

Broadcasting May 14



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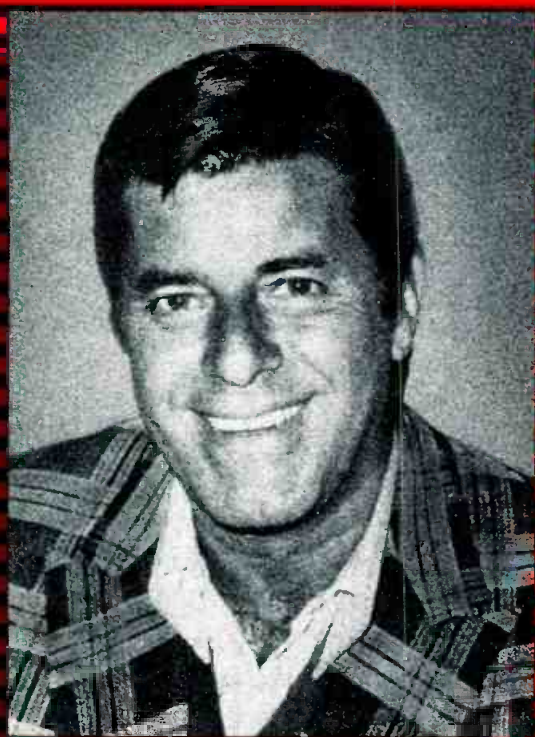
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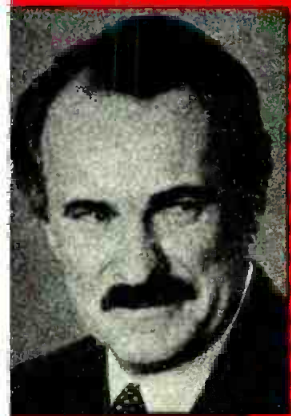
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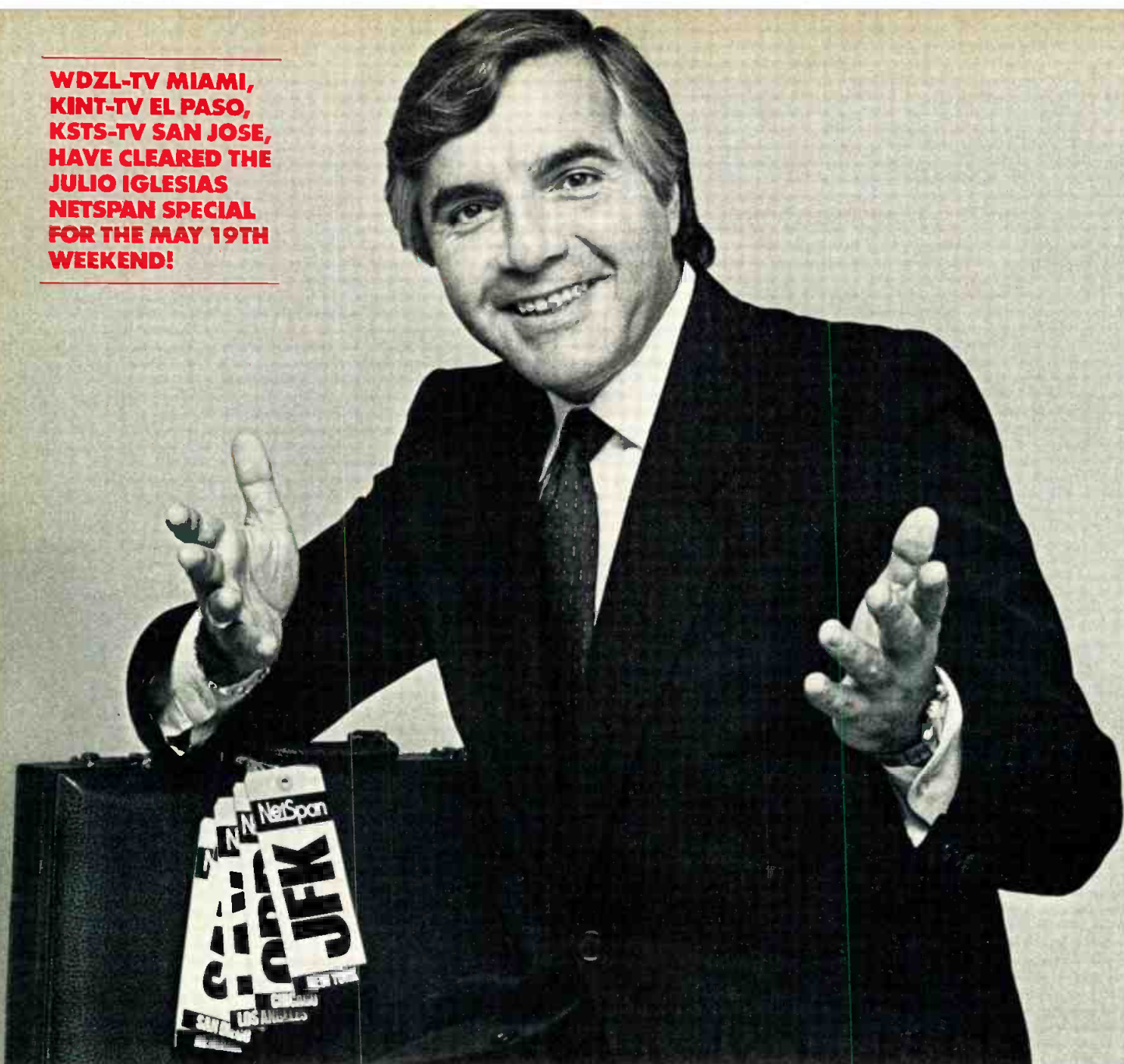
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Broadcasting May 14

Fall program schedules set □ NAB '84 equipment review Revived hopes for House deregulation Coverage of ABC affiliates meeting

NBC LOGS IN □ NBC announces its fall schedule; analysts size up what the competition will be in September. **PAGE 37.**

STEP ONE □ FCC approves STC's application for two birds, orbital slot for eastern feed. **PAGE 39.**

MODEST PROPOSAL □ House Telecommunications Subcommittee Chairman Tim Wirth and parent committee chairman John Dingell ask Al Swift to negotiate deregulation bill with Tauke, Tauzin and company. **PAGE 40.**

SHOW GOES ON □ Despite boycott by Soviet Union and some of its allies, ABC says pullout will have little ratings effect on summer Olympics in Los Angeles. **PAGE 42.**

BINDING WOUNDS □ Panel charged with solving press-military problems in wake of Grenada invasion set to give recommendations to joint chiefs. **PAGE 43.**

HILL VIEW □ Senate committee says unclear executive order is reason for turf war between State and Commerce departments. **PAGE 44.**

NAB EQUIPMENT □ The widespread use of computer technology marks NAB's equipment exhibit in 1984. **BROADCASTING** reviews the latest in editing systems, solid state and HDTV cameras, character generators, videotape standards, transmitters, weather graphics, electronic newsrooms and radio technology. **PAGES 46-58.**

BLUE SKIES □ ABC executives go before affiliates

to report on business, programming and sales for the coming year. **PAGE 60.**

CELEBRATION □ CBS affiliates, fresh from another prime time ratings win, prepare for annual meeting at Century Plaza in Los Angeles. **PAGE 67.**

SPEECH SENTIMENT □ Remarks by FCC Chairman Fowler at NAB draw criticism from some, others say words of warning were healthy. **PAGE 68.**

NOTICE RELEASED □ FCC issues notice of inquiry to make changes or eliminate fairness doctrine. **PAGE 70.**

STILL AT ISSUE □ House Democrats and Republicans continue wrestling with what to do with C-SPAN outtakes used in election campaign commercials. **PAGE 72.**

FEA POSTPONEMENT □ Movement on Freedom of Expression Act is delayed until June 13 because of lack of quorum. **PAGE 76.**

SLOT WANT ADS □ FTC raises proposal for FCC to sell orbital slots. **PAGE 80.**

ITFS NETWORK □ National Conference on Citizenship files 87 applications to operate multichannel instructional television network. **PAGE 82.**

FIRST-RUN MAN □ Sheldon Cooper, president, Tribune Entertainment Co., has devoted his career to the growth of programming for independent television. **PAGE 113.**

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More than they bargained for

Joint effort by National Association of Broadcasters and National Radio Broadcasters Association to gain radio-only bill in Senate (story page 40) may attract unexpected baggage networks won't want to see around. Should Commerce Committee Chairman Bob Packwood (R-Ore.) sponsor such measure, it now appears Senator Pete Wilson (R-Calif.) may attach financial interest rider (S. 1707) that would prohibit FCC from repealing its fin-syn rules for five years. Wilson—looking at number of legislative possibilities as fin-syn attachments—has already put hold on telephone pension portability bill, measure Packwood would like to move. In exchange for lifting that hold, Wilson might be able to convince Packwood to accept S. 1707.

On other side of coin, NAB and NRBA are thinking about fastening radio measure to legislation that won't fall under Energy and Commerce Committee's jurisdiction when it's eventually referred to House, and thus out of reach of either Chairman John Dingell (D-Mich.) or Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Associations suggested during meeting with Packwood that senator might attach radio measure to defense bill containing funding for Emergency Broadcast System (EBS). Packwood, however, reportedly evinced little enthusiasm for idea.

Waiting his turn

FCC Commissioner James Quello, whose term expires at end of June, still has not received FBI clearance for another go-round. But that's not because his prospects for renomination have taken turn for worse. Word is that FBI has been wrestling with about 200 election-year appointment prospects, so problem for it has been who to clear first. According to source, Quello received political clearance on Hill "quite a long time ago."

Tight fit

AM broadcasters who were relieved three years ago when FCC junked plans for reducing channel spacing from 10 khz to 9 khz—which would have opened door to hundreds more AM outlets—have something new to worry about: 100 khz of spectrum space to be made available for AM service. World Administrative Radio Conference in 1979 expanded band, from 1605 khz to 1705 khz, and Western

Hemisphere nations are to meet for three weeks beginning April 14, 1986, to plan use of additional space. Depending on power permitted—and Western Hemisphere countries are said to feel maximum should be 5 kw—and protection required, commission engineers say number of stations in U.S. could be increased by as many as 2,000 fulltimers. Incidentally, 9 khz issue was briefly raised in Lima, Peru, last month, at meeting of CITEL (Spanish acronym for InterAmerican Telecommunications Conference) that was preliminary to 1986 conference. FCC's Wilson LaFollette sought views of participants on number of technical issues—including channel spacing. Suggestion of 9 khz channel spacing received no support. In fact, LaFollette said, delegates appeared unanimous in view planning should be done on basis of criteria applicable in rest of band. It was at Lima meeting that preference of countries for 5 kw maximum was expressed.

Back to the front

Washington attorney Michael Gardner, then specializing in energy law, became known to communications community following 1980 election when he was leader of President-elect Reagan's transition team for FCC. Now, Gardner, with substantial practice in communications law, is serving Reagan-Bush reelection campaign as deputy general counsel in charge of communications. He'll have job of filing complaints with FCC if Reagan-Bush feels broadcasters are not treating it fairly. FCC Chairman Mark Fowler occupied that role in Reagan's 1976 and 1980 campaigns.

High risk

Next Olympic network may have sizeable increase in costs for insurance against politically motivated problems during 1988 summer games in tense Seoul, South Korea. How much costs increase depend in part on whether Soviets and others actually stay away from Los Angeles games, and if subsequent bookkeeping shows ABC can collect on its policy, for which it paid \$8 million. Following NBC's 1980 experience with Moscow Olympics, that would make it two in row. Insurance industry executive notes that double failure in February's shuttle satellite launch led some insurance companies to get out of insuring launches, reduced size of benefits by about 20% and raised premiums from 6% of benefits to 10%.

Small fish, big pond

Lexington Broadcast Services, New York, has prepared analysis showing that even comparatively small advertisers can (and do) buy into national barter syndication. In 1983, LBS sales amounted to about \$130 million, of which 40% stemmed from six or seven top advertisers, while remaining 60% (or \$78 million) was generated from more than 250 different advertisers who spent average of \$300,000 each during year. LBS believes these figures will change perception that only large advertisers can afford barter syndication.

Caribbean concern

Voice of America's search for AM frequencies for network of broadcast outlets in Caribbean is causing concern at State Department that project could result in interference to stations in U.S. and Mexico, as well as other countries in area. VOA, which began project year ago and is now negotiating with countries for use of AM frequencies assigned to them, insists selection process is based on "comprehensive system-engineering methods in accordance with established broadcasting technologies and procedures." It also says it intends to abide by new Region 2 agreement on use of AM frequencies. Still, State officials say that, unless system is engineered properly, interference problems could result, and America would be blamed, even though interference-causing stations are on frequencies assigned to other countries. And, as State Department official said, "jury is still out" on how well VOA will keep commitment of avoiding interference problems.

Heightening concern at State, as well as at FCC, is fact that U.S. is negotiating major new AM agreement with Mexico. Among other things, agreement will provide for each country's use of other's clears and establish strict standards to keep interference to minimum, as in AM agreement with Canada.

Ghosts

Daniel Brenner, legal assistant to FCC Chairman Mark Fowler, is being credited as primary author of latter's controversial speech criticizing news media to the National Association of Broadcasters convention (see page 68). But word is that FCC Review Board member Norman Blumenthal also made contribution.



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Cablecastings

Ripple effect

The ghost of Satellite News Channel continues to haunt Turner Broadcasting System and depress its earnings. TBS reported a loss of \$5.3 million on revenues of \$54.9 million for the first quarter of 1984 compared to a profit of \$2 million on revenues of \$44.5 for the same period of 1983.

In a prepared statement, TBS President Ted Turner called the results "disappointing" and attributed the loss to "concessions made to meet the competitive thrust" of SNC. (Because SNC was competing head-to-head with TBS's CNN, TBS had to slash the carriage fees for CNN during renegotiation of contracts with cable affiliates last summer. TBS bought SNC from ABC and Group W for \$25 million last fall and dissolved it last fall, but not before the damage had been done.) "These price concessions, together with the debt service and other costs associated with the acquisition [of SNC]," Turner said, "are responsible for the swing from profit to loss when comparing the first quarter of 1984 to that of 1983, recently announced rate increases will begin to take effect during the summer and are expected to return [CNN] to profitability by year's end."

In the offing

Terry Lee, president and chief operating officer, Storer Communications told BROADCASTING last week that a firm contract for the sale of Storer's cable systems in suburban Washington to a limited partnership including local investors and managers in the systems would probably be signed by the end of the month. Winfeld Kelly, vice president of Storer Cable Communications of Maryland, working on what Lee called a "handshake agreement" with Storer, has been trying since last November to put together a partnership to buy Storer's systems in northern Prince George's county, Md., and in Leesburg and Fort Belvoir, both Virginia ("Cablecastings," Nov. 28).

In announcing the agreement last November, Kelly said the partnership would pay Storer whatever it had invested in the systems at the time of closing, which is expected to be between \$30 million and \$35 million. According to Howard Stone, executive director of the Prince George's Cable Television Commission, which awarded Storer the franchise for the unincorporated area in the northern half of the county, said the partnership would probably have to spend another \$30 million-\$35 million to

complete construction of the franchise. The county franchise encompasses 100,000 homes, Stone estimated, and Storer's 19 municipal franchises within the county franchise, another 20,000-25,000 homes. The Virginia systems are small, together serving about 3,000 subscribers.

Before any money changes hands, Stone said, the Cable Television Commission will review the deal and the buyer's financial and technical qualifications. The review, he said, will include a round of public hearings.

A better pipeline?

Cable operators within the mid-Atlantic states, hoping to transmit videotex and other data transmission services to homes and businesses, may run up against some stiff competition. Bell Atlantic Corp. plans to create a packet-switched network to transmit such services among 90% of the homes and business in its expansive service area.

To that end, New Jersey Bell, a subsidiary of Bell Atlantic, has asked the FCC for a waiver of its Computer II rules so that it can include protocol conversion as part of a packet-switched transmission service in northern New Jersey. Protocol conversion permits computers and computer terminals with different data formats to talk to one another.

In a speech before members of the Computer & Communications Industry Association, William Newport, Bell Atlantic executive vice president for marketing and operations, said the proposed Local Area Data Transport (LADT) "will make it possible to transport a number of low- and medium-speed data services to homes and businesses.

"With this service," he said, "customers could remotely control building heating or air conditioning—or receive pages of news on a terminal or television screen—or make travel reservations—or a number of other options."

Affirmative action

A three-day symposium designed to get minorities more deeply involved in cable television has been set for Sept. 24-26 (a week later than previously announced) at the Marbury House hotel in Washington. Sponsored by the National Cable Television Association, the symposium will cover ownership and financing of systems, supplying goods or services to the industry and producing programming for the cable networks.

If nothing else, the symposium will be an opportunity for it minority participants to meet representative of some of the leading companies in the business. As of last week, 10 companies has said they will have suites at the hotel: American Television and Communications Corp.; Cox Cable Communications Inc.; Group W Cable; Storer Cable Communications Inc.; Tele-Communications Inc.; Tribune Cable Communications Inc.; United Artists Cablesystems; Warner Amex Cable Communications; Anixter Communications, and M/A-COM Inc.

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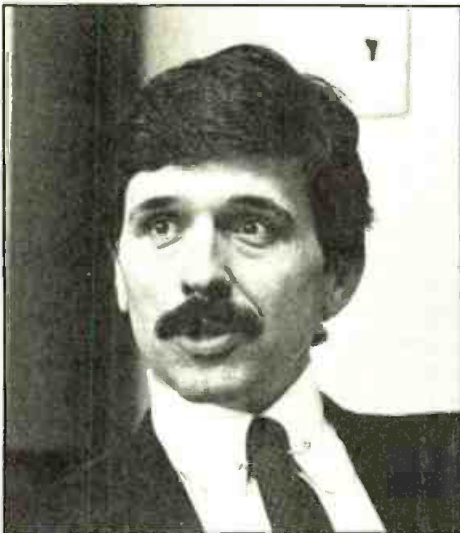
A CNN spokesman confirmed that someone identifying himself as a member of the radical Islamic Jihad group had contacted a French press agency Wednesday (May 9) claiming responsibility for the kidnapping of three Americans in Beirut, including CNN bureau chief Jerry Levin, who had been missing since March 7 (BROADCASTING, March 12). According to a United Press International report, the caller said: "We are responsible for the kidnapping of the American Minister [Rev. Benjamin Weir]. We are also holding William Buckley of the U.S. Embassy and the Cable News Network bureau chief Jeremy Levin." Apparently no ransom demands were made. The group is the same which claimed responsibility for the bombing of U.S. marines there.

The IRS tells all

National Cable Television Association President Thomas E. Wheeler received remuneration of \$200,026 during NCTA's fiscal 1982, which ended Jan. 31, 1983, according to NCTA's tax return for the year.

The NCTA return (on Internal Revenue Service Form 990 for tax-exempt organizations) also shows large increases in revenues and expenses over fiscal 1981 and, because expenses outstripped revenues, a reduction in net worth during the year.

Revenues amounted to \$7,118,451, up from \$4.9 million or nearly 45% from 1981,



Wheeler

the return said, while expenses totalled \$7,276,678, an increase of about 35% over 1981's total of \$5.4 million. The 1982 deficit of \$158,227, combined with a restatement of some items on the 1981 balance sheet, dropped NCTA's net worth from \$810,233 to \$586,721 during the year.

Wheeler, who has resigned from NCTA effective July 4, received his 1982 remuneration in several forms. He received a salary of \$73,942 and deferred compensation of \$42,334. In addition, Wheeler's personal services corporation, Washington Communications Consultants Inc., was paid \$83,750, the return said, "for representation and consulting services rendered." In all, Wheeler's 1982 compensation represents a 71% increase over 1981, when he took home \$117,211.

According to Wheeler, the personal services corporation was set up in 1982 for tax

purposes, but legislation in the fall of 1983 eliminated the tax break he derived from the corporation and it was subsequently dissolved.

According to the return, as a term of his contract with NCTA, Wheeler also received two loans from NCTA in the summer of 1982—one for \$80,000 at the prevailing prime interest rate and one for \$200,000 interest-free. Both notes are due shortly after Wheeler leaves the NCTA.

As in 1981, the bulk of NCTA's 1982 revenues derived almost equally from membership dues (\$3,174,970) and conventions and seminars (\$3,255,784).

The annual convention generated \$2,819,115 in revenues; the National Cable Programming Conference, \$319,673; the ACE Awards gala, \$73,489; the annual executive

seminar, \$33,997, and the minority business development symposium, \$19,510. It's assumed the annual convention, which was held in Las Vegas in 1982, showed a profit, but whether any of the other event made money is unknown because the IRS does not require NCTA to list expenses related to individual events. Wheeler refused to reveal what they were.

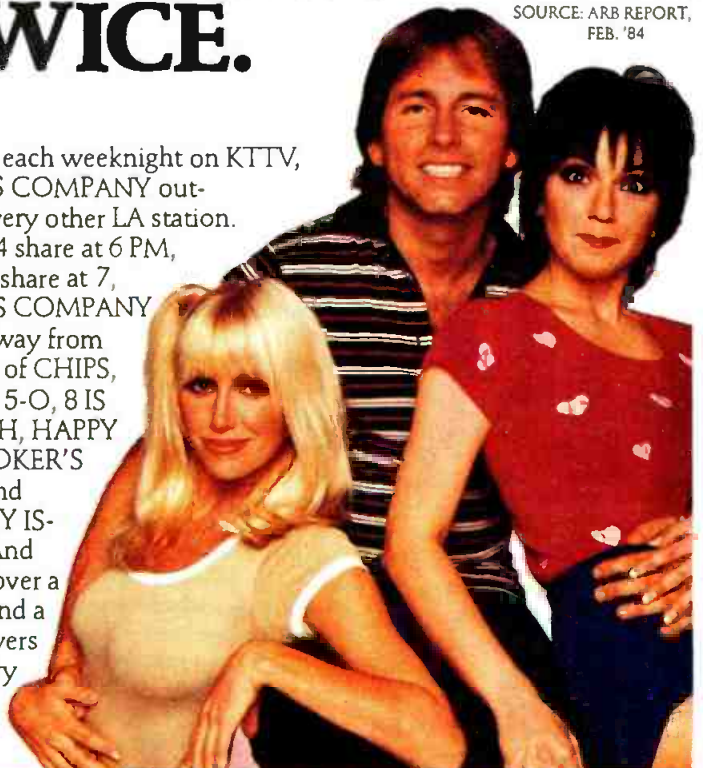
Among NCTA expenses itemized in the return: \$1,873,864 for salaries and wages, excluding Wheeler's salary; \$1,026,700 for "occupancy"; \$478,108 for legal fees, and \$277,756 for travel.

Of the more than \$7 million that NCTA spent during the year, the return said, NCTA spent just \$187,179 or 2.6% to "influence public opinion about legislative matters or referendums."

"THREE'S COMPANY" CLOBBERS THE COMPETITION IN LOS ANGELES. TWICE.

SOURCE: ARB REPORT, FEB. '84

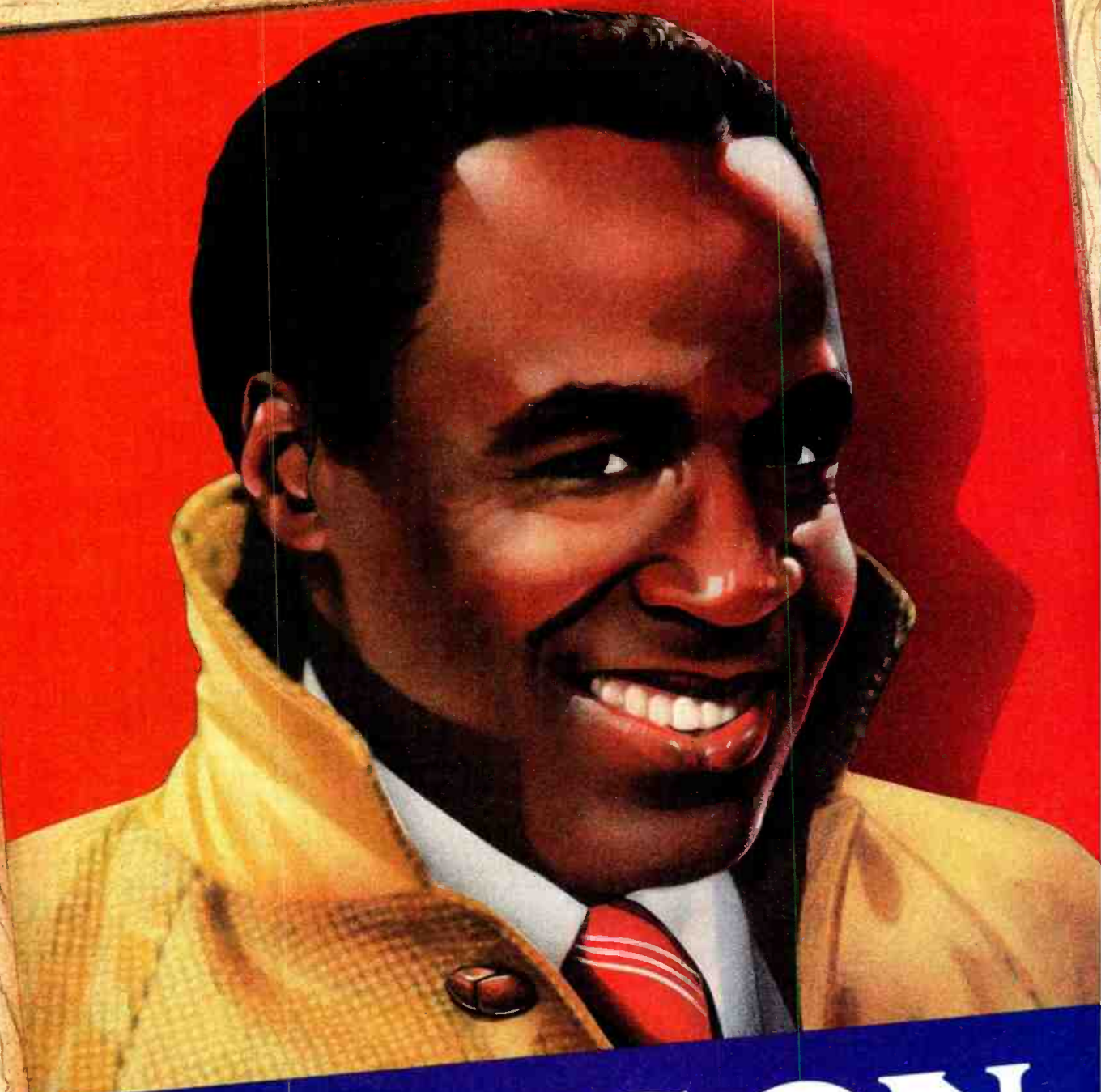
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KANSAS CITY	WDAF-TV	PORTLAND, ME.	WCSH-TV		
CINCINNATI	WKRC-TV	AUSTIN	KBVO		

**The Benson
bandwagon
's rolling!**

A Witt-Thomas-Harris Production
distributed by



TV ONLY

Pontiac Dealers □ Three-week campaign will be mounted in support of Pontiac dealers in 10 markets in North and South Carolina and parts of Tennessee in late June. Commercials will be placed in all dayparts. Target: men, 18-34. Agency: Shotwell & Partners, Charlotte, N.C.

La-Z-Boy Chair Co. □ Lineup of 97 markets is being arranged for one-week flight to start in early June. Commercials will be slotted in all time periods, particularly early fringe. Target: adults, 25-54. Agency: Ross Roy Inc., Detroit.

J.R. Simplot Co. □ New frozen potato product will be tested in Grand Rapids, Mich., and Tucson, Ariz., for seven weeks, starting end of May. Commercials will be presented in all dayparts. Target: women and adults, 25-49. Agency: Mandabach & Simms, Chicago.

Popeye's Fried Chicken □ Franchised

restaurants will launch flights of seven weeks in late May in 40 to 50 markets. Commercials will be scheduled in fringe, news and prime access periods. Target: adults, 18-34. Agency: Clinton E. Frank Advertising, Chicago.

Gagliardi Bros. □ Frozen steak will be promoted in four-week flight to start in late May in 33 markets. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Doyle Dane Bernbach, New York.

RADIO ONLY

American Automobile Association □ Four- to six-week flight will begin in late May in five markets, including Austin, Tex.; Madison, Wis., and Portland, Me. Commercials will run during weekdays in early and afternoon drive. Target: adults, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Knudsen Products □ Various food



Something to remember. Campaigns on all three television networks will begin today (May 14) in daytime programming to introduce Thomas J. Lipton's new Wish-Bone Southern Recipe salad dressings. Commercial makes use of "wish-bone" mnemonic device that appears throughout slicing of salad vegetables and on label of salad dressing bottle. Foote, Cone & Belding, New York, is agency for Lipton's Wish-Bone salad dressings.

products will be advertised in campaign to be flighted over summer, starting in late May in 14 markets. Commercials will be carried in all dayparts during weekdays and weekends. Target: women, 18-49. Agency: Dailey & Associates, Los Angeles.

Yoplait Yogurt □ Two-week flight is scheduled to begin this week in 12 markets. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Dancer Fitzgerald Sample, New York.

John Breuner Co. □ Home furnishings chain will mount one-week flight later this month in nine markets. Commercials will be broadcast in all dayparts during weekdays and weekends. Target: women, 25-49. Agency: Allen & Dorward, San Francisco.

Field Meat Co. □ Frankfurters and cold cuts will be featured in flight starting later this week in 10 markets for six

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

BASEBALL— All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

AMERICA'S FUNERAL BUSINESS— May 21. A 10-part series of 60-second scripts examines the funeral business in America. All scripts move in advance on May 12 for use at midday during the week of May 21.

GAMES PEOPLE PLAY— May 28. A 10-part series takes a look at the variety of games people play and why they play them. Scripts move in advance on May 19.

PATRIOTISM ALIVE AND WELL— July 4. America's return to patriotism is chronicled in AP's 10-part series of 90-second features during the week of July 4.

THE OLYMPIAN— July. AP captures all the tension and excitement the athletes experience as they train during the final weeks before the Summer Games begin. Scripts for our weekday series, The Olympian, are delivered in time for morning drive and include spot breaks.

For more information call (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

WGSP(AM) Charlotte, N.C.: To Selcom Radio (no previous rep).

□

WRAP(AM) Norfolk, Va.: To Selcom Radio from Weiss & Powell.

□

WHGI(AM)-WFMG(FM) Augusta, Ga.: To Selcom Radio from Dora-Clayton Agency.

□

KVMX(FM) Eastland, Tex.: To Riley Representatives from McGavren Guild.

WHAT MAKES THAT'S INCREDIBLE SO INCREDIBLY DIFFERENT?

For four seasons on ABC-TV, **That's Incredible** has uncovered more than 800 incredible stories and brought them to some of the largest audiences on the network!

These stories go far beyond the highly publicized—and popular—stunts. Indeed, it is this remarkable range of stories that has given **That's Incredible** its distinctive character.

INCREDIBLE RESCUES

A series of spectacular rescues occurred at the tragic MGM Grand Hotel fire.

INCREDIBLE FRIENDSHIPS

A blind calf, ostracized from the rest of the herd, is helped by his friend, a seeing-eye duck!



INCREDIBLE CURES

A stroke victim is miraculously cured when he photographs a burning house in which the image of Jesus appears in the flames!



INCREDIBLE GAMES

Can you imagine a basketball game in which all of the participants are rats?

INCREDIBLE RECORDS

From Santiago de Chile comes the touching story of the Albino family—the world's largest, with 53 children!

And, there's more...incredible kids, incredible victories, incredible contests, incredible mysteries...stories from around the globe, stories filled with laughter, tears, magic and wonder!

INCREDIBLE HOSTS

John Davidson, Cathy Lee Crosby and Fran Tarkenton bring energy, wit and excitement to each episode.



THAT'S INCREDIBLE AS IT HAS NEVER BEEN SEEN BEFORE!

Now, only the very best **That's Incredible** stories—once part of an hour format—are being reprogrammed in entirely new sequences. Each new half-hour episode has stories that have never been seen together before!

THAT'S INCREDIBLE

The incredibly different series.
165 half-hours available Fall 1984.
An Alan Landsburg Production.

MCA TV

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GALAXY
II

Hughes Communications is a group of wholly-owned subsidiaries of Hughes Aircraft Company.





GALAXY
I

HUGHES COMMUNICATIONS

GALAXY—AN ACHIEVEMENT SURPASSING EXPECTATION

The Hughes Galaxy System has evolved from an idea founded upon vision and technological ability to become a sophisticated satellite and terrestrial communications network. It is an achievement that represents success beyond imagination.

The overwhelming demand for Galaxy service is superseded only by its reputation for excellence. Galaxy I—now sold out—has been selected by the most prestigious names in the cable business to transmit the most dynamic programming available—HBO, Cinemax, The Nashville Network, Group W-Home Team Sports, The Movie Channel, CNN, CNN Headline News, SIN, Galavision, The Disney Channel, WOR-TV, CBN Cable Network, ESPN, C-SPAN and much more. Galaxy I is a promise that has been fulfilled, with performance beyond our own expectations.

But Galaxy I was only the first step. Galaxy II is also in orbit, offering specialized voice, video and data communications services to the general business community. Together with Galaxy III, scheduled for a May 1984 launch, Galaxy II will benefit the corporate world with the same outstanding performance that the world of cable already enjoys.

Excellence. Performance. Commitment.

**The Hughes Galaxy System—a surpassing achievement
in communications.**

Ask and you will receive. Burger King last week withdrew its "Mister Rodney" commercial from air at urging of Fred Rogers, host of children's program, *Mister Rogers' Neighborhood*. Commercial, part of \$40 million network and spot TV campaign, features character, "Mister Rodney," who teaches children a new word: "McFrying." According to John Weir, manager of public communications for Burger King, Rogers "expressed concern that kids would think that Mister Rodney was actually Mister Rogers," and didn't want children to be misled into thinking that Mister Rogers was endorsing product. Rogers called Don Dempsey, senior vice president and director of marketing for Burger King, who agreed to withdraw commercial. "It was a very pleasant conversation with Mr. Rogers," said Weir. Commercial, created by J. Walter Thompson, New York, was one of seven in new campaign stressing advantages of flame-broiled hamburgers and had aired on network and spot TV markets during one-week period. Because Burger King advertises primarily during prime time and late night, and targets its ads to adults 18-49, Weir said commercial presented "a confusion element that we had never thought of." According to Weir, ad will be replaced.

Hallmark's condolence card. Hallmark Cards Inc., Kansas City, has notified Young & Rubicam, New York, that it is ending their two-year relationship. Hallmark said its decision followed selection by AT&T Communications, formerly known as International Long Lines, of Y&R as its agency. Jo Curran, corporate vice president, Hallmark specialty products division, said that "to assume that any agency, no matter how large or how uniquely talented, could achieve a consistent level of advertising excellence for two accounts having similar values and high quality standards, and using the same type and style of advertising is an unrealistic expectation." He added that advertising campaigns for both companies have been described as "highly motivational through sentimental and heart-felt emotions." Hallmark said it will choose either Ogilvy & Mather International or Leo Burnett Co. as its advertising agency within next 60 days. Y&R was reported to be "surprised" by Hallmark's action. Account has been billing about \$35 million, heavily in television.

Spanish ad blitz. GalaVision, Spanish-language pay television service, has launched advertising campaign on SIN Television Network to reach nonsubscribing Hispanic households as well as its existing subscribers. GalaVision believes campaign will bolster pay service's image among its subscribers and also produce substantial subscriber interest in Hispanic community. Commercials in May will be celebrity-endorsement campaign featuring Spanish-speaking performers.

weeks and resuming for another six weeks in August for flight through Labor Day. Commercials will run in all dayparts on weekdays. Target: women, 25-54. Agency: Patrick Nugent & Co., Boston.

RADIO AND TV

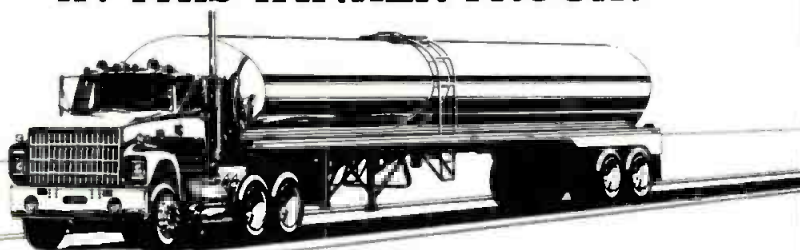
Richway Stores □ Father's Day promotion will be highlighted in one-week campaign on television in Atlanta; Charlotte, N.C.; Chattanooga, and Columbia, S.C., and on radio in Fort Lauderdale, Fla. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: W.B. Doner & Co., Southfield, Mich.

Athena Corp. □ Goodby Roaches insecticide will be promoted in three-week flight to start in late May in five television and 10 radio markets. Commercials will run in daytime and fringe periods on television and in all dayparts on radio. Target: women, 25 and older. Agency: A. Eicoff & Co., Chicago.

Emerson Air Conditioners □ Four-week flight is scheduled to begin in early June in 19 markets on radio and 18 on television. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Lewis, Gilman & Kynett, Philadelphia.

Question:

**WHAT COMMODITY IS
BEING TRANSPORTED
IN THIS TANKER TRUCK?**



For the answer see page 70.

And for all the answers about the American trucking industry, call (202) 797-5236.

Trucks. The driving force behind American business.



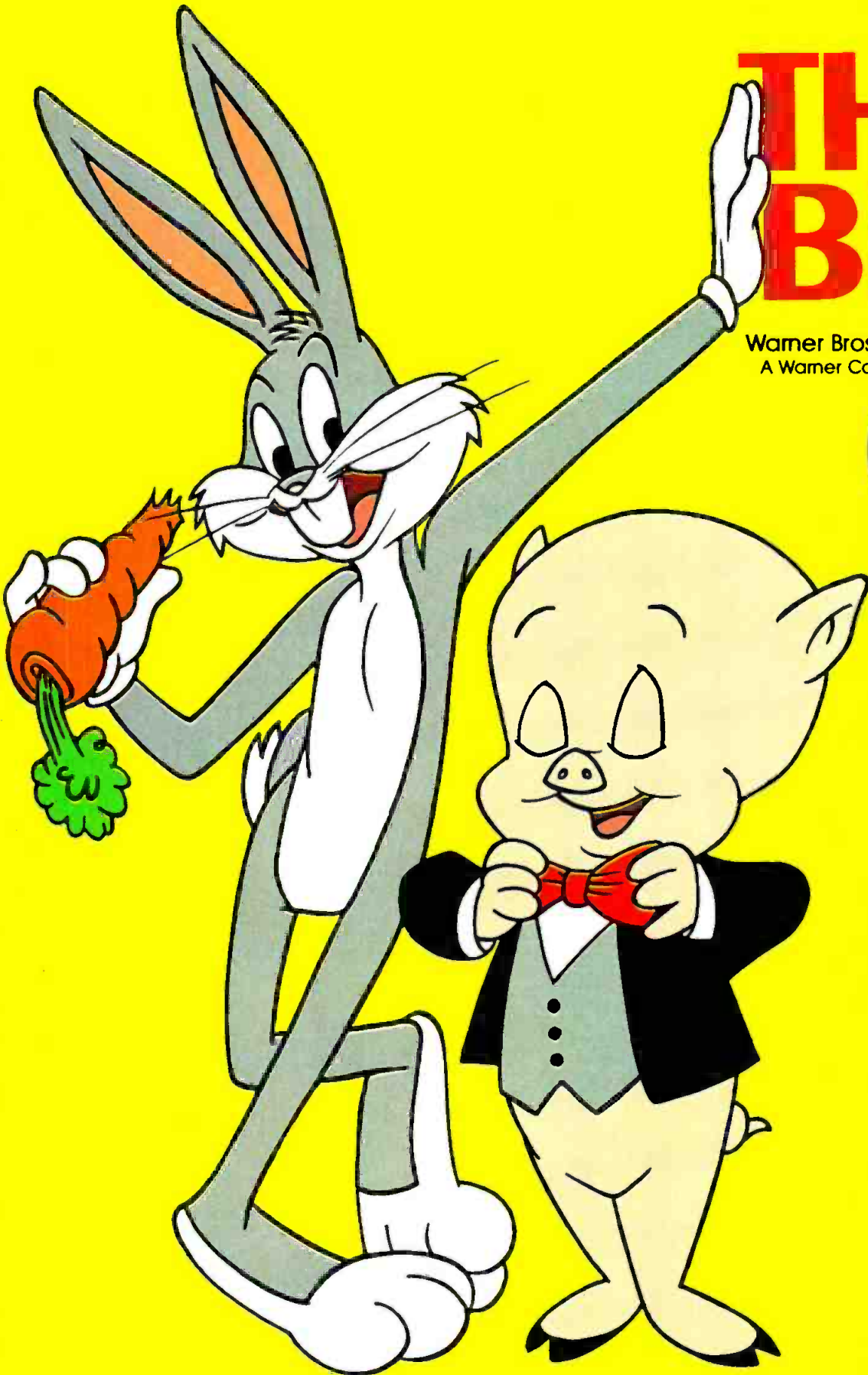
The American Trucking Associations Foundation, Inc., 1616 P St., N.W., Washington, D.C. 20036



Retail winners. Pizitz, Birmingham, Ala., store, was grand prize winner in 16th Retail Television Commercial Competition co-sponsored by Television Bureau of Advertising and National Retail Merchants Association. Pizitz and other retailers were honored at the awards banquet of NRMA's Sales Promotion/Marketing Conference in New Orleans last week. First-place awards in various market classifications were: markets one to 20—(commercial) Marshall Field & Co., Chicago; (campaign) Bloomingdale's, New York; markets 21-50—(commercial) Joske's, San Antonio; (campaign) Miller's Outpost, Ontario, Calif.; markets 51 to 100—(commercial) de-Jong's, Evansville, Ind.; (campaign) Embry's, Lexington, Ky.; 101 plus—(commercial) County Market, Hattiesburg, Miss.; (campaign) Hart Albin, Billings, Mont.

THE BEST

Warner Bros. Television Distribution
A Warner Communications Company





BVP-3 configured as camera/recorder; BVW-3 with BVV-1 Betacam recorder.



BVP-3, CA-3 Adapter & 10' cable to BVU-110 3/4-inch portable VTR.



THE ONLY THING WON'T SHOOT

Folk wisdom would have you believe that nothing can be all things to all people.

Obviously, those folks were not familiar with the Sony BVP-3. A camera whose broad appeal (in terms of image quality, price, weight and size) is equaled only by its exceptionally wide range of applications.

To start with, for those of you who shoot with a typical camera/cable/VTR configuration, the Sony BVP-3 offers an untypical choice: Record composite video on any 3/4" or 1" system. Or component video on our own highly regarded 1/2" Betacam™ format. With up to 30' of cable in between.

Step into the studio with a BVP-3 equipped with our new CA-30 Adapter and you can lay up to 1,000' of multicore to your Camera Control Unit. Or add a Digital Command Unit and stretch over a mile of Triax between your camera (or cameras in genlock) and the control truck. The exact same Digital Command Unit also includes all the necessary interfaces for a microwave, telephone modem and radio link. For those situations where no amount of cable can be used.

And, of course, you can always couple the BVP-3 to a Sony Betacam Recorder and get the absolute ultimate in compact, lightweight,



BVP-3, CA-30 Adapter, Digital Command Unit & 5,000' Triax to Camera Control.



BVP-3, 5" Viewfinder, CA-30 Adapter & 1,000' multicore to Camera Control Unit.



THE SONY BVP-3 ON YOUR BUDGET

film-style ENG/EFP shooting systems.

NOT JUST MORE CAMERA CONFIGURATIONS, MORE CAMERA PERFORMANCE.

Still, for all its flexibility, the BVP-3's strongest point remains its reasonability. Because what you're getting is the state-of-the-art camera. At a base price of just \$20,000.* A price that includes the image-making abilities of the Sony-perfected $\frac{2}{3}$ " mixed-field Diode Gun tubes with their incomparable resolution, registration, S/N ratio and balance. The lightweight, heavy-duty camera body. The automatic setup and operational functions.

*U.S. list price (includes camera head with tubes and viewfinder).

The built-in microphone. And all the rest.

Plus, you're getting a camera system that can grow with you. Becoming a camera/recorder one day, a studio camera the next.

In fact, any way you configure it, in performance, flexibility, price, size, you name it, the Sony BVP-3 is a camera worth looking into.

Which is easy enough to arrange. In NY/NJ, call (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6046; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

SONY
Broadcast

A local television ratings commentary from David Dodds, WGAL-TV Lancaster, Pa.

The case for 'in-market' shares

How can everyone's shares go up?

For two years now, I've been trying to convince both rating services, Arbitron and the A. C. Nielsen Co., that they should add a new column in the rating books called "In-Market Share." This figure would reflect the percentage of viewing to each station compared to the total viewing in the market to home market television stations. Both rating services have politely thanked me for my suggestion each year and explained how hard it is to add another column. I'm not proposing that this share column replace any of the currently used share columns. Each is valuable in its own right. This new in-market share viewing column should be next to the existing DMA/ADI rating and share columns.

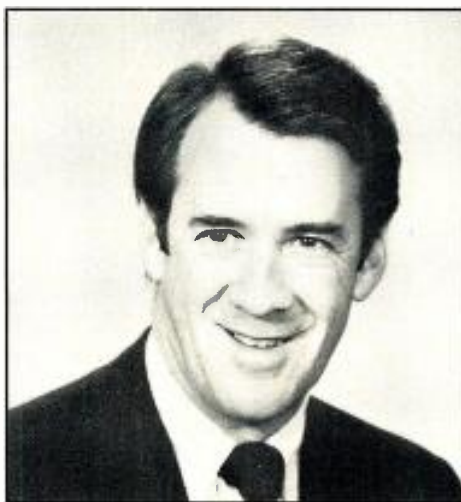
In other words, the outside viewing to cable services, superstations and adjacent market spill-in would be factored out. What would be left would be pure "in-market" viewing—viewing to those stations that would be considered by agencies to cover the viewers of that market. Buyers are not using the budgets for the Harrisburg/Lancaster/Lebanon/York, Pa., market to buy WTBS(TV) Atlanta; WGN-TV Chicago, or WTAF-TV, WPHL-TV or WPVI-TV Philadelphia to reach our viewers. They buy stations in the market. Let's compare the stations in the market without outside viewing diluting everyone's share. The beauty of it all is that each of the stations' in-market share is higher than either its ADI or its DMA share. Hard for some to comprehend, but true.

Let me use the Harrisburg/Lancaster/Lebanon/York market as an example. From Sunday through Saturday, sign-on to sign-off, using the November 1983 ARB, the ADI shares total 73 points to in-market stations.

Station	ADI Share	"In-Market Share"
WGAL-TV	28	38
WLYH-TV	6	8
WHP-TV	13	18
WHTM-TV	18	25
WPMT-TV	6	8
WITF-TV	2	3
WGCB-TV	—	—
Totals	73	100

The in-market share increases for each station that has a measurable audience. These figures are the true reflection of the relative strength of each station; and, as you can see, every one went up.

In the important Monday-Friday 6-6:30 p.m. news time period we can see a similar transition for each station.



David R. Dodds is vice president and general manager of WGAL-TV Lancaster, Pa. A broadcaster since 1965, Dodds has been account executive, local sales manager and general manager at television stations in Binghamton, N.Y.; Richmond, Va.; Syracuse, N.Y., and Lancaster.

Station	ADI Share	"In-Market Share"
WGAL-TV	37	47
WLYH-TV	3	4
WHP-TV	11	14
WHTM-TV	20	26
WPMT-TV	6	8
WITF-TV	1	1
WGCB-TV	—	—
Totals	78	100

The program area most drastically affected by outside viewing (spill-in) and cable viewing is early fringe. Let's look at Monday through Friday 5-5:30 p.m. in the Harrisburg/Lancaster/Lebanon/York market.

Station	ADI Share	"In-Market Share"
WGAL-TV	28	39
WLYH-TV	6	8
WHP-TV	6	8
WHTM-TV	13	18
WPMT-TV	14	19
WITF-TV	5	7
WGCB-TV	—	—
Totals	72	99*

*Does not total 100 due to rounding

The very fact that markets are different accentuates the need for in-market share of viewing. Markets range from a low of 13% cable penetration (Las Vegas) to a high of 78% (Marquette). Does a 30 share in the news mean the same in both markets? Of course not. Buyers need a measurement of relative station strength. They generally don't have time to convert the existing share

to in-market shares. Realistically, most don't even think that way...yet.

Stations with knowledgeable and aggressive sales departments and/or research departments have to laboriously hand tabulate data to develop brochures to combat the lack of readily available industry-wide information. The procedure to generate the share figures for in-market share viewing is simple for the computer programmer. Even Arbitron and A.C. Nielsen readily admit that it is no problem to develop the share figure for any time period or program. The information resides in their computers and can be easily extracted. The only problem seems to be the space limitations in the rating books. The relative importance of this information demands that a serious effort be made to accommodate one more column. Many of us who sold time 15 or 20 years ago remember how small the rating books were. All we needed to know was the number of homes and how many people. We've come a long way with market definitions (ADI/DMA), demographics, time period definitions, etc. Many changes have occurred over the years. It's time now for another change—more refinement, better information. The evolution of the rating science and methodology is definitely moving toward speedier reporting and more precise measurement of audience size and composition. It is this level of sophistication and accumulated knowledge that provides the base for this next logical step in the maturation of the ratings process.

It is rare that an idea presents a winning or beneficial situation for all parties concerned with no real negatives for anyone. Stations have a more sophisticated selling tool and more precise research information for promotion and programing. Agencies and advertisers benefit by having a more accurate view of the relative strengths of the stations within each market and a better method of comparing the real status of a station to stations in other markets. More and better information should result in more efficient and effective use of advertisers' budgets. Of the many changes in the ratings stated before, some were welcomed and some were dreaded. In-market share of viewing is one change that everyone should welcome. It gives us much more precise information for research, promotion, programing decisions and selling.

Who can be opposed to more accurate and comprehensive information? Certainly not A.C. Nielsen or Arbitron.

It's a law of physics that an object at rest tends to stay at rest while an object in motion tends to remain in motion. This idea needs more people behind it to get it in motion. It has remained at rest too long. One voice hasn't been able to get it moving, but maybe many voices will.

Gross Telecasting Celebrates its

50th

"Anything Goes" — "Let's Take a Walk Around the Block" — "I Get a Kick Out of You" — "Blue Moon" — Timeless music of Porter, Gershwin and Richard Rogers. It's hard to believe they were the musical hits of 1934. Jack Benny, Amos and Andy, and Fibber Magee and Molly ruled the air waves when WJIM-AM went on the air in 1934 and a local parish priest, named Father John Gabriels, began broadcasting what must be the industry's longest sustaining religious program . . . still being aired today . . . uninterrupted for 50 years.

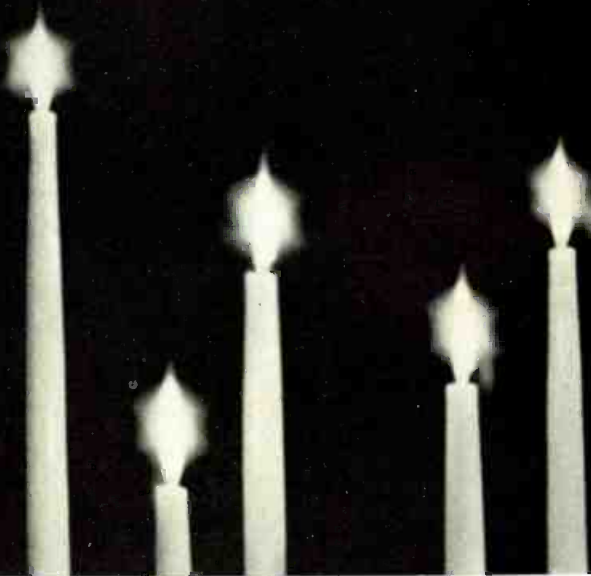
To many, those were the grand old days of radio — and perhaps they were, but there was new technology on the horizon. In 1950, WJIM introduced television to Mid-Michigan, one of the first 100 TV stations in the country, and in 1960 WJIM-FM went on the air. In 1970, WKBT-TV in LaCrosse, Wisconsin was added to the Gross Telecasting family.

Throughout the years, the Gross stations have been leaders in their communities — with WJIM-TV never relinquishing its position as the No. 1, most-viewed television station in the Mid-Michigan area for news, entertainment and public affairs programs.

The past 50 years have been truly golden for WJIM. We are proud of our years of service to our communities; thankful for the friends we've made along the way; happy to be a part of a dynamic and growing Mid-Michigan and, above all, grateful to our listeners, viewers, clients and stockholders for their continuing support.

Communications leadership in
mid-Michigan for the past 50 years.

