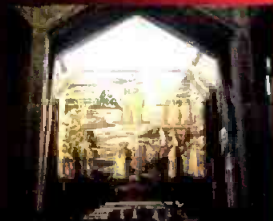
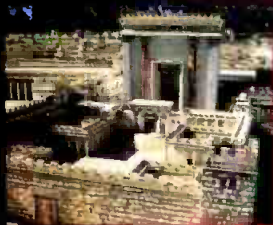


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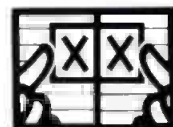
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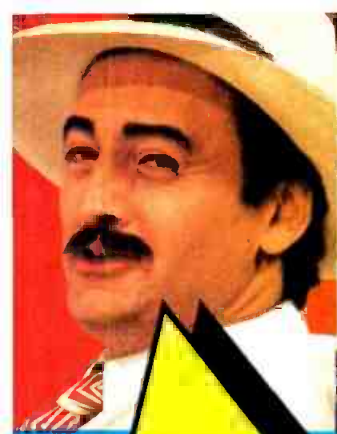
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CLARK COUNTY CABLEVISION LTD.

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Ohio-based Society National Bank has provided a revolving credit/term loan to Clark County Cablevision Ltd., a partnership managed by Daniels & Associates, Inc.

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TV ownership limits debated Fall political advertising blitz begins Radio Convention gets underway in L.A.

DOWN TO THE NETWORKS □ Senate Judiciary Committee hearings on FCC's television ownership changes finds Hollywood and some senators wary of network power; broadcasters united in market-reach approach to achieve compromise. **PAGE 27.** Program producers voice concerns about networks in FCC comments on multiple ownership proposals. **PAGE 30.**

AT THE TABLE □ NCTA and representatives of nation's cities meet this week to salvage cable bill. **PAGE 31.**

FALL BLITZ □ Presidential television advertising campaigns start in earnest as Reagan-Bush and Mondale-Ferraro commercials begin to appear. **PAGE 32.**

HOLLYWOOD WHIRLWIND □ Major changes at the top of three movie studios expected to effect Fifth Estate. **PAGE 34.**

RADIO RULES ROOST □ First jointly sponsored radio convention set to get under way in Los Angeles with theme, "Up With Radio." **PAGE 39.** The agenda appears on **PAGES 40-50.** Hospitality suite listings appear on **PAGE 50.** A complete rundown of the exhibitors begins on **PAGE 54.** BROADCASTING's annual look at the top 10 radio stations in the top 50 markets appears on **PAGES 68-80.**

ILLEGAL PROCEDURE □ INTV charges networks and colleges violated antitrust laws in signing television football contracts. **PAGE 84.**

CUTTING OFF CUT-OFFS □ FCC wants to abolish cut-off lists for future FM and TV applications. **PAGE 86.**

LAUGHING MATTER □ *Small Wonder*, situation comedy, will be first offering from New Program Group. **PAGE 94.**

INDAY DETAILS □ LBS and Tribune outline percentage of profits stations will receive in new joint programing venture. **PAGE 94.**

PEOPLEMETER □ British company to install new electronic rating device in Boston. **PAGE 95.**

DOWN TO THE WIRE □ UPI terminates Bill Small's contract; union vote on salary cutbacks due today. **PAGE 98.**

EYE PREVIEW □ CBS executives give predictions of business climate and technological changes at securities analysts meeting. **PAGE 101.**

OVER THE TOP □ Universal Broadcasting is the first broadcaster to buy an eighth radio station. **PAGE 105.**

IN ENGLAND □ International Broadcasting Convention set to open in Brighton this week. **PAGE 106.**

MANN'S WORLD □ NRBA President Bernie Mann has brought a lot to the industry that he has "always loved." **PAGE 127.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually, *Broadcasting* □ *Cablecasting Yearbook* \$80. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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MASLA RADIO

Winners are hungrier

making initiative

Call for radio-only deregulation bill will be made at hearing before House Telecommunications Subcommittee Wednesday, Sept. 19, by National Association of Broadcasters President Eddie Fritts. (Hearing is devoted to discussion of broadcasting deregulation bill [H.R.6122] and FCC's multiple ownership rules [see "In Brief," page 29]). In past, NAB tried to break radio away from TV package behind scenes; this is first public move by NAB to shake loose. Association won't go into hearing with idea of stopping measure from legislative advance. Indeed, NAB—after opposing many aspects of bill—may invite Chairman Tim Wirth (D-Colo.) to pass measure up to parent Commerce Committee and on to full House, where NAB believes it can fashion package to industry's advantage. Hearing will also start off with unusual twist: lead-off witness comes with different perspective from most—Representative James Broyhill (R-N.C.), ranking minority member on House Energy and Commerce Committee, subcommittee's parent, who is ardent supporter of broadcast deregulation legislation.

momentum

Even though FCC has stayed television aspects of its 12-12-12 rule until at least April 1 of next year, and Congress has stayed out of legislative concrete, don't count on commission taking its time to address reconsideration. Petitions for reconsideration are already in (see page 10). Comments on those petitions will be due 15 days after public notice of petitions is made, and that notice is expected to be provided early this week. FCC source said commission is expected to act "soon" hereafter, "possibly" in December. "I think we want to get this resolved," source said.

oldrums

Finally back in session after August recess. FCC celebrated last week with one duller agenda meetings in recent memory. Two of FCC's five commissioners did not make appearance. Commissioner Dennis Patrick reportedly was vacationing in Europe; he's also planning to participate in Inteleview 84 conference in Cannes, France, Sept. 17-19. Aide to Patrick said commissioner will pay for vacation portions of trip; conference-related expenses will come out of

commission's international travel fund. Most interesting item, lotteries for multichannel multipoint distribution service, was pulled from agenda at request of Commissioner Henry Rivera, who also chose not to attend meeting. Rivera explained that since there wasn't anything interesting on agenda, he stayed home that morning and attended to "household things." It was "nothing meeting," Rivera told BROADCASTING. "I had other things to do... I thought I could use my time better." Rivera also revealed he had pulled MMDS lottery item to take "one last shot" at persuading fellow commissioners to consider his point of view. It's no secret that Rivera thinks minorities should receive preference in MMDS lotteries. It doesn't look like majority of his fellow commissioners wants to go for that.

Storm settles

Acid test for NBC's Ku-band satellite network distribution system may have come during Hurricane Diana's battering ram of Atlantic coast last week. Major criticism of moving from land lines to satellite distribution for network's feed to affiliates has been fear that extreme weather conditions would interfere with signal received by station's earth dish. But in heart of storm at NBC affiliate WCET(TV) Wilmington, N.C., where winds hit 100 mph and 12 inches of rain fell in as many hours, "We didn't notice any degradation of the signal at any time," testified WCET engineer Bob Owen. NBC engineers are confident that Wilmington experience should put to rest doubts that Ku-band system is not weather proof. To date, 22 ground stations at NBC affiliates have been installed, with dishes at balance of network's 210 affiliates expected to be in place by January.

Money matters

Number of scenarios could develop in congressional response to President Reagan's veto of major increases in funding for Corporation for Public Broadcasting (BROADCASTING, Sept. 3). Under consideration is possible congressional override of veto, attaching measure to bill President is not likely to reject or introducing new legislation with lower funding ceilings. Last option may bring with it unwanted competition for commercial broadcasters. Key House Republicans and Democrats are toying with idea of slipping language into new bill that would permit public broadcasters to air commercials. Some members feel

limited advertising on public TV may be solution to funding problems. Senate, however, will be first to act on veto and Senator Barry Goldwater (R-Ariz.), author of legislation Reagan vetoed, is working with Office of Management and Budget on compromise.

Capital idea

Douglas Ruhe and William Geissler, co-owners of UPI, apparently intend to raise some of capital they need to strengthen struggling wire service and enter satellite broadcasting business with Comsat and Prudential by selling their UHF station in Chicago, WFBN. With R.C. Crisler & Co. handling sale, they hope to garner at least \$40 million.

Station has been airing around-clock music videos since STV operation that was using station shut down on June 1. Plans call for moving to conventional programming format this fall and going head-to-head with Chicago's other strong independents, Metromedia's WFLD-TV and Tribune's WGN-TV.

Test cases

Broadcasters may soon find out how lenient FCC will be on ownership of co-located radio stations and UHF stations. Permission for co-located ownership has been granted before, but mostly in small markets and with cases of extreme financial hardship. Several requests are currently before commission for exemptions in large markets. Scripps-Howard has asked for permission to keep currently owned KMEO-AM-FM Phoenix, and co-located KNXV(TV), which it agreed to buy in May. Just filed by Gulf Broadcasting is request to keep KTXQ-FM Fort Worth (Dallas) and KLTR(FM) Houston, while purchasing KTXA(TV) and KTXH(TV) in those cities. Commission did allow Metromedia to keep KRLD(AM) Dallas after purchasing co-located KRLD-TV (then KNBN-TV) (BROADCASTING, Nov. 15, 1983). Justifications for that decision, in which Commissioner Rivera dissented, included documented financial hardship of KRLD-TV, existence of numerous media outlets in Dallas area, and fact that "all news" KRLD-AM would be used to help bolster TV station's news and public affairs programming. New applications in some respects are different. Applications say that radio station experience will benefit TV programming, but not in same way; Gulf's KTXQ-FM is album oriented rock, KLTR(FM) is light adult contemporary and Scripps-Howard's stations are easy listening.

Cable castings

Nabisco buys into ESPN

ABC Video Enterprises forged an association last week that added \$60 million to its coffers and makes available to its ESPN cable sports network the services of sports producer Don Ohlmeyer.

ABC Video's agreement, subject to final ratification, is with Nabisco Brands Inc., and calls for Nabisco to acquire a 20% interest in ESPN, a subsidiary of ABC Video Enterprises, for \$60 million. Another facet of the transaction provides that Ohlmeyer Communications, a Nabisco Brands joint venture, will serve, through a consultancy contract, as an adviser to ESPN management, developing potential new revenue sources, along with program, marketing and sales concepts. Under this provision, ESPN will have access to the services of Don Ohlmeyer, chairman, and John Martin, president, of the communications firm, which is active in TV production, advertising and sports marketing.

Herb Granath, president of ABC Video Enterprises, said the company is "pleased that this new partnership will make available to our cable sports operations the talents of two very experienced figures in television sports—Don Ohlmeyer and John Martin. Granath also said the agreement "is a graphic demonstration that major advertisers, such as Nabisco, share our belief in the business potential of basic cable networks."

ESPN, a 24-hour-a-day operation, reaches about 33 million homes via more than 8,400 cable systems. It has been on the air since 1979 and has reportedly sustained losses of about \$80 million over the past five years. ESPN has indicated it may show a profit in 1985. ABC bought ESPN in two stages earlier this year for \$227 million.

SPN switch

Satellite Program Network, the cable service that is a patchwork of how-to, international and "lifestyle" programming, announced last week that it would move its feed from Satcom IV to Satcom III-R, transponder 6, on or about Jan. 1, 1985. It will be filling the spot vacated by superstation WTBS(TV) Atlanta, which makes a permanent move to Galaxy I on that date. SPN is principally owned by Ed Taylor, who heads Southern Satellite Systems, owner of the Satcom III-R transponder. SPN now reaches 11.5 million homes.

To cover the higher transponder charges on Satcom III-R and to improve programming, SPN also announced it is instituting a subscriber fee for the first time. The fee is five cents per subscriber per month, but cable systems can "earn back" most of it. SPN will discount the fee one cent for systems that sign up prior to Dec. 31, one cent for those who agree to carry the service full time on basic tiers and two cents for those who agree to a co-op advertising and promotion plan.



Over there, CNN's Sandi Freeman, host of the cable network's nightly live newsmaker interview program, *Freeman Reports*, travelled to the Middle East for three weeks. The result was nine one-hour interviews with various political and military leaders and a one-hour special, *Sandi Freeman in the Middle East: Portraits of Power*. Among those interviewed: Egyptian President Hosni Mubarak, Palestine Liberation Organization leader Yasir Arafat (shown above), Israeli Labor Party leader Shimon Peres, King Hussein of Jordan, Lebanese President Amin Gemayel, Israeli President Chaim Herzog, Israeli Defense Minister Moshe Arens and Israeli Defense Minister Ariel Sharon.

HBO suits

Home Box Office said last week it had filed lawsuits against two motels in the Madison, Wis., area, charging them with receiving the pay channel's signal without authorization or payment. HBO's Madison cable affiliate, Complete Channel TV, joined HBO as a plaintiff in the two cases, which seek \$775,000 in compensatory, punitive and statutory damages from each of the two defendants, the Westowner Motel in Madison and Topp's Inn in neighboring Windsor.

The Westowner is charged with intercepting both the HBO and the Cinemax pay channels and offering them to guests without authority from either the cable system or HBO, which programs both services. Topp's Inn is accused of similarly pirating HBO programs. The suits were filed in U.S. district court for the western district of Wisconsin. John Redpath, HBO general counsel, noted that these are not the first such suits HBO has brought. "We are committed to cracking down on the unauthorized use of our program services, especially by commercial establishments," he said.

MTV agreements

MTV Networks last week announced long-term affiliation agreements with the cable industry's two largest MSO's, Tele-Communications Inc. and American Television and Communications Corp., plus their affiliates, for carriage of all three MTV Networks pro-

gram services: MTV: Music Television; Nickelodeon and a yet unnamed second music video service.

Long Island's own

Cablevision Systems, the Woodbury, N.Y. based MSO which owns and operates a 237,000-subscriber system in Nassau and western Suffolk counties on Long Island, has launched an "exclusive and comprehensive" local news service over its system there to provide subscribers with a Long Island-oriented newscast. Called *Cablevision News*, the service has hired former CN and ABC correspondent Bill Zimmerman as managing editor and anchor. Beginning with its Monday, Sept. 10, launch, *Cablevision News* began providing five-minute newscasts every half-hour from 4:2 through 7:55 p.m., which will cut into CN Headline News.

"We're going to fill the five-minute newscast with whatever is happening on Long Island that is newsworthy," said Zimmerman, who is backed by a staff of 15, including two reporters and two camera crews in addition to stringers. Don Gallagher, a former special events producer at CNN, is news director.

The meat of *Cablevision News* will be the kind of reporting that news organization used to pride themselves on but which lately has fallen by the wayside, said Zimmerman. Stories will focus on such "hard news" subjects as local government, taxes, trans-



Zimmerman

ortation, utilities and other nuts-and-bolts issues that affect viewers' lives, he said. Stories will be covered live, and eventually, Zimmerman hopes, the five-minute newscast will expand to a longer format. "What we're talking about are the beginnings of what may become a larger news operation," he said.

Zimmerman also noted that Cablevision's Long Island system was the second largest in the country, behind Cox's 247,000-subscriber San Diego system. The project is being overseen by Reese Schonfeld, former CNN president, who joined Cablevision in July to help develop new programming. Operations are based at Cablevision's Woodbury headquarters.

Zimmerman, when asked why he would leave a national news organization for this new venture, replied, "News is news. . . Besides, this is a chance to get in early on

something that's going to be pretty exciting, and there's an attraction to local news."

This is not the first cable news service designed exclusively for Long Island viewers. In May 1983, *Newsday* launched a Long Island-oriented news service featuring its editorial staff in on-camera roles, but shut the service down after a year. Now *Newsday* uses the channel to transmit an alpha numeric text news service.

More HBO originals

Home Box Office, continuing a pay television trend toward greater reliance on original material, has begun production of two comedy programs for future release on the cable service. Acme Productions is providing a pilot, entitled *First & Ten*, for a prospective series described by HBO as a

"send-up of football stereotypes, exploring the consequences when a beautiful young woman decides to enter the all-male world of professional sports management by taking over her husband's football team." Meanwhile, Embassy Television and The Grade Co. are producing for *HBO Comedy Playhouse* an adaptation of the off-Broadway play, "Greater Tuna." The play concerns two disk jockeys chronicling the murder of a judge in a small Texas town.


Going national

The two-channel Rainbow Service, consisting of the American Movie Classics channel and the Bravo channel, will be launched nationally on Oct. 1. Bravo, specializing in international film and performing arts programming, has been offered nationally since December 1980. American Movie Classics, concentrating on Hollywood films from the 1920's to the 1970's, will present at least two features a night, introduced by hosts. The movies will be transmitted via Satcom IV, transponder 10. Bravo is distributed via Satcom IV, transponder 2.

Animal action

Turner Broadcasting System said a new, one-hour environmental and wildlife conservation series, *World of Audubon*, will premiere on superstation WTBS(TV) Atlanta at 8:05 p.m. NYT on Oct. 22. The program, hosted by actor Cliff Robertson, will air quarterly through 1985. The series is a co-production of TBS and the National Audubon Society.

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Hill Street Blues 16.8

Cheers	15.1
A Team	13.8
Remington Steele	13.4
Magnum, P.I.	11.9
Family Ties	11.6
Facts of Life	11.2
The Fall Guy	11.1
Simon & Simon	10.3
Gimme a Break	10.2

Hill Street Blues 15.8

A Team	13.9
Cheers	13.7
Remington Steele	13.3
Magnum, P.I.	12.0
Family Ties	10.9
The Fall Guy	10.8
Facts of Life	10.6
Simon & Simon	10.6
Gimme a Break	9.8

Hill Street Blues 16.2

A Team	14.2
Remington Steele	13.6
Cheers	13.4
Magnum, P.I.	12.8
Simon & Simon	11.0
The Fall Guy	10.9
Facts of Life	10.4
Family Ties	10.3
Gimme a Break	9.5

Strongest in Men 18-34!

Strongest in Men 18-49!



Hill Street Blues 15.7

A Team	13.9
Cheers	11.5
Magnum, P.I.	10.2
Remington Steele	10.0
The Fall Guy	8.7
Simon & Simon	7.8
Family Ties	6.7
Facts of Life	6.5
Gimme a Break	5.2

Hill Street Blues 15.2

A Team	13.4
Cheers	10.7
Remington Steele	10.2
Magnum, P.I.	10.1
The Fall Guy	8.6
Simon & Simon	8.2
Family Ties	6.3
Facts of Life	6.3
Gimme a Break	5.4

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Business Briefly

RADIO ONLY

Mother Tucker's Restaurants

Canadian-based restaurant chain will begin four-week flight next week in eight Canadian markets and five U.S. markets, including Omaha, Phoenix and Seattle. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Duffy, Springgold, Knutsen & Oberprillers, Minneapolis.

Stanley Door Systems

Garage doors will be advertised in three-week flight to begin on Sept. 27 in 17 markets, including Boston, Denver and Los Angeles. Commercials will run in morning periods. Target: men, 25-54. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

Roegelein Meats

Campaign will begin in seven markets this week and continue for six to eight weeks, depending on market. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Anderson Advertising, San Antonio, Tex.

Host International □ Specialty restaurants will be promoted in Philadelphia and Washington in flights of about seven weeks, supplementing campaigns started last week in Los Angeles and Ventura, Calif., running up to eight weeks. Target: men, 18-34. Agency: Larson, Bateman & McAllister, Santa Barbara, Calif.

TV ONLY

Oster Corp. □ Various kitchen appliances will be highlighted in five-week flight to begin in late November in 57 markets. Commercials will be placed in early fringe, prime access, news, weather and sports periods. Target: adults, 25-49. Agency: Hoffman, York & Compton, Milwaukee.

