayne Hetric, NPR senior engineer, research and development.

Bob Edwards, anchorman of NPR's *Morning Edition*, was honored at the PRC with the Edward R. Murrow Award—CPB's top radio award—last Wednesday evening. A 10-year veteran of public radio, Edwards co-hosted *All Things Considered* from 1974 to 1979, before helping to launch *Morning Edition* that year. CPB Board Chairman Sharon Percy Rockefeller presented the award to Edwards, who one radio colleague said, "comes as close as anyone in the business—commercial or public—to being a young Ed Murrow."

Also cited for their "outstanding efforts on behalf of public radio" during the PRC were the former interim NPR president, Ronald C. Bornstein, and NPR's business and economics correspondent, Robert Krulwich, who joined NPR in 1976 as national editor.

In addition, 10 public radio stations and three independent producers received CPB Public Radio Program Awards Wednesday night. The winners were selected in three categories—news and public affairs, arts and humanities and target audience. Winners

in the first category were: WEBR(AM) Buffalo, N.Y., for *North Division Explosion*; KUOM(AM) Minneapolis-St. Paul, for *When Love is the Drug*; WEVO(FM) Concord, N.H., for Hubbard Brooke Experimental Forest, and WBUR(FM) Boston, for *Morning Edition*, *Evening Edition* and *Weekend Edition* news

magazines. Winners for the second are: KUNI(AM)-KHKE(FM) Cedar Falls, Iowa, for *Christmas with Mr. Grump*, and National Radio Theater of Chicago for *Dynamite Hill*. Winner of the target audience category is Caribbean Education Project, for *Grenada: Fall of the Revolution*.

Changing Hands

PROPOSED

WNWS(AM) South Miami, Fla. □ Sold by Sudbrink Broadcasting to Neil F. Rockoff for \$5,900,000, comprising \$2,100,000 cash and \$3,800,000 note, including three-year noncompete agreement. **Seller** is general partnership of Robert W. (Woody) Sudbrink (92.5%) and Lewis S. Krone (7.5%). Sudbrink also owns KIFH(AM)-KPOL-FM Honolulu and WLAC-AM-FM Nashville. **Buyer** is one-time general manager of KHJ(AM) Los Angeles, now program consultant. He has no other broadcast interests. WNWS is on 780 khz with 50 kw day and 10 kw night.

WHLI(AM)-WKJY(FM) Hempstead, N.Y. □ Sold by Williams Broadcasting Inc. to Metrocomco Inc. for \$5,275,000, comprising \$5 million cash, \$250,000 five-year owner's note and \$25,000 consultancy. **Seller** is principally owned by Robert L. Williams (69.5%) and C.J. Lawrence, New York-based investment banking firm (26.1%). Williams is also president of LWB Corp. which owns WKAP(AM) Allentown, Pa.;

WLAG(AM)-WJYF(FM) La Grange, Ga., and 33.3% of WJYA(AM) Marietta (Atlanta), Ga. It is buying other two-thirds of WJYA(AM) (see below). Others have no broadcast interests. **Buyer** is owned by Jim Moyer, Ted Julian and General Publishing Limited (18.52% each) and Walter Curley, Dave Pitcher, David Kirschenbaum and Kevin Kennedy (11.11% each). They also own, in same percentages, WBRL(AM) Berlin, N.H. Moyer, chairman of Metrocomco, is N.Y.-based attorney. Julian is Long Island-based publisher. Kurley, president of Metrocomco, is South Yarmouth, Mass, publisher/consultant. Pitcher is Washington attorney. Kirschenbaum is New York investment banker. Kennedy is Connecticut engineer. WHLI is on 1100 khz with 10 kw day. WKJY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Schutz & Co.

WXBM-FM Milton, Fla. □ Sold by Mapoles Broadcasting to WXBM-FM Inc. for \$2,500,000 cash, including \$25,000 non-compete agreement. **Seller** is solely owned by Byrd Mapoles, who has no other broadcast interests. **Buyer** is owned by Louis W. Mahacek Jr. (50%) and Lloyd W. Smith (50%). Mahacek is Atlanta vice president of Torbet Radio Inc., New York-based sales representative. He will resign position upon acquisition. Smith is Atlanta investor. **Buyers** have no other broadcast interests. WXBM is on 102.7 mhz with 100 kw and antenna 500 feet above average terrain.

KTTR(AM)-KZNN(FM) Rolla, Mo. □ Sold by Phelps County Broadcasting Inc. to John B. Mahaffey (50%) and wife, Fredna (50%), for \$1.5 million, comprising \$600,000 cash and \$900,000 note. **Seller** is owned by Bob McKune, who has no other broadcast interests. **Buyers** also own KGRT-AM-FM Las Cruces, N.M.; KDSX(AM)-KDSQ(FM) Denison-Sherman, Tex., and KCIJ(AM) Shreveport, La. Last year they sold KICA(AM)-KCPK(FM) Clovis, N.M. ("For the Record," Aug. 1, 1983). KTTR is on 1490 khz with 1 kw day and 250 wnight. KZNN is on 105.3 mhz with 28.5 kw and antenna 155 feet above average terrain. **Broker:** D/W Investors Inc.

KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. □ Sold by Pinon Broadcasting Corp. to George Schrader and others for \$1,450,000 million, comprising \$250,000 cash and balance in note, plus real estate. **Seller** is principally owned by Bernard G. Allen (51.3%) and William S. Sanders, president (24.9%). Allen is involved in computer industry. He has no other broadcast interests. Sanders has bought KHOB(AM) Hobbs, N.M., subject to FCC approval. Through parent corporation, Oil Broadcasting Corp., he also has interests in KAAP(AM)-KKBZ(FM) Santa Paula, Calif.; KOTE(AM)-KKZZ(FM) Lancaster/Palmdale,

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Calif., and KPER(FM) Hobbs, N.M., and is selling, pending FCC approval, KVKM(AM)-KGEE(FM) Monahans, Tex. ("Changing Hands," April 9). Buyer is owned by James Baker and wife, Carleen (30%); Laurence Rutter (15%), and George Schrader (55%). Bakers recently sold KRKY(FM) Castle Rock, Colo. ("Changing Hands," Dec. 5, 1983). They have no other broadcast interests. Schrader (40%) and Rutter (60%) last year bought KNGT-FM Jackson, Calif. ("Changing Hands, Nov. 28, 1983). KDHI is 1 kw daytimer on 1250 khz. KQYN is on 95.7 mhz with 16 kw and antenna 200 feet above average terrain. *Broker: Chapman Associates.*

WJYA(AM) Marietta, Ga. □ Sixty-seven percent sold by Robert A. Klein and others to LWB Atlanta Corp. (which owns other 33%) for \$747,010. **Sellers** are Klein (23%), Frank D. Ward (13.33%), Keith E. Putbres (14.33%) and five others having less than 5% each. Putbres owns 10% of WATO(AM)-WETQ(FM) Oak Ridge, Tenn. Klein and Ward have no other broadcast interests. **Buyer** is owned by Robert L. Williams, president (30%), and C.J. Lawrence Co., New York-based investment firm (70%). Mr. Williams is owner of Williams Broadcasting Co. previously owner of WEZN(FM) Bridgeport, Conn., and WHLI(AM)-WKJY(FM) Hempstead, N.Y. (see above). WJYA is on 1080 khz with 10 kw day.

WLVA(AM) Lynchburg, Va. □ Sold by Bruce Miller and others to Inland Broadcasting Inc. for \$709,500 plus \$40,000 for replacement of transmission line (not yet agreed upon), comprising \$165,000 cash, \$385,000 assumption of seller's note and \$159,500 promissory note. **Seller** is owned by Bruce A. Miller (52.94%) and eight others. **Seller** also owns WKDW(AM)-WSGM(FM) Staunton, Va. **Buyer** is solely owned by Robert Pachaly, who has no other broadcast interests. Pachaly is retired Connecticut businessman, former engineer and investor. WLVA is on 590 khz with 1 kw day.

WHKW(FM) Fayette, Ala. □ Sold by WHKW-FM Stereo Radio Inc. to Radio WHKW Inc. for \$600,000, comprising \$150,000 cash and \$450,000 note. Noncompete agreement is included in sale price. **Seller** is owned by Harlon Kenneth (51%); Sherwin Prescott, secretary and managing partner (10%), and J. Ronald Lawrence (17.5%) and his son, J.C. Lawrence (17.5%), who have no other broadcast interests. **Buyer** is owned by James C. Mauldin (56%) and his parents, Joseph C. and Josephine S. Mauldin (44%). Mauldins are furniture retailers who have no other broadcast interests. WHKW is on 98.1 mhz with 100 kw and antenna 350 feet above average terrain.

KIVR-AM-FM(CP) Cave Junction, Ore. □ Sold by Illinois Valley Radio to New Frontier Communications Inc. for \$575,000, comprising \$105,000 cash and remainder in note. **Seller** is owned by Larry Mike Tardie (90%) and Gerald Lynn Grooms (10%), who have no other broadcast interests. Grooms is station manager at KIVR. **Buyer** is owned by Jeffrey Dale Salgo (60%) and his mother, Shirley Salgo (40%), who have no other broadcast interests. Jeffrey Salgo is program director at KMGG(FM) Los Angeles. Shirley Salgo is Los Angeles real estate broker. KIV-

R(AM) is on 1400 khz with 1 kw day and 250 w night. KIVR(FM)(CP) is on 102.7 mhz with 100 kw and antenna 1,976 feet above average terrain. *Broker: Chapman Associates.*

WIPC(AM) Lake Wales, Fla. □ Sold by WIPC Inc. to Frank L. Ayers (50%) and Lenvil R. Hall (50%) for \$480,000, comprising \$50,000 cash and \$430,000 note. **Seller** is owned by estate of late Russell Salter, which also owns WBEL(AM) Beloit, Wis.; WKKD(AM)-WFVR(FM) Aurora, Ill., and WRWC(FM) Rockford, Ill. **Buyers**, both of Belleview, Fla., have no other broadcast interests. Ayers last year sold WRNZ(FM) Wrens, Ga., for \$311,000 ("Changing Hands," July 11, 1983). Hall is president of Daytona Beach, Fla.-based Vista Bank. WIPC is on 1280 khz with 1 kw full time. *Broker: Chapman Associates.*

KCOG(AM) Centerville, Iowa □ Sold by KMGO-KCOG Inc. to KCOG Inc. for \$406,000, comprising \$100,000 cash and \$306,000 note. **Seller** is owned by Joyce E. Dennison (50%) and husband, Paul Dennison (50%). It also owns KKS(AM)-KILG-FM Centerville, Iowa. **Buyer** is owned by Emil R. Calzascia (45%), his sister, Carolyn E. Jenkins (20%), her husband, Frederick L. Jenkins (20%), and Thomas F. Reynolds (15%). They are owners of electronics business and have no other broadcast interests. KCOG is on 1400 khz with 500 w day and 250 w night.

WPHC(AM)-WVRY(FM) Waverly, Tenn. □ Sold

by Humphreys County Broadcasting Co. to Mid-Cumberland Communications Inc. for \$340,000, comprising \$55,000 cash and balance in note. **Seller** is wholly owned by Robert J. McKay Jr., president. He also owns WKRM(AM)-WKOM(FM) Columbia, Tenn. **Buyer** is owned by Joe Copley, president (100%), who is account executive at WJCW(AM)-WQUT(FM) Johnson City, Tenn. He has no other broadcast interests. WPHC is on 1060 khz with 1 kw day. WVRY is on 104.9 mhz with 3 kw full time and antenna 300 feet above average terrain. *Broker: Blackburn & Co. Inc.*

KQAA(AM) Aberdeen, S.D. □ Sold by Dakota-North Plains Corp. to Sunset Communications Corp. for \$300,000 cash. **Seller** is owned by L.T. Lausten (89.99%), his wife, Gwyn Lausten (4.25%), and their son and daughter, David and Judith Lausten (0.90%) and (0.45%) respectively. Dakota-North Plains Corp. owns KVAA(AM)-KRAA(FM) Volga, S.D. David Lausten owns 75% of KKA(AM) Aberdeen, S.D. **Buyer** is owned by David Lausten (75%) and Alan Fischer (25%). Fischer owns other 25% of KKA. KQAA is on 94.9 mhz with 100 kw and antenna 1,383 feet above average terrain.

□ Other proposed station sales include: KVAK(FM) Valdez, Alaska; KQEW-FM For-dyce, Ark.; KAIF-TV Jonesboro, Ark.; WTBB(FM) Bonifay, Fla.; KBAB(AM) Indian-ola, Iowa; KBZY(AM) Salem, Ore.; WJMR(AM) Ridgeland, S.C., and *WTCTV) Chattanooga, Tenn. (see "For the Record,"

SOME RECENT SALES

| | |
|------------------------------------|--------------|
| KMGG, Los Angeles/KSHE, St. Louis | \$20,000,000 |
| *KQWB-AM/FM, Fargo, ND | 5,000,000 |
| WPTR-AM/WFLY-FM, Albany, NY | 4,000,000 |
| WIIN-AM/WFPG-FM, Atlantic City, NJ | 2,500,000 |
| *WEBC-AM/WAVC-FM, Duluth, MN | 2,000,000 |
| WVOC-FM, Columbus, GA | 2,000,000 |
| WJBL-FM, Holland, MI | 1,500,000 |
| WYRE-AM/WBEY-FM, Annapolis, MD | 1,300,000 |
| *KLSS-FM, Mason City, IO | 925,000 |
| *WADC-AM/WIBZ-FM, Parkersburg, WV | 780,000 |

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Cost analysis. San Francisco Mayor Dianne Feinstein and Roger Boas, San Francisco chief administrative officer, last week announced that the 34 media skyboxes scheduled to be installed for the Democratic convention this summer in San Francisco will cost \$10,000 apiece—a cost that will have to be picked up by the news organizations that want to use a booth.

Earlier this month, the Democratic National Committee had estimated that the 20 booths envisioned for the back of the convention hall—those affording the best view of the proceedings—would cost about \$30,000 apiece. The remaining booths, which were to be located along the sides of the hall and wouldn't offer as good a view of the stage, would have cost about \$6,000 apiece. After news organizations protested, the design was reconsidered in an effort to cut the costs, a DNC spokesman said. But there won't be any free rides. "If they want a skybox, they'll have to bear the cost of the skybox," a spokesman for the committee said.

page 99. For sales approved by FCC, see also "For the Record").

CABLE

Cable system serving Calais, Me. □ Sold by St. Croix Cable TV to American Cablesystems Corp. **Seller** is Dale Wing. **Buyer**, headed by Steven B. Dodge, president, is Beverly, Mass.-based MSO with 16 systems in Florida, Massachusetts, New York, Tennessee, Virginia and West Virginia. Calais system passes 1,850 homes, serving 1,750 basic subscribers with 21 channels and 39 miles of plant. **Broker:** Daniels & Associates Inc.

Cable system serving Barre, Vt. □ Sold by Turner Hill Television Inc. to Simmons Communications Inc. **Seller** is principally owned by Mick Sanguinetti, who has no other cable interests. **Buyer** is Stamford, Conn.-

based MSO with systems in five states and over 46,000 cable subscribers. It is headed by Steve Simmons, president. Barre system serves 5,100 subscribers with 22 channels, and passes 6,500 homes with 78 miles of plant. **Broker:** Donald A. Perry & Associates Inc.

Cable system serving Richland, Wash. □ Sold by Group W Cable to United Artists Cablesystems Corp. **Seller** is third-ranked MSO, headed by Burton B. Staniar, president, and owned by Westinghouse Broadcasting & Cable Co. It operates 140 systems in 33 states. **Buyer** is wholly owned by San Francisco-based United Artists Communications Inc., publicly owned corporation headed by Robert Naify, president. Richland system, serving 9,000 subscribers with 19-channel capability, passes 13,500 homes with 139 miles of plant. It will be added to adjacent United

Artists Cablesystems Corp. 54-channel systems in Pasco and Kennewick, Wash., which presently serve 20,000 subscribers.

Qube service to be dropped if TCI buys Warner Amex's Pittsburgh system

That's one requirement TCI will make to city to turn system 'economically viable'

If Warner Amex Cable's Pittsburgh cable system is sold to Tele-Communications Inc., the system's Qube two-way technology will be junked in favor of one-way addressable technology that could later be linked with a return telephone loop enabling subscribers to interact with the system. That's according to John C. Malone, TCI's president and chief executive officer.

Pittsburgh city officials have stated one primary concern since WA Chairman Drew Lewis wrote to Mayor Richard Caliguiri more than three weeks ago seeking permission to sell its metro system to TCI—that the transfer not result in a decline of service to subscribers. Malone insists that concern can be addressed to the satisfaction of everyone involved, even with the dismantling of Qube. The definition of any "service" gets a little fuzzy in the rhetoric used by both sides, but Malone uses the phrases "service levels" and "satisfaction levels" interchangeably. The city is now waiting for TCI's proposed modifications—which are expected on April 25.

Also at issue is the fate of WA's Home Sports Entertainment network serving Pittsburgh. WA formally disbanded HSE in Pittsburgh last week, citing lack of advertiser and subscriber support (only 7,000 subscribers on four systems signed up). But Malone said TCI and WA are "exploring ways" to revive the regional sports service.

But as to the larger matter at hand—the sale of the system—Malone submits that "there have to be modifications in the franchise." Without changes, he told BROADCASTING last week, "obviously we would lose just as much money as [WA] has. And the city knows that. We have no interest in stepping in and losing money."

Malone insisted that the modifications he has in mind, "would not have an effect on service levels... The satisfaction levels of consumers would be maintained." By scrapping Qube and making other changes, Malone argues that Pittsburgh's system can be "economically viable." Viability relates to the bottom line and by that standard the system is far from viable at this point, losing between \$15 million and \$18 million annually.

Along with the Qube technology, the Qube programing, or what little of it remains today, would also go. Malone justifies that



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by pointing to studies that Qube polling shows and other interactive programs command little interest among viewers, and that Qube, at least in Pittsburgh, is a big expense that generates little income.

"Qube is obsolete, at least in the Pittsburgh configuration," he says. "That equipment was developed very early in the learning curve." He described the Pittsburgh Qube system as a "total white elephant."

The addressable equipment that TCI would substitute for Qube would be "mothballed until the services are developed that would make it economically viable," said Malone. "We've got to get the operating expenses under control."

WA has proposed selling the Pittsburgh system to TCI for a little more than \$93 million. Malone wouldn't put a total price on what TCI would have to invest to realign the system to its liking, but implied that it could be ten's of millions of dollars. Many of the details are still being worked out, but he said that "the converter changeout alone would run between \$8 and \$10 million."

If allowed to take over the Pittsburgh system, TCI would not follow WA's lead in Milwaukee and Dallas and seek to reduce the system from a dual cable to a single cable system. Channel capacity would remain the same. "The dual plant is a big investment," said Malone. "We would want to preserve that."

Existing services, such as pay-per-view and security, he said, would be provided with the one-way technology. Access services, however, may be renegotiated. "That's an open issue on the table," said Malone, repeating that his main priority is acquiring a system that is financially sound. "Then we can explore nonrevenue producing aspects" of service. "This is America. First we start with economic viability. Then we can talk about social obligations." Viability in Pittsburgh, said Malone, means achieving roughly the same kinds of operating margins that TCI has achieved in similar systems (Memphis, for example)—between 35% and 40%.

The Pittsburgh system is generating reasonably high revenues, said Malone. "It's the expense side that needs the most addressing. Substantial rate increases would not be particularly useful." Reducing operating expenses "across the board" is the key, he said.

Once the technology has been, in Malone's words, "cleaned up and standardized," the system's organizational structure and day-to-day functions would need "a good revisiting." What would evolve, he said, would be a more efficient system providing even better service.

City officials met with TCI and WA executives Thursday, April 5. But, according to Marvin Fain, the city's deputy city solicitor, TCI was not prepared to discuss specific changes in the agreement. "We expect some modifications," said Fain, "but at this point we don't know what. We'll take a hard look at anything TCI proposes." He said that approval of a TCI transfer hinged on whether that company could satisfy consumer and city needs "to the extent that Warner did. We won't stand in the way of a business deal, but we have a commitment from Warner and it's that commitment that we are looking at." □

RTNDA releases salary survey

News department personnel at typical television and radio stations were hard put to keep ahead of inflation in 1983. That is indicated by the latest annual survey of the Radio-Television News Directors Association that found small salary increases were the rule for those in radio and TV news. The median newsroom salary in TV increased about 6% while radio pay went up 4% in the comparison of salaries at midyear of 1982 and midyear of 1983. Only top TV anchors did much better.

The surveys are conducted each year for RTNDA by Professor Vernon A. Stone, director of Southern Illinois University School of Journalism. The current findings are based on questionnaires completed last summer by 432 commercial TV stations and 371 commercial radio stations. Full details are in the April *RTNDA Communicator*.

Other highlights of the survey:

- A station's highest paid reporter made 4% more than a year earlier. The median for 1983 was \$365 weekly in television, \$250 in radio.

- TV news director's salaries showed a median of \$225 a week, up 6%; for radio news directors the typical figure was \$275, unchanged from 1982.

- Not surprisingly, TV anchors fared best on payday with a median \$600 a week in mid-1983, 11% more than a year earlier. However, in the top 25 markets that median was \$1,255. Also, "star pay" in radio news was much less than television: The median for the highest paid newscaster/anchor at radio stations was \$275, 6% above 1982.

Weekly news salaries in 1983 and percentage increase

| | Television | | | | Radio | | | |
|----------------|------------|-----|-------|----|--------|----|-------|-----|
| | Median | Up | Mean | Up | Median | Up | Mean | Up |
| Staff low | \$225 | 10% | \$237 | 6% | \$225 | 7% | \$253 | 10% |
| Cameramen | 265 | 2 | 301 | 1 | NA | NA | NA | NA |
| News producers | 340 | NA | 361 | NA | NA | NA | NA | NA |
| Top producer | 385 | NA | 412 | NA | NA | NA | NA | NA |
| Reporters | 300 | NA | 352 | NA | 224 | NA | 258 | NA |
| Top reporter | 365 | 4 | 448 | 12 | 250 | 4 | 288 | 7 |
| Anchors | 450 | NA | 564 | NA | 250 | NA | 296 | NA |
| Top anchor | 600 | 11 | 809 | 15 | 275 | 6 | 331 | 6 |
| News director | 600 | 6 | 675 | 13 | 275 | 0 | 336 | 3 |

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TELECASTINGS



In the marketplace

Blair Entertainment's *The Cisco Kid* has added four markets, bringing the total to 25, including six of the top 10. The most recent additions are WFBT-TV Minneapolis; WXXV-TV Biloxi, Miss.; WRSP-TV Springfield, Ill., and WCCB(TV) Charlotte, N.C. . . . Tribune Entertainment Co. has assigned international distribution rights for *Nadia* to Cori Films International to handle theatrical, home video and television distribution to outlets outside the U.S. and Canada. The Samuel Goldwyn Co. will handle in-flight airline distribution, while Family Home Entertainment is handling home video rights in the U.S. and Canada. . . . Turner Program Services is now distributing 85 half-hour episodes of the *Battle of the Planets*, an animated science-fiction Japanese-produced daily strip. TBS acquired the distribution rights from Sandy Frank Film Syndication, which in turn dubbed the Japanese production into English. *Battle of the Planets* ran on WTBS(TV) Atlanta from February to March at 3:35 p.m. Monday through Friday, and will return for

the May sweeps before being put on hiatus again. . . . *Penthouse Magazine's \$1,000,000 Pet of the Year* has been picked up by WNEW-TV New York and WJLA-TV Washington, which now gives it clearance on 40 stations representing 65% of the country, including all of the top 10 markets. . . . Metromedia's *Dynasty* has been sold to 105 stations in 70 countries, making it one of the syndicators' best-selling properties abroad. . . . All five of NBC's owned-and-operated stations have signed up for *The Cancer Prevention Test*, a half-hour medical health special distributed by Lexington Broadcast Services. The program is part of LBS's series of quarterly medical test programs. LBS said the program will appear on more than 100 stations in June. . . . This month's *LBS Movie of the Month* is MGM's "Royal Wedding," which will be seen on a syndicated network of 119 stations representing 83% coverage, including WPIX(TV) New York and KTLA(TV) Los Angeles. . . . Evergreen Programs Inc., Worldvision's subsidiary charged with distributing the classic titles within its library, has cleared 50% of the U.S. in the first two

weeks of distributing *The Jackson Five*, a re-release of the network animated series featuring the voices of the Jackson family. According to Burt Rosenburgh, Evergreen vice president, *The Jackson Five* has been cleared in New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit and Washington. The strip is being distributed on a barter basis with 23 episodes of originals and 29 episodes of repeats.