WJIM-AM-FM-TV LANSING, MI • WJBK-TV LACROSSE, WI



Unbearable
DALLAS...YET A



**THE 1ST & ONLY
RELEASED TO
WHILE #1 ON**

ANOTHER FIRST!

PROGRAM EVER
SYNDICATION
THE NETWORK

Only Dallas

104 STATIONS SOLD!

LORIMAR

This week

May 7-26—Los Angeles Television Festival, compilation of past *Museum of Broadcasting* exhibitions, presented by museum in cooperation with *Academy of Television Arts and Sciences Foundation*. ABC Entertainment Center, Los Angeles.

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—Deadline for entries in *National Federation of Community Broadcasters* "Community Radio Program Awards." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

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*.

sity, 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 15**—*National Academy of Television Arts and Sciences, Washington chapter*, luncheon. Speakers: former presidential press secretaries Ron Nessen, Hodding Carter and Jerald terHorst. Blackie's, Washington. Information: (202) 364-7820.

May 15-17—*Maryland/Delaware Cable Television Association* annual spring meeting. Belvedere, Baltimore. Information: Barbara Martin, (301) 332-4098.

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—*Women in Cable, Washington chapter*, meeting. Topic: DBS, SMATV and MDS. Speakers: Ron Castell, Satellite Television Corp., Daniel Bean, Skyvision Corp., and Steve Wechsler, Marquee Television Network. National Cable Television Association headquarters, Washington.

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 17**—*Federal Communications Bar Association* luncheon. Speaker: David Markey, Secretary of Commerce for Communications and Information Policy, and administrator, National Telecommunications and Information Administration. Touchdown Club, Washington.

May 17—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert L. Turner, president, Orbis Communications. Copacabana, New York.

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

■ **May 18**—*Pacific Pioneer Broadcasters* meeting. Sportsmen's Lodge, Los Angeles.

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 Awards ceremonies. Boston Sheraton hotel, Boston.

Stay Tuned

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

Network television □ PBS (check local times): *In Concert at the Met: A Century of the Performing Arts*, Wednesday 8-11:30 p.m. ABC: *Ernie Kovacs: Between the Laughter*, Monday 9-11 p.m.; *The Mystic Warrior* (two-part novel for television), Sunday 8-11 p.m. (to conclude May 21). CBS: *Anatomy of an Illness* (drama), Tuesday 9-11 p.m.; *Kim* (movie), Wednesday 8-11 p.m.; *1984 Miss U.S.A. Pageant*, Thursday 9-11 p.m. NBC: *19th Annual Academy of Country Music Awards*, Monday 9-11 p.m.; *The First Olympics—Athens 1896* (two-part mini-series), Sunday 8-10 p.m. (to conclude May 21).

Cable □ Arts & Entertainment: *Arts Playhouse*—"Aubrey" (dramatized biography), Tuesday 9-10:30 p.m.; *To Dance For Gold: II International Ballet Competition*, Wednesday 9-10 p.m.; *Verdi "Manzoni" Requiem* (London symphony with soloists), Thursday 9-11 p.m. HBO: *A Toast To Lenny Bruce* (comedy special), Saturday 10:30-11:30 p.m. Showtime: *Faerie Tale Theater*—"Pinocchio," Monday 8-9 p.m.; *You Can't Take It With You* (drama), Thursday 8-10 p.m. WTBS-TV Atlanta: "Psycho," Sunday 10:30 a.m.-1 p.m.

Play It Again (rebroadcasts) □ Arts & Entertainment Network: *Joseph Papp Presents: A Midsummer Night's Dream* (theater), Sunday 9-12 p.m. NBC: *George Burns Celebrates 80 Years In Show Business*, Saturday 10-11 p.m. PBS: *American Playhouse*—"Openheimer" (seven-part mini-series), consecutive Tuesdays beginning May 15, 9-10 p.m. each night.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programming per day, now through Sept. 13. Museum's traveling exhibition (2040 Avenue of the Stars, Century City, Calif.): includes 125 hours of programming from nine of Museum's exhibitions, now through May 26.



Martha Graham at the Met

Also in May

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.

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 20-24—*Nebraska Videodisk Group* design/production workshop. Nebraska Educational Telecommunications Center, Lincoln, Neb.

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

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

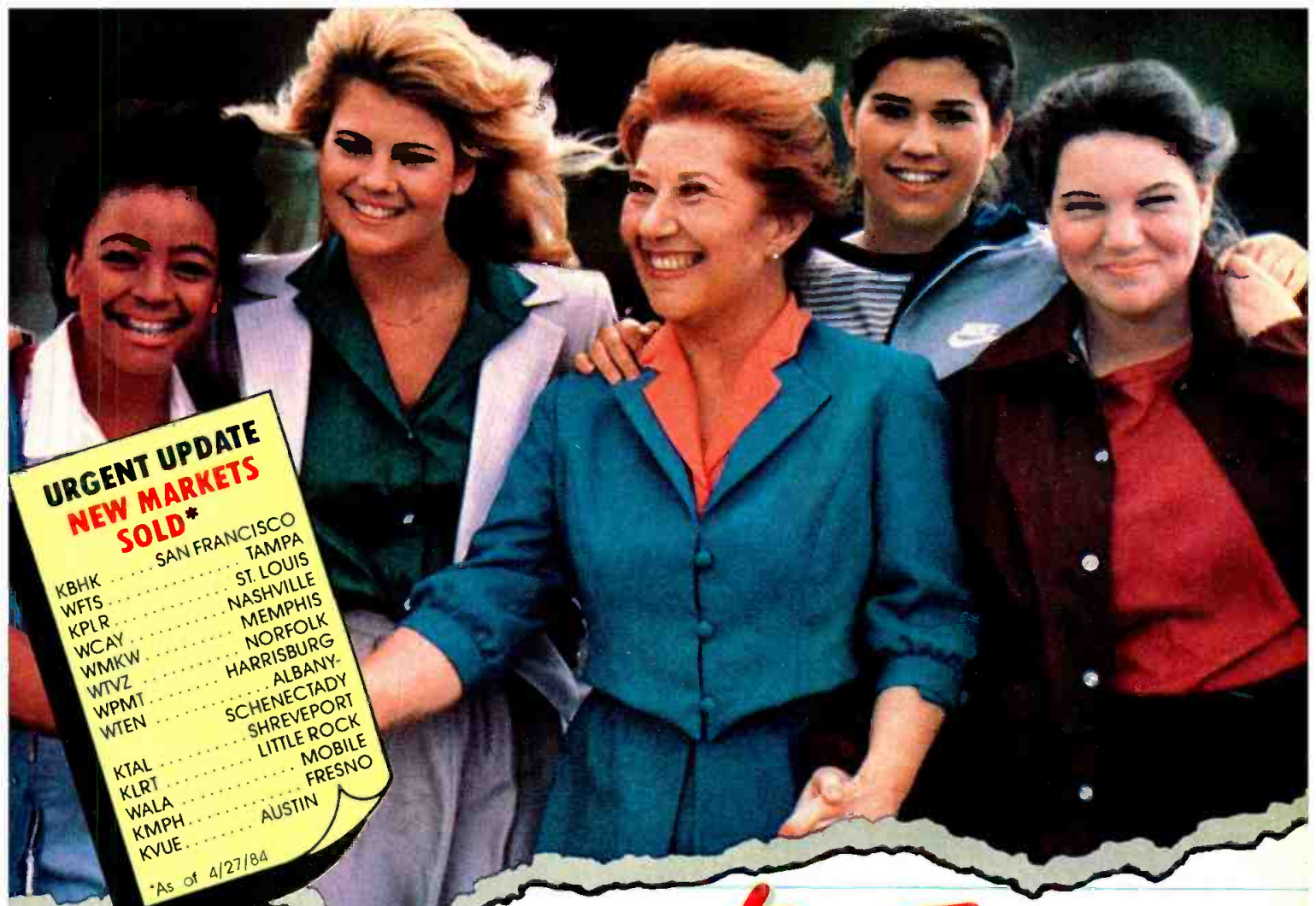
May 21—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

■ **May 21**—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Topic: "Music Notes." Copacabana, New York.

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



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NEW MARKETS
SOLD***

- | | |
|------|---------------|
| KBHK | SAN FRANCISCO |
| WFTS | TAMPA |
| KPLR | ST. LOUIS |
| WCAY | NASHVILLE |
| WMKW | MEMPHIS |
| WTVZ | NORFOLK |
| WPMT | HARRISBURG |
| WTEN | ALBANY |
| | SCHENECTADY |
| KTAL | SHREVEPORT |
| KLRT | LITTLE ROCK |
| WALA | MOBILE |
| KMPH | FRESNO |
| KVUE | AUSTIN |

*As of 4/27/84

Here Are The Facts!

Station Line-Up!

STATION

- WNEW NEW YORK
- KITV LOS ANGELES
- WGN CHICAGO
- KBHK SAN FRANCISCO
- WLVI BOSTON
- WDCA WASHINGTON, D.C.
- KNBN DALLAS
- KRIV HOUSTON
- WPGH PITTSBURGH
- WPLG MIAMI
- WGNX ATLANTA

MARKET

- WFTS TAMPA
- KPLR ST. LOUIS
- KDVR DENVER
- KTXL SACRAMENTO
- WETG HARTFORD-NEW HAVEN
- KPDX PORTLAND
- KPHO PHOENIX
- KUSI SAN DIEGO
- WXIX CINCINNATI
- WCAY NASHVILLE
- WVTV MILWAUKEE
- KSHB KANSAS CITY
- WOLF ORLANDO
- WGNO NEW ORLEANS
- WHNS GREENVILLE-ASHVILLE
- WKZO SPARTANBURG
- KALAMAZOO

- WMKW MEMPHIS
- KAUT OKLAHOMA CITY
- WDRB LOUISVILLE
- WTVZ NORFOLK
- WPMT HARRISBURG
- WTEN ALBANY-SCHENECTADY
- WNEM FLINT-SAGINAW
- KTAL SHREVEPORT
- KLRT LITTLE ROCK
- WALA MOBILE
- KGSW ALBUQUERQUE
- WFLX WEST PALM BEACH
- KMPH FRESNO
- WNFT JACKSONVILLE
- WHEC ROCHESTER, NY
- KVUE AUSTIN
- KVVU LAS VEGAS

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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 23—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: David Poltrack, vice president, research, CBS Broadcast Group. Copacabana, New York.

May 28—Registration deadline for National Media Conference, "Children Grow Better in Families," sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. Information: (202) 245-6265.

■ **May 30—National Academy of Television Arts and Sciences, New York chapter**, luncheon. Speaker: John Bard Manulis, Nederlander Television and Film Productions Inc. Copacabana, New York.

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 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.

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—National Academy of Television Arts and Sciences, New York chapter**, reception and preview of "The Evolution of the TV Set," summer exhibit at Museum of Broadcasting, 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—Deadline for comments in *FCC* proposal to provide for nighttime operations on foreign AM clear channels. Reply comments due June 15. FCC, Washington.

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 2-3—National Satellite Cable Association** mid-year meeting. MGM Grand, Las Vegas.

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

June 3-6—National Cable Television Association annual 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—National Academy of Television Arts and Sciences, New York chapter**, luncheon. Speaker: Brooke Bailey, director, programming, WABC-TV New York. Copacabana, New York.

■ **June 6—National Academy of Television Arts and Sciences, New York chapter**, "Visit to Benton & Bowles." Benton & Bowles, 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.

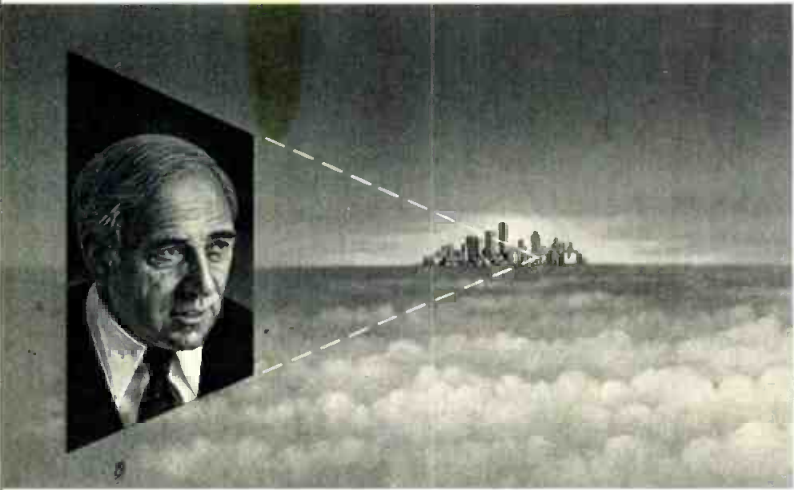
June 7—Dinner to mark 50th anniversary of Communications Act and formation of FCC, sponsored by *Federal Communications Bar Association, Broadcast Pioneers* and other groups. Speakers include FCC Chairman Mark Fowler. Washington Hilton, Washington. Information: (202) 862-2219.

June 7-8—National Media Conference. "Children Grow Better in Families," sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. Information: (202) 245-6265.

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

June 7-10—Television Critics Association consumer


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WNEW	NEW YORK
KTV	LOS ANGELES
WGN	CHICAGO
WLVI	BOSTON
WTTG	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
WCAY	NASHVILLE
KSHB	KANSAS CITY
WOFL	ORLANDO
WGNO	NEW ORLEANS
WHNS	GREENVILLE-ASHVILLE, SPARTANBURG
WKZO	KALAMAZOO
WMKW	MEMPHIS
KOCO	OKLAHOMA CITY
WDRB	LOUISVILLE
WTVZ	NORFOLK
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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.

Major Meetings

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 Association 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, Tex.

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

Feb. 15-16, 1985—Society of Motion Picture and Television Engineers 19th annual television conference. St. Francis hotel, San Francisco.

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

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

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

press tour, hosted by CBS-TV. Arizona Biltmore, Phoenix.

June 7-10—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

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—Television Critics Association "TCA Day" media presentation. Century Plaza hotel, Los Angeles.

■ **June 11**—Southern California Broadcasters Association 39th "Wingding." Sportsmen's Lodge, Los Angeles.

■ **June 11**—National Academy of Television Arts and Sciences, New York chapter, dinner. Topic: "Successful Women Film Directors: How They've Made It." Copacabana, New York.

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—Consumer Press Tour, hosted by NBC-TV. Century Plaza hotel, Los Angeles.

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**—Ohio Association of Broadcasters summer sales seminar. Rodeway Inn, Columbus, Ohio.

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.

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WCAU	CHARLIES ANGELS	8 18	58
WTAF	SUPER FRI / SCOOBY DO	8 18	20
KYW	THE WALTONS	7 17	60
WPHL	DANCIN' ON AIR	4 10	29

Source: Feb., '84 / Cassandra

Errata

WJDM(AM) is in Elizabeth, N.J., not Elizabeth N.Y., as incorrectly reported in "Fates & Fortunes." April 16.

□

Sale of KNVX(TV) Phoenix ("Changing Hands," May 7) was for \$26 million, plus noncompete agreement not yet determined.



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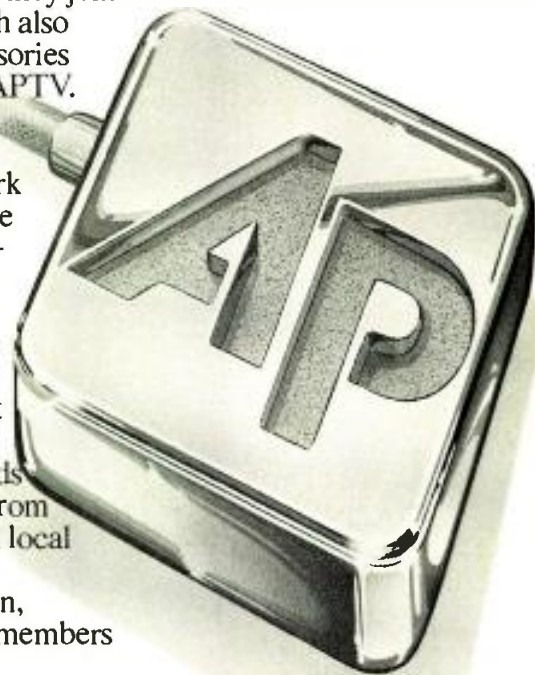
That holds true for any station, including the hundreds of APTV members who are major network affiliates.

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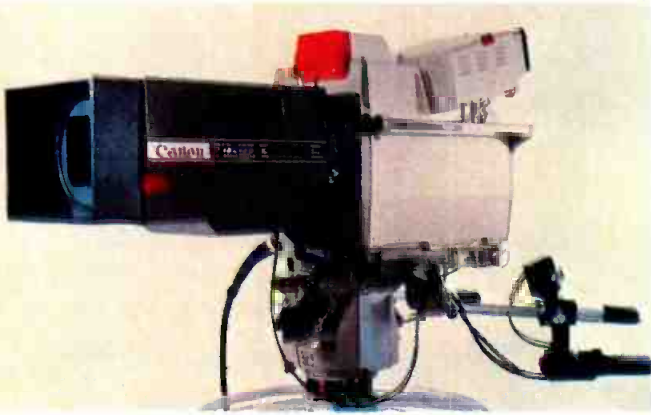
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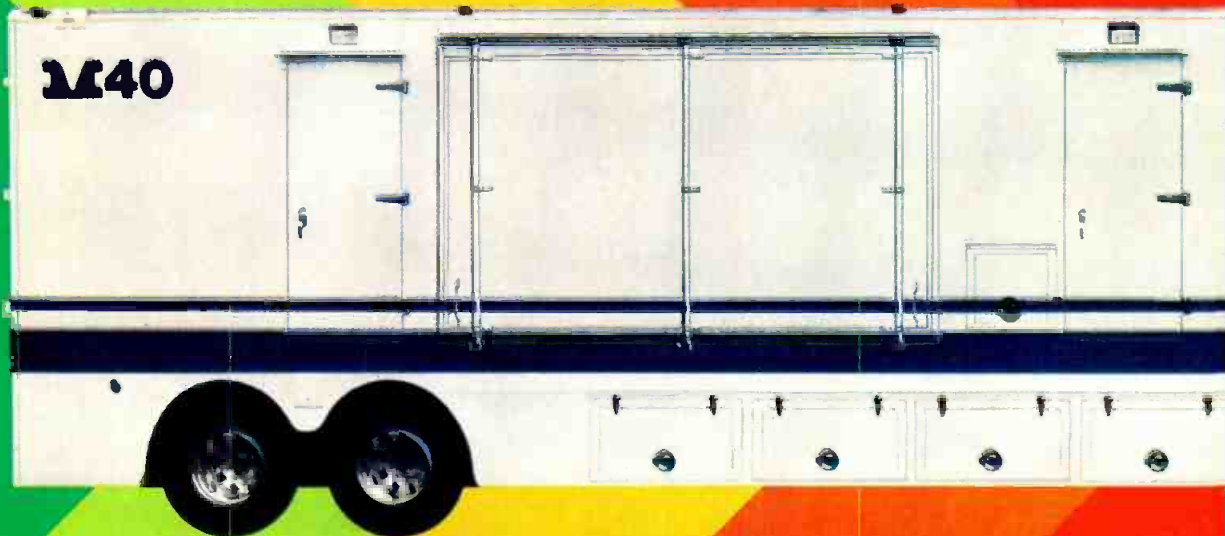
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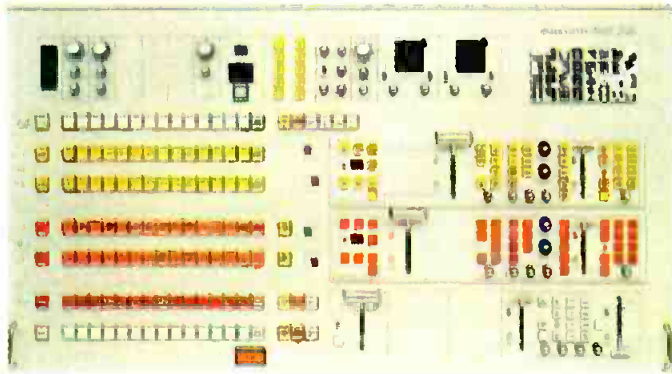
The HK-322 sets the standard for picture resolution, signal-to-noise ratio and registration accuracy. Full computer set-up takes much of the hassle out of preparing for remote telecasts. A Midwest M-40 Series mobile unit equipped with Ikegami color cameras is the current benchmark for quality in the television industry.

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Open Mike

Rape rights

EDITOR: It took a great deal of patience to read the article on broadcast coverage of rape trials (BROADCASTING, April 30). Especially the remarks by Ed Godfrey, president of the Radio-Television News Directors Association, in which he opines that "privacy interests of witnesses . . . are secondary to the Sixth and First Amendment rights."

In the 27 years that I was a broadcast reporter, I sat in many a bar from Denver to Boston, watching news directors and news editors vomit on their wingtips. They are ordinary people just like anybody else. They are not possessed of any divine insight or wisdom about the Constitution, human rights, or fairness.

Yet we constantly allow them to pontificate (and act upon) about the rights of other individuals. How does Godfrey or James Ragsdale (editor of the *New Bedford Standard Times*) know what a rape victim feels when cameras are trundled into a courtroom and one of the most mortifying experiences in that person's life is further laid bare?

I see no evidence that the presence of reporters guarantees "more reliable coverage," as Godfrey suggests. If you have ever been in a newsroom on a weekend and watched the misinformation that comes over the wire services, apparently staffed by college student interns, you would know that a lot of unreliable data comes directly from news editors and reporters.

But that aside—the issue is whether a news editor is indeed endowed with the wisdom and the power to decide which victim of rape or other embarrassing crime shall undergo a further ordeal of mortification. The public's right to know is all too often confused with the public's penchant for "getting off" by seeing blood, gore and body parts on the 11 o'clock news. Gore and sensationalism may hype ratings, but gentlemen/ladies, it ain't professional journalism.

I think it's just *wonderful* that CNN is "investigating techniques to avoid broadcasting the names of parents and victims of alleged child molesters." What a grand and compassionate decision on the part of that news organization!

If, at some point in the future, government does indeed get its way and begins to regulate what is printed and broadcast, we will have the insensitivities of people like James Ragsdale, Ed Godfrey and the decision-makers at CNN to thank.—*Paul Thackeray, Washington.*

Low-power FM reply

EDITOR: In regard to Philip Olenick's April 30 "Open Mike," in our letters to Chairman Mark Fowler and in our presentations to

FCC officials, the National Association of Broadcasters consistently has maintained that the institution of a new low-power FM service would be ill-advised while the FCC was engaged in implementing its recent decision in Docket 80-90. In our view, it would be counterproductive for the commission to institute a new secondary FM service when it was allocating new primary FM stations. Therefore, we support and applaud the commission's decision not to go forward at this time with low-power FM.

In addition, it came to our attention that many existing translator stations were violating the commission's rules with respect to advertising practices and local origination, and those rules are the ones which we expect the FCC to enforce. NAB was particularly concerned that the existing FM translator service be preserved for its original intention and that the commission avoid another low-power TV situation. To this end, on April 13 the commission issued a public notice in which it summarized its existing FM translator rules and indicated that it would enforce these rules.

In sum, the issue is not one of "free competition" in the telecommunications marketplace, but rather an orderly implementation of new FCC allocation policies and compliance with the FCC's rules and regulations.—*Edward O. Fritts, president, National Association of Broadcasters, Washington.*

Daytimer heroes

EDITOR: Most daytime radio stations in America now have at least a 12-hour broadcast day. The thanks belongs to Jim Wychor of KWOA(AM), Worthington, Minn., and Chairman Mark Fowler and the current members of the FCC.

Jim Wychor has spent hundreds of hours of his personal time to help get relief for daytimers. It has been a thankless and difficult task.

Additionally, Chairman Fowler and the FCC should be recognized by daytime stations as finally seeing the need and doing something about it. All daytime stations that got relief owe Jim Wychor and the commission a debt of gratitude.—*Gary L. Capps, KGRL(AM)-KXIQ(FM) Bend, Ore.*

Reception question

EDITOR: Is there any reason why major television stations rarely switch their film chains to "mono" when showing the great black and white movies? Without cable, home reception includes color spots on the screen, detracting from the film's original quality.—*Clark F. Smidt, broadcast packaging consultant, Brookline, Mass.*

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Broadcasting May 14

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TOP OF THE WEEK

The three networks set their sights on fall

Preliminary schedules for the new prime time season are set, with action shows all the rage; ABC is starting 7½ new hours, CBS has 3½, while NBC, the most adventurous with counterprogramming, has 7½

The first draft of the 1984-85 prime time TV schedule is now in place at all three networks and the emphasis is on action/adventure dramas. Comedies, although prevalent, are taking a less conspicuous position than they have in previous years.

Next season's schedules include a total of 35 hours of drama programming compared to 32 hours last year. Half-hour situation comedies have dropped from 24 among all three networks in the fall 83-84 schedule to 22 half-hours on next season's schedule. Part of the comedy deficit, however, will be made up of such reality-based half-hour comedies as ABC's *People Do The Craziest Things* and the renewal of its mid-season success, *Foul-Ups, Bleeps & Blunders*.

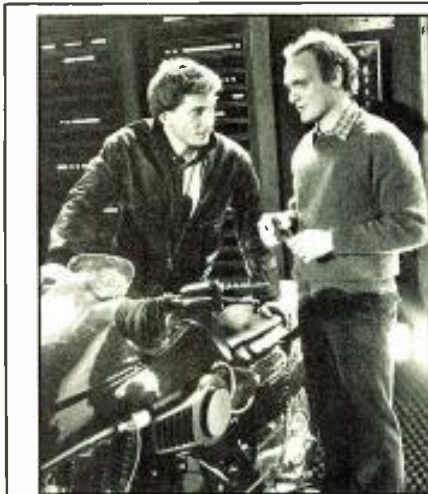
The lifting of the curtain last week on NBC's fall schedule now rounds out the three-network programming picture for the 84-85 season. Two weeks ago both ABC and CBS announced their new schedules (BROADCASTING, May 7).

Among the changes NBC made are an entirely new lineup on Friday night, a major new lineup on Saturday night, and the introduction of such well-received series as *The Bill Cosby Show* on Thursday (8-8:30) and *V* on Friday (8-9).

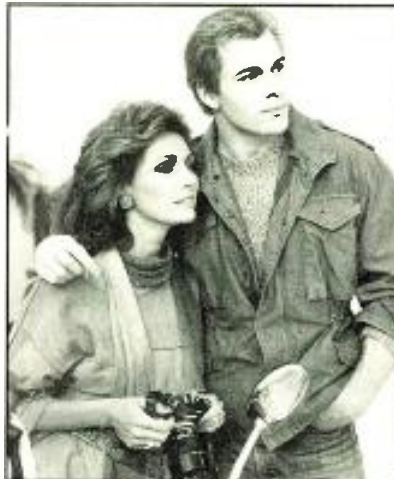
CBS is returning 84% of its schedule, compared to 68% for ABC and 66% for NBC.

Advertising agency executives—to whom the new schedules were first announced—were mixed in their reviews of the new programming plans at the three networks. Although occasional spots of counterprogramming can be found in the three-network competitive schedule, many said there seem to be too many shows aimed at the same kind of audience scheduled opposite each other. Agency executives also complained that many of the proposed new series looked all too familiar. "There's no breakthrough programming," commented Richard J. Busciglio, senior vice president and director of broadcasting at McCann-Erickson. "There's a lot of the same programming from the same producers."

But Robert Igiel, senior vice president and manager of network programming at NW Ayer, said the three networks had "good, competitive" schedules, with many of the new shows aimed at young adults, teenagers



ABC's "Streethawk"



CBS's "Cover Up"



NBC's "Cosby"

and males.

Indeed, among the 13 hours of new drama programming the networks are introducing, four come from Universal, while the balance is divided among mainstays like Aaron Spelling, Leonard Goldberg, Michael Landon, Warner Bros., MGM/UA, Stephen J. Cannell, NBC Productions, Glen Larson/20th Century Fox and Carson Productions. Among the total of seven new half-hour situation comedies, three come from Embassy.

But the network that counterprogrammed the most, agency executives agreed, was NBC. Its move to place two back-to-back half-hour comedies in both the Sunday 7-8 period and the Saturday 8-9 period was cited as an example.

NBC Entertainment President Brandon Tartikoff told BROADCASTING that NBC's *Monday Night at the Movies* would consist of made-for-television movies from the debut of the season until mid-December, when the mix will change to 80% made-for-TV fare and 20% theatricals. He said next season there will be a 50% increase in made-for-TV titles—from 20 to 30.

Lewis H. Erlicht, president of ABC Entertainment, couldn't quantify it but agreed "there is a trend toward reducing the number of theatricals over the long haul and going more for the made-fors." Erlicht said ABC's *Monday Night Movie*, which will again replace *Monday Night Football* when the season is over, will continue to have a greater mix of made-for-TV movies that are female-oriented.

Tartikoff said that NBC did not renew *Buffalo Bill*, its critically acclaimed but low rated comedy, because "in the end the audience was just too narrow... and there weren't a whole lot of places left where we could put it." Asked why NBC made a series out of *V* when he had earlier said it would be prohibitively expensive, Tartikoff replied that they were able to negotiate the license fee to under \$1 million per hour—50% below the original asking price two years ago. "We've got to get back in the ballgame on Friday night," he said.

Before a packed audience of advertising agency executives in the Grand Ballroom of New York's Waldorf Astoria hotel, NBC announced that it was replacing one-third of its prime time schedule—principally by gutting and rebuilding the entire Friday night lineup as well as overhauling the 9-11 p.m. Saturday period.

NBC is introducing 7.5 hours of new programming and returning 14.5 hours to the fall schedule. The new lineup includes six dramas and three comedies. Tartikoff said that

90% of the returning shows will be back in their same time periods.

Tartikoff also said that NBC was in a better competitive position going into the 1984-85 season than it was when it entered the 83-84 season. He noted the average rating of returning NBC series last year was 16.0 (when it brought back 13.5 hours), compared to this year's 17.4 average rating for returning series. Tartikoff pointed out that ABC is returning the same amount of series as is NBC and at only a slightly higher 17.8 average rating.

Tartikoff outlined some goals and objectives in NBC's new schedule. The first will be to "maintain NBC's Sunday through

Thursday stability." Monday and Tuesday nights return intact for the second consecutive season, while minimal changes are being made on Sunday, Wednesday and Thursday evenings.

The second objective was to "address Friday's and Saturday's problems."

NBC will try to engineer a schedule that shoots for "young adult, upscale audiences." In presenting what some agency buyers in the audience regard as the flip side of NBC's 83-84 programming strategy, Tartikoff explained, "We're not trying to be all things to all people."

Finally, NBC will remain the "comedy network." Although NBC introduced only

three new comedies this year, it will again have 10 half hours of comedy programming compared to four on ABC (down from eight the season before) and six on CBS (same as last year). NBC's greatest demographic improvements, Tartikoff said, have been found in its comedy programming.

Whether or not NBC will achieve these objectives, agency buyers—based on the preview they were given last week—were divided. But the majority of those asked agreed that NBC was "aggressive" with respect to the new shows it chose and "logical" with respect to where it placed them on the schedule.

The first major change for NBC comes on Wednesday in the 8-9 period, where it is introducing a Michael Landon production "with strong moral values" titled *Highway to Heaven*. Landon will be the executive producer as well as writer, director and star.

In the 9:30-10 slot, NBC is introducing *It's Your Move*, starring Jason Bateman as Mathew Gardner, "a 14-year-old entrepreneur who runs everything from final exam sales to dating services, all from the vacant apartment next door." Bateman formerly appeared on *Silver Spoons*, which has also been renewed by NBC. The executive producers are Ron Leavitt and Michael Moye, who also produced *The Jeffersons*.

NBC renewed MTM's *St. Elsewhere* and kept it in its 10-11 Wednesday period. Tartikoff said although *St. Elsewhere* could not match *Hotel* on ABC opposite it, the show did improve 17% in its overall ratings compared to its 82-83 premiere season and gained 37% in women 18-49.

On Thursday night, Tartikoff acknowledged, "as you know, we had some problems." In particular, various programs didn't work in the 9:30-10 slot, which Tartikoff said made for a weak lead-in to *Hill Street Blues*, which was beaten by CBS's *Knots Landing* every week of the season. To begin Thursday nights next season, Tartikoff announced, NBC will schedule *The Bill Cosby*

Charting the competition

This is the 1984-85 prime time season. ABC, CBS and NBC have commissioned 18 hours of new series programming. ABC is introducing seven hours; CBS, three-and-a-half, and NBC, seven-and-a-half. Of the 22 new series, ABC has eight; CBS, five, and NBC nine. Five of the returning shows have new time periods and six that were introduced in mid-season have been picked up. The new promotion slogans will be: "We're with you" for ABC; "We've Got the Touch" for CBS (same as last season), and "Let's All Be There" for NBC (expanded from last year's "Be There.")

* indicates new show.

** indicate new time period.

Sunday

	ABC	CBS	NBC
7:00	Ripley's Believe It Or Not (Eastern/Columbia)	60 Minutes (CBS News)	Silver Spoons** (Embassy)
7:30			Punky Brewster* (NBC Prods.)
8:00	Hardcastle & McCormick (Stephen J. Cannell Prods.)	Murder, She Wrote* (Universal)	Knight Rider (Universal)
8:30			
9:00		Jeffersons (Embassy)	
9:30		Alice (Warner Bros.)	NBC Sunday Night at the Movies (various)
10:00	ABC Sunday Night Movie (various)	Trapper John M.D. (Frank Glucksman/Don Brinkley/20th Century Fox)	
10:30			
11:00			

Monday

	ABC	CBS	NBC
8:00		Scarecrow & Mrs. King (Warner Bros.)	TV's Bloopers (Clark/Carson)
8:30	Streethawk* (Universal)		
9:00		Kate & Allie (Alan Landsburg Prods.)	
9:30		Newhart (MTM)	NBC Monday Night at the Movies (various)
10:00	NFL Monday Night Football (ABC Sports)		
10:30		Cagney & Lacey (Filmways)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Foul-Ups.. (Universal)	After M*A*S*H** (20th Cent.Fox)	A Team (Stephen J. Cannell Prods.)
8:30	Three's a Crowd (NRW/T.T.C.)	E.R.* (Embassy)	
9:00			Riptide (Stephen J. Cannell Prods.)
9:30	Paper Dolls* (Leonard Goldberg/MGM/JA)		
10:00		CBS Tuesday Night Movies (various)	
10:30	Jessie* (MGM/JA)		Remington Steele (MTM)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	The Fall Guy (Glen Larson/20th Century Fox)	Charles In Charge* (Sch/Burton/Universal)	Highway to Heaven* (Michael Landon)
8:30		Dreams* (Peter-Guber/Centerpoint)	
9:00			Facts of Life (Embassy)
9:30	Dynasty (Spelling-Goldberg)		It's Your Move* (Embassy)
10:00		CBS Wednesday Night Movie (various)	
10:30	Hotel (Aaron Spelling)		St. Elsewhere (MTM)
11:00			

Show. Cosby plays Cliff, "a busy obstetrician who lives above his offices in a New York brownstone, and when he's not surrounded by kids on the job, he's got four of his own to contend with." Phylcia Ayers-Allen co-stars as his wife, Claire. Tartikoff called *The Bill Cosby Show* "the development of an extremely strong comedy" which just may be the shot in the arm NBC needs to get off the ground Thursday night.

Tartikoff called *The Bill Cosby Show* and *Family Ties*, which follows it, an hour of "nuclear family comedy." And he said the renewal of *Family Ties* will include the pregnancy and delivery of a new child by Meredith Baxter Birney's character. The story line will mirror Birney's real-life pregnancy; Tartikoff said she is due "coincidentally" in November.

Following *Family Ties* at 9:30 will be *Night Court*, the new NBC series that premiered Jan. 4. Next season, Tartikoff said, the producers will be "adding an element of romance" by having Judge Harry Stone (Harry Anderson) fall in love with a young female attorney.

Tartikoff said NBC's 10 p.m. show, *Hill Street Blues*, was also hurt this past season because it had a late start. As part of the remedy, Tartikoff announced that NBC has already contracted for a full load of 26 new episodes "which we believe will make the see-saw battle with *Knots Landing* tilt in our favor."

Friday night begins with, in Tartikoff's words, "our major trump card." NBC will make a regular series out of *V*, its successful mini-series. *V* will be competing against *Dukes of Hazzard* on CBS and *Benson* and *Webster* on ABC. According to Tartikoff, "there's no program on Friday 8-9 that has a claim on adults 18-49." Twelve members of the original mini-series cast will be returning, including Faye Grant and Marc Singer.

NBC has chosen another Stephen J. Cannell production to help bring back Friday night—*Hunter*, which stars Fred Dryer as

Sgt. Rich Hunter, a cop who "is a bit of a maverick" but also is "a determined plain-clothes detective who thinks that it's more important to get the criminals behind bars—even if that takes bending the rules a little." Tartikoff said he expected *Hunter* to "lock into a strong second place" opposite *Dallas* on CBS and *Honolulu Run* on ABC.

NBC's third action/adventure show of the night comes with *Miami Vice* in the 10-11 period. The one-hour cop/action show stars Don Johnson and Phillip Michael Thomas as two "unlikely teammates [who] are after the kingpins of Miami's crime rings." Tartikoff said NBC was "looking for a youthful show to follow *Hunter*," although said it would have "a different slant for a police show." It will be written by Tony Yerkovich, also a writer for *Hill Street Blues*.

Next to Friday night, Saturday night was where NBC did the most rearranging. Although it will continue to start with *Diff'rent Strokes*, it has moved *Gimme a Break* into the 8:30 period. That will be followed by a "light comedy mystery" titled *Partners In Crime*, which will star Loni Anderson and Lynda Carter as two women who inherit a San Francisco detective agency after the mysterious death of its owner—to whom each had been married.

In the 10-11 period, NBC introduces *Hot Pursuit*, a "human adventure drama" created by Ken Johnson, who also created *V* and produced *The Incredible Hulk* and *Bionic Woman*. The story concerns the murder frameup of a young woman named Katherine Wylar (Kerrie Keans), who is sprung from jail by her husband (Eric Pierpointe) and who then joins him to pursue the person who set her up.

NBC will also counterprogram the Sunday 7-8 period with *Silver Spoons* and a new comedy series, *Punky Brewster*. *Punky Brewster* stars newcomer Soleil Moon Frye as a seven-year-old girl who has been abandoned by her parents but who "manages to maintain a cheerful outlook on life in spite of

adversity." George Gaynes stars as Henry Warnimont, the curmudgeonly bachelor Punky befriends and who unofficially adopts her.

"It's what I would call a very aggressive schedule," observed Robert (Buck) Buchanan, executive vice president, U.S. media director, J. Walter Thompson U.S.A. Buchanan noted that the schedule took into account the "flow of audience" that is expected to weave in and out of rival networks' shows.

Agency executives canvassed also liked *The Bill Cosby Show*, which several described as a "coup." One agency buyer said, "Cosby's well worth the money." Noted another agency buyer who said he didn't know how much Cosby's contract was worth but assumed it was substantial: "That's money well spent." □

STC moves step closer to DBS reality

FCC approves two birds for single orbital slot for East Coast feed; western service still to come

Satellite Television Corp.'s direct broadcast satellite service is closer still: The FCC last week authorized the company to construct and launch two satellites to provide six channels of DBS service to the eastern half of the United States from a single orbital slot.

The FCC, however, said STC, the first DBS applicant to receive such authority, had not come far enough along in its plans to warrant the second orbital slot it had requested to provide service to western states.

Under the FCC order, one satellite was authorized to provide service on channels 6, 10 and 14; the other was authorized to provide service on channels 8, 12 and 16. Both were assigned to an orbital position of 100.8 degrees west longitude.

STC, a subsidiary of Comsat, also had

Thursday

	ABC	CBS	NBC
8:00	the Craziest Things* (Landsburg/ Fraser)	Magnum P.I. (Universal/ Belisarius/ (Glen Larson)	Bill Cosby Show* (Carsey-Werner)
8:30	Who's the Boss?* (Embassy)		Family Ties (UBU/ Paramount)
9:00			Cheers (MTM)
9:30	Glitter* (Aaron Spelling)	Simon & Simon (Universal)	Night Court (Starry Night/ Warner Bros.)
10:00			
10:30	20/20 (ABC News)	Knots Landing (Roundelay/ Lorimar)	Hill Street Blues (MTM)
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson (Witt-Thomas-Harris)	Dukes of Hazzard (Step/Warner Bros.)	V* (Warner Bros.)
8:30	Webster (Paramount)		
9:00			
9:30	Honolulu Run* (Universal)	Dallas (Lorimar)	Hunter* (Stephen J. Cannell)
10:00			
10:30	Matt Houston (Aaron Spelling/ Largo)	Falcon Crest (Lorimar/ Amanda/ M.F.)	Miami Vice* (Universal)
11:00			

Saturday

	ABC	CBS	NBC
8:00	T.J. Hooker (Spelling/ Goldberg)	Airwolf** (Belisarius/ Universal)	Diff'rent Strokes (Tandem)
8:30			Gimme A Break** (Lachman/ Landsburg)
9:00			
9:30	Love Boat (Aaron Spelling)	Mickey Spillane's Mike Hammer** (J. Bernstein Prods.)	Partners in Crime* (Carson Prods.)
10:00			
10:30	Finder of Lost Loves* (Aaron Spelling)	Cover Up* (Glen Larson/ 20th Century Fox)	Hot Pursuit* (NBC Prods.)
11:00			

requested authority to use the same channels on a single satellite at 148 degrees west longitude. But the FCC said STC had not made the required "due diligence" showing necessary to make that grant. Under the commission's due diligence showing, DBS hopefuls have to at least have completed contracting for satellite construction. Nonetheless, the FCC said it would reserve six channels for implementing STC's western service "from among those available at the orbital locations specified to serve that area," provided the company takes "prompt action" to make the required due diligence showing.

The company also was authorized to construct and operate an earth station in Las Vegas. In addition, the FCC approved the company's request for use of the 12.1-12.7 and 17.3-17.8 ghz DBS guardbands in one and two mhz spacings for tracking, telemetry and command of its satellites.

Said Michael Alpert, STC executive vice president: "Today's decision is of major significance to us because we can now complete critical designs in the construction of our 200 watt satellites and move forward with the development of broadcast center operations which will ultimately link consumers with what we believe will be the ultimate home communications center."

The DBS satellites are in the process of being built by RCA and should be ready for launch in 1986. While waiting for those satellites, STC plans to get a jump on the business by offering, by early next year, a five-channel interim service to the Northeast over SBS IV.

Bruce Romano, an attorney for the Mass Media Bureau, said the applications of other DBS hopefuls who claim to have demonstrated due diligence are being processed. The commission hopes to be able to act on their applications in the "near future," he said. According to Romano, the additional companies now claiming to have demonstrated due diligence are Direct Broadcast Satellite Corp., CBS and Dominion Video Satellite Inc. (formerly Video Satellite Systems). Those and the other remaining companies that have been granted conditional construction permits—Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting (Hubbard Broadcasting) and Western Union Telegraph Co.—must demonstrate due diligence before July 17 or their conditional construction permits will expire.

□ In other action, the commission also adopted a notice of inquiry looking toward developing U.S. proposals for the International Telecommunications Union Region 2 Administrative Radio Conference, which is scheduled to begin in 1986, to plan broadcasting in the 1605-1705 khz band. Among other things, the notice requested comment on how to bring the service into existence since existing AM receivers do not cover the new band; what maximum power should be allowed; whether to model protection requirements on Class III stations on regional channels or Class IV stations on local channels; possible field strength curves for groundwave propagation and skywave propagation aspects, and the establishment of an industry advisory committee.

□ It also ruled that local telephone companies and their affiliates will be able to provide cable television, and other noncommon carrier services, outside of their telephone services areas without having to apply for Section 214 approval.

□ And it lifted restrictions imposed in 1977 that prohibited International Business Machines—one of the owners of Satellite Business Systems—and SBS from promoting or selling each other's products. SBS, whose

other owners are Comsat and Aetna Casualty and Surety Co., requested the relief, contending that the rationale for the prohibition—fear that IBM might use its clout in the data processing industry to set up anticompetitive roadblocks to the then-emerging domestic satellite industry—was no longer sound. The FCC agreed with SBS's assertions that the domsat industry is now competitive and that IBM has no market power in the electronic data processing market. □

Last-ditch try on deregulation

Al Swift designated to try for rapprochement between contending parties; Wirth, Dingell make him the man in the middle; industry side still pessimistic about chances

Hopes for broadcast deregulation legislation were revived last week as House Telecommunications Subcommittee member Al Swift (D-Wash.) was delegated to resuscitate the failed negotiations between House members and the industry.

Swift, a key player from the start, has been charged by the subcommittee's chairman, Tim Wirth (D-Colo.), and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to find the middle ground that has been so elusive during the past year as members have struggled to narrow their differences on the legislation.

Last week Wirth and Dingell asked Swift to take the lead in reopening negotiations with Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). The latter two walked away from the negotiating table last month after concluding that an agreement with Wirth on a consensus bill is not possible in this session of Congress (BROADCASTING, April 30).

Despite Swift's call to renew the negotiations, the prospects for settlement remain dim. A meeting scheduled late last Thursday between Swift, Tauke and Tauzin was postponed due to a series of votes on the House floor. And even the generally optimistic Tauke seemed skeptical. "I don't know where things stand," Tauke said. He expressed little hope that a breakthrough might occur. "This doesn't change my perception that it is unlikely we'll get a negotiated agreement." He characterized the present state as one filled with "a lot of uncertainty."

When Tauke and Tauzin broke off the negotiations three weeks ago (BROADCASTING, April 30) they asked Dingell to bring the measure before the full committee. Although they never held a formal session with the chairman, Tauke says, the message was: "Talk to Al." They are, Tauke says, willing to meet with Swift, but, he continued: "I am not in the mood to make significant changes."

Broadcasters were equally pessimistic. The National Association of Broadcasters, according to John Summers, executive vice president for government relations, said the association would like to see some legislation. But "we're not going to accept a bill for the sake of a bill," Summers said. And he

was unsure that NAB could even sell Tauke's and Tauzin's own version of the deregulation package to its members.

Moreover, NAB has gone to Senator Bob Packwood (R-Ore.) to seek his support in sponsoring a radio-only bill. NAB President Eddie Fritts and Sis Kaplan of WAYS(AM)-WROQ(FM) Charlotte, N.C., former president of the National Radio Broadcasters Association, met with Packwood last week to discuss the matter. A Packwood aide said the senator was impressed by the "united effort" and is giving their proposal "serious consideration."

If Packwood agrees to move such a measure in the Senate, he would have to find an appropriate legislative vehicle to which it might be attached. Two existing authorization measures (one for the National Telecommunications and Information Administration and one for the Corporation for Public Broadcasting) pending before the Senate are reportedly being considered as possible vehicles. A budget reconciliation measure, if it were to emerge, also might serve Packwood's purposes. The aide noted that Packwood had ruled out using any appropriations measures.

Nonetheless, Swift, who now has Wirth's and Dingell's blessings, has taken the reins and is prepared to design a bill that will satisfy all the parties. He is, however, reluctant to characterize this latest development as anything more than just "continuing the negotiations," and denies that he has anything other than Wirth's and Dingell's "support and endorsement."

"It is important that John and Tim and I are all agreed on this process. Characterizing it beyond that will probably lead to inaccuracies. Essentially it's a situation in which I've worked pretty closely with Billy and Tom before. We just thought it might be useful to see if we could move this thing forward in that form," Swift told BROADCASTING prior to his first scheduled meeting with Tauke and Tauzin.

Swift, says one observer familiar with the debate on the legislation, "is seen as occupying a position somewhere between Wirth and Tauke and Tauzin." He has already begun to fashion a proposal that will address their concerns about the petition to deny/petition to revoke process, a major stumbling block between the members.

The debate over that issue came to a head last month after Tauke and Tauzin presented their own version of a compromise deregulation bill. They proposed maintaining the status quo on petitions to deny and recommend-

ed codifying the existing court-imposed requirements that give petitioners access to information prior to the time the petition is designated for hearing.

With petitions to revoke, Tauke and Tauzin suggested that if the FCC receives a complaint in the middle of a license term alleging facts that, if true, would justify revocation of license, the commission must act on that complaint within 90 days.

Swift says their proposal will serve as the starting point of his negotiations. He describes their proposal as "not exactly acceptable to us, but it's not totally out of line with what we want to accomplish either." To use a cliché, Swift adds, "we're looking for another way to skin a cat."

Wirth and Swift, on the other hand, believe the petitions to deny process should be strengthened and revised so that petitioners would be granted prehearing discovery rights. Swift also emphasizes that they are not interested in generating any "fishing expeditions," so a provision has been recommended that would authorize the FCC to dismiss frivolous petitions and fine or penalize any petitioner found guilty of harassment.

The idea of granting petitioners the right of discovery, however, became a real bone of contention between the NAB and Swift. NAB argues that the proposed provisions calling for quantified programming standards are enough in exchange for elimination of the comparative renewal process.

Swift developed the concept of quantification and has fought long and hard to insure

that a broadcast deregulation bill embody it. He believes not only that quantification is essential in the absence of comparative renewals, but that there must be some mechanism for the public to register a complaint with a station not serving the community. "How does a legitimate local citizens group dissatisfied with the service provided by a broadcaster register that?" Swift asked.

"If you do away with comparative renewal you have eliminated that bounty hunter incentive. For that you get quantification. What do you do about a citizens group that wants to say a station is not providing good service? We said, 'Well, maybe we could do that through the petitions to deny and revoke.' And we wanted to put in sufficient safeguards so that it couldn't be used by people who essentially want to harass stations."

But the NAB feels Swift and Wirth are asking for too much. They argue the industry has little to gain from accepting the proposed bill. Furthermore, Swift has been criticized for changing his stand. NAB says Swift previously stated that quantification was the only quid pro quo for elimination of the comparative renewals. Moreover, Swift's own bill, H.R. 2370, which contains his quantification scheme, calls for eliminating the petition to deny.

Those charges, however, bounce off Swift. He quickly points out that "you've got to keep in mind that our maximal leader [Dingell] keeps saying to all of us there has to be accountability." And quantification alone just doesn't provide that accountability,

Swift said.

Furthermore, Swift dismisses the claim that broadcasters don't gain enough in the proposed legislation to justify accepting these other provisions. "They're getting certainty, they're getting elimination of comparative renewal, they're getting a lot of what they want in radio in statute. And they're getting something else," he said.

"While there is a lot of talk about this being the Reagan era and Mark Fowler is sitting down at the FCC, he makes people a little nervous sometimes. Having some of this settle down so that you have some political certainty about it is something I think benefits broadcasters."

Moreover, Swift readily lists the benefits from devising quantified programming standards. "What quantification does for both the broadcaster and the public, is get them out of this guessing game they've been in for years," said the former broadcaster from Washington. "Quantification was an idea I developed when I was still working for a television station to respond to that typical—almost cliché—plea on the part of the broadcasters to stop having to play guessing games in conjunction with his Washington attorneys over what it was that the FCC wanted." Swift said.

"I began to figure how can you have government get more specific without becoming too directive of programming policy. It seemed to me that if you can quantify it and if you quantified it in the generic terms of local and informational that you'd go a long way and that a lot of these reporting requirements and the amount of records you had to keep to figure out what the hell you did, all of that could be washed away."

The idea, he said, was to tell broadcasters precisely what is expected of them, so they won't have to "swim around in the fog."

Even those who disagree with Swift admit his support is paramount to the passage of any broadcasting deregulation legislation in the House. It was Swift to whom Tauke and Tauzin turned last year when they were looking for a way around Wirth. And it was Swift whom, the NAB has often said, holds the key to any bill's fate. Because of Swift's middle of the road politics, some observers feel he can convince the more reluctant Democrats to embrace a dereg measure.

Swift hesitated to predict what will happen next. Like everything else, Swift says, "this has to be taken one step at a time." He does, however, note that the "clock is ticking." Fewer than 60 days remain in this congressional session.

The amount of time Swift and the others have devoted to broadcasting deregulation is unprecedented. Still, what does Swift gain from all this?

"I think everybody would like to see this issue resolved, so that in the next Congress we can move on to something else. The problem isn't going to go away.

"The big nut to crack is the petitions to deny and revoke issues. If we can't resolve those then there is no use wringing our hands about the others. The point is that we have spent so many hours on getting this close that it's worth putting in a few more to see if we can't reach a conclusion." □



Swift

'Show must go on' is reaction from ABC over Olympics

Arledge says if Soviets do boycott summer games, it will have 'minimal effect' on network's ratings

ABC executives expressed disappointment last week over the decisions by the Soviet Union, Bulgaria and East Germany not to compete in the summer Olympics the network is televising, but they predicted the pullout would have little effect on the ratings.