Southeast Toyota Dealers □ Fourth-quarter flight starting in early October and continuing through end of year will be carried in about 25 markets. Commercials will be placed in fringe, prime time and news periods. Target:



Growth factor. LEGO Systems Inc. has earmarked \$7 million for advertising campaign, with heavy use of network television, that positions its DUPLO and LEGO building sets as appropriate for "children of all ages" and as "products they do not outgrow." Campaign runs from October through December on prime and daytime network programs including *Hill Street Blues*, *Riptide*, *Knight Rider*, *Magnum P.I.*, *Cagney & Lacey* and various movie time periods. Agency is SSC&B Inc., New York.

men, 18-49. Agency: Walker & Associates, Memphis.

National Vision Care □ Six-week flight highlighting cataract implants will be tested in Orlando-Daytona Beach, Fla., starting in October, with possibility that other markets will be added. Commercials will run in daytime, fringe, news, prime access and prime time periods. Target: adults, 55 and older. Agency: Bowes-Hanlon, Atlanta.

J. Brannam □ Nationwide retail chain begins fall campaign in mid-October in Houston and Dallas for two weeks and to be expanded in mid-November when flight moves into 16 additional markets for rest of year. Commercials are slated for daytime, fringe, news, sports and weather periods. Target: women, 25-49. Agency: Faran Media, New York.

RADIO AND TV

Traditional Jewelers □ Retail chain is set to start one-week flight this week in 25 to 30 markets on radio and 10 markets on television and will follow this effort with another one-week flight in mid-October. Markets include St. Louis, Baltimore, Las Vegas and Norfolk, Va. Commercials will run on TV in all dayparts and on radio on weekdays in morning and evening drive positions. Target: adults, 25-54. Agency: Ketchum Communications, Houston.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

TV SEASON PREVIEWS—SEPTEMBER 17—Find out which new shows are worth keeping an eye on, in this five-part series of 90-second scripts.

ROAD TEST—SEPTEMBER 24—AP hits the road again in our five-part series that takes a look at the hottest car choices for 1985. 90-second scripts move in advance on September 15.

THE CONTENDERS—The race is on. AP covers the run for the presidency, and key congressional and senatorial contests in our series entitled, "The Contenders." 90-second scripts supplement your campaign coverage five days a week, beginning Labor Day.

THIS MORNING—A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move during morning drive.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

AP Associated Press Broadcast Services.

“With Their Comprehensive Music Tests You Know You’re Playing The Right Songs”

“Music is the major part of the programming of all our radio stations. That’s why we cannot afford to *guess* about which songs to play. We are using The Research Group’s Comprehensive Music Tests, so we know with certainty which songs are right for our audiences and which ones aren’t.

There are lots of people doing music testing these days, and we have worked with some of them in the past. But what sets The Research Group apart from the others is the extreme attention The Research Group pays to recruiting *only* the right people. The groups are so carefully recruited and double checked to make certain that each participant is a true target listener of the station. Any research company can fill an auditorium with people for a music test, but with The Research Group’s CMTs, you *know* that the participants are right for your station.

At Lite-FM (WLTW) in New York, where we’ve worked with The Research Group since late 1983, they found the niche for our new “Lite” format and since then their CMTs have been an invaluable tool in our new format. We’re already starting to see great results after only six short months in the new format. In the spring book, “Lite” was up to a 2.4 share 12+, and very strong in our key adult demos. We’re up to a 2.6 in the May, June, July Arbitrends, and we’re looking toward continued growth.

The CMTs are only one part of The Research Group’s overall service to our stations—but they have proven to be an investment that really pays off. In a highly competitive market like New York, you need to make smart decisions based on reliable research. And that’s the edge we have working with The Research Group. What a comforting feeling it is to know that your station is playing one great song after another... *no bad songs!*”

VIACOM RADIO DIVISION



*Norman Feuer
President
Viacom Radio Division*

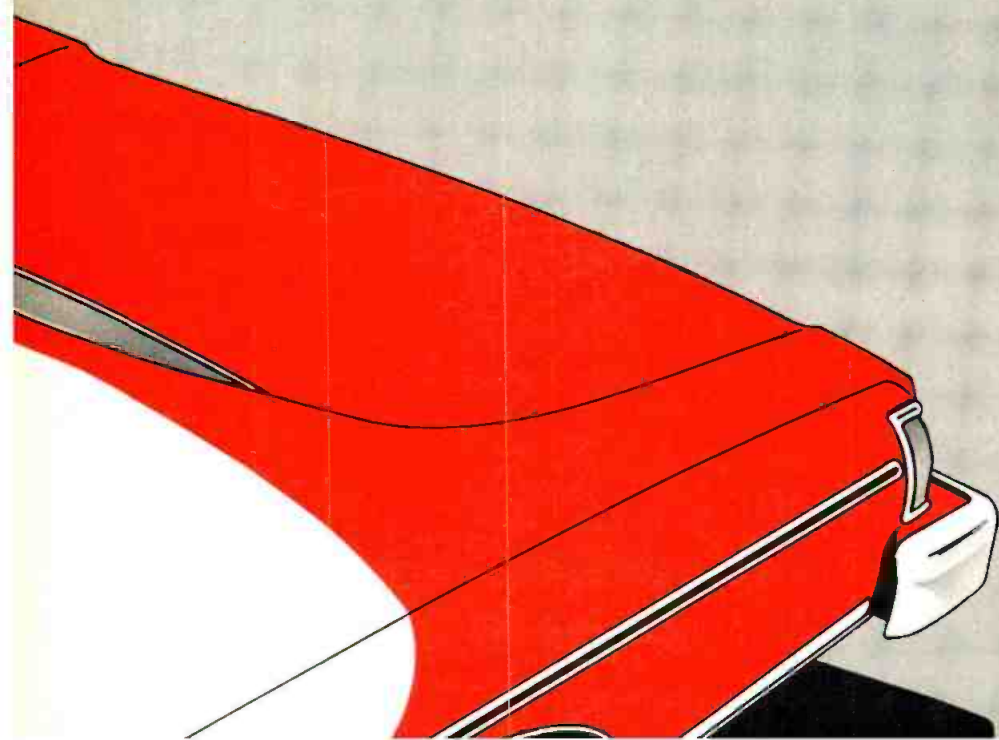
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PHILADELPHIA	WTAF-TV	CHARLOTTE, N.C.	WPCO-TV	SPOKANE	KSKN
SAN FRANCISCO	KTZO	NEW ORLEANS	WGNO-TV	DAVENPORT	WOC-TV
BOSTON	WSBK-TV	COLUMBUS, OH.	WCMH-TV	PORTLAND, ME.	WMTW-TV
DETROIT	WXON	GREENVILLE, S.C.	WSPA-TV	CHATTANOOGA	WDSI-TV
WASHINGTON, D.C.	WDCA-TV	RALEIGH	WPTF-TV	COLUMBIA, S.C.	WOLO-TV
DALLAS	KTXA	MEMPHIS	WMC-TV	BURLINGTON	WPTZ
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CLEVELAND	WCLO-TV	LOUISVILLE	WLKY-TV	LAS VEGAS	KTHV
PITTSBURGH	WPGH-TV	SAN ANTONIO	KSAT-TV	ROCKFORD	WREX-TV
MIAMI	WDZL	NORFOLK	WTVZ	CHARLESTON, S.C.	WCSC-TV
MINNEAPOLIS	KSTP-TV	BIRMINGHAM	WBRC-TV	COLUMBUS, GA.	WXTX
SEATTLE	KSTW	GREENSBORO	WJTM-TV	MONROE	KNOE-TV
ATLANTA	WSB-TV	ALBANY	WAST	AMARILLO	KFDA-TV
TAMPA	WTOG	LITTLE ROCK	KTHV	SANTA BARBARA	KCOY-TV
ST. LOUIS	KDNL-TV	SHREVEPORT	KTAL-TV	BEAUMONT	KBMT
DENVER	KTMX	TULSA	KOKI-TV	McALLEN	KRGV-TV
SACRAMENTO	KTXL	RICHMOND	WXEX-TV	LUBBOCK	KLBK
BALTIMORE	WNUV-TV	KNOXVILLE	WATE-TV	BANGOR	WVII
HARTFORD	WETG	MOBILE	WMPI	ALEXANDRIA, LA.	KLAX-TV
PORTLAND, OR.	KPTV	ALBUQUERQUE	KNAT	LAKE CHARLES	KVHP
INDIANAPOLIS	WTTV	JACKSONVILLE	WTLV	BOWLING GREEN	WBKO
PHOENIX	KPHO-TV	FRESNO	KJEO	LIMA	WLIO
SAN DIEGO	XETV	SYRACUSE	WTVH	ANCHORAGE	KIMO
KANSAS CITY	KSHB-TV	DES MOINES	WHO-TV	HONOLULU	KITV
CINCINNATI	WLWT			WENATCHEE	KCWT

STARSKY & HUTCH

A SPELLING/GOLDBERG PRODUCTION DISTRIBUTED BY



AdVantage

Unified push. Blue Cross and Blue Shield Association will begin \$7-million advertising campaign today (Sept. 17), using network television and radio and printed media in its first coordinated advertising campaign. Previously advertising was handled by each of 95 local Blue Cross and Blue Shield organizations. In present effort, they will be unified under umbrella theme, "Carry The Caring Card." Agency is Marsteller Inc., Chicago.



Blue Cross



Black & Decker

Power play. Black & Decker (U.S.) Inc. has embarked on heavy advertising campaign in radio, television and print as part of effort to aid Statue of Liberty restoration project. Campaign broke on radio on July 4 and will begin on television at end of September. Commercials inform viewers that each time Black & Decker sells designated professional power tool, \$5 will be contributed to restoration project in purchaser's name. Agency for B&D is Lewis, Gilman & Kynett, Philadelphia.

Kraft first. Cablesop, 24-hour "consumers' channel" due to launch in January, said Kraft Inc. had become first national advertiser to make major commitment for Cablesop participation. Officials said Kraft plans to advertise on Cablesop during its multibrand promotional periods, with two three-minute infomercials appearing on Cablesop during each month preceding Kraft-sponsored TV special. Kraft also participated in Cablesop's pilot and test-market development.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

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Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
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There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

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In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

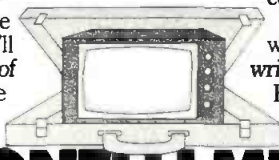
markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Petry and Katz. Plus dozens of major stations all across the country.

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He's tough and he's arrogant—and he gets the job done! Judd Hirsch of *Taxi* fame is Delvecchio, a street-smart, big-city cop who just happens to have a law degree. Hirsch's powerful performance places *Delvecchio* among the best mystery dramas!

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The crimes are smuggling, counterfeiting, narcotics trafficking, racketeering. The fighters are undercover agents of the U.S. Treasury Department.

Produced by Jack Webb, *O'Hara* is based on actual U.S. Treasury Department files.

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The beloved Lieut. Columbo's wife is on her own as a spunky, determined newspaper reporter whose insatiable curiosity leads her into all manner of mystery, mayhem and murder!

WAYNE ROGERS CITY OF ANGELS

Wayne Rogers, television's original Trapper John in *M*A*S*H*, plays Jake Axminster, a cool, cynical L.A. private eye in the 1930's.

From the creators of *The Rockford Files*, *The A-Team* and *Simon & Simon*, *City of Angels* captures all of the stark color and intensity of the action drama of the 30's.

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A DIVISION OF MCA TV

This week

Sept. 16-18—*Central Educational Network* fifth annual national program screening. Marc Plaza hotel, Milwaukee. Information: Ann DeLarye-Gold, (312) 545-7500.

Sept. 16-18—*National Religious Broadcasters* Western chapter convention. Los Angeles Marriott (Airport), Los Angeles.

Sept. 16-19—"The Radio Convention and Programming Conference," combined conventions of *National Association of Broadcasters* and *National Radio Broadcasters Association*. Westin Bonaventure and Biltmore hotels. Los Angeles.

Sept. 17—*Community Broadcasters of America* Western regional meeting. Sheraton Lakewood, Denver.

■ **Sept. 17**—*New York TV Academy* dinner. Topic:

■ Indicates new or revised listing

"Helen Hayes: The 'Graying' of America and the Media." Copacabana, New York.

Sept. 17—*New York Television Academy, student affiliate chapter, Syracuse University*, media professionals series. Speaker: Kay Koplovitz, president, USA Network. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Sept. 17-18—"Selling Cable TV Services," course offered by *American Management Association*. AMA headquarters, New York.

Sept. 17-19—*Kentucky Broadcasters Association* annual fall convention. Marriott, Lexington, Ky.

Sept. 18—*Southern California Cable Association* meeting. Los Angeles Airport Hilton, Los Angeles.

Sept. 18—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Red Lion Inn, Omaha.

Sept. 18—*Ohio Association of Broadcasters* "small

market radio exchange." Avalon Inn, Warren, Ohio.

Sept. 18—*Hollywood Radio and Television Society* newsmaker luncheon with panel of network entertainment division presidents. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (213) 769-4313.

Sept. 18—*Association of National Advertisers* ninth annual corporate advertising workshop. Waldorf-Astoria, New York.

Sept. 18-19—*Kentucky Broadcasters Association* fall convention. Marriott Resort, Lexington, Ky.

■ **Sept. 19**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William Armstrong, executive vice president, Canadian Broadcasting Corp. Copacabana, New York.

Sept. 19—*Community Broadcasters of America* Eastern regional meeting. West Park hotel, Arlington, Va.

Sept. 19-21—*International Institute of Communications* annual conference, "The Media and Information Society: Present and Future." Reichstag, Berlin. Information: (01) 388-0671; IIC, Tavistock House South, Tavistock Square, London, WC1H 9LF.

Sept. 20—"Minority Ownership of New Broadcast Stations," conference sponsored by *FCC, National Telecommunications and Information Administration, Minority Business Development Agency, National Association of Black Owned Broadcasters* and *National Hispanic Media Association*. Davidson Conference Center, USC campus, Los Angeles.

Sept. 20—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Denver Airport, Denver.

■ **Sept. 20**—"National Media Policymaking," communications forum sponsored by *Massachusetts Institute of Technology*. MIT campus, Marlar Lounge, Cambridge, Mass.

Sept. 20-21—34th annual Broadcast Symposium sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Program commemorating IEEE's 100th anniversary will be held Hotel Washington, Washington. Information: (202) 659-3707.

Sept. 20-22—*American Women in Radio and Television* South Central area conference. Tapatio Spring Ranch, Boern, Tex.

Sept. 20-23—National Video Festival, presented by *American Film Institute* and sponsored by *Son Corp. of America*. AFI campus, Los Angeles. Information: (213) 856-7787.

Sept. 21—*Southern California Cable Association* fourth anniversary dinner and dance. Beverly Wilshire hotel, Los Angeles.

Sept. 21—*Radio-Television News Directors Association* region 13 meeting, with *Washington chapter of Society of Professional Journalists, Sigma Delta Chi*. Speakers include Defense Secretary Caspar Weinberger; Bill Leonard, former president, CBS News; E. Fouhy, ABC News Washington bureau chief, and Robert G. Allen, communications attorney. Capital Hilton hotel, Washington.

Sept. 21—*Washington State Association of Broadcasters* radio/TV sales clinic. Wenatchee Center, Wenatchee, Wash.

Sept. 21—"The Lawyer and the New Video Marketplace III," sponsored by *American Bar Association Forum Committee on Communications Law*. Time Life Building, New York.

Sept. 21—*Community Broadcasters of America* Midwestern regional meeting. Midway Motor Lodge, Milwaukee.

Sept. 21-22—*Massachusetts Broadcasters Association* annual convention. Westin hotel, Copley Square, Boston.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Ele-*

Major Meetings

Sept. 16-19—"The Radio Convention and Programming Conference," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure and Biltmore hotels, 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* 80th 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. 10-14, 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. 26-29, 1985—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

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

Feb. 3-6, 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.

March 26-27, 1985—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

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.

April 20-25, 1985—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8, 1985—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

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

May 12-15, 1985—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 12-15, 1985—*Broadcast Financial Management Association* 25th annual conference, Chicago. Future conference: April 27-30, 1986, Los Angeles.

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

May 19-22, 1985—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

June 2-5, 1985—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 5-9, 1985—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: 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.

June 8-12, 1985—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 8-Sept. 14, 1985—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

tronics Engineers and Society of Motion Picture and Television Engineers. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

Sept. 22—First "Sol Taishoff [late editor-in-chief, Broadcasting magazine] broadcasting seminar, for future leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sigma Delta Chi, KRON-TV San Francisco*. Information: SPJ/SDX, 840 North Lake Shore Drive, Chicago 60611; (312) 649-0211.

Sept. 23—*Academy of Television Arts and Sciences* 36th annual prime-time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governor's Ball follows at Century Plaza hotel, Los Angeles.

Also in September

Sept. 23-25—Third annual Great Lakes Cable TV Expo 84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-2623.

Sept. 23-25—*Nevada Broadcasters Association* annual fall meeting. Harvey's South Shore, Lake Tahoe, Nev.

Sept. 23-26—*National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities, annual conference. Sheraton El Conquistador, Tucson, Ariz. Information: (202) 626-3115.

Sept. 24—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Logan Airport Hilton, Boston.

■ **Sept. 24**—*Washington Metropolitan Cable Club* meeting. Speaker: Bill Daniels, chairman, Daniels & Associates, Denver. Vista International, Washington.

Sept. 24—Broadcast engineering management seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 24—*Women in Cable, New York chapter*, cable rallies. Waldorf-Astoria, New York.

Sept. 24—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Representative Al Swift (D-Wash.). National Press Club, Washington.

Sept. 24-26—*National Cable Television Association* third minority business symposium, "Cable Television: The View From the '80's." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Warbury House hotel, Washington.

Sept. 25—*International Radio and Television Society* opening newsmaker luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25—*Cabletelevision Advertising Bureau* local

Errata

New NBC-TV daytime series, *Super Password*, is replacing repeats of *Different Strokes*, not *Days of Our Lives*, as reported in Sept. 10 BROADCASTING.

Vanna B. Short, from Lamar Outdoor Advertising, Fort Myers, Fla., joins wca-tv Nashville as national sales manager, not Jerry Stagers, as incorrectly reported in "Fates & Fortunes," Sept. 3. Stagers is general sales manager.

New York-based Cinema Sound Ltd. supplied recording and manufacturing services for American Museum of Natural History's 1984 *Radio Series*, but did not produce and syndicate program, as reported in "Riding Gain", Aug. 6. Series is expected to expand from 13 to 26 three-minute shows during 1984-85 season.

cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

Sept. 25—*New York Television Academy, student affiliate chapter, Syracuse University*, "distinguished visiting professor lecture series." Speaker: George Newi, vice president-general manager, ABC Television Network. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Sept. 25-27—*National Association of Black Owned Broadcasters* eighth annual fall broadcast management conference. Ramada Renaissance hotel, Washington.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 26-28—*National Religious Broadcasters* Southeastern chapter convention. Sheraton Atlanta, Atlanta.

Sept. 27—*Philadelphia Cable Club and Women in Cable, Greater Philadelphia chapter*, membership dinner. Speaker: Katharine Graham, chairman, Washington Post Co. Franklin Plaza hotel, Philadelphia.