Do-it-yourself decoders

Decoders for ABC's TeleFirst home recording service are now available through 10 Marshall Field's department stores in the Chicago area at reduced rates. Until recently, consumers wishing to become TeleFirst subscribers had to pay \$75 for a one-time "membership fee" to have the custom-made Sony decoder installed at their residences. Now consumers can save \$25 by picking up the decoder at the store for \$50, taking it home and installing it themselves (ABC promoters said installing a decoder is "easier than hooking up a VCR.") ABC made the exclusive marketing agreement with Platt Music Corp., which manages the consumer electronic departments at Marshall Field's. Platt will take the orders, distribute the decoders and handle the paperwork for TeleFirst. Pending completion of the paperwork—about three days—TeleFirst will then activate the one-way addressable decoders for consumers. For the less electronically dexterous, an ABC spokesman said, TeleFirst representatives will still install the decoders at the \$75 price. In either case, subscribers also have to pay the \$25.95-per-month subscriber fee.

New member of the team

WLVI-TV Boston has acquired the rights to the Boston Celtics basketball team for five seasons beginning in September 1985. It's understood that the stations will pay between \$2.5 million and \$3 million per year for the right to carry 41 games per season, the maximum allowed by the National Basketball Association. That amounts to about three times what the current rights holder, NBC affiliate WBZ-TV, is paying. WBZ-TV issued a statement several weeks ago indicating that it would not be renewing its rights agreement with the Celtics after the 1984-85 season. "It has become obvious to us that what we proposed is not enough to meet the needs of the Celtics," said Tom Goodgame, vice president and general manager of WBZ-TV.

'Breakaway' is back

Metromedia has renewed *Breakaway* for a second season of broadcasts and will continue airing the first-run syndicated daily magazine series on its stations in New York, Los Angeles, Chicago, Washington, Dallas

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and Houston. The company is also one of nine equity partners in the one-hour program, launched last fall as a production of The Bennet Group and Imero Fiorentino Associates in association with Metromedia Television Stations.

According to *Breakaway* creator and The Bennet Group president, Alan Bennet, Metromedia has expressed "total confidence that the quality and unique format of *Breakaway* will make it a long-term success."

The series, described by its producers as an "entertainment/information/news program," is distributed nationally by Colbert Television Sales, with Lexington Broadcast Services as exclusive national spot sales representative.

Finally aired

"The Killing Floor," the first of six television episodes for the Public Broadcasting Service's series, *Made in U.S.A.*, was broadcast last week on *American Playhouse*. The *U.S.A.* series, which examines the history of the American labor movement prior to 1945, was the subject of controversy four years ago when PBS placed restrictions on the amount of labor union underwriting allowed for the project, voicing concerns over possible conflicts of interest. PBS eventually permitted one-third of the funding to be provided by the unions, but contributing unions could have no involvement in the content of the programs.

Funding for "The Killing Floor" included money from the National Endowment for the Humanities, the Communications Workers of America, the Corporation for Public Broadcasting, the United Steel Workers of America, the International Union of Operating Engineers and the United Food and Commercial Workers.

'Health' check-up

Four of ABC's five owned stations have committed to pick up Dr. Art Ulene's new medical news program, *American Health*. The weekly half-hour health care and news magazine is being distributed on a pure barter basis by Syndicast Services. Four pilots were produced for NATPE, and the show had a four-week test run on the ABC stations in New York, Los Angeles and Chicago. According to Len Koch, Syndicast president, the four ABC stations carrying *American Health* (in the above test markets plus Detroit) will "most likely" program during access on Saturday—although he stressed time commitments are not firm.

American Health is being produced by Ulene's Feeling Fine Productions, the television production company principally owned by Ulene and his wife, Priscilla. The company also produces Ulene's health reports on the *Today* show and the syndicated feature, "Feeling Fine," which appears in over 115 markets.

Koch conceded that clearance outside the ABC group has been a "struggle," but added he expects 50% coverage by the time the show goes on the air next fall. Koch also said that due to the timely nature of the medical stories which will be appearing each week, the show will be shot on a Tuesday and satellite-distributed the Thursday preceding the weekend. Koch declined to identify interested sponsors, saying only that Syndicast was "in discussion with the obvious people."



Heritage on tape. CBS News correspondent Bill Moyers was the guest speaker at the opening ceremony of the National Jewish Archives of Broadcasting at the Jewish Museum in New York. Moyers, who attended the opening ceremonies along with representatives from the New York broadcasting community, saw a 20-minute presentation compiled from excerpts of the archives collection—video footage ranging from a 1972 CBS News special report on the terrorist attack on 10 Israeli athletes at the Munich Olympics to a Manischewitz wine commercial featuring entertainer Sammy Davis Jr.

The archive project was launched in 1980 with a \$550,000 grant from the Charles H. Revson Foundation to promote and create a complete audio and visual record of how the Jewish people and events in the Jewish community have been presented over the broadcast media. The archives are open to scholars, researchers and others seeking information on radio and television programs produced by or about the Jewish community. Fay Schreiber, former director of the Television News Study Center at George Washington University in Washington, is executive director. Pictured above with Moyers (l) at the opening is Eli Evans, president of the Revson Foundation.

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SBE news

The Society of Broadcast Engineers plans to hold its annual membership meeting in conjunction with the National Association of Broadcasters convention in late April, but it doesn't know exactly when or where. It advises members and other interested individuals to check for date and place upon arriving in Las Vegas.

SBE also released results of a survey conducted by Rick Garofalo, an engineer at WGN(AM) Chicago, as part of his master's thesis that tried to gauge the impact on radio of technical deregulation, particularly the elimination of the first class operator's license two years ago. He found that 42% of the responding stations thought the SBE certificate was the best substitute for the first class license, while 31% favored the general class FCC license. A solid majority (76%) of the responding stations, Garofalo also found, said vocational or military training was the primary qualification they looked for in hiring.

Video sports facility

Midwest Corp., Edgewood, Ky., will build and equip the main network origination center of Sports Time under contract with the new regional cable sports network, a joint venture of Multimedia, Anheuser Busch and Telecommunications Inc. And what will Midwest put in the facility?: a Grass Valley 330 switcher, 3M routing switcher, Dubner computer animation system, Ikegami studio cameras, Beston electronic newsroom, Colortran studio lighting, ADDA VW-2 frame synchronizers, Ampex ADO effects generator, Harris Iris II still store and Microwave Associates microwave systems. Midwest also won a contract to supply the regional network with a mobile production van.

VCR's keep multiplying

According to the latest sales-to-retailers figures of the Consumer Electronics Group of the Electronics Industries Association, consumer demand for home videocassette recorders remains high. In the first two months of 1984, it said, VCR sales totalled 823,904, up nearly 78% from the first two months of 1983 when 463,064 were sold. Demand was also strong for color television sets (up 29% for first two months) and for color video cameras (up 27% for the first two months).

Making it better

IGM Communications, Bellingham, Wash., has loaded its widely used Instacart audio cartridge machine with some new features and options: 12-, 24-, 36- or 48-cartridge capacity; monaural or stereophonic; NAB or IBA specifications; optional widetrack heads; microprocessor-controlled front panel; modular power supplies; new amplifiers;

automatic muting; level and equalization controls for each pre-amp, and RS422 serial computer interface.

High-tech editing

Montage, the West Concord, Mass.-based computer company, has demonstrated its first in-the-field computer-based picture processor—a videotape editing system that its backers say can save between 35% and 55% of the time spent editing with other systems. The Montage system manipulates pictures "in much the same way you manipulate words in common word processing programs," said Ronald C. Barker, president

of Montage. The system works on a random-access-based computer system (as opposed to the SMPTE time code) and can scan several thousand picture frames almost instantly, according to company officials. "It's very much like film editing," said Pat Howley, vice president, engineering and operations, VCA Teletronics, which has purchased the system. "You can all but hold the videotape up to the light and see the recorded images," he said. The Montage system, which will be exhibited at the NAB this year, is priced between \$144,000 and \$262,000, depending on the desired accessories. Eleven systems have been sold so far to production houses in New York, Los Angeles and Chicago.



Satellite newcomer. Meadowlands Communications Inc., which plans to offer a wide range of satellite transmission services, is moving ahead with plans to establish a network of satellite earth stations in 26 cities.

According to John G. Chanin, senior vice president, the first two 9.2-meter receive/transmit earth stations are now up and running at the start-up company's operational center and headquarters near the Meadowlands sports complex in Rutherford, N.J. (above), and in the parking lot of Comiskey (baseball) Park in Chicago. The third facility, in the parking lot of Arlington Stadium in Arlington, Tex., is to become operational this week. By the end of June, he said, earth stations at George Mason University in suburban Washington, Dodger Stadium in Los Angeles and Candlestick Park in San Francisco will be on line. Chanin hopes to have earth stations in Boston, Detroit, Miami, Atlanta and Kansas City by the end of the year and in the remaining locations (all within major television markets), by the end of the 1985.

With its network of earth stations and two transponders, Meadowlands intends to provide satellite communications services for a variety of clients. As indicated by the placement of the earth stations, however, it plans to handle live sports events for the cable and broadcast networks as well as local television and radio rights holders. (The company currently provides play-by-play audio for 14 major league baseball teams.)

But, judging from how Meadowlands is outfitting its Rutherford facility, it also plans to transmit taped programming for some clients. Chanin said the facility will have an array of videocassette and videotape machines as well as 16 mm and 35 mm telecines. He declined to discuss who the customers for the tape facilities might be.

Meadowlands, which is a subsidiary of Ames Industries, has a close relationship with AT&T. The telephone giant is leasing Meadowlands its two transponders (on Telstar 301), installing and maintaining the earth stations and helping in the marketing of facilities, Chanin said. Moreover, he said, each earth station will be interconnected with the nearest AT&T switching center.

For the Record

As compiled by BROADCASTING, April 2 through April 6, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

AM's

- North Palm Springs, Calif.—Corrales Broadcasting seeks 1030 khz, 5 kw-D, 1 kw-N. Address: 118 S. Robinson, Tehachapi, Calif. 93561. Applicant is owned by general partners Robert D. Adelman (51%) and George L. Chambers (49%). Adelman owns LPTV on ch. 19 at Ridgecrest, Calif., and CP for new AM at Pismo Beach, Calif. Chambers owns KTIPI(FM) Tehachapi, Calif., and KYOR(AM) Sun Valley, Nev. Filed March 30.
- Rancho Mirage, Calif.—Bonnie L. Green seeks 1010 khz, 0.5 kw-D. Address: 35 Poncetta, Apt. 322, Daly City, Calif. 94015. Applicant is undergraduate at San Francisco State University and part-time accountant. She has no other broadcast interests. Filed March 30.
- Thousand Palms, Calif.—Vista Communications Corp. seeks 1010 khz, 5 kw-D. App. is mutually exclusive with app. of Desert Broadcasting Corp. for new AM at Rancho Mirage, Calif. Address: 303 N. Indian, Palm Springs, Calif. 92262. Applicant is owned by Milton W. Jones, chairman (63%), Wolfram J. Dochtermann, president (32%), and Vyola Ortner (5%). None have other broadcast interests. Jones is publisher of monthly *Palm Springs Life*. Dochtermann is broadcast consultant and Ortner is investor and civic leader in Palm Springs. Filed March 30.
- Mintum, Colo.—Leon L. Lowenthal seeks 610 khz, 5 kw-D. Address: 0520 Nottingham Rd., Avon, Colo. 81620. Applicant last year sold KVMT(FM) Vail, Colo. ("For the Record," April 11, 1983); KKF(M) Colorado Springs and KRIX(FM) Brownsville, Tex. He has no other broadcast interests. Filed March 30.
- Lyons, Kan.—Armer Communications Inc. seeks 840 khz, 2.5 kw-D. Address: P.O. Box 250, Lyons, Kan. 67544. Applicant is owned by Virgil C. Armer III, president (50.1%), and eight others. It also owns KLFQ(FM) Lyons, Kan. Virgil Armer is applicant for new FM at Emporia, Kan. Others have no broadcast interests. Filed March 30.
- Shepherdsville, Ky.—Kinwix Communications seeks 680 khz, 500 w-D. Address: 103 Southview Square #36, Louisville, Ky. 40214. Applicant is owned by Fred Michael Wix (50%) and Frank Paul Kinney (50%). Wix is general manager at WMMG(FM) Brandenburg, Ky., and owns 51% of WAVV(FM) Vevay, Ind. Kinney is WMMG announcer with no other broadcast interests. Filed April 3.
- Ball, La.—Ball Broadcasting Co. seeks 840 khz, 1 kw-D. Address: 937 Huntington Lane, Shreveport, La. 71106. Applicant is wholly owned by William D. Franks, pastor of Oakmont Church of God, Shreveport, La., who has no other broadcast interests. Filed March 30.
- Bernalillo N.M.—Pronto Communications seeks 840 khz, 5 kw-D, 1 kw-N. App. is mutually exclusive with app. of West Texas Wireless for new AM at Reese Village, Tex. Address: 1662 Willowmont Ave., San Jose, Calif. 95124. Applicant is owned by Richard A. Bowers (40%), Thomas F. Muller (40%) and Raymond E. Rohrer (20%). They also own West Texas Wireless, applicant for new AM at Reese Village, Tex. (see below). Bowers and Muller each have

interest in pending app.'s for CP's for new AM's at Hialeah and Pine Hills, both Florida, and at Marina and Grover City, both California. Bowers has interest in pending AM and FM app.'s for Waimea, Hawaii. Rohrer has interest in CP for new AM at Grover City, Calif. Filed March 30.

- Stayton, Ore.—Elizabeth I. Wamsley seeks 1460 khz, 1 kw-D. Address: 16 Broadmoor, Prescott, Ariz. 86301. She has no other broadcast interests. Filed March 30.

- Reese Village, Tex.—West Texas Wireless seeks 840 khz, 10 kw-D, 1 kw-N. Owners of applicant also seek, as Pronto Communications, new AM at Bernalillo, N.M. (see above). Filed March 30.

FM's

- *Mountain Home, Ark.—Christian Broadcasting Group of Mountain Home Inc. seeks 91.3 mhz, 100 w, HAAT: 395 ft. Address: P.O. Box 93, Mountain Home, Ark. Applicant is nonprofit corporation, headed by Jean A. Gotaas, president. It has no other broadcast interests. Filed April 2.

- *San Luis Obispo, Calif.—Pacific States Broadcasting Foundation seeks 88.3 mhz, 686 w, HAAT: 1,356 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Applicant is charitable trust headed by Joel Heath, trustee, real estate developer, and 20 others. It was organized to operate nonprofit educational broadcast station in San Luis Obispo, and has also filed app.'s for new FM's in Bakersfield, Merced, Visalia and Santa Maria, all California. Filed March 21.

- *Baton Rouge—Real Life Educational Foundation of Baton Rouge Inc. seeks 88.5 mhz, 4 kw, HAAT: 273 ft. Address: 9035 Antioch Rd., Baton Rouge, La. 70817. Applicant is foundation incorporated under nonprofit corporation law of Louisiana to operate noncommercial educational radio station and for other educational purposes. It is headed by Danny Dean, director/president, who is program director at WBRH(FM) Baton Rouge. Filed March 22.

- *Rockford, Mich.—Family Stations Inc. seeks 91.9 mhz, 3 kw, HAAT: 300 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Applicant is nonprofit nonstock California corporation headed by Harold Camping, president. It is also licensee of two AM's and seven FM's and has 33 applications pending for educational FM's, including one at Omaha (see below). Filed March 23.

- *Omaha—Family Stations Inc. seeks 88.1 mhz, 1.12 kw, HAAT: 389 ft. Applicant also seeks new FM at Rockford, Mich. (see above). Filed March 23.

- Reno—James N. Lencioni and wife, Rita, seek 102.3 mhz, 1.2 kw, HAAT: 446 ft. Address: 921 Desert View Dr., Sparks, Nev. Mr. Lencioni is community supervisor for Washoe County, Nev. Rita Lencioni works in county manager's office. They have no other broadcast interests. Filed April 5.

- *Salem, Ore.—Keizer Educational Broadcasting Foundation seeks 89.5 mhz, 500 w, HAAT: 697 ft. Address: 930 Chemawa Rd. N.E., Salem, Ore. 97303. Applicant is charitable trust organized to operate nonprofit educational station in Salem, Ore. It is headed by Evan Horton, trustee, school administrator, and has no other broadcast interests. Filed March 21.

- San Angelo, Tex.—Family Broadcasting Co. Inc. seeks 98.7 mhz, 100 kw, HAAT: 1,295 ft. Address: 105 West Jefferson, Fairfield, Iowa 52556. Applicant is owned by Jerry D. Montgomery, president (49%), and wife, Donna L. (49%); Donna Montgomery's daughter, Betty Harris (1%), and Karla Schmidt (1%). They have no other broadcast interests. Filed March 22.

- Elkton, Va.—Elkton Broadcasters Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 3451 Tower Dr., Dover, Pa. Applicant is owned by Pamela Joan Davis, president (55%), her brother, Fred W. Greaves Jr. (40%), and their father, Fred W. Greaves Sr. (5%). Mr. Greaves Jr. is assistant director of engineering for Susquehanna Broadcasting Co. of York. Applicants have no other broadcasting interests. Filed April 2.

New TV's

- *Quincy, Ill.—West Central Illinois Educational Telecommunications Corp. seeks ch. 27: ERP: 14.8 kw vis., 1.48 kw aur.; HAAT: 567 ft., and ant. height above ground: 495 ft. Address: PAC 580, Sangamon State University, Springfield, Ill. 62708. Applicant is nonprofit corporation organized to operate noncommercial educational broadcast stations and consisting of eight educational institutions, four businesses and one public broadcasting station. It is headed

by Gordon Millar, chairman. Various corporation members also have interest in Illinois stations *WCBU(FM) and *WTVP(TV), both Peoria; *WSSR(FM) Springfield; *WIUM(FM) Macomb; WJPT(TV) Jacksonville; *WWQC(FM) Quincy, and WGEM-AM-FM-TV Quincy; WSJV(TV) Elkhart, Ind.; KTTCTV Rochester, Minn., and WVVA(TV) Bluefield, W. Va., and are permittees for ch. 22 Macomb, Ill. Filed March 22.

- Greenville, Miss.—Chester Smith seeks ch. 44: ERP: 2.698 kw vis., 269.8 kw aur.; HAAT: 794 ft., and ant. height above ground: 778 ft. Address: 408 Cannon St., Greenville, Miss. 38701. Applicant owns Mound Bayou Cable TV, Cable TV of Tchula, Grambling Cable TV and Interchange Cable TV, and is app. for new TV at Vicksburg, Miss. Filed March 6.

- *Omaha—Trinity Translators Inc. seeks ch. 48: ERP: 1,000 kw vis., 100 kw aur.; HAAT: 417 ft., and ant. height above ground: 317 ft. Address: 9132 Park Dr., Omaha. Applicant is nonprofit corporation organized under state of Nebraska and headed by Dennis Trip, president, construction contractor. It is affiliated with Christian Broadcasting Network Inc., Trinity Broadcasting Inc. and Nebraska Educational TV, and has no other broadcast interests. Filed March 22.

Ownership changes

Applications

- WHKW(FM) Fayette, Ala. (98.1 mhz, 100 kw, HAAT: 350 ft.)—Seeks assignment of license from WHKW-FM Stereo Radio Inc. to Radio WHKW Inc. for \$600,000, comprising \$150,000 cash and \$450,000 note, noncomplete agreement is included in sale price. Seller is owned by Harlon Kenneth, local furniture store owner, (51%); Sherwin Prescott, secretary and managing partner, (10%); J. Ronald Lawrence, vice president (17.5%), and his son, J.C. Lawrence, treasurer. (17.5%), who have no other broadcast interests. Buyer is owned by James C. Mauldin (56%) and his parents, Joseph C. and Josephine S. Mauldin (44%). They have no other broadcast interests. Filed March 30.

- KVAK(FM) Valdez, Alaska (1230 khz, 100 kw)—Seeks assignment of license from Alaska Minority Broadcasting to Denali Broadcasting Co. Inc. for \$1,000 plus assumption of debts not to exceed \$180,000. Seller is principally owned by John Lindauer. Buyer is solely owned by John Lindauer. It also owns KLAM-AM Cordova and KRXA-AM Seward, both Alaska, and is app. for new AM in Unalaska, Alaska. Lindauer is also partner in Western Alaska Broadcasting, app. for new AM station in Bethel and Ketchikan and new FM in Juneau, all Alaska. He is also partner in Kenai Broadcasting, which is app. for new AM in Kenai, Alaska. Filed April 5.

- KQEW-FM Fordyce, Ark. (101.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Dallas Properties Inc. from Gerald Keith (25% before; none after) and Ray Irwin (5% before; none after) to Carna Coates (0% before; 30% after). There is no consideration. Seller owns 25% of KBJT(AM) Fordyce, Ark., 10% owner of KXAR(AM) Hope, Ark., and is applicant for new FM in Hope, Ark. Dallas Properties is sole owner of KBJT(AM) Fordyce, Ark. Buyer's husband, Gary Coates, owns 70% of KBJT(AM) Fordyce, Ark. Filed March 29.

- KAIT-TV Jonesboro, Ark. (ch. 8; 316 kw vis., 47.9 kw aur.; HAAT: 1,750 ft.; ant. height above ground: 1,799 ft.)—Seeks assignment of license from Heinrich Broadcasting Stations Inc. to Channel Communications of Arkansas Inc. for \$22,720,000, comprising \$16 million cash, \$4.8-million noncomplete agreement and \$1.92-million cash assumption of seller's liability. A \$250,000 letter of credit for property is also changing hands. Seller is principally owned by George Heinrich. His son, KAIT president and former station manager, Robert E. Heinrich, and his wife, Johnnie Heinrich, and daughter, Cindy Horton, are also part owners. Seller also owns KHBS(TV) Fort Smith, KATV-TV Fayetteville and KZNG(AM)-KWBO(FM) Hot Springs, all Arkansas. Buyer is 100% owned by Channel Communications Inc., which is owned by Nasco Inc. (85%) and Brian Byrnes, president (15%). Nasco is owned by Bill F. Cook, president (48.3%), and 50 others. Byrnes also owns 49.5% of licensee of KLNT(AM)-KNJY(FM) Clinton, Iowa. Filed March 30.

- WKSS(FM) Hartford-Meriden, Conn. (95.6 mhz, 16.6 kw, HAAT: 876 ft.)—Seeks assignment of license from Stur-

geon Corp. to general partnership of Donald F. Law, Frank Barsalona and five others for \$3,430,000, comprising \$1,300,000 cash and \$1,630,000 note, plus \$500,000 non-compete agreement. Seller is solely owned by Howard P. Tanger, and also has app. for new LPTV in Hartford, Conn. Tanger is principal owner (92.5%) of WTMI(FM) Miami. Buyer is owned by general partnership yet to be formed. Law is Cambridge, Mass.-based music promoter. Filed April 2.

■ **WTBB(FM)** Bonifay, Fla. (97.7 mhz, 3 kw, HAAT: 341 ft.)—Seeks assignment of license from Townsend Broadcasting Corp. to Mary Lake Communications Inc. for \$164,785 cash. Seller is owned by H. L. Townsend Jr. (51%) and Frank A. Woods (49%). Woods also owns 49% of WBRY(AM) Woodbury, Tenn. Frank owns 2% of WSEV(AM)-WMUY(FM) Sevierville, Tenn.; WYHY(AM) Lebanon, Tenn.; and WERC(AM)-WKXX(FM) Birmingham, Ala. Townsend Broadcasting is licensee of WTPB(AM) Parsons, Tenn. Principals are permittees for new FM at Cross City, Fla. Buyer is solely owned by John C. Culpepper III, who has no other broadcast interests. His father, John C. Culpepper Jr., has extensive broadcast holdings but is not involved in his son's activities. Filed March 28.

■ **WXVQ(AM)** Deland, Fla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WXVQ Inc. to D&C Broadcasting Inc. for \$425,000, comprising \$80,000 cash, \$149,000 note, \$136,000 existing note assumed by buyer and \$60,000 noncompete agreement. Seller is owned by John Trento (66.66%) and Rudi Gresham (33.33%), who have no other broadcast interests. Buyer is owned by David M. Stevenson (60%) and his wife, Constance L. Stevenson (40%), of Lafayette, Ind., who have no other broadcast interests. Filed March 30.