ABC News and Sports President Roone Arledge told reporters in Beverly Hills last Tuesday (May 8), that the Soviet withdrawal will not have a devastating impact on the games. "We're disappointed," Arledge told an impromptu news conference shortly before addressing the Hollywood Radio and Television Society at the Beverly Hilton hotel. "As far as ABC is concerned, we are going to go ahead with our coverage as planned." That also was the word from ABC Broadcast Group President Tony Thomopoulos last Wednesday in response to Bulgaria's decision to pull out: "There's been no change. We're going ahead."

Asked if he believes the Soviet pullout could diminish ratings for the record 187½ hours of live coverage, Arledge replied: "So far we are not concerned about this having any impact on the audience. I personally think [the boycott] will have a minimal effect."

In an interview with BROADCASTING after his presentation to about 1,000 members of Hollywood's creative community, Arledge said the network is reviewing its "contractual arrangements" with the Los Angeles Olympic Organizing Committee (LAOOC) as well as separate insurance coverage relating to contingencies, but he would not specify what compensation ABC might receive if the boycott is forthcoming. (LAOOC President Peter V. Ueberroth told reporters last Thursday that he does not expect the committee will incur a financial loss as a result of the boycott or any possible reduction in payments from ABC. He expressed hope the Soviet Union could be persuaded to reverse its decision by the June 2 deadline.)

"The legal aspects of these agreements are very complicated," Arledge said. However, other sources indicated ABC has a clause in its broadcast rights contract with the LAOOC that calls for a reduction in the network's \$225-million payment if a major country, such as the USSR, pulls out. ABC also has an insurance policy, reportedly a \$200-million agreement with Fireman's Fund, protecting it against financial losses.

In a written, unattributed statement, ABC said it is "confident" the summer games will be successful. "The Soviet Union has until June 2 to declare its final intent. If the situation is not changed, ABC has protection under its contract with the LAOOC. We also have insurance coverage under these condi-

tions as further protection. For obvious reasons, we do not wish to comment further until we can fully assess the situation." Both Arledge and ABC President Frederick Pierce declined to be more specific about those protections.

Asked if he believes the Soviet decision is final, Arledge told BROADCASTING: "I

really don't know." There was some speculation last week that the Soviet Union might change its mind during the next three weeks, and it was pointed out that the Soviets have already invested millions of dollars in preparations for the Olympics. Netcom Video, a San Francisco-based satellite distribution company, has received a nonrefundable de-

Fowler and Nader square off



FCC Chairman Mark Fowler and consumer advocate Ralph Nader squared off on a Cable News Network *Crossfire* segment, "Television Without Rules," last week. It's not clear who won, but it was clear that neither is the other's biggest fan.

"Constitutionally speaking, Mr. Fowler is the most dangerous regulator ever appointed by President Reagan," Nader said.

"What he [Nader] wants is government control of the information to the public," Fowler countered. "I believe in letting the common man decide things."

"You think I want government control while you're the head of the FCC?" Nader later replied.

In support of his deregulatory agenda, Fowler contended that radio was "news rich" since being deregulated "because the marketplace works."

Nader said there hadn't been a single network TV program on Fowler, because the networks "love" what Fowler has been doing for them. "I want the audience to learn more about you so they can demand that you be fired," Nader said.

During a commercial break, Fowler challenged Nader to come up with "one significant issue" that hadn't been covered by radio and TV. "You," Nader said. "You're wrecking the entire broadcast system. The rights of 220 million are being squelched on behalf of a few corporations."

Conservative commentator Pat Buchanan said conservatives felt that the TV networks had a "consistent bias" against them. Under the status quo, "conservatives have a right to use the national microphone." So conservatives are questioning why Fowler wants to give that away, Buchanan said.

Fowler said he wasn't sure the networks loved the fact that the commission has been authorizing new services that could offer them competition. "I'm not a lackey of any of the networks," Fowler said.

As purported evidence of how "in bed" the Fowler commission is with the industry, Nader cited an FCC pamphlet that explains to the public how to apply for the new Docket 80-90 FM's. Nader criticized the pamphlet for not disclosing that one its authors, Erwin Krasnow, had been senior vice president and general counsel of the National Association of Broadcasters.

Fowler, however, said the pamphlet did note Krasnow's current affiliation with a law firm. Fowler also said that for the pamphlet, which he said is aimed at helping minorities and others get into broadcasting, the commission had asked for help from some private attorneys. "What's wrong with that?" he asked Nader.

posit from the USSR for a television feed during the games, and the LAOOC reached a \$3-million agreement with the Soviets last fall for television rights to the events.

Arledge said it is far too "premature" to consider cutbacks in ABC's extensive coverage, although he said he doubts that will occur. "All the events will still go forward as scheduled," he noted. He also downplayed the possibility that advertisers would need to be compensated for lower-than-anticipated viewing levels.

In New York last Wednesday, ABC Sports Marketing and Sales Vice President John Lazarus told a luncheon audience at the Copacabana that advertisers need not fear a reduction in viewership during the games. Lazarus disclosed that the games are 56% sold, with advertising rates ranging from \$45,000 for a 30-second spot weekdays to \$260,000 for recently sold 30-second spots in prime time. Although he gave no specific total, Lazarus said that 98% of advertising revenue due from Olympic advertisers has already been paid. Sponsors include McDonald's, Coca-Cola, 20th Century Fox, Levi Strauss, United Airlines and American Express. He said advertiser response has been undaunted by the boycott, citing a \$5-million order from an unidentified international corporation received Wednesday morning.

Lazarus said advertisers have been guaranteed a 25 rating in prime time and 17 rating for weekend hours between 10:30 a.m. and 6:30 p.m., local time. He would not comment on reports that the network has lowered rates for some summer Olympic advertisers because of lower-than-expected ratings for winter Olympic segments sponsored by those firms in February. The guarantee ABC is giving includes all dayparts, Lazarus said.

ABC's principal Olympic sportscaster, Jim McKay, told the Tuesday luncheon audience in Beverly Hills he believes the U.S. could win "30 or more" medals if the Soviets and their closest allies stay home. Most affected would be basketball, gymnastics, track and field, wrestling and weightlifting. He noted that during the 1980 summer games, boycotted by the U.S., the Soviet Union won more medals than any nation in modern Olympic history.

Arledge said his personal feeling is that the Soviet decision is because "they are scared to death that their kids are going to defect when they come over here." Although Olympic security "will be as good as human minds can make it," he continued, "there is nothing that can be done to prevent a kid from deciding to stay here if he or she wants to."

The ABC affiliates, meeting at the nearby Century Plaza hotel, learned about the Soviet boycott from Peter Jennings, anchor of *ABC World News Tonight*, in a Tuesday morning scheduled news presentation. Although some station representatives said they were worried about the possible impact of the boycott on ratings, most confessed their biggest concern is whether or not they will be able to obtain a window for late local news broadcasts during the ABC coverage.

NBC paid \$87 million for broadcast rights

to the 1980 summer Olympic games in Moscow. Domestic coverage was canceled following President Carter's April 1980 boycott decision in response to the Soviet invasion of Afghanistan.

Ueberroth said last month ABC has an "opportunity to renegotiate" the amount the committee gets paid if a "major" block of countries does not compete. ABC has \$70 million remaining to pay in its contract, which presumably would be lowered if the boycott is implemented.

ABC also announced some programming strategy designed to maintain its daytime female viewers. Between July 30 and Aug. 10, the network will air 40-minute episodes of the network's top-rated soap operas *All My Children*, *One Life to Live* and *General Hospital*. Ten of ABC's daytime serial stars will appear in 30-second promotional spots offering reasons why viewers of daytime programming should tune in Olympics programming. □

Panel advises press be included in military activity

Report by group of officers and journalists said to propose 'media presence . . . as soon as possible and feasible'; it now goes to joint chiefs for study

The members of the joint chiefs of staff are reviewing recommendations of a special panel of military officers and former journalists that, if implemented, would go far toward meeting the concerns of the press that the military views them with hostility and does not trust them to behave responsibly in covering military operations. The panel says reporters should be regarded as "watchdogs" and that they should be granted access to areas of military operations as soon as feasible. But the panel says reporters who violate voluntary guidelines designed to protect the security of a military operation should be excluded from further coverage.

The panel also addresses an issue of particular concern to the military in a day when television pictures can be transmitted virtually from any piece of ground large enough to hold a portable earth station—the potential breaches of security that could be created by the transmission of live television pictures from a battlefield. The report urges Secretary of Defense Caspar Weinberger to meet with broadcast executives to discuss the "special problems" that can arise from the development of new technologies.

The panel was created in the wake of press criticism of the military for barring reporters last fall from the invasion of Grenada until it was in its third day. General John W. Vessey Jr., chairman of the joint chiefs of staff, who established the panel, appointed as chairman Retired Army Major General Winant Sidle, who had served as chief U.S. spokesman in Vietnam and who is now the top public af-

fairs executive with Martin Marietta aerospace company in Orlando, Fla. The other 13 members are public information officers of the armed services and former journalists, a number of them now teaching journalism. Sidle submitted the panel's report on April 30 to Vessey, and he, in turn, is to submit it to Weinberger along with the recommendations and comments of the five members of the joint chiefs who were also given copies.

The report has not been publicly released, but accounts of it have appeared in the press. And those accounts appear to track the thrust of many of the comments made by media representatives who participated in a hearing the panel held in Washington for four days in February (BROADCASTING, Feb. 13). For instance, the report is said to recommend that "media presence should be as soon as possible and feasible."

It also says the appropriate media role in relation to the military "has been summarized aptly as being neither that of a lapdog nor an attack dog but, rather, a watchdog." The Associated Press quotes Pentagon sources as saying that was intended as a signal to the top military chiefs and Weinberger that they should accept the presence of the press during military operations regardless of their personal feelings toward the media.

The report, in addition, reflects the remarks some of the public information officers on the panel expressed during the hearings regarding establishment of a pool of reporters who would be subject to call on short notice to accompany a military operation without being told where they were going. The panel said such a pool might further the goal of allowing news coverage "to the maximum degree possible consistent with mission security and the safety of U.S. forces."

The 17-page report says that reporters should accept voluntary guidelines to help assure the security of the military missions they cover. The guidelines should be as few in number as possible, the report says. But violations, it adds, "would mean exclusion of the correspondents concerned from further coverage of the operation." And it says the rules for coverage should be set on a case-by-case basis. It notes that the journalists who participated in the hearing supported such rules rather than "formal censorship of any type."

There was no indication last week when the members of the joint chiefs would complete their review of the report and when Vessey would submit it to Weinberger along with the chiefs' comments and recommendations. □

No deal. Sale of two UHF independents in Dallas and Houston to Outlet Communications Inc.—reported in last week's BROADCASTING to have reached handshake stage—apparently went no further than that. Milton Grant, president of both KTXH(TV) Houston and KTXA(TV) Fort Worth-Dallas, confirmed that Outlet was one of several entities with which he had been negotiating, but insisted there would be no deal between two.

Live and in color: the un-doable deed is done on C-SPAN

Fixed focus of House camera is unleashed by Democrats in retaliation for Republicans who monopolized 'special order' time

A funny thing happened last Thursday evening as Representative Robert Walker (R-Pa.) was speaking on the House floor: The camera that has provided live coverage of House proceedings to millions of C-SPAN viewers for the past five years began panning the virtually empty chamber.

The incident was unprecedented. For all of those earlier five years—on order of the House leadership—the camera had remained locked in place, focused on the speaker of the moment. The decision to depart from precedent was made apparently at the direction of Democratic House leadership and, according to House Republicans, was contrived to embarrass the Republican at the mike.

Walker is a member of the Conservative Opportunity Society, an ad hoc group of House Republicans who have been using "special orders"—time set aside at the end of each legislative day—to discuss issues of concern to them and to take advantage of the nationwide television audience provided by C-SPAN.

When Walker realized the camera was panning the row upon row of empty seats, he interrupted his speech to denounce the action. He called it "one more example of how this body is run." That the Democratic leadership could change the rules with no warning, he said, stems from its "arrogance of power."

Walker suggested the camera pan the House floor throughout the legislative day to show that it is often virtually empty. "I want the country to know that there are very few of us that spend much time on this House floor."

When other House Republicans realized what was happening, they went to the House floor to join Walker in his condemnation. Minority whip Trent Lott (R-Miss.) used the strongest language. He said the party leadership received "no notice that this underhanded, sneaky, politically motivated change was going to occur this day or any day." He added: "It is the most patently unfair political thing that I believe I have seen in the 15 years I have been around here."

In response to a parliamentary inquiry from Lott, Speaker pro tem George Darden (D-Ga.) said the camera panning was authorized by House Speaker Thomas P. O'Neill (D-Mass.) and was within his power under House rules.

House Minority Leader Robert Michel (R-Ill.) got in the act a day later. In a letter to O'Neill, which was distributed to the press, Michel called the camera panning "an act of dictatorial retribution against a member of . . . Congress. It is deplorable, not so much because of the act itself, but because of what it represented and the motivation behind it."

The camera panning may have produced an unintended backlash. "It is overwhelming



Republican Walker addressing . . .



. . . an empty House chamber.

to see how many people watch C-SPAN on a daily basis," said Betsy Hancock, Walker's press aide. The morning after the incident, she said, C-SPAN viewers from across the country called Walker to express their support. "There are a lot of people who knew what was going on and were not pleased about it," she said. □

Senate committee tries to unravel interdepartment turf fight

Report says conflict between State and Commerce departments over international telecommunications stems from unclear executive order; says government's policy suffers from jurisdictional overlap

The Senate Commerce Committee will enter the turf battle between the State and Commerce Departments over the responsibility of each in the development of international telecommunications policy. It will express concern that the conflict affects the government's ability to formulate coherent policy in that area, and will say it intends to monitor the situation to determine whether it can be improved administratively, or whether congressional action is required. But in the meantime, the committee will come down on the side of the Commerce Department in

its battle with State.

The committee will offer its views in a report to be published today (May 14) that will accompany a bill authorizing \$15 million for each of the next two fiscal years for Commerce's National Telecommunications and Information Administration. NTIA is the department's expert agency on telecommunications matters. And the committee feels much of the blame for the conflicts between the two departments stems from what it considers the lack of clarity of Executive Order 12046, by which then-President Carter in 1978 established NTIA as a successor to the White House Office of Telecommunications Policy. The committee believes the executive order—because of a turf battle then existing between State and Commerce—assigned overlapping responsibilities to those departments.

Nor was that the only cause of confusion, in the committee's view. It will say then-Deputy Secretary of State William Clark compounded the problem in 1981 when he issued a memorandum indicating that the authority of an interagency task force on protecting privacy would be expanded "to ensure effective interagency coordination of the U.S. for international communications and information issues" and that the Department of State would chair and control the group. Clark cited the 1977 charter for a task force on privacy as his authority.

The committee will say that it is concerned about the effect of the State-Commerce conflict on the ground that it affects international telecommunications policy making. And it will say the manner in which the executive branch sought to address the question of whether international communications satellite systems apart from Intelsat should be authorized is an example of the confusion that concerns it. Instead of differences within the interagency group established by the Clark memorandum—it is now a Senior Interagency Group on Communication and Information—being resolved, two sets of recommendations were forwarded to the White House, one by the SIG and one by the Commerce Department (BROADCASTING, April 2).

The committee believes the issues at stake are too important to the public, the business community and national security to be subject to such disputes. Accordingly, it will say, it will continue to follow developments and to determine "whether the situation can be improved administratively or whether statutory action is necessary." One possibility it will cite is enactment of S.999, "The International Telecommunications Act of 1983," which would create an office of special representative for telecommunications and information within the executive office of the President and an executive branch task force, and assign to both responsibilities now exercised by State and Commerce.

But the committee will also express the view that "NTIA should take a lead role in developing and supporting the U.S. telecommunications industry in both domestic and international markets." □

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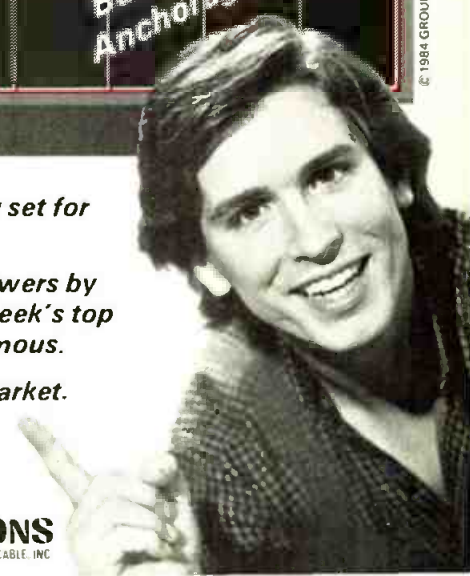
HOT spotlights the explosive quality of today's music videos. Involves viewers by letting them select the hits. Builds excitement with a countdown of the week's top videos. And does it all with the flash and style for which **Bob Banner** is famous.

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NAB '84: The year of the computer

Almost every aspect of a radio or TV station has computerized gear; among the convention's highlights were HDTV camera and studio, MERPS, quarter-inch VCR's, tubeless camera

The most common type of equipment at the National Association of Broadcasters exhibition two weeks ago was not cameras or videotape recorders or monitors or transmitters or any other type of hardware traditionally associated with a broadcast station or production studio. The most common type of equipment was the computer.

Functioning as video editing systems, videographics and weathergraphics generators, special effects devices, automatic videocassette playback machines and electronic newsroom systems, computers were everywhere. Never before have the computers, promising to simplify complex and time-consuming tasks or to enhance creativity or, in many cases, both, seemed so pervasive at an NAB show.

This year's convention was also marked by some traditional television products with some untraditional attributes—an ENG camera without pickup tubes, high-definition television studio cameras boasting twice the resolution of any camera in use today and broadcast-quality videocassette recorders with cassettes no larger than ordinary audio cassettes.

The NAB's radio equipment was more mundane, where interest focused on trans-

mitters, processors, exciters and audio consoles. But even in the older medium there was excitement—much of it over AM stereo and the changes affecting FM stations from the FCC's Docket 80-90.

Editing, Painting, Character Generating

Advancements in the state of the art of editing systems at this year's NAB focused primarily on the goal of designing systems that allow the editor to concentrate more on the task at hand—piecing together finished program product—and less on the mechanical functions of the hardware itself. Advancements in microprocessor technology also helped manufacturers develop faster systems this year.

Several companies exhibiting new or enhanced editing systems appeared to attract a lot of attention, including CMX, Montage Computer Corp., Lucasfilms/Convergence, Ampex and EDCO.

Philip B. Arenson, president of CMX, said that 1984, as evidenced by the systems introduced by CMX, Montage and Lucasfilms/Convergence, represents a turning point in the development of video production editing systems. Exploiting advancements in both the computer and laser disk technologies, he said, "we are moving away from operator number crunching and allowing the editor to deal with the art of combining pictures." The computer and disks, explained Arenson, have advanced in terms of capacity and cost efficiency.

CMX introduced both voice command and touch screen editing options for its 3400 editing systems at the convention. The voice command option, with a 200-word library stored on a floppy disk and priced at \$6,000 (the basic 3400 system starts at \$60,500) allows editors to input commands without remaining at the keyboard. The touch screen option eliminates keystroking altogether, said William Fink, marketing director, CMX, and makes time-code manipulation "as easy as fingertip touch." That option is priced at \$7,000.

The new Lucasfilms/Convergence system was developed through the prototype stage by Lucasfilms. The production company began designing the system in 1980, initially with the film editor in mind, and brought Convergence in the project to manufacture and market the finished product. Like the new CMX and Montage systems, Editdroid has eliminated time-code edit lists in favor of images.

The Editdroid system is priced at \$87,000. The basic configuration includes a touch pad control panel that serves as the editor's link to the system, a keyboard for the entry of information into the memory, and a display monitor. The system's central processor is a 10 mhz 68010 computer. It controls the note pad display as well as two megabytes of random access memory and a 40-megabyte hard disk drive. The system will store more than 80,000 lines of edits and log sheets on the disk database, with over 3,000 lines of edit list capacity and another

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*"The great thing about Bruce's show is its
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Diane Sutter GM

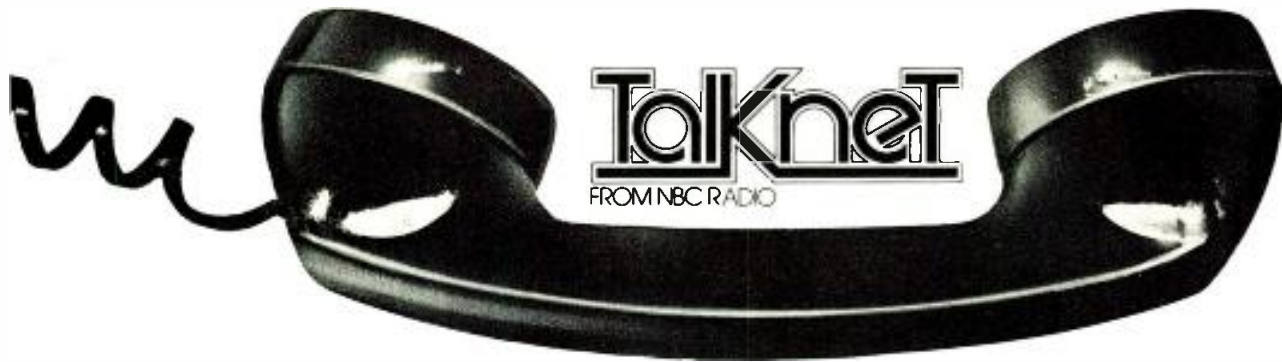
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Harry Schultz

News & Program Director

KPRC, Houston, Texas



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Ampex's AVA-3

3,000 lines of log sheet capacity available.

At the center of the touch pad is a shuttle knob that functions like a speed controller on a flatbed film editing table, controlling forward and reverse speeds. A switch on the top of the shuttle knob permits the editor to quickly pause or go forward or backward one frame at a time. To provide maximum speed, the system was designed to interface with videodisk machines. Existing machines, according to Lucasfilms officials, have the ability to locate any frame in 30 minutes of material within three seconds. Disk technology makes it possible to preview several minutes of edited material in real time, without recording the selections on tape.

Montage was giving group demonstrations of its new editing system on the exhibit floor throughout the convention, and for the most part was booked solid. Perhaps the company's largest obstacle to capturing a large market share with the Montage system is price—the basic stereo system starts at \$164,500 and goes as high as \$262,000.

Montage Computer Corp. President Ronald Barker describes his editing system as a "picture processor," that's similar to a word processor but manipulates video images instead of words. Company officials are promoting the new system as a tool to organize, edit and produce. The system allows for the random organization of clips into any of seven bins: copies, pulls, marks, inserts and discards any image with a single keystroke, and provides random access to any segment in any order, any time, instantly. The Montage trims frames by picture and/or sound,

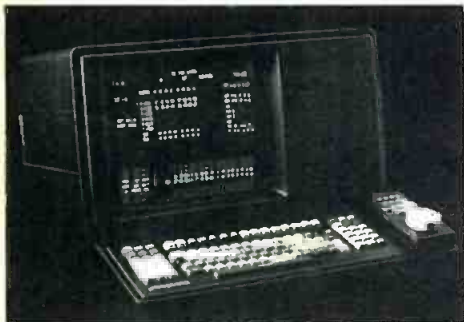
and instantly performs wipes, dissolves, fades or cuts. Among other features, it has an electronic grease pencil for marking frames and a floppy disk drive for an edit list. It has a removable hard disk drive so that a project can be initiated at one sitting and completed later. Company executives claim that Montage is the only editing system that allows changes in editorial decisions at random and instant viewing of results in real time, without recording, dubbing or losing generations.

EECO Inc. introduced a new editing system, called the MME, at NAB. Pricing starts at \$35,000 (up to \$65,000, depending on options) and the system will be available in the fourth quarter of 1984. EECO will market it to facilities houses as well as broadcasters for producing commercials.

Ampex exhibited its three-year-old ACE editing system (between \$50,000 and \$110,000) and Bosch displayed its Mach One system (average \$43,000), which has been on the market since 1979.

Among the new electronic painting systems introduced at NAB this year was the Ampex AVA-3, priced at \$73,500. Ampex said the new system was particularly suited to the creation of video art for television news graphics. Among what the company describes as features "unique" to the AVA-3 system is one called the compose mode, which allows the artist to create images of various types and then manipulate them in any desired composition. A local disk option permits storage of created images in digitized form on Winchester disk drives.

The Winchester disk drive is compatible



CMX's 3400



EECO's MME

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with Ampex's ESS-3 still store system. so that with the addition of an interface unit. the new AVA system can enhance stills in the ESS-3 system.

3M introduced a mid-priced paint system it calls the BFA, priced at between \$32,000 and \$58,000. Featurewise, it has what is generally expected of paint systems today, such as a variety of colors and brush styles and the ability to create innumerable shapes which can be enlarged, reduced, rotated, copied, etc. The company is banking on what it describes as the "affordability" of its system to make it attractive to the local station market.

Aurora Systems, which has had a high-end (\$100,000 range) graphics system on the market for several years now, introduced several new features. New software packages allow users to create three-dimensional effects: signatures and additional white-ons of all kinds can be animated in real time; frame-at-a-time animation recording capability; preview channel sequencing, and compositing.

Computer Graphics Lab Inc. had its Images II graphics system on display, a unit that on average sells for \$75,000. The computer added software that allows the creation of sophisticated business graphics.

Thomson/CSF's Vidifont V system was also displayed. It's priced at between \$70,000 and \$100,000. New features included two-frame memory and full font compose. Weather and sports graphics have also been expanded.

MCI/Quantel, which offers the high-end Mirage digital effects systems and Paint Box unit, displayed in its suite a prototype of a new electronic animation stand. Designed for the Paint Box system, it's intended to eliminate much of the time-consuming work associated with conventional random access real time picture store and able to assemble frames of video and edit on demand.

In the digital effects area, MCI Quantel introduced its new Mirage Macro DVE system. It has all the manipulative power of Mirage, but does not require an individual composing station, according to the company. But with a \$338,000 price tag, it's only slightly cheaper than the basic Mirage (\$350,000).

MCI/Quantel also introduced a somewhat less expensive system (\$183,000) called the Encore, targeted to the teleproduction and broadcast station market. It includes a single channel processor and an integral combiner, permitting up to seven units to be linked together and separated as required.

Ampex introduced an enhanced version of its ADO DVE system. The ADO effects options include mosaics; posterization/solarization; a separate high quality external key processing channel; freeze; strobe, and soft key edges.

In the character generating area, MCI/Quantel introduced the Cypher, priced at about \$102,000. Dubner's CBG character generating system added additional hardware and software in an attempt to deal with aliasing, a ragged stair-step effect common to computer-generated images. The basic concept has been to add 16 million interme-

diolate shades at color boundaries that blend the "jaggies" out.

Chyron Corp. said it doubled the memory capacity of its Chyron IV character generator system. New effects include 3-D rotation, pinwheeling, custom edges, faster scaling and resizing, and added depth and perspective to graphics. □

Camera News: Solid State and HDTV

The much-heralded solid-state camera from RCA was the convention's big camera news. The CCD-1, as the camera has been dubbed, employs three tiny chips or charge-coupled devices (CCD's) in lieu of conventional pick-up tubes. Each chip is crammed with more than 200,000 light-sensitive elements that convert an image focused on the surface of the chip into a video signal. The chips endow the camera with some remarkable attributes, which RCA demonstrated continuously at its booth. Among them: a 62 db signal-to-noise ratio, freedom from image lag and burn-in, high dynamic resolution, low light sensitivity and immunity from magnetic fields.

To create the CCD-1, RCA yanked the tubes out of its HC-1 camera—the front end of its Hawkeye recording camera—and retrofitted it with the chips. As a result, the CCD-1 has the same dimensions as the HC-1, which has received low marks from some broadcasters because of its bulk.

According to Charles Gaydos, RCA's director of marketing services, RCA has about 30 firm orders for the CCD-1, which sells for \$37,500 apiece. What's more, he said, "we have a lot of handshakes, yeses and nods that the sales staff is still working on."

When RCA announced the CCD-1 at a press conference a few weeks prior to the NAB, it promised that it would press ahead with the technology and develop CCD cameras for EFP and the studio. At a suite in the Riviera hotel during the show, RCA underscored its promise with a demonstration of

an experimental CCD camera for EFP.

The "breadboard" camera, which was demonstrated for group after group of broadcast engineers, had greater horizontal resolution than the CCD-1 and featured continuously variable shutter speeds from 1/60th to 1/500th of a second. The high-speed shutter in combination with the inherent dynamic resolution of the CCD chips produced excellent slow-motion and stop-action in RCA's taped and live demonstrations without the blurring associated with the effects derived from conventional tube cameras.

Presumably for competitive reasons, RCA was rather mysterious about how the experimental camera worked, but Thomas Gurley, unit manager, advanced equipment engineering, who conducted the demonstrations, parceled out a few clues. The EFP camera employs at least four chips that are different from, but that possess the same number of picture elements as the chips used in the CCD-1, he said. The camera also features a new optical system—lens and prism—that was specially built for it by Angenieux, he said. The new chips and optics, he said, work together to increase the horizontal sampling, ameliorate aliasing and, in effect, improve the resolution.

High-speed shutters have been tried on tube cameras, Gurley said, but they never proved practical because of the image lag and low light sensitivity of the tubes. The CCD chips suffer from neither limitation, he said. The experimental camera, he noted, has an automatic iris that opens wider as the shutter speed is increased.

Gurley was uncertain how long it would take to bring a CCD EFP camera to market. At this point, he said, RCA isn't even sure that the technique it used to achieve the higher resolution in the experimental camera is the right way to go. The "real solution" to improved resolution with the chips is cramming more picture elements on each of the chips, he said, but it's costly. If the number of picture elements were doubled, he said, the chips would cost 16 times as much.

With the introduction of its CCD-1, RCA has jumped out ahead of its competitors in an increasingly tough camera market. Other major camera manufacturers are presumably working hard to catch up, but Gurley said it will not be easy. The "architecture" of the RCA chips is no secret, he said, but how to manufacture the chips in large quantities is.

Without question, the most impressive camera on the exhibit floor was the Sony HDTV electronic cinematography camera. Built to the NHK HDTV production standard, the camera produced a picture with 1,125 vertical scanning lines, a 5-to-3 aspect ratio and twice the horizontal resolution of conventional television cameras. Unlike HDTV cameras shown at earlier NAB shows and technical conferences, the camera, which used three 25 mm diode-gun tubes, was designed with the operational features of a film camera. For instance, the camera accepts fixed focal-length lenses.

The camera was supported by a complete array of HDTV production equipment, including a camera control unit, a one-inch videotape recorder, 13-inch and 20-inch



RCA's CCD-1

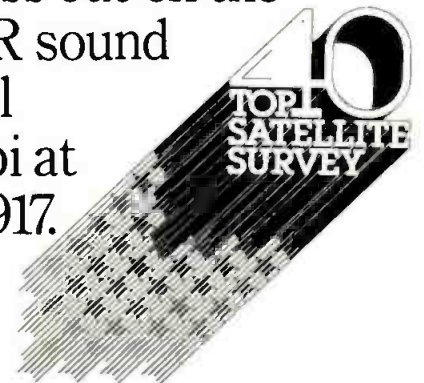
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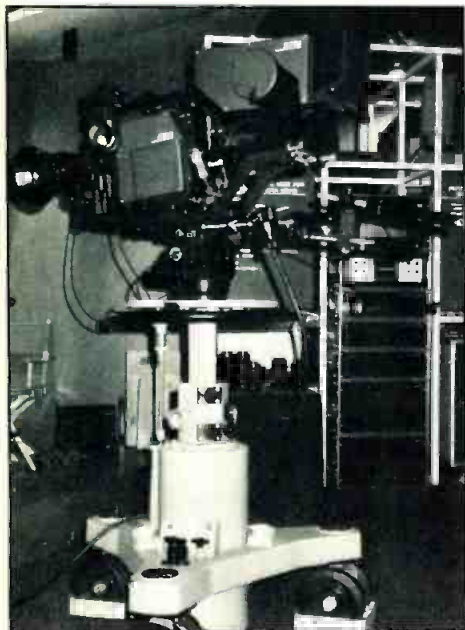
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And it was all for sale. Sony said it decided to make the gear available in response to demand from research laboratories and motion picture companies that want to begin experimenting with the high-resolution medium. Sony was not saying which labs or film companies were interested in buying. So far, only CBS has confirmed that it has taken delivery on a system. It plans to use it in the development of its two-channel HDTV transmission system. A complete system costs close to \$1 million.

Although some Japanese manufacturers are pushing the NHK standard as the world standard through various standards-setting committees, William Connolly, president of the Sony Broadcast Products Co., insisted that Sony was not trying to force the standard by introducing the equipment at the NAB. Indeed, Sony said it was warning potential buyers of its HDTV gear that a different standard may be adopted and that the gear may one day be incompatible with future systems.

Further evidence that HDTV is on the way was in the Ikegami booth. The Japanese manufacturer showed two HDTV cameras, built to the NHK standard—the HDK-1125, television studio camera with one-inch pickup tubes and zoom lens and automatic setup capability, and the EC-35HD, an electronic cinematography camera. Ikegami also demonstrated the TM-751H 30-inch high-resolution monitor.

Sharp closed in on the high-end ENG market with the introduction of the XC-900D diode-gun Plumbicon camera. "For less than \$20,000," Robert Garbutt, general manager of Sharp's professional products division, "the XC-900D offers features and performance up to now available only in \$40,000 cameras." The ENG camera became an EFP camera with the addition of a

studio-quality lens and viewfinder and the triax cable system (XC-803TX), which permits remote control of the camera from a mile away and costs less than \$10,000.

In other camera developments, Sony expanded its line up and down. It went up with the BVP-360, a new EFP camera that sells for around \$60,000, and it went down with the BVP-150, a low-cost ENG camera, and the Newsmaker, a lowcost (under \$10,000) unitized half-inch recording camera that is being positioned by the Sony marketers as a backup to Sony's Betacam recording camera. According to Sony, the BVP-360 features an optical system that improves its light sensitivity by nearly a full f-stop and the ability to operate with triax cable.

The Search For VCR Standards

The question of standards for small-format videotape recorders—quarter-inch and half-inch—came a bit closer to being answered during the NAB. When coupled to compact ENG cameras, the small-format recorders form recording cameras, the video analog of a 16 mm camera that can be operated by one person. On the half-inch side, it appeared that Sony was making progress in establishing its Beta-format system as the de facto standard, outpacing Panasonic and RCA, proponents of the incompatible M-format. And on the quarter-inch side, it appeared that Bosch and Hitachi were well on their way to reaching a "compromise" standard.

Slowly, Beta-format equipment is making inroads in the U.S. market, despite the refusal of the broadcast networks to buy any half-inch equipment because of the lack of standardization. Sony passed out at the convention a long list of stations that have acquired at least one piece of Betacam gear. Sony also demonstrated it intends to fully support the Beta-format with the introduction of a developmental encoder/decoder for transmitting Betacam analog-component

signals via microwave. Such gear would obviate the need for converting to the composite NTSC signal for microwave hops—a process that degrades picture quality. All of the small-format recording products are analog-component systems of one sort or another.

But the half-inch battle is far from over. Panasonic went to the NAB convention with some enhancements for its M-format studio record/playback unit, including Dolby C noise reduction and a built-in time base corrector.

While the half-inch proponents have been knocking heads, Bosch and Hitachi, makers of incompatible quarter-inch tape formats, have been working hard through a committee of the Society of Motion Picture and Television Engineers to achieve a compromise standard. In early April, they declared that they had agreed on a tentative standard, essentially an improvement on the Hitachi system. Before the standard can be set, however, Hitachi must demonstrate that the improved system meets certain subjective performance criteria with oxide tape.

At the show, Hitachi was showing prototypes of its recording camera recorders, players and record/playback units built to the tentative standard, but was not quoting prices or making definite promises on delivery. Bosch, meanwhile, showed once again a line of equipment based on its Lineplex system. According to Bosch Vice President Anthony Pignoni, Bosch will not drop the Lineplex until it is sure the compromise system not only meets the requirements of the SMPTE committee, but also of the European Broadcasting Union. Bosch does not want to lose the European market because of a precipitous move to the compromise standard.

The third player in quarter-inch is Philips. It entered the market at the NAB with a recording camera system based on the Bosch Lineplex format. The Philips system is built around the LDK-54, a camera that features three HS (high-stability) two-thirds-inch Plumbicon tubes (XQ-4187) and automatic set-up capability. All the quarter-inch tape

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and editing equipment in the Philips booth was Bosch equipment with the Philips label attached.

At least three MERPS (multiple-event record/playback systems) attracted a lot of attention at the NAB—the MVP-100 from Panasonic, the Betacart from Sony and the ACL-3000 from Asaca Shibasoku Corp. of America. There are two types of MERPS. The first is the multicassette machine, a video jukebox in which a large number of cassettes are held in a magazine and a mechanism is commanded to select a certain tape and insert it into a tape deck. The second is the multi-transport machine, in which cassettes are manually loaded into a bank of tape decks that are operated by a controller that interfaces with the decks.

The Sony Betacart and the Asaca ACL-3000 are multicassette machines. (Because it is usually necessary to load decks while others are playing or set to play, both of the machines feature more than one deck as well as multicassette magazines.) The Betacart incorporates four half-inch Beta players and can hold up to 40 Beta cassettes. According to Sony, the Betacart was built to CBS user specifications and the network has ordered one of the systems for playback-to-air of news reports. The ACL-3000 can handle up to 300 cassettes. One of the two ACL-3000 units shown at the NAB employed Sony half-inch decks; the other, consumer half-inch VHS videocassette recorders. The Panasonic MVP-100 is a multi-transport machine. It permits the operator to control 12 M-format decks.

The one-inch videotape market, which has been dominated in the U.S. for the past several years by Sony and Ampex, was relatively quiet at the NAB this year. Hitachi, which is eager to make its mark on the market, introduced a new machine and RCA began marketing in earnest the Ampex VPR-

3 and VPR-80 under its own label as the TH-900 and the TH-400, respectively.

The Hitachi HR-230, selling at around \$80,000, is designed (and priced) to compete head-on with the Ampex VPR-3 and the Sony BVH-2000.

RCA believes there are good reasons for broadcasters to buy VTR's from it rather than Ampex. Among them, said RCA's Charles Gaydos, are field and emergency service, parts support, technical seminars and financing. He said that Ampex and RCA have been acting like competitors. The two have gone head-to-head on a few deals, he said, and "they've won some and we've won some."

The heart of the digital studio, which the television industry seems to be moving toward slowly, but inexorably, is the digital videotape recorder. Major manufacturers of VTR have shown prototypes of such machines at trade shows and technical conferences for the past few years. At its suite in the Tropicana hotel, Sony demonstrated a digital VTR that went far beyond those previously shown. Sony's new prototype used cassettes instead of open reels and the tape width was 19 mm (around three quarters of an inch) instead of one inch.

For the demonstration, Sony had two 19 mm cassettes. One, about the size of the three-quarter-inch U-Matic cassette, had 32 minutes of recording time; the second, much smaller in length and width, possessed about 10 minutes of recording time. Despite the differences in their sizes, both slipped into the same tape mechanism. A technician, who demonstrated the machine, said Sony's goal is to increase the recording time on a single cassette to a minimum of one hour.

Through various industry committees, the broadcasters have indicated that when they want to digital recording, they want to move to cassettes—in all applications, from studio to ENG—at the same time. The threshold question in trying to determine standards for the digital videocassette machines is what should the tape width be. Although the European Broadcasting Union has already settled on 19 mm, the digital VTR working group of the Society of Motion Picture and Television Engineers, the U.S. standard-setting organization in this area, is still wrestling with the question. Some companies, notably Ampex and RCA, are pushing for one inch, while others, notably Sony, are pulling for 19 mm.

According to a paper handed out in the Tropicana suite, the purpose of building the machine was to demonstrate the "reality of positions" Sony has taken in standards work and to investigate the "various mechanical problems associated with the cassette loading and threading process as well as . . . the overall recording and playback capabilities . . ."

A Sony technician, who was conducting a demonstration, said one of the reasons Sony favors the 19 mm tape size is because it permits a much smaller cassette deck than one-inch tape would. The wider the tape, he said, the greater the amount of tape that has to be wound through the tape mechanism.

Sony also showed a digital machine with

the 19 mm tape on open reels in the suite. The machine was developed to allow Sony engineers to experiment with various signal formats on the tape without regard to the mechanical problems created by the tape.

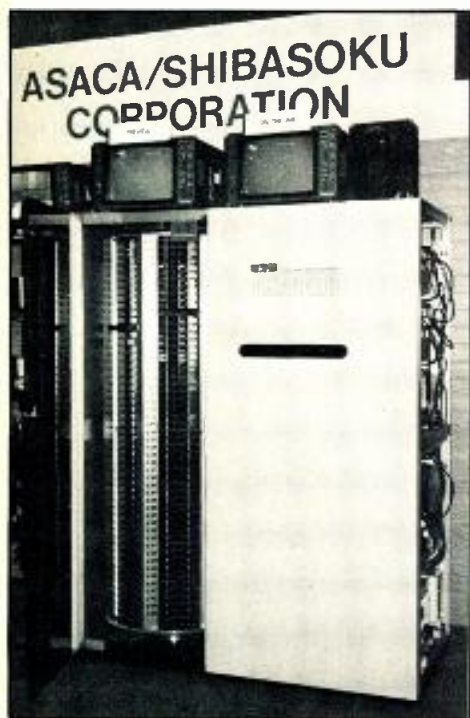
Both machines incorporated new processors that were one-third the size of, yet better than, previously demonstrated processors. "Improvements have been made in the areas of error protection capability, picture quality in play and, in particular, stunt mode," Sony said. Based on the world digital studio standard, the digital component machines sample the luminance signal at 13.5 mhz and the two color-difference signals at 6.75 mhz.

The New Look Of Transmitters

A number of manufacturers introduced television transmission equipment during the show. Harris had its new VHF and UHF transmitters. The Harris TV-30H is a high-band 30-watt VHF transmitter that, Harris said, will be compatible with the comb filters and synchronous detectors in newer receivers and with multichannel television sound. Other than the visual cavity and the cooling system, which were designed for peak performance at 30 kilowatts, the TV-30H is essentially the same as Harris's 50-kilowatt highband transmitter. Harris's new TVE-60S 60-kilowatt UHF transmitter incorporates the latest in energy efficiency technology and, according to the company, "is some 15 kilowatts lower in overall power consumption than its nearest competitor." Some of the power efficiency stems from the transmitter's use of the Varian five-cavity VKP-7550 S-series klystron tube.

To introduce its new line of VHF transmitters, Townsend Associates Inc. displayed at the convention the TA-25 TTH, a 25-kilowatt highband VHF transmitter. It uses solid-state electronics up to the final stage, which employs an Eimac triode tube. The Westfield, Mass.-based manufacturer also introduced a "universal" amplifier—it can accept klystrons of any power built by any of the three major tube manufacturers—that will be incorporated into Townsend's new UHF transmitters and can be incorporated into transmitters in the field to increase their power. At the show, the amplifier was shown with an English Electric Valve K-3170W, 20-kilowatt klystron, a Valvo 1265, 60-kilowatt tube and a Varian VA-953-SL 60-kilowatt tube. For the low-power television market, Townsend demonstrated a one-kilowatt UHF transmitter, the TA-1000 NTU. The unit, which draws 6,000 watts of electrical power from a 230-volt outlet, is available with one of two exciters and with either a diplexed or multiplexed output.

UHF broadcasters that plan to pull out all the stops may want to look at RCA's new TTG-100U transmitter that can, with the right antenna system, generate up to five megawatts of effective radiated power. Like the RCA G-line transmitters for VHF broadcasting, the TTG 100U is solid-state except for the two power amplifiers, which are driven by high-power klystrons. The transmitter, RCA said, was designed to pass mul-



Asaca's ACL-3000

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tichannel sound signals without difficulty.

Transmission engineers also had a number of antennas to check out at the show. RCA was selling two new circularly polarized VHF transmission antennas at the show: the TDM-5A, a low-band antenna, designed to replace horizontally polarized Superturnstile antennas, and the TCL-14, a high-band antenna, that, RCA said, "produces a power gain of approximately seven in each polarization." Harris introduced the Wavestar slotted waveguide antenna for UHF. According to Harris, the antenna enjoys the advantages inherent in waveguide technology—greater power handling capability and reliability and simpler construction. Five of the antennas have already been sold, it said—KHBS Fort Smith, Ark., is awaiting delivery of the first.

A new broadcast service on the horizon is multichannel television (MCTV) or wireless cable. With a combination of 2 ghz channels allocated to the Instructional Television Fixed Service and to the Multipoint Distribution Service, entrepreneurs are planning to broadcast multiple channels of pay television to subscribers equipped with microwave antennas and receivers and compete with cable. If MCTV proves feasible, demand for 2 ghz transmitters will increase dramatically. Among the companies prepared to meet that demand at the NAB was EMCEE Broadcast Products of White Haven, Pa. It showed the new (not yet type accepted) TTS-10GA 10-watt, solid-state

transmitter, which features an RCA modulator. According to EMCEE's Jim DeStefano, the unit will sell for around \$21,500. For MCTV broadcasters desiring more power, he said, the TTS-10GA can be used as an exciter to drive the TSA-100 100-watt amplifier, which sells for \$17,500.

Weather Display, Electronic Newsrooms

More and more television stations are relying on sophisticated graphic displays for their up-to-the-minute weather reporting, and those broadcasters had plenty to choose from this year. The greatest competition appeared to be in color weather radar display systems.

New from Kavouras this year was a real-time Doppler radar colorization system. The Doppler system allows stations to show wind turbulence occurring as weather changes, especially helpful in predicting tornados and other severe storms. The Triton System was developed by Kavouras in association with the Collins Division of Rockwell International and utilizes the previously-announced Triton-X high resolution graphics display system. Both units rely on the dial-up RADAC Color Weather System.

Advanced Designs Corp. was also taking orders for its DOPRAD II high-resolution Doppler radar system. The DOPRAD updates ADC's earlier DOPRAD I unit, which can be retrofitted for about \$70,000. The DOPRAD II system was being sold at the

show for about \$96,000. Enhancements include real time pan and zoom using joystick of keyboard, fast-frame looping with variable speed, and 16 independent graphic display levels. ADC, based in Bloomington, Ind., offers three operational modes for the DWR-200 for detection with and without Doppler.

Alden Electronics, displaying at the NAB for the first time, unveiled its C-2000 series of color weather display systems. The display, which relies on the dial-up RRWDS feed from 70 National Weather Service radar sites, is a modular design, allowing the user to expand in stages. The 2000-R has six color levels and has both stand-alone and looped capability.

R-Scan Corp. introduced its LPATS (lightning position and tracking system), which provides an animated lightning location sequence for graphics system via a data line. The system can be interfaced or use its own color displays.

ColorGraphics, which is also involved in selling newsroom computers and graphics systems, was displaying its LiveLine continuously updated color graphics and information system, developed in association with Weather Services International. ColorGraphics has also teamed with Accu-Weather Inc. for feeds of weather forecasts and video material. LiveLine, which comes in an optional ultra-high resolution configuration, uses a micro-computer with hard disk and floppy disk drives. It stores maps, complet-

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ed graphics, surface data, satellite and radar images. At its own booth, WSI was demonstrating its custom and weather graphics packages, in addition to its real-time weather data transmissions.

Beston/McInnis-Skinner presented an updated Weathergraphics system, dubbed Data-Graphics. From its computer it generates base weather and news graphics, maps, charts and animation. These are in addition to the Kansas company's news computer system and script-prompters.

Environmental Satellite Data Inc. took the wraps off its new PMT-100 low-cost weather graphics display and production system, which includes RRWDS local color radar displays, Doppler radar display, and data acquisition/storage. The basic system is priced below \$30,000.

There was some speculation that the elections of 1984 have helped spur interest in newsroom computer systems. Whatever the reason, a growing number of stations are buying the systems, and finding more variety and lower prices available.

BASYS, which has several full-scale systems already on the market, introduced Personal Assistant, a low-cost version of the News Fury system which relies on an IBM personal computer. BASYS is one of many companies that appears to be satisfied that IBM-compatible programs are a safe bet for the future. BASYS announced during the convention that it has contracted with NBC for rental of a computer newsroom system to cover both the major party conventions this year. The four computers involved will support 60 or more terminals and other devices. BASYS will provide software and technical support.

IBM and Kaman Sciences Corp. announced that they will jointly market an interactive computer software program for scheduling and billing purposes. The Kaman System also include word-processing elements and future plans include a news writing and archiving function. Kaman and IBM had adjoining booths on the floor this year, with Kaman relying on IBM System/38 hardware for its programs. An IBM representative said the news program should be available within "the next year or so." Current broadcast management system software costs about \$100,000.

Jefferson-Pilot Data Systems, also heavily involved in broadcast management programs, unveiled its ENP Electronic News Processing system at the convention. The program can be used for large and small newsrooms, radio or television. Designed for use with the IBM personal computer, the ENP system includes assignment, wire service monitoring, scriptwriting, production, archive and remote functions. It can be used remotely with a telephone-line interconnection. Jefferson-Pilot is also selling its Newsfile news archiving system separately.

Two expandable new processing systems were on display, both designed to expand as broadcaster's needs grow. QuantaNews, a new system from Salt Lake City-based Quanta Corp., is a microprocessor reliant program that allows for wire service interface, word processing, line-up formats,

multilevel search and retrieval and archiving, among other features. The QuantaNews system can be used on a standalone or network basis.

Columbine Broadcast Information Systems demonstrated its News Archive Module, a news archiving and retrieval program, along with a previously-introduced spectrum of broadcast information processing and management systems.

UPI was also offering an all-inclusive computer system, the UPI-1, which includes a newsroom and business/traffic program. The newsroom program, using a Zenith personal computer, is designed to be used with UPI's customized wire service system for monitoring, storing and editing wire copy. The Associated Press also displayed a computer-based wire service receiving, printing, and editing system with word processing capacity.

Growing AM and FM Excitement

Buying and selling on the radio side of the NAB exhibition was given a boost this year by mounting interest in AM stereo and new FCC rules that authorize the creation of hundreds of new FM stations and provide incentive for many existing FM's to increase their radiated power.

Representatives of Harris and Continental, major transmitter manufacturers, said they observed a noticeable increase in interest in FM transmission systems on the floor due to the FCC's docket 80-90, which authorizes the creation of up to 1,000 new FM stations and calls for Class B and C stations to upgrade facilities by March 1, 1987, or risk downgrading to a lower class. Both companies said they are aggressively going after broadcasters who need to upgrade.

Broadcast Electronics garnered a large measure of attention with its new microprocessor video diagnostic system which can be purchased as an option for its existing 1.5 kw, 3.5 kw and 5 kw FM transmitters. The unit can constantly monitor power output and note exact broadcast times, Larry Cervon, BE president said. The latter will be a regular feature of the company's new 30 kw FM transmitter to be introduced next year, Cervon said. BE also exhibited two new low power FM transmitters (250 watts and 300 watts) at the show.

Other new transmission equipment on the floor included QEI Corp.'s 30 kw FM broadcast amplifier and McMartin Industries BTL-10 FM translator. Continental Electronics was showing its new 60 kw single tube transmitter while Harris introduced a new 50 kw medium wave transmitter for AM stations.

In the crowded field of audio consoles, many radio engineers at the NAB pointed to Pacific Recorders and Engineers as having an extremely sophisticated line of equipment. On display were the company's premiere BMX audio on-air consoles; its eight-track ABX console series introduced last summer, and its new AMX four-track console similar to the ABX line.

The AMX line models allow stations to do more live multitrack studio recording,

which, according to PRE sales executive Michael Yule, seems to be a growing trend among medium and large broadcasters. The company sold six units during the show, Yule reports. The AMX models range from \$15,000 to \$30,000; the ABX series from \$20,000 to \$40,000. All have stereo capability.

Among the other companies positioning themselves to capture a bigger share of the audio console market are Ward-Beck, which debuted two new stereo consoles exhibiting microprocessor rather than manual control for primary switching functions; McCurdy Radio Industries, which unveiled its new 10-channel SS8800E solid state switching consoles; Harris, which introduced the Medalist 12, a 12-channel AM/FM stereo console designed for either on-air or production work, and Arrakis Systems, which showcased its 3000 modular audio console series, comprising three mainframe designs.

Circuit Research Laboratories (CRL) was showing its AM stereo processing system for the first time at this year's NAB, even though the first unit was installed at KFI(AM) Los Angeles last September. Although CRL's unit was shown at several different exhibit booths feeding Motorola's C-Quam stereo signal, CRL sales manager Bob Richards was quick to point out that CRL's gear is compatible with all four AM stereo systems.

Richards said because of the company's AM stereo research it has developed improved circuitry for its SMP800 FM audio limiter.

CRL also had a new modular FM stereo generator which digitally synthesizes the signal as well as an FM stereo processing unit, which entered the marketplace two years ago.

Across the aisle at Orban Associates Inc., new ancillary audio processing equipment was being spotlighted. Among the new items were a loudness indicator, which measures peak and average audio levels; the Orban model 412A audio compressor/limiter for production and remote links, and the Orban 8100A/XT six-band accessory chassis for the company's Optimod FM processor (which has a built-in stereo generator), giving what Orban called a "denser" sound to all formats.