Sept. 27-29—*American Women in Radio and Television* North Central area conference. Daytonian hotel, Dayton, Ohio.

Sept. 28—Deadline for entries in 1985 *Ohio State Awards* honoring technical excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 422-0185.

Sept. 28—*Society of Broadcast Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: (315) 423-4001.

■ **Sept. 28**—*Congressional Black Caucus* Communications Braintrust. Guests include Representative Tim Wirth (D-Colo.); Senator Ernest Hollings (D-S.C.); George Ware, president, Black Music Association, and LeBaron Taylor, VP-general manager, CBS Records. Rayburn House Office Building, Washington.

Sept. 28-30—*North Dakota Broadcasters' Association* annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—*Florida Association of Broadcasters* annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 28-30—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored by *Dallas Morning News*. Dallas-Fort Worth Hilton Executive Conference Center, Dallas-Fort Worth Airport.

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Speakers: Edward Fritts, president, National Association of Broadcasters; Bernard Mann, president, National Radio Broadcasters Association, and Ben Hoberman, ABC Radio. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—*Washington State Association of Broadcasters* annual fall conference. Red Lion Inn, Pasco, Wash.

Sept. 30-Oct. 2—*Kentucky CATV Association* fall convention. Galt House, Louisville.

October

Oct. 1—Deadline for applications to *East-West Center* Jefferson Fellowships for news editors and broadcasters to study and travel in Asia in spring, 1985. Center is nonprofit educational institution funded primarily by U.S. Congress and Asian and Pacific governments. Information: Curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, 96848.

Oct. 1—Deadline for entries in U.S. Television and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information: (312) 834-7773.

■ **Oct. 1**—*New York TV Academy* dinner. Topic: "Master Writers and Their Craft." Copacabana, New York.

Oct. 1-3—Second annual Women in Telecommunications conference, sponsored by *FCC* and *American Women in Radio and Television*. Theme: "The Woman Entrepreneur." Washington Marriott hotel, Washington.

Oct. 1-3—*Women in Cable* third national professional conference, "Cable in Context '84: Tools for Today." Marriott hotel, Chicago. Information: (202) 296-7245.

Oct. 1-5—*London Multimedia Market III*. Gloucester

Question:

WHAT ARE
THE MAJOR CAUSES
OF HIGHWAY
DETERIORATION?

For the answer see page 68.
And for all the answers about the American trucking industry, call (202) 797-5236.



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

hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 2—Cabletelevision Advertising Bureau local cable sales advertising workshop. Sheraton Inn, Portland, Ore.

Oct. 3—Southern California Chapter, Society of Satellite Professionals meeting at Sheraton Universal Hotel, Writer/Producer rooms, 6 p.m. Speaker: William M. Hynes, director of telecommunications, ABC Inc.

■ **Oct. 3—New York TV Academy** luncheon. Speakers: Robert MacNeil and Lester Crystal, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

Oct. 3-5—Tennessee Association of Broadcasters annual convention. Hyatt Regency, Memphis.

Oct. 3-6—National Indian Communications Conference, "The Business of Media." Tulsa Excelsior, Tulsa, Okla.

Oct. 4—Cabletelevision Advertising Bureau local cable sales advertising workshop. Airport Hilton, Los Angeles.

■ **Oct. 4—"Multichannel MDS: Wireless Cable?"** communications forum sponsored by *Massachusetts Institute of Technology*. MIT campus, Bush room, Cambridge, Mass.

Oct. 4-5—"Reporting Public Affairs in the Year 2004,"

sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everett Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

Oct. 4-6—National Religious Broadcasters Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 4-7—American Women in Radio and Television Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Oct. 7-9—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

Oct. 8-9—National Religious Broadcasters Southwestern chapter convention. Astro Village Complex, Houston.

Oct. 8-11—First International Music Video Festival of Saint-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—Southern California Women in Cable meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina de Rey, Calif.

Oct. 9—Association of National Advertisers annual promotion management workshop. Halloran House, New York.

Oct. 9—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Inn, Atlanta.

■ **Oct. 10—New York TV Academy** luncheon. Speaker: James Mooney, president, National Cable Television Association. Copacabana, New York.

■ **Oct. 10—New York TV Academy** forum, "The Great TV Spokespeople." Omni Park Central hotel, New York.

Oct. 10-12—National Religious Broadcasters Midwestern chapter convention. Yahara Center, Madison, Wis.

Oct. 10-12—Indiana Broadcasters Association fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

Oct. 10-14—Women in Communications 75th national professional conference, with presentation of *Clarion Awards*. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11—Cabletelevision Advertising Bureau local advertising sales workshop. Hilton at Walt Disney World, Orlando, Fla.

Oct. 11-14—National Black Media Coalition's 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—Missouri Broadcasters Association fall meeting. Marriott's Pavillion hotel, St. Louis.

Oct. 11-14—American Women in Radio and Television Western area conference. Pacific Plaza, San Francisco.

Oct. 12-14—Massachusetts Association of Broadcasters annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

Oct. 12-14—Illinois News Broadcasters Association fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 12-14—Foundation for American Communications conference for journalists. "Economics and the News," co-sponsored with *Gates Foundation*. Keystone, Colo.

Oct. 13—Unda-USA Gabriel Awards banquet. Copley Plaza hotel, Boston.

Oct. 13—Radio-Television News Directors Association region 10 meeting with *Memphis State University*. Memphis.

Oct. 13-17—10th annual Vidcom International, home video marketplace, sponsored by *Perod Associates, MIDE M Organization*. Palais des Festivals, Cannes France.

Oct. 14-16—Pennsylvania Association of Broadcasters annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 14-16—North Carolina Association of Broadcasters fall convention. Marriott, Charlotte, N.C.

■ **Oct. 15—Direct Broadcast Satellite Association** annual meeting. Vista International, Washington. Information: (202) 822-4105.

Stay Tuned

A professional's guide to the intermedia week (Sept. 17-23)

Network television □ ABC: *Jessie**, Tuesday 9-11 p.m.; *Who's the Boss?**, Thursday 8:30-9 p.m.; *Finder of Lost Loves**, Saturday 9:30-11 p.m.; *The Hush of Midnight* (Jewish religious service), Sunday 12:30-1:30 p.m.; *Paper Dolls** (nighttime serial), Sunday 9-11 p.m. CBS: *E/R**, Tuesday 8:30-9 p.m.; *London and Davis in New York* (mystery), Wednesday 10-11 p.m.; *Burning Rage* (drama), Friday 9-11 p.m.; *Pryor's Place** (children's series), Saturday 11-11:30 a.m.; *Cover Up**, Saturday 9-11 p.m.; *36th Annual Emmy Awards*, Sunday 8:30-11:30 p.m. NBC: *NBC All-Star Hour* (comedy/music/variety special), Monday 9-10 p.m.; *George Burns' 'How to Live to Be 100 Or More' Special*, Monday 10-11 p.m.; *The Cosby Show**, Thursday 8-8:30 p.m.; *Partners in Crime**, Saturday 8-9 p.m.; *Hot Pursuit**, Saturday 9-11 p.m. PBS (check local times): *Child Sexual Abuse: What Your Children Should Know* (introduction of five-part series), Monday 8-9:30 p.m.; *Lyman H. Howe's High Class Moving Pictures* (documentary profile), Monday 10:30-11 p.m.; *Bhutan: A Strange Survival* (documentary), Wednesday 10-11 p.m.; *Junior High* (documentary), Friday 10-11 p.m.

Network radio □ ABC Direction Network: *The Home Care Alternative* (five-part minidocumentary), Monday-Friday (check local times). ABC Information Network: *Women in the Military* (five-part minidocumentary), Monday-Friday (check local times). Mutual Radio: *The Jim Bohannon Show** (late-night talk), Saturday evening-Sunday morning (check local times).

Cable □ Arts & Entertainment: *The Misanthrope* (satirical comedy), Sunday 8-9:30 p.m. CBN: *Pat Boone, USA** (talk/variety program), weekdays at noon. Cinemax: "Cross Creek" (biographical drama), Saturday 1 p.m. or 9 p.m. Eternal World Television Network: *Fatima* (documentary), Friday 9-10 p.m. HBO: *The Best Legs in the 8th Grade* (comedy), Wednesday 10-11 p.m.; *The Joe Piscopo Special* (musical comedy videos), Saturday 10-11 p.m.

Play It Again □ CBS: *M*A*S*H* (final episode), Tuesday 8:30-11 p.m. PBS: *I, Leonardo: A Journey of the Mind* (dramatic portrait), Sunday 8-9 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *Metromedia and the DuMont Legacy*, 90 minutes of programming aired three times per day, now through Thursday. *The Honeymooners*, four 60-minute episodes, one each week, now through Sept. 29. *See It Now: A Retrospective*, 30 shows, now through Nov. 1. *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, Friday through Nov. 15. For information and air times call (212) 752-7684.

* indicates premiere episode

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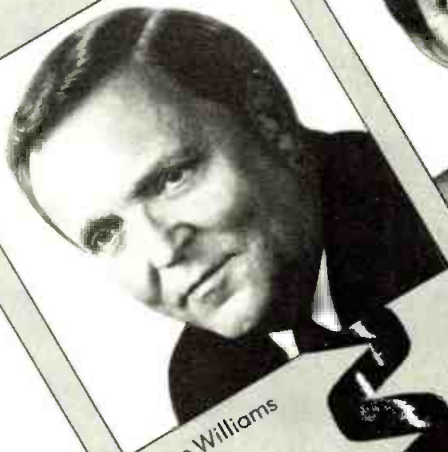
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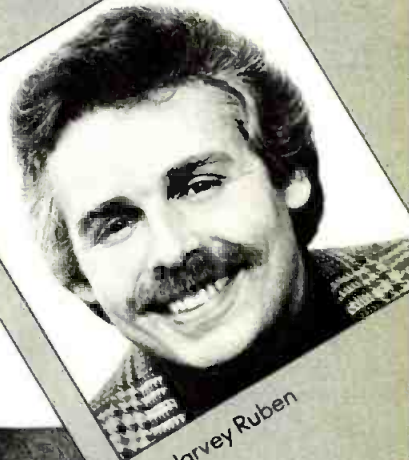
Sally Jessy Raphael



Bruce Williams



Bernard Meltzer



Dr. Harvey Ruben

Talknet
FROM NBC RADIO

Monday Memo

A broadcast lending commentary from David Rodgers, president, Rodgers Group, Bristol, Conn.

Cashing in on available cash

This magazine has chronicled the increase of bank financing for broadcast stations (BROADCASTING, July 23). A recent seminar in Boston drew more financiers than broadcasters. A similar seminar held in the same city in 1977 drew only two bankers.

There is good reason for this activity. Banks and other financial institutions are increasingly realizing that good loans can be made to industries like broadcasting that have predictable cash flows and relatively minor asset bases. This contrasts with the manufacturing sector where a greater percentage of hard assets are available as collateral for a loan. Moreover, Third World countries and several industries such as oil, gas and mining have either decreased their demand or run into trouble servicing their loans. Since banks are paying very high rates for their money, they must find new borrowers in order to loan out their money profitably and securely. Broadcasting is perceived to fit that bill.

Cashing in on this set of circumstances is a new and pleasant dilemma for most broadcasters who are not part of large groups or publicly traded companies. I have witnessed managers who are fearless when making presentations to the toughest time buyer become a bowl of jelly when they get in the tellers line. But preparing to see a financial institution is not different than calling on other businesses. Gathering the facts and trying for the consultant sell are highly recommended here as well as in broadcast sales. If you feel that station ownership is in your future, start now to become acquainted with one or more bankers or representatives of other financial institutions. Assuming you have located that station of your dreams, it is now time to come up with your best presentation ever. Preparation of what is known as a business plan or offering circular is crucial to your success. Although you may have a chance to discuss your plans with the bank's representatives, the ultimate decision will most likely be made behind closed doors at a committee meeting. You won't be present at that meeting but your plan will be.

Your financial institutions will look at three major areas: the background and quality of the prospective management, the market and the technical aspects of the facility. Assuming those check out, they will then want to see very detailed statements for the station for the past three years (audited, if possible) and projections for the next seven to 10 years. The overriding concern, however, will be the management. Broadcasting is not labor or capital intensive, which is very good, but it is *very, very* management intensive. A detailed biography of you and your associates in sales, programing, engineering and finance is a must. Be specific about your



David A. Rodgers has owned and operated stations in California, Connecticut and Georgia over the past 12 years. In addition, he has been an officer and major stockholder in a television production company. Each of these ventures has been financed by banks or other outside sources. In addition to station ownership, his company, Rodgers Group, based in Bristol, Conn., is active in assisting others in preparing business plans and private placements and bringing them to market.

accomplishments (raised sales by 27% in 18 months or increased men, 18-34, by 22% in one book, etc.).

A rundown of the market that you will operate is also mandatory. Provide statistics about its history, its growth, its problems and how they are being handled. Is it seasonal? What are you going to do when everyone goes home from the beach? How are your potential competitors faring? Provide your best estimates of their growth, revenue and profitability in all media, not just television or radio. Does your station bill less than its audience share? Show how you intend to bring it up to its fair share. Conversely, if it outbills the market, let them know how you intend to keep up that performance.

All broadcasters realize that a station's facility limits their ability to compete in the market. So you will want to give a potential lender the full details on your facility as well as on your competitors. Do you have the ability to increase power, move down the dial, go full time, raise the height of your stick? Is there valuable real estate associated with your purchase? This could be the difference between go and no go with your lender. Provide accurate FCC coverage maps, not ones done by your most creative salesman.

Having convinced your prospective lender that yours is a viable market, facility and superior management, it is now time to answer the *big* question. How will you pay them back? To do that, a carefully reasoned set of projections that tie easily to the past statements must be prepared. I have been told time and time again that a bank is making a loan to a station because it has known

the individual, even though the station does not meet the bank's normal criteria. If you anticipate some rocky spots in the road, point them out and relate how you plan to surmount them. The chances of glossing over a major obstacle are remote because your friendly lender has probably already seen a similar deal. Even if you do succeed in blowing one by, it may come back to haunt you. Having to go back to a financial institution to renegotiate a loan after it is already in place is possibly one of the most disagreeable chores you will ever face. Be complete the first time around. Pinpoint where your share of the money is coming from. Provide a copy of the contract or memorandum of intent. Anticipate your closing costs and reflect them in your request. Provide copies of the aged accounts receivables if it is included in the contract. In addition, a two-year, month-by-month breakout of sales and cash receipts will help support the seller's statements. Remember that the most important virtue that you can bring to the lender is a complete, accurate presentation.

Once an institution has been selected, the plan or a summary of it is sent to the broadcast specialist, who will let you know in due time whether a personal visit is appropriate. If such is the case, an appointment will be made and you will have the opportunity to explain and elaborate on your proposal.

At this point in the process, the financial source may provide a letter of interest in funding your property. This is not a bank commitment, this is an initial working document. In order for you to proceed, the institution may ask for a refundable deposit against your commitment. This serves to separate the tire kickers from the serious prospects. Upon countersigning the letter and providing the deposit, the funding source will probably want to send a representative to look at the station and market for a day or two. Should that visit prove successful, you have surmounted all major obstacles except one—the powerful loan committee. Here you had better hope that you have provided the bank's representative with answers to every negative question imaginable because, as mentioned above, you will not be present when the committee meets. Should your bank representative to that august body be successful in pleading your case, the institution will now be ready to issue a formal commitment letter. This letter binds them to provide money under certain circumstances. This document will probably contain ratios and caveats that you have never seen before. Beware! This is the basis of a marriage from which there is no escape. No-fault divorce has not arrived on the banking scene. So study those ratios and caveats to make sure you can live with them under the worst possible circumstances. If you can and the quoted rate makes sense, you have most likely just completed the biggest sale in your lifetime.

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According to the latest Arbitron survey, both McCormick stations are #1 in their markets. And each one has been number one each year for the past three years.

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make a beautiful impact in broadcasting. SOURCE: Arbitron, Spring 1984, for Buffalo and Norfolk, Monday through Sunday, 6 AM-Midnight, total persons 12+ metro share. Audience estimates subject to the limitations as stated in the reports.

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We want to help put your station on the map. For further information, contact Larry Krents, Vice President for Program and Syndication Sales, WQXR SYNDICATION, 229 West 43rd Street, New York, NY 10036. Or call him at (212) 556-1172. He'll tell you more about mini-programs from WQXR SYNDICATION. It's a new idea that'll give your station much more latitude!

WQXR
SYNDICATION

Broadcasting Sep 17

Vol. 107 No. 12

TOP OF THE WEEK

Measuring the gap on 12-12-12

The subject of greatest current interest to television broadcasters—how, when and whether the FCC will amend its multiple ownership rules—rated high among Washington's priorities last week. In the Senate, a Judiciary Committee hearing exposed the positions of all the key players, while at the FCC a number of petitions for reconsideration spelled out a range of options for that agency's choosing. The pace of action held out reason for hope that the issue may be settled with less acrimony and greater dispatch than had been thought possible.

After a month-long recess, Congress and the FCC went back to work last week, picking up with the biggest issue they left behind: what to do with the FCC's television ownership rules. Program producers, in comments at the FCC (see page 30), were most concerned about the network ownership caps. And that was also a primary concern of witnesses before a Senate Judiciary Committee, which convened a hearing devoted to the antitrust implications of the FCC's decision to lift the ceiling on the number of TV stations any one broadcaster can own.

A parade of witnesses, led by FCC Chairman Mark Fowler, gave their suggestions on what the rule should be. The discussion, however, strayed at times to other subjects, such as sex on television and the power of the networks.

(The FCC last month raised the number of television and AM and FM radio stations broadcasters can own from seven each to 12, with those ceilings being sunset in 1990. Later, in response to mounting congressional criticism of the 12-12-12 decision, the FCC voted to stay the television portion of the order at least until April 1, 1985. The commission's action drew harsh criticism from Capitol Hill. Lawmakers attached an amendment to a supplemental funding measure preventing the FCC from implementing its decision before April 1, 1985, or 60 days after the FCC reconsiders its action, whichever comes first.)

At the hearing, Fowler defended the commission's decision to relax the ownership rules. "On the basis of an extensive record comprised of comments from a wide range of interested parties, including comments from the Department of Justice and NTIA that a national ownership rule does not serve the public interest, the commission concluded that a national ownership limitation did not foster either competition or diversity of viewpoint," Fowler said. The rules, he added, "frustrated these goals by insulating the networks and broadcasters from more effective competition from group-owned stations."

Moreover, he maintained, station group owners would benefit the most from the decision. "Some group owners may have cost advantages derived from economies of scale. These economies may mean that the cost to operate an additional station is less for a group owner than the cost of running a single station for a new owner. Raising the number of stations which a group may own could foster the development of new programming."

Much of the day-long hearing was devoted to a discussion of proposals to limit station ownership based on market reach. It was an idea embraced by many senators, the networks, the National Association of Broadcasters and Taft Broadcasting (whose views were considered reflective of most group operators).

When asked if he objected to any percent-

age limits on ownership, Fowler said: "I have some difficulties with the concept of reach. It introduces needless complexities. But I would be open to it if Congress believes that's the way to go." The FCC chairman told the committee he believed the concept of reach would most likely hurt group owners. He suggested that market share would be a better measurement.