■ **WXBM-FM** Milton, Fla. (102.7 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Mapoles Broadcasting to WXBM-FM Inc. for \$2,500,000 cash, including 25,000 noncompete agreement. Seller is solely owned by Byrd Mapoles, who has no other broadcast interests. Buyer is owned by Louis W. Mahacek Jr. (50%) and Lloyd W. Smith (50%). Mahacek is vice president of Torbet Radio Inc., but will resign position prior to sale. They have no other broadcast interests. Filed April 4.

■ **WNWS(AM)** South Miami, Fla. (780 khz, 50 kw-D, 10 kw-N)—Seeks assignment of license from Sudbrink Broadcasting to Neil F. Rockhoff for \$5,900,000, comprising \$700,000 cash, \$1,400,000 down and \$3,800,000 note, including three-year noncompete agreement. Seller is general partnership of Robert W. Sudbrink (92.5%) and Lewis S. Krone (7.5%). Sudbrink also owns KIFH(AM)-KPOI-FM Honolulu, and Sudbrink Broadcasting of Tenn., licensee of WLAC(AM) Nashville. He is also partner (90%) in Sudbrink Broadcasting of Nashville, licensee of WLAC-FM Nashville. Buyer is forming corporation and will retain controlling interest. He has no other broadcast interests. Filed April 2.

■ **WWLT(FM)** Gainesville Ga. (106.7 mhz, 100 kw, HAAT: 930 ft.)—Seeks assignment of license from WWLD Radio Inc. to Katz Broadcasting of Atlanta Inc. for \$5,500,000, comprising \$2,750,000 cash and \$2,750,000 note. Seller is owned by John W. Jacobs Jr. (60%) and James A. Dunlap (40%), who also own in same proportion WDUN(AM) Gainesville, Ga. Buyer, Bridgeport, Conn.-based MSO, owns four FM's and six AM's. Filed April 5.

■ **WJYA(AM)** Marietta, Ga. (1080 khz, 10 kw-D)—Seeks transfer of control of Devlin Allen Communications Inc. from Robert A. Klein and others (67% before; none after) to LWB Atlanta Corp. (33% before; 100% after) for \$747,010, comprising \$97,010 for stock (\$50,000 cash originally paid by purchaser for own stock) and \$650,000 assumption of licensee's note for liability. Seller is owned by Robert A. Klein (23%), Frank D. Ward (13.33%), Keith E. Putbrese (14.33%) and five others having less than 5% each. Putbrese owns 10% of WATO(AM)-WETQ(FM) Oak Ridge, Tenn. Klein and Ward have no other broadcast interests. Buyer is principally owned by Lawrence-Williams Broadcasting Corp., wholly owned subsidiary of C.J. Lawrence & Co. Inc., which is headed by James E. Moltz, president (11.1%). Moltz is principal C.J. Lawrence stockholder; there are 49 others. Stockholders have various interests in WEZN(FM) Bridgeport, Conn., and WHLI(AM)-WKJY(FM) Hempstead, N.Y. Hempstead stations are being sold pending FCC approval (see "Changing Hands"). Filed March 15.

■ **KBAB(AM)** Indianola, Iowa (1490 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Jamison Communications Inc. to Oak Communications Inc. for \$180,000, comprising \$45,000 cash and \$135,000 note. Seller is owned by Ronald L. Jamison (79.6%) and David E. Rieck (20.4%). Seller has no other broadcast interests. Buyer is owned by R. Stephen Looney (66.66%) and Gerald Watson (33.33%). Looney also owns 10.28% of KLFQ(FM) Lyons, Kan., and recently sold KOAK-AM-FM Red Oak, Iowa ("Changing Hands," Jan. 16). Filed April 2.

■ **KCOG(AM)** Centerville, Iowa (1400 khz, 500 w-D, 250 w-N)—Seeks assignment of license from KMGO-KCOG Inc. to KCOG Inc. for \$406,000, comprising \$100,000 cash and \$306,000 note. Seller is owned by Joyce E. Dennison (50%) and husband Paul Dennison (50%). It also owns KILG-FM and KXSI(AM) Centerville. Buyer is owned by Emil R. Calzascia (45%) and his sister, Carolyn E. Jenkins (20%); her husband, Frederick L. Jenkins (20%), and Thomas F. Reynolds (15%). They are owners of an electronics business and have no other broadcast interests. Filed March 29.

■ **WRUS(AM)-WAKQ(FM)** Russellville, Ky. (610 khz, 2.5 kw-D; FM: 101.1 mhz, 100 kw, HAAT: 513 ft.)—Russellville, Ky.—Seeks assignment of license from Sosh Broadcasting Inc. to Keymarket Communications for \$1,325,000, comprising \$675,000 cash, \$143,000 assumption of debts and \$507,000 note. Seller is owned by William Lon Sosh (100%), who has no other broadcast interests. Buyer is solely owned by Paul Rothfuss, which owns five FM's and four AM's. Filed April 3.

■ **KTTR(AM)-KZNN(FM)** Rolla, Mo. (1490 khz, 1 kw-D, 250 w-N; FM: 105.3 mhz, 28.5 kw, HAAT: 155 ft.)—Seeks assignment of license from Phelps County Broadcasting Inc. to KTTR-KZNN Inc. for \$1,500,000, comprising \$600,000 cash and \$900,000 note. Seller is solely owned by Robert M. McKune, who has no other broadcast interests. Buyer is jointly owned by John B. Mahaffey (50%) and his wife, Fredna B. Mahaffey (50%). They own KDSX Inc., licensee of KDSX(AM)-KDSQ(FM) Denison-Sherman, Texas, and KCIJ(AM) Shreveport, La. Buyers last year sold KICA(AM)-KCPK(FM) Clovis, N.M. ("For The Record" Aug. 1, 1983). They also have interest in KGRF Inc., licensee of KRGT-AM-FM Las Cruces, N.M. Filed April 4.

■ **WWAC-TV** Atlantic City (ch. 53; 55 kw vis., 6.2 kw aur.; HAAT: 307 ft.; ant. height above ground: 360 ft.)—Seeks transfer of control of Atlantic City Television Corp. from Frank J. Siracusa et al (100% before; 9.5% after) to Riggs Financial Corp. of Va. (none before; 90.5% after). Seller defaulted on \$3.2 million loan from Riggs National Bank of Washington. Loan was taken out to build and operate WWAC-TV. Jury found against Riggs that shareholders and Riggs had oral agreement to settle default by transfer of station to Riggs. Company consists of 14 shareholders, with seven owning 9.5% and seven owning 4.8%; two owners will retain their 4.8% interest: Frank B. Doggett, who filed for bankruptcy prior to this action, and Robert L. Bryan. Buyer is Riggs National Corp., parent company of Riggs Financial Corp. of Va. Joe L. Allbritton, chairman of the board of parent company, is only owner with other broadcast interests. He controls WJLA-TV Washington; WSET-TV Lynchburg, Va.; WCIV(TV) Charleston, S.C.; KTUL-TV Tulsa, and KATV(TV) Little Rock, Ark. Filed March 29.

■ **KIVR-AM-FM[CP]** Cave Junction, Ore. (1400 khz, 1 kw-D, 250 w-N; FM: 102.7 mhz, 100 kw, HAAT: 1,976 ft.)—Seeks assignment of license from Illinois Valley Radio to New Frontier Communications Inc. for \$575,000, comprising \$105,000 cash and remainder in note. Seller is owned by Larry Mike Tardie (90%) and Gerald Lynn Grooms (10%), who have no other broadcast interests. Buyer is owned by Jeffrey Dale Salgo (60%) and his mother, Shirley Salgo (40%), who have no other broadcast interests. Jeffrey Salgo is program director at KMJJ(FM) Los Angeles. Shirley Salgo is L.A. real estate broker. Filed April 3.

■ **KBZY(AM)** Salem, Ore. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Capital Broadcast Inc. from James J. Opsitnik (65% before; none after) to Michael D. Kern (35% before; 100% after) for \$29,599 cash and \$75,000 retirement of Capital's debt to Opsitnik in note. Seller has moved to Bonneville International and has no other broadcast interests. Buyer is sole owner and has no other broadcast interests. Filed April 5.

■ **WBRE(TV)** Wilkes-Barre, Pa. (ch. 28, ERP vis. 2,290 kw, aur. 230.1 kw, HAAT: 1,645 ft.)—Seeks assignment of license from WBRE-TV Inc. to WBRE Acquisition Corp. for \$21 million cash. Seller is wholly owned by Northeastern Television Investors. General partners of NTI are PBTV Inc., New York-based corporation, and IRI Television Corp., Delaware-based corporation. Buyer is owned by I. Martin Pompadur (60%) and Ralph E. Becker (40%). Buyers are also partners in same proportion in limited partnership venture, Television Station Partners which owns WEYI-TV Flint-Saginaw, Mich.; WRDW-TV Augusta, Ga.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio. Filed March 29.

■ **WJMR-AM** Ridgeland, S.C. (1430 khz, 1 kw-D)—Seeks assignment of license from Voice Entertainment Inc. to Ridgeland Broadcasting Co. Inc. for \$20,000. Seller is owned by Tyrone Gary Lowther (33 1/3%), his wife, Eugenia (33 1/3%), and her mother, LuWeta L. Boan (33 1/3%). It is applicant for new FM at Ridgeland, S.C. Buyer is owned by Robert E. Parnell, president (21.4%); Charles L. Sligh (21.4%); Curtis Brantley (9.5%); Daniel W. Davis (14.25%); John W. McIntosh (14.25%); John Conder

(14.25%), and Tyrone G. Lowther (5%). It has app. pending for new FM at Ridgeland, S.C. Parnell also owns 13% of WDPN(FM) Columbia, S.C. Filed March 30.

■ **KQAA(AM)** Aberdeen, S.D. (94.9 mhz, 100 kw, HAAT: 1,383 ft.)—Seeks assignment of license from Dakota-North Plains Corp. to Sunset Communications Corp. for \$300,000 cash. Seller is owned by L.T. Lausten (89.99%), his wife, Gwyn Lausten (4.25%), and their son and daughter, David and Judith Lausten (0.90%) and (0.45%) respectively. Dakota-North Plains Corp. is licensee of KVAA(AM)-KRAA(FM) Volga, S.D. David Lausten owns 75% of KKA(AM) Aberdeen, S.D., other sellers have no other broadcast interests. Buyer is owned by David Lausten (75%) and Alan Fischer (25%), Fischer owns other 25% of KKA(AM). Filed March 30.

■ ***WTCT-TV** Chattanooga (ch. 45, ERP vis. 617 kw, aur. 123 kw, HAAT: 950 ft.)—Seeks transfer of control of license from Tennessee State Board of Education to The Greater Chattanooga Public Television Corp. Seller, under Tennessee Educational Television Act of 1981, mandates transfer of licenses and operational responsibilities for state-owned educational television stations to local community agencies. It is also licensee of WCTE-TV Cookersville, Tenn. Buyer, nonprofit membership corporation formed to foster further development of public television for southeastern Tennessee, is headed by Nancy R. Hale, chairperson, and has no other broadcast interests. It is affiliated with PBS, SECA and IPS. Filed March 27.

■ **WPHC(AM)-WVRY(FM)** Waverly, Tenn. (1060 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Humphreys County Broadcasting Co. to Mid-Cumberland Communications Inc. for \$340,000, comprising \$30,000 cash and two notes of \$20,000 and \$290,000. Seller is solely owned by R.M. McCay, who also owns WKOM(FM)-WKRK(AM) Columbia, Tenn. Buyer is wholly owned by Joe Copley, marketing consultant at WJCW(AM)-WQUT(FM) Johnson City, Tenn., who has no other broadcast interests. Filed March 28.

■ **WLVA-AM** Lynchburg, Va. (590 khz, 1 kw-D)—Seeks transfer of control of WLVA of Lynchburg Inc. from Bruce Miller, et al, to Inland Broadcasting Inc. for \$709,500 plus \$40,000 for replacement of transmission line (not yet agreed upon), comprising \$165,000 cash, \$385,000 assumption of seller's note and \$159,000 promissory note. Seller is owned by Bruce A. Miller (52.94% before; none after) and eight other partners (each less than 6% before; none after). Seller also owns WKDW(AM)-WSGM(FM) Staunton, Va. Buyer is solely owned by Robert Pachaly, who has no other broadcast interests. Filed April 5.

Actions

■ **WAAX(AM)-WQEN(FM)** Gadsden, Ala. (570 khz, 5 kw-D, 500 w-N; FM: 103.7 mhz, 100 kw, HAAT: 1,080 ft.)—Granted assignment of license from Etowah Broadcasters Inc. to Big Thicket Broadcasting Co. of Alabama for \$3,472,000. Seller is owned by Charles Smithgall Jr., who has no other broadcast interests. Buyer is owned by Richard Beauchamp (80%); Henry A. Kane, and Adam G. Polacek, president (10% each). Beauchamp is president of Refrigerated Transport Co., Atlanta. Buyer recently bought WELC(AM)-WZLQ(FM) Tupelo, Miss. ("Changing Hands," Oct. 10, 1983) and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. ("Changing Hands," May 16, 1983). It also owns KTYL(AM)-FM Tyler, Tex. Action March 23.

■ **WVSI-AM-FM** Jupiter, Fla. (1000 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of U.S. Three Broadcasting Corp. from Ronald A. Winblad to Raymond E. Knappe for \$225,000 cash. Contract replaces announced agreement to sell station to Palm Beach Broadcasting ("For the Record," Feb. 14, 1983). Seller is divesting his interest in station, where he has also been general manager. He has no other broadcast interests. Buyer owns remainder of voting stock and all of nonvoting stock. He will continue to negotiate sale of station to Palm Beach Broadcasting. Action March 22.

■ **WTMC(AM)** Ocala, Fla. (1290 khz, 5 kw-D)—Granted assignment of license from WTMC Radio Broadcasting Co. to Kingdom of the Sun Communications Inc. for \$725,000, including \$700,000 note. Seller is owned by Charles W. Jackson Jr. and his son, Charles A. Jackson, who have no other broadcast interests. They bought station four years ago for \$1.1 million ("Changing Hands," March 3, 1980). Buyer is owned by Jerry F. Gause, who owns jewelry store in Ocala, and J. Elwyn Leak, Ocala-based attorney (45% each), and Don B. Duffy (10%). They have no other broadcast interests. Action March 20.

■ **WSAC(AM)-WWKK(FM)** Fort Knox, Ky. (1470 khz, 1 kw-D; FM: 105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Fort Knox Broadcasting Corp. to W&B Broadcasting Inc. for \$475,000, comprising \$150,000 cash and \$325,000 seller's note. Seller is majority owned by B.E. Cowan and Gerald W. Howard, who have no

other broadcast interests. Buyer is owned by William Walters (70%) and J. Michael Baldwin (30%). Walters is general manager and half owner of WEKY(AM) Richmond, Ky. He also has minority interest in WKVL(AM) Clarksville, Tenn., of which he has bought, subject to FCC approval, negative control (see below). He also is applicant for new AM at Radcliffe, Ky. If granted permit, he will sell WSAC. Action March 28.

■ **WBME(AM) Belfast, Me.** (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Seth Broadcasting Corp. to Marine Broadcasting Corp. for \$255,000, including \$70,000 cash. Sale also includes real estate. Seller is group of eight owners headed by Stephen B. Anthony, president. It bought station four years ago for \$160,000 ("For the Record," April 28, 1980), and also owns WMYD(AM) Wickford, R.I. Buyer is owned by Douglas Brown and family. Brown is former principal of Belfast junior high and is currently WBME sports announcer and salesman. Action March 20.

■ **WOOD-AM-FM Grand Rapids, Mich.** (1300 khz, 5 kw-U; FM: 105.7 mhz, 265 kw, HAAT: 810 ft.)—Granted assignment of license from WOOD Broadcasting Inc. to Grace Broadcasting of Grand Rapids Inc. for \$8.1 million. Seller is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. Sellers also own 86% of WSPD(AM)-WLQR(FM) Toledo, Ohio. Buyer is owned by Lareau (5%), Harvey Grace (47.5%) and Siedman, Jackson & Fisher, Chicago-based venture capital firm (47.5%). SJ&F's share actually represents investments by various corporations and limited partnerships. Grace is former president and part owner, with less than 1%, of WTTV(TV) Bloomington (Indianapolis), Ind., which was recently sold ("For the Record," Feb. 13). He and SJ&F also have majority interest in KDON-AM-FM Salinas, Calif. Action March 27.

■ **WVLY(AM) Water Valley, Miss.** (1320 khz, 500 w-D)—Granted assignment of license from Tri Lakes Broadcasting Co. Inc. to Joseph D. Lowe for \$125,000, comprising \$15,000 cash and \$110,000 seller's note. This app. duplicates previously submitted app. (filed May 31, 1983), which was dismissed Nov. 8, 1983, by commission "for failure to prosecute" ("For the Record," Dec. 5, 1983). Seller is owned by Jim D. Martin (51%) and his parents, Jim G. (25%) and Lila C. (24%) Martin. Buyer has no other broadcast interests. Action March 22.

■ **KBMY(AM) Billings, Mont.** (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Eastern Montana College Foundation to Communications Systems II for \$420,000 cash. Seller is nonprofit organization affiliated with state-supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). Buyer is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. Action March 22.

■ **KTAP(FM) Crete, Neb.** (103.9 mhz, 3 kw, HAAT: 225 ft.)—Granted assignment of license from KTAP Radio Inc. to Saline County Radio Inc. for \$375,000 cash. Seller is owned by James J. Jaworski and his wife, Jacqueline M. They bought 80% of station five years ago for \$230,000, and have no other broadcast interests. Buyer is owned by Melville L. Gleason and his wife, Louise. They are previous owners of several Nebraska radio stations, including KAWL-AM-FM York, which they sold three years ago ("Changing Hands," April 20, 1981). Melville Gleason also has minority interest in York, Neb., cable system, which he is selling. Action March 27.

■ **WSSJ(AM) Camden, N.J.** (1310 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WSSJ Limited Partnership to WSSJ Broadcasting Ltd. Partnership for \$850,000 note. Seller is owned by Alan Voorhees and family, who have no other broadcast interests. Buyer is owned by Pasquale L. Del Signore, who is sole general partner (1%), Margaret E. Del Signore (69%) and William G. Rohrer (30%). None have other broadcast interests. Action March 23.

■ **KQWB(AM) Fargo, N.D., and KQWB-FM Moorhead, Minn.** (1500 khz, 10 kw-D, 5 kw-N; FM: 98.7 mhz, 100 kw, HAAT: 465 ft.)—Granted assignment of license from Midwest Radio Co. Inc. to Fargo-Moorhead Radio Inc. for \$5 million, comprising \$3 million cash, \$1 million seller's note and \$1 million noncompete agreement. Sale of WEB-C(AM)-WABC(FM) Duluth, Minn., involving same seller and buyer, was granted March 30. Seller is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn. Buyer is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher which also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXV(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., subsidiary of Char-

lottesville, Va.-based Worrell Newspapers, which also owns WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Action March 22.

■ **WKVL(AM) Clarksville, Tenn.** (1550 khz, 1 kw-D)—Granted transfer of control of Two Rivers Broadcasting Corp. from J. Barry Williams (1% before; none after) to Bill G. Walters (49% before; 50% after) for \$100. Other 50% is owned by Charles M. Anderson. Action March 23.

■ **KAYO(AM)-KJMD(FM) Aberdeen, Wash.** (1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: minus 16.5 ft.)—Granted assignment of license from KBKW Inc. to KAYO Broadcasting for \$485,000, including \$64,000 cash and \$350,000 seller's note. Seller is owned by John R. DiMeo and his wife, Catherine, and Don L. Downing and his wife, Mary T. They also are majority owners of KTOL-(AM)[CP] Lacey, Wash. Buyer is group of 11 investors. Majority owners are executives of Art Moore Inc., Bellevue, Wash.-based broadcast representative firm, including Earle M. Baker, chairman and CEO (25%); Gregory J. Smith, president (25%); Sandra K. Runnion, vice president and Seattle manager (25%), and Darrell S. Ritter, vice president and Portland (Ore.) manager (10%). They are also majority owners in group which recently bought KAST(AM)-KBKN-FM Astoria, Ore. ("For the Record," Jan. 30). Action March 22.

Facilities changes

AM applications

Tendered

- **WIVS (850 khz) Crystal Lake, Ill.**—Seeks CP to increase power to 5 kw and make changes in ant. sys. App. April 10.
- **WWCA (1270 khz) Gary, Ind.**—Seeks CP to change city of license; increase night power to 2.5 kw and make changes in ant. sys. App. April 9.

Accepted

- **KHOG (1030 khz) Fayetteville, Ark.**—Seeks MP to retain main SL. App. April 9.
- **KLNI (1380 khz) Pearl City, Hawaii**—Seeks MP to change main SL. App. April 10.
- **KANO (1470 khz) Anoka, Minn.**—Seeks mod. of lic. to change SL and operate trans. by RC. App. April 10.
- **WEMJ (1490 khz) Laconia, N.H.**—Seeks CP to change

TL. App. April 10.

FM applications

Tendered

- **KWBO (97.5 mhz) Hot Springs, Ark.**—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 870 ft. and make changes in ant. sys. App. April 9.
- **KSCO-FM (99.1 mhz) Santa Cruz, Calif.**—Seeks CP to change TL; change ERP to 1.12 kw (H) and 1.05 kw (V); change HAAT to 2,618 ft. install directional ant. and make changes in ant. sys. App. April 9.
- ***KUFW (90.5 mhz) Woodlake, Calif.**—Seeks CP to change HAAT to 2,496 ft. App. April 5.
- **WDDD-FM (107.3 mhz) Marion, Ill.**—Seeks CP to change TL; change ERP 50.0 kw; change HAAT to 500 ft. and make changes in ant. sys. App. April 9.
- **WAWK-FM (93.3 mhz) Kendallville, Ind.**—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft. and make changes in ant. sys. App. April 9.
- ***WEEE (89.5 mhz) Cherry Hill, N.J.**—Seeks mod. of CP change ERP to 1.95 kw and make changes in ant. sys. App. April 10.

Accepted

- **New (107.1 mhz) Bald Knob, Ark.**—Seeks CP to change TL. App. April 9.
- **KGHI (105.5 mhz) Mountain Home, Ark.**—Seeks mod. of CP to change ERP to 1.72 kw and change HAAT to 414 ft. App. April 4.
- **KNAX (97.9 mhz) Fresno, Calif.**—Seeks CP to change ERP to 2.6 kw and change HAAT to 312 ft. App. April 4.
- **KRTH (101.1 mhz) Los Angeles**—Seeks mod. of CP to change ERP to 53.6 kw and make changes in ant. sys. App. April 9.
- **KNVR (96.7 mhz) Paradise-Chico, Calif.**—Seeks CP to change TL; change ERP to 1,330 kw and change HAAT to 646.75 ft. App. April 9.
- **WLYF (101.5 mhz) Miami**—Seeks CP to install aux. sys. App. April 9.
- **WAVW (105.5 mhz) Vero Beach Fla.**—Seeks CP to change ERP to 2.6 kw. App. April 4.
- **KFSH (97.1 mhz) Hilo, Hawaii**—Seeks mod. of CP to change TL and change HAAT to minus 124 ft. App. April 9.
- **KOPR (94.1 mhz) Butte, Mont.**—Seeks mod. of CP to change TL and change ERP to 100 kw. App. April 9.
- ***WCPE (89.7 mhz) Raleigh, N.C.**—Seeks mod. of CP to change TL; change ERP to 100 kw; change HAAT to 969 ft. and make changes in ant. sys. App. April 9.
- **WSBH (95.3 mhz) Southampton, N.Y.**—Seeks CP to change ERP to 2.63 kw. App. April 4.
- **KMKS (92.1 mhz) Bay City, Tex.**—Seeks mod. of CP change TL. App. April 9.
- **WAUN-FM (92.7 mhz) Kewaunee, Wis.**—Seeks CP to change HAAT to 328 ft. App. April 9.
- **WQTC-FM (102.3 mhz) Manitowoc, Wis.**—Seeks CP to make changes in ant. sys. App. April 9.
- **WBTT (97.3 mhz) Milwaukee**—Seeks CP to change ERP 15.5 kw. App. April 4.

TV applications

Accepted

- **WMTW-TV (ch. 8) Poland Spring, Me.**—Seeks MP to change SL. App. April 10.
- **KNBN-TV (ch. 33) Dallas**—Seeks CP to change ERP to vis. 5000 kw, aur. 500 kw. App. April 9.