In addition, Orban had its Optimod AM stereo processing unit on display which is also compatible with all four AM stereo systems. Jesse Maxenchs, Orban's marketing manager for broadcast products, said the AM processor has gained wide acceptance from many overseas radio stations since it was first introduced about two years ago.

Also highlighting new audio processing equipment in both mono and stereo were Gregg Laboratories and Audio Design/Cal-rec.

There was no doubt that AM stereo equipment remained foremost on the minds of many AM broadcasters. And with Motorola gaining momentum in the standards fight, (BROADCASTING, May 7), Broadcast Electronics, Delta Electronics and TFT showed new exciters for generating Motorola's C-Quam stereo signal, but only Delta's unit has been type accepted by the FCC.

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Programming

ABC affiliates and sun shine in LA

While stations are worried about Olympics pushing back 11 o'clock news, there is general satisfaction over fall lineup, sales reports and network's news programming

Network affiliates meetings, which as a rule convene at the Century Plaza hotel in the sunny spring weather of Los Angeles, generally take on the atmosphere of giant pep rallies where network executives and station managers cheer each other on to greater ratings and clearance heights. And if things aren't going too well for the network at hand, the closed sessions among executives from both sides can get a little stormy.

But at ABC's meeting last week, the emphasis was more on the pep rallying than on the controversy. The biggest bone of contention centered on the upcoming summer Olympic games in Los Angeles, but had nothing to do with the Soviet Union's announced pull out last week (see "Top of the Week"). Instead, the concern came from stations in the Eastern time zone that are worried about losing their late night news audience to their competition after three weeks of postponing 11 o'clock news to midnight or later.

At a closed session with network executives, Roone Arledge, president of ABC News and Sports, indicated that ABC would do its best to give affiliates a two-minute news window at 11 p.m., and, "wherever possible," a five-minute window. Arledge was said to have ruled out a 10-minute window, which some affiliates argued was necessary to present adequately even the sketchiest news report.

But even with the commitment to a two-minute window, sources said, Arledge left himself a little running room in case that becomes impossible. He was said to have told affiliates that, in some instances, any news window placed exactly at 11 p.m. might be a "genuine problem," if an event, such as a basketball game, was very close and in the last minutes of play. He was said to have ruled out delayed broadcasts as unfair to viewers, comparing that to a tape delay of the Super Bowl.

Arledge's sensitivity to the issue was questioned, sources said, when at one point during the meeting with affiliates one station manager noted that his news is his livelihood and that "I've got to be as careful with it as a mother sow guarding her little pigs." Arledge responded with, "Just don't be a hog about it." His remark was said to have brought some laughter from the group, but others, from stations in the East, resented the "intemperate" nature of reply, as one in attendance put it.

One general manager at the meeting, from a station on the East Coast, expressed his



Arledge

fear of the "potential devastation for those of us in tight news races," who will be forced to go with a delayed late newscast for three weeks. "It scares the hell out of us," he reportedly said.

The same manager also queried Arledge on the network's policy of providing outtakes to competing stations for news coverage purposes. As a courtesy, all three networks generally provide all stations with outtakes of special sports programming for newscasts. At the meeting, Arledge was said to have told the affiliates that the network reserves the right to hold outtakes until midnight on the day of coverage but that if ABC affiliates wanted footage for their 6 p.m. broadcasts, precedent dictated that all stations then be granted that courtesy. "And if we let it go at 6 p.m.," Arledge told the affiliates, "that's it," meaning that all stations could then use the outtakes during 11 p.m. newscasts when ABC affiliates will be airing their final half-hour of Olympic coverage.

Given the uniqueness of the circumstances, however, there was some sentiment at the session that the network ought to break with precedent, and perhaps serve only ABC affiliates with outtakes for 6 p.m. newscasts and make everyone else wait until midnight. That way, said one ABC affiliate, the competition won't be able to "beat our brains out [with outtakes]" during their 11 p.m. news programs. As one affiliate candidly put it, Arledge should "just tell them to screw, it's [ABC's] footage." And while there was support for that position among affiliates, Arledge did not respond directly to the proposal, sources said.

Aside from that issue, meetings between affiliates and network officials were reasonably cordial. Programming in general was not a big issue, sources attending the sessions said. "There is a great deal of satisfaction

with the May schedule," said one source. Affiliates also expressed satisfaction with the move of *Nightline* back to a half-hour format and bringing *Monday Night Baseball* back to an 8 p.m. starting time so that overruns into late night news are avoided.

The network's evening news program, *World News Tonight* with Peter Jennings, has strong support from affiliates. The program appears to be gaining ground against NBC (it tied NBC for second place with a 10/20 for the week ending May 5, compared to 12.2/24 for CBS) and Jennings' popularity with viewers appears to be growing according to ABC research.

At a business meeting of affiliates last Tuesday, Jake Keever, head of network sales at ABC, painted a rosy picture of sales this year and for next season as well. The research indicates, he said, that 1984 network sales will be up between 17% and 19%, while national spot activity may be up between 13% and 15% and local sales may approach an increase of between 15% and 17%.

And despite last week's announcement that the Soviets may not participate in the upcoming summer Olympic games in Los Angeles, Keever said network spots for the games will be sold out "very soon." And he stressed that would be the case regardless of what action the Soviets take. (They have until June to make a final decision; see "Top of the Week.")

Keever, acknowledging a less than spectacular second quarter, said the network was still selling the quarter, but that when it closes, "second quarter prime revenue will exceed last year's by a considerable margin." He said that for the third quarter, cost-per-thousand rates were up 8% to 10% over this past season's upfront market. As for the next upfront season, which would break in the next few weeks, Keever said the network estimates "better than 10% upfront budget increases and [we] also look forward to a strong scatter marketplace."

He said that daytime scatter sales in the first, second and third quarters moved earlier than the prime scatter market. With the network's daytime ratings leveling off, said Keever, "agencies and clients are rushing to secure lower priced units." He maintained, however, that ABC was getting "the most of the best during the day"—women, 18 to 49.

Keever said the three network news divisions will generate \$1 billion in combined revenues. He said that advertisers "recognize the efficiency of the news audience and the economy of its cost."

With the cutting back of *Nightline* to its



To the chief. The ABC Network Television Affiliates Association honored Brandon Stoddard (l), president of ABC Motion Pictures, for "his contributions to the success of ABC's highly-acclaimed movies and mini-series." Making the presentation was Thomas B. Cookerly (r), chairman of the affiliates board and president and general manager, WJLA-TV Washington.

original half-hour format (11:30 p.m. to midnight). Keever said the program "may well generate more revenue than it did in its hour format." That, he said, was due to improved clearances and ratings since *Nightline* went back to a half hour last winter.

Automobile and beer companies have already renewed *Monday Night Football* schedules, said Keever, to the tune of a combined 11 minutes per game. The new NFL schedule, it's believed, should not produce the one-sided, boring games that seemed to dominate last season's *Monday Night Football* slate. Keever added that the Supreme Court's decision on the college football and the National Collegiate Athletic Association's role there, expected in June, "will provide better insight as to the whole fourth quarter for sports."

Good Morning America, said Keever, was sold out through the fourth quarter, and that unit prices are up 17% over last year.

Keever voiced one potential problem—the lack of sales growth among the top packaged goods advertisers, a group that represents about two-thirds of network business. The 15 packaged goods companies on the list of top-25 network advertisers, he said, accounted for only 1% growth—virtually flat. The 10 non-packaged goods companies (including beer, fast food, retail automotive, telecommunications and computers) on the list, however, grew a combined 27%. "Our industry could have long-range problems,"

Affiliate elections. Frederick R. Barber, Jr., vice president and general manager, WSB-TV Atlanta, was elected last week to succeed Thomas Cookerly, president and general manager, WJLA-TV Washington, as chairman of the board of the ABC Television Affiliates Association. Barber has been vice chairman of the affiliates group for the past year. Joseph Jerkins, vice president and general manager of WWUE-TV Austin, Tex., succeeds Barber as vice chairman. John L. Greene, senior vice president and general manager, WRAL-TV Raleigh, N.C., and L.D. (Nick) Bolton II, vice president and general manager, WBRC-TV Birmingham, Ala., were elected secretary and treasurer, respectively. They were also elected to two-year terms on the board. Jerkins and Edwin J. Lasko, executive vice president and general manager, Cedar Rapids Television Co., were reelected to two-year terms. Former board chairman Robert E. Rice, president and general manager, WRAU-TV Peoria, Ill., retired from the board. Cookerly remains on the board as immediate past chairman.

**WHAT IS
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**KNBC
would like
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he said. Keever qualified the concern over the flat rate of packaged goods buys, noting that reductions by Procter & Gamble and General Foods "distort the numbers," although their lead in committing more dollars to the syndication market has and will continue to inspire others to follow, he said.

Keever said that officially, ABC's experiment with the split-30 market is due to terminate at the end of the year, although it will most likely be extended if advertisers require it. He said more and more advertisers were putting pressure on their agencies to develop

split-30 spots, although such spots now account for only 2%-3% of network business.

Pierce, Thomopoulos, Duffy, Erlicht, Stoddard, Spence and Polevoy Run Through Business, Programing and Promotion

In remarks to affiliates last week, ABC President Frederick Pierce outlined the company's three-pronged business strategy: 1) to divest of businesses not "complementary" to basic goals, such as the recent sale of its leisure parks; 2) to focus attention on busi-

nesses that fit the framework of the company's "general expertise," as in the recent acquisition of ESPN, and 3) to "better control our environment by expanding our own television production." By far the most visible example of ABC's thrust in the last direction was the announcement that ABC Circle Films acquired the rights from Paramount to produce the *Winds of War* sequel, *War and Remembrance*. It will be produced in the form of a 20-hour mini-series, probably at a cost of more than \$50 million, for airing in three or four years. "We feel this last activ-

ABC makes it three in a row

ABC racked up its third consecutive win in the rerun season, beating competitor CBS by three-tenths of a rating pint and leading NBC by 1.2 points. However, ABC's win was substantially lower than the 1.1 rating point lead it had over CBS the week before and the half-rating point lead it had over second-place NBC two weeks ago.

ABC was first in Nielsen's National Television Index with a 14.9 rating/25 share compared to runner-up CBS with a 14.6/24 and third place NBC with a 13.7/23. ABC won Wednesday, Saturday and Sunday nights, while CBS won Thursday and Friday and NBC—boosted by a repeat of its made-for-television movie *Adam*—won Monday and, as usual, Tuesday nights. ABC came in second on Tuesday and Friday nights, while CBS had a second-place showing on Monday and Saturday nights, and NBC was second on Wednesday, Thursday and Sunday. CBS came in third on Tuesday, Wednesday and Sunday—its first Sunday night loss since the week ending Feb. 5.

Three of the top ten shows belonged to ABC, compared to four CBS and three for NBC. The first episode of *V: Final Battle* on NBC (20.7/32) was the fifth-ranked show of the week, while NBC's *Adam* (19.6/31) ranked sixth and the first part of ABC's *The Last Days of Pompeii* (19.6/31) came in seventh.

Highlights of the week, night by night:

■ NBC took Monday night, pushing CBS back to an unusual second place with its normal schedule. NBC averaged an 18 rating for the evening, helped largely by the repeat of *Adam*. ABC finished a poor third for the night—its *Monday Night Movie* theatrical "Players," rated nearly 40% below the average rating for *Monday Night Movie* this season.

■ Tuesday easily went to NBC with its regular lineup of *A-Team*, *Riptide* and *Remington Steele*, averaging a 15.7 rating. The sixth broadcast of CBS's *American Parade*, in the 8-9 period, averaged a 9.8 rating, its lowest since premiering on March 27. But despite NBC's nightly win, ABC held the 9-10 period with repeats of *Three's Company* and *Oh Madeline*.

■ ABC easily won every period Wednesday night with its regular

action/adventure/drama lineup of *Fall Guy*, *Dynasty* and *Hotel* delivering the network an average rating of 21.7 for the night and a 35.5 share. Both *Dynasty* and *Hotel* outperformed their season averages. The broadcast network premiere of the theatrical "Being There," starring Peter Sellers, averaged only a 10/16 and was 56 out of 65 ranked shows for the week. It performed 22% under the *Wednesday Night Movie*'s 29-week 83-84 season average.

■ Despite two-thirds of CBS's schedule being interrupted for a special, *Country Comes Home*, the network still won the night with an average 17.4/27. ABC's annual *Battle of the Network Stars* averaged a 13/21 in the 8-10 period, significantly lower than its broadcast exactly one year earlier, when it averaged 17.9/29. NBC's regular lineup put it into second place with an average 13.9/22.1.

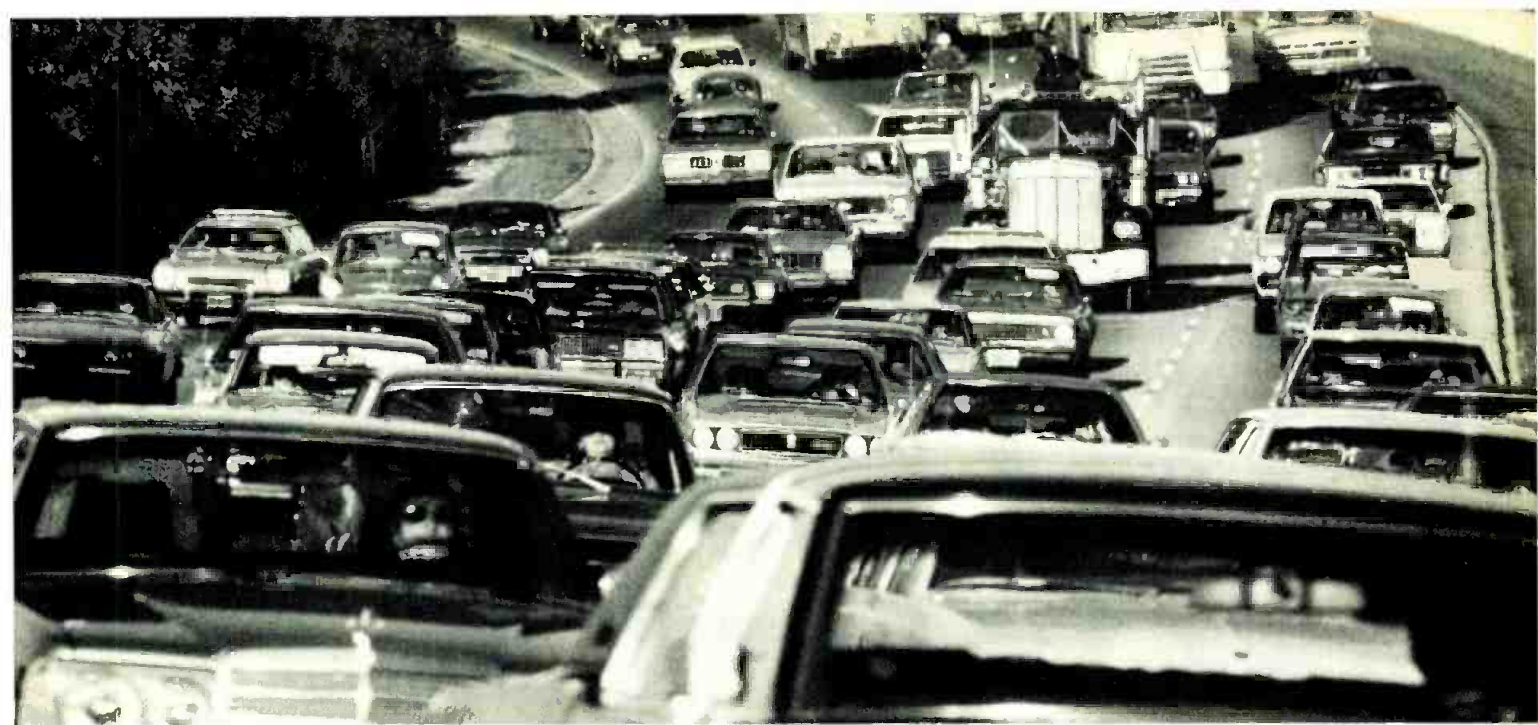
■ CBS glided into first place on Friday night with a 7.3 rating point lead over runner up ABC, although ABC dominated the 8-9 period with original episodes of *Benson* and *Webster* against a repeat of *Dukes of Hazzard* on CBS. A special two-hour repeat of *Knight Rider* (9-11) averaged 7.7/13 and knocked NBC's nightly average down to an 8.3 rating—its third worst Friday night performance in the past 32 weeks and its lowest rating since the week ending March 11.

■ ABC captured its traditional lead on Saturday night with an average 14.3 rating, realized in part by a special two-hour episode of *Love Boat*, which ranked 19th for the week with an average 15.9 rating. CBS beat NBC by only two-tenths of a rating point. CBS's *Saturday Night Movie*, a repeat of the theatrical "The Wiz," starring Diana Ross and Michael Jackson, averaged a 10.6 rating—nearly one-third below the average rating for CBS's *Saturday Night Movie* this past season.

■ All three networks turned in strong performances Sunday night, but ABC's win with an average rating of 17.1 was based solely on the first part of *The Last Days of Pompeii*, which averaged a 19.6/31 between 8-11. CBS's *60 Minutes* held its 7-9 franchise without fanfare, its rating double that of ABC's *Ripley's Believe It Or Not* or NBC's *Animals Are The Funniest People* which played opposite it. NBC's first part of *V: The Final Battle*, averaged a 20.7 rating between 8-10.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.2/38	23.	Alice	CBS	15.1/22	45.	Happy Days	ABC	11.7/19
2.	Dallas	CBS	23.8/40	24.	Facts of Life	NBC	15.0/23	46.	Duck Factory	NBC	11.4/17
3.	Hotel	ABC	22.4/38	25.	TV's Bloopers, Practical Jokes	NBC	14.9/24	47.	Matt Houston	ABC	11.3/20
4.	Falcon Crest	CBS	22.0/38	26.	You Are the Jury	NBC	14.8/24	48.	Family Ties	NBC	11.3/18
5.	V: Final Battle, Part I	NBC	20.7/32	26.	20/20	ABC	14.8/24	48.	Players	ABC	11.3/18
6.	Adam	NBC	19.6/31	28.	Jeffersons	CBS	14.8/22	60.	T.J. Hooker	ABC	11.2/22
6.	Pompeii: Part I	ABC	19.6/31	29.	Riptide	NBC	14.6/22	51.	Different Strokes	NBC	10.8/22
8.	Cagney & Lacey	CBS	19.3/31	30.	Double Trouble	NBC	14.0/21	52.	The Wiz	CBS	10.6/20
9.	60 Minutes	CBS	19.0/35	31.	Remington Steele	NBC	13.9/23	53.	Mama's Family	NBC	10.6/18
10.	A Team	NBC	18.6/31	32.	Cheers	NBC	13.9/21	54.	People Are Funny	NBC	10.3/19
11.	Magnum P.I.	CBS	18.3/30	33.	Hart To Hart	ABC	13.7/23	55.	That's Incredible	ABC	10.1/17
12.	Fall Guy	ABC	17.6/30	34.	Benson	ABC	13.3/25	56.	Being There	CBS	10.0/18
13.	Hill Street Blues	NBC	17.4/28	35.	All Night Long	CBS	13.2/21	57.	Blue Thunder	ABC	9.9/17
14.	Three's Company	ABC	17.4/27	36.	Battle of Network Stars	ABC	13.0/21	58.	American Parade	CBS	9.8/16
15.	Country Comes Home	CBS	16.9/28	37.	AfterMash	CBS	12.6/21	59.	Yellow Rose	NBC	9.7/18
16.	Kate & Allie	CBS	16.8/28	38.	St. Elsewhere	NBC	12.5/21	60.	Jennifer Slept Here	NBC	9.6/19
17.	Trapper John, M.D.	CBS	16.4/27	39.	One Day At A Time	CBS	12.4/21	61.	Master	NBC	9.5/17
18.	Newhart	CBS	16.3/25	40.	Gimme A Break	NBC	12.2/21	62.	Ripley's Believe It Or Not	ABC	9.4/17
19.	Love Boat	ABC	15.9/29	41.	Real People	NBC	12.1/20	63.	Bugs Bunny Special	CBS	9.0/19
20.	Oh Madeline	ABC	15.5/24	42.	Dukes of Hazzard	CBS	11.8/22	64.	Knight Rider	NBC	7.7/13
21.	Webster	ABC	15.4/23	43.	Four Seasons	CBS	11.8/19	65.	Animals Are Funniest People	NBC	6.8/13
22.	Scarecrow & Mrs. King	CBS	15.3/25	44.	Rouhups, Bleeps & Blunders	ABC	11.7/20				

*Indicates premiere episode



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Drive time is where you make the bulk of your profits.

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So if you measure the contribution of the rest of your radio day to that of drive time, you'll come to this inevitable conclusion: you ought to be concentrating your resources where they count most.

But that may leave you with the problem of filling the rest of your broadcasting day with quality programming. How do you do it?

More and more radio executives say the answer is ABC Talkradio.

ABC Talkradio not only can fill most of your regular broadcasting day (up to 12 hours), we'll make your weekends totally listenable, too. With 9 hours of programming Saturday and Sunday.

The ABC Talkradio lineup is packed with personalities who are experienced professionals, informed, provocative, entertaining. So audiences do more than just stay tuned, they get involved, not only with the programming but also with your sponsors.

Want some examples?

Dr. Susan Forward and Michael Jackson have grown their 18+ audiences more than 63% and 70%, respectively, for KNUS-Denver in the latest rating period.

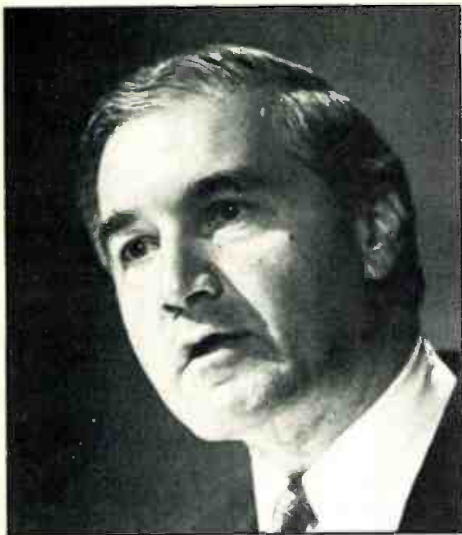
Owen Spann, Dr. Forward and Jackson have scored increases ranging from 29% to 218% for WCBM-Baltimore.

Even in a mature Talkradio market like Los Angeles, Michael Jackson and Dr. Toni Grant are increasing audiences. For KABC, Jackson increased his 25-54 women listenership by 22% and Dr. Grant increased hers by 56% in one year.

Each program host on ABC Talkradio has achieved national recognition. Each generates publicity coverage from every type of medium. So it's no wonder audiences talk about the personalities on Talkradio.

To learn more about why you should be concentrating locally on drive time and letting the stars of ABC Talkradio integrate with your local staff, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638.





Pierce

ity," said Pierce, "is vital to our self-reliance, to better control costs and to insure maximum quality and flexibility."

Anthony Thomopoulos, president of the ABC Broadcast Group, said the network's overall program strategy was to develop "solid, appealing" regular series, while at the same time "making a concerted attempt to infuse that schedule with the immediacy and excitement of special event programming." He said the network has taken "big risks" with such programs as *The Day After* and *Something About Amelia*, and that those risks are "paying off." He said that the growing range of viewing alternatives offered by competing technologies "will prove to be the best thing that's happened to television. It is prodding us to experiment—to enhance what we offer our viewers, and to re-examine what our business is and what our goals are."

Thomopoulos said ABC's goal, "in households equipped with every option from cable to a VCR," is to make the network "the first place to turn... always the channel of first refusal."

Like Pierce, Thomopoulos touched on the theme of cost control. Noting the ever-spiraling costs of programming and sports rights, he said cost control will be a continuing area of focus for ABC and affiliates alike. "It's a responsibility we'll sometimes need to share



Thomopoulos

in building for the future," he said. "Increasingly, our care in using our resources will affect the programming we can present."

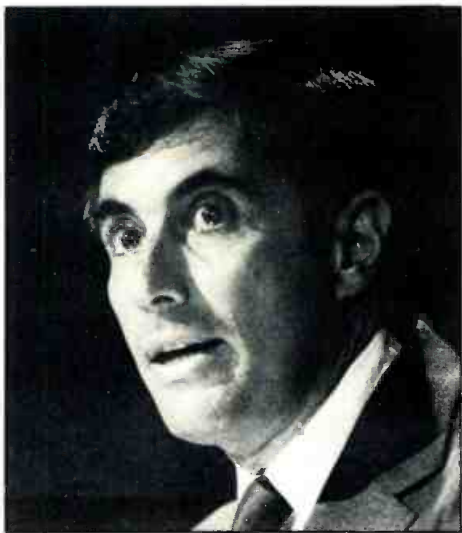
While special-event programming is necessary to differentiate the network from the competition, Thomopoulos said "our primary concern will always be our day-to-day program schedule. This simply recognizes our most important asset—the asset that enables network television to reach and hold a mass audience every day."

James Duffy, president of the ABC Television Network, spoke of what he described as the "renaissance of television." The renaissance, he said, is apparent in the record number of hours the television set is now in use in the average American home—more than seven hours. It's also apparent, he said, in record sales that television stations are estimated to bring in by the end of 1984—about \$14.6 billion.

Duffy urged advertisers to be more supportive of such progressive programs as *The Day After* and *Something About Amelia*. "I really think the tide of opinion is beginning to change," he said. Though he did not name them, Duffy said some major advertisers recently indicated they would support the network's more controversial programs in the future.

Lew Erlicht, president, ABC Entertainment, walked affiliates through the network's proposed prime time schedule for the 1984-85 season (BROADCASTING, May 7). The new schedule includes seven new hours of programming, including three new one-hour action-adventure programs (*Streethawk*, *Jessie*, *Hawaii P.D.*), a situation comedy (*Who's the Boss?*), a "reality comedy" program (*People Do the Craziest Things*), a one-hour soap opera (*Paper Dolls*) and a one-hour drama (*Finder of Lost Loves*). ABC does not count the new *Three's Company* spinoff, *Three's A Crowd*, as a new program.

Among the specials that ABC will carry next season are the American Music Awards, the Academy Awards, additional segments of *The World's Funniest Commercials*, *Life's Most Embarrassing Moments*, *Battle of the Network Stars* and *Guinness Book of World Records*; two Christmas specials, one with Perry Como and the other with Loretta Swit; a fall preview of *The Love*



Erlicht



Duffy

Boat; *Night of 100 Stars*, a variety special with Carol Burnett, comedy specials with Dom DeLuise and Rodney Dangerfield; a special on modern technology and its effects on people, hosted by David Hartman; a Cabbage Patch special, and additional Barbara Walters interview specials.

Also previewed by affiliates, to their profound delight (if thundering applause is any guide), was a limited run series (with replacement series potential) scheduled for August, entitled *Air Force*. The program has many "Right Stuff" characteristics, focusing on the families of Air Force pilots during the administration of President John F. Kennedy. The program is described as "a blending of the attitudes and values we once held dear in a setting secure enough to accept them once again."

Brandon Stoddard, president of ABC Motion Pictures, said the network would air 24 made-for-television movies in the coming season, along with 13 theatrical films and four mini-series (BROADCASTING, May 7). ABC Theater presentations will include *Heart Sounds*, produced by Norman Lear, about a physician (James Garner) with heart trouble; a program focusing on teenage suicide, *Surviving*, and one entitled, *Norman Rockwell's America*. Other projects being planned include a four-hour movie about



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America under Soviet rule, entitled, *Topeka, Kansas, USSR*, and two 10-hour novels for television, *Egypt* and *Texas*, the latter based on James Michener's soon-to-be-published novel of the same title. Made-fors in development for the coming season include "Single Bars," "Embassy," "Club Med" and "Hearst/Davies," said Stoddard. Stoddard was honored by affiliates last Monday at a special party for his work on various ABC original movie productions (see page 61).

Among upcoming sports events on ABC are the Preakness and Indianapolis 500 (May); U.S. Open (June); All-Star Baseball Game from Candlestick Park, San Francisco, and the British Open (July); Summer Olympics and PGA golf tournament (August); baseball playoffs and New York Marathon (Oct.); Monday Night Football (Sept.-Dec.) and for the first time on ABC, the Super Bowl next January.

Touching on college football, Jim Spence, vice president, ABC Sports, told affiliates of a recent agreement between NCAA rival College Football Association and the Big 10 and PAC 10 college conferences to form a coalition for the national marketing of games in the event that the Supreme Court throws out the NCAA negotiated contracts with the networks in a long-awaited decision expected soon.

In addition to 186 hours of summer Olympics coverage from July 27 to August 13, ABC will also carry 19½ hours of Olympic trials, in 15 separate programs, beginning May 12.

The theme of next year's prime time season is "We're with you," said Roy Polevoy, vice president, on-air promotion, ABC Entertainment. He said the new theme embodies ABC's sense of commitment to its affiliates and to the viewing public.

The first phase of the campaign will begin at the end of July with Olympic tie-in spots featuring ABC stars expressing support for the Olympic ideal. During the games, "intimate portrait" spots will highlight the characters of the new season.

Phase two of the campaign will feature spots showing footage from ABC's series premieres, designed to show program concepts and characters.

In daytime, ABC will rearrange the schedules of the three most popular soap operas during Olympics coverage, so that they will be seen in 40-minute episodes in their usual order. The programs, *All My Children*, *One Life to Live* and *General Hospital*, will be seen July 30-Aug. 3 from 2 p.m. to 4 p.m. From Aug. 6 to 10 they'll be seen from 1 p.m. to 3 p.m. Three other soaps, *Loving*, *Ryan's Hope* and *Edge of Night*, will be preempted during the Olympics. But a special promotional campaign will be launched to keep viewer awareness of the shows intact.

Also on the daytime front, *The Love Report*, a half-hour program on love relationships, returns to the schedule five days a week (Monday-Friday) at 11:00 a.m. beginning June 18. The program debuted in a week-long run in April.

In the Saturday morning lineup, ABC has added *Wolfman's KMT* (Kids Music Television) at 10:30 a.m., featuring an animated comedy against a backdrop of live hit music videos, updated throughout the year. □

CBS launches affiliates party

Being in first place makes
meeting resemble 'love feast'

CBS-TV's annual affiliates meeting this week in Los Angeles is expected to resemble a "love feast," in the words of one station executive. For the fifth straight year, CBS-TV has finished first in the prime time sweepstakes and strengthened its position in virtually all other areas in 1983-84, including late night, daytime and news.

Representatives from more than 200 affiliated stations are scheduled to be in attendance at the Century Plaza hotel starting today (May 14) and continuing until Wednesday to hear glowing reports from various CBS executives on past performances and future plans. Threaded throughout these presentations will be the warning: "Let's not be complacent."

"Everything is pretty upbeat now," remarked Joseph Carriere, executive vice president and general manager of KBIM-TV Roswell, N.M., and chairman of CBS-TV's Affiliate Advisory Board. "But no one can afford to be complacent in this business. There seem to be no burning issues but I'm sure there will be some complaints and gripes, as there usually are."

"I know I'd like to see morning news do better and I have some concern about overruns, particularly with sports programs. But these are not major issues."

Phil Jones, vice president and general manager of KCTV(TV) Kansas City, Mo., and secretary-treasurer of the affiliates advisory board, characterized the conference as "an up meeting" and said he expects little controversy. He said affiliates have expressed satisfaction with CBS's performance in the past year and are looking forward to another banner year in 1984-85. "I'm glad we don't have the Olympics," he added.

Jim Babb, executive vice president of WBTV(TV) Charlotte, N.C., and a past chairman of the affiliates board, said he believes the meeting will be a "love feast." He noted that CBS-TV captured the prime-time race by a wide margin and has made strides in other time periods. He also said that CBS-TV is addressing affiliates' concerns about overruns.

Babb is confident that CBS-TV will move into the 1984-85 season with a strong hand. He said some evenings were strengthened this season (Wednesday and Saturday night) and he is hopeful that other periods will be uplifted with the new schedule.

"I have one personal disappointment and other affiliates may disagree with me," Babb ventured. "I'm sorry that *American Parade* is not set for the fall, but I'm hoping it will do well between now and the summer and come back in mid-season."

Business session discussions will zero in on the network's fall schedule; prime time specials; made-for-TV movies and mini-series; daytime and late night; sports, news and public affairs; engineering and technology; research; advertising and promotion, and its Extravision teletext service. □

How Fowler's NAB shocker recorded on the seismograph

FCC chairman's criticism of broadcast news bothers some, but RTNDA's Schultz says it's healthy

In his speech at the National Association of Broadcasters' convention, FCC Chairman Mark Fowler surprised many by criticizing some broadcast news; he also questioned whether children didn't deserve more from commercial television.

In the aftermath, some speculation had it that Fowler was cautioning the broadcast press to "be kind" to President Reagan with election news coverage. Other speculation had it that Fowler, like a magician, was attempting to distract critics with one hand while continuing to deregulate with the other.

One key FCC source last week said the Fowler message was: "Sure I'm deregulating, but don't take me for granted." Yet another FCC source, however, said the message was: "Help."

According to the latter source, Fowler, in

arguing for full First Amendment freedom for broadcasting, has been "castigated" by congressional critics who simply don't think the media are "responsible." Fowler's speech was really a plea for self-regulation, the source said. The message: "You can help me help you with a little honest self-criticism."

In an interview last week, Fowler said his remarks had not been politically inspired, nor had they been intended as "raised eyebrow" regulation. The criticisms, he said, had been stated in a "constructive way" and had only been uttered because they "needed" to be said. "There's a lot of people who think the press doesn't get it right," he said.

The leaders of the broadcasting industry who would talk last week did not appear to be alarmed. In fact, Eddie Fritts, president of the National Association of Broadcasters, said he thought the speech was "probably" Fowler's best ever.

Fritts said the industry has the responsibility to "fill the void" left by deregulation. And that, according to Fritts, is a responsibility it accepts. "There are some weak areas, but we're going to work on them," Fritts said. Asked to identify those weak areas, Fritts responded: "News reporting. Some people in a small number of instances have

become a little loose, and that's nothing new."

Ernie Schultz, executive vice president of the Radio-Television News Directors Association, saw no "dark implications" in Fowler's remarks. Instead, Schultz said he was reading the speech as "some advice from a friend."

"I've never known anybody who hasn't unloaded on us sooner or later," Schultz said. "As far as I'm concerned, it's all very healthy, as long as it doesn't kill anybody."

If the speech had been intended to throw Fowler critics off the scent, it failed. Andrew Schwartzman, executive director of the Media Access Project, saw the speech as a "good rhetorical device," but said Fowler was "all bark and no bite."

"It's very hard to take seriously," Schwartzman said. "I would be willing to bet there's not a licensee around quaking in his boots about this speech."

Sam Simon, executive director of the Telecommunications Research and Action Center, said Fowler was just trying to make himself feel good without having to take any action. "Does he think he has pricked someone's conscience to do something less profitable?"

Peggy Charren, president of Action for Children's Television, said she hated to hear government officials criticizing the news. "That's the last place we want interference," she said. Fowler's remarks on children's television, however, she said, "reinforced" the FCC's order softening its policy on children's television, "which is freeing up the broadcaster from having to do anything for children."

In the speech in question, Fowler urged broadcast journalists "to get it right," to beware of "overaggressive reporting and a reckless disregard for whether facts being reported happen to be true."

He singled out one television news report that showed President Reagan riding on a horse at his Santa Barbara ranch while the voice-over described the Russians' shooting down of a Korean airliner. "What story is a reporter telling by this juxtaposition of picture and word?"

He also took a swing at Roger Mudd's NBC interview with Democratic presidential hopeful Senator Gary Hart. "Is it political reporting worthy of Edward R. Murrow to ask a presidential contender, during the first serious public scrutiny of his candidacy, to do a comedy impression of Ted Kennedy during a live, election-night interview?"

Stakeouts also were addressed. "Does the profession do itself any good to conduct a virtual stakeout in front of a public official's house and fling complicated questions as he leaves for work?"

"Ride herd on news directors when their programs look less like Huntley and Brinkley and more like Barnum and Bailey," Fowler said. "What's needed is responsibility by broadcasters, attention to detail, get-

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Skewered. FCC Commissioner Mimi Dawson felt the heat as the guest of honor at a "roast and toast" benefiting the Big Sisters of the Washington Metropolitan Area. Roasters found plenty to jest about, but a theme picked up by many was Dawson's supposed burning desire to take over the FCC's chairmanship. Bill Diefenderfer, former chief counsel of the Senate Commerce Committee, quipped that Dawson first expressed interest in becoming a commissioner after meeting FCC Chairman Mark Fowler. "If that guy [Fowler] could be chairman, I could be a commissioner," Diefenderfer quoted Dawson as saying. Fowler himself joked that Dawson appeared to be more interested in the "line of succession" than other matters when she first joined the FCC. Cracked Dawson herself: "He [Fowler] is a fine human being, but when are you leaving?" Pictured (l to r): Fowler; Nancy Reynolds, president, Wexler, Reynolds, Harrison & Schule; Diana Lady Dougan, State Department Coordinator of International Communications and Information Policy; Dawson, and Larry Harris, president, Metromedia Telecommunications.

ting it right."

Although Fowler assured broadcasters the FCC was not going to do anything to make them offer more children's television programming, he also said that they, "as citizens," had an obligation to children. "Can you truly meet your responsibility between breakfast and lunch on a Saturday morning? I say this as a parent, as a citizen, and as one who cares about both kids and broadcaster freedom. I know the solution isn't government, but we as a people can do better."

Although commission sources said no parallels had been planned, James McKinney, FCC Mass Media Bureau chief, said at the convention he could "wring the necks" of those broadcasters who don't toe the line with the commission's remaining regulations, even though he might not be able to get a commission majority to agree with him in nonreligious cases. □

FCC releases fairness doctrine notice of inquiry

Document requests comments on what criteria commission should use in evaluating doctrine's usefulness

A preliminary analysis of the legal and policy underpinnings of the fairness doctrine suggests that "continuance of these obligations now or in the future may be at odds not only with the very same First Amendment goals underlying their foundation but with other First Amendment principles in other areas of speech and expression." So said the FCC in its notice of inquiry on the fairness doctrine, which was released last week.

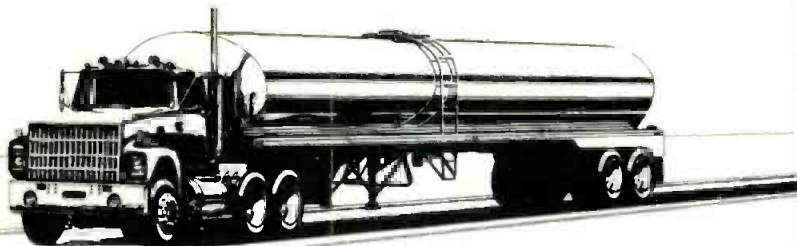
"The mass media marketplace as presently constituted and as augmented in the future by entry of new and diverse program and information sources raises the question of the need for this doctrine in the broadcast area," the notice added. "In sum, questions exist over the need for continued government interference into the private journalistic discretion that the fairness doctrine occasions."

Among the questions the notice seeks comment upon is whether retaining the doctrine is "essential and desirable" to one of its "primary" purposes—assuring the public access to diverse ideas; whether the commission should consider the availability of non-broadcast media in exploring whether that diversity would exist without the doctrine; whether the commission should be concerned that broadcast licensees would be biased without the doctrine; whether the commission should care if licensees were biased; whether the "traditional" basis for broadcast content regulation—"that the airwaves are not available to all who wish to use them, i.e., the scarcity rationale"—continues to be a justifiable basis for the fairness doctrine; whether it is "appropriate" to impose the fairness doctrine on broadcasters when the same constraint is not applied to other media; whether retention of the doctrine is "constitutionally wise" in the "view of the



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For the question see page 18.

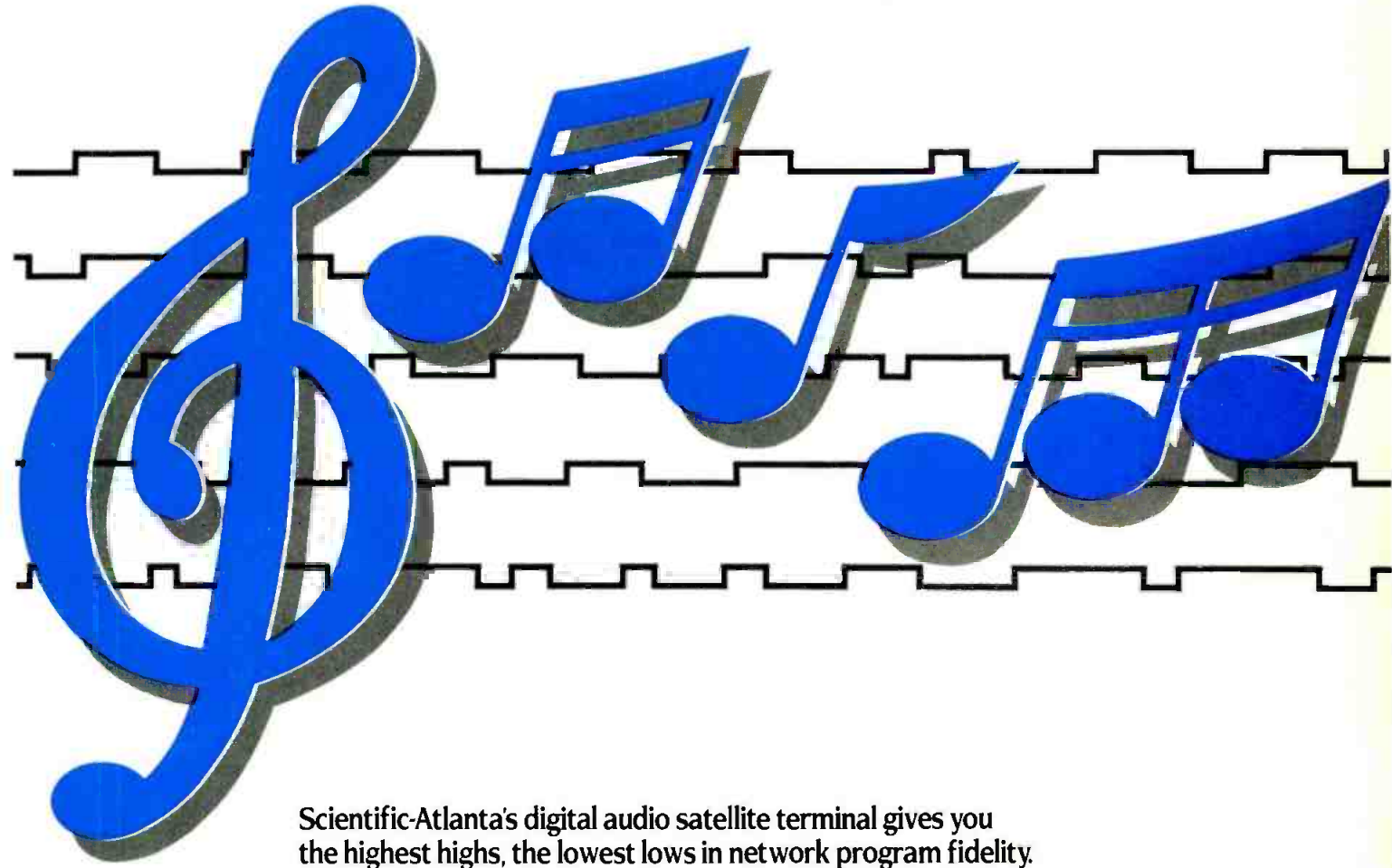
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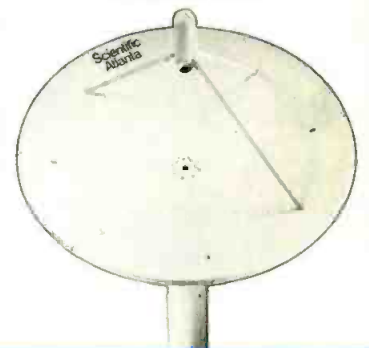
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continuing convergence between traditional print media and electronic media"; whether the doctrine contributes toward the First Amendment goal of encouraging debate; whether the Supreme Court's *Miami Herald* decision, which struck down a law granting a right of reply to newspaper editorials, is "reconcilable with retention of general fairness doctrine obligations from the standpoint of the possible chilling effects of such obligations on broadcasters"; whether the doctrine is consistent with contemporary First Amendment jurisprudence, which "frowns generally upon government restricting First Amendment rights based upon the identity of the speaker" (*First National Bank v. Bellotti*), shows disfavor toward abridgment of First Amendment rights in order to enhance the First Amendment rights of others (*Buckley v. Valeo*) and disfavors government regulation of speech because such speech may be unduly persuasive or socially undesirable (*Linmark Associates Inc. v. Township of Willingboro*); whether the doctrine is statutorily required by Section 315 or the general public interest standard of the Communications Act; whether only part of the doctrine is codified; whether the commission's authority is limited solely to remedying abuses arising from broadcast news coverage of political campaigns or abuses arising from political news coverage in general, and, assuming the commission does have the discretion to stop imposing the doctrine, whether there are public interest reasons for not repealing or modifying the doctrine or for limiting application of the

doctrine to insuring that the equal time provisions are not circumvented.

Comments are due August 6; reply comments are due September 5. □

C-SPAN outtakes still at issue

Shift in Republican position bogs down compromise

House Democrats and Republicans are still at a stand-off over the use of footage from television coverage of that chamber for political campaigns. The members have been unable to settle differences that first arose during the 1982 elections and it seems that a resolution is not near.

The debate resurfaced last week after National Republican Congressional Campaign Committee (NRCCC) Chairman Guy Vander Jagt of Michigan indicated he no longer favored prohibiting the use of tapes of House proceedings by incumbents and their challengers. Existing House rules prohibit the use of tapes by incumbents.

Vander Jagt, during an interview on the *CBS Evening News* two weeks ago, said he no longer favored retaining that rule. His announcement, however, surprised the Democrats, who thought Vander Jagt favored a proposal by Democratic Congressional Campaign Committee (DCCC) Chairman Tony Coelho (D-Calif.). Coelho's

proposal would reinforce the current prohibition and would also bar all congressional candidates from using recordings of the proceedings of the House for political purposes. Coelho planned to present the measure to members of the Democratic Caucus for their approval last week, but shelved it instead.

Mark Johnson, spokesman for the campaign committee, said Coelho changed his mind after learning of Vander Jagt's latest position. Johnson said the congressman will re-evaluate the situation.

The Coelho measure would also subject violators to possible censure or reprimand after a "full investigation" by the Committee on Standards of Official Conduct. Furthermore, the proposal would more clearly define the term "political use" of recorded floor proceedings to avoid confusion. In March, Coelho proposed amending the Communications Act to provide "free and equal time" for incumbents whose opponents use the tapes in advertisements against them. That measure, however, has since fallen by the wayside.

Steve Lotterer, a spokesman for the NRCCC, said the committee had already formally rejected the Democrats' proposal. Vander Jagt believes there should be an "opportunity for increased use of the tapes," he said. Back in 1982, Lotterer noted that Coelho and Vander Jagt came to an agreement that each committee would withhold funds and endorsements of candidates who use the tapes. But since then, the NRCCC chairman feels the focus of the debate is headed in the wrong direction.

Neither the DCCC or NRCCC believe the matter will be settled before the election year ends. The issue came alive in 1982 when G. Douglas Stephens, the Democratic opponent of House Minority Leader Bob Michel (R-Ill.), used a clip from C-SPAN, which has televised House proceedings since 1979, in a campaign ad that ran on seven TV stations.

Although the Democratic Caucus never addressed the Coelho proposal, they did hear from Representative Bill Alexander Jr. (D-Ark.). Alexander has been working with a small group of members to explore the potential for expanding public coverage of the House other than through C-SPAN. Alexander, along with four House members and Boston media consultant John Florescu, examined how members might better take advantage of cable coverage.

Stephen Skardon, a spokesman for Alexander, explained that the congressman became interested in beefing up congressional coverage after watching President Reagan, who has been so effective in dominating news coverage.

Their primary target, Skardon said, was to expand coverage on cable systems. Representatives Jim Slattery (D-Kan.), Barney Frank (D-Mass.), Lawrence Smith (D-Fla.) and Byron Dorgan (D-N.D.) participated in the experiment. Each time they spoke on the floor, local cable systems and some of the TV stations were notified. The coverage increased and they felt the experiment was successful, Skardon said. Although Alexander has not drafted a formal proposal calling for rescheduling floor debates to take advantage of prime time media coverage, he is interested in the idea. □

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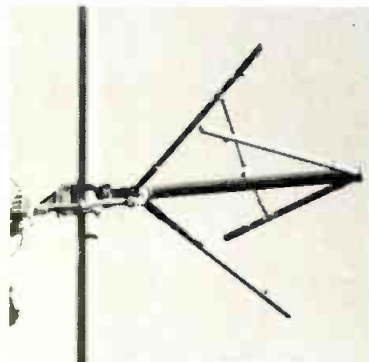


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CPB appropriation bill passed

The House Energy and Commerce Committee last Tuesday reported out H.R. 5541, reauthorizing the Corporation for Public Broadcasting by setting appropriations ceilings of \$238 million for fiscal 1987, \$253 million for 1988 and \$270 million for 1989. The bill also sets a ceiling for the Public Telecommunications Facilities Program of \$50 million for 1985; \$53 million for 1986, and \$56 million for 1987.

The Senate Commerce Committee has already reported out an identical bill (BROADCASTING, April 16). Both delete language from the Communications Act directing NTIA to spend 75% of that money for "first service" in areas unserved by public broadcasting. H.R. 5541 also repeals the "unrelated business tax penalty," which Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) called a "disincentive" to public stations to raise money.

The committee defeated by voice vote two amendments presented by Representative James Broyhill (R-N.C.), which he said would reduce the "inordinate increases" proposed in H.R. 5541. The first, offered by Broyhill on behalf of Michael Oxley (R-Ohio), who was out of town, would have reduced the ceiling to \$170.1 million for fiscal 1987, \$178.6 million for fiscal 1988 and \$187.5 million for fiscal 1989. Broyhill said the amendments reflected the "budgetary problems" facing the country, and that the

figures would still provide a "substantial increase" in funding for public broadcasting. (The Reagan administration recommended \$100 million for CPB in 1987.)

The second amendment Broyhill proposed would have cut the ceiling for PTFP, which is administered by the National Telecommunications and Information Administration, to \$12.6 million for fiscal 1985; \$13.2 million for fiscal 1986, and \$13.9 million for fiscal 1987.

In support of the Broyhill amendment, Representative Howard Nielson (R-Utah) said that broadcasting facilities should be built by state and local governments, rather than be supported on the federal level. In opposition to the proposed amendment, Wirth said that currently one-third of the U.S. population—"predominantly in rural areas"—cannot receive public radio "because the facilities are not available." But all taxpayers are paying for it, he added. The PTFP funding would be used in part to build new facilities, he said.

The committee also reported out H.R. 5497, which reauthorizes NTIA at \$16 million for fiscal years 1985 and 1986. An amendment proposed by Matthew Rinaldo (R-N.J.), which authorizes \$400,000 for both years to "study the feasibility to establish a secure videoconferencing [link] between the United States and [its] NATO allies," was added. □

Goldwater's views. Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, told the National Conference of Black Lawyers communications task force last week that he would discuss with FCC Chairman Mark Fowler the possibility of establishing a minority preference for the FCC's cellular radio lottery. Goldwater's announcement came after a question was raised by a task force member concerning the establishment of a minority preference. "I would be very happy to take that up with the chairman and see if we can't make a specific exception," Goldwater said. The subcommittee chairman noted that although he doesn't favor using a lottery to award the licenses, there may be no other way to do it.

Goldwater predicted little or no major legislative action from the Senate in the communications area in this session. "I don't foresee any major hearings before my subcommittee. I don't see anything happening...at all. We'd all be better off if we left and went home," Goldwater said. Later, however, he said the subcommittee might address a measure (S. 2466) introduced by Senator Alfonse D'Amato (R-N.Y.), which like a companion bill in the House (H.R. 3105), would establish an office of ethnic and minority affairs within the FCC (BROADCASTING, Aug. 22, 1983). The legislation would permit the office to act as a "clearinghouse for complaints and suggestions regarding radio and television broadcasting which affects ethnic and racial minorities." When asked if there was a chance the Congress might regulate the advertising industry's actions regarding minorities, Goldwater replied that he wasn't sure if it could be done. However, the Arizona senator said he's considered regulating the three major TV networks by issuing licenses, "not because of discrimination, but because they bungle up the news."

Also on the legislative front, Goldwater said, the breakup of AT&T was the "worst thing to happen to this country." In addition, he discussed a measure he is sponsoring that would allow home earth station owners to pick up unscrambled signals. Goldwater insisted that the legislation does not alter copyright protection laws. All the bill does, he added, "is to make certain what you do around your home you can do."