Fowler also told the legislators it was unfair to place an ownership cap only on the networks. "I think it's bad policy to discriminate." Both Fowler and the Justice Department witness, J. Paul McGrath, assistant attorney, antitrust division, warned they would not look approvingly upon network purchases of independent stations in their affiliated markets. "We would have a problem with that," McGrath said. McGrath told the committee his department, in assessing the ownership rules, looked at the competitive aspects of repeal, not at diversity.

"Based on the information before the FCC and as a result of our own analysis, we concluded that, while the benefits of competition are as important in radio and television broadcasting as in any other industry, elimination of the seven-station rule would not raise any apparent risk of adverse competitive effect in any relevant market," McGrath said.

The networks and groups, he noted, have a good record of diverse programming. "I don't really see why reach is necessary. I am not sure it is really going to advance the ball



Fowler



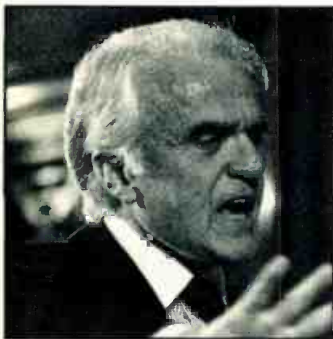
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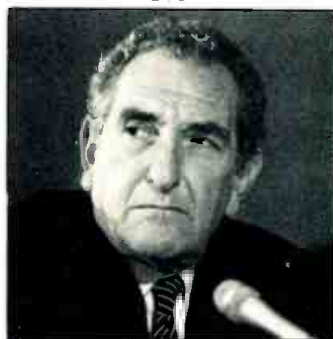
Valenti



Turner



Wilson



Anselmo



Hubbard



Taft



Denton



Hatch

very much." To the question of networks purchasing all their affiliates, he said: "I agree there are possible goblins in the closet but I think they can be dealt with."

Most of the committee members voiced strong concern about relaxing the ownership rules for the networks. Senator Howard Metzenbaum (D-Ohio) said he thought Fowler's arguments supported the "case for the groups, not the networks." Senator Orrin Hatch (R-Utah), who chaired the hearing, wanted to know how the public interest would be served by abolishing the rules. "One thing I am concerned about is do the networks deserve to be in this game?" Hatch asked. Senator Jeremiah Denton (R-Ala.) took Hollywood to task during the hearing. He expressed concern about the quality of programming created by Hollywood. He felt the TV programs and movies were "contributing to a malaise in this country and is contributing to the deterioration of the American family."

Senator Arlen Specter (R-Pa.) said the solution to the network ownership question maybe to limit the number of affiliates. Specter said "the power of the networks comes into play because of their affiliates."

Specter's remarks, however, elicited a strong response from Everett Erlick, executive vice president and general counsel for ABC. "You better ask yourselves if that is

what you want to do. If you start talking about interfering with network contracts, it's going down the road to Big Brother," he warned. Erlick was also testifying on behalf of NBC and CBS.

On the subject of audience reach and numerical caps, Erlick said: "While we have supported a rule based upon numbers of stations, if the commission adopted a reasonable rule based on audience reach, or a combination of numbers and audience reach, we would support it." He told the committee the commission should be allowed to proceed with reconsideration and said "there is no reason for congressional action at this time." Erlick added that whatever the FCC decides "it should not discriminate against the networks."

The broadcasters were united on this issue. No one called for separate treatment of the networks. "We feel there should be no discrimination between the networks and group operators," said Eddie Fritts, president of the National Association of Broadcasters. Fritts also said a sunset provision is not necessary.

"If there is a change in the rules, I see no reason that the networks be penalized more than anyone else," said Bruce McGorrill, executive vice president and chief executive officer, Maine Broadcasting System, Portland, Me. Although McGorrill argued for

retention of the FCC's rule, he felt the networks should not be treated differently. "The rule has not hindered the industry. If it isn't broken, we don't need to fix it," McGorrill said.

Rene Anselmo, president of the Spanish International Communications Corp. (SIN), said: "What's wrong with the broadcast industry is there isn't enough competition. The seven-station rule, like so many of the rules, prohibitions and taboos that have been imposed upon the radio and television industry, are invariably designed to protect the vested interests of the established groups and to keep out competition at the expense of the public at large." Anselmo suggested eliminating the rules and restricting network ownership to UHF.

The motion picture industry is opposed to any loosening of the rules for the networks. Motion Picture Association of America President Jack Valenti criticized the FCC's decision to lift the ownership ceilings for the networks. He said the networks are different from the group owners. "Keep the present restrictions on the networks," Valenti said. However, he felt there should be some relaxation of the rules for nonnetwork group owners. "Include within the new rules extra 'reach' of U.S. television homes for those nonnetwork group owners who purchase stations with substantial minority interest. Do

not sunset the restrictions," Valenti said.

He questioned whether it is in the public interest "for the three networks to have concentrated in their hands control of news and programing." The power of the networks, Valenti pointed out, lies in the fact that 74% of all commercial TV stations are network affiliates. "If the networks get more power it means less competition." Through their affiliates, he added, the networks control the majority of daytime television.

If the networks acquire unlimited stations, he warned, it would seriously damage diversity at the local level. "Diversity is the multiplication of voices, not a subtraction. Diversity surely does not mean allowing three networks to gain larger dominion over local and national TV since that increases network intrusion into the local marketplace, and inevitably subtracts from those voices which are nonnetwork," he stated.

Erlick and others rejected Valenti's arguments. "If you remove all the camouflage and sugar coating, Mr. Valenti is telling you his clients should be insulated." Furthermore, the ABC executive refuted Valenti's arguments that diversity would be harmed. "Over the past three years ABC's five owned-and-operated stations have purchased 668 independently produced programs. If we were so all-powerful we would have done a more effective job controlling our program costs."

Erlick said the plan by five TV station groups (Gannett Broadcasting Group, Hearst Broadcasting Stations, Metromedia, Storer Communications and Taft Broadcasting) to jointly finance new programing that would air on their owned and operated stations (BROADCASTING, Sept. 10, and page 94) is an example of the ever-changing television marketplace.

"Hollywood's real concerns are purely business and relate more to the effect of the FCC decision on the broadcast groups than the effect on the networks. Large broadcast groups necessarily erode some of Hollywood's bargaining power in negotiating program packages and enable the groups to underwrite more of their own programing," Fritts said.

Taft Broadcasting's Robert Taft also discussed the impact relaxation of the multiple ownership rules might have on the TV program supply market. "It is Taft's position so long as the syndication and financial interest rules and the prime time access rule remain intact there will be no such adverse impact since the networks will remain restricted as to their production and off-network sales of prime time television entertainment product. In fact, the additional financial growth opportunities offered to television group owners through repeal or relaxation of the multiple ownership rule would seem to promise more investment in television production and, thus, to strengthen competition in the television product supply area," Taft said.

While the broadcasting witnesses endorsed the concept of a numerical cap and a ceiling based on audience reach, they did not call for any specific percentage figures. A Senate bill (S. 2962) sponsored by Senators Pete Wilson (R-Calif.), Daniel Inouye (D-

Hawaii), Hatch and Edward Kennedy (D-Mass.) limiting TV station ownership to 10 VHF stations generated the most support from committee members during the hearing. The bill would also cap ownership according to the reach of VHF-only stations at 22.5% of the nation's TV households. Total reach of VHF and UHF stations would be restricted to 27.5%. Those limits could be increased if necessary to allow a company to enter into a joint venture with a minority group.

Wilson, the author of the bill, also testified and later joined his colleagues in questioning the witnesses. "If there were no scarcity, I would support an end to regulation—and an end to the FCC. But such is not the case," Wilson said. The senator maintained that the networks' dominance has not diminished because of competing technologies. Moreover, he felt that there is a "potential for

unhealthy concentration of power in other group owners. The potential is, frankly, much less, but it does exist."

The FCC, he noted, is a creature of the Congress. "It is referred to as an independent agency, but its independence is from the executive branch, not from the legislative branch. Therefore, the commission should look to the Congress for direction—in many forms, not just in the passage of new laws."

"The network's market power is greater today than ever," said Ted Turner, owner of superstation WTBS(TV) Atlanta. He warned the senators, "the big guys are going to buy up the little guys." The current limitations, he added, "give them the most power they need. Nobody can compete with them."

In other testimony, Stanley S. Hubbard, president and general manager of Hubbard Broadcasting, Minneapolis, and one of several would-be DBS operators, asked for a

The Dawson view on 12-12-12

When the FCC does reconsider its controversial 12-12-12 multiple ownership ruling, FCC Commissioner Mimi Dawson "wouldn't be surprised" if the commission comes up with something "that has elements of a lot of different ideas." So said the commissioner at a press conference last week.

Dawson made clear that she's still no supporter of a numerical limitation for television, even though she hinted that she wouldn't be surprised if the new order contained a double cap for television—a numerical limit combined with a restriction limiting reach to a certain percentage of the nation's households. "I'll have a great hesitation to cap people I don't think there's any reason to cap," she added, however.

She also said she wasn't sure whether it would be politically impossible for the commission to sunset whatever limitation it does come up with. She said she generally preferred sunsets. But she added: "Congress is clearly not anxious to have sunset, and I'm sure all of the commissioners will keep that in mind."

She also said she didn't know when the item would be reconsidered—she had no discussed the matter with Chairman Mark Fowler, who is responsible for setting the commission's agenda. But she said she assumed it would come up before the end of the year.

On another subject, Dawson said she wasn't sure when the commission's rulemaking proposing to grant women preferences in lotteries for mass media services, an initiative she has supported strongly, would come up for a vote. After the conference, however, she added she had received letters from Senator Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representatives Olympia Snowe (R-Me.) and Nancy Johnson (R-Conn.) stating that the legislation authorizing the use of lotteries had not been intended to preclude women from receiving preferences. (An aide to Fowler said the Office of General Counsel is "still working" on the women's preference item. He added that "no specific date" had been set for addressing it.)

And on Women in Telecommunications



Dawson said she had held the press conference primarily to "gin up business" for the second annual Women in Telecommunications Conference Oct. 1-3 at the Washington Marriott Hotel in Washington. The conference, which is being jointly sponsored by the FCC and American Women in Radio and Television, will focus on entrepreneurial and investment opportunities for women in communications. Among the featured speakers: Dawson; Herbert Wilkins, president, Syndicated Communications Inc.; Charlotte Taylor, president of CTA management group; Elizabeth Dahlberg, senior engineer, Lohnes and Culver; Helen Disenhaus, attorney, Dow, Lohnes and Albertson; Virginia Littlejohn, president, National Association of Women Business Owners; Susan Harrison, vice president, Frazier, Gross and Kadlec Inc.; Joseph M. Sitrick, broker, Blackburn and Co., and Mary Brooner, staff attorney, regulatory affairs, Motorola Inc.

special exemption for satellite stations that rebroadcast signals from another station. He requested "that terrestrial satellite television stations located in communities smaller than market size 150, as defined by the Arbitron ADI market rankings, be exempted from any television rule of seven or other rules that may be adopted to limit the size of a television broadcast group owner."

Testifying in favor of restricting network ownership were: Harvey Levin, Hofstra University, and Ronald Olson, Munger, Tolles & Rickerhauser, Los Angeles, on behalf of the MPAA. Henry Geller, executive director, Washington Center for Public Policy Research, pointed out that Congress has already made its position clear when it ruled in 1982 to establish a low-power TV lottery to ensure diversity in the television marketplace. In testimony submitted to the committee, the National Association of Black Owned Broadcasters called on Congress to intervene and prevent the FCC from relaxing its station ownership rules.

MPAA, others urge some form of restriction based on coverage; some see threat to PTAR

How should the FCC patch up its controversial 12-12-12 multiple ownership ruling?

In petitions for reconsideration filed at the

commission last week, the Motion Picture Association of America recommended, among other things, that the networks be limited to the television holdings they're limited to currently; Group W and Cox Communications suggested that some sort of "reach" restriction be included, and Metro-media asked that any reach restriction give less weight to independent television stations than network-affiliated ones.

In its petition to reconsider, the MPAA recommended that the current limitations (seven TV's, no more than five of those VHF's) be retained for the TV networks, and that the commission's decision to eliminate even the 12-station cap in 1990 be dropped from the scene altogether. MPAA said that the limit for nonnetwork group owners should be relaxed, without specifying how much. Yet it added that the nonnetwork cap should be based on reach. It further recommended that nonnetwork entities be permitted additional "reach" if UHF's constituted a "significant" part of their holdings. Higher market penetration should also be permitted for minority group owners, and the commission should stick to the "very strict waiver provisions of the existing rule, as provided by the order," MPAA said.

MPAA said that greater network station ownership would "severely" diminish the opportunities for new independent program-

ing, ad hoc networks and the potential for the development of a fourth network. "The commission failed to recognize that diversity and competition go hand in hand in the television industry," MPAA said. "More competition in station ownership is more diversity, while less competition is less diversity. The networks' domination restricts competition and thus diversity. The solution to increased diversity is simple: increase the opportunity and incentives of nonnetwork owners to compete effectively against the dominant networks."

Among other things, MPAA alleged that allowing the networks to buy more local stations will significantly restrict competition in the national spot market, resulting in higher prices for both national spot time and network advertising time. It also charged that increased network ownership would facilitate collusion among the networks in national and regional spot advertising. "The networks' ability to collude successfully to raise network advertising rates will increase as they acquire control of a larger proportion of spot audiences in all markets," MPAA said. "Network advertising rates are constrained by the aggregate of spot rates in individual markets, not merely by the spot rate in any individual market. Thus, the larger the share of the aggregate national spot audience the networks control, the more they will be able to control the overall cost of national spot time."

The association added that the incentives as well as the opportunities for network collusion in setting advertising rates will increase with expanded station ownership.

Victory Television, a program syndicator, said it was "gravely concerned" about the commission's decision insofar as it would allow the networks to buy more stations. Victory said the decision, if allowed to stand, would have "dire" consequences for the production and syndication industries and the public interest.

As did the MPAA, Victory said the commission's decision had failed to appreciate the difference between network-owned and network-affiliated stations. "Affiliates will sometimes pre-empt network programming when it is in their financial interest to do so (i.e., when there is clearly superior alternative programming available)—network-owned stations will never pre-empt because their programming decisions are dictated by the networks' financial incentives. Any actions permitting the networks to acquire additional stations, therefore, will have as its direct result a diminution of outlets for independent programming."

It also said permitting increased network ownership would threaten the viability of the prime time access rule. "Essential to the viability of the PTAR is the need for a 'critical mass' of stations to show first-run, non-network programming during prime time," Victory said. "Any reduction in the number of outlets available for access period programming could substantially weaken the rule by diminishing the economic base for non-network first-run programming. If the networks are permitted to increase their owned-and-operated stations, they would have a

It takes a heap of giving in to make an RCPC. "We've been told to bite our tongues" whenever a new area of disagreement cropped up between the National Association of Broadcasters and the National Radio Broadcasters Association in planning their joint Radio Convention and Programming Conference (RCPC) that began over the weekend in Los Angeles (story page 39). "By now, those tongues are getting awfully thick."

So said one NAB staffer in describing the state of affairs that had characterized the "marriage of convenience" between the two organizations since their two boards had agreed to the joint venture. Many in the industry had been skeptical from the beginning that NAB and NRBA could be contained successfully in the same hall. The NAB's summer programming conference itself had been seen by most as a direct assault on NRBA's claim to the radio-only field. Most of the organizational rivalry was in competition for membership, of course, and in varying approaches to legislative and regulatory initiatives in Washington. But the acrimony had tended to become personal long before The Radio Convention and Programming Conference came along.

In the final analysis, the differences turned out to be more irritations than substantive divisions affecting the conference itself. There was a semi-major contretemps over whether the Radio Advertising Bureau would be invited to participate (the NAB said yes, NRBA no), and even after the decision became positive RAB was moved eight times before finding a final home on the agenda. A similar division attended the decision to invite former Mutual president Marty Rubenstein as a guest of the convention—a dispute followed by a competition over who would invite him. And it took weeks to determine how and when NAB President Eddie Fritts and NRBA President Bernard Mann would appear on the program—a conundrum that was solved by having them make a joint address, each alternating paragraphs.

Mann admitted there were problems. "It's been sort of like a shotgun wedding," he said. "We haven't agreed on everything, but generally, we've worked beautifully together." Mann is co-chairman of the RCPC along with former NAB Radio Board Chairman Martin Beck, Beck-Ross Communications. "Like a marriage," Mann said, "there can still be disagreements, but that doesn't mean we get divorced."

Mann felt the differences stemmed from the nature of the organizations themselves. "NRBA and NAB are as totally different organizations as you can find. Our methods of doing things couldn't be more diverse. There's guaranteed to be a difference of opinion."

Beck said they had "a few little problems, but nothing of the nature like the talk that's going around." Moreover, he maintained the joint convention has been handled in a "very constructive way."

Fritts believes any meeting of this magnitude is going to have problems. Nevertheless, "it's going to be the biggest, most productive, most entertaining convention ever," Fritts maintained.

The jury is still out on whether the organizations will reunite next year. Mann says he'd like to try it again. Fritts and Beck seem equally interested in doing it again. But everybody agreed the decision won't be made until this year's RCPC is over. □

sufficient economic base to produce their own shows for prime time access viewing, not only for their own stations but perhaps for other stations in the top-50 markets."

The Association of Program Producers said permitting the networks to own additional stations will directly foreclose opportunities for independent programming. "The situation will only be exacerbated as the internal production limitations in the Justice Department consent decrees are phased out. As this happens and the networks increase their internal production (as they are already doing), there will be fewer time availabilities for independent programs, and the networks' power over producers, already immense, will increase. In combination, increased station ownership and increased internal production would devastate the independent production industry."

APD also cited concern about the PTAR. "With a base of 12 stations (36 for the three networks combined), the networks' ability to finance the internal production of programming designed for their owned-and-operated stations during the access period would be enhanced (because such programming would not be fed to network affiliates nationwide, the networks might argue that the programming falls outside of the PTAR prohibition on 'network' programming). "To the extent that the networks produce access period programming for the owned-and-operated stations, those stations would be unavailable for the access period programming [of] independent producers, thus undercutting the viability of the PTAR.

"Networks could recover production costs for such programming through the advertising revenues derived from airing the programming on owned-and-operated stations reaching roughly 35%-45% of all viewers and possibly the sale of the programming to a 'friendly' syndicator. In APD's view, the continuing viability of the PTAR must be carefully evaluated by the commission, and action that might injure its viability should be avoided."

Westinghouse Broadcasting and Cable Inc. said the FCC's decision was "severely flawed" and would continue to be so unless it also included a cap on reach. The ruling's decision to sunset the television caps altogether was also wrongheaded, Group W maintained.

Group W suggested a 25% reach cap, based on Arbitron ADI data, in addition to the 12-station limitation. It said the commission might consider permitting a bit more (not more than 2.5%) reach when UHF's are included.

"In its comments, Group W supported that the commission at this time commit itself to review the rule again at some reasonable period within the next 10 years to ascertain if conditions have changed sufficiently to permit further changes or ultimate repeal," Group W said. "This would provide an orderly mechanism for further review and evaluation and an appropriate forum in which to reach a judgment based on the actual record, rather than hope and expectation."