AM Actions

- **WHMA (1390 khz) Anniston, Ala.**—Granted app. for mod. of lic. to change SL and to operate trans. by RC. Action March 26.
- **KLLV (1560 khz) Breen, Colo.**—Granted app. for dir. meas. of ant. power. Action April 2.
- **WQXM (1560 khz) Gordon, Ga.**—Granted app. for CP to change TL. Action April 2.
- **WPAD (1560 khz) Paducah, Ky.**—Granted app. to incr. night power to 5 kw and make changes in ant. sys. Action March 28.
- **KVLH (1470 khz) Pauls Valley, Okla.**—Granted app. for CP to make changes in ant. sys. and augment DA pattern. Action April 2.
- **KFNW (1200 khz) Fargo, N.D.**—Granted app. for MP to

Summary of broadcasting as of February 29, 1984

| Service | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM | 4,740 | 170 | 4,910 |
| Commercial FM | 3,551 | 418 | 3,969 |
| Educational FM | 1,140 | 173 | 1,313 |
| Total Radio | 9,431 | 761 | 10,192 |
| FM transiators | 789 | 444 | 1,233 |
| Commercial VHF TV | 535 | 23 | 558 |
| Commercial UHF TV | 340 | 222 | 562 |
| Educational VHF TV | 111 | 3 | 114 |
| Educational UHF TV | 173 | 25 | 198 |
| Total TV | 1,159 | 273 | 1,452 |
| VHF LPTV | 192 | 74 | 266 |
| UHF LPTV | 71 | 136 | 207 |
| Total LPTV | 263 | 210 | 473 |
| VHF transiators | 2,869 | 166 | 3,055 |
| UHF transiators | 1,921 | 295 | 2,216 |
| ITFS | 250 | 114 | 364 |
| Low-power auxiliary | 824 | 0 | 824 |
| TV auxiliaries | 7,430 | 205 | 7,635 |
| UHF translator/boosters | 6 | 0 | 6 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,338 | 53 | 12,391 |
| Aural STL & intercity relay | 2,836 | 166 | 3,002 |

* Includes off-air licenses.

utilize full efficiency of existing nondirect. ant. Action April 2.

- WVSC (990 khz) Somerset, Pa.—Granted app. for CP to increase power to 10 kw. Action March 28.
- WIXR (1500 khz) Mt. Pleasant, S.C.—Granted app. for CP to increase power to 5 kw. Action April 2.
- KNUZ (1230 khz) Houston—Granted app. for CP to make changes in ant. sys. and increase height of tower. Action April 3.
- KAAR (1480 khz) Vancouver, Wash.—Granted app. for mod. of CP to change TL and make changes in ant. sys. by increasing height. Action April 2.

FM Actions

- WXXQ (98.5 mhz) Freeport, Ill.—Granted app. for CP to change ERP to 50 kw and change HAAT to 401 ft. Action March 29.
- KBUF-FM (97.3 mhz) Garden City, Kan.—Granted app. for CP to change TL. Action April 3.
- WAIL (105.3 mhz) Slidell, La.—Granted app. for CP to change TL; change HAAT to 937 ft. and make changes in ant. sys. Action March 29.
- WJZZ (105.9 mhz) Detroit—Granted app. for CP to change TL; change ERP to 22 kw; change HAAT to 724 ft. and make changes in ant. sys. Action March 29.
- *WPNR-FM (90.7 mhz) Utica, N.Y.—Dismissed app. for CP to change ERP to .527 kw (H); decrease HAAT by 150 ft. and make changes in ant. sys. Action March 30.
- WEZR (106.7 mhz) Manassas, Va.—Granted app. for mod. of CP to modify proposed ant. radiation pattern. Action March 28.

TV Actions

- New (ch. 17) Tuscaloosa, Ala.—Granted app. for MP to change ERP to vis. 1306.8 kw, aur. 130.68 kw; change HAAT to 607 ft. and relocate SL outside city of license. Action March 30.
- KCCI-TV (ch. 8) Des Moines, Iowa—Granted app. for CP to change HAAT to 1,383 ft.; change loc. of aux. trans. and ant. and install different system. Action March 30.
- WDBD (ch. 40) Jackson, Miss.—Granted app. for MP to change ERP to vis. 1,040 kw, aur. 104 kw; change HAAT to

1,210 ft. and change TL. Action March 30.

- KREN-TV (ch. 27) Reno—Granted app. for CP to make changes in ant. sys. Action March 30.
- WGRZ-TV (ch. 2) Buffalo, N.Y.—Granted app. for CP to make changes in ant. sys. Action March 30.
- WTLW (ch. 44) Lima, Ohio—Granted app. for CP to change ERP to vis. 1,243.08 kw, aur. to 125 kw. Action March 30.
- WFAT-TV (ch. 19) Johnstown, Pa.—Granted app. for MP to change ERP to vis. 1,661.5 kw, aur. 166.5 kw Action March 30.

Call letters

Applications

| Call | Sought by |
|----------------------|--|
| New FM | |
| WIMJ | Ebony Broadcasting Inc., New Albany, Miss. |
| Existing AM's | |
| WITS | WSEB Highlands Broadcasting Ltd., Sebring, Fla. |
| KSLR | KTXX North Valley Radio Inc., Whitefish, Montana |
| Existing FM's | |
| KSMT | KLGT Summit Broadcasting, general Partnership, Breckenridge, Colo. |
| WCAC | WSKP-FM Highlands Broadcasting Ltd., Sebring, Fla. |
| WSOX | WGTF C.C.N.B. Corp., Nantucket, Mass. |
| KEBQ | KELS Waters Broadcasting Inc., Ardmore, Okla. |
| KVFM | KMXL Cache Valley Broadcasting Co., Logan, Utah |

Grants

| Call | Sought by |
|----------------------|--|
| New AM | |
| KXAM | Paloma Blanca Broadcasting Corp., Heflotes, Tex. |
| New FM's | |
| KCMJ-FM | Claridge Corp., Indio, Calif. |
| KSEQ | La Tierra Rica Inc., Visalia, Calif. |
| KPOA | Lahaina Broadcasting Co., Lahaina, Hawaii |
| KMVI-FM | Obie Broadcasting of Maui Inc., Pukalani, Hawaii |
| KFTZ | Eagle Rock Broadcasting, Idaho Falls, Idaho |
| KCIX | Contemporary Media Corp., Garden City, Idaho |
| KMAD-FM | Radio Station KMAD, Madill, Okla. |
| WMTT | Family Broadcasting Group, Ponce, P. R. |
| KQAI | Dream Communications Inc., Childress, Tex. |
| WSTX-FM | Virgin Islands Broadcasting Corp., Christiansted, St. Croix, VI. |
| KAJR | Andrew Vallejo, Yakima, Wash. |
| New TV's | |
| KFTL | Family Stations Inc., Stockton, Calif. |
| KYYE | Salina Television Inc., Salina, Kan. |
| KASK-TV | KASK Inc., Las Cruces, N.M. |
| Existing AM's | |
| WIGL | WTBC Keymarket Communications of Alabama, Tuscaloosa, Ala. |
| KNDE | KONG KONG Inc., Visalia, Calif. |
| WYNO | WDLF American Radio Corp., Deland, Fla. |
| WSMJ | WKVE Newberry Broadcasting Inc., Cave City, Ky. |
| KICR | KREH Strother Broadcasting Co. of Louisiana, Oakdale, La. |
| WKXR | WGWR Dallas M. Tarkenton, Asheboro, N.C. |
| KYCX | KBUS Summit Broadcasting Associates Inc., Mexia, Tex. |
| KBSN | KSEM Kenneth E. Oxborrow and Theresa L. Oxborrow, Moses Lake, Wash. |
| Existing FM's | |
| WFFX | WUOA Keymarket Communications of Alabama, Tuscaloosa, Ala. |
| KNTN | KONG-FM KONG Inc., Visalia, Calif. |
| KRTR | KSHO-FM Mauna Key Broadcasting Co., Kailua, Hawaii |
| WXFM | WLVO Mary Ellen Burns, Mt. Zion, Ill. |
| WXET | WXRD Lake Valley Broadcasters Inc., Woodstock, Ill. |
| WBTU | WAWK-FM Noble-Dekalb Broadcasting Co., Kendallville, Ind. |
| WINN | WNVI Southeast Indiana Radio Inc., North Vernon, Ind. |
| WNSN | WTHO WSBT Inc., South Bend, Ind. |
| KOSK | KBQE-FM Oskaloosa Broadcasting Co., Oskaloosa, Iowa |
| KICR-FM | KGBM-FM Strother Broadcasting Co. of Louisiana, Oakdale, Louisiana |
| WRLT | WCSE Dallas M. Tarkenton, Asheboro, N.C. |
| WCMJ | WILE-FM Cloverleaf Broadcasting Corp., Cambridge, Ohio |
| KYCX-FM | KYCX Summit Broadcasting Associates Inc., Mexia, Tex. |
| *KERA | KERA-FM Public Communication Foundation of North Texas, Dallas |
| KORM | KSEM-FM Kenneth E. Oxborrow and Theresa L. Oxborrow, Moses Lake, Wash. |
| Existing TV's | |
| WVTZ | WGTR-FM 66 Corp., Southborough, Mass. |
| KONG-TV | KONG-TV Inc., Everett, Wash. |

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Wanted: street fighting general manager who leads by example. Minimum five years experience. Group owned AM/FM combo in lovely Western city. Send operating philosophy, current income with resume to Box P-101.

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Sales wanted. KEZYAM/FM, Anaheim, is hiring killers. If you are an experienced retail radio closer looking to move up to big market potential and earnings of \$75,000 per year or more, call General Sales Manager Vic Goldstein or President Dan Mitchell today. 714-776-1191. The job requires tough, creative selling to the client. If you're an agency mouse, don't bother us.

Sales representative needed. 50,000 watt CHR FM. Salary, commission, free insurance, bonuses. Experience a must. Super opportunity. Resume to: GM, 96 WMR, 89 Congress St., Rumford, ME 04276.

WNTY, suburban adult contemporary radio, central Connecticut, has opening for account executive. A real growth opportunity. Base, good commission structure. Resume to: George Stevens, Box 990, Southington, CT 06489. EOE.

Sales manager wanted. Black format FM in Carolina: medium market, high rates and ratings. Send resume with salary history, references, and cover letter selling us on you: a creative sales leader and people motivator! EOE. Write Box P-84.

HELP WANTED ANNOUNCERS

Fast growing powerhouse suburban NYC A/C has fulltime opening for experienced personality. Top island signal. T&R to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

Salt Lake City AM/FM combo looking for morning personalities. Advancement into management potential and top pay for right person. EOE. Rush tape and resume to KRGO, 5065 West 2100 South, Salt Lake City, UT 84120.

Mid-Atlantic medium market leader looking for a great performer with programming experience. See "come live, work and grow with us" display ad this issue.

Reporter/DJ! Award-winning KSUE needs experienced combination reporter/DJ for news-starved community. Job one-third news, two-thirds DJ. Send tape, resume, writing samples: 3015 Johnstonville Rd., Susanville, CA 96130. EOE/MF.

Come to the sunny south - hard hitting country station in large Southeastern market is looking for a dynamic, very creative morning entertainer! Prefer a stable, mature adult ready to settle down. Send resume in confidence to: Operations Manager, P.O. Box 746, Austell, GA 30001.

Humorous entertaining morning personality for #1 rated Indiana FM. Large market sound in a small market. Our staffers are pros from larger markets who enjoy the ambiance of our community and the creative atmosphere of our CHR formatted station. Compensation based on talent. Send tape and resume to: Tom Andrews, Mgr., WLKI Radio, North Wayne Plaza, Angola, IN 46703.

Kentucky rocker needs combination air talent/versatile production wizard. We're looking for a strong voice. \$18-22K. EOE. Resume to Box P-76.

Midday A/C jock for suburban top 50 market, Northeast. Clean voice, commercial experience, team player needed. Tape and resume to P.O. Box 374, Planetarium Station, NY, NY 10024. EOE.

Air talent, broadcasting, radio-TV engineering. Many openings. Join our team now. Tape and resume: Mr Anthony, 305-425-5052.

HELP WANTED TECHNICAL

WKFM Syracuse has immediate opening for take charge chief engineer. Call Al Makkay, 315-487-1500.

KBEZ-Tulsa, OK, has immediate opening for chief engineer. Must be strong on audio, preventive maintenance, digital and RF. Harris 9000 automation and Harris-50K transmitter. Send resume to Jim Van Sickle, KBEZ, P.O. Box 93, Tulsa OK 74104. EOE.

Chief engineer needed for top rated AM stereo/FM stereo stations in Palm Springs, California. Applicant must be strong on audio, studio maintenance, directional AM, STL and RPU systems. Send resume and salary requirements to Joe Tourtelot, KDES Radio, P.O. Box KDES, Palm Springs, CA 92263.

Chief engineer for Detroit metro area 50,000 watt FM. Must have experience in transmitter and state of the art audio systems. Contact Jerry Kupfer, Director of Engineering, 212-661-3344.

Maintenance engineer/board operator/staff announcer. Part-time evenings and weekends. Previous experience and first class license preferred. EOE. Call L. Migala afternoons: 312-282-6700.

The Village Companies, a communications company with radio holdings in Wilmington, Burlington, and Chapel Hill, North Carolina, is currently looking for engineers. First class license or equivalent and a desire to grow. Send resume to Engineer, The Village Companies, Box 3300, Chapel Hill, NC 27514. EOE.

HELP WANTED NEWS

Sunbelt FM needs writer/reporter for two person news department. Small market with growing commitment to local news. Complete resume/writing samples/references to Box P-70.

WEBR Newsradio, Buffalo, is seeking an assistant news director to help manage our large news staff. This is a new position. We require at least three years of full time news experience. We are looking for leadership ability, an understanding of radio news, and creativity in story assignments. We offer a competitive salary and benefits package. If you have given us a resume in 1984, you are already under consideration. Others should send a letter and resume, including references, to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

Exp. news person, Tape and resume to GM, KBET Radio, Box 11710, Reno, NV 89510.

WIP/Philadelphia has an opening for a full-time news anchor/reporter. Requirements include writing, producing and anchoring local newscasts in addition to street reporting. Outstanding writing skills and strong on-air delivery a must. Rush tape, resume and writing samples to Paul Rust, News Director, WIP Radio, 19th and Walnut Streets, Philadelphia, PA 19103. EOE/MF.

Top regional news station accepting applications for future openings. Must have experience in gathering, writing, and airing news and meeting tight deadlines. Send tape and resume to ND, WCTC, Box 100, New Brunswick, NJ 08903. No calls. Prefer applicants from Mid-Atlantic states.

News director. After six years, we have an opening. ND does morning shift and must be able to entertainingly interplay with jocks on both AM and FM. Send tape, resume and salary needs to Jim Lord Chaplin, GM, WIRA/WOVV, Box 3032, Fort Pierce, FL 33448. We are an equal opportunity employer.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Program director - Los Angeles contemporary station. If you are creative, goal oriented, have strong background in promotions, music, research, and deal well with people, we have a great opportunity for you. Resume only to Box P-34.

Program director/air personality. New 100,000 watt country FM. Norfolk, VA market. Tapes and resumes C/O General Manager, Box 10306, Norfolk, VA 23513.

PD/personality. MOR. Exp. No beginners. Tape and resume to: GM, KBET, P.O. Box 11710, Reno, NV 89510.

Wanted: detail-oriented operations manager to help build AM/FM combo in beautiful Western city into a winner. Minimum five years experience. Please include written programming philosophy, current salary, resume to Box P-103.

Program director needed for successful full-time news/talk radio station. Top 100 market, with highly successful news history. Need take-charge PD to direct news, talk, & promotions. Send resume to Box P-110.

SITUATIONS WANTED MANAGEMENT

Successful PD top five market seeks GM slot for turnaround bid. My talk format gets 7's in highly competitive market. Would consider PD slot top 10 mkt. Box M-84.

Aggressive, creative, take charge 20 year broadcaster seeking GM position, Northeast. Experienced all departments; last 12 years as GSM recruiting, training, motivating, & selling national/regional/local. Cost conscious, profit oriented, community involved. Any size market considered. Box P-51.

18 years successful management, sales and production. Medium markets preferred. MBA degree. Employed. Box P-22.

Major market general manager. Dedicated, mature, professional with extensive experience in highly competitive markets seeks a new career opportunity. Would consider smaller markets for the right opportunity. Excellent references available. Please call 612-823-3314.

Experienced GM. Proven success in sales, programming & profits. Currently employed in top 100 market. Mid 40s. Box P-77.

Looking for a partner? \$20K and/or GSM credentials to invest in GM/GSM opportunity. Prefer turnaround or start-up. Great Lakes/Midwest. Will consider all. Prompt reply. Currently owner of successful ad agency. Box P-85.

Sunbelt general manager presently with 100,000 watt combo. #1 ratings track, plus sales with sharp then steady increases. Competitive situations only. Box P-86.

GSM in medium Ohio market looking for long-term management position. 10 years radio sales at same station; last 5 GSM. One of the best. Box P-92.

Invest 20 cents on top billing Nebraska salesman in 40s who really wants to run a radio station. Box P-95.

Attention station owners/group owners. General manager with 21 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programming. High achiever of goals and profit oriented. Strong sales development ability. Excellent credentials. Box P-111.

SITUATIONS WANTED ANNOUNCERS

Think of me as quality blue chip stock, not as a speculative issue. Two years experience in small market. Want to move up. Adult top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201-777-0749.

Seasoned, talented jock. Do-it-all type. Production, remotes, etc. Great for small market. Absorb your culture. I'll go anywhere. Just promise me you'll appreciate a humorous whipper-snapper on your staff! Prefer CHR. Steve, 504-384-3718

Male announcer with very good pipes. Creative, hard working, stable, strong on commercials and news. Will relocate if situation is right. For tape and resume, call (Big) Dave Gentry, 312-485-1691.

Announcer/sportscaster-2 years television & radio experience. Outstanding knowledge of all music formats. Hard worker. College graduate. Willing to relocate anywhere. Contact Dan Perry-Davis, 513-698-3001.

I'm not an astronaut, but I do have "the right stuff". DJ/newscaster, 1 1/2 yrs. experience. Will relocate. Andy, 201-666-6748.

Trained, motivated, unused talent available! Nice sounding voice, B.A. communications. Does jock, news. Relocate anywhere, any shift, train on job. Try me! Michael Kielbon, 312-652-8319.

Female announcer seeking Indiana employment. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

Easy listening announcer from Bonneville's KOIT and WRFM; also KJOI, LA. Relocate in large market. 602-956-6677.

Ambitious, BA degree, college radio-4 yrs. Age 34. Entry level ok, NE USA only. Gary, 609-825-9687.

Conn. broadcast school grad. Young man with college radio experience in news, sports, DJ. Co-operative, dedicated, seeking opportunity to grow with small station. Willing to work anytime, any place. For tape and resume, call Steve, 203-624-0682.

Experienced. Professional attitude. Want to learn sales, but also want to announce. Don Brinkley, 414-284-6983.

Dependable announcer with 10 1/2 years' experience. Excellent references. Country, adult contemporary. Prefer Southeast. Mike, 904-255-6950.

Creativity, experience & enthusiasm - all rolled up in one. Production/copywriting pro. Music director/research a specialty. BA in public relations. Doug, 314-335-2983.

Attractive. Personable. Trained by professionals. Want to learn all phases. Diligent. Dependable. Terry Catalano, 414-964-9562.

SITUATIONS WANTED NEWS

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.

Award-winning PBP, sportscaster, news writer. 9 years experience. Ed Lewis, 714-630-8316.

Experienced news anchor seeks Twin Cities market. Excellent organizer and voice. Angelo, 212-338-8328, between 6 PM and 8 PM EST.

Experienced news reporter/anchor seeks medium or major market slot. Strong writing skills. ND experience. Good references. Call Larry, 619-322-0051; 327-5002.

Ranked #1 in preseason, postseason, any season poll! Sportscaster with plenty on the ball ready for medium market or better. Dynamic, entertaining PBP. Inventive features. I outshine them all! Barry, 505-437-2824, after 2PM MT.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience also. Andy, 305-763-1686.

News director/reporter looking for new challenge in top 25 market. Strong track record in political hotbed state. If interested, call Dave, 603-669-5760; 603-627-2208.

Major market drive-time sportscaster with ten years collegiate football, basketball, and hockey play-by-play experience. Looking for challenging position. I will relocate and have outstanding references. Call Alan, 617-894-6392.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional: 10 years experience. A/C, CHR, country. Profit oriented, people motivator, promotion and marketing knowhow. Degree, first phone. Thom Davis, 512-723-0600.

I am searching for a research position. Prefer to manage or assist research/music departments. Experienced in Arbitron policies, market analysis, diary inspections for 4 New York City stations, and scores of others. Also experienced in other radio departments. Box P-75.

TELEVISION

HELP WANTED MANAGEMENT

Aggressive sales manager with ability to train and direct staff. NBC/ABC station, interior Alaska. Contact Chuck Brownlow, GM, P.O. Box 74730, Fairbanks, AK 99707, or call 907-452-2125.

Television advertising sales manager to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up into 22,000 subscriber cable TV operation. Five years management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

Creative promotion manager who can promote needed for ABC affiliate. Must have excellent writing skills and know television production including creative use of digital effects. Must be able to produce "quick turnaround" promos. Creative, knowledgeable pro who is ready to work with an excellent broadcast team. Send resume only to Box P-56. If you're what we want, be ready to send your reel. EOE.

General manager. Good opportunity to operate an AM-FM-TV combination; for a thriving broadcast group. While top management experience is preferred, it is not mandatory. This is an excellent opportunity for the right person with assistant general manager's experience and strong sales background to advance to general manager in mid America. Send full resume to Box P-58. An equal opportunity employer. M/F.

Membership manager. PTV station in growing market needs membership manager. Supervise on-air pledge drives, direct mail efforts, telemarketing, membership records and reports, computer application, and volunteers. Experience in membership development or circulation management preferred. Resume, cover letter and salary history (no phone calls, please): WNIN #20, 9201 Petersburg Rd., Evansville, IN 47711. Application due April 20, 1984.

Controller: candidate should be experienced in an affiliated television station's accounting department, have good organizational skills and be familiar with computer accounting functions (preferably a Columbine System). Person selected for this position, will be responsible for accounts payable, accounts receivable, general ledger and financial statements. Send resume (no phone calls), in confidence to B. W. Mayberry, Freedom WLNE-TV, Inc., 530 County St., New Bedford, MA 02741. EOE.

HELP WANTED SALES

Seeking seasoned pro with independent television background for number one list. Must have proven success with master accounts. Call Ed Perl, WNOL-TV, 504-525-3838. New Orleans' newest television station.

Account executive - WJKS-TV. Group owned NBC affiliate serving the Jacksonville, FL market. Qualifications must include 3-5 years of television sales experience with a proven record of excellence. College degree preferred. Apply in writing to Eddie Rhyne, Local Sales Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F. No calls, please.

Local sales manager: need experienced television AE to generate new business, train, direct local sales staff. Must carry account list and have some experience dealing with agencies. Send complete resume with references to Fred Prociwe, GSM, WTSG-TV, Box 4050, Albany, GA 31708. EOE.

Director of retail for TvB in New York. Strong retail background important; television sales or marketing, a plus. Job requires good communication skills, knowledge of co-op and retail. Position involves calls on retailers, public speeches at retail conventions, serving as retail resource with TvB sales staff. Some travel involved; must relocate to New York. Resumes and salary requirements to Bob Baker, TvB, 485 Lexington Avenue, NYC 10017.

Sales mgr. Hands-on manager in small market SW. Demonstrate success in this market, move up to top 50 mkt. within two yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

TV Guide-marketing representatives. TV Guide is looking for marketing representatives based in New York and Atlanta to cover the Northeast and the Southeast. Extensive travel contacting cable systems and television stations for joint marketing and 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 requirement to Box P-100.

National sales representative. Satellite communications company seeks qualified applicant for sales position. Working knowledge of broadcast/cable industry, excellent presentation skills required. Satellite transmission, video conference or common carrier experience desirable, extensive travel required. Send letter, resume, and salary requirements to Communications Carrier Inc., 702 Colorado, Suite 420, Austin, TX 78701.

Sunbelt independent in top 50's market has an immediate opening for an aggressive, knowledgeable marketing salesperson with ability to package and develop new business as well as handle established list. Must have a minimum of two years TV sales-independent preferred. Send complete resume to Box P-104. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer for CBS affiliated UHF television station. 3-5 years TV transmitter and equipment maintenance plus some administrative experience. Resume to Jim Brady, Chief Engineer, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

TV news editor/videotape operator. Minimum 3 years experience in operating and maintaining 3/4" editing systems. Contact Chief Engineer, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. EOE.