"I marvel at what has happened in the course of my life," Goldwater said while reminiscing about his own experiences as an amateur radio operator. Satellite dishes would be the wave of the future, he said.



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Lack of quorum stalls movement on Packwood's FEA

Freedom of Expression Act markup postponed until June 13

An attempt by Senator Bob Packwood (R-Ore.) to move the Freedom of Expression Act (S. 1917) through his own Commerce Committee failed last week. The bill, which would free broadcasters from content regulation, was scheduled for markup along with 16 other items on the committee's agenda. Packwood, who saved the FEA for last, rescheduled the markup for June 13, after the committee lost its quorum and several members expressed serious reservations about the measure.

It was unclear from the start if Packwood would bring up the controversial item on a crowded agenda, especially when it is generally known that it would face stiff opposition from the committee's senior Democrats. (Even some of Packwood's fellow Republicans are reluctant to embrace the measure.) After a 20-minute discussion it became clear that Packwood has his work cut out for him.

Nonetheless, the chairman is not discour-

aged and will continue to canvass the committee, a Packwood aide said. There is also a chance, the aide noted, that the senator will modify the measure.

Packwood, who characterized the measure as "simple but controversial," admitted that many members are hesitant to back it. Packwood's bill would lift all federal restrictions that have made broadcasters second-class citizens in the First Amendment protection. The bill would repeal Section 315 of the Communications Act, which guarantees rival political candidates equal opportunities in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the general fairness doctrine. It would also eliminate Section 312 (a) (7), which guarantees candidates for federal office the right of "reasonable access" to broadcast time.

Packwood's bill would also remove all FCC content regulations for cable, satellites or new telecommunications technologies. It would expand Section 326 of the Communications Act, which prohibits censorship, to assure that "nothing in the act (including the public interest provisions) can be construed to permit the FCC to regulate content." Furthermore, the measure would bar the FCC from examining a station's record of past programming to determine if it has met a government-defined test of acceptability.

During the brief debate on the measure, Packwood pointed to some of the concerns raised about the legislation. There was a strong sentiment among the members, he said, to keep the lowest unit rate, but no feeling about the right of "reasonable access." There was some concern, he added, about equal time and a great deal of controversy over the fairness doctrine. More specifically, the chairman said, there was a "great fear about letting fairness go for national TV." But that sentiment was not expressed while discussing radio and cable, Packwood said.

During the meeting it was difficult to gauge where the members stood because many were not present and others did not share their views. It appears that Packwood

can count on two solid supporters; Senator Barry Goldwater (R-Ariz.), a co-sponsor of the bill, and Ted Stevens (R-Alaska), who said he would back the chairman during the mark up.

Moreover, Packwood was apparently counting on Senator Nancy Kassebaum's (R-Kan.) support. But Kassebaum announced she would abstain from voting because of her involvement in the radio business. Kassebaum is part-owner of KFH(AM)-KBRA(FM) Wichita, Kan.; KSCB-AM-FM Liberal, Kan.; KRAI(AM)-KXRC(FM) Craig, Colo.; WREN(AM) Topeka, Kan. and KIIK(AM)-KTCL(FM) Fort Collins, Colo.

However, Senators Howell Heflin (D-Ala.) and Robert Kasten (R-Wis.) were reported to be leaning favorably toward the measure.

Senator Wendell Ford (D-Ky.) stated his reluctance to support the measure. "I am not sure we should let go. Now might be the wrong time to take the cap off."

Later, during an informal survey of the committee members by BROADCASTING, a spokesman for Senator Slade Gorton (R-Wash.) described the senator's position as undecided, but "leaning against." The spokesman noted that Gorton is concerned about the question of scarcity.

Gorton's reservations also appeared to be shared by Senator Larry Pressler (R-S.D.). Pressler thought it was "fallacious to say there are many more voices" in the broadcast medium particularly when it comes to the origination of news. Senator Frank Lautenberg (D-N.J.) is also leaning against the measure. And J. James Exon (D-Neb.) has serious concerns about repeal of the equal time rule, an aide said. Senator Paul Trible (R-Va.), an aide said, is opposed to repeal.

Other Democrats expected to oppose the measure are the committee's ranking minority member, Ernest Hollings of South Carolina, who is a long standing opponent of repeal, Hawaii's Daniel Inouye and Michigan's Donald Riegler.

Other committee members are undecided, including Senators Russell Long (D-La.) and John Danforth (R-Mo.). □

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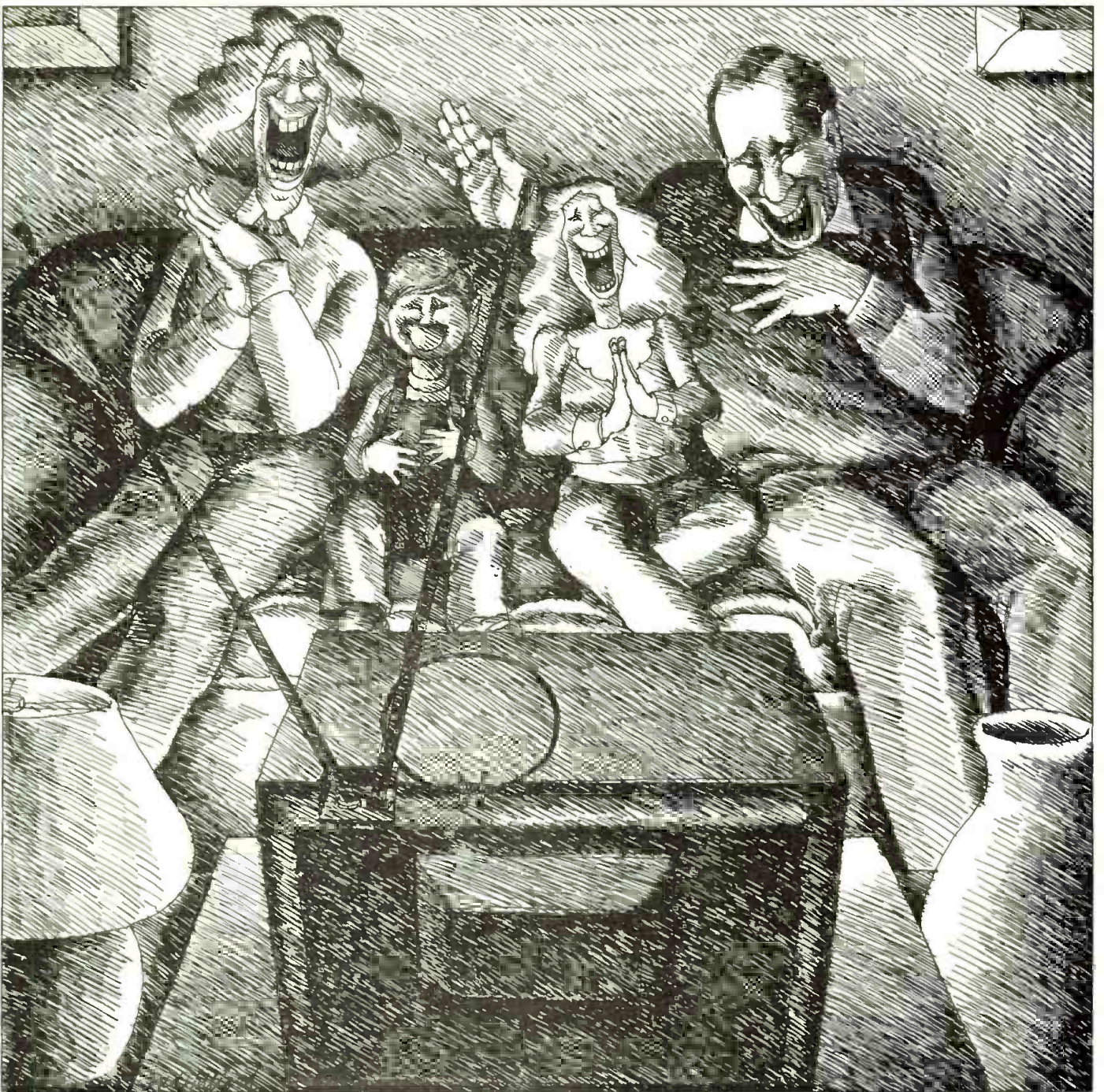
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Camera confab. Judges and magistrates of the U.S. seventh circuit—more than 80 in all—will hear a discussion of the cameras-in-the-courtroom issue in Indianapolis on May 14. Washington attorney Timothy Dyk will moderate a panel that will include Massachusetts Superior Court Judge William Young, who presided at the New Bedford rape trials that were covered by the Cable News Network as well as by local cable systems. Young said later that the coverage provided a public service (BROADCASTING, April 2). The panel will also include Bud Benjamin, CBS senior executive producer for hard news, and Steve Tello, producer of *ABC World News Tonight*. Offering arguments against admitting cameras will be two attorneys, John Elam, of Columbus, Ohio, and Fred Bartlett, of Chicago.

Dyk, who has been representing CBS on the issue, in January participated with representatives of television and still photographers in a demonstration that was part of an effort to win approval of the Judicial Conference of the use of cameras in federal courts (BROADCASTING, Feb. 6). The demonstration, in a federal courtroom in Atlanta, was before a special 15-judge committee established by Chief Justice Warren E. Burger, who had acted in response to a petition from a number of media groups seeking repeal of the federal rules barring cameras from federal courts. The ad hoc committee has not yet issued any recommendations or findings as a result of the demonstration.



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Bottom Line

First-quarter roundup. First-quarter figures from Warner Communications Inc. showed 16% decline in revenue from year earlier, to \$726,026,000. Not including Warner Cosmetics, which was sold in March for after-tax gain of \$66.6 million, WCI revenue declined 14% and loss from operations increased from \$18.9 million to \$35.7 million. Company reported filmed entertainment division, which includes Warner Bros. Television, had operating income of \$40 million, increase of 8.6% over first quarter of last year, and that revenue of division increased 16% to \$243.8 million. Operating profit margin declined from 17.6% to 16.4%. Company noted: "Filmed entertainment results were also buoyed by sales to network TV and the substantial growth of its home video business both domestically and abroad." WCI's recorded music and music publishing also showed revenue increase while revenue from Atari operations was more than cut in half, to \$153.8 million. Total operating income increased from \$3.7 million to \$30.4 million. Higher after-tax loss from continuing operations was attributed to higher interest expense and losses from WCI's half-ownership of MSO, Warner Amex, which did not provide domestic tax benefits this year. Repurchase of shares by WCI from News Corp. for \$172 million closed on March 17, leading to interest expense increase.

MCA drop. MCA Inc. showed 9% decline from first-quarter 1983 revenue to \$392,441,000. Operating income fell 55% to \$23.5 million and net income dropped 46% to \$21 million. Company, whose operations include television production and syndication, noted "1983 included significant foreign theatrical and merchandising revenues resulting from the success of 'E.T. The Extra-Terrestrial.' 1984 reflects the disappointing results of theatrical releases." Television revenue accounted for 26% of company total, and showed 1% increase to \$100,643,000.

Depreciation effect. Storer Communications reported increased net loss of \$14,572,000 for first quarter on higher net revenue of \$118,974,000. Television division revenue increased 11% over same period last year to \$37,854,000, with television operating income increasing 22% to \$9,156,000 for operating profit margin of 24%. Cable division revenue increased 21% to \$81,120,000 (subscriber base increased 15% to 1,413,000), while cable operating income for first quarter increased 58% to \$1,772,000 for operating profit margin of 2%. Miami-based company said its "program of cable rate increases, pertaining primarily to basic subscribers, is proceeding satisfactorily and should have a significant effect on revenues and operating income during the balance of 1984." Company attributed increase in its net loss primarily to greater depreciation charged to cable division, up 24%, and interest expense which increased 37% to \$19,367,000. Borrowing in first quarter increased by \$15 million. Net loss per share was 88 cents.

Rollins record. Rollins Inc. recorded revenue for third quarter ending March 31 of \$105,785,735, up 3% from same period last year. Income before taxes increased 113% to \$4,082,926 and net income was up 111% to \$2,820,926. Earnings per share were 11 cents. Atlanta-based company said first nine months were "impacted by the write-off of the costs for securing proposed cable television franchises and start-up costs of new systems. These write-offs penalized earnings by four cents per share." Rollins is awaiting approval from regulatory agencies, including SEC, of proposed spinoffs of its oil and gas businesses and media operations to current stockholders.

Heritage increase. Sixteenth-ranked MSO, Heritage Communications Inc., reported 12% increase in first-quarter revenue to \$25.9 million. Revenue from cable operations, which now serve 376,000 subscribers, increased 25% to \$12.9 million, or half of company total. Cable operating income jumped 56% to \$2.9 million, and operating cash flow grew 37% to \$5.2 million. Des Moines-based company noted, "The growth in cable television revenue was, in part, a result of an 11% and a 20% increase in basic subscribers and pay subscriber units, respectively, in cable television systems wholly owned by Heritage. The revenue growth, coupled with relatively small increases in group overhead expenses and other fixed operating costs, accounted for the increases in operating cash flow and operating income."

S-H increase. Scripps-Howard Broadcasting Co., Cincinnati-based owner of three AM's, four FM's and six TV's, and MSO operator, reported 18% increase in first-quarter revenue to \$25.4 million. Broadcasting operations, which account for 89% of total revenue, had 9.5% revenue increase and 18% operating income increase to \$7.7 million. Operating profit margin was 34%. Company reported "significant growth in local television revenue and a moderate increase in national revenues." Net income for company dropped 17% to \$2.7 million. Decline was attributed by company to cable television operations, "both from company owned and operated systems and from partnership investments. . . . This decline is attributable to large start-up and development costs associated with most of these systems and a higher effective income tax rate as a result of a reduction in investment tax credits."



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FTC ponders sale for orbital slots

Commission suggests auction to distribute limited space capacity

Satellite applicants may have to pay for orbital slots, if a suggestion made by the Federal Trade Commission is followed.

In a filing last week, the FTC said the FCC should consider using auctions to allocate the limited number of slots. "If the FCC allowed an explicit market to exist in the

purchase and sale of satellite orbital slots," the FTC said, "then market prices could adjust in order to solve the 'problem' of excess demand."

The filing did not say where the proceeds from the auctions should go, but an FTC spokesman suggested the federal treasury. That's where money from oil and gas lease-auctions goes, he said.

In the past, satellite applicants have been awarded slots on a first-come, first-served basis and have not been required to pay for them.

The FTC also suggested that the FCC auction the use of orbital slots for a specified

time period, such as 10 years—or "roughly the expected life of a communications satellite".

In the past, the FTC said, the FCC has limited initial applicants to two satellites and ruled that an applicant could be assigned any alternative slot in the same band, thus reducing the number of potential requests with which it had to deal, the FTC said. "In effect, the FCC maintained the 'legal fiction' that all orbital slots were equal, when of course from a technical and economic point of view some slots were clearly preferable to others," the FTC said.

In an auction, "the slot would go to the party who bid the most money and thus to whom the slot was most valuable," the FTC said. "The auction would put an explicit price on the use of the slot. . . . Finally, an auction could make the slot available far faster at far less administrative cost than alternative selection mechanisms such as comparative hearings."

In its filing, the FTC offered several other alternatives to accommodate the excessive demand for slots, including decreasing further the required distance between satellites from two degrees to one-and-a-half or one-and-three-fourths degrees apart (BROADCASTING, Nov. 14, 1983); allocating additional frequencies to domestic satellite use at frequencies above 4/6 ghz, but below 18/30 ghz, and using lotteries to choose among competing applicants, which permits "the winner immediately to resell the orbital slot right to others." The FTC is against using comparative hearings to choose among applicants and recommends that all petitions to deny filed by competing applicants against other applicants be dismissed.

According to the FTC, lotteries would be preferable to comparative hearings "because they would lead to faster authorization of new service," although the FTC said that the large number of applications generated by such selection, may pose "significant problems." The FTC urged the FCC to seek statutory authority from Congress, if necessary, to hold the auctions.

At least one satellite carrier was not impressed by the FTC's suggestions. Ronald Stowe, vice president, government and commercial affairs at Satellite Business Systems, called the FTC's analysis "completely removed from practical considerations." He said an auction was "unnecessary and it's close to being irresponsible. It's an anti-competitive approach in which you're just asking for all these scarce resources to be consolidated in the hands of a few rich companies," he said. "It discourages small entrepreneurs, who may be quite capable of running a satellite system, but who don't have as much money as 'corporation X,'" he said, adding that the FTC's suggestions amount to a "tax imposed on users of telecommunications. . . . If you're going to do that, let's not camouflage it, let's deal with it as a tax," Stowe said. □

PBS makes Murdoch complaint public. Rupert Murdoch's complaint about *Inside Story's* treatment of him received attention—more than he probably expected. His long-time counsel, Harold Squadron, sent a telegram to Hodding Carter III, the PBS show's host, on May 2 accusing Carter of not making sufficient effort to arrange interviews with those "related to the Murdoch organization," for a two-part *Inside Story* piece on Murdoch that aired on April 27 and May 4. The telegram continued, "Furthermore, your first installment includes factual inadequacies [Squadron said it should read inaccuracies] and a number of cases where the facts could have easily been determined. . . ."

"In brief, despite your statements to me, you made no effort to achieve balance. Will hold you and PBS participating stations responsible for any defamatory falsehoods." The next day, Ned Schnurman, the show's senior executive producer, denied the request in a letter to Squadron and then released the exchange of correspondence.

The controversy arose over the first show's examination of Murdoch and his News Corp. publishing empire, and its newspapers in Australia and Britain. It contained interviews, many of them critical, with former News Corp. employees.

Squadron said that Murdoch saw the first show and noted "inaccuracies," calling it a "cut and paste and designed to carry a point of view."

Squadron, a New York attorney, said that when the telegram and letter were released: "Never, never, in all the time that I've represented [Murdoch], has anybody taken the exchange of correspondence and gone to the press with it. Probably, if I had realized that they were going to use the exchange to hype the show I wouldn't have given them the opportunity."

When asked why the correspondence was released, Schnurman said he wanted to "illustrate a point about how Murdoch operates. . . the way he protects his enterprise." He noted that the second show received higher overnights than usual, and in Chicago, where the show aired a day later and where Murdoch recently bought the *Chicago Tribune*, the show received a 5/18, its best performance ever.

Squadron said after seeing the second show that it went on "to trash him again for being a sensationalist and so on." He went on to say, "Our next step is to take the transcripts from the two shows, go through them and prepare a critique. . . and then circulate that critique among the media people that Mr. Schnurman thought ought to have our exchange of correspondence, and then decide whether to proceed further from there."

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Knights well spent

An FCC commissioner and a member of Congress emerged as champions of the 12th annual CBS Invitational Tennis Tournament last Tuesday (May 8) in Arlington, Va. (suburban Washington). The winners: Commissioner Henry Rivera and Representative John R. McKernan Jr. (R-Me.). Runners-up: FBI Director William Webster and CBS Inc. Chairman Thomas Wyman. Winners of the other two leagues: Representative Thomas Bliley Jr. (R-Va.) and Bartow Farr, of the Washington law firm of Onek, Klein & Farr, and Representative John Breaux (D-La.) and Tony Malara, president of the CBS Television Network. Pictured after the matches (top row, l-r): Farr, McKernan, Don Wear (CBS Washington vice president and tournament organizer), Malara, Rivera and Dud Dealy of CBS-owned *World Tennis Magazine*; (bottom row) Webster, Wyman, Breaux, Bliley.

National ITFS network planned

Eighty-seven applications are filed at FCC by National Conference on Citizenship to offer educational programming

The National Conference on Citizenship last Tuesday (May 8) announced plans for a nationwide, multichannel instructional TV network. Describing it as a first, the Washington-based NCC said it hopes to have the network on the air by yearend, bringing the diverse resources of the nation's capital to students and other citizens throughout the country.

NCC has filed 87 applications at the FCC seeking instructional television fixed service (ITFS) licenses to construction and operate the new network on four channels in each major metropolitan area. NCC also said it plans to file additional ITFS applications.

NCC Board Chairman Joseph H. Kanter last week explained the philosophy behind the planned network, how it will operate and what it will program. Kanter, chairman of the board of the National Board of Florida,

NAB tab. The estimated bill for the 15 FCC personnel whose expenses for attending the National Association of Broadcasters convention are to be picked up by the association amounts to \$10,660, broken down as follows: James McKinney, FCC Mass Media Bureau (MMB) chief, \$808.50; Rod Porter, MMB deputy chief, \$714.45; William Hasinger, MMB engineering assistant, \$771.50; Larry Eads, audio services branch chief, \$659; Milton Gross, fairness/political broadcasting branch chief, \$669; Ralph Haller, technical and international branch chief, \$846; John Reiser, technical and international branch assistant chief, \$846; Barbara Kreisman, low-power television branch chief, \$771; Robert Pettit, legal assistant to Commissioner Mimi Dawson, \$625; Renee Licht, legal assistant to Commissioner Henry Rivera, \$650; Diane Silberstein, legal assistant to Commissioner Dennis Patrick, \$771; David Silberman, attorney, Office of General Counsel, \$532; William Russell Jr., director, Office of Public Affairs, \$771; Alex Felker, senior electrical engineer, Office of Plans and Policy, \$926; William Zears, electronics engineer, Livermore, Calif., monitoring station, \$300. Other FCC personnel attending the convention are paying their expenses with their office travel budgets. Congress authorized industry groups to pick up the tabs for FCC personnel who attend their conventions in an experiment that expires at the end of fiscal 1985, according to an FCC staffer. Under the authorization, industry groups picked up a total of \$37,643 in travel expenses for 66 trips by agency officials last year. An FCC official said the "reimbursements" are plowed into a general fund with most spent on computer equipment.

Early Spring Sales*

KAIT-TV	Jonesboro, Arkansas	\$22,720,000
WAAX/WQEN	Gadsden, Alabama	3,472,000
KJR (AM)	Seattle, Washington	5,800,000
WBRE-TV	Scranton-Wilkes-Barre, Pennsylvania	21,000,000
WAAV (AM)	Wilmington, North Carolina	230,000
WRUS/WAKQ	Russellville, Kentucky	1,325,000
WTIX (AM)	New Orleans, Louisiana	6,000,000
KOMA (AM)	Oklahoma City, Oklahoma	
WEEX/WQQQ	Easton, Pennsylvania	3,000,000
WKRZ AM-FM	Wilkes-Barre, Pennsylvania	5,000,000
WKSS-FM	Hartford, Connecticut	3,400,000

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succeeded Supreme Court Justice Thomas Clark as head of NCC.

"Since NCC was chartered by Congress 31 years ago," Kanter said, "it has tried to find innovative ways to enhance citizen participation, knowledge and pride. Our bipartisan board sensed that TV has been fully developed as a method of entertaining, selling and updating the news for our citizenry. NCC now plans to fully develop TV as an educational medium."

NCC has concluded an agreement with George Washington Television, a multi-channel broadcast and production facility located at George Washington University in Washington, whereby NCC's new network will share GWTV's origination equipment and provide programming to that university and other educational institutions throughout the country. In addition, Kanter announced that NCC will select at least one institution in each market area that would like to receive NCC programming, but lacks the appropriate receiving antenna equipment, and NCC will, on request, donate the needed equipment.

NCC proposes four basic educational programming modules for its multichannel network:

- a *Town Hall of the Air* that will report on the work of Congress in an expanded effort similar to what C-SPAN provides cable viewers;

- an *Executive Branch* program series that will focus on the work of various agencies;

- a *Judicial Branch* module that will include continuing education for the legal profession and similar programs for other professions;

- a *National Resource Center of the Air*, based on existing resources of the National Archives and the Federal Depository System of the Library of Congress. □

WJAR-TV hit with \$4-million slander suit by New Jersey congressman, lawyer

A year ago, WJAR-TV Providence, R.I., broadcast an investigative report alleging that Representative James J. Florio (D-N.J.) had accepted campaign contributions from companies that had been indicted for illegal toxic waste dumping and that he knew the companies were controlled by organized crime figures. It also said a Haddonfield, N.J., lawyer, Carl D. Poplar, knowingly transmitted the \$7,000 involved from a "reputed mobster." Florio and Poplar have now responded with a \$4-million slander suit.

The suit, filed in U.S. District Court in Camden, names the station's licensee, Outlet Communications Inc., as well as the two investigative reporters who prepared and aired the piece, broadcast on May 4, 1983—James Taricani and Gary Scurka—as defendants. Scurka is now with the Outlet station in Sacramento, Calif., KOVR(TV).

The suit claims the charges were false and were made "maliciously," in that the defen-

dants "knew or should have known that in making the statements" a false picture would be created that would damage the plaintiffs. Under standards laid down by the Supreme Court, public figures, such as members of Congress, who file defamation suits must prove "malice" on the part of the defendant—that is, that the defendant knew the material was false or published it in reckless disregard of whether it was false or not.

The suit also claims Florio and Poplar were rebuffed in their request for a retraction, and that the defendants sought to interest print and broadcast media in New Jersey, including Florio's district, in the contents of

the program.

John Sawhill, general manager of the station, said he did not know the significance of the allegation regarding an effort to gain wider distribution for the story. And he declined to comment in detail on the suit—he said the matter is being reviewed by the station's lawyers. But he said, "We stand by the story."

Florio is known as a strong advocate for environmental causes. He was the principal author of the federal "superfund" legislation to clean up toxic waste dumps, and has been a critic of the Environmental Protection Agency under the Reagan administration. □

Changing Hands

PROPOSED

WCLQ-TV Cleveland □ Sold by Cleveland Associates to Channel Communications Inc. for \$14 million cash. **Seller** is owned by Harry and Elmer Balaban, who also own WTVO-TV Rockford, Ill.; WICD(TV) Champaign, Ill., and chain of movie theaters in the Midwest. **Buyer** is Nashville-based subsidiary (Bryan N. Byrnes, president) of Nasco Inc., privately held conglomerate based in Springfield, Ill. It also owns KLPC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark. WCLQ-TV is independent on channel 61 with 2,000 kw visual, 200 kw aural and antenna 1,160 feet above average terrain. **Broker:** Howard E. Stark.

WLVE(FM) Miami Beach □ Sold by Communi-

ty Service Broadcasters Inc. to Gilmore Broadcasting Corp. for \$10.5 million cash, including \$250,000 noncompete agreement. **Seller** is headed by Alan Margolis, president. It also owns WMBM(AM) Miami Beach. **Buyer** is owned by James S. Gilmore Jr. It is Kalamazoo, Mich.-based owner of two AM's, one FM and three TV's. WLVE(FM) is on 93.9 mhz with 100 kw and antenna 600 feet above average terrain. **Broker:** Blackburn & Co.

WNLC(AM)-WTYD(FM) New London, Conn. □ Sold by Mercury Broadcasting Corp. to Norman S. Drubner for \$4 million, comprising \$2.5 million cash and \$1.5 million note. **Seller** is owned by Joseph Somerset, programming consultant who also owns

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WWCO(AM) Waterbury, Conn. Buyer is Waterbury, Conn., attorney with no other broadcast interests. WNLC is on 1510 khz with 10 kw day and 5 kw night. WTYD is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

WAMR(AM)-WRAV(FM) Venice, Fla. Sold by Venice-Nokomis Broadcasting Co. to Sharbinson Inc. for \$1,850,000 cash. Seller is owned by Florence Rhodes (80%) and her husband, Lawrence (20%). They have no other broadcasting interests. Buyer is owned by 26 stockholders headed by James C. Robinson, president (7.7%), Joel H. Sharp (3.8%) and David Hednick (7.7%). Principals are Orlando attorneys. WAMR is on 1320 khz with 5 kw day and 1 kw night. WRAV is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Don Clark Inc.

KTTU-TV Fairbanks, Alaska Sold by Channel 2 to Fairbanks Television Corp. for \$2 million, \$1.75 million if third new TV station begins operation in market during 1984, comprising \$200,000 cash, remainder note. Seller is owned by Jessica L. Longston and Vicki Zaser who also own KTUU-TV Anchorage. Buyer is owned by Duane L. Triplett (24.8%), Belton Stephens (6.2%), Richard M. Zook (19.1%) and eight others. They also own KIMO(TV) Anchorage, KJUD(TV) Juneau and construction permit for KATN(TV) Fairbanks, all Alaska. They will sell Fairbanks CP before acquiring KTTU-TV. KTTU-TV is NBC affiliate on channel 2 with 28.2 kw visual and 5.5 kw aural and antenna 200 feet above average terrain.

KGNB(AM)-KNBT(FM) New Braunfels, Tex. Sold by Comal Broadcasting Co. to New Braunfels Broadcasting Co. for \$1.6 million comprising \$600,000 cash, remainder note. Seller is principally owned by C. Herb Skoog and five others who have no other broadcast interests. Buyer is owned by Jimmy L. Ray (51%) and nine others owning less than 10%. Ray is general manager at KMMM(AM)-KOKE-FM Austin, Tex. KGNB is daytimer on 1420 khz with 1 kw. KNBT is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Jamar-Rice.

KTQQ Sulphur, La. Sold by Thomas Broadcasting to Lafayette Broadcasting Inc. for \$1.25 million cash. Seller is owned by H. Kinnon Thomas and his son, Steve, who have no other broadcast interests. Buyer is owned by Ron Gomez (50%) and eight others. It also owns KPFL(AM)-KTDY-FM Lafayette, La. KTQQ is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

KPOC(AM)-KCYN(FM) Pochantas, Ark. Sold by John J. Shields to Scott Enterprises Inc. for \$600,000, comprising \$25,000 cash, \$257,000 assumption of liabilities and rest in note. Seller is also principal owner of KMTL-AM-FM Shreveport, La. Buyer is owned by William W. Scott (51%) and his wife, Helen (49%). Scott is Pochantas physician who has no other broadcast interests. KPOC is daytimer on 1420 khz with 1 kw. KCYN is on 103.9 mhz with 3 kw and antenna 145 feet above average terrain.

KGRI-AM-FM Henderson, Tex. Sold by KGRI Associates to Chipper Dean for

\$575,000 cash. Seller is owned by Marsha M. Shields. It also owns KIPR-AM-FM Diboll, Tex. Buyer also owns KWRD(AM) Henderson, Tex. It will spin off KGRI(AM) to comply with FCC rules. KGRI is 250 w daytimer on 1000 khz. KGRI-FM is on 101.1 mhz with 3 kw and antenna 500 feet above average terrain. Broker: Norman Fischer & Associates.

KCHI-AM-FM Chillicothe, Mo. Sold by Rontedick Inc. to Steve Mickelson (80%) and his wife, Teckla (20%) for \$400,000, comprising \$155,000 note, remainder note. Seller is owned by Richard Lendeman, building contractor, with no other broadcast interests. Buyers also own KNIM-AM-FM Maryville, Mo. KCHI is daytimer on 1010 khz with 1 kw. KCHI-FM is on 103.9 mhz with 1.55 kw and antenna 400 feet above average terrain.

WFON(FM) Fon du Lac, Wis. 66.6% of Costas Enterprises Inc. sold by A. Miller Roskamp, and his cousin, Gresham M. Roskamp to Donald Rabbitt, owner of other third for \$400,000 note. Sellers also own two-thirds of KRIT-FM Clarion, Ohio. Buyer is president of Costas Enterprises and owns the other third of KRIT-FM. WFON is on 107.1 mhz with 3 kw and antenna 312 feet above average terrain.

WMYQ-AM-FM Newton, Miss. Sold by Robert L. Tatum to CRS Broadcasting of Mississippi Inc. for \$380,000 cash. Seller has no other broadcast interests. Buyer is subsidiary (Lindsey English, president), of Cellular Radio Systems Inc., Kenneth V. Orashan, president. It has no other broadcast interests. WMYQ is daytimer on 1410 khz with 500 w. WMYQ-FM is on 106.3 mhz with 3 kw and antenna 158 feet above average terrain.

WJAK(AM) Jackson, Tenn. Sold by Broadcast Dynamics Inc. to Jackson Telecasters Inc. for \$261,000 note. Seller is owned by James M. Duke, president, and four others. It has no other broadcasting interests. Buyer is owned by Cy N. Bahakel, owner of Bahakel Communications, Charlotte, N.C.-based owner of six AM's, five FM's, seven TV's and cable MSO. Bahakel has also purchased WKTM(FM) North Charleston, S.C. (BROADCASTING, April 23). WJAK is daytimer on 1460 khz with 1 kw.

WNST-AM-FM Milton, W.Va. Sold by WNST Radio to Peters Broadcasting Inc. for \$255,000 cash. Seller is owned by Kathryn Tweel, executrix of estate of Naseeb S. Tweel. It also owns 49% of WMOV(AM) Ravenswood, W.Va. Buyer is owned by Roscoe H. Peters, automobile dealer in Hurricane, W. Va., who has no other broadcast interests. WNST is on 1600 khz with 5 kw. WNST-FM is on 106.3 mhz with 110 w and antenna 1,230 feet above average terrain.

KCDQ(FM) Belgrade, Mont. 85% of CD Broadcasting Inc. sold by Daniel H. Walker, who will retain 5% and Chad A. Parrish, who will retain 10%, to Todd Bitts for assumption of liabilities. Sellers have no other broadcast interests. Buyer is vice president of Water Sports Network, Seattle-based cable TV producer. He has no other broadcast interests. KCDQ is on 96.7 mhz with 2.9 kw and antenna 195 feet above average terrain.

(For other proposed and approved sales last week, see "For The Record" page 90.)



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The week's worth of news and comment about radio

Olympic arts

Radio broadcasts of major musical events from this summer's Olympic Arts Festival in Los Angeles will be available on public stations throughout the U.S., following the announcement last week that noncommercial KUSC(FM) Los Angeles has received a \$282,000 grant from the Times Mirror Co. to cover the production and promotion costs for the events. KUSC obtained the broadcast rights to the major musical events of the festival last February after ABC Radio waived its rights.

"KUSC's programing extends the reach of the festival, making it accessible to many people in Los Angeles and across the country who cannot personally attend festival events," said Robert F. Erburu, president and chief executive officer of The Times Mirror Co. The communications firm, based in Los Angeles, is sponsoring the festival, which KUSC termed "the most ambitious arts festival ever undertaken."

Confirmed events include the Olympics eve Hollywood Bowl "gala concert" on July 27, to air live nationwide; the seven-concert

Chamber Music Festival, to air by tape-delay, and a series of features and calendar reports to begin airing June 1.

In addition, KUSC has contracted with KLON(FM) Long Beach for tape-delay broadcast of the Olympic Jazz Marathon and Olympic Jazz Festival, which the noncommercial station will also produce.

National and international distribution of KUSC and KLON's Olympic Arts Festival programing is through American Public Radio, based in St. Paul.

On location

ABC FM Network's *MovieNews* series—a 60-second weekday program hosted by film critic Roger Ebert—will originate from Cannes, France, May 15-28 during the Cannes Film Festival. Additionally, the network has slated Sunday (May 20) for its next installment of *City Rhythms*, its new, 90-minute urban contemporary specials hosted by Frankie Crocker WBSL(FM) New York pro-

gram director. This month's show will spotlight performer Rick James as well as singers Joclyn Brown, Cecil & Linda Womack and Tina Fabrikque. The series is produced by Inner City Broadcasting, owner of WBSL(FM) New York.

Retrenching

Pebble Beach, Calif.-based radio research consultant Jhan Hiber is in the process of reorganizing his company, Jhan Hiber & Associates, which principally involves cut-backs in staff and client load. Hiber told BROADCASTING he is closing his Laurel, Md., office and laying off nine employees. At the same time, Hiber said he will reduce his client load to about 15 stations from the more than 30 now on his roster.

Hiber gave two reasons for the steps: the closing of the financially-troubled National Bank of Carmel (Calif.) last Monday (May 7) causing Hiber's credit line and all operating



Goes to 'The Source.' Nationally known sex therapist Dr. Ruth Westheimer, who hosts a weekly one-hour call-in show on NBC's WYNY(FM) New York, will soon be heard nationwide thanks to an agreement she signed with The Source, NBC's young-adult network. She will host a two-hour weekly version of her program, *Sexually Speaking*, for the network. Pictured at the Source signing are (standing, l-r): Maurice Tunick, producer of Westheimer's program, and Frank Cody, Source program director. Seated (l-r): Meredith K. Woodyard, Source vice president/general manager, and Westheimer.

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capital to be tied up for an indefinite period, and increased overhead in the Laurel operation over the past year.

"Our consulting business remains 'alive and well', but it will now be centralized out of our headquarters in Pebble Beach," Hiber said. He noted that most of the clients he will retain or take on will be closer to his California offices. "This move also will allow me to have more 'hands-on' involvement with clients."

Hiber said that John Patton, the company's new senior vice president ("Riding Gain," March 12), will continue to market and sell the firm's services from his office in Tenafly, N.J., where he runs Patton Management.

Looking ahead

Tom Birch, president of Birch Radio, said he will be looking into a seven-day week telephone recall methodology similar to the one employed by RADAR—Statistical Research Inc.'s radio network rating service. But Birch stressed that this technique is a "long-range" possibility. Currently, the company employs a one-day, per week, per month, telephone recall methodology.

Political programing

Mutual Broadcasting recently launched two new political series: *Face-Off* is a two-minute weekday program featuring Senators Edward Kennedy (D-Mass.) and Robert Dole (R-Kan.) debating current issues; *Mark Shields' Campaign Trail* is a two-and-a-half-minute weekday series featuring nationally



Partners. Celebrating the signing of WGN(AM) Chicago to the ABC Information Network, effective July 27 (BROADCASTING, May 7), are (l-r): Dan Fabian, WGN program director; Bob Benson, ABC Radio Networks vice president/senior executive; Wayne Vriesman, WGN vice president/general manager; Stuart Krane, director, ABC Information; Kelly Seaton, WGN general sales manager, and John Axten, vice president, ABC Radio Networks. WGN had formerly been an independent station.

syndicated columnist and political commentator Mark Shields's comments on the 1984 presidential race. *Face-Off*, produced by The Broadcast Group, has cleared approximately 200 markets, while Shields' program, sponsored by LTV Corp., is being fed to more than 150 stations twice each day during afternoon drive-time and evening hours.

Simulcaster

Westwood One, Culver City, Calif.-based radio program supplier, plans to simulcast, along with Home Box Office, a one-hour Linda Ronstadt concert on May 27. The company will also air the audio portion of a one-hour recorded live Stevie Wonder concert that will be seen on Showtime June 18.

In addition, Westwood One will be offering stations both English and Spanish broadcasts of the Marvin Hagler vs. Mustafa Hamasha fight live from Las Vegas on July 20 at 8 p.m. NYT. All the events, according to Westwood President Norm Pattiz, will be delivered via satellite over Satcom I-R.

More than Mecca

The World of Islam, a new 13-part series presented by National Public Radio, will begin in June. The half-hour programs, recorded in 15 countries around the globe, examine the social, political and religious foundation of Muslim culture, the role of Muslim women today, Islamic art and the Black Muslim movement in the United States. Peter Jennings, ABC News anchor, will introduce each segment. Major funding was provided by the National Endowment for the Humanities.

Orange consultant

Orange Productions, Narbeth, Pa.-based producer and syndicator of *The Sounds of Sinatra*, a three-hour weekly broadcast, has signed programing consultant Peter Salant to a long-term agreement. Before launching his own consultancy firm last year, Salant served as director of operations and programing for NBC's WYNY(FM) New York.

Class C Preservation

Through Docket 80-90, the FCC has adopted a "use it or lose it" rule for Class C FM assignments. If you are not in compliance, talk to the specialists at . . .

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Spot Radio Expenditures

March money. National spot radio billings for March climbed 6.7% from a year earlier to \$58,038,300 ("Closed Circuit," April 30), resulting in a 4.6% rise in spot business for the first quarter, according to data released by Radio Expenditure Reports Inc., Larchmont, N.Y. For the year-to-date, the top 10 markets are down 3.2% from the same period last year. Only three of the 10 registered increases: Washington, up 6.7%; Dallas-Fort Worth, up 6.5%, and Philadelphia, up 0.9%. The top 10 markets, however, accounted for 51.6% of all ad expenditures in the top 50 markets. The chart below highlights year-to-date figures through March, compared to the same period in 1983, with the distribution of dollars broken down by market size.

	1984	1983	%change
January	39,953,400	39,173,600	+ 2.0
February	47,473,500	45,550,800	+ 4.2
March	58,038,300	54,401,900	+ 6.7
Total	145,465,200	139,126,300	+ 4.6
Market	March 1984	March 1983	% change
1-10	54,623,000	56,457,800	- 3.2
11-25	29,400,800	28,758,100	+ 2.2
26-50	21,872,200	19,457,300	+ 12.4
51+	39,550,400	32,716,000	+ 20.9

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Stock Index

	Closing Wed May 9	Closing Wed May 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	57 1/2	59	- 1 1/2	- 2.54	10	1,687
N Capital Cities	151 1/2	149	- 2 1/2	- 1.68	18	2,031
N CBS	72	72 7/8	7/8	1.20	11	2,137
N Cox	48 7/8	48	- 7/8	- 1.82	18	1,384
A Gross Broadcast	70 1/8	70	- 1/8	- 0.18	16	56
O Gulf Broadcasting	7 7/8	8 3/8	1/2	5.97		
O LIN.	21	21 1/8	1/8	0.59	20	440
O Mairite Commun.	8 1/2	8 1/2			7	72
N Metromedia	38 1/8	38 3/4	5/8	1.61	32	1,066
O Orion Broadcast	1/32	1/16	- 1/32	- 50.00		1,681
O Price Commun.	6 7/8	6 3/4	- 1/8	- 1.85		22
O Scripps-Howard	26	26 1/4	1/4	0.95	15	269
N Storer	35	34 7/8	- 1/8	- 0.36	20	574
O Sungroup Inc.	5	5 1/4	1/4	4.76	2	3
N Taft	59	62 5/8	3 5/8	5.79	14	537
O United Television	13 7/8	14	1/8	0.89	20	154

	Closing Wed May 9	Closing Wed May 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	18 1/8	17 7/8	- 1/4	- 1.40	16	109
A Affiliated Pubs	46 3/4	43	- 3 3/4	- 8.72	18	379
N American Family	18 1/4	18 3/8	1/8	0.68	10	299
O Assoc. Commun.	10 1/4	9 5/8	- 5/8	- 6.49		49
N A.H. Belo	43 7/8	42	- 1 7/8	- 4.46	13	501
N John Blair	31 3/4	29 1/4	- 2 1/2	- 8.55	13	251
N Chris-Craft	25 3/4	26	1/4	0.96	30	163
N Cowles	34 5/8	32 1/4	- 2 3/8	- 7.36	33	137
N Gannett Co.	38 5/8	39 1/4	5/8	1.59	24	4,636
N General Tire	33 1/8	34 7/8	1 3/4	5.02	12	711
O Gray Commun.	58	58			13	29
N Harte-Hanks	30 3/8	31	5/8	2.02	18	666
N Insilco Corp.	15 1/2	16 1/2	1	6.06	8	263
N Jefferson-Pilot	42 5/8	44 1/2	1 7/8	4.21	10	906
O Josephson Intl.	10	9 1/4	- 3/4	- 8.11	7	49
N Knight-Ridder	25 1/8	25 1/4	1/8	0.50	14	1,643
N Lee Enterprises	22 1/2	22	- 1/2	- 2.27	14	302
N Liberty	24 1/4	24 1/8	1/8	0.52	14	243
N McGraw-Hill	42 1/4	40 3/8	- 1 7/8	- 4.64	17	2,117
A Media General	55	52 3/4	- 2 1/4	- 4.27	11	382
N Meredith	42 7/8	43 1/8	1/4	0.58	12	403
O Multimedia	39 1/2	38 1/2	- 1	- 2.60	18	657
A New York Times	29	28 3/8	- 5/8	- 2.20	7	1,132
O Park Commun.	24 3/4	24 1/2	- 1/4	- 1.02	20	228
A Post Corp.	61 1/2	61 7/8	3/8	0.61	22	112
N Rollins	19	19 1/4	1/4	1.30	23	492
N Schering-Plough	38 1/8	38	- 1/8	- 0.33	11	1,925
T Selkirk	14 1/4	14 3/4	1/2	3.39	31	116
O Stauffer Commun.	52 1/2	52 1/2			14	52
A Tech Operations	38 7/8	39 5/8	3/4	1.89	16	36
N Times Mirror	37 1/2	37 3/8	1/8	0.33	14	5,150
N Tribune	28 1/8	27 7/8	- 1/4	- 0.90	13	1,152
O Turner Bcstg.	25 1/2	25 3/4	1/4	0.97	73	520
A Washington Post	74 1/2	73	- 1 1/2	- 2.05	17	1,056

	Closing Wed May 9	Closing Wed May 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	40 1/2	38 1/4	- 2 1/4	- 5.88	14	260
O Compact Video	4 5/8	5 1/8	1/2	9.76	21	18
N Comsat	23 3/8	25 3/8	2	7.88	8	421
O Doyle Dane B.	17	17			14	103
N Foote Cone & B.	51	49 1/4	- 1 3/4	- 3.55	13	148
O Grey Advertising	110	110			9	652
N Interpublic Group	30 3/8	30 1/2	1/8	0.41	7	324
N JWT Group	35 1/2	36 1/4	3/4	2.07	13	210
A Movielab	4 7/8	5 1/8	1/4	4.88	5	8
O A.C. Nielsen	29 1/4	29 1/2	1/4	0.85	13	659
O Ogilvy & Mather	49 3/4	49 1/2	- 1/4	- 0.51	15	223
O Sat. Syn. Syst.	9 1/4	9 3/4	1/2	5.13	20	53
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	7 7/8	7 1/8	- 1/8	- 22.20	1	1
A Unitel Video	8 1/4	7 5/8	- 5/8	- 8.20	12	18
N Western Union	24 7/8	25 3/8	1/2	1.97	11	61

	Closing Wed May 9	Closing Wed May 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.	5 1/4	5 1/4			28	30
N Coca-Cola	57 1/4	56 1/2	- 3/4	- 1.33	14	7,794
N Disney	64 3/8	64 3/4	1/4	0.58	24	2,226
N Dow Jones & Co.	39 3/8	42 5/8	3 1/4	7.62	22	2,523
O Four Star	6 3/4	6 3/4			7	5
N Gulf + Western	34 5/8	34 1/2	- 1/8	- 0.36	10	2,678
O Robert Halmi	13/16	3 1/2	2 3/16	66.0	24	20
O Lorimar	28 1/4	26	- 2 1/4	- 8.65	16	145
N MCA	43	42 1/8	- 7/8	- 2.08	14	2,072
N MGM/UA	16	15 1/2	- 1/2	- 3.23	28	795
N Orion	9 3/4	10	1/4	2.50	11	91
O Reeves Commun.	8 1/4	8 1/2	1/4	2.94	13	102
O Telepictures	9 1/4	14 3/8	5 1/8	35.65	15	60
O Video Corp.	13 3/8	13 3/8			24	22
N Warner	21 1/2	21 1/2			3	1,406
A Wrather	40 3/4	41	1/4	0.61	44	91

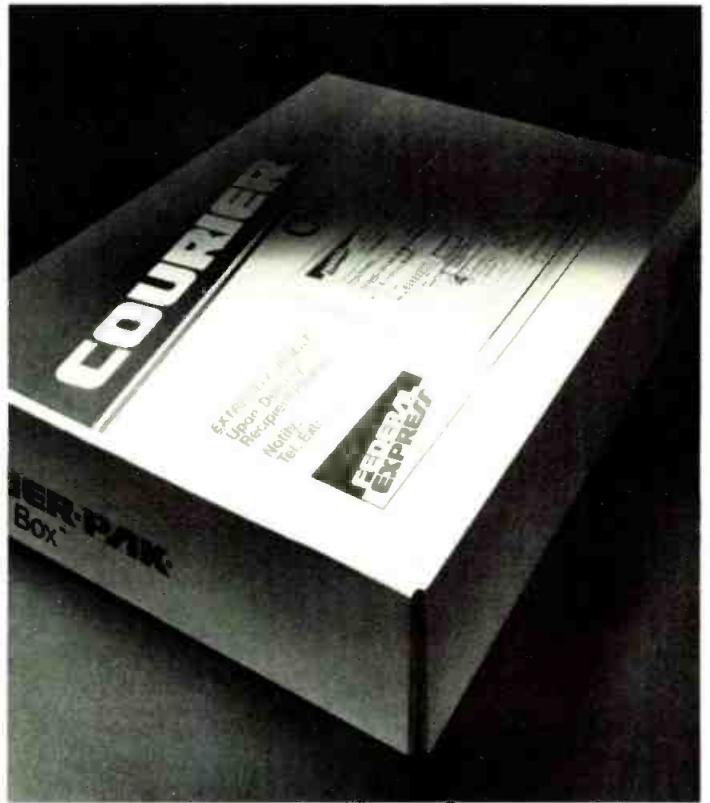
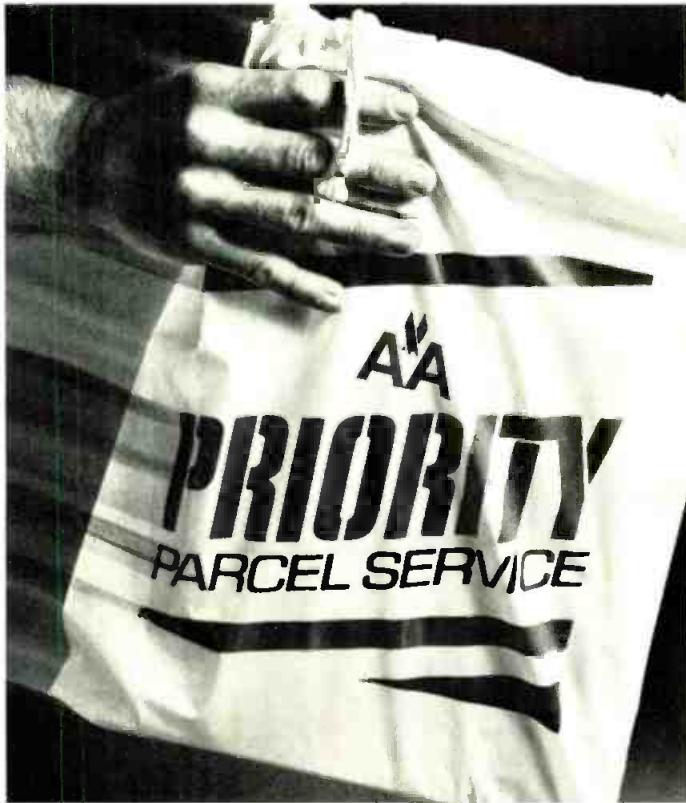
	Closing Wed May 9	Closing Wed May 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	7 7/8	7 3/4	- 1/8	- 1.61	27	44
O AEL	26 1/2	25 1/2	- 1	- 3.92	20	54
O AM Cable TV	3 1/4	3	- 1/4	- 8.33	16	12
N American Express	30 3/4	31 1/8	1/8	1.20	12	6,545
N Anixter Brothers	19 5/8	19 1/2	1/8	0.64	27	357
O Burnup & Sims	5 7/8	6 1/8	1/4	4.08	6	53
O Cardiff Commun.	7/8	7/8			1/16	81
O Comcast	20 3/4	20 1/2	- 1/4	- 1.22	20	170
N Gen. Instrument	22 7/8	23 1/4	3/8	1.61	17	720
N Heritage Commun.	16 3/8	16 1/4	- 1/8	- 0.77	33	121
T Maclean Hunter X	17 7/8	17 3/8	1/2	2.88	25	659
A Pico Products	8 7/8	9 1/2	5/8	6.58	29	25
O Rogers	6 3/8	6 3/8			8	141
O TCA Cable TV	13	13 1/4	1/4	1.89	27	87
O Tele-Commun.	17 3/8	16 1/4	- 1 1/8	- 6.92	17	748
N Time Inc.	43 1/2	41 7/8	- 1 5/8	- 3.88	16	2,554
O Tocom	7/8	2 1/4	1 1/2	63.87	1	6
N United Cable TV	23 3/8	23 3/4	1/8	1.58	15	257
N Viacom	31 1/4	30 3/8	- 5/8	- 2.88	19	400

	Closing Wed May 9	Closing Wed May 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	22 1/4	22 1/4			9	167
O C-Cor Electronics	8 3/4	9	1/4	2.78	8	31
O Cable TV Indus.	2 7/8	2 7/8			14	9
A Cetec	8 1/4	8 1/4			16	18
O Chyron	15 1/4	14 3/4	- 3/4	- 3.39	22	93
A Cohu	8 1/2	8 1/2			19	15
N Conrac	14 3/4	15 1/4	1/2	3.28	12	90
N Eastman Kodak	67	64 1/2	- 2 1/2	- 3.88	17	11,093
O Elec Mis & Comm.	12	10 1/4	- 1 3/4	- 17.07	36	35
N General Electric	54 7/8	56 3/8	1 1/2	2.66	12	24,925
O Geotel-Telemet	1 7/8	1 1/8	- 1/4	- 66.67	27	6
N Harris Corp.	31 5/8	32 1/8	1/4	1.56	18	1,248
N M/A Com. Inc.	17 5/8	17 5/8			59	760
O Microdyne	9 1/8	9 3/8	1/4	2.67	29	42
N 3M	76 5/8	77	1/8	0.49	14	8,993
N Motorola	119 3/4	123 1/2	3 3/4	3.04	19	4,702
N N.A. Philips	35	35			5	502
N Oak Industries	4 1/4	4 1/2	1/4	5.56	1	69
A Orrox Corp.	3 1/8	3 5/8	1/2	13.79	3	7
N RCA	36	35 3/8	- 5/8	- 1.77	17	2,941
N Rockwell Intl.	26 7/8	27 7/8	1	3.59	11	4,152
N Sci-Atlanta	10 5/8	11 3/8	3/4	6.59	531	254
N Signal Co.	29 1/4	30	5/4	2.50	29	257
N Sony Corp.	15 3/8	16 1/4	5/8	3.38	28	3,550
N Tektronix	61	65	4	6.15	24	1,169
A Texscan	13	10 1/2	- 2 1/2	- 23.81	15	82
N Varian Assoc.	42 3/4	45 1/8	2 3/8	5.26	21	915
N Westinghouse	45 7/8	47 1/8	1 1/4	2.65	9	4,017
N Zenith	30 1/4	30 1/2	1/4	0.82	13	662
Standard & Poor's 400	181.47	183.69	2.22			1.21

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express, Washington. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Pooors or as obtained by Broadcasting's

own research. Footnotes: P/E ratios for Gulf Broadcasting were unavailable. *Because of typographic considerations we will no longer include plus signs in the Stock Index. All listings not including a negative sign, except for unchanged prices, can be assumed positive. We hope this will present a cleaner, more easily read Index.