Cox Communications Inc. said a single entity should be permitted to have a cognizable interest in 12 TV stations, the ADI's of

which could include no more than 30% of the nation's TV households, 27.5% only through VHF's.

In a statement, Metromedia said it supported the FCC's 12-12-12 ruling. However, it added, if the commission did reconsider its ruling, it should not simply adopt a flat percentage cap on audience reach for television based on theoretical reach. Instead, said the group broadcaster, the commission should take into account the class of television stations owned, valuing network-affiliated stations more highly than independent stations. "There are tremendous differences in the marketplace significance of different classes of stations, and these differences must be reflected in any audience-based ownership rule," Metromedia said.

A possibility Metromedia mentioned: permit a group owner to reach 25% of the theo-

retical national audience with VHF's, 35% with a combination of VHF's and UHF's. At the same time, an independent station should only count for half the theoretical audience reach that a network-affiliated station would, Metromedia said.

"A flat 27.5% cap on theoretical audience reach would not permit Metromedia the growth necessary for its efforts to mount meaningful competition against the three national networks," Metromedia said. "However, a 25%/35% theoretical cap, coupled with a 50% discount for independent stations, would allow Metromedia a reasonable measure of future expansion."

NATPE International said the FCC should modify the station limitations, "but only after careful study of the potential effects of any such action on the viability of the PTAR." □

NCTA-cities set to try again

Two groups will meet this week to come to agreement on H.R. 4103; Mooney has been given latitude from his board to compromise on rate and service regulation and franchise renewal questions

Representatives of the nation's cities and the National Cable Television Association will meet in Washington this Wednesday to try once again to settle their differences over H.R. 4103. If they fail—and odds are they will—the omnibus bill, which would establish a federal regulatory policy for cable television, will become so much scrap paper when the 98th Congress adjourns early next month.

Because the bill affects cable and the power of cities to regulate the medium, the bill must enjoy the support of the NCTA and the principal lobbies of the cities, the National League of Cities and the U.S. Conference of Mayors, if it is to win passage. The companion bill, S. 66, was passed by the Senate last year.

NCTA President Jim Mooney will enter the negotiations, which will cover primarily sections dealing with regulation of rates and services and franchise renewals, with a set of guidelines limiting how far he may go to reach the necessary compromises. The guidelines were worked out after much debate at a two-day NCTA board meeting in Washington two weeks ago (BROADCASTING, Sept. 10).

All the parties were refusing to discuss their negotiating positions or what they knew of the other side's last week.

When representatives of the cities and the cable industry meet this week, it will not be for the first time. After lengthy and arduous negotiations, they settled last May on a compromise covering most of the key provisions in the bill.

After the Supreme Court's *Crisp* decision dramatically changed cable's regulatory environment last June, however, NCTA began having second thoughts. It felt that because of the favorable court ruling, it was entitled to further concessions from the city and, at a special meeting of its board on July 17, it

withdrew its support from the bill unless the cities agreed to make those concessions. The NLC and the USCM, however, told the NCTA early last month that they weren't budging on anything and that they would try to win passage of the bill without NCTA's support.

Under pressure from Capitol Hill and genuinely surprised that the cities had refused to consider its July 17 demands, the NCTA board met Sept. 6-7 in Washington and voted "overwhelmingly" to soften or modify some of its demands in hopes of bringing the cities back to the bargaining table.

At the same time, Capitol Hill was beginning to turn up the heat on the cities. In a letter to NLC Chairman George Lattimore dated Sept. 6, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) urged the NLC to "return to the negotiating table with the cable industry in a good faith effort to resolve your differences" with NCTA. "Next year may be too late," the letter added. "Our legislative schedule may prevent consideration of cable legislation, and in the meantime, the courts and the FCC may further define the limits of existing [municipal] regulations."

According to a cable industry source, after the show of flexibility by the cable industry, John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, which reported H.R. 4103, strongly suggested to the USCM and NLC that they get together with NCTA again.

Another factor in the cities' decision to negotiate again may have been their awareness of the futility of trying to push through the legislation without the support of the cable industry. Before a bill can move to the House floor, it must pass through the Rules Committee. The NCTA has demonstrated that it can block any Rules Committee action.

Although the cities agreed to meet, it's still unlikely that the groups can come to an agreement on the bill in time to get it to a vote on the House floor. "On a scale of one to 10, I would put the bill's chances at less

than two," said one Washington cable attorney, who has carefully followed the bill and the NCTA board's deliberations. "But it's still alive. It seems to have in excess of nine lives."

■ Perhaps the biggest obstacle to an agreement between the cities and NCTA is the rates and tier packaging issue. As now written, the bill would grandfather rate regulation of basic tiers of service and franchise provisions prohibiting cable operators from removing programming from the basic tier for four years. Such grandfathering was at odds with the FCC's *Nevada* decision of last November, which limited rate regulation by cities to basic tiers that contain local broadcast signals and gave all cable operators the right to move programming from rate-regulated basic tiers to nonregulated tiers. But the NCTA was willing to accept it until the Supreme Court's *Crisp* decision, which, as far as it was concerned, affirmed the *Nevada* decision. After that, it insisted that the grandfathering be deleted so that the *Nevada* decision would be, more or less, codified by the bill.

The cities refused to renegotiate any aspect of the bill after the NCTA's July 17 board meeting primarily because of the board's hard line on the *Nevada* issue. To break the ice then, the NCTA softened its stand on the issue at the Sept. 6-7 meeting. According to one source, NCTA is now willing to accept a two-year grandfathering period on basic rate regulation, but it may still insist on some freedom to remove programming from the basic tier.

■ Another sticking point is the franchise renewal section. After the July 17 board meeting, the NCTA demanded that a buy-back provision be included in the renewal section that would require the city or a designated third party to buy a cable system at "fair market value" if the city revoked the system's franchise. The NCTA has now reportedly dropped the "buy-back" demand, but it is insisting on additional language in the section that would give operators greater assurance their franchise will be renewed.

■ What the NCTA gives to the city, it apparently feels it can get back from other

players. Mooney has also been instructed, the sources said, to seek new language in the Equal Employment Opportunities section. The board, they said, wants it made clear that the EEO guidelines are "not mandatory quotas." Because the EEO section was added at the urging of House Telecommunications Subcommittee member Mickey Leland (D-Tex.), Mooney will have to deal with him on that score.

■ The board also wants Mooney to improve the "consumer access to cable" section, which prohibits landlords from locking cable operators out of their apartment buildings unless the buildings are being provided "equivalent" service by SMATV operators. The NCTA board wants to be sure that "equivalent" isn't defined so broadly as to make the prohibition meaningless. House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), the chief sponsor of the bill, added the "equivalent" exception under pressure, according to some cable operators, from powerful real estate interests in his district.

The board has put its trust in Jim Mooney, not only to "fix" the bill, but also to retain control of the legislative process so that unacceptable legislation doesn't somehow emerge from Congress. If a new deal is struck and new statutory language emerges, however, it's likely that Mooney will seek approval from the executive committee. For Mooney to allow legislation to move to the floor without such approval would be politically dangerous for him. Should such legislation later prove unfavorable to the industry, the blame would fall squarely on Mooney's shoulders.

For the duration of the negotiations, Mooney will be dealing with a slightly reconstituted executive committee. NCTA Chairman Ed Allen, president of Western Communications, will be absent. He is taking an extended trip through Europe. And John Malone, president and chief executive officer of Tele-Communications Inc., who over the last two months has become more and more disenchanted with the bill, was, according to one board member, made a voting member by board members who want to take a hard

line with the cities.

Mooney has well-defined limits on how far he can go in this week's negotiations. And, according to one director, Mooney risks trouble with the board if he goes too far. "This has the potential of being extremely divisive," he said. "I think that if the staff isn't careful, the whole thing is going to be blown wide open."

Some of the hardliners feel that Mooney is perhaps too eager to compromise and win passage of the bill. During the board meeting, said one, Mooney showed himself to be "a very strong supporter of the bill. He kept fighting for it the whole time."

But others said Mooney maintained his neutrality. "I don't think Mooney was ever in a position to push for the bill," said one director. Mooney simply told the board that "there were some things he could do, some things he might be able to do and some things he couldn't do," the director said.

Some observers feel that NCTA's latest position on H.R. 4103 is mere posturing—a show of flexibility intended to deflect some of the heat the industry is getting from Capitol Hill for walking away from the last compromise. After the last board meeting, Allen betrayed his sensitivity to the charge. He stated twice that if the bill fails, it will not be because the cable industry was "intransigent."

But all the board members contacted last week rejected that notion. They said their interest in legislation is sincere. If it weren't, said Director John Evans, president of Arlington Cable Partners, the board would not have spent two days to formulate a new position and make sure it is "crystal clear."

One thing became clear at the board meeting: The bill without changes has little support. According to various sources, only three directors—Robert Miron, executive vice president, Newhouse Broadcasting Corp.; Larry Wangberg, president and chief executive officer, Times Mirror Cable Television, and Bryan Blow, president, Ajo Television Service Co.—voted to support the bill "as is." Blow's vote reportedly reflected the consensus of the NCTA's Independent Operators Board, of which he is chairman. □

Presidential hopefuls take to the airwaves

Campaigns kick into high gear; Reagan-Bush camp pleased with its 'Norman Rockwell' themes; there's some disagreement between advisers over tack taken by Mondale-Ferraro ads

The selling of the President, 1984, began in earnest last week. Never mind the talk and the speeches and the conventions that went before. Last week, Reagan-Bush and Mondale-Ferraro commercials began showing up on the networks and elsewhere, with each side revealing the themes it believes will, in the end—after it spends some \$20 million to \$25 million—spell victory. From the incumbent President, whose standing in the polls seems to rise every week, the message is one of comfort and hope. From the Democratic challenger, struggling to gain ground, the

message is one—if not of fear—at least one that talks of a kind of class struggle in which the Republicans are allied with the most wealthy people while the Democrats are working for the benefit of everyone else.

And as so much that has transpired thus far in the campaign, Republicans are viewing their commercial product as slick and effective, while Democrats' views of the effort to promote *their* candidate is, at best, mixed.

By any measure, the major paid media event of the week was the Reagan-Bush half-hour roadblock on the three major networks at 8-8:30 p.m. on Tuesday—probably the first time a campaign had raised such a roadblock. And it filled the time with the 18-minute film that had been used to introduce President Reagan at the convention in Au-

gust, with footage of the President at the convention tacked on to fill out the half hour.

The film, done in warm colors and celebrating rural life and family when it isn't focusing on the President in the White House, at the ranch and abroad, has been described as a Norman Rockwell painting come to life. With the President narrating much of the film, it evokes feelings of goodwill and patriotism, and scenes, particularly those of the President speaking at ceremonies commemorating the 40th anniversary of Allied landings at Normandy, are effective enough to wring a tear or two from even committed Democrats.

"It was the kickoff of the campaign," said a campaign spokesman. "We wanted the maximum number of people to see it"—an allusion to the fact that NBC was the only

major network to carry it in its coverage of the convention. Last week, the Reagan-Bush committee bought time on cable networks CBN and ESPN, as well as on superstation WTBS(TV) Atlanta, in addition to the networks. In all, it spent \$750,000 on time—and estimated, according to one official, it caught the attention of 50 million people.

Nor was that the extent of the Reagan-Bush advertising effort last week. A half dozen 30- and 60-second spots ran on the networks as an additional part of a two-week

What's more, he said, people "like to align themselves with the haves, not the have-nots." Class consciousness, he suggested, is not what it might have been in the bad old days of the Depression.

As Squier observed, the Democrats do not mind attempting to frighten viewers, make them feel uncomfortable—the roller coaster commercial was vivid enough to make them feel "queasy," while the Republican spots, he noted, are designed to comfort the comfortable: Hunger has been abolished and all's

anonymity, "like something patched together in a hurry." And one or more of the participants in the effort are said to be unhappy with the arrangement. One reportedly likened it to the work of a committee that set out to design a horse and wound up with "a lame camel with four humps."

Squier said that when he was asked his advice on the subject, he recommended that the committee retain David Garth, of New York, a media consultant—and, as such, a competitor—who in a period of four days during the New York primary campaign produced a series of commercials that were regarded as the most effective Mondale spots ever seen. They helped the former vice president win a crucial contest. And the committee did turn to Garth. But, he said last week, he rejected the offer because the committee wanted him to work with several other consultants in a "collegial effort." "With 90 days left," he said, "you don't have the time. With five months, you can put a team together. But when you're down to the short strokes, you can't sit around a table and discuss things."

In any event, if the past is prologue, Squier foresees some fascinating television in the weeks ahead when Reagan-Bush and Mondale-Ferraro commercials flood the airwaves and run back to back. Normally, he said, it is two candidates slugging at each other. "Here, you have different emotions operating—hope and fear." □

Release of internal papers angers Intelsat board

Documents on proposed revision of satellite system coordination hot topic at governors meeting; Colino claims press also mischaracterized them; Markey disagrees, says papers should be available to public and potential competitors of international service

The board of governors of the International Telecommunications Satellite Organization opened its 60th meeting, in Washington, last Wednesday (Sept. 12), under a cloud of controversy stirred up by the release of documents from Director General Richard Colino proposing a revision of guidelines for coordinating separate satellite systems with the global network (BROADCASTING, Sept. 10). Colino last week wrote to U.S. officials to complain about the FCC's release of what he said were "internal" Intelsat papers and to maintain they were being mischaracterized—a letter that drew a sharp response from David J. Markey, head of the National Telecommunications and Information Administration. And while that exchange was underway, the U.S. was understood to have addressed the substance of the issue by instructing its Intelsat signatory, the Communications Satellite Corp., to oppose approval of the proposals that a number of government officials—as well as representatives of



Bush and Reagan



Mondale and Ferraro

spurt that will cost the Republicans \$2.75 million. Three of the spots are from an earlier wave, and provided some of the scenes that showed up later in the Reagan film. But the new ones, narrated by the President, have somewhat more focus. They credit the Reagan administration with reducing inflation and creating millions of new jobs. "They are," in the words of a campaign spokesman, "positive, uplifting."

Not so the five 30-second Mondale-Ferraro spots. One, featuring both Walter Mondale and his running mate, Geraldine Ferraro, for instance, talks of Mondale and Ferraro "bringing a new sense of fairness to America while Mr. Reagan slashes Medicare." Another stars a roller coaster. As a narrator speaks of Reaganomics plunging the country into the "deepest recession in 50 years," a roller coaster car heads toward the ground. Then, as the narrator agrees with the President's statement that the economy is moving up, the car begins a slow climb to the next rise: "It is [moving up]... up on a mountain of debt and record Reagan deficits... That will drive interest rates up... [and] slow the economy down..." And as the roller coaster car hurtles downward, the narrator adds, "If you're thinking of voting for Ronald Reagan in 1984... think of what will happen... in 1985."

There may be a message in the fact the commercial featuring Mondale and Ferraro is the only one of the five in which either appears. Reagan is the star of his spots.

To Robert Squier, a media consultant to Democratic candidates who is not involved in the Mondale-Ferraro campaign, the commercials are casting the contest in terms of "a class struggle." "The trick to this strategy is to make it clear it is a struggle between the middle class and the upper class, not the poor vs. the middle class. And that's hard to do," he said. Just how difficult was suggested by another specialist who said that "most people do not think of themselves as either poor or rich but as part of the middle class."

well in the land.

And Roger Ailes, a media specialist who is a consultant to the Reagan-Bush committee's Tuesday Team that is preparing the commercials, thinks the new spots produced by the team are right on the mark. "They're terrific," he said last week. "Reagan narrates them, and he is his own best spokesman." The spots that attempt to drive home the point that Americans are better off today than they were four years ago are, Ailes said, "simple, direct spots; nothing unusual. Just good pieces of communication."

Some Democratic specialists are not so enthusiastic about the Mondale-Ferraro spots. Two of them singled out one of the class-struggle commercials. It opens on a snug, modest family home, illuminated at night from lights shining through the windows. That represents the house finally paid for after a lifetime of work. Then the spot cuts to the White House glistening in the sunlight, where, the narrator says, "there are plans to put you \$18,000 in debt. Your share of Mr. Reagan's deficits." "Using the White House as a negative symbol is a bad idea," said one of the critics. "I didn't like seeing the White House as the enemy," said the other.

As the campaign gets up steam, criticism is heard, on the Democratic side, of the "collegial approach" the Mondale-Ferraro team has chosen to follow in the production of its commercials. Five individuals—Roy Spence, of Austin, Tex., who did most of Mondale's spots during the primary campaign; David Sawyer, of New York; Frank Greer, of Washington, and David McCall, of New York—are preparing the spots under the supervision of Richard Leone, senior adviser to the campaign for advertising and issues. (Spence did the commercials ending with the "they're fighting for your future" tag, while Sawyer did the two warning of the possibly dire consequences of a vote for Reagan.)

"It seems," said one critic who asked for

applicants seeking approval for separate systems—contend would bar virtually all such applications.

But if Colino was becoming a controversial figure in his native U.S., he evidently has the support of the board. There was movement among board members on Friday to give him a vote of confidence. The vote, which was to be taken either late that day or early this week, reportedly would be designed to offset criticism that Colino, who assumed office only at the beginning of 1984, has been acting independently of board direction. "As a minimum, the board will say Colino has done what it has asked," according to one source.

Indications late last week were that the board would postpone a showdown on the item that has sparked the rash of concern within the U.S., at least until its next meeting, in December. The board has rescheduled an extraordinary meeting of the governing Assembly of Parties that is now set for early December, before the board meeting; it has been moved back to Jan. 29-30. One purpose is to ease the pressure the board now feels in dealing with scores of requests for separate systems, most of them U.S. proposals for transborder service. The board must clear them before they can be acted on by the Assembly.

There were no signs last week of any softening in the U.S. opposition to the proposals, despite Colino's contention, in his letter, that they are intended only to "streamline" existing procedures.

Colino's letter, to Ambassador Diana Lady Dugan, the State Department's coordinator for international communication and information policy, FCC Chairman Mark Fowler and Markey, was in reaction to press coverage given the documents, particularly an article in the *Washington Post*.

Colino said that, as is typical of the operation of any board similar to Intelsat's—or even a body such as the FCC—the materials were "intended for internal purposes only," at least until after the board had an opportunity to discuss them "and determine an appropriate course of action." And he suggested the release by the commission—which had obtained them from Comsat—was a unilateral action not sanctioned by the world organization.

Colino also rejected as incorrect, characterizations of the papers as proposing a significant change in the manner in which separate systems would be coordinated—a change many in the U.S. thought was aimed at U.S. proposals awaiting action and designed to make difficult, if not impossible, successful coordination of those proposals.

He said the proposal involves only a codification of existing procedures and an attempt to "streamline often cumbersome and *ad hoc*... consultations." He also said the proposed guidelines would not, as indicated in press accounts, bar coordination of virtually all proposed separate systems. He said existing regional systems "and the dozens" of U.S. transborder systems "which have been coordinated or which are in the process of being coordinated, would not be adversely affected."