Lowell Cable TV is seeking a fulltime video engineer with experience in ENG/EFP, studio, post production, & commercial insertion systems. Must be experienced in repair & maintenance of videotape machines. Resumes to Sue Bennett, Lowell Cable TV, 12 Washer St., Lowell, MA 01853. Deadline April 30.

Chief engineer - Jacksonville, FL division of Florida Production Center has a career opportunity for a quality-oriented high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Tony Kennedy, Vice President, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000.

Maintenance technician and portable uplink operators. These are temporary positions for July and August in San Francisco, Los Angeles and Dallas. Remote TV experience desirable - FCC license required. Send resume to Box P-65.

Engineer - new Sunbelt group owner seeking chief engineer for multi-station responsibilities. Video, UHF and FM experience required. Construction skills a must. Send resume to Broadcasting, 5641 Antigua, Corpus Christi, TX 78411.

Assistant chief engineer for independent religious UHF television station. Must have experience in troubleshooting and maintenance of all types of broadcast equipment. Resume to John Elliott, Chief Engineer, WTJC-TV, PO Box 26, Dayton, OH 45401. EOE.

Maintenance engineer: first class production company with heavy FX orientation needs an additional engineer. Experience with BVH2000, GVG300, DVE, computer editing. Interest in learning more. New facility, excellent working conditions. Escape the big city! Contact: Don Jensen, Pinnacle Productions, E. 204 Nora, Spokane, WA 99207. 509-326-7030.

TV maintenance engineer needed for local VHF station. Must have maintenance experience with Sony 3/4" and 1" videotape equipment, good background in solid state/digital electronics, and good technical knowledge of all studio equipment. Reply with resume to: Gene Gildow, WTKR-TV, 720 Boush St., Norfolk, VA 23510. 804-446-1330. EOE.

TV maintenance engineer. Minimum 3 years experience or equivalent in maintaining Ampex 2" and 1" VTR's, Sony 1" and 3/4" VTR's, studio and ENG cameras, and associated studio terminal equipment. Contact Chief Engineer, KOLO-TV, P.O.Box 10,000, Reno, NV 89510. EOE.

Studio engineer - university location. Good fringe benefits (retirement, etc.). Perform maintenance on broadcast studio and field equipment. Required: general class FCC license and four years of experience in broadcast engineering. Respond to: William L. Henry, Mississippi Cooperative Extension Service, Box 5446, Mississippi State, MS 39762. AA/EOE.

Alaska Bush public broadcast TV & AM station has an opening for a maintenance engineer. FCC general license and 2 years TV broadcast maintenance experience. Salary in mid \$20's, DOE. Housing option, great benefits. Contact Chief Engineer, KYUK, P.O.Box 468, Bethel, AK 99559. 907-543-3131. EOE. Closing date: May 25th, 1984.

TV operations and ENG maintenance engineer. Good technical background, FCC general license. Minimum one year experience. Send resume to Chief Engineer, WAND-TV, 904 Southside Drive, Decatur, IL 62525. An equal opportunity employer.

Mobile broadcast unit engineer. TV broadcasting station requires one or two mobile unit broadcast engineers to maintain, supervise and repair all television broadcast equipment and electronic circuitry used in the telecasting of five to fifteen National Hockey League games from the employer's mobile broadcast unit on location in Buffalo, NY. Employment dates, now uncertain, may be available during April and May. Applicant must have minimum five years experience in electronic engineering technology in television broadcast environment, and be able to maintain/repair Bosch-Fernseh cameras, KCK or KCV, Sony cameras, BVP300 or BVP330, Central Dynamics model 480 switcher, Sony BVH1100, BVH2000 VTR machines, Ward-Beck audio console and Ward-Beck intercom. Applicants must also have specific knowledge of electronic interconnection of the mobile unit to the Stadium cabling systems. Wage is \$13 per hour/\$18.50 overtime beyond eight hours per broadcast. Reply in confidence to G.M. Meehan, 70 Niagara Street, Buffalo, NY 14202. 716-856-4600.

South Pacific. Government of American Samoa. TV maintenance engineer - (KVZK): to assist in installation and maintenance of TV facilities to include, but not limited to: cameras, film chain, video tape recorders, all audio and video distribution equipment, digital TBC's and transmitters. Applicant must have a BS degree or equivalent and a minimum of three (3) years of television engineering maintenance experience. Additional years of related experience may be substituted for academic requirements. FCC license required. Salary range - \$20,885 to \$25,435 per annum. Free transportation, leave, low-cost housing, medical and other benefits. Non-federal, two year employment agreement. Airmail completed U.S. Form SF-171 with resume to Director of Manpower Resources, American Samoa Government, Pago Pago, American Samoa 96799. An equal opportunity employer.

Technical director/engineer in charge. Television broadcasting station requires one—three technical directors/engineers-in-charge to supervise all technical and business functions relating to the company's mobile broadcast unit on location for the broadcast of five to fifteen NHL hockey games in Buffalo, NY. Employment dates, now uncertain, may be available during April and May. Applicants must have a minimum of five years experience in all phases of operation of a mobile broadcast unit. Applicant must have a background in and knowledge of professional hockey broadcast coverage and be able to perform and instruct switcher and video tape replay functions. Knowledge of electronic circuitry and routing between mobile unit and stadium is essential. Wages: \$14.15 per hour regular and \$21.23 overtime. Reply in confidence to G.M. Meehan, 70 Niagara Street, Buffalo, NY 14202. 716-856-4600.

HELP WANTED NEWS

Anchor-reporter. CBS affiliate, southeastern market, seeking experienced television reporter who can write, edit, and co-anchor. Send resume and tape to Dave Basinger, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. No phone calls, please. EOE.

Central Florida's leading news station needs another street reporter. Good writing self-starters only. Send tape and resume to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. No phone calls or beginners. We're an equal opportunity employer.

News director - We need a strong manager with organizational skills to motivate and lead our bright, young news staff. Air work a plus, but not the primary consideration. Small market network affiliate, pleasant climate, excellent living. Resume to Box P-30.

Photographer. Two years experience. Resume and audition tape: News Director, WSMV, Box 4, Nashville, TN 37202.

Six & ten PM co-anchor. We are an aggressive Texas news operation looking for a top-notch newscaster, who is comfortable with producing, field reporting and live remotes. Candidates should have solid news credentials, with 3-5 years medium market experience. We want someone with excellent people skills—bright, out-going, and community-oriented. No prima donnas; team players only. Excellent compensation and benefits package for the right, long-term candidate. Send resume immediately to Box P-52. AA/EOE.

Growing co. specializing in news & magazine format production offering freelance camera opportunity to creative dedicated photojournalist with over 2 yrs. daily news experience to cover unique assignments & travel. Qualified applicants only. Send tape to Nighthawk Productions, 3452 E. Foothill Blvd. #341, Pasadena, CA 91107.

News director. Small SE resort area market, to lead and train our young staff. Can-do anything type preferred. Send resume and salary requirement to Box P-54. EOE.

Anchor: competitive Southern market seeks strong yet pleasant anchor team for weeknight newscast. We are ranked #1 and are only interested in the best. At least two years on-air experience required, with excellent reporting or producing skills. No beginners. Resume to Box P-55.

Medium-sized Northeast market station seeking news reporter. Must be experienced in broadcast news and understand elements required to produce a quality news story. Priority qualifications include experience in a similar position: strong broadcast news background; familiarity with contemporary technology in TV news; positive attitude. EOE. Send resume to Box P-83.

Looking for the best news people? Contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Group owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box J-116. We are an EOE, M/F.

TV news photographers. The top rated news department in Fresno, CA, is seeking to fill one permanent part-time and one full-time permanent news photographer position. Experience in ENG, TV news taping, filming and editing required. Some travel expected. Successful applicants will be energetic, creative and able to meet deadline pressures. Send resumes and audition tapes to: Joanne Corliss, News Director, KFSN-TV News, 1777 G Street, Fresno, CA 93706. Capital Cities Communications Inc., is an equal opportunity employer.

Person with strong writing and presentation skills to produce and anchor weekend newscasts, as well as general assignment reporting. Should have solid reporting and video experience, good understanding of graphics equipment and techniques, and ability to put together an interesting news story and compelling newscast. Degree in broadcast journalism or equivalent experience. Contact: Grant Price, KWWL, 500 East Fourth Street, Waterloo, IA 50703. EOE.

Talented, experienced weathercaster/reporter or reporter/weathercaster needed. Rush tape and resume to Mike Krasner, News Director, WSMW-TV, Parker Road, Shrewsbury, MA 01545. EOE, M/F.

Station seeks news director for Fall start-up. Ability to motivate, direct news team. On-air experience. Tape, resume, salary: WDBB-TV, Box 1006, Tuscaloosa, AL 35403. EOE.

WSPA-TV has an opening for a general assignment reporter. If you have two years' experience and are ready to move up, send your resume and audition tape to: Manager of Personnel, WSPA-TV, P.O.Box 1717, Spartanburg, SC 29304. Tapes will be returned. EOE.

Denver's strong independent. KWGN-TV, is re-building its news operation and has immediate openings for weather anchor, weekend anchor/reporter and general assignment reporter. Weather anchor should be a meteorologist, have considerable experience in computer graphics, with on-air flair and personality. Weekend anchor and reporter will both have excellent writing and production skills. Send resume and tape to Don Shafer, News Director, KWGN-TV, P.O.Box 5222, Englewood, CO 80155. A Tribune Broadcasting station. EOE.

Director/newscasts. We're looking for leadership skills and a positive attitude along with the ability to direct a top rated, fast paced news show. Experience, talent and enthusiasm required in this Southeast medium market network affiliate. Resume to Box P-98. EOE.

Strong (hand-on) mgr. well organized and capable of leading bright young people in medium mkt. SW. Demonstrate success in this mkt., move up to top 50 mkt. within 2 years. Excellent salary and benefits with multi-operator. Send resume to PO Box 1867, Fort Smith, AR 72902. Attn: Jo Edgell.

Producer. Top network affiliate, Sunbelt capitol city seeking strong, take charge producer. Degree, minimum three years in commercial television news with at least one year producing required. If you're ready for a fifties market, we want to hear from you. We are an equal opportunity employer. Resumes to Box M-111.

Anchor/producer. Swing shift in leading news department, strong experience necessary. Send tape, resume and reference to News Director, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. EOE.

News producer. Number one station in top 40's market is seeking the best. If you are a highly motivated producer who can write well, then apply. If you have solid news judgment and can manage people well, then apply. We're looking for quality aggressive people now! EOE/M-F. Resumes to Box P-109.

Assignment editor: must be creative, dynamic, intelligent and inspirational. We have a promising staff of young, aggressive reporters who want to do meaningful news stories; we need someone to help them come up with important, enterprising stories unique to our newscasts. Send resume, tape and references to: Stan Clark, News Director, WEHT-TV, P.O.Box 25, Evansville, IN 47701. EOE/M-F.

Executive news producer. KWTV-9, the CBS affiliate in Oklahoma City, is looking for an executive news producer. Successful candidate must have 4 years prior related TV experience including newscast producing and a B.A. degree or equivalent education. Must be able to work with and motivate a large staff of aggressive news professionals. Must understand modern TV news production techniques including digital video effects. Prior management experience helpful. Work includes supervising production of daily newscasts and specials. Send resume to: Billye Gavitt, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE/M-F.

ENG photographer/editor for Washington news bureau. Will shoot & assist in editing stories for client stations. Experience required, degree preferred. Send resume, tape & salary requirements to Lou Prato, Merrill News Service, 1333 F St., NW, Suite 200, Washington, DC 20004-1195

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Florida production company needs hot directors, staff/freelance. Send reel to Bob Gordon, Production Associates, 5456 Crenshaw, Tampa, FL 33614. 813-884-3000.

TV hosts. Male or female, daily magazine format. Top 30 market, West Coast. Need skills in writing, editing, producing. Experienced only. Send tape & resume to: TV Magazine, 5670 Wilshire Blvd., Suite 2180, Los Angeles, CA 90036. No phone calls. EOE.

Program host wanted (top 10 market) for morning variety, news and information program. Must have extensive remote and videotape background. Please send a complete resume and salary requirements to Box P-72. An equal opportunity employer.

Station seeks programmer for Fall start-up. Knowledge of film buying, acquisition, budgeting, promotion. Must have current contacts in programming. Resume/salary: WDBB-TV, Box 1006, Tuscaloosa, AL 35403. EOE

Videographer-3 years ENG or EFP production experience, 3/4 & type C editing knowledge. Salary-negotiable. Send resume to Tom Merklinger, WFYI-TV, 1401 North Meridian St., Indianapolis, IN 46202.

Art director. KMBC-TV9, Kansas City, Missouri, has an opening for an art director. This position is responsible for the supervision of the production and design of all station related graphics and creative material on an as needed basis. This would include on-air, news graphics, print (all media), special projects and Chyron/ADDAs/slides. The art director is also required to work within a budget while operating with sufficient materials and equipment, as well as directing the activities of the graphic artist. Applicants must have a graphics design/art degree, with at least one to two years experience in television. Qualified applicants may send resume to Creative Services Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. No phone calls, please. EOE

Director/announcer/copywriter. We're seeking a director with experience, talent, and enthusiasm; a producer skilled in location and studio tape production and equally talented on camera. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to create. Join our award winning staff in a unique Southeast medium market. Resume to Box P-97. EOE.

Producer/director/editor is needed in the exciting Dallas-Ft. Worth market. If you can motivate your crew, and work with any client; if you can edit with an Orrox 340X CMX; if you can direct multi-camera studio and single camera film style shoots; if you are ready to work with a small group of dedicated production professionals building a top notch production facility, then send us your reel and resume ASAP to: KTXA, 21 Productions, Dept. P, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Florida production company seeks to expand its Betacam facilities into the Los Angeles market. In a cooperative venture, we wish to supply a Betacam location production package to experienced crew with contacts and proven track record in electronic field production. Contact Frank Beacham, 1666 Kennedy Causeway, Suite 601, Miami, FL 33141. 305-868-2020.

Kelly & Company. Associate producer. WXYZ-TV, the ABC owned station in Detroit, has an immediate opening for an associate producer on Kelly & Company. This daily live program is the highest rated locally aired morning show in the country. The main responsibilities will be to book national and local guests, prepare information for their appearance, and assist in the coordination of the entire program. Your background should include a minimum of two years production experience. Knowledge of studio production and guest booking is essential. If qualified, send resume to: Personnel Department, ABC, Inc., 20777 W. Ten Mile Road, Southfield, MI 48037. EOE/M/F/H/V.

We need an experienced television director for a fast-paced, highly technical newscast. ABC affiliated, four-station network. Grass Valley 1600 switcher. Salary commensurate with experience. Equal opportunity employer. Contact Lisa Guill, Production Manager, P.O. Box 220, Kearney, NE 68847, or phone: 308-743-2494.

Good Afternoon Detroit. Associate producer. WXYZ-TV, the ABC owned station in Detroit, has an immediate opening for an associate producer on Good Afternoon Detroit. This daily live program is the highest rated locally aired afternoon magazine show in the country. The main responsibilities will be the booking and coordination of guest travel and appearances, as well as research, script writing, and other related duties. Your background must include experience booking national personalities and celebrities and have established national contacts. Knowledge of video production and editing is preferred. Send resume to: Personnel Department, ABC, Inc., 20777 W. Ten Mile Road, Southfield, MI 48037. EOE/M/F/H/V.

Love animals? Handle pets? Former '60 minutes' producer needs co-host/hostess for Animal Magazine, syndicated weekly. 202-293-1122.

SITUATIONS WANTED MANAGEMENT

VP group/GM/GSM. 20 yrs., all markets. Strong sales, billings, profits. UHF, VHF, indy, radio. Degree, professional broadcaster. Seeking interviews. 314-335-6869.

Top notch TV program manager in Northeast large market with 15 years broadcast experience. Looking to relocate to Sunbelt market in similar capacity with broadcast or cable operation. Box P-73.

General sales manager looking for new challenges. Highly respected in the industry, with excellent references. Box P-88.

SITUATIONS WANTED NEWS

Weatherman. Experienced, mature, personable. Seeks position in small to medium market. Strong meteorological/graphics knowledge, reporting skills. 319-326-1250.

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw, 615-272-4625.

Wanted: broadcast meteorologist. AMS Seal. At least 3 years experience. Must exhibit solid broadcasting and forecasting skills. Must be knowledgeable about severe weather. Willingness for public relations work a plus. If these are your requirements, then I'm your man! Box P-68.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience also. Andy, 305-763-1686.

Reporter with two years bureau experience looking for right team. Report, edit and shoot. First class license. Will relocate, immediately. Lon, 319-351-3027.

The bad guys don't always win. Experienced investigative/consumer/problem solving reporter will show you. Box P-4.

Award winning ENG photographer/editor. Over 10 years expertise. 50-hour+ weeks. Extensive travel. Top 20 experience. Print journalism background. Degreed. Reply Box P-79.

Sports. Ten years radio and TV experience. Looking for medium-large market serious about sports. Wanting long-term commitment. Box P-87.

Entry level production assistant position sought. Strong writing, videotape editing and tenacious spirit. I need a chance. M.A. in telecommunication arts from prestigious Midwest university. Willing to relocate. 212-677-6384, Elizabeth.

Top cameraman: Network-experienced, many major stories, much combat work in 25 countries, languages, currently employed, seeks top-market, network, or overseas posting. Knowledge of all cameras, aircraft, edit and feed gear. U.S. passport. Located Western U.S. Box P-91.

Attractive American Indian female seeks position in top twenty market. Five years experience in all aspects of TV news (anchor/reporter/producer). Desires on-air position that presents a challenge. Box P-93.

Talented, creative, very energetic female has paid her dues in small market and wants to move to major market. Six solid years of experience (anchor/reporter/producer/editor and photog.). Warm, friendly on air presentation. Box P-94.

Urbane anchor/producer with high ratings & street reporting awards. Now in small market, making under \$20,000. Am almost age 40. Just opened an IRA & want someplace to call home for the next 25 years. Box P-96.

Bright, attractive female in 20s with one year cable reporting/production experience and three years major market print reporting (political and general assignment beats) seeks TV reporting and/or anchor position. Excellent reporter and writer. Articulate, friendly presentation. Will relocate. Contact Deborah, 813-355-7302; 212-246-2280 or write Box P-102.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer-director. Ten years hands on experience in top 30 market involving news, specials, telethons and entertainment programming using state of the art equipment. Presently employed in hands-off top 15 market. Strongly desire to return to hands on situation. If you're looking for creative and technical ability, I'm your man. Resume and demo tape available. Box P-50.

Newhouse graduate with MBA and two years professional TV experience seeks production/management position. 203-838-6148.

Creative production assistant with experience and degrees in television and theatre. Some electrical engineering background. Ability in scenic, lighting, audio, and make-up design; EFP, editing, some switching and directing. Worked with state-of-the-art equipment. Video-theatre interfaces are my specialty. Ready to relocate quickly. Prefer south California. Call collect: 309-676-7837, Dan.

College graduate, 3 yrs. major market announcing experience, desires entry level job in TV production. Box P-78.

I have experience and desire moving on. Two years producer/director, three years studio, remote, and ENG experience. Randy 812-332-8414.

College grad with major market internship seeking entry level production position. Good writing skills; creative production approach. Tom, 913-357-0912.

Experienced programmer seeks new challenge. Heavy background in free vee, pay, international pay and DBS. Startups a specialty. Larry, 516-796-3006.

CABLE

HELP WANTED PROGRAMING PRODUCTION, OTHERS

Production specialist: talented, self-starter with supervisory potential needed to produce commercials and programs for state-of-the-art cable system. Experience and creative ability in 3/4" video production, commercial insertion, knowledge of equipment maintenance necessary. Must work well with people and long hours if necessary. Sales experience helpful. Send resume /salary requirements to: Regina Donnelly, Packet Productions, P.O. Box 350, Princeton, NJ 08542, or call 609-924-3244. An equal opportunity employer.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Media specialist/videographer in audiovisual center. Responsible for producing, directing, shooting, editing 3/4" videotape productions, multi-image production assistance and simple maintenance of audiovisual equipment. Reports to the director of audiovisual center. Qualifications: undergraduate degree in radio-TV, communications, or equivalent in experience. Training and experience in one or more of the following areas: microcomputer programming, graphic production, electronics, audio engineering, multi-image production, photography, or audiovisual repair and maintenance. Salary: \$12,000 plus excellent fringe benefits, twelve month appointment. Available July 1, 1984. Send resume and three names of references to Dr. Myra Macon, P.O. Box 3282, Delta State University, Cleveland, MS 38733, by May 25, 1984. EOE. M/F.

HELP WANTED INSTRUCTION

Assistant/associate professor, tenure track position, beginning Fall, 1984. To teach courses in print and electronic journalism, including print newswriting and editing, and TV/cable news production. Ability to teach in at least one of the following areas also desirable: broadcast newswriting, communication law, photojournalism. Ph. D. and professional experience preferred. Salary competitive. Closing date: April 27, 1984. Send resume, transcripts, 3 letters of recommendation to Dr. Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. AA/EOE.

Telecommunications. Full-time, tenure track teaching position available September 1984, at the assistant/associate professor level. Courses to be taught are flexible, but prefer candidate with strength in some of the following: aesthetics, programming, performance, writing, basic audio and video production. Ph. D. plus two years of commercial experience and two years of teaching experience at the university level preferred. Master's degree with substantial and diverse commercial experience in excess of five years will be considered. Send letter of application with names of references to Dr. John Kurtz, Chairman, Department of Telecommunications, Ball State University, Muncie, IN 47306. Application deadline is May 10, 1984, or until position is filled. Ball State University practices equal opportunity in education and employment.

University of Montana requests applications for two positions. — Director, telecommunications center. Administer the center and coordinate all phases of television production for state and regional distribution. Five years professional experience required. Radio production experience desirable. M.A. preferred. Send letter of application, resume with names and addresses of three references to W. Michael Easton, Vice-President, University Relations, University of Montana, Missoula, MT 59812. — Chairman, Department of radio-television. Requires teaching in, and professional and administrative leadership of, an accredited radio-television program. Requires significant experience and demonstrated competence as a broadcast journalist. Administrative ability required, Master's degree and teaching experience at the college level desirable. Send letter of application and summary of education and experience, names of three references to Charles E. Hood, Dean, School of Journalism, University of Montana, Missoula, MT 59812. Deadline for applications: May 1, 1984.

Faculty position for new broadcast associate degree program with emphasis on-air, sales, and management. Bachelor's degree and five years broadcasting experience including sales. Broadcast operations technology is a new program at Washington Technical College and will utilize commercial radio facility for actual training. Will be responsible for developing courses & teaching. Full-time position ASAP. Resume to Dr. Donald R. Neff, President, Washington Technical College, Rt. 2, Marietta, OH 45750. EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Camera cable, mini, for TK-44A. Also spares & remote panels. University of Akron, John Baker, 216-375-7580.

Beta players - need several Sony SLP-300's or 303's. Top prices paid for machines in good condition. 804-253-0050.

Wanted: 2.5 KW AM transmitter. Good condition. Vernon Baker, 703-552-4252, P.O. Box 889, Blacksburg, VA 24060.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

AM Harris MW-1A—mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

FM Collins 830G2 20KW w/z2; also Gates 1 KW FM-1C, CCA 10KW w40E. All are excellent; M. Cooper, 215-379-6585.

Copper - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317-962-8596, ask for copper sales.

VHF transmitters. RCA "F" line, like new. Available now. Ch. 4, will work on all lo-band channels. Bill Kitchen, Quality Media Corp., 404-324-1271.

Lapp base insulators - new - never out of crates. 4 - 9004; 3 - 9006. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218. 503-287-7303.

Channel #40 RCA UHF filterplexer model MI-19086-F-40 for sale. Make offer. Contact Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box "A", Santa Ana, CA 92711. 714-832-2950.

We overstocked on UHF loop antennas for promotion during our sign-on. Good quantity of UHF loop antennas for sale at our cost. Contact George Sandoval, 303-831-8831.

Collins, 37M-7, 7sections, FM antenna operating at 97.3. \$250. 617-997-9436.

Grass Valley 1600 Switcher - 3 effects banks 4 chroma key inputs; RCA film chains TK27; Conrac monitors; 40' semi-reg; and many other items. 213-467-6272.

Studio cameras: (4) PC70 (S2 version) with deep modulation tubes. 10:1 Schnieder lens, new prisms and latest updates. Well cared-for cameras. Asking \$3000 each, \$10,000 for the lot. Contact John Bell, WXXX-TV, 716-325-7500.