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For the Record

As compiled by BROADCASTING, April 27 through May 5, 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

■ Manitou Springs, Colo.—Vernice M. Dunbar seeks 820 khz; 2.5 kw-D. Address: 121 N. 32nd St., Colorado Springs, Colo. 80904. Principal is affiliated with Lighthouse Temple, church with no other broadcast interests. Filed May 4.

FM's

■ Ketchikan, Alaska—Denali Broadcasting Co. seeks 106.7 mhz; 7.5 kw; HAAT: minus 350 ft. Address: 3933 Geneva Pl., Anchorage, Alaska 99508. Principal is owned by John Lindauer and his wife, Jacqueline. It also owns KLAM(AM) Cordova and KRXA(AM) Seward. CP for new AM's in Unalaska, and Bethel, and has app. for new AM in Juneau, all Alaska. Lindauer is partner in Alaska Minority Broadcasting which owns KVAK(AM) Valdez, Alaska. Lindauer is app. for new AM at Kenai, Alaska. Filed May 1.

■ *Fair Oaks, Calif.—American Media Education Network seeks 89.9 mhz; .47 kw; HAAT: 768 ft. Address: P.O. Box 1226, Redding, Calif. 96099. Principal is charitable trust to operate nonprofit educational broadcasting, Norman E. Kemp, trustee. It is app. for new FM's in Redding, Ukiah, Santa Rosa, Chico, Marysville, and Eureka, all California. Filed April 30.

■ Freedom, Calif.—El Oso de Trapo Broadcasting Co. seeks 95.9 mhz; 3 kw; HAAT: 35 ft. Address: 4358 Greenholme, Dr. #10, Sacramento, Calif. 95842. Principal is owned by Lisa S. Adams, part-time technical consultant at KEBR(FM) Sacramento. Her father has part interest in nine AM's, two FM's, and LPTV. Her husband, Bryan, is public

affairs dir. at KEBR. Filed April 27.

■ Freedom, Calif.—Santa Cruz Broadcasting Co. seeks 95.9 mhz; 3 kw; HAAT: 300 ft. Address: 1640 Fifth St., Su. 203, Santa Monica, Calif. 90401. Principal is owned by Mark Halfmoon (51%), Lawrence Rogow (20%), Garry Spire (20%), and Steve Robinson (9%). Halfmoon is program director at KZSC(FM) Santa Cruz, Calif. Rogow and Spire own Vantech Inc. applicant for 79 LPTV's, and six new UHF's. Filed April 30.

■ Freedom, Calif.—Freedom Broadcasting Corp. seeks 95.9 mhz; 3 kw; HAAT: 100 ft. Address: 9002 Hamar Rd., Randallstown, Md. 21133. Principal is owned by Ruth L. Idas, individual with no other broadcast interests. Filed April 30.

■ Freedom, Calif.—Laura Hopper seeks 95.9 mhz; 3 kw; HAAT: 294 ft. Address: 225 Johnson Rd., Watsonville, Calif. 95076. Principal is GM and 40% owner of KBOQ(FM) Marina, Calif. Filed April 30.

■ Freedom, Calif.—Lynda G. Straus and Darnae Albon seek 95.9 mhz; 3 kw; HAAT: 300 ft. Address: 12503A Old French Rd., Nevada City, Calif. 95959. Principals are in partnership and have no other broadcast interests. Filed April 30.

■ Freedom, Calif.—Freedom FM Wireless Co. seeks 95.9 mhz; 3 kw; HAAT: 277 ft. Address: 460 Puma Dr., Carson City, Nev. 89701. Principals are Tamara S. Buckner (51%), Jack Hayes (44%) and Michael Button (5%). Hayes is app. for new FM in Minden-Gardnerville, Nev. Filed April 23.

■ Freedom, Calif.—Pajaro Broadcasters seeks 95.9 mhz; 3 kw; HAAT: 300 ft. Address: 89 D Spring Valley Rd., Watsonville, Calif. 95076. Principal is owned by Niki Silva, free-lance radio producer (33.3%), and Magdalena Beltran (33.3%), and Suzanne Manriquez (33.3%) who have no other broadcast interests. Filed May 1.

■ Ouray, Colo.—Ouray Broadcasting Co. seeks 104.9 mhz; 3 kw; HAAT: minus 2,563 ft. Address: 1218 State Highway 361, P.O. Box 212, Ouray, Colo. 81427. Principal is owned by David S. Westfall (50%) and his wife, Kristi (50%), who have no other broadcast interests. Filed May 3.

■ Silverton, Colo.—Keith E. Lamonica seeks 99.3 mhz; .15 kw; HAAT: 1,320.23 ft. Address: P.O. Box 484, Silverton, Colo. 81433. Principal is broadcast consultant with applications for new FM's in Farmington, and Gallup, both New Mexico, and 40 pending LPTV's. Filed April 27.

■ Gulf Breeze, Fla.—Breeze Broadcasting Ltd. seeks 95.3 mhz; 3 kw; HAAT: 330 ft. Address: 19 Caison Trace, Spanish Fort, Ala. 36527. Principal is owned by Patsy T. Phillips (25%), her husband, William (25%), Houston L. Pearce (25%), and his wife, Voncile (25%). Pearce has interests in four AM's and three FM's in Mississippi and Alabama. Phillips recently sold WJQY(AM) Chickasaw, Ala. and has no other broadcast interests. It is app. for new FM in Mary Esther, Fla. Filed May 3.

■ *Kissimmee, Fla.—Lock Haven Public Radio Inc. seeks 89.5 mhz; .2 kw; HAAT: 151 ft. Address: 14234 Boggy Creek Rd., Orlando, Fla. 32824. Principal is nonprofit cor-

poration for educational broadcasting, Russel Depew, machinist, president. It has no other broadcast interests. Filed April 30.

■ Honolulu—Apex, Corp. seeks 105.1 mhz; 100 kw; HAAT: 1,629 ft. Address: 44707 Puamohala Dr., Kaneohe, Hawaii 96744. Principal is owned by Bradley S. Donnelly who also owns app. for new FM at New Carlisle, Ind. Filed April 30.

■ Wamego, Kan.—Margaret J. Gunter seeks 95.3 mhz; 3 kw; HAAT: 265 ft. Address: 8225 Halsey St., Lenexa, Kan. 66215. Principal is wife of Gary Gunter, reporter for KMBC-TV Kansas City, Mo., who has no other broadcast interests. Filed April 27.

■ Willow Springs, Mo.—Patsy E. Price seeks 100.1 mhz; 3 kw; HAAT: 328 ft. Address: Route 6, #14 Sharondale, Ringold, Ga. 30736. Principal also owns two LPTV's in Springfield, Mo. Price's husband, James, is part owner of WJPR(TV) Lynchburg, Va. and KWHPTV) Boise, Idaho. Filed April 30.

■ Nashua, N.H.—Family Stations seeks 88.1 mhz; 6.4 kw; HAAT: 141 ft. Address: 290 Hegeberger Rd., Oakland, Calif. 94621. Principal is nonprofit nonstock California corporation, Harold Camping, president. It is also licensee of two AM's and seven FM's and has 33 app.'s pending for educational FM's. Filed April 30.

■ *Brooklyn, N.Y.—Westchester Council for Public Broadcasting Inc. seeks 91.5 mhz; 20 kw; HAAT: 165 ft. Address: 21 Brookside Lane, Dobbs Ferry, N.Y. 10522. Principal is nonprofit corporation for educational broadcasting, Marc Sophos, president. Filed proposes shared-time operation with WNYE-FM Brooklyn. Westchester operates a cable radio system. Filed April 30.

■ Buffalo, N.Y.—David E. Nathan seeks 96.9 mhz; 12.5 kw; HAAT: 890 ft. Address: 7838 Zimmerman Rd., Hamburg, N.Y. 14075. Principal is business consultant, with no other broadcast interests. Filed is mutually exclusive with WGRQ(FM) Buffalo, N.Y. Filed April 30.

■ New York—In-Touch Networks Inc. seeks 89.9 mhz; 3.8 kw; HAAT: 640 ft. Address: 322 W. 48th St., New York, N.Y. 10036. Principal is nonprofit corp., Pascal Mercurio, president. Filed is mutually exclusive with WKCR-FM New York. It has no other broadcast interests. Filed April 30.

■ Syracuse, N.Y.—Leonard M. Baines seeks 93.1 mhz; 97 kw; HAAT: 660 ft. Address: 350 East Willow Grove, Apt. 504, Philadelphia, Pa. 19178. Principal is individual with no other broadcast interests. Filed is mutually exclusive with WNTQ(FM). Filed April 30.

■ Charlotte Amalie, V.I.—SDP Enterprises seeks 102.1 mhz; 50 kw; HAAT: 1,570 ft. Address: 1900 Lyttonsville Rd., Silver Spring, Md. 20910. Principal is owned by Dorothy S. Dickerson (50%) and Glynn R. Poindexter (50%). They have no other broadcast interests. Filed April 30.

■ Charlotte Amalie, V.I.—Theodore A. Wilson seeks 102.1 mhz; 45.7 kw; HAAT: 1,596 ft. Address: 1500 Broadway, Suite 2205, New York, N.Y. 10036. Principal is CPA with no other broadcast interests. Filed April 30.

■ Charlotte Amalie, V.I.—Thousand Island Corp. seeks 102.1 mhz; 15 kw; HAAT: 1,498 ft. Address: Franklin Bldg., 3rd Fl., Charlotte Amalie, V.I. 00801-5170. Principals are Robert Noble and Louise Lamont who also own WVW(AM) Charlotte Amalie, V.I. Filed April 26.

■ Charlotte Amalie, V.I.—Trans Caribbean Broadcasting Co. seeks 102.1 mhz; 50 kw; HAAT: 1,525 ft. Address: 18625 NW 22d Pl., Miami, Fla. 33056. Principal is owned by Kervin L. Clenance (50%); his wife, Verneeta (30%); Kenneth A. Amaro (15%), and Charles Martin (5%). Clenance is account executive at WGBS(AM)-WLYF(FM) Miami and Amaro is reporter at WTLV-TV Jacksonville, Fla. Filed April 30.

TV's

■ Paducah, Ky.—TV-49 seeks ch. 49; ERP: vis., 2,500 kw; aur., 250; HAAT: 496, ant. hgt. above ground: 418 ft. Address: Route 1, Box 71, Kell, Ill. 62853. Principal is solely owned by William R. Varcha who also is principal owner of WCEE-TV Mt. Vernon, Ill. Application is mutually exclusive with app. of Johnny G. Box for same channel. Filed April 24.

■ Paducah, Ky.—Amos Communications Inc. seeks ch. 49; ERP: vis., 2,130 kw; aur., 213 kw; HAAT: 1,185 ft.; ant.

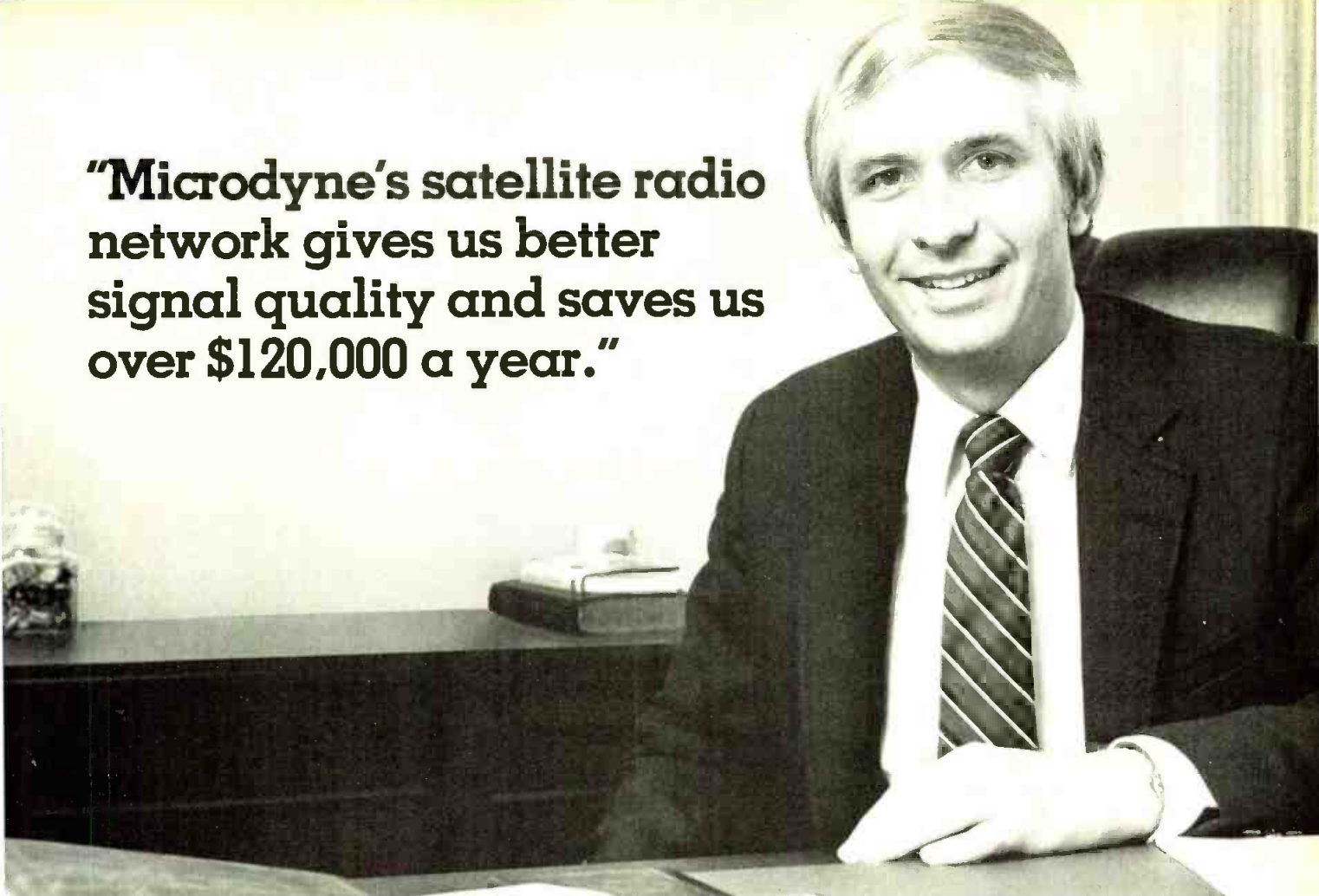
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State and regional networks need all the money they can save. That's why the Georgia Radio News Service installed a Microdyne SCPC satellite radio network system.

They found that it reduced monthly distribution costs 80% while improving signal quality.



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Where the network once paid \$12,000 a month for land lines to feed their 105 affiliates, they now lease a 10-dBw carrier on Westar IV for about \$2,000 a month. That results in a savings of \$120,000 a year.

"We expect a fast payback on

the equipment," General Manager Paul Stone adds.

Greater programming flexibility

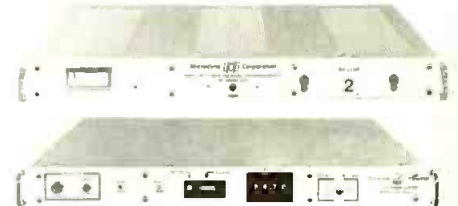
But lower costs and superior performance aren't the only advantages of a Microdyne radio network. Our system is frequency agile and has an optional bandwidth selection feature that lets you change formats when you change channels.

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At Microdyne we manufacture nearly all of the components that make up a satellite radio network, from the uplink antenna to the downlink demodulator. And we not only design and build custom systems, we can also manage the complete instal-

lation. So all you have to do is tell us what you need and when you need it.



. . . to the rack-mounted downconverter and unique bandwidth selectable, frequency-agile demodulator that lets you change formats when changing channels.

And of course all of our products are backed by our 48-hour repair or replacement policy and our 24-hour toll-free number for emergency engineering support.

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hgt. above ground: 1,275 ft. Address: 911 Vandemark Rd., Box 150, Sidney, Ohio 45367. Principal is owned by Amos Press Inc. owned by John Oliver Amos (23.9%); his son John (28.9%); his son-in-law, J. Daniel Francis (13.2%); his daughter, Margaret A. Francis (15.5%), and eight others. It also publishes a Sidney, Ohio, daily newspaper and three specialty magazines. It has app. pending for CP for new LPTV in Lima, Ohio and app.'s pending for 24 LPTV's, and app. for new TV in Mansfield, Ohio. App. April 24.

Ownership changes

Applications

- WPID(AM) Piedmont, Ala. (1280 khz; 1 kw-D)—Seeks assignment of license from Alex A. Carwile to Piedmont Communications Co. for \$150,750, comprising \$20,000 cash and rest in note. Seller is GM and sole owner of WCOP(AM) Warner Robbins, Ga. Buyer is owned by David B. Morrison (51%) and Jimmy W. Kennedy (49%) who have no other broadcast interests. Filed May 2.
- KTTU-TV Fairbanks, Alaska (ch. 2; 28.2 kw vis., 5.5 kw aurr; HAAT: 200 ft.)—Seeks assignment of license from Channel 2 to Fairbanks Television Corp. for \$2 million, \$1.75 million if third new TV station begins operation during 1984, comprising \$200,000 cash, remainder note. Seller is owned by Jessica L. Longston and Vicki Zaser who also own KTUU-TV Anchorage. Buyer is owned by Duane L. Triplett (24.8%), Belton Stephens (6.2%), Richard M. Zook (19.1%) and eight others. They also own KIMO(TV) Anchorage, KJUD(TV) Juneau and KATN(TV) Fairbanks, all Alaska. Filed April 25.
- KPOC(AM)-KCYN(FM) Pochantas, Ark. (AM: 1420 khz; 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 145 ft.)—Seeks transfer of control of Shields Media Services Inc. from John J. Shields (100% before; none after) to Scott Enterprises Inc. (none before; 100% after) for \$600,000, comprising \$25,000 cash, \$257,000 assumption of liabilities and rest in note. Seller is also principal owner of KMTL-AM-FM Shreveport, La. Buyer is owned by William W. Scott (51%) and his wife, Helen (49%). Scott is M.D. who has no other broadcast interests. Filed May 2.
- KFLJ(AM) Walsenburg, Colo. (1380 khz; 1 kw-D)—Seeks assignment of license from Floyd Jeter to Fransisco E. and Aleta J. Trujillo for \$125,000, comprising \$25,000 cash and rest in note. Seller has no other broadcast interests. Buyers are husband, engineer at AT&T, and wife, service manager at AT&T, who have no other broadcast interests. Filed May 4.
- WNLC(AM)-WTYD(FM) New London, Conn. (AM: 1510 khz; 10 kw-D; 5 kw-N; FM: 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mercury Broadcasting Corp. to Norman S. Drubner for \$4 million, comprising \$2.5 million cash and \$1.5 million note. Seller is owned by Joseph Somerset, programming consultant with Capital Cities and LIN Broadcasting who also owns WWCO(AM) Waterbury, Conn. Buyer is attorney with no other broadcast interests. Filed April 27.
- WDAE(AM) Tampa, Fla. (1250 khz; 5 kw-D)—Seeks assignment of license from Taft Television and Radio Co. to Gannett Tampa Broadcasting Inc. and Combined Communications Corp. for \$6,050,000 cash, including noncompete agreement. In addition to WDAE, Taft also sells its programming affiliate: Prime Time Syndication Inc. and exchanges all facilities of its station, WYNF-FM Tampa, with Combined Communication's station, WIQI-FM Tampa, excluding FM transmitter and surrounding real estate which each will retain. Seller is Cincinnati-based MSO, owning five AM's, seven FM's and seven TV's. Buyers are owned Gannett Co., Rochester, N.Y.—based MSO, Allen H. Neuharth, chairman, owner of 120 newspapers, including *USA Today*, Combined Communications, Douglas H. McCorkindale, president, owns six TV's, seven FM's and five AM's. Filed May 3.
- WAMR(AM)-WRAV(FM) Venice, Fla. (1320 khz; 5 kw-D; 1 kw-N; FM: 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Venice-Nokomis Broadcasting Co. to Sharbinson Inc. for \$1,850,000 cash. Seller is owned by Florence Rhodes (80%) and her husband, Lawrence (20%). They have no other broadcasting interests. Buyer is owned by group of 26 headed by James C. Robinson, president (7.7%), Joel H. Sharp, (3.8%) and David Hednick (7.7%). Principals are Orlando attorneys. Filed April 30.
- WJRQ Williston, Fla. (92.1 mhz; 3 kw; HAAT: 450 ft.)—Seeks assignment of license from Jim Johnson Enterprises Inc. to Arkelian Broadcasting for \$750,000, compris-

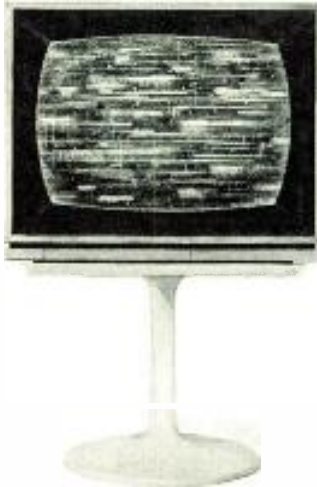
ing \$200,000 cash, \$50,000 assumption of liabilities, and \$500,000 note. Noncompete agreement was included. Seller is owned by James E. Johnson and his wife, Roberta. Johnson is former general manager of WSUN(AM) Tampa-St. Petersburg, Fla. and has no other broadcast interests. Buyer is owned by Erie Publishing Co., publisher of Erie Times-News, in Erie, Pa., and six other newspapers. Subsidiary, Arkelian Broadcasting also owns WGRI(FM) Naples, and WMIB(FM) Marco Island, both Florida. Art Arkelian is president of Arkelian Broadcasting and general manager of the stations.

- KTQQ Sulphur, La.—Seeks assignment of license from Thomas Broadcasting to Lafayette Broadcasting Inc. for \$1.25 million cash. Seller is owned by H. Kinnon Thomas and his son, Steve, who have no other broadcast interests. Buyer is owned by Ron Gomez (50%) and eight others. It also owns KPFL(AM)-KTDY-FM Lafayette, La. Filed May 1.
- WMYQ-AM-FM Newton, Miss. (AM: 1410 khz; 500 w-D; FM: 106.3 mhz; 3 kw; HAAT: 158 ft.)—Seeks assignment of license from Robert L. Tatum to CRS Broadcasting of Mississippi Inc. for \$380,000 cash. Seller has no other broadcast interests. Buyer is subsidiary (Lindsey English, pres.) of Cellular Radio Systems Inc. Kenneth V. Orashan, president. It has no other broadcast interests. Filed April 26.
- KCHI-AM-FM Chillicothe, Mo. (AM: 1010 khz 1 kw-D; FM: 103.9 mhz; 1.55 kw; HAAT: 400 ft.)—Seeks assignment of license from Rontedick Inc. to Steve Mickelson for \$400,000, comprising \$155,000 note, remainder note. Seller is owned by Richard Lendeman, building contractor, with no other broadcast interests. Buyer is owned by Steve Mickelson (80%), and his wife, Teckla (20%). They also own KNIM-AM-FM Maryville, Mo. Filed April 27.
- KCDQ(FM) Belgrade, Mont. (96.7 mhz; 2.9 kw; HAAT: 195 ft.)—Seeks transfer of control of CD Broadcasting Inc. from Daniel H. Walker (50% before; 5% after) and Chad A. Parrish (50% before; 10% after) to Todd Bitts (none before; 85% after) for assumption of liabilities. Sellers have no other broadcast interests. Buyer is vice president of Water Sports Network, with no other broadcast interests. Filed May 2.
- KWSK(AM) Wishek, N.D. (1330 mhz; 500 w-D)—Seeks transfer of control of Wishek Broadcasting Inc. from Michael D. Troshynski and his wife, Evelyn (50% before; none after) to Gordie H. Ulmer (50% before; 100% after) for \$2,500 cash. Seller also owns KBJM(AM) Lemmon, S.D. Buyer is farmer with no other broadcast interests. Filed May 5.
- KENM(AM)-KNIT(FM) Portales, N.M. (AM: 1450 mhz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Portales Broadcasting Co. to Burns Broadcasting Co. for \$175,000, comprising \$145,000 cash and \$30,000 note. Seller is owned by Abilene Radio and Television Co. which also owns KRBC-TV Abilene and KACB-TV San Angelo, both Texas. It is headed by Billy J. Fox, president. Fox also owns CP for new FM in Llano, Texas. Buyer is owned by Hazel K. Burns (51%), her husband Darrel (22%); son Dean (22%), and Neil J. Hammer (5%). Mrs. Burns owns 49%, and her husband owns 51% of KGIW(AM)-KALF-FM Alamo, Calif., and KRSN-AM-FM Los Alamos, N.M. Dean Burns is station manager at KRSN and Hammer is station manager at KGIW-KALF. Filed May 1.
- WBER(AM) Moncks Corner, S.C. (950 khz; 500 w-D)—Seeks transfer of control of Berkeley Broadcasting Corp. from Estelle C. Brissette (81.8% before; none after) to Clary K. Butler (none before; 81.8% after) for \$70,000, comprising \$10,000 cash, rest in note. Seller has no other broadcast interests. Buyer is individual with no other broadcast interests. Filed May 4.
- WAMG(AM) Gallatin, Tenn.—Seeks transfer of control of Southern Broadcasters Inc. from John R. Phillips (33.3% before; none after) to Albert A. Bennett (33.3% before; 66.6% after) for \$112,000 cash. Seller has no other broadcast interests. Buyer is investor with no other broadcast interests. Filed May 7.
- WJAK(AM) Jackson, Tenn. (1460 khz; 1 kw-D)—Seeks assignment of license from Broadcast Dynamics Inc. to Jackson Telecasters Inc. for \$261,000 note. Seller is owned by James M. Duke, president, and four others. It has no other broadcasting interests. Buyer is owned by Cy N. Bahakel, owner of Bahakel Communications, Charlotte, N.C.-based MSO which owns six AM's, five FM's, and seven TV's. Filed May 1.
- WPTY-TV Memphis—Seeks assignment of license from Delta Television Corp. to Precht Communications of Tennessee for \$11 million cash. Seller has no other broadcast interests. Buyer is owned by Precht Communications Inc., which is owned by Robert H. Precht and family. Precht also owns KECI-TV Missoula, KTVM(TV) Butte, and KCFW-TV Kalispell, all Montana. Filed April 27.
- KGNB(AM)-KNBT(FM) New Braunfels, Tex. (AM: 1420 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 300 ft.)—

Seeks assignment of license from Comal Broadcasting Co. to New Braunfels Broadcasting Co. for \$1,600,000, comprising \$600,000 cash, remainder note. Buyer is owned by Jimmy L. Ray (51%) and nine others owning less than 10%. Ray is general manager at KMMM(AM)-KOKE-FM Austin, Tex. Seller is principally owned by C. Herb Skoog and five others who have no other broadcast interests. Filed April 26.

- KBRO(AM)-KWWA(FM) Bremerton, Wash. (AM: 1490 khz; 1 kw-D; FM: 106.9 mhz; 30 kw; HAAT: 86 ft.)—Seeks assignment of license from Bremerton Broadcasting Co. to Bingham Broadcasting of Wash. Inc. for \$3.3 million, comprising \$1.65 million cash, \$1,000,000 noncompete, remainder in note. Seller is owned by Lillian Bartley and her son, Bruce, who have no other broadcast interests. Seller is principally owned by Robert R. Bingham (53%). He also owns KYAK(AM)-KGOT(FM) Anchorage and KIA-K(AM)-KQRZ(FM) Fairbanks, both Alaska. Filed April 30.
 - KAPA(AM) Raymond, Wash. (1340 khz; 1 kw-D, 250 w-N)—Sold by Stephen Argove to Barbara L. Morill for \$160,000 cash. Seller has no other broadcast interests. Buyer is investor with no other broadcast interests. Filed May 1.
 - WNST-AM-FM Milton, W.Va. (AM: 1600 khz; 5 kw-D; FM: 106.3 mhz; 110 w; HAAT: 1,230 ft.)—Seeks assignment of license from WNST Radio to Peters Broadcasting Inc. for \$255,000 cash. Seller is owned by Kathryn Tweel, exec. of estate of Naseeb S. Tweel, who also owns 49% of WMOV(AM) Ravenswood, W.Va. Buyer is owned by Roscoe H. Peters, automobile dealer, who has no other broadcast interests. Filed May 1.
 - WFON Fon du Lac, Wis. (107.1 mhz; 3 kw; HAAT: 312 ft.)—Seeks transfer of control of Costas Enterprises Inc. from A. Miller Roskamp, and his cousin, Gresham M. Roskamp (66.6% before; none after) to Donald Rabbitt (33.3% before; 100% after) for \$400,000 note. Sellers are local investors who own 66.6% of KRIT-FM Clarion, Ohio. Buyer is pres. of Costas and owns the other third of KRIT-FM. Filed April 27.
- ### Actions
- WHNC(AM) Henderson, N.C. (890 khz, 1 kw-D)—Granted transfer of control of Rigel Inc. from William F. Belote (50% before, none after) to Roy O. Rodwell (50% before, 100% after) for \$151,208.32 note. Seller has no other broadcast interests. Buyer gains positive control of Rigel Inc. He also owns 2.698% of licensee of WGGT(TV) Greensboro, N.C. Filed March 14.
 - WRCS(AM)-WQDK(FM) Ahsokie, N.C. (970 khz, 1 kw-D)—Granted transfer of control of Francon II Inc. from Charles E. Franklin (75.2% before, none after) and wife, Elizabeth S. Franklin (24.8% before, none after) to Alkota Builders, Contractors and Developers Inc. (none before, 100% after) for \$10,000 cash and \$53,000 noncompete agreement. Charles Franklin owns 80% of WIJK(AM) Camp Lejeune, N.C. and 100% of app. for ch. 30 at Wilson, N.C. Elizabeth Franklin has no other broadcast interests. Buyer is owned by William E. Tart, president, who also owns WANC(AM) Aberdeen, N.C., and assignee of WETT(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Del. Filed March 14.
 - KRBC(AM) Abilene, Tex. (1470 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Radio Abilene Inc. to Fox Communications Inc. for \$700,000, comprising \$600,000 cash and \$100,000 note. Seller is owned by Billy J. Fox (20%) and by six relatives (80%)—Gary Robert Ackers, Larry Dale Ackers, Christine Ackers Cagle, William L. Andrews, and L. Dale Ackers and Jack Andrews as trustees for Carol Cagle. L. Dale Ackers, Christine Ackers Cagle, Jack Andrews and wife, Florence Ackers Andrews, and trustees for Carol Cagle own licensee of KRBC-TV Abilene and KACB-TV San Angelo, both Texas, and KENM(AM)-KNIT(FM) Portales, N.M. Buyer is 100% owned by Billy J. Fox, who will become 100% owner of KRBC through this deal. Fox (24.5%) and his sons, Allen Duane Fox (51%) and Billy Shane Fox (24.5%), own permittee for new KFQX(FM) Llano, Tex. Filed March 15.
 - KJTA(CP) Pharr, Tex. (840 khz, 1 kw-D, 5 kw-N)—Granted assignment of license from World Radio Missionary Fellowship—U.S.A. Inc. to Bixby Great Electric Radio Co. Inc. for \$74,780 cash. Seller is nonprofit, nonstock Illinois corporation headed by Harold Van Broekhoven, president, and six others. Three of those officers—Dr. Abe C. Van Der Puy, Dwite M. McCloud and Hardy V. Hayes—hold positions with KVMV(FM) McAllen, Tex., but have no other broadcast interests. Buyer is owned by Jesse Johncox, president (28.16%); John A. Parry (28.16%); C. Andrew Whatley (21.84%), and Michael T. Reichert (21.84%). Buyer is licensee of KTXF(FM) Brownsville, Tex. Parry is 20% owner of licensee of KFIM-FM El Paso, Tex., and WWZD(FM) Buena Vista, Va. Others have no other broadcast interests. Filed March 16.

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In contest

■ Wasilla, Ala.—ALJ Edward Luton granted joint motion of Snow Peak Limited Partnership and Mat-Su Broadcasting for approval of agreement; granted Snow Peak's app. for new FM at Wasilla; dismissed with prejudice Mat-Su's app. for same facility, and terminated proceeding. (MM 83-1341-1342). MO&O adopted April 26.

■ Kodiak, Alaska—ALJ Joseph P. Gonzales granted joint request of Peninsula Communications Inc. and Pillar Mountain Broadcasters Inc. for approval of settlement agreement; dismissed with prejudice Peninsula's app.; granted Pillar Mountain's app. for new FM at Kodiak, and terminated proceeding. (MM 84-166-167). MO&O adopted April 30.

■ San Jose, Calif.—ALJ Edward Luton granted joint request of Cellular Mobile Systems of California Inc. and McCaw/Intrastate Cellular Systems and dismissed with prejudice McCaw's app. for new cellular system on frequency block A at San Jose. (CC 83-476). MO&O adopted April 26.

■ Twaine Harte, Calif.—ALJ Edward Luton granted joint petition of Linda Susan Adams and Clear Mountain Air Broadcasting Co. for approval of agreement; granted Clear Mountain's app. for new FM on Channel 228A, and terminated proceeding. (MM 83-888-889). MO&O adopted April 25.

■ Largo, Fla.—ALJ Joseph P. Gonzales Granted motion by Largo Broadcasting Co. and Cornerstone Broadcasting Inc. for approval of settlement agreement and dismissed with prejudice Cornerstone's app. for new AM to operate on 830 khz at Plant City, Fla. (MM 83-1238-1244). MO&O adopted April 30.

■ Naples Park, Fla.—ALJ Edward Luton, on request of applicants, dismissed with prejudice app.'s of John Brown University, Raceway Broadcasting Corp. and Gulfside Communications Corp. (MM 83-1084-1091). Order adopted April 26.

■ Pontiac, Ill.—ALJ Edward Luton granted joint request of Retherford Publications Inc. and Woodrow D. Nelson for approval of agreement; dismissed with prejudice Retherford's app.; granted Nelson's app. for TV station at Pontiac; and, by separate action, granted motion by Nelson for limited summary decision and resolved air hazard issue in Nelson's favor. (MM 83-1390-1391). Orders adopted April 25.

■ Urbana, Ill.—ALJ Thomas B. Fitzpatrick granted joint request by Metro Program Network Inc. for approval of settlement agreement; granted motion by Powell Broadcasting Co. for voluntary dismissal of app.; dismissed with prejudice Powell's app. for TV station to operate on ch. 27 at Urbana, and scheduled prehearing conference on air hazard issue for May 23. (MM 83-1311-1312). MO&O adopted April 30.

■ Ames, Iowa—ALJ Joseph Stirmer granted joint request of CMM Inc. and Metro Program Network Inc. for approval of agreement; dismissed with prejudice CMM's app. for TV station at Ames, and retained Metro Program's app. in hearing status. (MM 83-1163-1164). MO&O adopted April 30.

■ Cedar Rapids, Iowa—ALJ Joseph Stirmer granted joint request of Stanley G. Emert Jr. and Metro Program Network Inc. for approval of settlement agreement; dismissed Emert's app. for TV station at Cedar Rapids, and retained Metro Program's app. in hearing status. (MM 83-1368-1369). MO&O adopted April 26.

■ Hagerstown, Md.—ALJ Joseph Chachkin granted motion by Good Companion Broadcasting Co. and dismissed with prejudice app. of Retherford Publications Inc.; conditionally granted Good Companion's app. for TV station at Hagerstown, and terminated proceeding. (MM 84-69; 71). MO&O adopted April 30.

■ Denton and Justin, Tex.—ALJ Joseph P. Gonzalez granted petition by Denton FM Radio Ltd. and dismissed with prejudice its app. for new FM at Denton. (MM 84-92-97). Order adopted April 30.

■ San Angelo, Tex.—ALJ Joseph Chachkin granted motion by Torrey Mitchell and dismissed with prejudice his app. for new FM at San Angelo; and, by separate action, granted motion by San Angelo Media and dismissed with prejudice its app. for same facility. (MM 84-319-324). Order adopted April 30.

■ Wichita Falls, Tex.—ALJ Walter C. Miller granted joint request of Broadco Inc. and Wichita Falls Communications for approval of settlement agreement; dismissed with prejudice Broadco's app.; granted Wichita Falls' app. for new FM at Wichita Falls, and terminated proceeding. (MM 83-1210; 1212). MO&O adopted May 1.

■ Sequim and Oak Harbor, Wash.—ALJ Edward Luton granted motion by JSM Media and resolved air hazard issue in its favor. (MM 84-162-163). Order adopted April 6.

■ Milwaukee—ALJ Joseph Chachkin granted motion by Ebony Telecasters and dismissed with prejudice its app. for TV station. (MM 84-219-222; 224-230). Order adopted April 30.

Legal activities

■ New Haven, Conn.—New Haven Radio Inc. has appealed FCC's April 9 decision affirming grant of trustee in bankruptcy's app. for involuntary assignment of license for WNHG New Haven.

■ Wichita, Kan.—Greater Wichita Telecasting Inc. has requested review of FCC's March 15 decision, which found Columbia-Kansas TV Ltd. preferred applicant for new TV on ch. 24 at Wichita due to diversification of mass media interests.

■ FCC decision assigning licenses for seven Wometco stations to WBC Broadcasting Corp. and related companies has been appealed by Ferris E. Traylor and Irene V. Traylor.

■ Waco, Tex.—Heart O'Texas Broadcasting Inc. has appealed FCC's March 15 order that denied Heart reconsideration of action affirming grant of Central Texas Broadcasting Co. Ltd. app. for new UHF TV on ch. 25 at Waco.

Et cetera

■ FCC Commissioner James H. Quello issued statement of support for full First Amendment rights for electronic media. He endorsed Section 73.1910 of commission's rules and regulations concerning general fairness doctrine obligations of broadcast licensees, saying "This Commission has an obligation to continually re-explore—for both its own benefit and for the benefit of Congress—any doctrine that precludes full exercise of journalistic rights by the electronic media." Quello said burden of proof rests on those who seek to change status quo.

Facilities changes

AM applications

Accepted

■ WHOO (990 khz) Orlando, Fla.—Seeks CP to change hours of operation. Ann. May 4.

■ KNOC (1450 khz) Natchitoches, La.—Seeks CP to change TPO and make changes in ant. sys. App. May 9.

■ WBGW (860 khz) Baltimore—Seeks MP to make changes

in ant. sys. App. May 8.

■ WTHU (1450 khz) Thurmont, Md.—Seeks CP to increase power from 100 w to 400 w-N. Ann. May 7.

■ WKIX (850 khz) Raleigh, N.C.—Seeks mod. of license to change SL and to operate trans. by remote control from proposed SL. Ann. May 4.

FM applications

Tendered

■ WDLA-FM (92.1 mhz) Walton, N.Y.—Seeks CP to change freq. to 94.9 mhz; ERP to 6 kw, and HAAT to 648 ft. Ann. May 4.

■ *WAUP (88.1 mhz) Akron, Ohio—Seeks CP to change HAAT to 803.4 ft.; change ERP to 3.28 kw and make changes in ant. sys. App. May 8.

■ KNGX-FM (91.3 mhz) Claremore, Okla.—Seeks CP to change ERP to 2.205 kw and change HAAT to 365 ft. App. May 8.

■ WMSS (91.1 mhz) Middletown, Pa.—Seeks CP to change HAAT to minus 88 ft.; change ERP to .649 kw and make changes in ant. sys. App. May 8.

■ WKZZ(FM) (100.1 mhz) Lynchburg, Va.—Seeks CP to change TL; change ERP to 0.420 kw; change HAAT to 647 ft., and make changes in ant. sys. Ann. May 4.

■ WHWB-FM (98.1 mhz) Rutland, Vt.—Seeks CP to change TL; change ERP to 1.175 kw; change HAAT to 2,561 ft., and make changes in ant. sys. Ann. May 4.

Accepted

■ *KNLB (91.1 mhz) Lake Havasu City, Ariz.—Seeks CP to change HAAT to 200 ft. App. May 9.

■ KEZY-FM (95.9 mhz) Anaheim, Calif.—Seeks CP to install aux. system. Ann. May 3.

■ KARZ (106.1 mhz) Burney, Calif.—Seeks mod. of CP to change TL; change HAAT to 1,977 ft. App. May 9.

■ *KDNC (90.5 mhz) Carbondale, Colo.—Seeks CP to construct new station TL; change ERP to 0.2179 kw, and change HAAT to minus 1129 ft. Ann. May 3.

■ *WLPI (91.5 mhz) New Port Richey, Fla.—Seeks mod. of CP to reduce ant. height from 193 ft. to 148 ft.; change ERP to 2.748 kw, and substitute ant. Ann. May 3.

■ WQTU (102.3 mhz) Rome, Ga.—Seeks CP to change ERP to 0.44 kw and HAAT to 804 ft. Ann. May 7.

■ WCBW (104.9 mhz) Columbia, Ill.—Seeks CP to change ERP to 2.023 ft. Ann. May 3.

■ KLHI-FM (101.1 mhz) Lahaina, Hawaii—Seeks mod. of CP to change TL; change HAAT to 745 ft. and change ERP to 100 kw. App. May 9.

■ KBMJ (92.5 mhz) Phillipsburg, Kan.—Seeks mod. of CP to change HAAT to 149 ft. Ann. May 3.

■ WLJC (102.3 mhz) Beattyville, Ky.—Seeks CP to change TL; change ERP to 1 kw, and change HAAT to 520 ft. Ann. May 3.

■ WVKK (105.5 mhz) Fort Knox, Ky.—Seeks mod. of CP to change SL. Requests waiver of section 73.1125(B)(2) of rules. Ann. May 4.

■ WAUS (90.7 mhz) Berrien Springs, Mich.—Seeks CP to change HAAT to 495 ft. and change ERP to 50 kw. App. May 8.

■ WGUD (106.3 mhz) Pascagoula, Miss.—Seeks CP to change ERP to 2.65 kw and HAAT to 105 m. Ann. May 3.

■ WSUS (102.3 mhz) Franklin, N.J.—Seeks CP to change ERP to 0.592 kw. Ann. May 3.

■ WYNY (97.1 mhz) New York—Seeks CP to change ERP to 6.8 kw; change HAAT to 1,340 ft. and make changes in ant. sys. App. May 8.

■ WRCN-FM (103.9 mhz) Riverhead West Hampton Beach, N.Y.—Seeks CP to change ERP to 1.52 kw. Ann. May 3.

■ WNIR (100.1 mhz) Kent, Ohio—Seeks CP to change ERP to 3 kw and HAAT to 96.1 ft. Ann. May 4.

■ WRXZ (103.3 mhz) Kane, Pa.—Seeks mod. of CP to change TL and change HAAT top 240 ft. Ann. May 3.

■ WXTC (96.9 mhz) Charleston, S.C.—Seeks mod. of lic. to install new trans. system. App. May 8.

■ New (101.7 mhz) Giddings, Tex.—Seeks mod. of CP to change TL; change HAAT to 100 m.; move studio outside community of license, and change trans., transmission line and ant. Ann. May 4.

■ WANV-FM (99.7 mhz) Staunton, Va.—Seeks mod. of CP to change ERP to 1.3 kw. Ann. May 3.

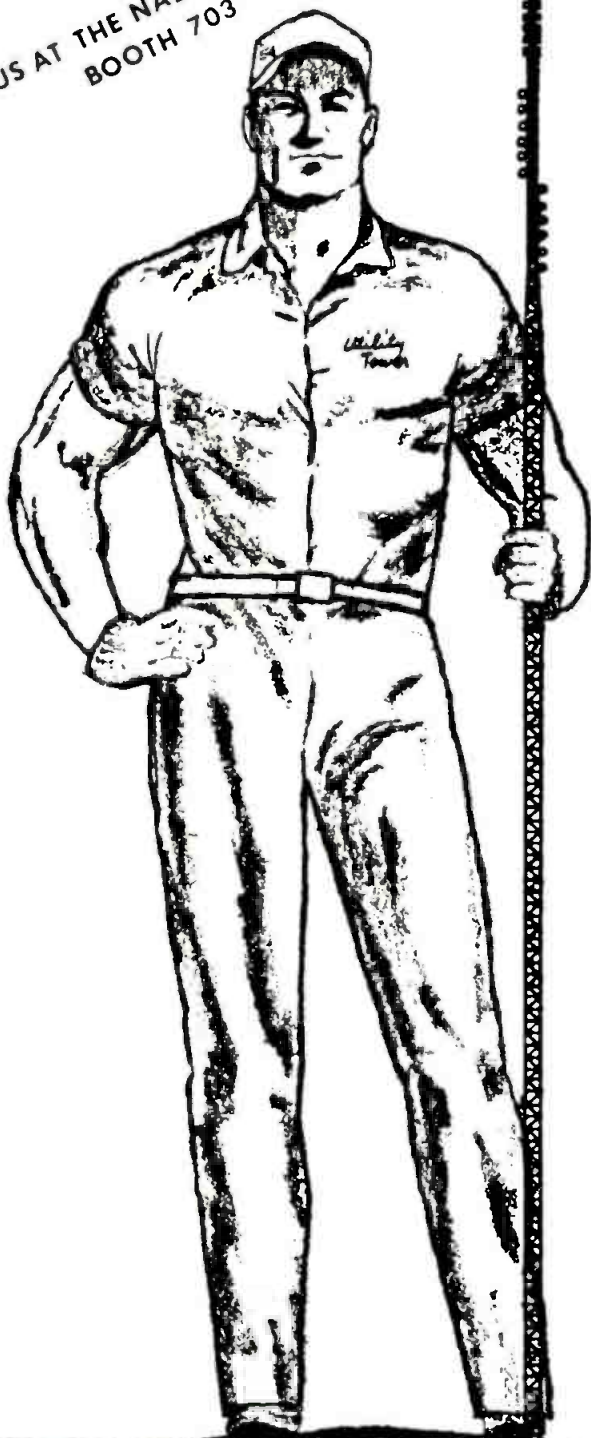
■ KRAB-FM (107.7 mhz) Seattle—Seeks CP to change

Summary of broadcasting as of March 31, 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 translators	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	1,432
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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ERP to 100 kw and HAAT to 1,288 ft. Ann. May 7.

■ WAXX (104.5 mhz) Eau Claire, Wis.—Seeks CP to change SL. App. May 8.

■ WZEE (104.1 mhz) Madison, Wis.—Seeks CP to change ERP to 9.42 kw. Ann. May 3.

TV applications

Accepted

■ New (ch. 21) Nederland, Tex.—Seeks MP to change ERP to 2,793 kw vis., 605 kw aur.; change HAAT to 1,184 ft., and change TL. Ann. May 7.

■ *WKMA-TV (ch. 35) Madisonville, Ky.—Seeks MP (BPET-840420KR) to change ERP to 612.3 kw vis., 61.23 kw aur. Ann. May 4.

■ WEFC (ch. 38) Roanoke, Va.—Seeks MP to change trans. site coordinates. Ann. May 4.

AM actions

■ KHWH (1030 khz) Folsom, Calif.—Seeks MP to change TL. Action May 2.

■ WQIK (1320 khz) Jacksonville, Fla.—Granted app. for CP to change standard nighttime DA pattern.

■ KPWA (970 khz) Hilo, Hawaii—Granted app. for CP to change freq. to 670 khz and increase power to 10 kw. Action July 8, 1983.

■ WDG5 (1290 khz) New Albany, Ind.—Seeks CP to change to UL by adding night power with 1 kw and make changes in ant. sys. Action May 2.

■ KLFJ (1550 khz) Springfield, Mo.—Granted app. for CP to increase power to 5 kw. Action May 1.

■ KOAW (1490 khz) Ruidoso Downs, N.M.—Granted app. for MP to make changes in ant. sys. Action May 1.

■ WCNS (1480 khz) Latrobe, Pa.—Seeks CP to increase day power to 1 kw; change to DA-2 and change TL. Action May 2.

■ WEEL (1310 khz) Fairfax, Va.—Granted app. for mod. of license to change SL and operate trans. by RC from pro-

posed SL. Action April 26.

■ KWIQ (1260 khz) Moses Lake, Wash.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action April 19.

■ KQQQ (1150 khz) Pullman, Wash.—Seeks CP to change to UL by adding 500 w night service and make changes in ant. sys. Action May 2.

FM actions

■ KGRE (92.5 mhz) Greeley, Colo.—Dismissed app. for CP to change ERP to 100 kw and HAAT to 165.7 ft. Action April 27.

■ *WHCF (88.5 mhz) Bangor, Me.—Returned app. for CP to change TL; increase ERP to 100 kw max.; change HAAT to 1,601 ft., and make changes in ant. sys. MEA. Action April 27.

■ KFUD-FM (99.1 mhz) Clayton, Mo.—Returned app. for CP to change TL; change HAAT to 1,000 ft., and make changes in ant. sys. Action April 1.

■ WHEB-FM (100.3 mhz) Portsmouth, N.H.—Dismissed app. for CP to change TL; change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. MEA. Action April 9.

■ *WRHR (90.5 mhz) Henrietta, N.Y.—Seeks CP to change HAAT to 57 ft.; change ERP to .12 kw and change class of station. Action May 1.

■ WKPQ (105.3 mhz) Hornell, N.Y.—Granted app. for CP to change ERP to 43 kw and increase HAAT to 530 ft. Action April 30.

■ *WHCR-FM (90.3 mhz) New York—Granted app. for mod. of CP to make changes in ant. sys.; increase ERP 0.0081 kw, and increase HAAT to 335 ft. Action April 30.

■ KGOL (107.5 mhz) Lake Jackson, Tex.—Granted app. for mod. of CP to change HAAT to 990 ft.; increase tower height, and change type cable and pole. Action April 26.

■ KUUT (107.5 mhz) Orem, Utah—Granted app. for mod. of CP to change ERP to 45 kw and HAAT to 2,846 ft. Action April 25.

TV actions

■ KHSL-TV (ch. 12) Chico, Calif.—Granted app. for MP to

relocate studio outside community of license. Action April 26.

■ WCEE (ch. 13) Mt. Vernon, Ill.—Granted app. for MP to change ERP to 316 kw vis., 31.6 kw aur.; change HAAT to 989 ft., and change ant. sys. Action April 26.

■ WRGT-TV (ch. 45) Dayton, Ohio—Granted app. for MP to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 1,166 ft. Action April 27.

■ KLMG-TV (ch. 51) Longview, Tex.—Granted app. for MP to change ERP to 3,097 kw vis., 309.7 kw aur., and change HAAT to 1,249 ft. Action April 30.