However, U.S. officials last week contin-

ued to express the view that such systems would be adversely affected. And while Markey did not deal with the substance of the proposals in his response, he complained about the timing of the proposals' submissions—they became available in late August for consideration at a board meeting beginning on Sept. 12. Under those circumstances, he said, "we cannot support their adoption." But what appeared to trouble Markey particularly was Colino's objection to the release of the documents—an action taken in line with procedures the U.S. has developed with Comsat as a means of enabling the public to participate in the process of instructing Comsat.

Since they "are extensive, and important," Markey said, "they are the very kind of documents that potential competitors, as well as those applying for transborder services, have a perfect right to see and examine. The thrust of your letter seems to be that we would all be better off if the documents were not available for examination, and the board of governors would work its will without the inconvenience of having any party get outside comments on the suggestions."

Markey also disputed Colino's suggestion that—contrary to complaints that the Intelsat documents emerged without warning—In-

telsat members were aware of the work being done on them. He said the board of governors, at its meeting in Washington in September 1982, requested the director general to study the establishment of guideline which might be applied to future coordination requests. He added that the study was begun under the stewardship of his predecessor. Markey, however, said he has been informed that the U.S. signatory, Comsat "had no advance knowledge of the documents or their thrust." And as far as he could determine, Markey added, "no one in our government knew these documents were in the works."

Then he added: "Intelsat is a sophisticated organization with a number of well-known consultants in this country who are quite familiar with our domestic situation. Some very elemental advance work to make interested parties aware of this project is not too much to ask."

As for the effect of Colino's complaint regarding the release of the "internal" papers, it will have none. "The government just established the procedures [for permitting public participation in the process of instructing Comsat]," said a commission official. "There is no sign it will revise the procedures." □

Shaking 'em up and out in Hollywood

Top executive changes rock Disney, 20th Century Fox and Paramount

In a fast-moving series of events that began 10 days ago, three major Hollywood studios have announced senior management changes that could have a profound impact on the motion picture, television and pay cable industries. The dust had only begun to settle late last week, and more executive shifts are expected in the near future. Upper management changes have already taken place at 20th Century Fox Film Corp., Walt Disney Productions and Paramount Pictures Corp., and there was widespread industry speculation that Warner Brothers and Tri-Star Pictures might ultimately be affected by the personnel shake-up.

The chain reaction was set off Friday (Sept. 12) with the resignation of Walt Disney Productions President and Chief Executive Officer Ronald W. Miller. Miller, who had been associated with the company for 30 years, gave notice following a meeting of the full, 14-member Disney board of directors. He had been criticized for his handling of a recent unsuccessful takeover bid by New York investor Saul Steinberg and for movie division losses.

Those mentioned as possible successors include Warner Brothers Vice Chairman Frank G. Wells, former Paramount Pictures President Michael Eisner and former 20th Century Fox Chairman Dennis Stanfill (now president of Carlyle Capital Corp.), although all have denied any plans to replace Miller.

Also said to be under consideration is Alan Hirschfield, who stepped down last Monday as chairman and chief executive of-

ficer of 20th Century Fox Film Corp.

In the surprise announcement, Fox co-owner Marvin Davis said he and Hirschfield intended to form a partnership "to pursue investment banking activities both in Los Angeles and New York." (Davis currently owns 50% of the company and is seeking to acquire the remaining 50% from commodities trader Marc Rich, who faces federal tax evasion charges.)

On Tuesday, Fox announced that Paramount Pictures Corp. Chairman and Chief Executive Officer Barry Diller was resigning his position effective Sept. 30 (the last day of his current Paramount contract) and taking over Hirschfield's duties Oct. 1.

In another unexpected development, Paramount Pictures President and Chief Operating Officer Michael D. Eisner announced his resignation on Wednesday, "in anticipation of entering into negotiation with another studio," which he did not identify. Sources at Disney, however, indicated Eisner is being considered to succeed Miller although Eisner himself has said he is not interested in the position. There was also speculation that Eisner would either join Fox or the recently formed Tri-Star Pictures.

Later on Wednesday, Gulf + Western Industries announced the appointment of Arthur Barron, executive vice president of its Entertainment and Communications Group (which includes Paramount Pictures, Paramount Television, Simon & Schuster, and the Madison Square Garden Corp.), and Frank G. Mancuso, president of Paramount's motion picture group, as president of the Entertainment and Communications Group and president and chief executive officer of Paramount Pictures, respectively. □

Tie. Tie.

Virtual Tie!!!



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A 1983-84 bell ringer!

Simon & Simon soared to a virtual tie for Number Two in the Niensens.

Bong, bong, bong!

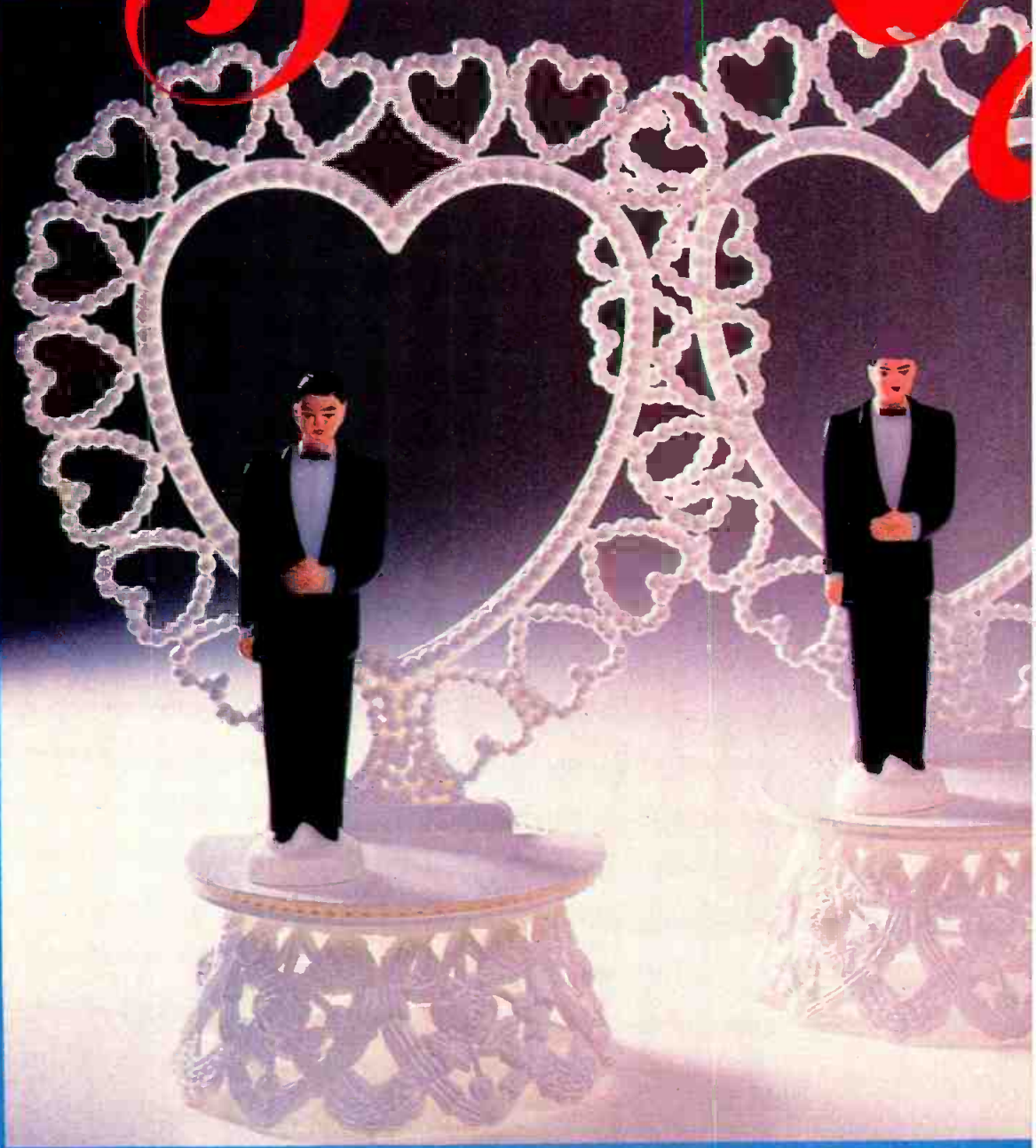


Simon & Simon

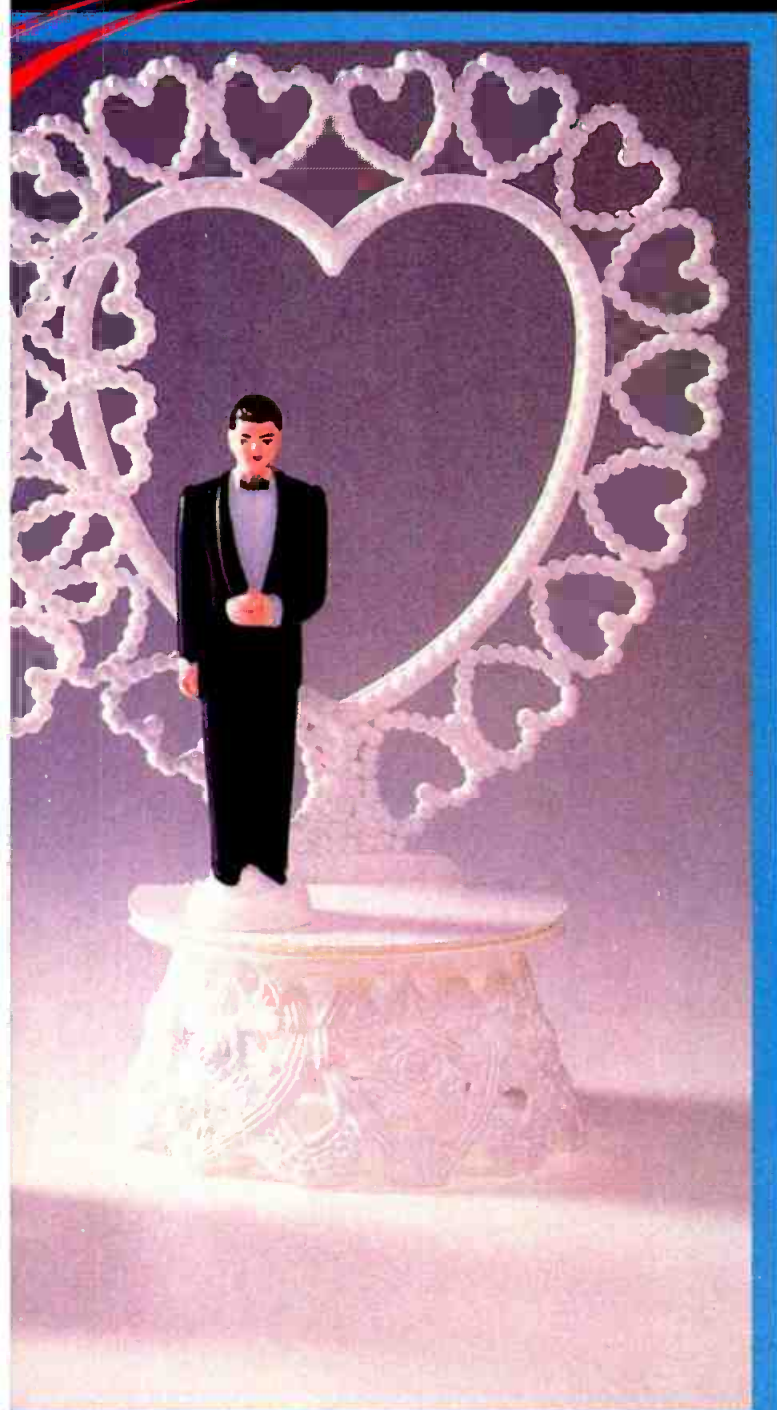
The action series with the light touch.

**Coming soon.
MCA TV**

Somebody



Stole r Gals!



A 1983-84 love story

More young women loved Simon & Simon than any other series on television except for a couple of nighttime soaps. Sexist but true!



Simon & Simon
The action series
with the light touch.

Coming soon.
MCA TV

Introducing AP NewsPower 1200

Now you can break the AP news story you want 18 times faster.

AP has its fastest breaking news story ever. Our NewsPower 1200.

It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

Weather in a flash.

Sports as soon as there's a score.

NewsPower 1200 is so fast it can move sports scores the moment they happen. Dow Jones averages the minute the market closes. State and regional stories the second they break.

And weather information comes to you directly from the National Weather Service!

It delivers all the quality news programming radio stations expect from AP, on a system that's been fully researched, designed and tested to meet AP's exacting standards—and yours.



**Total control,
even at this high speed.**

NewsPower 1200 also gives you total control over the categories of news you receive.

And the volume of stories coming into your newsroom.

You can get everything that's currently on the AP Radio Wire, or program the selections to your requirements.

The news you need, when you need it.

Every hour you'll get ready-to-air summaries of the top news stories, if that's what you want, in plenty of time for top of the hour newscasts.

State and regional news moves well in advance of your busiest day parts. And AP's highly salable features arrive in a fresh morning drive package.

**Speed, selectivity and reliability —
a powerful combination.**

If you're ready to get the weather faster, gain control over your news volume, and still keep the highest level of programming quality and salability—you're ready for AP NewsPower 1200.

For more information call your local AP Broadcast Executive or Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press. 202-955-7214.



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Without a doubt.**



Radio rules in Los Angeles

First-ever RCPC, the joint NRBA-NAB convention, features a full agenda of industry topics and 137 exhibitors

The spotlight is on radio this week as broadcasters from all over the country assemble in Los Angeles to participate in a historic event: the first radio convention jointly sponsored by the National Association of Broadcasters and the National Radio Broadcasters Association. It is being billed as "the biggest" radio event ever. The two groups put aside their differences to stage this new annual industry meeting, entitled "The Radio Convention and Programming Conference" (RCPC).

Total attendance for the three-and-a-half day meeting (Sept. 16-19), which carries the theme "Up With Radio," is expected to top 5,000 (including on-site registrants, exhibitors, hospitality suite hosts, guests and spouses) convention. As of last week, paid pre-registration hovered near 2,500. There are 137 exhibitors manning 200 booths across 42,000 square feet of exhibit hall space as well as 105 hospitality suites.

The main convention hotels are the Westin Bonaventure and Biltmore. Also serving as part of the convention site are the Los Angeles Hilton and the Sheridan Grande. According to NRBA President Bernie Mann, space in all four hotels was sold out more than a week before the start of the convention.

Several drop-in sessions along with the

daytimer's forum were planned for Sunday afternoon (Sept. 16) at 1 p.m. But the official opening of the convention was scheduled to take place at 3:30 p.m., when NAB President Eddie Fritts and NRBA's Mann will give a joint speech followed by a performance from the singing ensemble, Up With People.

On the convention agenda are more than 75 workshops broken down into five categories: programming, sales, management, promotion and engineering. Industry trends such as the popularity of the top 40-contemporary hit radio (CHR) formats which are attracting high cume numbers this year, the consolidation of national radio representation companies into larger ones and the positive outlook from banks on lending money to experienced broadcasters for new acquisitions will be among the topics discussed in sessions this week.

Among the convention highlights for today (Monday, Sept. 17) is a workshop on top 40 radio called "Hit Radio—The Hot Format of 1984," moderated by Rick Sklar, ABC Radio. Panel members include Scott Shannon, WHIZ(FM) Newark, N.J.; Sunny Jo White, WXKS-FM Boston and Jo Interrante of San Francisco-based Is. Inc., a national radio program supplier. Doubleday Broadcasting President Gary Stevens is moderating a panel this afternoon at 2:30 called "Format Compression: Why Stations Change Format," in which he will discuss the trend toward what he calls "mainstream program-

ing," such as contemporary hit radio and adult contemporary. Panel member Sam Michaelson, vice president and associate buying director of radio for Dancer Fitzgerald Sample, New York, plans to tell the audience that CHR is very attractive to advertisers because the format establishes a broad audience in all dayparts. Rounding out the workshop panelists are John Lander, KKBQ-FM Houston and Kent Burkhardt of Burkhardt/Abrams/Michaels/Douglas & Associates, Atlanta.

Rep executives are gathering Monday morning at 10:30 p.m. for a session on the changing trends in national business for large market stations. Panel members Ralph Guild, Interep; Ken Swetz, Katz Radio; Lou Faust, Selcom Radio; John Boden, Blair Radio, and Frank Boyle, Eastman Radio, will discuss, among other things, whether there will be a reversal in the reduced number of rep companies today, the billing level of a station needed to make it profitable and the future of nonwired rep networks.

And Radio Advertising Bureau President Bill Stakelin is planning to deliver a speech Monday afternoon at 2:30 which will brief radio sales people on the marketing strategies of two major companies—K Mart and Chevrolet—based on information compiled by the RAB's Marketing Information Center. Stakelin is expected to say that the industry "can expect a substantial increase in Chevy's use of radio and better positioning in terms of Chevy's media mix, but we are still at

square one with K Mart." Stakelin plans to offer ideas to attendees on selling these two clients more radio advertising. Stakelin's speech will be followed by RAB's new audio-visual presentation called "The Power of Sound."

Other Monday sessions will focus on the future direction of network radio, co-op dollars, SCA's, music research, news, community involvement, contests and promotions, preparing budgets, selling sports programming to advertisers, finding new managers and legislation affecting radio.

Expected to attract considerable interest is a two-part session divided between Monday and Tuesday on station acquisition and financing. The first session, at 4 p.m. Monday, addresses the question, "Is Owning a Station in Your Future?" The second, Tuesday at 4 p.m., explores the different approaches to financing a new property. Panelists for the Tuesday workshop are Chesley Maddox, Ameritrust, Cleveland; Stewart Cahn, Chemical Bank of New York; David Coll, TA Associates, Boston; Barry Dickstein, Hartstone & Dickstein, Hartford, Conn., and Ted Hepburn, The Ted Hepburn Co., Cincinnati.

Other workshops on Tuesday include a morning panel discussion in which national advertisers discuss radio advertising effectiveness. Scheduled to participate are Bob Bolte, The Clorox Co.; Charles Fruit, Anheuser-Busch Co.; Ed Lancot, Cotter & Co.; Paul Mulcahy, Campbell Soup Co.; Patt Korr-Roschke, Frito-Lay, Inc., and Don Wallen, Armour Food Co. Moderating is

Nick Verbitsky, president of The United Stations. Highlighting the afternoon will be sessions on music licensing, positioning stations to the advertiser and promoting stations through other media.

AM stereo is still very much an issue at this convention with sessions on how to convert from mono to stereo on Tuesday morning at 9 a.m. as well as a session that afternoon at 2:30 updating broadcasters on available and upcoming AM stereo receivers.

The convention will end on Wednesday morning with breakfast roundtable discussions "designed for programmers, managers, and salespeople," at 7:30-10.

Other activities include a Monday question-and-answer luncheon with comedienne Joan Rivers. And KJIS-FM radio personality Rick Dees is scheduled to receive a star in the Walk of Fame in Hollywood with the ceremonies transmitted back to the hotel. During Tuesday's lunch, ABC sports commentator Howard Cosell will receive the first annual Radio Award. Singers Al Jarreau and Melissa Manchester will perform on Monday and Tuesday nights, respectively. Both performances are being sponsored by Westwood One.