Harris 9001 stereo automation machine. Two years old. Excellent. Four Otari 1/4" tape decks, three single play cart decks (mono), three carousel RAS cart machines (mono), two stereo network source cards, one stereo studio source card, complete automatic logging system, CRT control, documentation. Priced to sell! Available immediately. Installation, training available. 716-425-2850.

150 foot Rohn self standing tower. SSV 11n base. One year old. Contact Jeff Dale, 308-381-8434.

Sony 3/4" editing system 2860A player-recorder, 2260 player, 430 editor, mint condition, all cables. \$4,000. 516-781-7826.

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.

Videocassettes, 3/4" Sony KCS-20's \$6.99. Perfect for on-location recording. Broadcast quality guaranteed! Low pass tape. Chyron evaluated, recycled, delabeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect. 202-296-8059.

RCA TK-76C ENG cameras. Very good condition. Four each. \$3800 each or less if you want two or more. Contact M.D. Smith, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. 205-533-3131.

For lease (short or long term or lease-purchase) remote truck. Four camera, 1" type-C, full audio, RTS PL and IFB, TEK monitoring. Gear well-maintained in excellent operating condition. Equipment list and details contact Box P-90.

Phelps Dodge CFM-HP-12 antenna. 107.9 MHz. New in 1977. Perfect condition. Bruce Campbell, 915-677-7225.

Microtime 2020 TBC — in box, with less than 100 hours use. Includes DOC option. \$4,000. Call 804-253-0050.

RCA TK-44s, TK-76, film island, TR-600s, TR-70, Hitachi HR-200, Norelco PC-70s, 3M switcher & C.G. Call Marvin Luke, Media Concepts, 919-977-3600.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Drop-ins, giggles, weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Jingles, high tech, logos, station of the '80's package, low cost. Kauffman Creative Services, RD 3 Box 570, Palmyra, PA 17078.

"Break Into Broadcasting". New booklet tells how. Send \$4.95 to Coastline Publications, Box 2477, Ventnor, NJ 08406.

CONSULTANTS

Can't land the big job? News coach can help. Complete analysis of video, audio tape. Box 1502, Kalama-zoo, MI 49005.

INSTRUCTION

Earn \$800+ week! Get your FCC general radiotelephone license. Fast, inexpensive! Electronics Home Study. Free details. Command, D-126, Box 2223, San Francisco, CA 94126.

RADIO

Help Wanted Sales

SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

Help Wanted Management

RADIO SALES MANAGER

Excellent pay opportunity for experienced radio station sales manager at long-established Mississippi Delta leading station. Applications treated confidentially. Mail resume to Box P-48.EOE.

Help Wanted Announcers

COME LIVE, WORK, AND GROW WITH US

Mid-Atlantic medium market full service leader for contemporary adults needs a mature entertainer for a major daypart. If you can have fun on the air, build a love affair with our audience, and share life in our community, then we can offer you a stable company, state-of-the-art facilities, good pay, and one of the best benefit packages in the business. Programming ability is a plus. Send a resume and other appropriate written materials to Box P-81. EOE/MF.

SUCCESSFUL MIDWEST GROUP

is seeking air people for various stations: operations manager, news director, news reporters, morning and afternoon drive announcers. Good voices, enthusiasm, and desire to settle down. Written applications & tapes should be sent to Richard Chapin, PO Box 80209, Lincoln, NE 68501. EOE.

Situations Wanted Management

BROADCASTER WITH 15 YEARS

Experience & venture capital seeks position as operations or general manager, with an eye towards future purchase. Call John Adams, 316-685-7585.

ATTENTION OWNERS

Experienced radio professional seeks GM position with option to buy station. NE preferred. Outright buy possible if low cash money down OK. 212-370-0130.

ATTORNEY/BROADCASTER

Resourceful pro with 10+ years experience in all areas of the business seeks position with growing group to help with acquisitions and management as assistant to president, in-house counsel, etc. Also capable GM. Major programming and sales successes in all size markets, first phone and Spanish fluent. All correspondence confidential. Write Box P-105.

GENERAL MANAGER

20 years experience in sales, programming, play by play. Former multi owner, proven bottom line success. Available now! Box P-113.

Situations Wanted Programing, Production, Others

EXPERIENCED MAJOR MARKET PROGRAMMER

A/C-CHR. Available soon. Jack Hayes, 619-270-6878.

TELEVISION

Help Wanted Programing, Production, Others

FOURTEENTH MARKET PRESS AND PROMOTION

KOMO-TV, Seattle's ABC Network affiliate, is seeking a Manager of Promotion and Press Relations. Excellent creative abilities and proven written and verbal communications skills are required. To qualify, applicants must have formulated and administered operational and advertising budgets and managed a staff of at least three, including writers or producers. Applicants with agency account experience with background in media planning and/or copywriting, and/or broadcast promotion management experience preferred. B.A. degree required. Station has commitment to on-air promotion and is an excellent facility. Qualified applicants should send resumes, work samples and tapes to Personnel Department. KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

KOMO TV4



MAKING NEW WAVES

WXXV-ch 25, Gulfport, Mississippi, new state of the art installation, seeking JHF trained GSM, broadcast trained controller, production director, skilled computer supervisor, chief engineer, and operations manager. Professionals only need apply. No phone calls unless you know me personally. Robert I. Ratcliff, President, WXXV-ch 25, 601-494-8327. P.O. Box 777, 310 East Westbrook St., West Point, MS 39773. WXXV-ch 25 is an equal opportunity employer. All applications will be kept confidential.

Help Wanted Technical

VIDEO CHIEF ENGINEER

Full service teleproduction facility seeks engineer experienced in 1", 3/4", Beta-cam VTRs, cameras and editing system maintenance and repair. R & D background helpful. Managerial experience a must. Salary commensurate with experience. Contact: Allen Goldman, National Video Industries, 15 W. 17 Street, NYC 10011. 212-691-1300.

Help Wanted News

KAKE-TV

is looking for

two exceptional people: (1) a REPORTER who is a story-teller and can work in partnership with our photojournalists; and (2) a PRODUCER who understands both content and cosmetics. Both must be very strong writers, college graduates, and have at least one year's experience in the role. Send tape, resume and references to Robert Cohen, News Director, KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls please. EOEM/F.

ANCHOR

Midwest medium market looking for strong anchor for early and late news. Should be mature, experienced journalist. Send resume to Box P-115. EOE.

Help Wanted Management

NATIONAL SALES MANAGER

WFSB-TV, CBS affiliate serving southern New England, is seeking national sales manager. Candidate must have television sales experience. Knowledge of inventory control, research, marketing, pricing and budget projections desired. Management background preferred. Send resume to Susan Paulauskas, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An equal opportunity employer, M/F.

wrgt tv45

dayton, ohio

Exclusive Independent Premiering, Fall 1984. Now accepting resume's for department head positions: CHIEF ENGINEER, GENERAL SALES MANAGER, BUSINESS MANAGER, CREATIVE SERVICES MANAGER, PRODUCTION MANAGER, TRAFFIC MANAGER.

Send resumes to Box P-116.

A Meridian Communications Co.
An Equal Opportunity Employer

**Help Wanted Management
Continued**

**RADIO & TV
GROUP
MANAGEMENT**

Growing group is recruiting a "broadcasting generalist." We are looking for a person who has 5-10 years experience in broadcasting and who wants the opportunity to get a broader exposure to all facets of the industry. This staff position could lead to greater line responsibilities in the future. The position requires independent thinking, initiative, and motivation. The ability to analyze, develop, and articulate recommendations in all areas of broadcast operations is necessary. The duties will include coordinating group activities, independent projects and other high level, challenging assignments. You will be working with and reporting to top company management. All contacts will be strictly confidential. EOE/MF. Submit resume to Box P-99.

PROMOTION MANAGER

The person we need must have excellent creative, writing and production abilities, both print and on-air. Must be able to administer people and a budget. Midwest network affiliate. **Experienced only, please.** Resume to Box P-107. EOE.

TV GENERAL MANAGER

General manager. Dominant VHF station. 170th market. recently completed 2,000-ft tower and new transmitter. Desire TV sales oriented and promotion-minded general manager who can function well with growing staff. Pay excellent plus incentives. Applications treated in strictest confidence. Send detailed resume to Box P-49. EOE.

Situations Wanted News

**I MADE
A MISTAKE**

Left a good job. News director in top-35 market. Good group. But determined to take a flier with a new independent. Crashed. Now ready to "drop in" again, but not in "any" job. Looking for a management that understands 1984, how news fits into the station's future as satellites and cable offer more choice. How a strong news operation helps bottom line and community. Stations content to follow leader need not reply; I like to win. You get my 20 years in network and local TV news, administrative know-how, energy. Box P-89.

**Situations Wanted News
Continued**

NEWS WRITER

Recent University of Minnesota honors grad with Master's degree in broadcast journalism seeks entry-level position in TV news, preferably as news writer. A fellowship recipient experienced in rewriting wire copy and writing and editing videotaped news stories televised on university's cable television news programs. Will relocate. Contact John Sterling, 60 Seaman Ave., NY NY 10034, or call 212-567-3075.

SPORTSCASTER

YOUNG, DYNAMIC, EXPERIENCED
National TV exp. Sports dir., top 35 mkt. Former athlete. PBP & color exp., entertaining & factual anchor, excellent writing & pkg. skills. Dave, 619-756-4501.

**Situations Wanted Programing,
Production Others**

EXPERIENCED PROFESSIONAL

will relocate or travel. **FEATURE PROGRAMS, COMMERCIALS, AND INDUSTRIALS.** Line producer, assistant director, editor, videographer — Steve: 305-925-7078; 312-420-0069

Situations Wanted Management

TELEVISION BUSINESS MANAGER

Highly motivated individual with 15 years station experience seeks challenging financial position within your organization. Knowledgeable in all phases of business office functions. Strength in budgeting, forecasting, expense control. Experience in personnel, EEO, labor, start-up, traffic/sales service. 313-348-7056.

Radio Programing

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY · DRAMA · COMEDIES · MYSTERIES · SCIENCE FICTION
Included in each series
Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-972-5884

Miscellaneous

MUSIC TELEVISION

WLXI-TV, high-power UHF, Greensboro, NC, signed on March 5, 1984, featuring all video music and live vee-jays 19 hours a day. Station has enjoyed excellent advertiser & viewer response. We have learned that many others are planning similar stations, both full & low power. If you have an interest in music television, let's meet at the NAB! Call WLXI-TV, 919-855-5610, for more information and meet us in Las Vegas. Gary S. Smithwick, Pres., WLXI-TV, Harrell Powell, Jr., VP, WLXI-TV, Mort L. Nasatir, broadcast consultant.

Public Notice

PUBLIC NOTICE

The Village of Alden, Erie County, New York, invites the submission of sealed proposals for a cable television franchise. All proposals must be submitted in the form and manner specified in the "request for proposals", available from the Village Clerk, Municipal Building, 13336 Broadway, Alden, NY 14004. All proposals must be received no later than 4:30 p.m. on June 15th, 1984, and will be available for public inspection during the normal business hours at the Village Clerk's Office at the above address.

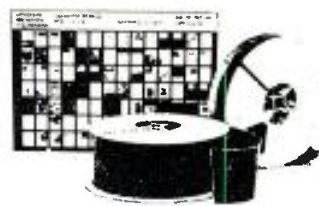
ALLIED FIELDS

Help Wanted Instruction

**BROADCASTING
ASSISTANT PROFESSOR**

Tenure-track, to teach television production with R/TV/F program. Some supervision of TV production courses, activities and facilities. Must be qualified to teach basic film production. Other teaching depending upon interest and qualification. Ph. D., teaching and professional experience preferred. Rank contingent upon Ph. D. Salary negotiable. Attractive fringe benefits. Application letter to be received by May 2. Completed application includes resume, evidence of teaching and professional competence, three letters of reference, and transcripts of all work. Send materials to: Dr. Joe Duncan, Search Committee Chairperson, Department of Communication, Indiana State University, Terre Haute, IN 47809.

**this
publication is
available in
microform**



Please send me additional information.
**University Microfilms
International**
300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.
18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Help Wanted Management



TELECOMMUNICATIONS

AMERICAN DIVERSIFIED

AMERICAN DIVERSIFIED'S TELECOMMUNICATIONS DIVISION, RAPIDLY EXPANDING DIVISION OF A NATIONAL CALIFORNIA-BASED CORPORATION, NEEDS EXPERIENCED PERSONNEL FOR THE FOLLOWING POSITIONS:

EAST COAST MANAGER—REGIONAL PAGING OPERATIONS to staff and manage the eastern region of a national/local paging system, utilizing FM/SCA technology covering 200 major metropolitan U.S. cities.

Requires extensive broadcasting or RCC industry background and proven ability to train and motivate an effective sales force. Will manage all administrative matters for 70 offices in the east coast territory. Specify Job #CT15

TELECOMMUNICATIONS SYSTEMS RF ENGINEER—with extensive background in FM/SCA including utility load management. Must have SCA experience and strong digital skills. Ability to interact closely with customers during design phase is essential. Knowledge of cellular concepts, specialized mobile radio, SATCOM networking, voice and/or image processing are pluses. Will be able to design, develop, integrate and interface telecommunication hardware/software and info networks, and provide analyses of subsystem requirements in the market place. Will provide input to architecture and communication network studies. Experience to include BSEE, physics or computer science degree, MS desirable. Specify Job #CT16

For personal interview at NAB Convention in Las Vegas, NV, April 28—May 1 submit resume to

Joe Bartlett
Director of Human Resources
American Diversified Corporation
3200 Park Center Drive
Suite 1500
Costa Mesa, CA 92626



For Sale Equipment

HELICOPTER

Trade for equity in broadcast property 1980 Enstrom I28C2 with one piece bubble. 300TT. NDH. Flown only by one executive owner. Near new and it's pretty. Don Miller, 703—833-2161.

Employment Service

WORKPLACE

Video Engineers

COAST TO COAST

Not Operators!
PAID BY EMPLOYERS
Phone/Resume

TV SYSTEMS

Minster Road
Perry, PA 18702

Alan Kornish at
(717) 655-1458

RADIO PERSONNEL NEEDED

NATIONAL has received job offers from California, Florida, Texas, Virginia, Nebraska, Indiana, Pennsylvania, Massachusetts, to name a few. Stations in more than 25 different markets are seeking news people, program directors, etc. These jobs are for all size markets. If you are ready to make a change, now is the time. NATIONAL'S LEADING RADIO PERSONNEL SERVICE places our registrants from coast to coast. For information and registration please call and handling to:

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Investment group searching for stations, preferably in FLORIDA. Must be market stations controlled by a qualified buyer, ready to sell. Reply to Box K-153.

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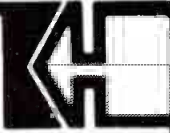
Are you looking for first rate stations, historically and financially sound in Sunbelt. Prefer stations with growth potential.

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Class A FM/class IV AM, coastal area. \$700 K, terms: daytime, \$180 K, \$45K cash down; class B FM/class IV AM, \$800 K, \$300 K cash down; daytime, major market, \$450 K, \$125 K cash down; group plan - 2 class A FMs & 1 class IV AM, \$450 K total, \$100 K cash down; class IV AM, \$275 K cash.

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WEST COAST : Stand alone, low dial, stereo AM. Grossed \$539,-000 last fiscal year; up 12% this year. \$900,000 on terms includes transmitter real estate. Excellent discount for cash.

SOUTHWEST : Spanish programed, 1000 watt, AM daytimer; potential for power increase. Good leases. Top 100 market. Priced at \$700,000 with \$200,000 down.

IDAHO : class IV AM/class C FM in stable market. Grossed in excess of \$200,000 in 1983. Price of \$525,000 with \$125,000 down and excellent owner financing.

CALIFORNIA : underdeveloped San Francisco area Class IV AM. Monopoly market of 40,000 with retail sales exceeding \$200,000,000. Priced at \$975,000 with \$350,000 down.

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|---------|--------|-------|----------|--------|---------------------------------|
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| MI | Medium | AM/FM | \$2,100K | Terms | Peter Stromquist (312) 580-5778 |
| NJ | Metro | FM | \$1,500K | \$600K | Warren Gregory (203) 364-5659 |
| AK | Medium | FM | \$1,400K | Cash | Elliot Evers (818) 366-2554 |
| CO | Small | AM/FM | \$825K | \$100K | David LaFrance (303) 534-3040 |
| TX | Metro | AM | \$800K | Cash | Bill Whitley (214) 680-2807 |
| MT | Medium | FM | \$625K | \$125K | Greg Merrill (801) 753-8090 |
| TN | Metro | AM | \$475K | \$250K | Ernie Pearce (615) 373-8315 |
| KS | Small | AM | \$380K | \$90K | Brian Cobb (404) 458-9226 |
| OH | Small | AM/FM | \$375K | Terms | Ernie Pearce (615) 373-8315 |

For information on these and our other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



Wilkins and Associates Media Brokers

| | | | |
|----|-------|-------------|-------------|
| FL | FM | \$600,000 | 30% |
| NC | AM | \$1,200,000 | 15% |
| LA | AM | \$500,000 | 20% |
| NJ | AM | \$800,000 | 30% |
| SC | AM | \$230,000 | 20% |
| IN | AM/FM | \$500,000 | 20% |
| GA | AM | \$425,000 | 30% |
| CO | FM | \$30,000 | downpayment |
| AL | AM | \$25,000 | downpayment |
| MI | AM | \$35,000 | downpayment |
| MO | FM | \$50,000 | downpayment |
| SC | AM | \$7,500 | downpayment |

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Opportunity for serious minded broadcaster/investor in desirable top 75 market. Full time 5000 watt AM (good dial position) and powerful FM. Retail sales in market exceed \$3 billion. Annual combined revenues approximate \$800,000 with significant growth opportunities. \$2.3 million selling price - firm. Inquiries must be accompanied by recent audited financial statements or bank references and listings of broadcast facilities owned or operated. Box P-80.

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Looking for a financial partner for UHF TV in Duluth, MN. I now own a CP for Duluth. Box P-106.

■ CALIFORNIA: Fulltime regional AM in beautiful coastal college town; great climate; outstanding sales, collections & cash flow record; choice real estate included; strong news/sports profile. \$1,250,000, terms.

■ IDAHO: 5KW-D, 1KW-N; excellent regional coverage; attractive Rocky Mountain growth area with fine jr. college; sales & collections ahead of last year; convenient to Salt Lake City. Sun Valley; includes 26 acres good real estate. \$525,000, terms.

■ ILLINOIS: Fulltime AM 1KW-D, 250W-N in picturesque growth area with major college; good sales & collection history; includes 8 acres developmental real estate; qualifies for 1KW-N when FCC Docket 79-265 approved. \$525,000, terms.

■ UNDER FCC Docket 80-90, there are proposed FM assignments for all 3 areas. All absentee-owned with reliable, productive management. Ideal for group purchase or individual ownership. Consultancy available.

■ CHARLIE POWERS, Pres., Greentree Group, 415-376-2828, or write P.O. Box 235, Moraga, CA 94556.

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- *5 KW AM in major Sun Belt market. Ideal as stand alone with special programming. 1 mil — cash
- *Top ten major market AM-ethnic programming —cash flow '84 projected at \$600K + . 4 mil
- *AM/FM Combo in high growth Sun Belt market. Rating shares 10+ —billing less than 50% of potential. Seller terms to qualified buyer. 2.5 mil

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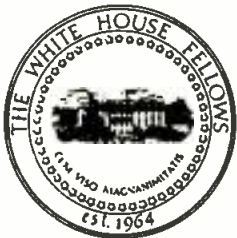
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Sunbelt UHF TV, \$6 million. Mid-west class B FM, with AM. \$1,475,000, terms. Midwest full-time AM, good profit history, \$890,000. Sunbelt daytimer, \$250,000. Sunbelt daytimer, \$210,000.

John F. Hurlbut, Pres, PO Box 1845, Holmes Beach, FL, 33509. 813—778-3617. David E. Hurlbut, VP, PO Box 553, Mt Carmel, IL 62863. 618—263-3380.

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For Sale Stations Continued

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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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Fulltime AM/class C FM. Quality operation in excellent small market. Good profit and cash flow history. Price \$1,250,000. First time offered. Will consider stock from media group. Write Box P-108.

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Midwest 750,000+ people. \$400,000. Land, tower, line, lots of equipment. Box P-114.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., 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 Ryan, president, Palmer Communications, Des Moines, Iowa, elected to additional post of chief executive officer, succeeding **Robert Harter**, who retires as CEO, but remains chairman of board.



Ryan



Shapiro

Roy Shapiro, VP and general manager, Group W Radio Sales, New York, named to newly created position of senior VP, Group W Radio.

John Goodwill, VP and general manager, WPIX(FM) New York, joins R&R Broadcasting, New York-based subsidiary of Robbins & Ries Inc., communications holding company, as president and chief executive officer of company, which plans to acquire radio properties. Goodwill said R&R's first acquisition will be announced in "couple of weeks."

Eric Hauenstein, part owner, Transcom Communications, and former radio division manager, Sandusky Newspapers Inc., Los Angeles, named president and general manager of Transcom's KLZI(FM) Phoenix.

Tim Davidson, general manager, KING(AM) Seattle, named VP.

Dennis Fitzsimons, director of sales, Tribune Broadcasting's WGN-TV Chicago, joins co-owned WGNO-TV New Orleans as VP and general manager.

Jim Barker, VP and general manager, WFYR(FM) Chicago, joins KKSS(AM)-WAYL(FM) Minneapolis in same capacity.

William Service, general manager, WTVQ-TV Lexington, Ky., named VP of licensee, Shamrock Broadcasting of Kentucky.

Craig Scott, general manager, WGKX(FM) Memphis, named VP.

Donald O'Connor, general manager, KSPR(TV) Springfield, Mo., joins KCBR(TV) Des Moines, Iowa, as VP and general manager.

Rich Rapiti, station manager, WJDM(AM) Elizabeth, N. Y., named VP and general manager.

Terry Schmidt, sales manager, KCPX-FM Salt Lake City, named general manager of KBUG(AM)-KCPX-FM.

Harvey Pearlman, general manager, WYSP(FM) Philadelphia, named VP of parent, Infinity Broadcasting.

Donald Perry, director of sales, WNYT(TV) Albany, N. Y., named general manager.

Mary Helen Barro, producer-editor, KRKB-TV Sacramento, Calif., joins KXEM(AM) McFarland, Calif., as general manager.

Named VP's of parent, WHAS Inc., Louisville, Ky.: **Michael Crushman**, station manager, WHAS(AM)-WAMZ(FM) Louisville; **Donna Zapata**, station manager, WHAS-TV Louisville, and **Oscar Brohm**, director of finance and administration, WHAS Inc.

Kevin Fleming, program director, WWDM(FM) Sumter, S. C., named station manager.

Joel Grey, program director, KLIR-FM Denver, named operations manager.

Dean Darlin, general manager, United Cable Television Corp.'s Foster City, Calif., cable system, named general manager of United Cable Television of the Bay Area, San Leandro, Calif.

Shirley Irving, associate producer, noncommercial WNYC-TV New York, joins Cox Cable, New York, as assistant to VP.

David Sternlicht, assistant general attorney, network government regulation department, ABC, New York, named assistant general attorney, ABC News, legal department. **Kristen McEvoy**, assistant general attorney, corporate legal affairs, ABC, New York, named assistant general attorney, network governmental regulation, legal department.

Jeffrey McIntyre, broadcast air control supervisor, broadcast operations, CBS-TV Network, New York, named district supervisor, affiliate relations, CBS-TV Network.

Patricya Duncan, from Baltimore Council for Equal Business Opportunity, joins United Cable Television Corp. there as director of franchising.

Sylvia Winik, associate, Hogan & Hartson, Washington, joins Corporation for Public Broadcasting there as staff attorney.

Robert Goldfarb, executive director, Eastern Public Radio Network, Boston, joins noncommercial KUSC(FM) Los Angeles as chief operating officer.

Jeanne Phillips, communications consultant, Chapel Hill, N. C., joins noncommercial WUNC(FM) there as development director.

Marketing

Henry Bernhard, vice chairman, Ogilvy & Mather, New York, joins McCaffrey & McCall there as president and chief operating officer.

Amy Steiner Schafrann, VP, associate director of research, Kenyon & Eckhardt, New York, named VP, deputy director of research and strategic planning.