Call letters

Applications

Call	Sought by
	New AM
KKEN	Kenai Broadcasting Co., Kenai, Alaska
	New FM's
KUOO	Campus Radio Co., Spirit Lake, Iowa
KTRZ	Wind River Communications Inc., Riverton, Wyo.
	Existing AM's
WCFY	WFTE First Assembly of God, Lafayette, Ind.
WTSB	WAGR Beasley Broadcasting Corp., Lumberton, N.C.
WAGR	WTSB Southeastern Broadcasting Corp., Lumberton, N.C.
	Existing FM's
*KRRR	KRTM Penfold Communications Inc., Temecula, Calif.
	Grants
Call	Sought by

	New AM's
KBEI	Denali Broadcasting Co., Dutch Harbor, Alaska
KVLA	Concordia Broadcasting Co., Ridgecrest, La.
	New FM's
*KIVA	Arno Broadcasting Co., Santa Fe, N.M.
WRGN	Gospel Media Institute Inc., Sweet Valley, Pa.
	New TV
WDEM	Whitco Broadcasters Inc., Hollywood, Fla.
	Existing AM's
KYOU	KGRE O'Kieffe Broadcasting Co., Greeley, Colo.
KMFR	KISD Rogue Valley Broadcasting, Phoenix, Ore.
WORG	WPJS Radio Orangeburg Inc., Orangeburg, S.C.
WKRE	WEXM Baystar Communications Inc., Janesville, Va.
	Existing FM's
KVLM-FM	Crown-Sierra Broadcasting Co., Sonora, Calif.
KGRE	KYOU O'Kieffe Broadcasting Co., Greeley, Colo.
KLLR-FM	KTOR Michael C. Steele, Walker, Minn.
WPTS-FM	WFBB University of Pittsburgh, Pittsburgh
WORG-FM	WPJS Radio Orangeburg Inc., Orangeburg, S.C.
WKRE-FM	WEXM-FM Baystar Communications Inc., Exmore, Va.
	Existing TV
KITN	WFBS-TV Channel 29 Television Inc., Minneapolis

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TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus.

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THE EXECUTIVE'S GUIDE TO TV AND RADIO APPEARANCES. This book will tell you exactly how to prepare for being on TV or radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executive's Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communication skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executive's Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must articulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix.

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HOW TO BE A DISC JOCKEY, by Dan Ramsey. The complete manual on what a disc jockey really is—and isn't! If you want to be successful as a disc jockey, this is the book to have. Start off with a description of what it's all about, including great advice from three jocks who "made it." Then learn ways to increase your own chances of success, including advance planning and being adaptable. There's also info on developing an on-air personality, how to develop your voice and communication skills, how to be persuasive and how to speak "naturally" on a program. You also find out how to produce a radio show, how to put together a music programming format, how to conduct a survey, and how to produce radio commercials. And since a radio station is not a one-man operation, you'll also learn how to work with engineers, sales and traffic personnel, managers and others. This book shows you what it really takes to be a DJ and how you can achieve that goal. 224 ppps., 63 illus.

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Hot GM to lead well positioned top 100 Sunbelt class C to market domination for a new expanding company. Box R-11.

Career GM with GSM success for leading Beaumont, Texas FM. Long term opportunity for ambitious winner. Box R-12.

Openings now for general manager and sales manager in our growing group of East Coast, small market radio stations. Minimum 3 years sales management experience for GM, 3 years broadcast sales experience for SM. Send resume with references and compensation requirements to Radio, P.O. Box 40725, Washington, DC 20016. EOE/M/F.

Sales oriented manager can convert Murphysboro/Carbondale, Illinois, number one FM into higher sales. Must be interested in high income and recognition. Good people skills and a proven success record as sales or station manager essential. You will manage staff with emphasis on sales. Ability to hire, train, and manage sales staff for higher billing essential. You will also handle key local accounts and work with regional and national agencies. Rush resume and salary requirements to Jerome Glassman, President, WTAO, Inc., 811 Broadway, Mt. Vernon, IL 62864. WTAO is part of a growing six-station group. EOE/M/F.

General manager for AM/FM combo in competitive Sunbelt market. Solid background in both sales and programming required. Send resume & salary history to Box R-42.

HELP WANTED SALES

We have GMs begging for our salespeople. Learn & increase income May/June classes. 4 days/\$250. Results Radio School, Box 741323, Dallas, TX 75374.

Join us in the land of great opportunity - Anchorage, Alaska. Experienced sales rep needed. Advance to sales manager, advance to general manager. Call Howard. 907-278-4631. EOE.

Sales manager for AM/FM, Southeast market. We are looking for a successful sales rep. to move up to this management position, or for an experienced sales manager to take charge of the three-person staff. Send resume and letter indicating earnings history and goals to Box R-17.

\$55,000 annually isn't a promise, but two of my people already earn it. Your list is worth about 25,000 now. AM/FM. Bryan, Texas leader. Sell me first. Box R-24.

Sales wanted. KEZY Radio, Anaheim, has hired some killers from Nebraska, Alaska, Colorado, and locally. We still need one more. A salesperson in this market can earn upwards of \$75,000 annually if he/she is the right individual. The station gets results; the money is in the market. It's up to you. Give us a call. Victor Goldstein, General Sales Manager, 714-776-1191, or Dan Mitchell, President. Openings are immediate.

Salesman/announcer. Need combo person for 50KW FM adult rocker. Salary plus commission. Great opportunity for good announcer who wants to break into sales. Send tape and resume to Manager, WJSY, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

Mountain resort Carolina station needs sales manager to also handle active account list. Single market. Salary/commission. Good opportunity for right person. Resume to Box R-32. EOE.

Account executive wanted to sell and service local accounts in Westchester County, New York. Group owner/good benefits/good commission/EOE. Resume and letter to Box R-40.

Sales opportunity at market leading FM station in central NY. We are looking for a multi-talented account executive. Must have ability to train others. Contact Mark Dembo, SM, WYBR-FM, 227 Linden Ave., Ithaca, NY 14850. 607-273-4000.

Program service needs regional sales reps. Market-experience a must. Letter and resume to 43 Amsterdams Road, Smithtown, NY 11787.

Suburban New York AM/FM combo seeks hard working aggressive sales people. Work and live in a garden and recreation spot. Resumes and success stories to GM, WNNJ/WJXL-FM, P.O. Box 40, Newton, NJ 07860. Women and minorities are encouraged to apply.

Account executive/sports play by play. For growing AM/FM combo. EOE. Tapes/resumes, and sales experience. to: 5610 E. 29th N., Wichita, KS 67220.

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.

HELP WANTED ANNOUNCERS

Medium Midwest AM country seeking morning killer! Good bucks, benefits. If you're on the way and committed to winning, send resume to Box P-167.

Rocky Mountain Colorado AM/FM looking for a bright, quick morning announcer. Must be creative - not silly. Send salary requirements and resume to Box R-14.

Can you communicate with an adult audience? Do you feel comfortable with an easy listening format? If you can answer yes to these questions, we'd like to hear your tape. Our expanding group of East Coast, small market stations has current openings for quality announcers. Tape/resume and salary requirements to Radio, P.O. Box 40725, Washington, DC 20016. EOE, M/F.

HELP WANTED TECHNICAL

Chief engineer for Illinois AM/FM station. Knowledge of AM directionals, FM & STL's required. Group-owned station with highest quality goals & standards as requirements. Experienced with salary requirements apply to Box R-13.

Chief engineer. Southern California - AM/FM KMEN-KGGI - Riverside/San Bernardino. Send resume/salary requirements and availability date (no calls please) to: GM, KMEN-KGGI, P.O. Box 1290, San Bernardino, CA 92402.

Chief engineer. Small Maine town AM/FM. Beautiful region. Must double as announcer, newperson, and/or salesperson. Resumes to Box R-15.

AM/FM chief engineer for top 25 Sunbelt market. We want you to love and care for our properties. There are new studios to be built. Only self starters with solid work ethics need apply. Salary in mid thirties with car. Send resume and references to Box R-16.

Chief engineer/operations director - responsible for repair, maintenance and development of transmitter, antenna system, microwave units, studio equipment, and SCA system, as well as perform all checks and tests required by FCC. Also supervise overall operation of on-air personnel. General radio-telephone license required, SBE certification and public radio experience preferred. Salary competitive. Deadline is June 1. Send resume and applications to: General Manager, KSOF-FM, 2100 University Avenue, Wichita, KS 67213.

WVIC, Lansing, Michigan, has immediate opening for chief engineer. Previous experience necessary. You must enjoy contemporary music and know how to keep the signal competitive without overprocessing. All new facility with liberal benefits, plus we provide you with an assistant. Excellent pay to start, with annual increases. Team players only! Rush resume with at least three references to: Bill Martin, 2517 E. Mount Hope, 48910. EOE.

Radio technical. To direct the engineering unit activities of public radio WGUC. Including supervision of and responsibility for electrical and mechanical systems design, maintenance, operation, and construction for primary studio, office and transmission facilities, remote studios and production vehicles, and satellite origination terminal. Conduct research projects as required and compose technical elements of grant proposals. Associate degree in electronics or equivalent training/experience and FCC first class Radiotelephone license required. Applicants should have complete working knowledge of FCC regulations, state-of-the-art electronic systems, stereo and multi-track recording systems and techniques, operation and maintenance of AM and FM transmitters and specialized subsidiary systems (SCA, RPU, STL, translator, and 2-way radio), satellite earth station terminals (4 and 6 GHz bands), audio test equipment and alignment procedures, and acoustic design. \$18,720-\$28,080, plus generous benefits package. Send resume and three references by May 28, 1984, to Engineering Director Search Committee, WGUC, 1223 Central Parkway, Cincinnati, OH 45214.

HELP WANTED NEWS

News director wanted. Class IVAM with ABC, class C FM with CBS, both with Mo-network. AP, private weather service, Nat'l Weather Service, color weather radar, and two full time newpeople need a leader. Tape and updated resume to Terry King, VP & Gen. Mgr., KTRR/KZNN Radio, P.O. Box 727, Rolla, MO 65401. Equal opportunity employer.

Aggressive, hard-working, competitive reporter/anchor needed for all news station. Long hours. Prefer proven small market pro looking to move up. Letter, tape and resume to Ed Gainor, GM, Newsradio 1470, 2315 Schippers Lane, Kalamazoo, MI 49001.

WGY news, Schenectady, has rare opening for top-flight newperson. Very good anchor and reporting skills. Tape and resume to: Brian Whittemore, News Director, WGY, Box 1410, Schenectady, NY 12309. WGY is an equal opportunity employer.

Radio meteorologist with news experience. Present several daily weathercasts and assist in news gathering and presentation. B.A. with training in meteorology required. Personable air presence. Send resume and non-returnable tape to: News Director, WILL-AM-FM, 810 S. Wright St., Urbana, IL 61801. 217-333-0850. Application deadline: June 20, 1984. Target starting date: August 21, 1984. EOE/AA.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Medium midwest A/C looking for PD/morning personality, full air staff. Rare opportunity to join respected broadcast organization. Send resume to Box P-168.

Program director. Successful, small market radio station looking for creative PD with strong background in promotions, music, and deals well with people. Great opportunity. Resume and tapes to GM, WSYB/WRUT, Box 249, Rutland, VT 05701. EOE.

Growing East Coast small market radio station group needs PD's who won't settle for less than the best for our easy listening formatted stations. Production experience a must. Tape/resume and salary requirements to Radio, P.O. Box 40725, Washington, DC 20016. EOE/M/F

Texas class C FM needs you! 100,000 watt FM seeking the following positions: strong morning personality, on-air program director, news announcer, on-air personality. Expect high community involvement. Ground floor opportunity for you to come and grow with us. Send resume and cassette to Al Tanksley, 400 E. Anderson Lane, Suite 615, Austin TX 78752. EOE.

The commercial is everything! That's what we believe and that's how we sell. If you want to work with a sales staff that demands and appreciates great copy, and earn above industry standards, send copy samples (produced, if possible) and resume to Richard Pahalek, WORD, P.O. Box 3257, Spartanburg, SC 29304 EOE

SITUATIONS WANTED MANAGEMENT

General manager, successful at turnarounds, sales oriented, seeks medium, major market assignment. Confidential, currently employed. Call 415-944-5396

Small market manager. Experienced-successful. Desires possible buy in. Presently employed. Box P-194.

Management: sales professional, team builder. Take charge GM or GSM. Documented organizational, sales and promotion skills. 42, NE or mid-Atlantic preferred. All considered. Box R-1

High performing general manager with a strong tradition of success. Committed to professionalism and goal achievement. Top leader and motivator. 20 years in management, all size markets. Competitor with knowledgeable skills that produce exceptional sales and profits. Top drawer with excellent credentials. Box R-7

Experienced general manager wants GM position, with option to buy (part or all of) radio property, \$10,000 cash to work with. Prefer NE. Write Box R-20.

Experienced general manager. Group oriented- take charge person. Ambitious sales oriented person. CRMC. My recent 100,000 watt FM & fulltime AM (combo) produced fantastic sales increases & the ratings shot to the top also! Prefer Southeast. Available now! Reply Box R-38

Take charge GM. 13 successful yrs. managing single, combo, group (9 yrs. same company). Strongly sales-oriented, creative, professional. RAB-trained, FCC proper. Exceptional qualifications. Prefer sm./med. SE. Full credentials by return mail. Box R-50

Ten years as sales manager, desire small or medium market GM or GSM opportunity. Know what's important, manage people, and relate to community. Would like to learn your market and excel with your station. Write Box R-55

Bankers-investors-brokers. Quick fix with lasting results. Fast turnaround situations. Get higher returns. On site consulting, sales, operations programming. Total radio experience. References. If I don't have the answers, I know where to find them. Bob Ardrey, 805-499-1462

SITUATIONS WANTED ANNOUNCERS

Can wear 2 hats. 10 years computer operator, now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212-297-4334

Tired of that same old song? Try this small market experienced DJ/newsman for a new tune. College-educated, music degree with writing skills looking for expanded repertoire. Write Box R-5

Broadcast graduate seeks fulltime announcer job. Responsible, dependable, hardworking. Any format acceptable; prefer Midwest. Jeff Allen, 312-389-0882

Announcer, six years experience, wants job with country music station. Consider all. Do copy, production, news, PBP. Write Tony, P.O. Box 522, Cullowhee, NC 28723, or call 704-586-2919

Trained, eager announcer. Seeking entry level position. Wants to be on your team. Call Bob Kale, 414-728-8972. Will relocate

Presently employed. Part time, Davenport, Iowa. Want DJ, news. Go anywhere. Randy, days, 319-355-4212; 319-355-4353

Announcer with 11 years experience looking for stable station with good pay and benefits. Mike, 904-255-6950

Radio announcer. 3 1/2 years pro experience would like job in Western New York area. DJ, some news, talk, and PBP. Tim 716-834-2092

Think of me as quality blue chip stock, not as a speculative issue. Two years commercial 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

Read carefully! Want airshift/sales. Go anywhere. Call Jim, days, 319-355-4212; evenings 309-796-1567. Broadcasting school graduate.

Beautiful music announcer, from Bonneville's KOIT and WRFM, seeks large market. 602-956-6677.

Still priority holding! I want to get into Christian radio, can't these guys understand? Good jock with a Christian metro-urban contemporary sound is ready to move! Chicago isn't ready, how 'bout you? Vincent Allen, 312-563-1428 or 264-3299 for tape and resume.

Available now! Prefer evenings-overnights. Previous part-time experience. Ohio, nearby state, Alaska. Doug, 419-387-7761.

SITUATIONS WANTED TECHNICAL

Offering experience, education, dedication, as chief engineer for your stations. 27 years AM/FM/TV. Last ten years with AM/FM. Last 3 1/2 years with AM/FM, Phoenix. Call Wayne Nelson, 602-841-6041.

Engineer, eight years experience. 2 as chief in major market AM/FM. First phone. Strong on maintenance and construction. 209-369-3810, or Box R-45.

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.

Woman news announcer wants job. Articulate, authoritative voice. Bright personality. 4 yrs. radio continuity exper. Mature, graduate broadcasting school. Serious worker. Fran Van, 219-931-2196.

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it is in my blood. Give me my chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

Experienced news anchor seeks Minneapolis-St. Paul market. Excellent organizer and voice. Angelo, 212-338-8328, between 12PM-2PM EDT.

Veteran sports/news director seeks relocation. NCAA and minor league PBP: excellent reporting skills. Scoop your competition with Jon Richards, 406-761-1310w; 406-454-3736h.

Experienced anchor/reporter with MS in journalism from large Midwest university. Strong writing and interviewing skills. Want to relocate. Terry, 913-843-7756.

Award winning broadcast journalist is ready for a new challenge. 4 years experience as reporter and news director in print and broadcast. Call 319-556-4350; 319-556-2673. Will relocate anywhere.

Experienced sportscaster. 8 years covering major league sports as radio anchor, reporter and PBP. Looking for radio station with sports commitment. Call Bruce, 415-846-9294.

Enterprising, experienced couple seeking jobs in Northeast. Husband - vast sports knowledge. Radio PBP, talk show expertise. Wife - news anchor, excellent writer. Radio/TV expertise. Talented, hard-working, enjoy early and long hours. Box R-46.

Will go anywhere. Single. Seek entry level position. Contact Robert Brown, 20 East 93 St., NY, NY 10128, or call 212-369-6319.

Harrisburg sports personality - Are you looking for another voice during breakfast time and PM drive? Versatile, conversational, quick on feet. Track record. Four years' experience. 717-243-2529, or P.O. Box 15336, Harrisburg, PA 17105.

News director, reporter. UPI, talkshow host, air personality. Seeks career advancement. Experienced, dedicated. Great Lakes - West Coast. John, 505-864-3124.

Talented young newscaster. 5 years experience. Strong anchor, conversational writer, solid reporter. Journalism degree. Jeff, 815-663-9173.

Anchor/reporter in medium market wants bigger challenge. Talented, aggressive, articulate, with 3 years experience. Black male. Box R-56.

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.

Excellent voice. Working assistant production manager. Want DJ, news, PBP, go anywhere. Randy, days, 319-355-4212. 319-355-4353.

Accomplished radio broadcaster. 21 years experience, including programming, operations and 7 years as general manager. Operations and/or programming in medium market or group. Joe Jackson, 217-446-8144, collect.

TELEVISION

HELP WANTED MANAGEMENT

Computer systems manager. Responsibilities include supervision and administration of traffic and operations department, as well as involvement with computer systems within the station. Applicants should have traffic and operations management experience and/or computer vendor experience. Send resume to: General Sales Manager, KPHO-TV, P.O. Box 20100, Phoenix, AZ 85036. KPHO is an equal opportunity employer.

General manager for unconventional VHF public TV station near Denver. Send resume to: Search Committee, KBDI-TV, P.O. Box 427, Broomfield, CO 80020. EOE.

General manager for WSAV (ch. 3) in idyllic Savannah, GA. Group owned ABC affiliate is well equipped. Serves historic and vibrant port city. Terrific opportunity for someone who knows sales, news, programming, and how to lead energetic staff. Excellent salary and benefits. Inquiries by letter only to David Bradley, Jr., News-Press & Gazette Company, PO Box 29, St. Joseph, MO 64502. EOE-M/F.

Business manager. Rapidly growing WPWR-TV, Aurora, needs experienced financial professional to build strong tight department. Indie experience preferred. MBA/CPA/newspaper-broadcast-printing group background helpful. You must be meticulously organized, able to work in a fluid environment. Report to owner. Advance in profitable parent company with printing and investment interests building TV group. Desirable suburban area 35 miles west of Chicago. Resume, salary requirements, references to Fred Eychaner, 3505 N. Ashland, Chicago, IL 60657. I'll be at BFM for interviews, but can move sooner for the right person. EOE/MF.

Manager of continuity and traffic. New Hampshire Public Television seeks a manager of continuity and traffic, which includes responsibilities for all logging, on-air promotion, satellite and line feeds, shipping and other operational functions. NHPTV is a growing organization located in Durham, on the NH seacoast, 65 miles north of Boston. Minimum qualifications: Associate's degree and Two years supervisory experience or equivalent combination. Public television or other communications experience preferred. Salary: \$13,520 to \$20,940; starting salary normally \$15,130. Lucrative benefits package. Application deadline: May 18, 1984. Send resume directly to: Alton Hotelling, Director of Programming, NHPTV, P.O. Box 1100, University of New Hampshire, Durham, NH 03824. AA/EOE.

Promotion manager. Great opportunity for innovative individual. Aggressive affiliate needs creative, experienced pro with excellent writing and producing skills. Send resume to PD, WOKR 13, Box L, Rochester, NY 14623. EOE.

Producer/director/editor. WHNS-TV is looking for a "hands-on" producer/director/editor. Experience is required. Send resume to: Bruce Reid, Commercial Production Manager, WHNS-TV, Interstate Court at Pelham Road, Greenville, SC 29607. An EOE, M/F.

Operations director. Major market independent seeks experienced manager to supervise air operations which includes traffic, film, programming, news, public service, research and FCC compliance. Computer knowledge helpful. Send resume to Box C-25, Needham Heights, MA 02194. An equal opportunity employer, M/F.

Program director—top independent station in fast-growing south-Atlantic coastal region needs person with 3-5 years experience in programming and management. EEO-M/F. Send resume to Box P-192.

Director of membership. Successful Sunbelt community licensed public radio and TV station seeks a sharp, energetic, experienced professional to direct a staff in membership activity and other related projects including direct mail. On-air experience a must. Responsible for raising over \$1 million. Great opportunity for the right person. Send resume to Box R-54.

HELP WANTED SALES

General sales manager - group owned network affiliate (WGHP-TV Greensboro/Winston-Salem/High Point, NC) seeking goal-oriented general sales manager. Ability to lead, motivate and direct rep and local sales staff along with management and communication skills a must. Candidates must have previous TV management experience and proven track record. Send resume and compensation requirements to General Manager, P.O. Box 2688, High Point, NC 27261. All replies strictly confidential. EOE.

Local sales manager—network affiliate VHF, Midwest. Must be TVB and research oriented. Send resume and salary requirement to Box R-18.

TV account executive wanted: top 50 NBC affiliate—need to fill vacancy with experienced account executive. Send resume and income requirements to: Chic Kroll, WGAL-TV 8, Lincoln Highway West, P.O. Box 7127, Lancaster, PA 17604. Equal opportunity employer.

Local senior sales. Minimum 2 years television sales experience. Emphasis on agency sales. Resume and salary requirements to: Dale Coloma, Local Sales Manager, KPDX-TV 49, 910 NE Union, Portland, OR 97232. EOE.

Local sales manager. KOTV, Tulsa, CBS, Channel 6, a Belo Broadcasting station, is expanding its sales management team. We are looking for the innovative and aggressive person who has a solid five-year track record developing new business, and three or more years management experience directing a successful local AE staff. Your career opportunity with an expanding and highly regarded group broadcaster can begin here. Salary negotiable. Submit resume to Jim Bisagni, GSM, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE/M/F.

Best lifestyle available. We need a seasoned professional sales person with a heavy proven background in syndication sales, television sales, and especially sports sales. Call Mike Cohen, 404-223-0021, or write c/o HCS, 125 Simpson Street, NW, Atlanta, GA 30313.

New independent, Dayton, Ohio, is currently seeking aggressive salespeople to fill key positions in its local sales department. One to two years experience in TV/radio sales preferred. Excellent opportunity EOE-M/F. Reply: WRGT-TV 45, 45 Broadcast Plaza, Dayton, OH 45408.

National sales rep. News segments, documentaries, pilots, sales and marketing presentations, videoconferencing — we design, write, produce, direct, edit, distribute. If you can sell it, write: Impact Communications, 11 Pine Ridge Road, Port Chester, NY 10573.

HELP WANTED TECHNICAL

Engineer/technician - a Midwest CBS affiliate is seeking an experienced engineer/technician to maintain studio, transmitter, and ENG equipment. If interested, send a resume and salary requirements to: Engineering Supervisor, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M/F.

Chief engineer. Group owned top 20 station needs self-motivated individual with good maintenance background and UHF experience to take charge of engineering department. Send resume and salary requirements to Box R-19.

Broadcast engineer: the department of speech communication and theatre in a small, church-related, liberal arts college is seeking a broadcast engineer for a non-commercial educational radio station and cable access television studio. Responsible for operation and maintenance of all equipment. BA degree in broadcasting and engineering experience required. Salary commensurate with education and experience. Application deadline: until filled. Duties begin July 1, 1984. Send letter of application and resume, along with three letters of reference, to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

HELP WANTED NEWS

Quality number one station looking for several talented people. Producers, co-anchors (news and sports) and meteorologist. If you have what it takes to be number one, then rush resume to Box P-195. EOE, M-F.

Reporter—CBS affiliate in medium Southern market wants reporter with minimum 1 yr. TV news experience. Low cost of living, beautiful area. Send tape and resume to WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

News director—needed by Southeastern network affiliate. Strong people skills, able to motivate and lead a staff of 16. Ideal slot for someone to move up from a smaller market or an assistant or assignment editor ready for the top position. Send resume to Box R-10. EOE.

Small market ABC affiliate in the Virgin Islands seeking a talented individual to help build local news. Experience essential in news production, writing and reporting. Send resume, tape, and salary requirements to: News Dept., WSVI-TV, Box 8 ABC, St. Croix, VI 00820.

Tallahassee, FL. News director/anchor. Help new ownership build a winner. Strong news commitment. Resume/tapes, no calls, to Mark Keown, GM, WECA-TV, P.O. Box 13327, Tallahassee, FL 32317. EOE.

Ready to move up? Send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

KMPH-TV has openings for two news camera operators. Must be familiar with "M" format equipment. Prior experience in commercial television news gathering. Some experience in studio camera work would be helpful. Send resume to KMPH-TV, 5111 E McKinley Avenue, Fresno, CA 93727. Attn: Dick Carr. EOE/M/F.

Executive news producer — we are seeking an experienced, aggressive and creative executive producer to help run our day to day operations. We have a well equipped 44 person news staff, a new owner, and a strong commitment to our news operation. This person should be great at motivating people and providing a creative spark. If you are interested in becoming a key member of a news team on its way up, send resume, references, and news philosophy to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Weatherperson/general assignment, seasoned or just starting. Use Triton system, chroma key, Will train. Need resume/tape. KOAM-TV, Box 659, Pittsburg, KS 66762. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Looking for hands-on director-producer-production manager for southwest Georgia UHF indi. Should have demanding supervisory ability, full talent with editing and all studio equipment. Phone or mail resume to Sid Perry, WTSG-TV, Box 4050, Albany, GA 31708. EOE.

TV producer/director. New Hampshire Public Television seeks a producer/director with responsibilities in the following areas: magazine formats, on-air promotions or commercials, performance particularly classical music and dance, and/or public TV fund-raising. NHPTV is a growing organization located in Durham on NH seacoast, 65 miles north of Boston. Minimum qualifications: B.A. liberal arts, communications, or journalism, and three years experience in producing and directing. Demonstrated written and communication skills. Salary: \$17,080 to \$26,500. Normal starting salary of \$19,140, plus lucrative benefits package. Application deadline: May 21, 1984. Send resume and sample tape directly to: Alan Foster, Senior Producer, NHPTV, P.O. Box 1100, University of New Hampshire, Durham, NH 03824. AA/EOE.

Television camera/lighting person needed to join active production company. Must have minimum two yrs. camera and lighting exp. in television production. Send resume to Aloha Hi-Tech Video, 1290 Ala Moana, Honolulu, HI 96814. EOE.

Producer/director needed for fast-paced, highly technical, top-rated hour newscast. Involves live remotes nightly. GVG 1600, ADO. Two years experience directing news and supervisory skills required. Send tape and resume to Production Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

PM Magazine feature producer. Buffalo NY, the Nation's 33rd market, is looking for that special story teller to join our already talented staff of experienced national feature producers. If you have magazine feature producing experience, as well as some videography/editing background, send a tape of your best work and resume to: John Fischer, Executive Producer, PM Magazine, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14221.

Tallahassee, FL. Promotion manager. Learn and grow with new ownership. Desire someone to write and produce own material. An exciting and challenging opportunity. Resume/tapes, no calls, to Mark Keown, GM, WECA-TV, P.O. Box 13327, Tallahassee, FL 32317. EOE.

Staff director. Minimum 2 years experience directing and switching fast-paced news show, commercials and public affairs. Hands-on experience with Grass Valley switchers, Chyron IV, and Quantel. Send resume only to: Willard MacDonald, Production Manager, WCIX, 1111 Brickell Ave., Miami, FL 33131. EOE.

Promotion copywriter/producer: major market television station seeking creative individual with exceptional copywriting and television production skills for the promotion of an excellent news product. Must have strong advertising and television background. Send resumes only to Box R-41. Equal opportunity employer, M/F.

Line producer/television. Line producer wanted for post production. Must have experience in producing and writing promos as well as producing experience with ADO. Working knowledge of music television necessary. Must have current product reel and recent references. Call ATI Video, 212-977-2362, between 1pm & 7pm. EDT.

Top notch audioperson needed for Denver production company. Studio, location and post-production experience a must. No calls. Resumes to: Roger, Telemation Productions/Denver, 7700 E. Iliff Ave., Denver, CO 80231.

District instructional television coordinator for a public school system. Television experience in both operation of equipment and production of video materials is required. Educational experience is desired but not required. This person will be expected to supervise the operation of the district instructional television system and the production and distribution of video materials. Twelve month position, beginning salary in mid twenties. Send letter of application, resume, and any other written information which best presents your qualifications to Box R-49. Application deadline 6-1-84.

Producer/host - produce, write and host studio-based public affairs programs with video inserts. Requires BA degree or equivalent with previous television production and public affairs reporting experience. Salary \$18,000 - \$23,000. Contact: Rita Ray, Director of Programming, WSWP-TV, PO Box AH, Beckley, WV 25802. EOE.

Production manager. A fast growing television station in the fast growing Dallas-Ft. Worth market is looking for an aggressive leader for their production facility. Must have at least 3+ years exp. in commercial management, and/or corporate/industrial production management, preferably with a station that takes an equally aggressive stance on production. Base salary with commission. Send resumes to: KTXA, Dept. P-M, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer/M-F.

Commercial producer/writer/director—Top 25 Sunbelt affiliate seeks a polished producer/writer/director for their new teleproduction company. Applicants must have five years experience producing award winning spots. Your tape must illustrate a thorough knowledge of lighting and state-of-the-art equipment capabilities. The right candidate will work in a new, well-equipped, full-service production house. Salary and benefits excellent, commensurate with abilities. Submit tape, resume and references to Desert Video Productions, 1616 E. Osborn, Phoenix, AZ 85016.

Art director. Minimum 4 years broadcast experience. Familiar with all areas of print and on-air work including TV Guide, newspaper, outdoor, sales promotion, graphic and set design. Organization and budgetary skills a must. Send resume and representative samples to Promotion Director, KNBN-TV, P.O. Box 215197, Dallas, TX 75221. EOE/M/F.

WTNH-TV New Haven needs a director of traffic and sales operations. Person must have minimum of 1 1/2 years of TV traffic and 4 yrs. computer experience. Call or send resume to Don Gorman, 8 Elm St., New Haven, CT 06510. 203-784-8888. EOE

Senior designer. Top ten market ABC affiliate seeks creative designer with well developed talent to design for on-air programs and promotion, print advertising and sales promotion. This position reports to the design manager and deals directly with department heads and producers while interfacing with entire design staff. Degree in graphic design, professional design experience, and a proven track record in broadcast design required. Send resumes to: Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. EOE.

TV producer/director for university PBS station. Requires Masters degree in TV or related field, fulltime professional TV production experience, including minimum 1 yr. as producer/director. Ability to produce & direct from idea to air. News/public affairs background desirable. Will produce/direct programs, occasional newscast. Teach 1 production course each semester. \$16,000/annually. Resumes & 3 professional references postmarked by 6-8-84 to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

SITUATIONS WANTED TECHNICAL

CMX playback - videotape operator in NYC with strong experience & excellent references seeks fulltime position. Call Alan Strachan, 516-599-4335.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw, 615-272-4625.

Sports anchor/news reporter. Experienced, can shoot, write and edit. Seeks position with small market station. Tape and resume available. Call 404-284-8490.

American University grad fluent in Russian and Spanish with B.A. in broadcast journalism seeks reporter or writer position. Wrote, reported news for suburban NY and college radio stations and college TV station. Interned at ABC News in Washington, DC. Contact Anthony Riggio, 3 Magnolia Lane, Syosset, NY 11791, or call 516-364-8683.

Reporter/anchor with MS in journalism from large Midwest university. Two years experience both radio and TV, with award winning production skills. Want to relocate. Terry, 913-843-7756.

Experienced sportscaster — looking for a progressive, quality situation. Prefer sports director with PBP, but would work weekends in larger market. Write Box R-30. Only sincere offers need respond. Agents who might be able to help welcome to reply.

TV meteorologist seeking change of scenery. If you're in need, call Tom, 913-272-4150.

Meteorologist seeking weekday position in medium or major market, preferably South or Southwest. Experienced small, large markets. Box R-35.

Meteorologist: talented, personable, experienced, seeking on-air position in a small or medium market. Willing to relocate. Can't miss. Call Tim, 914-997-8073.

Where's the anchor-reporter? Proven recognition, ratings in news and sports. Looking for challenge in larger market. If interested, call Mike, 305-473-4325.

Managing editor, small market, seeks move to larger station. Experienced all news areas. Box R-37.

Mature, energetic college graduate with major-market news writing experience seeks an entry-level reporting position. Can do it all: report, shoot and edit. Dan, 206-774-0830; 206-361-1161.

Will go anywhere. Single. Seek entry level position. Contact Robert Brown, 20 East 93 St., NY, NY 10128, or call 212-369-6319.

General assignment reporter - strong writing/production skills, live experience. Currently employed 60's market. Seek similar position, top 50. Box R-43.

Do your warm fronts sag? Meteorologist, 5 yrs. top 50's, will provide solid support to your weathercasts. 918-496-2948.

Reporter: bright, gifted enterpriser with 1 year top 10 experience, 7 years total, seeks versatile/challenging position. Team player! Strong writer, producer. Winning presentation. Call Lee Anthony, 313-895-3960.

Feature reporter. Talented, funny, good writer, seeks appreciative station. Medium market and cable experience. Box R-48.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Bright, energetic producer, director, editor and cameraman with experience in scenic & lighting design. Have Master's in television and five years experience in the number one market. Willing to relocate. H.B. Smith, 501 Lefferts Ave., Brooklyn, NY 11225.

Video Mark V electronic graphics designer. Creative and industrious. Will relocate. Call Mark, 504-343-6185, after 5 PM CDT.

Hardworking college honors graduate (B.A. in broadcasting and film) seeks full time position in production or programming at broadcast or cable facility. 2 years experience in cable, industrial production and college instruction. Will relocate. Call Rodney, 419-255-6484, days.

Sports EFP experience. College graduate seeking cable, broadcast, or production house position in sports productions. Willing to relocate, tape, resume available. Contact David Seppelin, Worcester Road, Westminister, MA 01473. 617-874-2358.

Sports producer/director, 14 years in television with major league experience, desires position with team, station or cable system looking for top quality production. Fulltime or seasonal. Box R-53.

Creative TV/audio production, editing, announcing, critique, journalism & dedicated management. Western states. Will consult personnel. Box R-58.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to serve as program director of mass communications and to teach undergraduate courses in radio/TV production, management, broadcast law, and ENG. Candidate should have three years media experience and two years teaching experience. Ph. D. preferred; MA required. Deadline June 8, or until position is filled. Beginning date: August 15, 1984. Tenure track. Salary competitive, depending on qualifications. Summer employment available. Send resume, transcripts, letters of reference and statement of interest to Dr. Elizabeth A. Barron, Chairperson, Communications Department, Xavier University, 7325 Palmetto, New Orleans, LA 70125. 504-483-7336. Xavier University is a predominantly black, Catholic liberal arts institution. The department of communications houses the mass communications and the speech pathology-audiology programs.

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.

Used remote van, 16 to 20 feet. ENG/EFP. No camera. Air conditioning, generator, switches, monitors & 2-gHz microwave. Contact Jan Pierce, 501-785-2400.

Help dialing friend! Old Ikegami HL-35 camera needs transport parts: viewfinder, tubes, backpack parts, etc. Write: IMS, 1333 F St., NW, #700, Washington, DC 20005. 202-638-5071.

1" C-type videotape wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301-845-8888.

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 w/40E. 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.

58 AM/FM transmitters in stock for immediate delivery. All spares, inst. books, recent FCC proof, crystal for your freq. AM: 6-50kw, 5-10kw, 12-5kw, 4-2.5kw, 6-1kw. FM: 1-25kw, 4-20kw, 7-10kw, 4-5kw, 6-3kw, 3-1kw. All powers, all prices, all working, all our inventory. RCA, Continental, Collins, Harris, CSI, CCA, GE, Bauer. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R.E. Witkowski, owner.

Expert installation of radio station RF equipment and new or renovation of existing studios. Fine Tuning Associates, Inc., 804-628-5315.

Video recorder. Sony BVU-50 3/4" portable VTR with Sony CG-110 time code generator. Package includes leatherette case, 2 VTR batteries. \$2500 or best offer. Contact: National Video Industries, 15 West 17 Street, NY, NY 10011. 212-691-1300.

Video recorders. Five RCA TR-4-3 Quads. Demonstrable working condition. New replacement heads good for newer models. 212-990-6161, TV center.

New broadcast equipment: Buying equipment? Get their best deal. Then get our best. Pianelli Broadcast Assoc., Inc., 2422 Wilton Drive, Ft. Lauderdale, FL 33305. 305-561-2477.

Complete jig set up to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. \$20,000 value. Bids welcome. Call 918-540-2435 bus; 918-542-5770 res.

Cetec 7000 automation system, with two audio files, logging and printer package, cartridge logging and encoding terminal. New condition. Call Bob Johnson, 804-393-2501.

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.

Fernseh KCP-40 color cameras with lenses. 3 available. A/R-2 videotape recorder with editor. RCA TKP-45 color camera with 10:1 lens. All items priced to sell. Contact Greg Symanovich, Tel-Fax, 817-860-5048.

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, 3M \$5.99, KCA-20's & KCA-10's. Perfect for commercials, resumes, etc. Broadcast quality guaranteed! Look and work like new. Chyron evaluated, recycled, delabeled, degaussed. All lengths & sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

2" Quad videotape, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, Los Angeles, CA 90025.

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

Successful audio production team seeks relationship with qualified marketing firm to explore producing creative radio advertising for new markets. 302-737-9449.

Resumes. Send \$30 & all info about you. We'll create a guaranteed job-getting broadcasting resume. Indicate your media. All details: Resumes, Box 1115, Agoura, CA 91301.

Sub-carriers for lease, 3,000 watt FM. Champaign/Urbana/Rantoul coverage. Contact Jay Shatz, WPGU, 204 E. Peabody, Champaign, IL 61820. 217-333-2016.

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.

WANTED:SALES MANAGER

for a tough market, AM/FM combo reaching 68,000 homes. Must have a strong background in creative sales promotions, as well as handling people. Must be working in a small to medium market and have a good reason for leaving your present position. If you are not already a sales manager, don't waste your time. \$25,000 start, which includes fringe benefits. No retirement plans. Love to live in small town in southern Illinois, where it's cold in the winter, hot in the summer. & everyone expects you to pay your bills. Start date on or before July 1st. Send resume to Box R-47, or call sales manager. 618-253-7282. No collect calls.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

This is a ground floor opportunity for a hands-on person to join a company with room for growth. The individual we're looking for is probably working in a small or medium market; has about five years experience; and may not necessarily be a program director. Our program director will perform an air-shift; work closely with the operations manager; and be totally committed to a quality product. If you listen to your station 24 hours a day - think creatively - and know when something is wrong (without being told) - you may be the person who gets in on the ground floor! Send resume, air-check, production sample, and other pertinent information to: Box 171501, Arlington, TX 76003. EOE.

ON AIR PERSONALITY/ PRODUCTION DIRECTOR

Immediate opening. America's premiere FM music of your life station. Aggressive group owner seeks career-oriented individual only. Send tape and resume to Joe Nuckols, WNJY-FM, Box 10386, West Palm Beach, FL 33404. 305-842-4616.

Help Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR

One of broadcasting's best programming jobs is still available for the right manager. WMJC "magic", 95FM, Detroit's premier A/C outlet, is looking for the best manager in the country. A great programming team in place, and a great broadcast company in Greater Media, Inc., supporting it.

Check it out with your peers and if you're qualified and desire a challenge as part of our fine team, send a confidential work history to:

Richard J. Yankus
General Manager
WMJC "Magic" 95FM
One Radio Plaza
Detroit, MI 48220

The right job for the right person. WMJC/WHND-Greater Media, Inc. An equal employment opportunity.

Help Wanted Management

VICE PRESIDENT BROADCAST

A promotion within our privately-owned communications company provides a challenging opportunity for an individual to take our radio division to full completion.

Our commitment to quality programming, meeting our customers' needs, employee development, while providing a fair return on stockholders' equity, has established a solid foundation for growth. The successful candidate will have at least an undergraduate degree and ten years progressive experience in radio broadcasting. He/She must also have had full operational responsibility of an AM/FM combo with a proven record of bottom line results. If you are up to the challenge of obtaining results through others, write and tell us how your experience can meet our needs. Respond in confidence to:

Norman R. McMullin
President
Woodward Communications, Inc.
P.O. Box 688
Dubuque, IA 52001.

For Fast Action Use
BROADCASTING'S
Classified Advertising

**Help Wanted Management
Continued**

**Katz
Broadcasting
Company
is growing...again!**

Pending FCC approval, WWLT(FM), Gainesville/Atlanta, will be joining the Katz Broadcasting family of 6 FM's and 3 AM's. We are currently looking for bright, aggressive broadcasters to fill key positions at WWLT and other Katz Broadcasting stations, where vacancies are anticipated due to internal promotions. Specifically, we are looking for:

- GENERAL SALES MANAGER
- PROGRAM DIRECTOR
- PROMOTION DIRECTOR*
- CHIEF ENGINEER*
- ACCOUNT EXECUTIVES*
- AIR PERSONALITIES*
- DATA SUPERVISOR/TRAFFIC

All of the above positions or categories are open or have openings in Atlanta. Please send resume and tape (if applicable) to: Robert Backman, VP Katz Broadcasting, c/o: K95FM Radio, 1502 South Boulder, Tulsa, OK 74119. Katz Broadcasting is an Equal Opportunity Employer.

(*May be filled from within the company, thereby creating opportunities at other Katz Broadcasting stations.)



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Situations Wanted Management

TURNAROUND SPECIALIST

20 year radio/TV sales/management professional. Last 3 years as sales/marketing consultant to radio stations. Tired of travel & station management mediocrity. SEEK MANAGEMENT OPPORTUNITY with dedicated broadcast professionals. Call 219-484-9383 TODAY.

HUSBAND/WIFE

Management team, strongly oriented toward community involvement, interested in building audience of your station. Opportunity as important as money. Also, will consult. Box R-34.

Situations Wanted Technical

**EXPERIENCED
CHIEF ENGINEER**

20 years experience, SBE certified senior broadcast engineer at major market FM-AM, with directional AM experience, is seeking career advancement and, larger staff to supervise. Orientation is both, technical and administrative. Experienced at studio design and construction, RF, remote pickup and microwave. Computer wise, a good communicator, detail oriented. Would expect support for my industry involvement at national level. Resume and references are available upon your request. Box R-57.

Help Wanted Technical

**MAINTENANCE
ENGINEER**

Chicago owned and operated TV station has an extended temporary opening in our maintenance department. Applicants should have a strong background in digital electronics as well as in microwave technology. Compensation includes union scale salary (\$444-\$777.50/week) plus a comprehensive benefits package. Interested applicants should send resume to:

BOX R-67.
equal opportunity
employer m/f/h/v

ENG MAINTENANCE TECHNICIAN

WJLA-TV, Channel 7, Washington, DC, has an immediate opening for an ENG maintenance technician. Hands-on experience servicing ENG field cameras, recorders, Sony editing suites, Motorola 2-way radios and microwave field equipment is required. Send resume to: WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008, c/o Frank Brewery, Asst. CE. 202-364-7827. EOE.

SUCCESSFUL BROADCASTERS

acquiring new small market station in Midwest, AM-FM. Seek sales-oriented general manager with ownership opportunity. Minimum five years management experience. Apply in confidence to Box R-26.

KYW-NEWSRADIO

in Phila. seeks local sales manager. Person will be responsible for training & directing local sales staff. Prior management experience desired. Send resume to Nick Marnell, General Sales Manager, KYW-Newsradio, Independence Mall East, Phila., PA 19106. EOE,M/F.

Situations Wanted News

NEWS/OPERATIONS MANAGER

Aggressive goal-oriented planner, implementer and builder who works closely with management and staff to achieve market dominance. Peabody Award winner with excellent track record of building "winners" seeking a new challenge in a top 50 market. Box R-22.

**Situations Wanted Programing,
Production Others**

GROUP OWNERS

Highly successful consultant/researcher seeks opportunity to concentrate efforts on product development with a few good stations. Expertise in all phases of programming, operations and research. Formats include AOR, CHR, A/C, country, urban, oldies. If you need a proven broadcast generalist to provide direction, perspective and team-oriented leadership to your group operations, let's talk specifics. Write in confidence to Box R-59

Situations Wanted Announcers

**MAKE THE MOST
OF YOUR MORNINGS**

Let this act open your market's eyes. It's unique, it's compatible, it's a step ahead. If you're willing to win, this is your road map to success. Medium to large markets, call 609-737-1421.

OVERQUALIFIED ANNOUNCER

Newscaster, with family desiring Florida coastal area, wants to relocate. Will consider offer richer in fringes than in salary. Former Group W & NBC O&O employee. Box R-33.

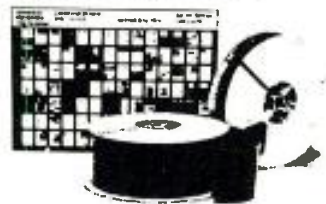
TELEVISION

**Help Wanted Programing,
Production, Others**

PM MAGAZINE CO-HOST

WJKW-TV, CBS affiliate, seeks co-host to work with female co-host and staff of 12 people. Must be able to write and produce. Send tape and resume to PM Magazine, WJKW-TV, 5800 South Marginal Rd., Cleveland, OH 44103.

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**Help Wanted Technical
Continued**

ELECTRONIC TECHNICIAN/TV

Montgomery College, a multi-campus community college in suburban Maryland, has immediate need for an experienced electronic technician to work as part of a production team in the development of instructional programs. Duties include repair and maintenance of professional color TV studio and remote equipment and closed circuit TV distribution system. Experience with system maintenance and VCR repair necessary. Experience in planning and installation of television production equipment for cable a plus. Excellent fringe benefits. Send resume, with above position title noted, to: Montgomery College, Personnel Office, 51 Manna-kee Street, Rockville, MD 20850, or call 301-279-5353 for application. Application deadline is June 1, 1984. An EO/AA/title IX employer.

**Situations Wanted News
Continued**

GET AHEAD WITH HAIR OR WITHOUT

TV anchorman with proven ratings history and high marks in research will work with or without hairpiece, but more-or-less feels "less is more". Excellent writer and superior reporter, with strong yet personable on-air presence. A youthful 40-year-old with an approach that's still fresh. Write Box R-44.

Help Wanted Management

Help Wanted News

NATIONAL ASSOCIATION OF PUBLIC TELEVISION STATIONS

PRESIDENT

Nominations and applications for the position of President of the National Association of Public Television Stations are invited. The mission of the association is to ensure representation to governmental and non-governmental entities regarding the interests and concerns of the nation's public television licensees, and to stimulate and support planning and research on behalf of those licensees.

The president of the association is the chief executive officer and will report to the Board of Trustees, and is responsible for such activities as analyzing proposed legislation, regulations and policies, developing policy positions for review by the licensees, helping to identify spokespersons and strategies to represent those positions on behalf of the licensees, soliciting the support and cooperation of other organizations, and mobilizing efforts of the individual licensees to represent their views.

Candidates will be considered on the basis of a knowledge of and experience in public broadcasting and/or the United States communication industry; proven ability to provide effective representation before Congress, the executive, federal agencies, and the public at large; a demonstrated ability to attract funds from corporations, foundations and government agencies; administrative and leadership abilities in multi-organizational settings; and demonstrated sensitivity to the diverse interests represented in a membership organization. Salary negotiable.

Send applications or nominations in strict confidence accompanied by a resume. They must be received no later than June 1, 1984, addressed to:

Baryn S. Futa
Secretary, Search Committee
NAPTS
Suite 300
21 Dupont Circle, NW
Washington, DC 20036

An equal opportunity employer

NEWS ANCHOR

Expanding network affiliate in growing mid-market location in California is accepting applications for a key anchor position. Seeking professional journalist whose on-air delivery reflects authority, knowledge, enthusiasm, and warmth. If you have these qualities and want to compete against the big city stations imported on cable, we may want to talk to you. Send resume to:

Box P-176.

MAJOR MARKET SPORTS DIRECTOR

Wants to move. Young veteran ready for bigger things. Bringing authority, humor, & that touch of class. Box R-39.

ALLIED FIELDS

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Connecticut School of Broadcasting is expanding its staff in CT. and Palm Beach, FL. Desire highly motivated, people-oriented person, with complete knowledge of broadcasting. Benefits include profit sharing. Send resume and salary requirements to Dick Robinson, President, Connecticut School of Broadcasting, Radio Park, Farmington, CT 06032. Training broadcasters since 1964. EOE/M/F

NEWS PRODUCER

WDIV, the Post-Newsweek station in Detroit, is looking for an exceptional person to produce newscasts. The person we seek is an excellent journalist, a leader and motivator, creative, and well-versed in all aspects of the technology. This is NOT a job for a novice or a stacker-and-a-packer. If you've had 3-5 years television news producing experience, and understand what it takes to orchestrate all elements of a newscast, please send resume and tape to: Mark Efron, Executive Producer, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. An EOE.

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Situations Wanted News

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Here we offer a package deal with an AM/FM in 1 community & an FM only 1 1/4 hours away. Great opportunity for 2 1st-time buyers combining forces, or for a husband/wife team. The entire package is priced at \$450,000. You'll need \$100,000 cash down, & after arranging to assume various notes, seller will finance balance over 10 years @ 10%. If you're looking to get into ownership for the 1st time, be sure to call us about this one.

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Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

For Sale Stations

W. John Grandy

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100 calls, \$495. Personalized. Customized. We're now accepting reservations for Fall radio surveys. Call Dick Warner, collect. 404-733-0642. Now in our tenth year.

S-A-M-S

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located in Southern state—5000 watts, includes real estate. Asking \$525,000, downpayment \$100,000, balance negotiable. 803-585-4638, or write Box M-128.

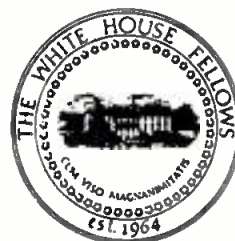
TEXAS FM

1 hour from Dallas-FT Worth. Profitable. Only station in market. Asking \$500,000. Contact Bill Whitley, 214-680-2807.



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TALENT COORDINATORS
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Up to 500 openings every week. DJ's, news, PD's, eng., sales in Australia, Canada, U.S., all markets. for beginners to experienced. Introductory offer: 1 wk. computer list \$8, or save \$38.05 with 7 consecutive wks. for only \$17.95. A. C. A Job Market has thousands of jobs yearly in 3 countries. **A. C. A Job Market, 452 W. Dearborn St., Dept. W, Box 945, Englewood, FL 33533.**



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NC	AM	\$300,000	25%
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STATION

CONTACT

TX	Metro	AM/FM	\$2,250K	Terms	Bill Whitley	(214) 680-2807
WY	Medium	FM	\$1,200K	\$300K	Greg Merrill	(801) 753-8090
OR	Medium	AM	\$1,200K	\$400K	Jim Mergen	(818) 366-2554
NC	Metro	AM	\$1,160K	\$160K	Mitt Younts	(804) 355-8702
CO	Small	AM/FM	\$700K	\$200K	David LaFrance	(303) 534-3040
OR	Small	FM	\$650K	\$100K	Elliot Evers	(818) 366-2554
TN	Metro	AM	\$475K	Terms	Ernie Pearce	(615) 373-8315
FL	Small	AM	\$375K	\$50K	Randy Jeffery	(305) 295-2572
GA	Metro	AM	\$350K	Cash	Bob Thorburn	(404) 458-9226
MT	Small	AM	\$295K	\$50K	Greg Merrill	(801) 753-8090

For information on these & our other available stations, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

WALKER MEDIA & MANAGEMENT, INC.

With a 1983 cash flow of \$43,800, this Sunbelt daytimer can be yours for only \$275,000, on terms.

All this & valuable real estate, too. Sunbelt AM/FM, top 100 mkts. \$500,000 down.

Dave Hurlbut, VP, 618-263-3380. PO Box 553, Mt. Carmel IL 62863.

John Hurlbut, Pres., 813-778-3617. PO Box 1845, Holmes Beach, FL 33509

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Excellent equipment, outstanding staff, university town. Only two owners in over 45 years. Currently billing \$90,000 per month and heading higher monthly! Proof of financial qualifications necessary.

D/W INVESTORS, INC.
Don C. Dailey, Broker
417-865-7700

SUNBELT AM/FM

Southwest Sunbelt class C FM and full time AM combination. Asking price of \$3,500,000. Anticipates continued explosive growth of the market. Reason for sale is due to high leverage on part of present ownership. Currently breaking-even on annual revenues of \$750,000. Box R-63.