During the convention, special Armstrong awards will be presented. One will go to Raymond Nordstrand, president of WFMT Inc., Chicago, for "outstanding service to broadcasting" over a 31-year period. The second award will be given to WQXR-AM-FM New York for "technical achievement" because, according to the Armstrong Memori-

al Research Foundation, it is "the first and only classical music station in the world to broadcast in both AM and FM stereo."

A low-power FM station, called K-RADIO, will be set up at the Bonaventure hotel. It will feature pre-recorded half-hour segments from more than 100 stations. The radio station will also have news coverage of the convention. Two network radio talk shows will also air from the Bonaventure; Mutual's *Larry King Show* and ABC Talkradio's *Michael Jackson Show*.

Both NAB's Fritts and NRBA's Mann are looking for a productive, "roll up your sleeves" kind of meeting. On the homogeneity of the two organizations, working together for the first time, Fritts told BROADCASTING that "the friction and trouble spots were few and far between."

Companies getting ready to show off their programming wares at the convention were extremely optimistic that business will be brisk. A sampling of some of the many new products include Westwood One's new nostalgia countdown program which has the working title, "How Sweet It Was." The company is also expected to announce a new weekly CHR countdown program to be hosted by WHYZ Newark personality and program director, Scott Shannon. TM Communications of Dallas will be exhibiting its new TMC Goldpicks, a music library featuring selections from 1955 to 1977. The company will also be introducing new jingle packages and television campaigns.

Following is the RCPC agenda, hospitality suites and list of exhibitors.

Day by day at the Radio Convention and Programming Conference

Sunday, Sept. 16

Minority broadcasters' seminar. 1-3:30 p.m. Santa Anita/Bonaventure.

Concurrent drop-in sessions. 1-3:30 p.m. *Daytimers' forum* and *Computer Fair*, Santa Barbara/Bonaventure. *Instant Book Analysis, The Lawyer Is In* and *Meet the Consultants*, San Gabriel/Bonaventure. *Sunday Show and Tell*, Palos Verdes/Bonaventure. *AM Stereo's Four*, Catalina ballroom level, Bonaventure.

Motivational forum. 1:30-3:30 p.m. *Investment in Excellence*. Santa Anita/Bonaventure. Motivational speaker Lou Tice of the Pacific Institute.

Opening session. 3:30-5:30 p.m. California ballroom/Bonaventure. NAB President Eddie Fritts and NRBA President Bernie Mann.

Engineers' rap session. 8-11 p.m. Palos Verdes/Bonaventure. Discussion leader: Mark Durenberger, Hubbard Broadcasting.

Monday, Sept. 17

Syndicators/program producers breakfast. 7:30-8:45 a.m. Crystal ballroom/Biltmore.

Radiorobics. 8-9 a.m. California ballroom/Bonaventure. Jayne Kennedy tapes her syndicated exercise show.

Production lab. 9-10:15 a.m. Mediterranean/Biltmore. Session leader: Don Elliot, KJIS(FM) Los Angeles. (Session to be repeated at 2:30 p.m. and Tuesday at 9 a.m. and 2:30 p.m.)

Six concurrent sessions. 9-10:15 a.m. *Managing a Large Market AM*

Station to Success. San Gabriel/Bonaventure. Moderator: Joseph Dorton, Gannett Broadcasting Group. Panelists: Ted Atkins, WTAE(AM)-WXXK(FM) Pittsburgh; Bob Dunn, WTIC(AM) Hartford, Conn.; Michael Luckoff, KGO(AM) San Francisco.

Hit Radio—The Hot Format of 1984. Renaissance/Biltmore. Moderator: Rick Sklar, ABC Radio. Panelists: Scott Shannon, WHYZ(FM) New York; Jo Interrante, Is Inc.; Sunny Jo White, WXXS-FM Boston.

Choose Your Weapons: News/News-Talk/Talk. Music/Biltmore. Moderator: Peter Flannery, ABC Radio. Panelists: Charlie Seraphin, KCBS(AM) San Francisco; Bob Grossfeld, KTAR(AM) Phoenix; Jerry Johnson, Voice Crafts.

Community Involvement: More Than Just an Obligation. Gold/Biltmore. Moderator: Peter Casella, WEEP(AM)-WDSY(FM) Pittsburgh. Panelists: Len Rothberg, WBLI(FM) Patchogue, N.Y.; Neal Gladner, KARN(AM)-KYYK(FM) Little Rock, Ark.; Ken Gaines, KTOK(AM) Oklahoma City.

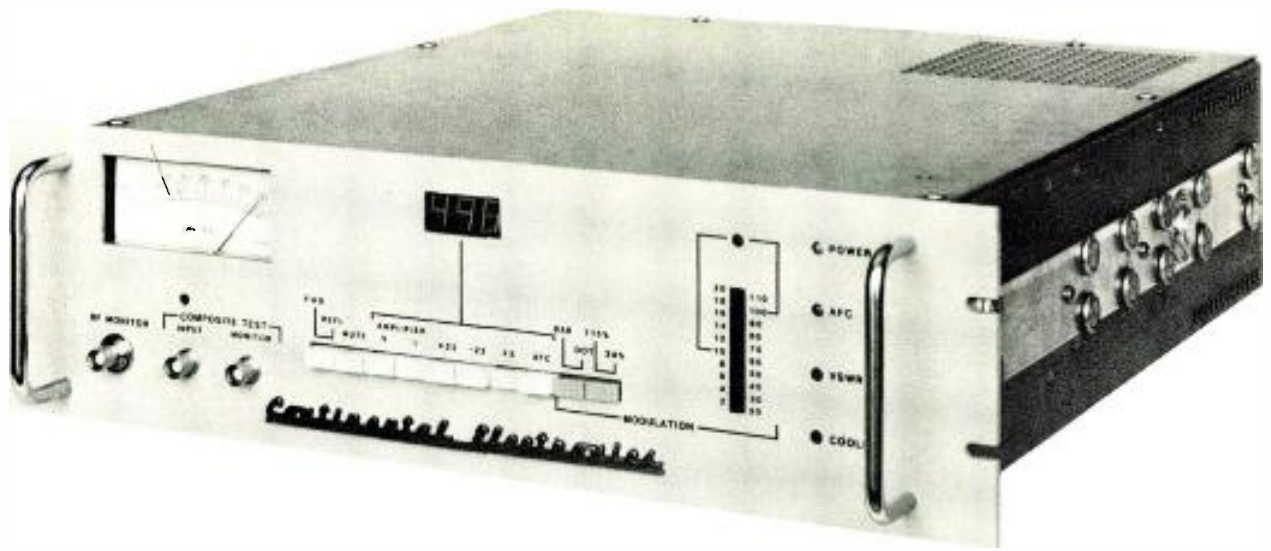
In Search of New Dollars. Santa Barbara/Bonaventure. Moderator: Gary Grossman, KRKT-AM-FM Albany, Ore. Panelists: Gary Capps, KGRL(AM)-KXIQ(FM) Bend, Ore.; Roger Utneher, WATK(AM)-WRLO-FM Antigo, Wis.; Bill Quigg, WKBV(AM)-WRIA(FM) Richmond, Ind.; Dave Lyman, CJAX-FM Edmonton.

Hello, I'm From the FCC. Santa Anita/Bonaventure. Moderator: Wallace Johnson, Moffet, Larson & Johnson. Panelists: James McKinney, Ben Nakamiyo and H. John Morgan, FCC.

Seven concurrent sessions. 10:30-11:45 a.m. *Emotion vs. Science: Music Research.* Renaissance/Biltmore. Moderator: Dave Martin, Doubleday. Panelists: Jon Coleman, Coleman Research; Bob Harper, Bob Harper's Co.; Dave Roberts, RKO Radio; Scott Shannon, WHYZ(FM) New York.

News: How Valuable Is It in Your Format? Music/Biltmore. Moderator: Lou Adler, WOR(AM) New York. Panelists: Bob Sunde, ABC; James Hood, AP.

And the Winner Is... A Legal Guide to Contests and Promotions. Gold/Biltmore. Moderator: Barry Umansky, NAB. Panelists: Martin Leader, Fish-



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The modulation performance of Continental's new FM Exciter exceeds all currently known/marketed FM exciters.

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Power output is 50 watts into a 50 ohm load at all frequencies in the FM band, and the exciter may be used as a low power transmitter.

Special circuits protect the amplifier from any mismatched load including open or short circuits. Automatic power control maintains exciter output at any preset level from 5 watts up to the maximum level.

The case design is very clean: front-panel analog and digital meters, along with LED read-outs, give clear and accurate indications of system status and performance. A digital LED display indicates true peak level of the modulating signal in 5% increments, with an accuracy of better than $\pm 2\%$.

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er, Wayland, Cooper & Leader; Fred Polner, Rothman, Gordon, Foreman & Groudine; Harry Martin, Reddy, Begley & Martin.

How Special Stations Get More Sales. Santa Anita/Bonaventure. Moderator: Don Hughes, KOKC(AM) Guthrie and KKLK(FM) Edmond, both Oklahoma. Panelists: John Gordon, Gordon Media Corp.; Lew Latto, WAKX(FM) Duluth, Minn.

Co-op Is Easier Than You Think. Santa Anita/Bonaventure. Moderator: Don Sharp, WGIL(AM)-WAAG(FM) Galesburg, Ill. Panelists: Bert Levine, Broadcast Marketing Co.; Jack Levar, KSRO(AM) Santa Rosa, Calif.; Phil Roberts, Madison West Advertising; Larry Rothstein, Cooperative Advertising Associates.

Changing Trends in National Business for Large Market Stations. San Gabriel/Bonaventure. Moderator: Rick Buckley, Buckley Broadcasting. Ralph Guild, McGavren Guild; Ken Swetz, Katz Radio; Lou Faust, Selcom Radio; John Boden, Blair Radio; Frank Boyle, Eastman Radio.

SCA's Now. Santa Barbara/Bonaventure. Moderator: Tom McCoy, NRBA. Panelists: Bill Dunnavant, WZYP(FM) Athens, Ala.; Ken St. John, Johnson Electronics; Joe Meier, Radio Data Systems; Eric Small, Modulation Sciences; Harry Cole, Bechtel & Cole; John Kean, NPR; Thomas Lamoreux, Telocator of America; Ray McMartin, McMartin Industries.

Luncheon. California ballroom/Bonaventure. Speaker: comedienne Joan Rivers. Sponsored by the Interep Cos.

Eleven concurrent sessions. 2:30-3:45 p.m. **Writing the Great American Radio Budget.** San Gabriel/Bonaventure. Moderator: Jeff Smulyan, Emmis Broadcasting. Panelists: Tom Buono, Broadcast Investment Analysts; Joseph Dwyer, KF(AM)-KOST(FM) Los Angeles.

Format Compression: Why Stations Change Formats. Renaissance/Biltmore. Moderator: Gary Stevens, Doubleday Broadcasting. Panelists: Sam Michaelson, Dancer, Fitzgerald & Sample; John Lander, KKBQ(AM) Houston; Kent Burkhardt, Burkhardt/Abrams/Michaels/Douglas & Associates.

Capitol Update. Santa Anita/Bonaventure. Moderator: Don West, BROADCASTING Magazine. Panelists: John Summers, NAB; Abe Voron, NRBA; Ward White, Senate Commerce Committee; Tom Ryan, House Energy and Commerce Committee.

Country Format Room. Roman/Biltmore. Panelists: Joel Raab, WHN(AM) New York; Greg Lindahl, KYKS(AM) Nashville; Ron Harper, WNOE(AM) New Orleans; Don Bell, WSOC-FM Charlotte, N.C.; Bob Cole, KOKE-FM Austin, Tex.; Doug Wilson, WPOC(FM) Baltimore; Lon Helton, *Radio & Records*.

Urban Format Room. Corinthian/Biltmore. Panelists: Walt Love, *Radio & Records*; Lee Zapis, WZAK(FM) Cleveland; Alonzo Miller, KACE(FM) Los Angeles.

Non-rated Markets: Who's Listening and How to Prove It. Music/Biltmore. Moderator: Dave Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio. Panelists: Dave Luther, WBTM(AM) Danville, Va.; Tom Young, KKYN(AM) Napa, Calif.; Richard Tiner, KTNR(FM) Kennedy, Tex.

FM Competition Ahead: Where and When for Docket 80-90. Palos Verdes/Bonaventure. Moderator: David Tillotson, NRBA. Panelists: Erwin Krasnow, Verner, Liipfert, Bernhard & McPherson; Richard Kennedy, Venable, Braetjer & Howard.

Playing To Win When Selling Sports. Santa Anita/Bonaventure. Moderator: Dave Halberstam, Katz Radio. Panelists: Bob Fromme, Kansas City Royals Network; Stan Spiro, Golden West Broadcasters; Kent Braverman, KCJJ(AM) Iowa City, Iowa.

The Power of Sound. Santa Barbara/Bonaventure. Presenter: Bill Stakelin, RAB.

Production Lab. (repeat) Session leader: Ty Ford, WYYY(FM) Baltimore.

Engineer's Survival. San Fernando/Bonaventure. Moderator: Michael Rau, NAB. Panelists: James McKinney and Ben Nakamiyo, FCC; Charles Morgan, Susquehanna Broadcasting; L. Robert du Treil, du Treil-Rackley Consulting Engineers.

Eight concurrent sessions. 4-5:15 p.m. **Finding New Blood.** San Gabriel/Bonaventure. Gary Kaplan, KORN/FERRY International. Panelists: Dr. Don Clifton, Selection Research; Dr. John Kurtz, Ball State; Dick Ferguson, Katz Radio; Steve Wyman, Steve Wyman Associates.

Acquisitions 101: Is Owning a Station in Your Future? Santa Barbara/Bonaventure. Moderator: Vic Ives, KMJK(FM) Portland, Ore. Panelists: Thomas Gammon, Americom Media Brokers; Jose Echeverria, Marine Midland Bank; Matthew Leibowitz, attorney; Peter Ferrara, Ferrara, Fulton & Laurus.

AM Winners--Large Markets. Renaissance/Biltmore. Moderator: David Parnigoni, NAB. Panelists: Ken Kohl, KOMO(AM); By Napier, WCCO(AM); Tom Barsanti, WTIC(AM) Hartford, Conn.; Bob Wood, AM Superserve.

Programming Basics. Music/Biltmore. Moderator: Dave Klemm, Klemm Media. Panelists: Steve Keeney, KIMN(AM)-KYGO(FM) Denver; Jay Freeman, KOY(AM) Phoenix; Jim O'Hare, KLIK(FM) Davenport, Iowa; Lon Dean, WRA(AM) Richmond, Va.

Developing Dollars Together. Santa Anita/Bonaventure. Moderator: Augustine Cavallaro, WSO(AM) San Juan, P.R. Panelists: Howard Kester, Northern California Broadcasters Association; Robert Light, Southern California Broadcasters Association; Phil Zachary, WQUE(FM) New Orleans; Jim Myers, RAB.

Network Radio. Gold/Biltmore. Moderator: Carl Hirsch, Malrite Communications. Panelists: Ed McLaughlin, ABC; Dick Brescia, CBS; Dick Penn, NBC; Jack Clements, Mutual Broadcasting System; Bill Hogan, RKO; Norm Pattiz, Westwood One; Terry Robinson, Transtar; Nick Verbitsky, The United Stations; Jon Tyler, Satellite Music Network; Glenn Mahone, Sheridan Network.

Alexander Graham Bell Never Would Have Dreamed It. Santa Anita/Bonaventure. Moderator: Mark Durenberger, Hubbard Broadcasting. Panelists: John Lyons, WRKS-FM New York; Bill Gillman, Gentner Engineering; Roger Skolnik, Strata Marketing; Robert Ahto and Dave Stolz, AT&T Communications.

Beautiful Music/Nostalgia Format Room. Roman/Biltmore. Panelists: Steve Van Oort, WJOL(FM) Detroit; Bill Weitz, WQLR(FM) Kalamazoo, Mich.;

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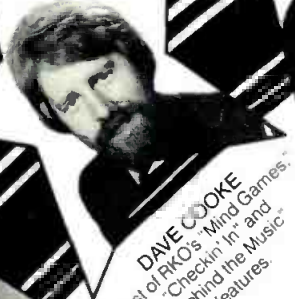
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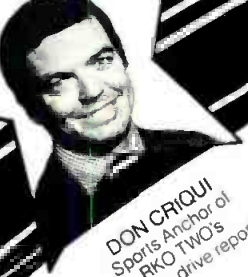
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It's a party you won't want to miss!!!

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Concert. 7-8 p.m. Biltmore bowl. Sponsored by Westwood One. Singer Al Jarreau.

Field trip. 8-9:30 p.m. To Wold Communications and KFwb. (Repeated Wednesday at 7:30 a.m.)

Tuesday, Sept. 18

Five concurrent sessions. 7:30-8:45 a.m. *Selling the Farm.* Palos Verdes/Bonaventure. Moderator: Glenn Kummerow, Katz Radio. Panelists: Ron King, KIT(AM) Yakima, Wash.; Larry Edwards, WMT-AM-FM Cedar Rapids, Iowa; Art Secrest, NAFB and WJBC(AM) Bloomington, Ill.; Lee Bullis, Allen & Dorward.

There's More to a Wire Service Than News. Santa Anita/Bonaventure. Moderator: Lindsey Davis, WSDP(AM) Sterling, Ill. Panelists: Paula Baird, UPI; Glenn Serafin, AP; Bob Zidel, KMDY(AM) Thousands Oaks, Calif.

THE Sales Meeting. Santa Anita/Bonaventure. Moderator: Hewel Jones, Curry County Broadcasting. Panelists: Buc Weatherby, KKRD(FM) Wichita, Kan.; Ed Musicus, WWOR-FM Rochester, N.Y.; Ray Gardella, WICC(AM) Bridgeport, Conn.

Finding and Qualifying Engineers. San Fernando/Bonaventure. Moderator: Ray Livesay, WLbH(AM) Mattoon, Ill. Panelists: Ron Sunshine, Recruiting Consultants; Dick Rudman, SBE.

K-Radio Session. Catalina ballroom foyer/Bonaventure.

Eight concurrent sessions. 9-10:15 a.m. *Production lab.* Mediterranean/Biltmore. (repeat).

Collectables. Santa Anita/Bonaventure. Moderator: Jack Gennaro, WFHR(AM)-WVFW(FM) Wisconsin Rapids, Wis. Panelists: Linda Sanchez,

KIIS(FM) Los Angeles; Bob McAuliffe, BFM; Bob Hackman, KABC(AM) Los Angeles.

The Radio Triangle. Galeria/Biltmore. Moderator: Paul Wachsmith, WCOL(AM)-WXGT(FM) Columbus, Ohio. Panelists: Ed Shane, Shane Media Services; Dr. Ed Reitman, clinical psychologist/author, KTRH(AM) Houston.

I'll Tell You Why I DON'T Use Radio. Santa Barbara/Bonaventure. Moderator: Ken Miller, Blair Radio. Panelists: Edie Keller, MGM; Bill Taylor, McManus Advertising; Eric Yonker, KFwb(AM) Los Angeles; Edward Cergow, KFAC-AM-FM Los Angeles; Harry Spitzer, Southern California Broadcasters Association.

How To Do Your Own Research. Music/Biltmore. Moderator: Ellen Hulleberg, McGavren Guild. Panelist: Ted Bolton, Ted Bolton Associates; Terry Donner, WHN(AM) New York; Dave Garrison, WEAN(AM)-WPJB(FM) Providence, R.I.