Tom Little, co-founder of McDonald & Little Advertising, Atlanta, and consultant to that

agency since his resignation as creative director in 1981, joins Smith Burke & Azzam, Baltimore, as senior VP, creative director. **Gene Azzam**, one of founding partners of SB&A, becomes executive creative director.

Hunter Murtagh, music director, Young & Rubicam, New York, named senior VP, Young & Rubicam USA.



Carpenter

Craig Carpenter, head of St. Petersburg, Fla., office, W.B. Doner & Co., named VP and general manager.

Theodore Charron, senior VP, creative director, Creamer Inc., Providence, R.I., joins Campbell-Ewald, New York, as senior VP, associate creative director.

Robert Oksner, senior VP, associate creative director, Waring LaRosa, New York, joins N W Ayer there as executive creative director.

Named VP's, Campbell-Ewald, Warren, Mich.: **Thomas Thomson** and **John Wattles**, account supervisors; **Donald Coleman**, senior account executive; **Lawrence Dolph**, copy supervisor, and **James Kedich**, manager of systems and programming.

Hy Yablonka, from Hal Stebbins Inc., Beverly Hills, Calif., and former partner and co-founder, Chiat/Day Inc., joins Kenyon & Eckhardt, Los Angeles, as senior VP, creative director.

Richard Howting, VP, creative supervisor, BBDO, Detroit, named associate creative director.

Lynn Murray, art director, Carafiello Diehl & Associates, Irvington-on-Hudson, N. Y., named VP.

Appointments, Blair Radio: **William Alford**, VP and agribusiness director, Cedar Rapids, Iowa, to senior VP, agribusiness; **Frank Kelly**, VP and New York sales manager, to marketing manager; **Susan Bradkin**, account executive, New York, to sales manager; **Patti Rouen**, Los Angeles sales manager, to VP, marketing manager; **Jeff Cena**, account executive, Los Angeles, to sales manager; **Stephen Sorich**, Chicago sales manager, to VP and marketing manager; **James Pagliai**, account executive, Chicago, to sales manager; **Scott Lazare**, Houston marketing manager, to VP, and **Leslie Greene**, from KSDO-AM-FM San Diego, to account executive, Los Angeles.

Mike Mandelker, account executive, ABC-TV, New York, joins NBC-TV there as Eastern sales account executive. **Ed Goldberg**, network supervisor, BBDO, New York, joins NBC-TV there as daytime account executive.

Glenn Greenberg, account supervisor, Kornhauser & Calene, New York, named VP.

Ed Dodge, account supervisor, Schneider

Parker Jakuc, Boston, joins Quinn & Johnson there as VP, account supervisor.

Dottie Martin, broadcast production coordinator, Cargill, Wilson & Acree, Atlanta, named broadcast producer. **Betsy Watkins**, from Ogilvy & Mather, San Francisco, joins CW&A, Atlanta, as broadcast production coordinator.

Paul Galka, marketing manager, Cablenet, Mount Prospect, Ill., named director of marketing.

Bobbie Kalil, from Stockton-West-Burkhart Advertising, Cincinnati, joins WFC Advertising, Phoenix, as media supervisor.

Denise Plaza, account executive, Foote, Cone & Belding, New York, named account director.

Donald Stanislaus, assistant broadcast buyer, HBM/Creamer-Pittsburgh, named broadcast buyer.

Lee Baker, assistant media planner, and **Jane Schrimper**, media buyer, HBM/Creamer-Pittsburgh, named media planners.

Donna Trulio, production biller, Quinn & Johnson/BBDO, Boston, named assistant traffic manager.

Heidi Foran, from CalFarm Insurance Co., Sacramento, Calif., joins Wade Advertising there as account executive.

Dale Rideau, account executive, Katz Radio, Los Angeles, joins McGavren Guild Radio there in same capacity.

Robert Gluck and **Debbie von Ahrens**, account executives, Seltel, New York, join Blair Television there in same capacity.

Sarah Dowdle, from independent team, Blair, Chicago, joins Minneapolis office as account executive.

Terry Knust, general sales manager, WILS-AM-FM Lansing, Mich., joins WSBT(AM)-WTHQ(FM) South Bend, Ind., in same capacity.

Lou Murray, general sales manager, KBBQ(AM)-KBBY(FM) Ventura, Calif., joins WHBQ(AM) Memphis in same capacity.

John Westerberg, national sales manager, WSMV(TV) Nashville, named sales manager.

Michael Hathaway, account executive, KPLZ(FM) Seattle, named sales manager.

Steve Woodbury, director of sales, WLTE(FM) Minneapolis, named local sales manager for co-owned WCCO(AM) there. **Mark Steinmetz**, local sales manager, WLTE, named general sales manager.

Hazel Poland Mack, from WJKS-TV Jacksonville, Fla., joins WTLV(TV) there as retail development manager.

Richard Mecham, account executive, WRQX(FM) Washington, named retail sales manager. **Jeff Johnson**, assistant, sales department, WRQX(FM) named assistant research director.

Bill Perkin, general manager, KJEL(AM) Lebanon, Mo., joins KYTV(TV) Springfield, Mo., as retail development manager.

Jan Peck, from Ross Roy Inc., Detroit, joins WXYZ-TV there as graphics art manager.

Appointments, WHAS-TV Louisville, Ky.: **Suzie Guzman**, from *Louisville Times*, to mar-



Eger



Lund



Colloff

John Eger, VP and general manager, CBS Broadcast International, New York, named senior VP, CBS Worldwide Enterprises there, responsible for CBS Broadcast International, CBS Interconnects (Chicago area cable advertising interconnect), CBS/Black Hawk Cable, Extravision teletext service and strategic planning for emerging media worldwide. **Peter Lund**, VP and general manager, wCBS-TV New York, named executive VP, CBS sports division there, becoming senior managing officer of division. Neal Pilson, former president of CBS Sports, has been acting head of the division since his appointment to executive VP, CBS/Broadcast Group, responsible for CBS Sports and CBS Radio (BROADCASTING, Sept. 19, 1983). **Roger Colloff**, VP, policy and planning, CBS/Broadcast Group, New York, named VP and general manager of wCBS-TV New York, succeeding Lund.

keting and retail specialist; **Greg Baird**, from WKYT-TV Lexington, Ky., and **Judy Lee**, from WRB-TV Louisville, to account executives.

Marty Iker, director of marketing services, WDIV(TV) Detroit, joins WLWT(TV) Cincinnati as marketing director.

Terry Wirkus, program director and co-owner, WTIM(AM)-WTJY(FM) Taylorville, Ill., joins WKBT(TV) La Crosse, Wis., as continuity director.

Julle Kindle, administrative assistant, WBBM(AM) Chicago, joins WBBM-FM there as traffic coordinator.

Joan DeLott, account executive, WLAK(FM) Chicago, joins WBBM(AM) there in same capacity.

Bill Bowers, production manager, KABC-TV Lafayette, La., named account executive.

Ron Hendricks, account executive, KOMA(AM) Oklahoma City, joins KKLK(FM) there in same capacity.

David Martin, from Mike Roberts Color Production Co., San Francisco, joins KGO(AM) there as account executive.

Raul Lahee, from WJIT(AM) New York, joins WPLJ(FM) there as account executive.

Sharon Moloney, from Leo Burnett Advertising, Chicago, and **Rich Kahn**, from WAIT(AM)-WLOO(FM) Chicago, join WFYR(FM) there as account executives.

Robert Kirshenbaum, local sales manager, WEEK-TV Peoria, Ill., joins KING-TV Seattle as account executive.

Michael Lambert, creative services director, WTVZ(TV) Norfolk, Va., named account executive.

Richard Smith, general sales manager, WVFJ-FM Manchester, Ga., joins WTVM(TV) Columbus, Ga., as account executive.

ment Group, New York, named senior VP, finance. **Richard Goldfarb**, from Ed Libov Associates, New York, joins Viacom there as director of advertiser sales.

Linda Kale, videotape production assistant, 20th Century-Fox Television, Los Angeles, named associate director, business affairs.

Steve Hirsch, account executive, Television Program Enterprises, New York, joins Camelot Entertainment Sales there as director of advertising sales.

Gregory DePrez, account executive, Group W Satellite Communications, Stamford, Conn., named head of Los Angeles office.

Michael Wiese, from Showtime/The Movie Channel, New York, joins Vestron Video, Stamford, Conn., as VP, program development.

Marie McGowan, sports system coordinator, NBC Sports, New York, named manager, operations services, NBC Sports.

Thomas Chiakulas, production manager, WVTM(TV) Milwaukee, joins Telemation, Chicago, as operations manager.

Laura Morris, programing coordinator, KRYH(AM) Houston, named program director.

Bradley Fuhr, from WILS-FM Lansing, Mich., joins WOSH(FM) Oshkosh, Wis., as program director.

Steve Goldstein, from WHYT(FM) Detroit, joins WOMC(FM) there as program director.

Chris Elliott, from WMJ(FM) Cleveland, joins KLIR-FM Denver as program director, succeeding Joel Grey (see "Media," above).

Durry Jones, station operations manager, WWTM(TV) Cadillac, Mich., joins KENS-TV San Antonio, Tex., as program manager.

Sherri Brennen, executive producer, local programing, and host, *Morning Magazine*, WVEC-TV Norfolk, Va., named production manager.

Robert Levine, program director, KZZX(FM) KQEO(AM) Albuquerque, N.M., joins KLYF(FM) Des Moines, Iowa, same capacity.

Programing

John Brady, VP, finance, Viacom Entertain-

Scott Burton, vice president and general manager, KSTM(FM) Phoenix, joins KVI(AM) Seattle as program manager.

Cheryl Stopnick, producer, WTSP-TV Tampa-St. Petersburg, Fla., joins WPLG(TV) Miami as special projects producer. **Sharon Buchanan**, producer, WPEC(TV) West Palm Beach, Fla., named producer, WPLG.

Rebecca Rucker, from WPHL-TV Philadelphia, joins KEKR-TV Kansas City, Mo., as production director.

Penelope McPhee, cultural affairs producer, noncommercial WPTT(TV) Miami, named executive producer, cultural programming.

Andre Moreau, from KALB-TV Alexandria, La., joins KATC(TV) Lafayette, La., as weekday sports anchor-reporter.

Jeff Stites, from KYYX(FM) Seattle, joins KJET(AM)-KZOK(FM) there as production director.

Jim Keller, music director, KJET(AM) Seattle, named assistant program director.

Randy Kerdoon, from KOH(AM) Reno, joins KDYL(AM) Salt Lake City as sports anchor-reporter.

News and Public Affairs

Van Carter, from KWWL(TV) Waterloo, Iowa, joins KTIV(TV) Sioux City, Iowa, as VP, news and public affairs.

Hal Stopfel, news director, WHAS-TV Louisville, Ky., named VP of parent, WHAS Inc. there.

Jeff Bartlett, executive news producer, KGUN-TV Tucson, Ariz., named news director.

Tony Clark, news director, KWTW(TV) Oklahoma City, joins Cable News Network, Dallas, as bureau chief.

Appointments, American Broadcast News, Washington-based news bureau: **Lynn Ross**, assignment editor, to assignment manager; **Scott Libin**, press secretary to Congressman Les Aspin (D-Wis.), to producer, and **Wendy Eubank**, recent graduate, University of Maryland, College Park, Md., to production assistant.

David Hosley, news and public affairs director, WRUF-AM-FM Gainesville, Fla., joins WINZ(AM) Miami as news and program director.

Nancy Sterling, assignment editor, WNEV-TV Boston, joins WOR-TV New York in same capacity.

Jim Van Dongen, news director, noncommercial WQLN-FM Erie, Pa., joins noncommercial WEVO(FM) Concord, N.H., as news director.

Wayne Herman, news director, KNUS(AM) Elizabeth, N.Y., assumes additional duties as news director of co-owned KBPI(FM) there.

Carol Breshears, coordinating producer, *Newscope*, Los Angeles, joins KHJ-TV there as assistant manager, news department.

Jim Richter, weekend news manager and executive producer of election coverage, WITI-TV Milwaukee, joins WBAY-TV Green Bay, Wis., as executive producer.

Suzanne Collie, from WBAL-TV Baltimore,

joins WJZ-TV there as producer, investigative team.

Penny Springer, producer, Washington Broadcast News, Washington-based radio news service, named director of station relations.

Melody Hawkey, from KVEW(TV) Kennewick, Wash., joins KVOS-TV Bellingham, Wash., as co-anchor.

Jill Wagner, anchor-reporter, WGEM-TV Quincy, Ill., joins KRDO-TV Colorado Springs as weekend anchor-reporter.

Nora Muchanic, reporter, WHTM-TV Harrisburg, Pa., joins New Jersey Nightly News, Trenton, N.J., in same capacity.

Mary Ann Herman, anchor-reporter, KPLC-TV Lake Charles, La., joins WSAZ-TV Huntington, W. Va., as reporter.

Appointments, KATC(TV) Lafayette, La.: **Deborah Terrible**, news office manager, to reporter; **Karen Kramer**, member of promotion staff, succeeds Terrible, and **John Leydon**, from *Times-Picayune*, New Orleans, to news vidifont operator.

Kevin Curran, assistant news director and reporter, WHLI(AM)-WKJY(FM) Hempstead, N.Y., joins WHN(AM) New York as reporter-editor.

Craig Dellimore, anchor-reporter, WBBM(AM) Chicago, named Springfield, Ill., correspondent.

Dale Solly, from WJKW-TV Cleveland, joins WKYC-TV there as reporter.

Dave Frankel, from WSVN(TV) Miami, joins

WPVI-TV Philadelphia as investigative reporter.

Abel Castillo, photographer editor, WTVJ(TV) Miami, joins WPLG(TV) there in same capacity.

Malcolm Ritter, from *Rapid City (S.D.) Journal*, joins Associated Press, New York, as science writer. **Lee Siegel**, member of AP staff, Los Angeles, named science writer there.

Technology



Edward Barbach, director of research and development, Databit, Hauppauge, N.Y., joins Chyron, Melville, N.Y., as director of engineering, responsible for engineering and product development of televisions line, including Chyron 4, electronic graphics generator, and for video products division.

Ricardo Diaz, from Booz, Allen & Hamilton, Cleveland, joins Harris Corp., Melbourne, Fla., as VP, manufacturing programs.

Mark Rochkind, from Bell Laboratories, New York, joins Philips Laboratories, division of North American Philips Corp., New York, as president.

Carl Smith, district engineer, Continental Cablevision, Richmond, Va., named director of

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engineering, Continental Cablevision of Ohio, Findlay, Ohio.

Tom Dempsey, general manager, test and measurement group, Analogic Corp., Wakefield, Mass., named VP.

Guy Numann, VP, group executive, RF Communications Group, communications sector, Harris Corp., Melbourne, Fla., named senior VP, in charge of communications sector.

Earl Geer, district sales manager, RSM Inc., New York-based hotel in-room entertainment company, joins Private Satellite Network there as account executive, marketing and sales division.

Alfred Norcott, senior broadcast engineer, Satellite Television Corp., Washington, named manager, broadcast technical operations.

Robert Russo, business manager, Television Videotape Satellite Communications, Pittsburgh, division of Group W Communications, named controller.

Steven Flajser, minority counsel, Senate Subcommittee for Science, Technology and Space, Washington, joins Fairchild Industries, Germantown, Md., as corporate manager of congressional affairs.

John Cummings, sales manager, cable security products, Tocom, Dallas, named product manager, Cable Security there.

Jeffrey Gardner, from Magnavox, Atlanta, joins S.A.L. Cable Communications there as Southeast regional manager.

William Ludwig, regional sales manager, MZB Associates, Houston, joins CMX, Santa Clara, Calif., as Southwest regional sales manager.

William Earley, supervisor, quality assurance, Blonder-Tongue Laboratories, Old Bridge, N.Y., named manager, quality control.

Allan Hughes, from Modern Telecommunications Inc., New York, joins Today Video there as director of marketing and sales.

Joseph Soucise, chief engineer, WKNE(AM)-WNBX-FM Keene, N.H., joins WCCM(AM)-WCGY(FM) Lawrence, Mass., in same capacity.

Paul Christensen, chief engineer, WLBK(AM)-WDEK(FM) DeKalb, Ill., joins WFYR(FM) Chicago as maintenance supervisor.

Rick Hall, from noncommercial WFYI(TV) Indianapolis, joins Christian Broadcasting Network, Virginia Beach, Va., as videographer.

Promotion and PR

Marsha Robertson, national publicity director, MGM/UA, Los Angeles, named VP, publicity.

Pamela Haslam, director of media relations, CBS Radio, New York, joins Burson-Marsteller there as account supervisor.

Robert Godlewski, from Cable News Network and co-owned WTBS(TV), both Atlanta, joins Hill & Knowlton there as account executive.

Gene Cless, program director, KMBC-TV Kansas City, Mo., joins KEKR-TV there as program and promotion director.

Nancy Burger, from KPKE(FM) Denver, joins

KLIR-FM there as promotion director.

Paul Morgan, program director and air personality, KKYX(AM) San Antonio, Tex., named promotion and community affairs director.

Sergio Lopez-Miro, promotion director, WLTW(TV) Miami, joins WIOD(AM)-WAIA(FM) there in same capacity.

Frank Kruppenbacher, assistant promotion director, WUHF(TV) Rochester, N.Y., named promotion director.

Shay Merritt, executive producer, *PM Magazine*, WBTV(TV) Charlotte, N.C., named promotion director.

Jim Thomas, assistant promotion manager, WXEX-TV Richmond, Va., joins WISN-TV Milwaukee as creative services writer-producer.

Mary Alice Murphy, traffic assistant, WISN-TV, named creative service secretary-assistant.

Nick Hamil, designer, KTVU(TV) San Francisco, named design director.

Bob Tonkin, air personality, XETRA(AM) Tijuana, Mexico, named promotion coordinator, Los Angeles.

Susan Bielski, from noncommercial WGBH-TV Boston, joins WXNE-TV there as graphic artist.

Kathy Shepard, member of promotion department, KTTV(TV) Los Angeles, named on-air writer-scheduler.

Allied Fields

DeWitt Helm Jr., executive VP, Association of National Advertisers, New York, elected



Helm



Allport

president, succeeding **Peter Allport**, elected president emeritus, who retires after 24 years as president of association.

Diane Silberstein, acting legal assistant to Commissioner Dennis Patrick, FCC, Washington, named senior legal adviser. **Kathleen Levitz**, attorney-adviser, Policy and Program Planning Division, FCC, Washington, named legal assistant, domestic and international common carrier matters. **Gary P. Schonman**, news writer, Satellite News Channel, Stamford, Conn., joins FM Branch, Mass Media Bureau, FCC, Washington, as general attorney.

Richard Sandler, from D'Arcy MacManus Masius, New York, joins Council of Cable Information there as director of marketing.

Named to board of directors, Cabletelevision Advertising Bureau, New York: **John Grubbs**, VP, Storer Cable, Miami; **Harlan Rosenzweig**, president, Group W Satellite Communications, Stamford, Conn., and **John Charlton**, senior VP, Warner Amex, New

Public figure. Former National Public Radio President Frank Mankiewicz, a one-time aide to Senators Robert F. Kennedy and George McGovern in their respective presidential bids, has been named senior adviser to the presidential campaign of Senator Gary Hart (D-Colo.). Mankiewicz, who resigned as chief executive of the Washington-based radio network last year, subsequently joined Washington public relations firm of Gray & Co.

York.

Bernard Burns, manager of printing services, Coopers & Lybrand, Washington, joins National Association of Broadcasters there as VP, administrative services.

James Otto, local sales manager, KTHI-TV Fargo, N.D., joins Television Bureau of Advertising, Dallas, as marketing sales executive.

Stephen Snell, freelance consultant, joins American Advertising Federation, Washington, as director of membership development.

C.G. (Buck) Perry, from Westinghouse Broadcasting & Cable, joins Moffett, Larson & Johnson, P.C., Washington-based consulting telecommunications engineers.

Deaths

Harold B. Law, 72, retired director of RCA Electronic Component Materials and Display Device Laboratory, RCA Laboratories, Princeton, N.J., died of heart attack April 6 at Princeton Medical Center. Law was member of National Academy of Engineering of the United States of America. In 1946, he was honored by Television Broadcasters Association for contributions to development of orthicon camera tube, and is credited with pioneering techniques used in development of first color picture tube. He is survived by his wife, Ruth, and three daughters.

Carleton D. Brown, 73, founder and past president, WTVL-AM-FM Waterville, Me., and WRKD(AM)-WMCM(FM) Rockland, Me., and incorporator of WMTW-TV Poland Spring, Me., died of aneurism March 16 at Largo clinic, Largo, Fla. Brown was past president of Maine Association of Broadcasters and former member of National Association of Broadcasters board of directors. He is survived by his wife, Louise, two sons and daughter. One son, David, is president and general manager of WTVL-AM-FM.

E.J. Harpole, 70, founder and president, KVOU(AM)-KYUF(FM) Uvalde, Tex., died of heart attack March 30 at his home in Uvalde. He also had interests in KEPS(AM)-KINL(FM) Eagle Pass, KVOZ(AM)-KOYE(FM) Laredo and KCMY(AM) San Marcos, all Texas. He is survived by his wife, Mary, son and two daughters.

Jack Donohue, 75, television and film director, died of heart attack March 27 at his home in Marina Del Rey, Calif.

Jimmy Sampley, 58, chief of photography department, WDEF-TV Chattanooga, died of heart attack March 16 at his photography shop.

Bill Strange: artist of the possible

Bill Strange, vice president for corporate development, Sammons Communications, has one of those titles that companies sometimes use for executives whose functions are not neatly defined, but Strange's actions speak louder than his letterhead.

Behind the measured Texas drawl is a man widely admired in the cable industry for his political acuity and skill in the art of the possible.

"He's been around long enough," says Steve Effros, executive director of the Community Antenna Television Association, "to know what's real and what's not real." Indeed, Strange, speaking both for his company and the industry as a whole, told BROADCASTING on the eve of NCTA's 1983 convention: "We are not pessimistic. We are not optimistic. We are realistic." Ten months later, the quote still stands. "I'm still coming that way," Strange says.

He regularly testifies on Capitol Hill for the industry, serving as the principal spokesman for his company. He has been on the National Cable Television Association board for the past six years and has received the association's outstanding committee chairman award and a president's award. Two weeks ago he had a hand in charting the future leadership of the NCTA, placing Ed Allen's name in nomination for the chairmanship that Allen won (BROADCASTING, April 9).

Strange may be the most visible of Sammons's executives, but he emphasizes that he's only one of many who have had a hand in developing the company to rank among the top 15 cable MSO's in the country. How does he characterize his role? "I work as an extension of the office of the president," he says. "I handle those things that have to do with the visibility of our company to the industry and governmental bodies."

William Bryan Strange Jr. was named after his father, who was named after the Democratic statesman, William Jennings Bryan. He received a business administration degree from Southern Methodist University in Dallas in 1943, and joined the Air Force during World War II. After a three-year military stint, in which he served as an aerial gunnery instructor, he became football coach at Harlingen, Tex., high school and taught economics, algebra, geography and civics.

Strange sold Ford automobiles for most of the 1950's before becoming an investment banker in 1959. In the 1960's, while working in the financial world, Strange became involved in city government. He was mayor of Richardson, Tex., in 1964-65. He also served as president of the Texas Municipal League.

His public service has helped him to un-



William Bryan Strange Jr.—vice president, corporate development, Sammons Communications; b. June 21, 1921, Dallas; BBA (bachelor of business administration) Southern Methodist University, Dallas, 1943; aerial gunnery instructor, U.S. Air Force, 1943-46; high school teacher and football coach, 1946-47; automobile dealer, Tahoka and Lakewater, both Texas, 1948-58; investment banker, stock broker, 1959-1970; assistant to the president of Sammons Enterprises, 1971-72; present position since 1972; m. Marjorie Wright, June 17, 1944; children: William III, 35.

derstand how a city views a cable service or franchising problem or a rate increase request. "I think having been in politics has helped me to relate to governmental people. I have an empathy for what they're going through and an understanding of what they're facing," he says.

In 1971, Strange joined Sammons Enterprises. Its cable television subsidiary numbered 100,000 subscribers, a figure it doubled by acquiring Jerrold Corp. Soon thereafter, Strange became vice president, corporate development, for Sammons Communications.

Since then, through mergers, acquisition, system expansion and some franchising, Sammons has increased its subscriber count to 600,000. Much of that growth has come under the guiding hand of Bill Strange.

The industry, in 1984, is in a new phase. Cable, no longer the new kid on the block, faces more video competitors. The profitability of some major-market systems is open to serious question. And cable's image problem remains. Enter the realist.