AM/FM BY OWNER

located in top 20 SE metro. CP to relocate tower & increase height. \$1.2 million. Write CCC, 100 Wexford Place, Athens, GA 30606.

FLORIDA AM

Daytime AM with FCC authorization to expand to full time with improved signal available. Excellent opportunity to grow with a fast-growing market. Cost of upgrade approximately \$250,000. Asking price for station \$1,500,000. Principals only, please. Box R-60.

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Broadcast Brokers & Consultants

Exclusive. Small Georgia AM/FM; owner/operator; real estate; automated. \$300,000, with \$70,000 down; long payout. 404-351-0555, 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309.

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1000 watt AM/3000 watt FM. Strong growth area, excellent equipt., & real estate. \$700,000. Principals only. Box R-36.

BY OWNER

3 FM stations serving large Sunbelt markets. Sell together or separately. Owner financing available. Write Box R-51. See to appreciate.

MIDWEST AM/FM

Daytime AM/class A FM. Excellent potential in college/resort/military market. Solid sales growth. Price - \$800,000. Write Box R-52.

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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.

NETWORK AFFILIATED TV

Small market TV opportunity with network affiliation. Station has positive cash flow with excellent upside potential for stronger sales approach. No downside in this one. Transmitter site owned; studio on attractive lease. Looking for cash buyer. Total price under \$5,000,000. No brokers, please. Box R-62.

WILL ACCEPT

the best available, sincere offer for a 3000 watt FM in western Tennessee. It's profitable. Call 318—868-5409.

COLORADO AM ILLINOIS FM

Owner retiring, both for \$395K. Terms. 805—964-3094.

MIDWEST AM

Fulltime AM in top 50 Midwestern market. Annual billing over \$400,000. Asking price of \$850,000 negotiable for buyer capable of all cash transaction. Stable market. Exceptional coverage. Box R-61.

901/767-7980

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a associates, inc.

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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



Sefert

James Sefert, senior VP, operations, Cosmos Broadcasting, Greenville, S.C.-based owner of two AM's, two FM's and six TV's, named president. **William Ridings**, controller, Cosmos, named VP.

David Barrett, executive VP and general manager, WAVA(FM)

Arlington, Va. (Washington), joins WBAL(AM)-WYYY(FM) Baltimore as general manager.

Appointments, Fisher Broadcasting, parent of KOMO-AM-TV Seattle: **Jay Giesla**, corporate VP and general manager, KOMO-TV, to executive VP, broadcasting, Seattle; **Monty Grau**, VP and general sales manager, KOMO-TV, to VP and general manager; **Patrick Scott**, VP, news and programing, to VP and station manager; **Glenn Gormley**, VP and chief financial officer and secretary, Fisher Broadcasting, to executive VP, finance and planning, and secretary, and **Beth Lyman**, assistant secretary, Fisher, and personnel manager, KOMO-AM-TV, to assistant VP, Fisher, and personnel manager, KOMO-AM-TV.

J. William Beindorf, general manager, WVEC-TV Norfolk, Va., named VP of parent, Belo Broadcasting.

Gary Masters, general sales manager, WPRI-TV Providence, R.I., joins WSTG-TV there as general manager.

Robert Lafferty, general sales manager, WCWA(AM)-WIOT(FM) Toledo, Ohio, named VP and general manager.

John Evans, executive VP and station manager, WESH-TV Daytona Beach, Fla., named general manager of station.

Phillip Knight, station manager, KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming, named general manager.

Mike Scott, program director, WGAR(AM)-WKSX(FM) Cleveland, joins WHIO(AM) Dayton, Ohio, as operations manager.

Bill Smith, general sales manager, WMMS(FM) Cleveland, named station manager, WHK(AM)-WMMS(FM) there. **John Gorman**, operations manager, WMMS, named operations manager, WHK-WMMS.

Paul Silva, New England regional manager, Colony Communications, New Bedford, Mass., assumes additional responsibilities for company's area multipoint distribution service. **Bill O'Donnell**, New England regional marketing manager, Colony, assumes additional responsibilities for marketing of MDS operations.

Mortimer Dillon, regional director, station re-

lations, NBC-TV, New York, named director, affiliate relations operations. **James Bloom**, from own video entertainment center, Montauk, N.Y., joins NBC-TV, New York, as regional director, affiliate relations.

Gregory Essayan, attorney, Dreyer & Traub, New York, joins ABC there as staff attorney.

Pat De Corte, accounting manager, WNEB-TV Bay City, Mich., named business manager.

Ed Parker, business manager, WPLG(TV) Miami, joins WTVJ(TV) there in same capacity.

Olivia Cohen-Cutler, labor attorney, RKO General, New York, named director of labor relations.

Nathan Garner, VP, corporate administration, Manhattan Cable TV, New York, named VP, corporate affairs.

Barclay Burks, member of production department, Greensboro (N.C.) News & Record, named human resources manager for parent, Landmark Communications, Norfolk, Va.

Sheldon Markoff, consultant, WPTY-TV Memphis, named business manager.

Kathleen Bardsley, training manager, Linsley Stores, Miami-based chain of hardware stores, joins Storer Communications there as national training manager, cable division.

Jill Gibson, development assistant, station independence program, Public Broadcasting System, Washington, named associate director of local development. **Vicki Draper**, from noncommercial WNIN-FM Evansville, Ind., joins PBS as development coordinator.

Marketing



Seiter

Stephen Seiter, senior VP, account group director, D'Arcy MacManus Masius, New York, named executive VP.

Elected senior VP's, Ogilvy & Mather, New York: **Kathryn Feakins**, senior associate research director; **Jane Fitzgibbon**, director of research development, and **Robert Neuman**, **F. Paul Pracilio** and **Mark Shap**, associate creative directors.

Elected VP's, Needham, Harper & Steers: **Walter Horsfall**, creative director, Chicago; **Diane Niederman**, associate media director, Chicago; **Steve Singer**, associate creative director, New York, and **Richard Wasserman**, executive copy director, New York.

Elected VP's, BBDO, New York: **Nora Gallick**, group planning supervisor; **Rachel Geller**, associate director of research; **Michael Levine**, account supervisor; **Maria Raffa**, supervisor, bids and contracts, and **Dennis Wit-**

pen, network supervisor. **David Novak**, VP, management supervisor, Tracy-Locke/BBDO, Dallas, named senior VP, management representative.

John Newhall, president, Lewis, Gilman & Kynett, Philadelphia, joins Campbell-Ewald as group senior VP and general manager, New York office.

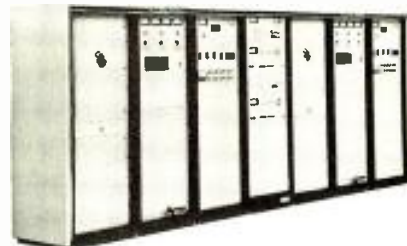
Toi Zahner, general manager, television and radio features, Marketing Media & Promotions, Chicago, named president and general manager.

Robert Cherins, president, McCaffrey & McCall Direct Marketing, division of McCaffrey & McCall, New York, named executive VP. **Bruce Kramer** and **Steve Bernstein**, associate creative directors, McCaffrey & McCall, named senior VP's.

Appointments, Ed Libov Associates. New York: **Ray Distase**, manager of data processing, to senior VP; **Athene Deveaux**, associate broadcast director, to VP, and **Jimmy Orozco**, senior buyer, to broadcast manager.

Beverly Havens and **Maureen O'Brien**, from Doyle Dane Bernbach, New York, join Broadcast Merchandise Exchange, division of Lexington Broadcast Services, New York, as director of reciprocal trade and supervisor


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of reciprocal trade, respectively.

Amy Caplan, director of sales, RadioRadio, CBS, New York, named Eastern sales manager, CBS Radio Networks there. **Lee Stacey**, senior account executive, CBS Radio Spot Sales, New York, succeeds Caplan.

Karen Klein, manager of advertising sales and services, Group W Cable, New York, joins Cable Networks Inc. there as marketing manager.

Jeffrey Nettesheim, creative services director, WDM-TV Washington, and **Kathy Walters Barnes**, from McDonald Davis Advertising, Milwaukee, have formed Milwaukee-based media marketing firm, Nettesheim & Associates.

Jim Aylward, senior copywriter, Barkley & Evergreen, Kansas City, Mo., named creative director.

Maureen Kvam, manager, Minneapolis office, Avery-Knodel Television, named VP, sales manager, CBS team, New York.

Michael Cleary, account executive, TeleRep, Minneapolis, joins Avery-Knodel Television as manager, Minneapolis office. **David Oca**, sales assistant, A-K, Dallas, named account executive, St. Louis.

William Oakley, art director, Hesselbart & Mitten, Cleveland, joins D'Arcy MacManus Masius, St. Louis, as art director.

John Roos, administrative manager, CBN Cable Network, Virginia Beach, Va., named VP, advertising and marketing.

Pat Baker, from McGavren Guild, New York, joins Hillier, Newmark, Wechsler & Howard there as network coordinator and account executive.

Rick Fromme, general manager, WKZL(FM) Winston-Salem, N.C., joins Blair/RAR, marketing and communications division of John Blair & Co., as account executive, Dallas office.

Jackie Robbins, media buyer, Herbert S. Benjamin Associates, Baton Rouge, named media director.

Bill Ross, media planner, D'Arcy MacManus Masius, Chicago, named media supervisor.

Gary Kyle, account executive, Weightman Advertising, Philadelphia, named account supervisor.

Barbara Speer, manager of sales strategy, Showtime Entertainment, New York, joins Katz Independent Television there as manager, independent swords research team.

Bill Horowitz, account executive, ESPN, Chicago, named director, advertising sales, central region. **Howard Flashenberg**, from ABC-TV, New York, joins ESPN, Bristol, Conn., as advertising sales creative services manager.

Dana Santaniello, account executive, Avery-Knodel Television, New York, joins Harrington, Righter & Parsons there in same capacity.

W.R. (Dick) Reed II, VP and general manager, WMJ(FM) Daytona Beach, Fla., joins Mortenson Broadcasting Co., Lexington, Ky.-based six-station radio group, as corporate director, commercial sales.

Appointments, KTXH(TV) Houston: **Matt Reiff**,

local sales manager, to general sales manager, succeeding **Skipp Moss**, who joins WBFS-TV Miami as general sales manager; **Julio Bermudez**, account executive, KTXH, succeeds Reiff, and **Steve Gratzler**, from W.B. Doner, Houston, to account executive.

Kirk Kopic and **Bob Rodriguez**, local sales managers, and **Barbara Recko**, director of research, KTTV(TV) Los Angeles, named VP's.

Gaye Ramstrom, national sales manager, WMMS(FM) Cleveland, named general sales manager WHK(AM)-WMMS(FM). **Art Greenberg**, national sales manager and national sports coordinator, WHK, named local sales manager for both stations.

Joe DelGrosso, account executive, Petry Television Sales, Dallas, joins KATV(TV) Little Rock, Ark., as general sales manager.

Ray Barker, regional sales manager, WCWA(AM)-WIOT(FM) Toledo, Ohio, named general sales manager, succeeding Robert Lafferty (see "Media," above).

Lois Friedman, research director, WPLG(TV) Miami, joins WTVJ(TV) there as director of research and marketing.

Peter Diaz, from Harrington, Righter & Parsons, New York, joins KHOU-TV Houston as national sales manager.

John Stewart, national sales manager, WDTN(TV) Dayton, Ohio, joins WISN-TV Milwaukee in same capacity.

Tricia Zigarelli, account executive, WRQX(FM) Washington, named national sales manager.

Gary Plumlee, sales manager, KMPH(TV) Fresno, Calif., joins KTNV-TV Las Vegas as national sales manager.

Gary Coleman, sales manager, Fairbanks Broadcasting's KCMO-AM-FM Kansas City, Kan., named director of sports sales, Fairbanks Broadcasting of Kansas City. **Dan Wastler**, account executive, KCMO(AM), named local sales manager.

Mary Ellen Cantone, from WPRI-TV Providence, R.I., joins WSTG-TV there as traffic and accounting supervisor.

Pepper Jones, data systems supervisor, KEZI-TV Eugene, Ore., named traffic manager.

Dorothy Bowman, account executive, KYW(AM) Philadelphia, named retail sales manager.

Robert MacLean, account executive, KGO(AM) San Francisco, named manager of retail sales operations.

Daniel Gorby, account executive, WDCG(FM) Durham, N.C., named local sales manager.

Nancy Dieterich, national sales manager, WBBM-FM Chicago, named local sales manager.

Garry Velona, sales manager, Drake-Chenault, Los Angeles, joins KFWB(AM) there as account executive.

Stockton Holt, from WTVR-TV Richmond, Va., joins Petry Television, Charlotte, N.C., as account executive.

Janice Powers, from WKBD-TV Detroit, joins WDIV(TV) there as account executive.

Kurt Bratches, from KTAR(AM)-KKLT(FM) Phoenix, joins Hillier, Newmark, Wechsler & Howard, New York, as account executive.

Alan Abert, general sales manager, KWK-AM-FM St. Louis, joins KPLR-TV there as account executive.

Milt Jouffas, account executive, KSTU(TV) Salt Lake City, joins KTVX(TV) there in same capacity.

Julia Danks, sales secretary, WPEN(AM)-WMGK(FM) Philadelphia, named office manager, sales department.

Lisa Meier, from WISC-TV Madison, Wis., joins KTSP-TV Minneapolis-St. Paul as account executive.

James Theiss, account executive, KPLR-TV St. Louis, joins KMOX-TV there in same capacity.

Debbie Leslie, from KAYU-TV Spokane, Wash., joins KREM-TV there as account executive.

Betsy Leemon, account executive, KDON-FM Salinas, Calif., joins WXYZ(AM) Detroit in same capacity.

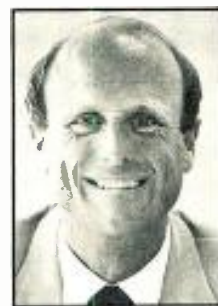
Marjory Civil Guglielmo, account executive, WCAU(AM) Philadelphia, joins co-owned WCBS-FM New York as account executive.

Programing

Chad Hoffman, VP, development, Charles Fries Productions, Los Angeles, joins ABC Entertainment there as executive producer, motion pictures for television.

Appointments, HBO: **Gregg Maday**, director, motion pictures for television, CBS-TV Los Angeles, to VP, HBO Premiere Films there; **Lee deBoer**, VP, Cinemax, New York, to senior VP. **Curt Viebranz**, assistant treasurer, New York, to VP, financial planning and treasurer, and **Mary Miller**, director of corporate planning, New York, to VP, strategy development.

Sal Iannucci, from Hayes & Hume, Los Angeles, general counsel to Aaron Spelling Productions, joins Aaron Spelling Production: there as chief operating officer.



Conger

Richard Conger, director, current programs 20th Century Fox, Los Angeles, joins Embassy Television there as director, creative affairs.

Brian Godinez, program director, Texa Cable Network, Austin, Tex.-based cable programmer, named VP operations. **Carla Jen**

kings, director of sales and promotion, Texa Cable Network, named VP, sales and marketing.

James Lopes, from MCA New Ventures, Los Angeles, joins CBS/Fox Video there as assistant general counsel.

Steven Wechsler, executive VP and treasure Marquee Television Network, 24-hour over-the-air pay TV service serving Washington elected chairman and chief executive officer.

Bernie Heffland, director, worldwide theatrical sales, ABC Pictures International, division of ABC Video Enterprises, New York

retires after 48 years with ABC and United Paramount Theaters, which merged with ABC in 1953.

Jeffrey Bernstein, director, compensation and benefits, ADP Inc., joins Viacom International, New York, as director, compensation and benefits.

Appointments, ESPN, Bristol, Conn.: **Steve Anderson** and **Bob Feller**, senior associate producers, to staff producers-directors; and **Will Bealke**, **Neil Goldberg** and **Libby Ladd King**, associate producers, to senior associate producers.

Virginia Kassel, senior producer, special projects, defunct CBS Cable division, joins Prime Entertainment, New York-based producer-distributor of TV programming, as director, program development and production.

Doris Keating, independent producer, Columbia Pictures Television, Los Angeles, has signed exclusive contract to develop and produce new programs in all production areas.

Joel Schroeder, media relations specialist, Hamilton (Pa.) School District, joins Prism, Bala Cynwyd, Pa.-based regional pay television network, as schedule manager, programming department.

Frank Baldassare, manager of finance, video group, Time Inc., New York, joins USA Network, Glen Rock, N.J., as controller.

Frederick Younggren, financial controller, Satori Entertainment Corp., New York, named treasurer and chief financial officer of subsidiary, Private Screenings Inc.

Mark Spears, accountant, Arthur Young & Co., New York, joins Financial News Network there as corporate controller.

Grant Norlin, president and owner, KMFO(AM) Aptos-Capitola, Calif., joins Metromedia Producers Corp., Boston, as VP, Western division.

John Lorenz, manager of station program cooperative, Public Broadcasting Service, Washington, named associate director, program business affairs. **Stan Cahill**, program business affairs contracts associate, named assistant director.

Don Tillman, director of programming and production, KTTV(TV) Los Angeles, named VP.

Gregg Lindahl, operations manager, WSM-AM-FM Nashville, named group radio programming director for parent, Gaylord Broadcasting.

Meg Antonius, network program director, Wisconsin TV Network, comprising four Tele-Communications Inc.-owned Wisconsin television stations, joins KREM-TV Spokane, Wash., as program director.

Dave Ervin, from WIBA-AM-FM Madison, Wis., joins KGON(FM) Portland, Ore., as program director.

Ryan Tredinnick, executive producer, 17 Productions, production subsidiary of WJKS-TV Jacksonville, Fla., named production manager.

James Strader, from WTKR-TV Norfolk, Va., joins KCRA-TV Sacramento, Calif., as production manager.

Ron Futrell, from KNDO(TV) Yakima, Wash., joins KTNV-TV Las Vegas as sports director.

John Knicely, sports director, KTVI(TV) St.

Louis, joins KETV(TV) Omaha in same capacity.

Paul Hartlage, from WISN-TV Milwaukee, joins WHBQ-TV Memphis as sports director-anchor.

Lucy Noonan, writer-editor, KMOX-TV St. Louis, named producer.

Patricia McCann, host, *Pat McCann Magazine*, WOR(AM) New York, joins WMCA(AM) there as host, *Pat McMann Minute*.

John Willis, host, *Good Day*, WCVB-TV Boston, joins WVEC-TV Norfolk, Va., as producer-host, *Morning Magazine*.

Sue Wilson, from WKDD(AM) Akron, Ohio, joins WLTF-FM Little Rock, Ark., as music and research director.

News and Public Affairs

Jeff Sprung, director of news, ABC FM and Rock Radio networks, New York, named director of news, ABC Entertainment Network. **Merilee Cox**, director of news, ABC Contemporary Network, assumes additional responsibilities that were formerly Sprung's.

Appointments, Associated Press: **Roxinne Ervasti**, correspondent, Moscow, to chief of bureau; **Dan Even**, correspondent, Baton Rouge, to correspondent, Jackson, Miss., responsible for day-to-day operations for Mississippi; **W. Stephen Baker**, newsman, Nashville, to correspondent, Knoxville, Tenn.; **Elliot Minor**, newsman, Philadelphia, to correspondent, Albany, Ga.; **Kristin Gazlay**, cor-

respondent, San Antonio, Tex., to news editor, Texas; **Dale Leach**, newsman, Columbus, Ohio, to news editor for Ohio; **Kathryn Baker**, member of news staff, Dallas, to Texas regional reporter; **Howard Benedict**, aerospace writer, AP, Washington, to newly opened Cape Canaveral, Fla., bureau as correspondent; **William Kaczor**, newsman, Tallahassee, Fla., to correspondent, newly opened Pensacola bureau, Fla., and **Diane Balk**, newswoman, Indianapolis, to correspondent, newly opened Dayton, Ohio, bureau.

Erik Sorenson, executive producer, 5 and 10 p.m. news, CBS-owned WBBM-TV Chicago, joins co-owned KCBS-TV Los Angeles as executive producer. **Sandy Eng**, anchor-reporter, KING-TV Seattle, joins KCBS-TV as reporter.

Bill Church, news director, KSAT-TV San Antonio, Tex., joins WJBK-TV Detroit as assistant news director.

Sam Brown, weekend anchor-reporter, KDKA-TV Pittsburgh, joins WATE-TV Knoxville, Tenn., as managing editor and 6 and 11 p.m. anchor.

Steve Amen, from noncommercial KOAP-TV Portland, Ore., joins KGUN-TV Tucson, Ariz., as executive news producer.

John Kirkland Varner Jr., producer, late newscast, WFSB-TV Hartford, Conn., joins WNEV-TV Boston as 11 p.m. news producer.


Susan Howard, weekend co-anchor and reporter-analyst, WJKW-TV Cleveland, joins WKYC-TV there as co-host, 5:30, news and information program.

Appointments, news department, WJKS-TV

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Jacksonville, Fla.: **Peter Casella**, from WSVN-TV Miami, to reporter-weekend producer; **Anne Hrubala-Hites**, from reporter-photographer to reporter, weekend assignment editor, and **Mike Kaminski**, photographer, to assistant chief photographer.

Kim Sherwood, anchor and associate producer, KWGN-TV Denver, joins WAND-TV Decatur, Ill., as co-anchor, 6 and 10 p.m. news.

John Brooks, reporter, KFWB(AM) Los Angeles, assumes additional duties as anchor.

Jack Harper, reporter, WCVB-TV Boston, named weekend co-anchor.

Sage McCarey, news director, WFOX(FM) Gainesville, Ga., joins WPLO(AM)-WVEE(FM) Atlanta as news anchor.

Bob Christopher, from WKIS(AM) Orlando, Fla., and **Frank Asbury**, from KNIX-AM-FM Phoenix, join KTAR(AM) Phoenix as co-anchors.

Lauren Hersh Weiser, independent voice consultant, joins WOVB(AM)-WAIV-FM Jacksonville, Fla., as news anchor-reporter.

Steve Walker, intern, KTIV(TV) Sioux City, Iowa, named reporter-anchor.

Fred Brown, from WPEN(AM) Philadelphia, joins KYW(AM) there as urban affairs reporter.

Mike Taibbi, co-anchor and investigative reporter, WNEV-TV Boston, joins WNBC-TV New York as reporter.

Thom Thomas, from WCIL(AM) Carbondale, Ill., joins WPSD-TV Paducah, Ky., as general assignment reporter.

Kevin Kalswary, from *Tampa (Fla.) Tribune*, joins WTSP-TV Tampa-St. Petersburg, Fla., as reporter.

Tony Kovalski, anchor-reporter, KIEM-TV Eureka, Calif., joins KTVN(TV) Reno as reporter.

John Lang, sports photographer, WBBH-TV Fort Myers, Fla., joins WTVJ(TV) Miami as news photographer-editor.

Peter Bernard, weekend weather anchor and weekday reporter, KLDH-TV Topeka, Kan., joins KOLR-TV Springfield, Mo., in same capacity.

Technology

Crawford (Mac) McGill, VP, television program production operations, NBC, New York, named VP, operations and technical maintenance.

Tom Long, executive VP, Analogic Corp., Wakefield, Mass., joins Tektronix, Beaverton, Ore., as VP, general manager, design automation group.

Stan Sands, broadband communications products, Southwest regional sales manager, Scientific-Atlanta, Atlanta, named national sales manager, commercial accounts.

Howard Rogers, chief audio engineer, NEP Productions, New York, named general manager of production and post-production facilities.

Terry Dean, controller, Satellite Syndicated Systems, Tulsa, Okla., named director of administration and personnel. **Dean Reese**, from Seidman & Seidman, Tulsa-based accounting firm, joins SSS, succeeding Dean.

Christopher Fager, communications attorney, Washington, joins Low Power Technology Inc., Boulder, Colo., as VP, general counsel.

Joseph Hall, director of commercial services, Warner Amex Cable Communications, Dallas, joins Private Satellite Network there as account executive.

Michael Stone, assistant controller, McKesson Corp., San Francisco, joins Dolby Laboratories there as VP, finance and administration.

Rosalba Santaite, assistant to operations manager, S/T Videocassette Duplicating Corp., New York, East Coast branch of VCA Duplicating Corp., named manager of duplication and quality control.

David Whitney, manager of video values, consumer branch, Dynavid Corp., Indianapolis, named national sales manager.

Micki Jackson, marketing associate and office manager, Robert Wold Co., New York, joins satellite systems division, Bonneville Telecommunications there as sales assistant and office manager.

Raymond Potter Jr., from WPRI-TV Providence, R.I., joins ESPN, Bristol, Conn., as senior operations producer.

Dale Mikolaczyk, engineer and air personality, WARD(AM) Pittston, Pa., joins Meadowlands Communications, East Rutherford, N.J., as transmission control engineer.

Scott Van Wagner, sales manager, CATV national accounts group, Anixter Communications, Denver, named district manager, CATV-Northwest, Anixter Communications, based in Seattle. **Bob Collins**, corporate materials manager, Anixter, Skokie, Ill., named VP, service, distribution groups.

Donald Bogue, director of business management, tape division, Ampex, Redwood City, Calif., named general manager of division.

Stan Sands, broadband communications products Southwest regional sales manager, Scientific-Atlanta, Atlanta, named national sales manager, commercial accounts.

John Walsh, assistant chief engineer, WHEC-TV Rochester, N.Y., named chief engineer.

Dennis Brechlin, member of engineering department, WVT(TV) Milwaukee, named transmitter supervisor.

Promotion and PR



Merians

formation.

Grace Gearino, program clearance manager, Southeast region, Mutual Broadcasting System, Arlington, Va., named regional man-

Lisa Merians, director, advertising, promotion and publicity, Lexington Broadcast Services, New York, joins Viacom Enterprises there as director, creative services.

Chris LaPlaca, communications representative, ESPN, Bristol, Conn., named manager, programing in-

ager, Southwest region, station relations department.

Geralyn Delaney, communications specialist, Philip Morris, New York, joins Rainbow Programming Services, Woodbury, N.Y., as assistant director of public relations.

Steve Teamkin, in charge of audio visual operations and in-house screenings, MCA TV and Universal Pictures, New York, named assistant promotion manager, MCA TV.

Allied Fields

Eugene McCurdy, president and general manager, WPHL-TV Philadelphia, elected chairman of board, Association of Independent Television Stations, Washington, succeeding **Edward Q. Adams**, former executive VP and general manager, WCIX-TV Miami, retired.

Alan Berlow, defense correspondent, National Public Radio, Washington, and **Stacey Parkins**, producer, WITF-TV Harrisburg, Pa., are among 10 journalists who have been awarded fellowships for study at University of Michigan, Ann Arbor.

Martin Antonelli, director of manpower development and quality control, TeleRep, New York, leaves to form Antonelli Media Training Center there, school designed to train individuals to sell television time.

Pierre Bouvard, client service representative, Arbitron, San Francisco, named account executive, New York.

Frank Blodgett, associate professor of radio-television, Murray State University, Murray, Ky., joins Middle Tennessee State University, Murfreesboro, Tenn., as associate professor, department of mass communications.

Steven Apel, from own broadcast research and consulting firm, Media Perspectives, Cherry Hill, N.J., joins Reymer & Gersin, Southfield, Mich., as research analyst.

Tom Phillips, media director, Spanish Advertising and Marketing Services, New York, joins Media General Broadcast Services there as account executive, media sales.

Louis Ames, station services manager, Television Information Office, New York, retires effective May 15.

Deaths

William Gately, 48, director, ABC Radio Network, New York, and with network for 25 years, died of heart attack April 22 at his home in New Jersey. He is survived by three sons.

Gerhard S. Stindt, consultant to NBC News since his semiretirement four years ago, and before that film manager, died May 3 at his home in West Berlin. He had been suffering from heart and respiratory ailments. He is survived by his wife, Renate, son and two daughters.

Elmore Francis (Fish) Middleton, 65, music director, noncommercial WPFW(FM) Washington, died of heart attack April 30 at Washington hospital center. He is survived by his wife, Wilma, two sons and four daughters. One son and four daughters are from previous marriage.

Leading Tribune's first-run for the money

The scene is a crowded New York department store in 1948. A young theater arts graduate is attracted to a crowd surrounding a large wooden box containing a glowing glass tube. He approaches, his over-six-foot height commanding an unobstructed view of the miniature figures flickering on the screen. The aspiring producer-director, recently discharged from the Navy, at first thinks he's witnessing a sonar demonstration. "What's that?" he asks. "Television," is the reply. As he watches, the young man decides that the box with the crackling audio and soft blue glow is merely the latest technical enhancement of a 2,500-year-old art form. "Why, that's theater!" he exclaims.

Thirty-six years later, Sheldon Cooper is still in the business of entertaining, as president of Tribune Entertainment Co.—the young man with aspirations to produce and direct for the stage having been wooed away from the footlights by the flickering lights of the new medium. In his 34 years with the broadcasting interests of the Chicago-based Tribune Co., Cooper has produced and directed a score of television shows, syndicating many of them nationally, in addition to serving a tour of duty as vice president and general manager of WGN-TV Chicago.

Now, as head of Tribune's reorganized production and syndication arm, Cooper is one of a small band of programmers concentrating their efforts on first-run series and specials. Under Cooper's two-year stewardship, Tribune has embarked on a number of projects, all of them first-run. The list includes *At The Movies*, the former PBS show featuring movie critics Gene Siskel and Roger Ebert; *A Married Man*, a four-hour miniseries, and *Nadia*, a two-hour movie scheduled for this summer. Now comes *Dempsey & Makepeace*, a 10-hour detective series, co-produced with London Weekend Television, which Tribune will distribute domestically.

"It's time to make premiere, first-run hours and half-hours," Cooper proclaims with the slightly worn patience of a preacher who feels his message too frequently falls on deaf ears, "because we're reaching the economic turning point." Cooper says that "stations are concerned as to where in the future those 150 episodes of shows like *The Dick Van Dyke Show* are going to come from... Network shows barely last a couple of seasons any more."

Except for one year as an NBC page, Cooper has dedicated his career to the growth of independent television, and all of it in positions of increasing responsibility at Tribune. In an industry where station hopping is endemic, Cooper's rise may be unusual only in the sense that it was accomplished without a seasonal shedding of employers.

Cooper majored in drama at Indiana University and after graduation headed for New



Sheldon Cooper—president Tribune Entertainment Co., b. Feb. 15, 1926, South Bend, Ind., Officer's school in sonar, U.S. Navy, 1944-46, BA in drama, Indiana University, 1948; NBC page, 1949; joined WGN Television, Chicago, 1950, various positions in production, including floor manager, director and producer, 1950-61; manager of productions, 1961, executive producer, 1962; assistant program manager, 1964; manager of program department, 1965; vice president for program development, WGN Continental Productions Co., 1966, vice president, WGN Continental Broadcasting, 1967; station manager, WGN-TV, 1974; vice president and general manager, WGN-TV, 1975; present position since June, 1982; m. Mary Hayward, 1961, children, Charles, 20, and Cheryl, 16.

York. He quickly found that "you could get involved with little theatrical groups, but you had to have a daytime job to live." After the department store television demonstration, Cooper discovered something called the Television Workshop of New York—"an empty room with a couple of chairs and a blackboard"—that gave preliminary lessons in television production. After finishing the course, he got a job as a page at NBC.

Cooper might have stayed with NBC, "but I got mononucleosis, couldn't take care of myself, and had to go home." NBC's loss would be Tribune's gain.

After recovering, Cooper got a job at Tribune's WGN-TV. During the 1950's, he held a variety of positions in the production department, including floor manager, director and producer. In 1961, he was named manager of production and a year later, executive producer for the station.

Although WGN-TV was at one time associated with the DuMont Network, the station has always had a tradition of producing much of its own programming, especially in the early days. Cooper helped direct a number of shows, including "the granddaddy of all courtroom drama shows," *They Stand Accused*. In the 1960's, he produced the shows and specials that Tribune began selling to other stations—*The Big Bands*. An

Evening With... All Time Hits. Barn Dance and Great Music from Chicago.

After consecutive stints as assistant program manager and manager of the programming department at WGN-TV, Cooper was appointed vice president for program development at WGN Continental Productions, the predecessor of the Tribune Entertainment Co., in 1966. It was from that position, a year later, that Cooper was named vice president and manager of programming at WGN-TV, which eventually led to the general manager's position in 1975.

An unusual route, Cooper admits today, since the general manager's job usually went to someone on the sales side. But it was not unusual at Tribune, he says, where programming, more than anything else, has been the measure of the executive.

Not content to sit in Chicago juggling the programming schedule, Cooper remained first and foremost a programmer, and he became active in industry activities. He was chairman of the Association of Independent Television Stations in 1980 and 1981, and served on the board of NATPE International. He is generally regarded as the founder of Operation Prime Time, the network of independent and affiliated stations that periodically interrupt their normal prime time schedule to broadcast original, first-run, made-for-television movies. Cooper said the idea came to him when he added up the cost of buying an off-network hit series or movie in New York, Los Angeles or Chicago, and decided it was about equal to producing an original half-hour of programming. "So why not go a little further" and develop a feature length movie? "Then there was a plane ride with Al Masini," president of TeleRep, on a return trip from an INTV conference. At that INTV, Cooper explains, Masini had "made a speech saying that the sales side of independent stations was doing a better job getting its share of billings than the programming side was doing getting its share of ratings." Cooper laid his plan before Masini that the "costs were within reason" to produce premiere first-run programming. As an incentive for carrying the programming, stations would not be asked to invest, but instead would be charged a straight license fee. "The damn thing worked," Cooper says, "and got those independents ratings they never had before."

Although the general manager's chair at a leading independent television station might seem a plum to many tenure-minded broadcasters, when Tribune decided to rearm its production division for a major thrust in first-run programming, Cooper jumped at the chance to head that effort. In 1982, he was named president of Tribune Entertainment Co.

Cooper has come full circle: he is now back at distributing television programs and conceiving and putting shows together—just like in the days before managing WGN-TV. The perfect role, he will tell you, for the once stage-bound dramatist who became a "reformed producer" ■

In Brief

According to NBC researchers, **V** outdrew ABC's *Last Days of Pompeii* by 45% during six hours two mini-series competed against each other. Based on Nielsen Television Index data, NBC said **V** averaged 25.1/37 over three-day run compared to 17.9/27 for *Pompeii*. **V**'s final episode on Tuesday, May 8, drew 28.9/42—40% above Sunday premiere—while *Pompeii* concluded with 16.7/24, down from 15% from first episode.

President Reagan will initiate his reelection campaign with \$4 million set aside for television advertising. Edward J. Rollins, national director of Reagan-Bush '84, reported on campaign plans at meeting in New York of 100 Republican party officials and Reagan campaign workers from 13 Northeastern states. Television commercials discussed last week constitute only first wave; they will run only through Republican National Convention in mid-August.

History may be repeating itself in New York cable franchise process for borough of Queens. **Cable television entrepreneur Al Simon filed suit in New York State Supreme Court last week to block three franchises awarded in Queens** by New York City to **Warner Amex, ATC and Queens Inner City Unity** for that borough. Simon, losing bidder for piece of Queens action, contends those awards violate city charter in that various community boards were not given opportunity to review final versions of contracts. Simon also said three companies "have made false and misleading representation concerning their intentions and ability to build their proposed systems and the feasibility of the construction and operation" of systems. He also charged that companies misled cities with unfulfilled promises to provide services such as two-way programming, institutional network and certain level of community access programming. **In 1979, Simon initiated and prevailed in case of Orthovision (Simon's private cable service in Queens) vs. City of New York**, where he claimed initial franchise award for entire Queens borough to Time Inc.-owned Knickerbocker Cable violated city charter on similar grounds. Award to Knickerbocker was rescinded.

Attorney for retired **General William C. Westmoreland** has made public **tape of telephone conversation he says demonstrates** that, as matter of law, **CBS was "malicious" in presenting documentary** alleging Westmoreland doctored facts regarding enemy strength during Vietnam war. Attorney Dan Burt released taped conversation in which Howard Stringer, executive producer of CBS documentary, told *TV Guide* reporter, "We have our own suspicions about George Crile," producer of *The Uncounted Enemy, a Vietnam Deception*, which was broadcast in January 1982. Stringer, who is now executive VP of CBS News, is also heard to tell reporter Don Kowet he had his own "suspicions" about Crile and that if *TV Guide* published story critical of CBS he, Stringer, would take part of blame "because I should never have hired [Crile] to do it in the first place. I should have known I wouldn't get fair journalism off him." Burt subpoenaed tape as part of preparations for Westmoreland's \$120-million libel suit against CBS. Burt says tape demonstrates CBS did not regard documentary as truthful at time it was aired. But spokesman for CBS dismissed charges as "frivolous... a sideshow." John Scanlon, PR consultant hired by CBS to deal with press on Westmoreland case, said Stringer's remark regarding blame he would take hinged on whether—as Stringer was also heard to remark on tape—he "ultimately" agreed with piece Kowet would write. As for other remarks critical of Crile, Stringer told *Los Angeles Times*, to whose Atlanta bureau Burt made tape available, that he had been "angry and depressed about the controversy" at time of conversation and that his remarks did not represent his "true feelings." Scanlon noted that Stringer later assigned Crile to other pieces.

ESPN has been awarded **NCAA's supplementary college football rights** contract for 1984 and 1985 seasons, contingent, of course, on outcome of antitrust suit now being contemplated by Supreme Court. That decision is expected within weeks, and general opinion is that court will uphold lower court's ruling that NCAA control of TV rights of member schools is unlawful. But if NCAA prevails, then pacts with ABC and CBS (both of which have one more year

to go) and ESPN would remain in tact. ESPN pledged **\$13.7 million** for two-year supplemental contract, sources say. Contract gives them rights to carry **14 games each season, primarily for Saturday night** telecasts, with possible Thursday night game on occasion. ESPN has little more flexibility as far as appearance rules are concerned. Of 20 teams that had two or more regional appearances last year, network can select 12 for one appearance this year. (TBS had choice of four out of 19 last year.) Last year, TBS averaged 3.7 rating with its package of NCAA games.

New York state's shield law has withstood challenge in case involving television reporter who refused to disclose source to grand jury. New York Court of Appeals—state's highest court—held last week that Richard Beach, reporter for **WRGB(TV) Schenectady**, need not disclose source that illegally provided him with secret grand jury report on Rensselaer county sheriff's office. Two weeks after Beach disclosed contents of report, grand jury ordered him to reveal source, and he refused. Court of appeals, in 5-2 ruling on first test of state's 1970 shield law, held that state legislature had intended to grant press "broad protection," and that statute provides it "without qualifying language." Decision reverses lower court decision.

Latest reports on **negotiations** between nation's cities and **National Cable Television Association** suggest that **breakthrough may be near**. "Peace is in sight but not yet at hand," said James Mooney, NCTA executive vice president. Mooney said NCTA received cities' latest comprehensive proposal on cable deregulation bill (H.R.4103) last week. He would not comment on specifics. "I think there's going to be a bill," Mooney said. But he emphasized they still had a ways to go.

Dismissing petitions to deny, **FCC** last week **approved sale of Mutual Broadcasting System's WCFM(AM) Chicago for \$8 million to Statewide Broadcasting**. One petitioner had charged that commission should hold hearing to determine whether Mutual was qualified to be licensee since its parent, Amway Corp., had pleaded guilty to defrauding Canadian government of about \$20 million in duties by undervaluing home cleaning products it had imported to Canada. FCC, however, said it didn't think those admitted violations of Canadian law had any effect upon qualifications of Mutual to continue as licensee. "The Amway misconduct, while an admitted criminal violation, has no nexus with any past practices of Mutual that are likely to result in any possible future violations of the Communications Act, commission rules or policies," FCC said. "The misconduct at issue is a violation of a foreign nation's criminal law with no evidence that it has had any adverse effect on the broadcast station operation or the public interest. Further, there is nothing to suggest that the admitted nonbroadcast misconduct would be likely to result in broadcast misconduct by Mutual in the future." FCC also said it couldn't see where any misrepresentation Amway and its principals made to Canadian government had any bearing on, or relation to, Mutual's conduct before commission. "Since the commission has been fully advised of Amway's Canadian legal problems with each application Mutual has tendered, we have no reason to doubt Mutual's candor."

FCC's approval of \$1 billion-plus **sale of Wometco Enterprises' six TV stations** and one radio station has been **appealed by stockholders** who had opposed leveraged buyout before commission. Stockholders complained that pending suits alleging security violations and fraud by Wometco raise questions about its qualifications (BROADCASTING, April 16). Six TV stations—**WTVJ(TV) Miami**; **WZZM-TV Grand Rapids, Mich.**; **WLOS-TV Asheville, N.C.**; **WWHT(TV) Newark, N.J.**; **WSNL-TV Smithtown, N.Y.**, and **KVOS-TV Bellingham Wash.**, were sold to WBC Broadcasting Corp., and related companies, headed by Kohlberg, Kravis, Roberts and Co. Wometco's sole radio station—**WLOS(FM) Asheville**—was sold to WISE Radio Inc. for \$1.75 million.

NBC has signed **KEVN-TV Rapid City, S.D.**, and its satellite, **KIVV-TV Lead, S.D.**, as affiliated stations, effective June 24. Owner of sta

tions is Dakota Broadcasting Co., which also owns NBC affiliate KDLT(TV) Mitchell-Sioux Falls, S.D. KEVN-TV replaces Duhamel station **KOTA-TV**, which has signed deal to become ABC affiliate. KOTA-TV satellite in Lead, KHSD-TV, also becomes ABC affiliate.

Trintex. That's name for new videotex joint venture announced in February by **CBS, IBM and Sears Roebuck & Co.** Venture will be headquartered in White Plains, N.Y. Theodore C. Papas, Jr., president and chief executive officer of Trintex, announced last week other newly named officers: IBM's James Hewitt, named VP-systems development; Sears's Hyde Pearce, named VP-finance and planning; CBS's George Perry, named VP-general manager, Gene Ryzewicz (Sears), named VP-marketing, and CBS's Harry Smith, named VP-videotex publishing.

In letter sent to Representative Tip O'Neill Jr. (D-Mass.) May 9, Representative **Tim Wirth** (D-Colo.) urged "a special bipartisan task force" be set up to study use of television cameras in House. Wirth listed eight issues to be addressed on subject, including whether "legislative process on the Floor [had] been skewed by the advent of television?" and "what restrictions, if any, should be placed on the use of televised House proceedings for political purposes?" (see story, page 72.)

WGAY(AM) Silver Spring, Md., has been sold by Greater Media Inc. to Interstate Communications Inc. for \$950,000, comprising \$350,000 cash and \$600,000 note. **Greater Media** sold station to purchase **WWRC(AM) Washington** ("Riding Gain," Feb. 27) for \$3.6 million, and meet FCC attribution rules. Greater Media Inc. is headed by Peter A. Bordes and owns five AM's, seven FM's and East Brunswick, N.J., *Sentinel-Spokesman*. Interstate Communications is headed by Gary Portmess, president, and also owns WQCM-FM Hagerstown, Md.

FCC has adopted fourth notice of inquiry looking toward proposals for **Space WARC**, which convenes in August 1985. In notice, FCC said only "heavily used" fixed satellite service bands at 4 and 6 ghz were "appropriate" for consideration by conference. Commission also asked for comment on what international protection should be afforded upon completion of implementation phase; what additional principles and criteria should be considered for detecting and resolving conflicts among satellite networks, and whether any new institutional mechanisms should be used to accomplish harmonization of satellite networks.

Soviet Union last week offered to make its international telecommunications system—**Intersputnik**—available to **Third World countries** for transmission of news and television programming at no cost. Offer was made in Paris last week at meeting of International Program for Development of Communications, UNESCO subdivision created to aid developing countries to improve communications system. Offer reportedly caught U.S. by surprise, and State Department in Washington had no information on it. Intelsat had expressed interest in providing such service, in discussions at IPDC meeting in December 1982, although question of whether it would be free service was not raised. Intelsat officials said Intersputnik would gain foothold in Third World if its offer were accepted.

House Telecommunications Subcommittee Chairman **Tim Wirth** (D-Colo.) has responded to charges made by some Colorado broadcasters in March. Wirth replied to letter written by Cliff Dodge, executive director, Colorado Broadcasters Association (BROADCASTING, March 12), which charged Wirth with not listening to "very real concerns of Colorado broadcasters." Dodge, who is also Colorado Republican state senator, noted that **CBA board has also decided to ask its members to withhold** portion of their contributions to **National Association of Broadcasters's** Television and Radio Political Action Committee (TARPAC) to "protest NAB's policy of donating to the campaign of Timothy Wirth." Wirth, in letter to select group of Colorado broadcasters, defended his views on broadcast issues. "First, my responsibility as a legislator is to do my best to ascertain and uphold the public interest." He also

criticized Dodge for insinuating that "votes in the United States Congress (and elsewhere in government, as well) are for sale, and that broadcasters should be in the purchasing business."

USIA continues to run into trouble on Capitol Hill. On House side, at oversight hearing held by International Operations Subcommittee, on Thursday (May 10), Chairman Daniel A. Mica (D-Fla.) assigned ultimate responsibility for creation of agency's controversial **blacklist** to Director **Charles Z. Wick**. Mica noted that Wick was not accused of ordering drafting of list of those whom agency would not select as speakers for overseas assignments. But, he said, "atmosphere" at agency, as much as rules and regulations, caused list to be created. Lower-level officials who prepared list, Mica said, acted out of "fear." And he said Wick, as director, was responsible for that. Mica also disclosed that in preceding week 47 additional telephone conversations taped by Wick had come to light. Wick has been sharply and widely criticized for taping conversations without informing other party, and he had turned over to congressional committees what he said was all available evidence of that activity. He said other tapes had been erased. But transcripts of 47 conversations made available to subcommittee last week had been stored, apparently inadvertently, in computer backup system. On Senate side day earlier, at Foreign Relations Committee **hearing on nomination of Leslie Lenkowsky as deputy director**, ranking Democrat said Lenkowsky's truthfulness is key issue. Lenkowsky had denied under oath he ever planned to fire Ronald Trowbridge, USIA associate director for education and cultural affairs. But three other witnesses—committee staffer Peter Galbraith; Grayson Fowler, aide to committee member Edward Zorinsky (D-Neb.), and John Mosher, director of USIA's overseas speakers program—had sworn that he did. "The issue," said Senator Claiborne Pell (D-R.I.), "is your veracity."

Dinner marking **50th anniversary of Communications Act**, sponsored by Federal Communications Bar Association and Broadcast Pioneers, will be held **June 15** in Washington Hilton hotel—not June 7, as reported erroneously in BROADCASTING's "Datebook" (page 28).

National Endowment for the Arts has funded **\$750,000** worth of radio projects this year, it was announced last week. Number of projects has risen from single grant of \$6,250 in 1971 to 79 grants in 1984.

Named executive producer of ABC News *Nightline*: **Richard Kaplan**, now with *Good Morning America* news and *World News This Morning*. He succeeds **William Lord**, now executive producer of ABC's *World News Tonight*.

Mutual Broadcasting, in new corporate reorganization, has upped **Bruce Goldman**, VP and general counsel, to senior VP, and **James Kozlowski**, director of corporate development, to VP-telecommunications marketing. Goodman, in addition to his duties of managing legal and public relations departments, will also be responsible for personnel, advertising and promotion and administrative services while Kozlowski will primarily oversee new business areas related to satellite technology.

Warren Bodow, president and general manager, WQXR-AM-FM New York, was named **president of Concert Music Broadcasters Association** at conclusion of its 20th annual convention in New York last week. He had been treasurer.

FCC, which is still remodeling eighth floor of its headquarters building in Washington, has decided not to furnish **Commissioner Mimi Dawson's** office with private restroom she requested. According to commission source, restroom would have cost about \$5,000, and that was felt to be out of line with President Reagan's program of fiscal austerity. Nonetheless, commission has agreed to provide Dawson's office with private changing room equipped with mirror and vanity. That will cost commission less than \$300, source said. None of commissioners have private restrooms.

Editorials

Right track

If preliminary reports turn out to be accurate, the special commission appointed by the chairman of the Joint Chiefs of Staff has made the right recommendations for future news coverage of military operations. The commission, appointed after the Grenada invasion, from which reporters were excluded, has reportedly concluded that when the military goes into action, news media ought to go along.

The 14-member commission, which was headed by Winant Sidle, a retired major general in the Army, is also reported to have said: "The appropriate media role in relation to the military has been summarized aptly as being neither that of a lapdog nor an attack dog but, rather, a watchdog."

But the commission added that the watchdog would have to accept voluntary guidelines to protect security. To the commission's credit, it recommended that "these rules should be as few as possible."

As a general outline of accommodation between the military and the Fourth and Fifth Estates, the Sidle commission seems to have presented a sensible balance between the military's desire for secrecy and journalism's desire for news.

It remains to be seen, when the report is released in its entirety, whether it contains provisions that would impose undue restraints on television journalists with camera crews. At the commission's hearings, some military witnesses worried about battlefield reporting by satellite (BROADCASTING, Jan. 16) and suggested television in the field needed special mothering. Within the military generally there is known to be distrust of television coverage. General Maxwell Taylor, retired chairman of the Joint Chiefs and ambassador to South Vietnam before its fall, has said that one of the lessons learned in Vietnam was: "Never let TV on the battlefield."

Journalists must hope that the present chairman of the Joint Chiefs, John W. Vessey Jr., ignores that advice when he submits the Sidle commission report and his recommendations to the secretary of defense for final action.

Long haul

Nobody expects an easy legislative journey for Senator Bob Packwood's Freedom of Expression Act, least of all the senator himself. The Oregon Republican said a year ago that the journey could take three years or more, but he was confident it could be made, with enough support from the media.

Packwood made a tentative start on the journey last week by scheduling a markup in the Commerce Committee which he heads. He aborted when a quorum vanished.

Quorums will no doubt continue to vanish when the Packwood bill appears on the agenda. Packwood, who is without illusions, understands that he is attempting to repeal sections of the Communications Act that confer special privileges on people in his calling. It will take a momentous act of self-denial, uncharacteristic of either Senate or House, to eliminate Section 315, which guarantees political candidates equal broadcast opportunities and minimum advertising rates and contains the fairness doctrine, and Section 312 (a) (7), which accords candidates for federal office the right of "reasonable access" to broadcasting time.

If the Freedom of Expression Act is encountering resistance in the Senate, it would enter a minefield if anybody introduced it in the House. On that side of the Capitol, they're talking about more programing regulation, not less.

Still, Senator Packwood and his Freedom of Expression Act

must be given the steady support of the broadcasters and cable operators whom the act would free from content control. Conversions of the opposition must be made one by one by patient persuasion. It may take more than three years, but if it can be done, it will be worth whatever effort goes into it.

On the block

The staff of the Federal Trade Commission has dusted off an old idea whose time is yet to come. It wants the FCC to auction off orbital slots for communications satellites.

The idea may have some appeal to an FCC that is facing five or six times as many applications as it has orbital slots. The alternatives include competitive hearings or lotteries.

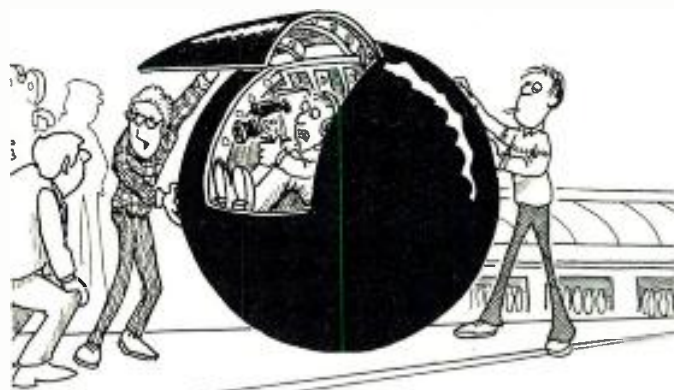
The FTC staff correctly notes that comparative hearings are expensive and take forever. It suggests that lotteries could be used as a semi-auction device if the winner were permitted to sell the slot immediately. That process, however, would invite hordes of lottery participants unless a restraining cost of original entry were imposed, the FTC notes, also correctly.

Omitted in the FTC communications is a reference to what to do about all those orbital slots that are already occupied. Is it fair to ask new occupants to bid at auction for their slots when present occupants got their slots for nothing? Would the next step be a charge for occupied slots after market values were established for the new ones through the auctions?

Why stop there? If auctions are appropriate to pick winners among rival contestants for orbital slots, why not for other contested facilities—low power television stations, for example, for which 32,000 applicants—at last count—are in line.

A year and a half ago the Heritage Foundation, a Washington-based, conservatively oriented think tank, proposed the use of auctions as one way to establish a "clear property right" for all spectrum users. Auctions, lotteries or first-come-first-served procedures would be used, the foundation said, to eliminate comparative hearings for broadcasting stations, common carriers and all other occupants of spectrum space.

Nobody paid much attention to Heritage, and probably the FTC staff deserves the same fate. It's about 50 years too late to put the spectrum up for bids.



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