"The number-one thing that we as an industry need to do," Strange says, "is to educate the public on what we are offering because we've got something for everybody and it has not been sold properly. We have lots of people out there that don't know what cable brings and what cable has to offer. We have to educate as well as sell," he says, admitting that at times the industry has been its own worst enemy.

Sammons's largest system, Fort Worth, is nearing the end of its construction phase. Once that is complete, all attention will go toward marketing, Strange says. He thinks Sammons will achieve the 50% penetration needed to make money, but he knows he's in for a fight. He points out that the Dallas-Fort Worth market is third in the country in the number of off-air television signals received (soon to become 10), behind only New York and Los Angeles. "We don't know what steps we'll have to take to reduce expenses and/or overhead if we don't get the revenue up," he says, "It's too early to tell."

Fort Worth, of course, is next door to Dallas, where Sammons is based. Sammons bid for the Dallas franchise but lost to Warner Amex in 1980. Would Sammons be interested in purchasing the system if the city and Warner can't work out their differences? Strange will only say that "we'll think about buying anybody's system." But he adds: "It's no secret that major markets in America lose money, except for those with 35-channel systems."

In addition to educating the public, Strange feels the industry needs to pay more attention to the quality of service and to the training of management. He foresees problems in three to five years when "claim jumpers" could disrupt the franchise renewal process. H.R. 4103, the cable deregulation bill, could help. "It's a good bill and tries to create order out of chaos," Strange says. Failing to get that, he warns, "there will be more and more state usurpation."

Strange will be ready to do battle. Clive Runnells, president of Mid Coast Cable Television, says of Strange: "If he's in your corner, you know you've got a fighter." And the Strange position won't be clouded. "He's a man of his word. He is straightforward and never pulls a punch," says Jerry Lindauer, senior vice president, Prime Cable Corp. "He's one of the most astute cable operators when it comes to state and local politics." Effros describes Strange as "impeccably honest," and "willing to tell it like it is."

But kind words for Strange can also be found outside the cable industry. Ruth McKinney, of Fort Worth's city manager's office, says Strange "is helpful to us because he understands the relationship between city staff and elected officials. He understands that government officials don't react well to surprises," McKinney says, "and he alerts us to pending decisions or problems." That, she says, tends to make the city "more patient in understanding the problem."

To Strange, the good business formula is simple. "People go where they're invited and stay where they're appreciated," Strange explains. "If you're giving them good service and they're getting their money's worth, they'll continue to take your service," he says. "And, boy, if you're not giving them good service, they're not going to pay you."

National Association of Broadcasters remains confident that strike now under way in Las Vegas will be settled by time NAB holds its annual convention there April 29-May 2. President Eddie Fritts reports that chief negotiators for management side in dispute have assured him they were determined to work out differences and anticipated resolution prior to convention. Furthermore, Fritts said **even if resolution is not reached, convention will go on as planned.** Hilton officials told NAB they can accommodate broadcasters without inconvenience. Fritts said 70 Hilton employees had already returned to work and hotel was bringing in employees from other locations to fill gaps. Preregistration stands at more than 4,600, which is up over last year, Fritts said.

MCA-TV has cleared *Puttin' on the Hits* on 100 stations representing **80% coverage.** Over 90% of stations carrying weekly bartered show are scheduling double runs, reported Shelly Schwab, senior vice president, marketing, MCA. Schwab said all national advertising spots—2½ minutes per episode—have been sold out. Stations get 36 weeks of originals and 16 weeks of repeats. Schwab said majority of stations are placing first run on Saturdays in early fringe and access periods. Stations will premiere *Puttin' on the Hits* with one-hour special set to air in eight-day window preceding regular run. One-hour special includes 5½ minutes of national advertising.

Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are finalizing proposal for **broadcast deregulation legislation** (see "Closed Circuit," April 9) to present to House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Discussions on proposal were planned last week among three members but Wirth canceled twice, reportedly casting doubt on his willingness to reach compromise. Members are not likely to meet during congressional recess this week.

Prospects continue to be good for achieving compromise on cable deregulation bill (H.R. 4103) between National Cable Television Association and nation's cities ("Closed Circuit," April 2). Last week, groups exchanged various proposals in discussions apparently centered on rate regulation. Both sides remain optimistic and feel compromise can be reached.

Cable industry and Representative Mickey Leland (D-Tex.) are taking **another look at equal employment opportunity provisions in cable bill** (H.R.4103). National Cable Television Association President Thomas Wheeler reports they are discussing number of technical amendments to "sharpen up the language." Wheeler was not specific about direction revisions might take.

U.S. Court of Appeals in Cincinnati says woman who is suing ABC because it presented secretly obtained videotaped interview with her on **20/20** should be given chance to make case that ABC violated **federal eavesdropping law.** Lower court, in Cleveland, had dismissed that charge on its own motion, without hearing arguments from either side. Suit, which also names reporter Geraldo Rivera and Marvella Productions, included two other counts—**invasion of privacy and defamation.** Suit went to trial on those counts, and jury found for defendants on both. Appeal was taken only on dismissal of third count, and appeals court said plaintiff, Sandra Boddie, should have had opportunity to present arguments that defendants had violated eavesdropping law. Interview, which was videotaped without her knowledge and consent, she said, dealt with allegations local judge granted women defendants brought before him leniency in return for sexual favors.

Mediation panel under auspices of **Electronic Media Rating Council** has recommended that Arbitron reissue its fall 1983 radio ratings books for San Francisco and San Jose, Calif., markets. Mediation panel was established in response to complaints concerning identification of **KOIT(AM) San Francisco**, which has been, for all but last two days of rating period, **KYA(AM)**, but which was listed in report with new call letters. Station was sold to Bonneville Broadcasting from King Broadcasting and Bonneville changed calls to coincide with group owner's co-owned **KOIT(FM)** there. King's **KYA-FM** was

also listed with newly modified calls—that is, Arbitron dropped suffix FM in recognition of sale and call letter change of its sister AM station. Mediation panel recommended that, in light of "unique circumstances," that Arbitron reissue books identifying stations as they had been known through most of rating period—that is, listing newly named **KOIT(AM)** and **KYA(AM)** and retaining FM suffix on **KOIT-FM.** Arbitron said it would make decision probably some time this week.

Arbitration proceeding that city of Cincinnati and Warner Amex Cable hoped to set up came into question last week as Inter-Community Regulatory Council, representing about 30 cabled suburbs around Cincinnati, first voted against concept and then in favor of it. Agreement is contingent upon sizeable number of those suburbs falling into line. Some last minute lobbying by city persuaded council to change vote, and now its members have to go back to individual town councils and convince them to support arbitration. City has established April 20 as deadline for WA to make final decision on whether or not to proceed with arbitration, regardless of how many outlying suburbs agree.

Major Market Radio rep firm announced last Friday (April 13) for **formation of agency advisory board** comprised of broadcast media supervisors and directors from seven major ad agencies. "We feel that by giving the agency input into the radio buying and selling game, we can increase efficiency and be better prepared to represent our client stations," said Major Market Radio President Warner Rush. Board, said to be the first of its kind for radio rep companies, is scheduled to meet four times per year with Major Market Radio management.



Newsworthy. Hubbard Broadcasting is building a national news cooperative on the foundation of Ku-band satellite technology. The Minneapolis-based group broadcaster used a prototype of a newly designed Ku-band transportable earth station with a 2.4-meter (eight-foot) dish (above) last week to relay live coverage of a trial in Ivanhoe, Minn., to its **KSTP-TV** Minneapolis. The relatively compact transportables, which can be pulled by a station wagon or pickup truck, are to go into production at Hubbard's Hub-Com unit in St. Petersburg, Fla., and will sell for around \$300,000. Meanwhile, Conus Communications Inc., another Hubbard subsidiary, is putting together a "news interexchange" of at least 30 local broadcasters equipped with Ku-band earth stations. According to Charles Dutcher, Conus VP/general manager, Hub-Com hopes to sell its compact transportables to members of the news cooperative.

United Satellite Communications Inc., which last November became first company to enter satellite broadcasting business, announced last week that **as of March 31 more than 11,000 people had signed up** for its five-channel service. USCI spokeswoman Edina Gillmor would not say how many had earth stations installed and were actually receiving service. She noted, however, that USCI has cut back on advertising in Washington—one of several markets it now serves—so that it could take care of backlog.

GTE Spacenet Corp. is looking to sell and lease back transponder capacity of its Spacenet I communications satellite, scheduled for May 22 launch. According to Michael Jeye, GTE Spacenet's director of marketing and space services, sale-leaseback arrangement would benefit everyone involved. GTE would receive cash, while buyer or buyers receive tax advantages from investing in multimillion dollar depreciating asset. Asking price is around \$350 million, said Jeye. Rate at which they will be leased back to GTE, he said, will depend on how lucrative tax breaks are to buyer or buyers. Such a deal would have little effect on GTE Spacenet's marketing of transponders to actual users, he said, although it would preclude selling them to users.

RCA Americom announced last week formation of **new group to market private satellite networks for businesses**. It will be headed by Dennis W. Elliott, who moves from vice president, finance, to vice president, business networks. Group will focus on establishing high-speed data network for business customers.

WTRX(AM) Flint, Mich., has been sold for \$1.6 million, subject to FCC approval, **by Mid-America Media Inc. to group headed by Larry Getz**, former senior vice president, cable program development at New Haven, Conn.-based Broad Street Communications. Mid-America, headed by Heva G. Small, chairman, and based in Kankakee, Ill., also owns four AM's and four FM's and cable systems in Kankakee and Hilton Head Island, S.C. Ted Hepburn brokered sale.

In wake of National Black Media Coalition's allegations of deficient equal employment opportunity efforts, **FCC has granted short-term renewal to KDEN(AM) Denver—and conditioned renewal of WYDE(AM) Birmingham, Ala., on EEO reporting conditions**. Reporting requirements also were imposed on KDEN(AM).

FCC last week designated **1984 political convention frequency coordinating committee** as auxiliary broadcast frequency coordinator for broadcast coverage of national political conventions this summer.

FCC last week voted **to use lotteries to award cellular licenses** for all markets except top 30. FCC also voted **to retain its separate allocations for wireline and nonwireline carriers**. At same time, commission announced it will accept applications for markets below top 30 in 30-market groups, using one-day filing window for each group of markets. Applications for markets 91-120, including San Juan, Puerto Rico, are due July 16.

Association for Broadcast Engineering Standards has protested FCC's action giving AM daytimers more power during post-sunset authorizations (see page 48). Association said commission has sanctioned severe and widespread interference to the existing, local groundwave service of full-time regional stations." It said it would await release of decision text before deciding what to do, but "immediate court appeal is a likely choice," it said.

Ninth Circuit Court of Appeals in Los Angeles last week granted order sought by Federal Trade Commission and entered **injunction**, pending appeal, **to block merger of Warner Communications Inc.'s record division with European-owned Polygram Records Inc.** Order reversed lower court decision (see page 84).

CCI dissatisfaction. *Although there is no indication at this point of a wholesale abandoning of support by the cable industry for the Council of Cable Information and its mission, some dissension among the ranks has taken place, resulting in, so far, two formal pullouts—Sammons Communications, and the Newhouse Corp.-owned cable MSO groups, which include NewChannels, Metrovision and Vision Cable. TCI has expressed some concern with the direction the developing national ad campaign is taking, but TCI's John Sie said the company was still "in full support of the overall objectives of CCI." Warner Amex is said to be reconsidering its commitment to CCI. Spokespersons for both HBO and Showtime/The Movie Channel Inc., reaffirmed their companies' commitment to CCI and its effort to clarify the benefits of cable to consumers nationally. Kathryn Creech, president, CCI, insisted last week that aside from a few dissenters, the industry is "strongly behind" the organization. Of the reported dissension, Creech argued that "it's a process that goes on during any project," with individual participants positioning themselves to get their own "angles interests and concerns" addressed. Creech wouldn't discuss in detail the reasons given to her by those who pulled out, other than to say they were ones that she could "respect." She also said efforts will continue to get them back in the fold. Nevertheless, she added, "We never planned on 100% participation by the industry," and the council does not need it to carry out its mission. "We have the critical mass needed to make it happen."*

One particular line in a spot being developed for the national campaign seemed particular objectionable to some members, which read, "nobody knows you like cable," because of its "big brother" overtones. In a letters to those reacting to the campaign, Creech acknowledged those concerns and indicated that the line would be changed in the course in the overall reworking of the spots.

Outlet Co., Providence, R.I.-based group owner of five TV's and five radio stations—and which was acquired by Rockefeller Center Inc. on Jan. 31—has **changed name to Outlet Communications Inc.** Outlet said name change describes intention "to diversify in the dramatically expanding world of communications."

Public Broadcasting Service's board chairman and head of search committee, **Dallin Oaks**, has been named to council of 12 of Church of Jesus Christ of the **Latter Day Saints**. Oaks is resigning his Utah Supreme Court justice position May 2. He will advise PBS board members this month of his new church status, to determine if they want him to finish his fifth (and last) term as chairman or resign. Oaks said he is still optimistic of appointing new PBS president this month.

Jack Thayer, vice president and general manager of Metromedia's **WNEW(AM) New York resigned** last Wednesday (April 11). Thayer will stay with station until May 27. Move is said to be part of radio reorganization which will move division headquarters from Secaucus, N.J., to New York City. Metromedia Radio President Carl Brazell is expected to assume added duties of WNEW president and general manager while Metromedia Radio executive vice president Vicki Callahan will take on additional role of station manager.

Michael Kitzmiller, staff coordinator, **Energy and Commerce Committee**, named staff director, succeeding Frank Potter, chief counsel and staff director, now on sabbatical. Mark Raabe, staff member on committee, has been named acting counsel. Potter reportedly left after dispute with Committee Chairman John Dingell (D-Mich.) over Potter's selection of Raabe as his replacement. Kitzmiller, however, denied report. Kathleen Benson, executive assistant to Potter, has also left committee. She is succeeded by Maura Ryan.

Editorials

Fair enough

The FCC raised a lot of good questions about the fairness doctrine, including: Who needs it? It has also asked to be told how far it can go on its own in pruning the thicket of regulation that has been cultivated from the commission's Report on Editorializing issued in 1949.

The Report on Editorializing was the commission's way of reversing a 1941 decision, issued in the renewal of a radio license held by Mayflower Broadcasting, that prohibited all broadcasters from editorializing, but it wrote new definitions of licensee responsibility that added up to the fairness doctrine. Generations of lawyers have grown rich on the results.

A central problem confronting the present FCC is named William Proxmire. When the Senate in 1959 was considering amendments to Section 315, the political broadcasting law, to exempt news programming from the equal time requirement, the Democratic senator from Wisconsin tacked the FCC's fairness dictum to the bill, and the Senate bought it. The Senate language was worse news for broadcast journalists than the language that ultimately became law, after House and Senate versions of the bill were compromised. "[I]n a newscast, news interview, news documentary and on-the-spot coverage of news events all sides of public controversy shall be given as fair an opportunity to be heard as is practicably possible," said the Senate. If that restriction had survived, Reed Irvine would be news director of the American broadcasting system today.

The language as enacted is bad enough: "Nothing in the foregoing sentence [exempting news programs from equal time] shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries and on-the-spot coverage of news events, from the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

Senator Proxmire, it is agreeable to note, has seen the light. In the last several sessions of the Congress he has introduced bills to repeal Section 315. He will no doubt cheer the FCC on to whatever limits it will go.

Lawyers will no doubt disagree, in the coming dialogue, about how far the FCC can go without being reversed in the courts. The guess here is that the ultimate solution lies in legislative repair of the kind represented by Senator Bob Packwood's Freedom of Expression bill that would repeal all content regulation.

Meanwhile, the Fifth Estate must encourage the FCC to go as far as it reasonably can. No one pretending to be in electronic journalism can decline the FCC's invitation.

Mickey Mouse in Washington

Peggy Charren, also known as Action for Children's Television, and the National Association of Broadcasters were calling each other names last week. At issue was "Guide to Innovative Children's Programs for Television," a booklet distributed last month by the NAB before anybody stopped to wonder whether it was the children or the programs that were innovative. The guide, said Charren, who knows a headline when she sees one, "murders the truth."

During the last week of the month Charren checked the television stations that were listed in the guide as carrying 101 "regularly-scheduled, locally-produced children's programs" (the hy-

phens are the NAB's) and found that on about a fourth of them, the shows were no longer on the air. At the press conference she called to denounce the perfidy of broadcasters, Charren neglected to mention that the survey that was the basis of the NAB's guide was taken a year before hers. In television programming, a casualty rate of less than 25% a year represents abnormal stability.

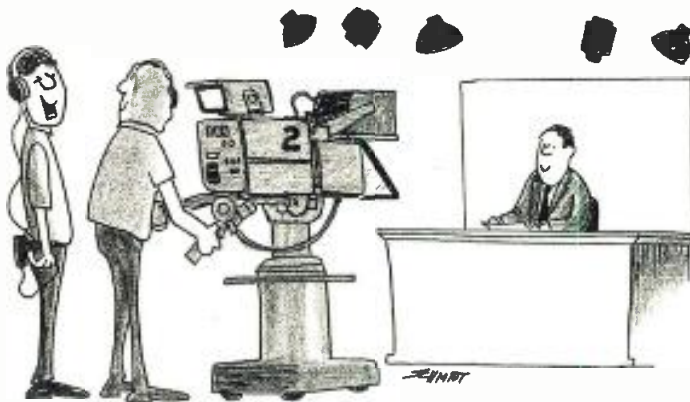
That point was emphasized, correctly, by NAB officials, after they had recovered enough from their apoplectic reaction to Charren's attack to talk coherently. The party line from N Street, once formed, was that the guide had been misrepresented by Charren. It was never intended as a survey of contemporary programming, said the NAB. It was for the guidance of NAB members in creating their own remarkable and innovative programming for children, innovative or just ordinary.

The truth was on neither side last week. The NAB guide was widely distributed outside the NAB membership and could be read only one way: as the association's answer to criticism that television is shortchanging the toddlers of the country. Charren read it that way but was inept in her response.

The truth, which the NAB ought to state without hesitation, is that the commercial television system is by nature unequipped to be nursemaid, teacher or babysitter, although the last function may be unintentionally performed on a larger scale than parents can excuse. It is a mass medium of information and entertainment, a role clearly understood by the FCC that set aside 242 channels for a national, noncommercial, educational television system that was supposed to take care of the electronic needs of the very young.

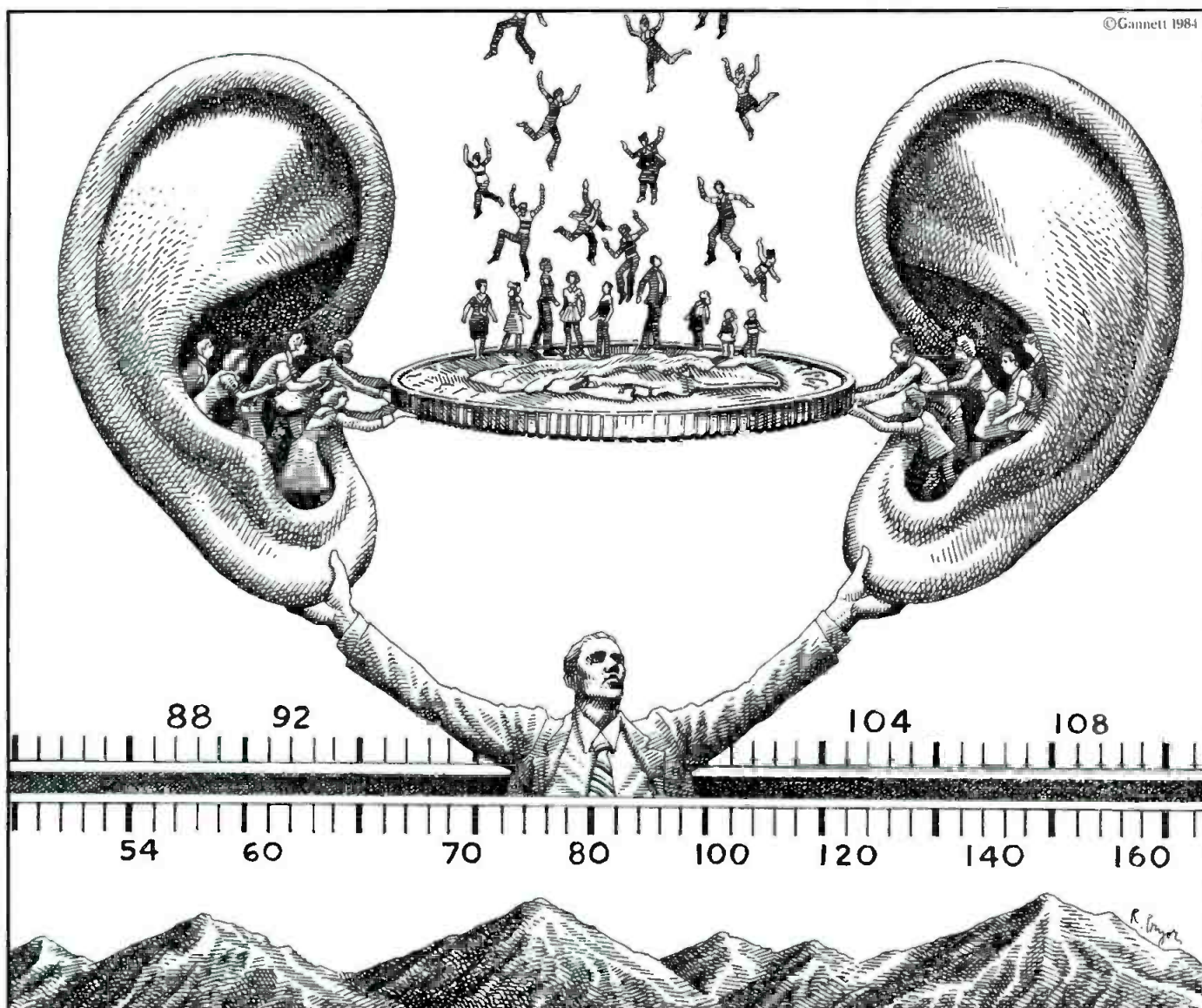
There are very few little ones in the United States who live beyond the range of a noncommercial, educational television signal. Perhaps Charren's next survey could be taken where it would really count.

The good doctor. They gave the Rev. Everett C. Parker a retirement party in Washington last week (see page 43), and the old gang was all there, except Nick Johnson who may have been off somewhere meditating. They were figures from the past and a citizen movement that contained fewer citizens than people living off the movement. Parker deserves the credit for creating those careers. He got the courts to legitimize his kind of license challenge. This page will miss him; there are no other such targets in sight.



Drawn for BROADCASTING by Jack Schmidt

"Watch him sweat. The prompter came with Japanese characters."



RADIO: REACHING OUT TO HELP

Listeners think of radio as words and music, but at Gannett stations, radio is also reaching out with a helping hand to the community.

The 13 Gannett stations have in the last year pitched in to help on dozens of occasions of local need. Believing that radio must serve its community as well as entertain its listeners, the stations and their staffs have lent a hand to help the unemployed, the underprivileged and the unwell.

In St. Louis, when floods made

thousands homeless, broadcasters at KSD-AM put on a concert, collecting \$8,000 for the Red Cross. At KSD-FM, personality Ron Morgan sat in all 51,000 seats of Busch Stadium to raise money for Easter Seals.

In San Diego, KSDO-AM gave free advertising to companies that hired unemployed workers. KSDO-FM sponsored women's sports events, which raised \$5,000 for the March of Dimes.

In Chicago, WVON-AM and WGCI-FM organized runs for Sickle Cell Anemia and Operation PUSH.

In Cleveland, WWWE-AM and WDOK-FM cosponsored a golf tournament that raised \$24,000 for a local hospital, and staffers helped raise money for the American Cancer Society, Easter Seals and the American Heart Association.

In Los Angeles, KIIS-FM and KPRZ-AM were the radio sponsors of the March of Dimes "WalkAmerica campaign," publicizing it on the air, at neighborhood parties and with

staff appearances.

In Detroit, WCZY-FM solicited contributions to the St. Vincent DePaul Society and WLQV-AM obtained listener contributions to send 20 inner-city children to camp. In Tampa, WIQI-FM took part in a bowling contest to raise money for Big Brothers and Big Sisters.

In all these cities, Gannett radio stations fulfill their commitment to public service, lending a helping hand on the air and off, as do Gannett members from Cambridge to Cleveland, Denver to Detroit, St. Paul to San Diego. Each station serves in its own way as part of a world of different voices where freedom speaks.



GANNETT

A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

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