Selling Older Demographics. Santa Anita/Bonaventure. Moderator Ted Dorf, WGay-AM-FM Washington. Panelists: Phil Stumbo, WHLI(AM) New York; George-Ann Rosenberg, *Powers Newsletter*; Diane Sutter, WTKN(AM)-WWSW-FM Pittsburgh; Fred Walker, Broad Street Communications.

The Brave New World of AM Stereo Conversion. San Gabriel/Bonaventure. Moderator: Harold Kassens, NRBA. Panelists: Glynn Covington, KLA-C(AM) Los Angeles; Andy Laird, KDAY(AM) Los Angeles; Dave Obergoenner, KUSA(AM) St. Louis; Bob Kanner, KHJ(AM) Los Angeles.

CHR Format Room. Crystal ballroom/Biltmore. Panelists: Gary Berkowitz, WHYT(FM) New York; Rick Peters, WHTT(FM) Boston; Jim Chick, WTYX(FM) Jackson, Miss.; Ken Michaels, WLZZ(AM) Milwaukee; Tim Fox, KPKE(FM) Denver; Ed Scarborough, KKHR(FM) Los Angeles; John Lander, KKBO-FM Houston; Keith Isley, WINZ-FM; Dan Vallie, EZ Communications; Dallas Cole, WKT(AM) Milwaukee; Joel Denver, *Radio & Records*.

Six concurrent sessions. 10:30-11:45 a.m. *News/Talk Format Room.* Roman/Biltmore. Panelists: Michael Packer, KTRH(AM) Houston; Jack Swanson, KGO(AM) San Francisco; Dan Griffin, WROR(FM) Boston; Bruce Marr, Bruce Marr & Associates; Robb Michaels, WBSM(AM) New Bedford, Mass.; Arthur Young, Broadcast One; Brad Woodward, *Radio & Records*.

The New Ratings Game: Trend Without Trauma. Music/Biltmore. Moderator: Jim Duncan, Duncan Media. Panelists: Ed Giller, WFBG(AM) Altoona, Pa.; Rich Aurichio, Arbitron; Tom Birch, Birch Radio; Ben Hill, KFmk(FM) Houston.

Upgrade... Downgrade: 80-90 and Beyond. San Gabriel/Bonaventure. Moderator: Jerry Whitaker, *Broadcast Engineering Magazine*. Panelists: Ogden Prestholdt, A.D. Ring & Associates; Ben Dawson, Hammett & Edison; Bill Cordell, KTRH(AM) Houston; H. John Morgan, FCC.

What Now, FCC? Santa Anita/Bonaventure. Moderator: Jeff Baumann, NAB. Panelists: Joel Levy, Cohn & Marks. Richard Hildreth, Fletcher, Heald & Hildreth; Lawrence Secrest, Wiley & Rein; John Kamp, FCC.

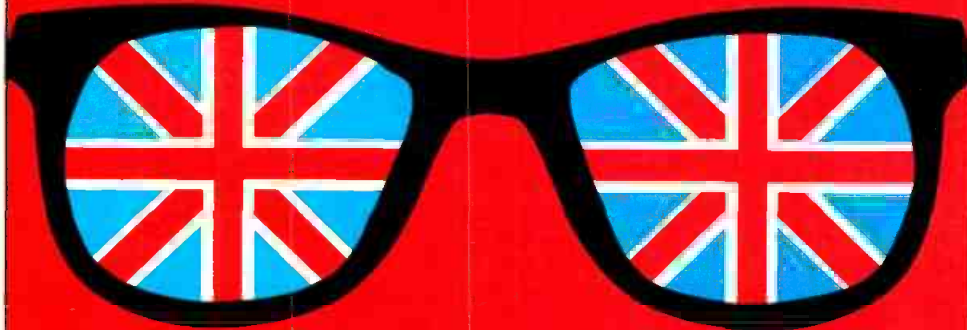
I'll Tell You Why I DO Use Radio. Santa Barbara/Bonaventure. Moderator: Nick Verbitsky, The United Stations. Panelists: Bob Bolte, Clorox Co.; Charles Fruit, Anheuser-Busch Co.; Ed Lanctot, Cotter & Co.; Paul Mulcahy, Campbell Soup; Patt Korr-Roschke, Frito-Lay; Don Wallen, Armour Food Co.

Broadcast Promotion Marketing Executives Presentation. Crystal ballroom/Biltmore. Presenter: Bert Gould, WPix-FM New York.

Luncheon. Noon-2 p.m. California ballroom/Bonaventure. The Radio Award presentation to ABC sportcaster Howard Cosell. Posthumous presentation of Special Armstrong Foundation award to Allan Berg, KOA(AM) talk show host.

Nine concurrent sessions. 2:30-3:45 p.m. *AM Winners—Small Markets.* Music/Biltmore. Moderator: David Parnigoni, NAB. Panelists: Don Munson, WJBC(AM) Bloomington, Ill.; George Cameron, WvMT(AM) Burlington, Vt.; David Lingafelt, WNNC(AM) Newton, N.C.

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For most of the students in the Galesburg-Augusta High School Symphonic Band, the 22-day goodwill concert tour of the Netherlands and Germany was their first long-distance separation from family and friends. So WKZO Radio in Kalamazoo arranged to air daily telephone reports on the progress of the tour and the health of the members.

When the group returned, the band director wrote to thank WKZO Radio for keeping everyone at home informed with just one trans-Atlantic call each day. Anxious parents were relieved to hear everything was fine. "I've had many comments on how people listened daily for our reports," he said. Helping families keep in touch is all part of the Fetzer tradition of total community involvement.



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Twelve months ago, we launched an aggressive campaign to bring in more affiliates. Not just any affiliates—strong adult stations, in major markets.

And we're doing it. Before RADAR 29 was even completed we had added 104 stations.

What does this mean for you? For one thing, the improvement in the audience we reach is

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And these figures keep trending up. Since RADAR 29 was compiled, we've added 35 new stations to our network, 30 of which are in the top 25 ADIs. And who knows how many have

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Mutual's on a Roll

Programming to Succeed: Is It the Talent or the Station? Renaissance/Biltmore. Moderator: Herb McCord, Greater Media. Panelists: Randy Bongarten, NBC; Dan Griffin, WROR(FM) Boston; Ray Dunaway, KMBZ(AM) Kansas City, Mo.

Psychic Income—People Work for More Than Money. San Gabriel/Bonaventure. Moderator: Gil Rosenwald, Malrite Communications. Panelists: R.P. Kale, Media Management Consultants; Bob Cole, KOKE-FM Austin, Tex.

AOR Format Room. Galeria/Biltmore. Panelists: Bobby Hattrik, Bobby Hattrik Communications; Jeff Pollack, Pollack Communications; Mike Harrison, KMET(FM) Los Angeles; Tommy Hages, KLOS(FM) Los Angeles; Dave Logan, KFOG(FM) San Francisco; Don Davis, WWDC-FM Washington; Phil Strider, KZOK(FM) Seattle; Jim Lowe, WNEW-FM New York; Lee Abrams, Burkhardt/Abrams/Michaels/Douglas & Associates; Steve Feinstein, *Radio & Records*; Robert W. Morgan, KMGG(FM) Los Angeles.

Production lab. (repeat) Presenter: Don Elliott, KISS(FM) Los Angeles.

Music Licensing: Where Do We Go From Here? Santa Barbara/Bonaventure. Moderator: Bill Clark, KABL-AM-FM San Francisco. Panelists: Lawrence Sweeney, BMI; Vincent Candilora, SESAC; Gloria Messinger, ASCAP.

Selling Younger Demographics. Santa Anita/Bonaventure. Moderator: Miles Sexton, KKHR(FM) Los Angeles. Panelists: Jon Sinton, Burkhardt/Abrams/Michaels/Douglas & Associates; Jhan Hiber, Jhan Hiber & Associates.

Getting Beyond Local Dollars for the Medium & Small Market. Santa Anita/Bonaventure. Moderator: Pat Walsh Jr., KLRA(AM) Little Rock, Ark. Panelists: Chuck Hillier, Hillier, Newmark, Weschler & Howard; Ralph Conner, Weiss & Powell; Len Auerbach, Regional Reps; Jim Gillis, Gillis Broadcasting Representatives; Debbie Dunlevy, Roslin Radio Sales.

AM Receivers: Stereo and Mono. Palos Verdes/Bonaventure. Moderator: Ed Buterbaugh, CKLW(AM) Windsor, Ont. Panelists: Almon Clegg, Panasonic Corp.; Jerry LeBow, Sansui Electronics; Frank Andrews, Chrysler Corp.; Bart Locanthi, Pioneer America.

Ten concurrent sessions. 4-5:15 p.m. "Selling" Your Station: *Marketing Through Other Media.* Moderator: Dave Spence, KVIL(AM) Dallas. Pan-

elists: Dale Pon, LPG/PON; Dick Thomas, TDI; Chet Tart, Blair Radio; Bob Cambridge, QC Productions.

Adult Contemporary Format Room. Galeria/Biltmore. Panelists: Ric Lipencott, KYUU(FM) San Francisco; Ross Reagan, KUDL(FM) Kansas City, Mo.; Al Brady Law, WFLA(AM) Tampa, Fla.; Bill Hennes, Sherwood, Hennes & Associates; Scott Chapin, KOBJ(AM) Albuquerque, N.M.; Ron Rodriguez, *Radio & Records.*

The Balancing Act: Sales vs. Audience Promotions. Music/Biltmore. Moderator: Bert Gould, WPX-FM New York. Panelists: Howard Johnson, WZYQ(AM) Frederick, Md.; Dave Lyman, CJAX-FM Edmonton, Alberta; Jeff Sattler, KIOI(FM) San Francisco.

The Independent Music Video Station. Crystal ballroom/Biltmore. Moderator: Mort Nasitir, Berklee College. Panelists: Gary Smithwick, WLXI-TV Winston-Salem, N.C.; Gary Cocola, Sanger Telecasters; Lanny Ziering, KWHY-TV Los Angeles; Jack Daniel, KRLR(TV) Las Vegas.

Marketing Your Station to the Advertiser. Santa Anita/Bonaventure. Moderator: John Hayes, KYUU(FM) San Francisco. Panelists: Al Yesk, Yankelevich, Skelly & White; Cy Wilson, Management Horizons; Erica Farber, Interep.

Spotting Poison Ivy in the FCC Underbrush. Santa Anita/Bonaventure. Moderator: Thomas Schattenfeld, NRBA. Panelists: Gene Bechtel, Bechtel & Cole; Lou Adler, WOR(AM) New York; James McKinney, John Kamp and Pete Belvin, FCC.

Acquisitions 401: Approaches to Financing & Acquiring Stations. San Gabriel/Bonaventure. Moderator: Norman Wain, Metroplex Communications. Panelists: Chesley Maddox, Ameritrust; Stewart Cahn, Chemical Bank of New York; David Croll, TA Associates; Barry Dickstein, Hartstone & Dickstein; Ted Hepburn, Ted Hepburn Co.

Test Gear Workshop. San Fernando/Bonaventure. Participants: Amber Electro Design, Potomac Instruments, TFT Inc. and Broadcast Electronics.

Five from the Street. Santa Barbara/Bonaventure. Moderator: Al Wilson, WAIT(AM) Chicago. Panelists: Al Gottfried, KMPC(AM) Los Angeles; Homer Odum, KRUZ(FM) Santa Barbara, Calif.; Mike Stafford, KSON(AM) San Diego; Sharon Matura, KMGG(FM) Los Angeles.

Managing a Small Market AM Station to Success. Santa Barbara. Moderator: Al Martine, WNNR(AM) Beckley, W.Va. Panelists: W. LeRoy Schneck, WNAE(AM) Warren, Pa.; Reg Streeter, KOBO(AM) Yuba City, Calif.; Tom Worden, KYES(AM) Roseburg, Ore.

Westwood One concert. 8-9 p.m. Biltmore ballroom. Singer Melissa Manchester.

Suite Guide

ABC Radio Networks	Biltmore 11229
Adams Communications	Bonaventure 2378
Advanced Broadcast Management	Bonaventure 2358
American Image Productions	Bonaventure 2138
American Spectrum	Biltmore 9201
Americom Media Brokers	Biltmore 10224
Arbitron Ratings Co.	Bonaventure 2648
Arent, Fox, Kintner, Plotkin & Kahn	Bonaventure 2768
Associated Press	Biltmore 9339/41
Atlantic Recording Corp.	Biltmore 3235/3237
AT&T Communications	Biltmore 7101
Balon & Associates	Bonaventure 3038
Berklee College of Music	Bonaventure 2338
Birch Radio	Bonaventure 1718
Blackburn & Co.	Bonaventure 2938
Blair Radio	Bonaventure 2018
Bob Harper's Co.	Bonaventure 2178
Bonneville Broadcasting System	Bonaventure 3078
BROADCASTAP	Bonaventure 3008
Broadcast Investment Analysis	Bonaventure 1818
Broadcast Management Plus (Hammond Signal)	Biltmore 5301
Broadcast Promotions & Marketing Executives Assn.	Biltmore 8301
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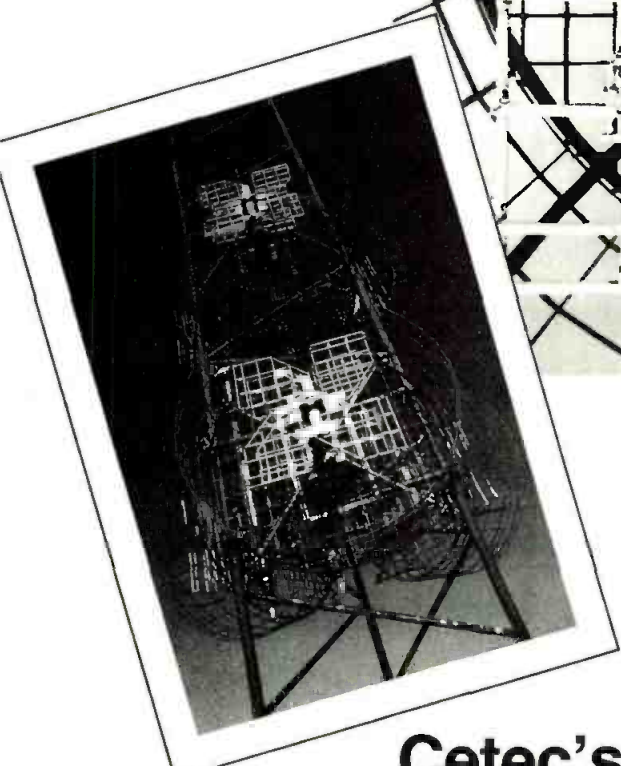
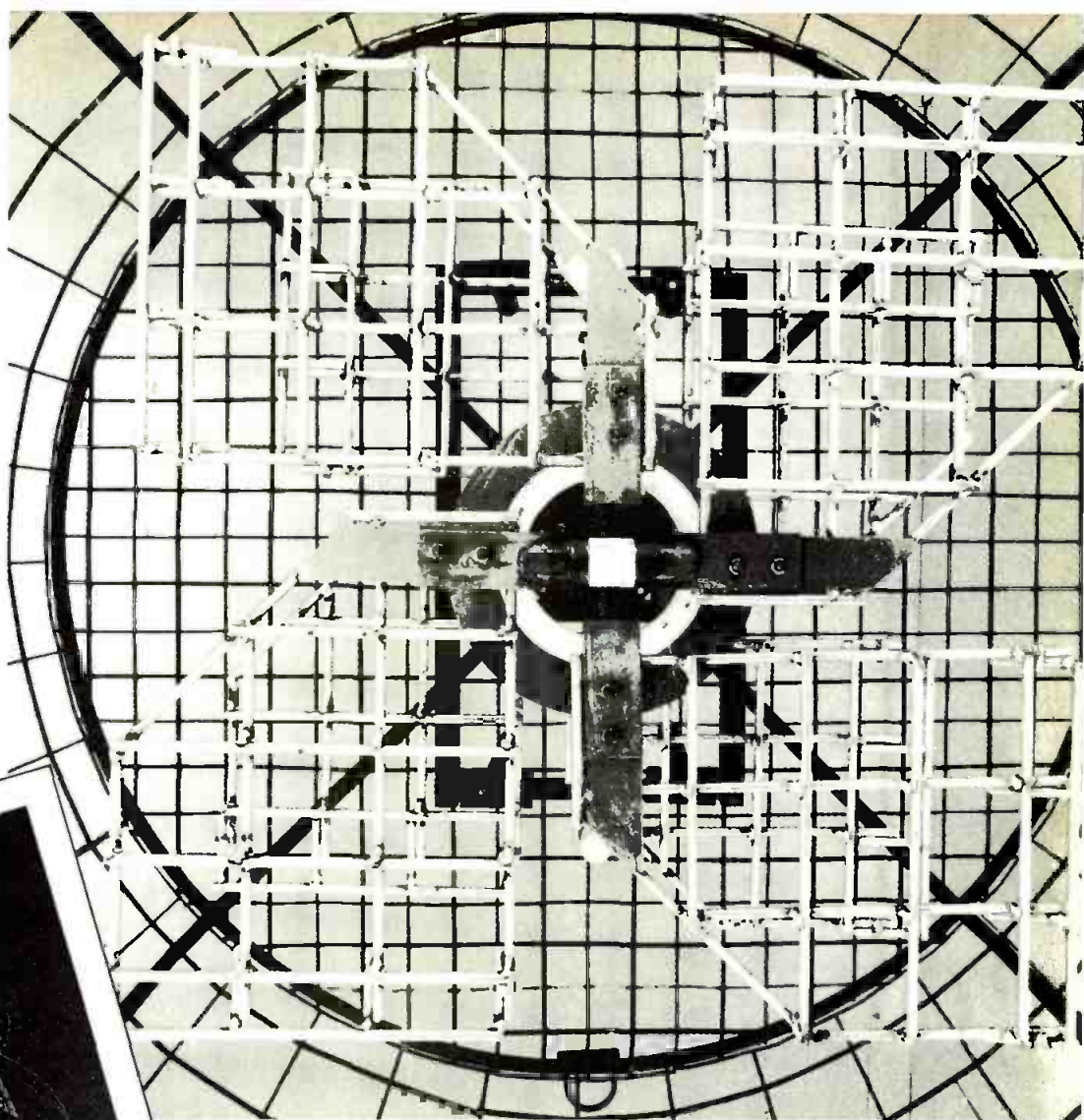
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More and more FM stations faced with the FCC Docket 80-90 requirements are considering a community antenna system as the ideal solution to the problems. It only takes:

- One good site
- One tall tower
- One group of four or more forward looking stations
- One **Cetec BROADCASTER** antenna



Now it's available:

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Notice the advantages:

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All at the same maximum height & power
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Our secret of superior operation at any channel of the band is no secret anymore. We made each individual dipole with an absolutely flat response wider than the entire band. This means plenty of individual channel bandwidth, but it also means there are no nulls generated in the antenna pattern by uneven impedances in the system.

Power handling capability is properly planned in the **Cetec** design. Carefully chosen sizes to match system requirements. Completely dry air pressurized feed system. Pure teflon insulation. Grounded dipoles for maximum lightning protection. And maximum service is designed into your **Cetec BROADCASTER** antenna.

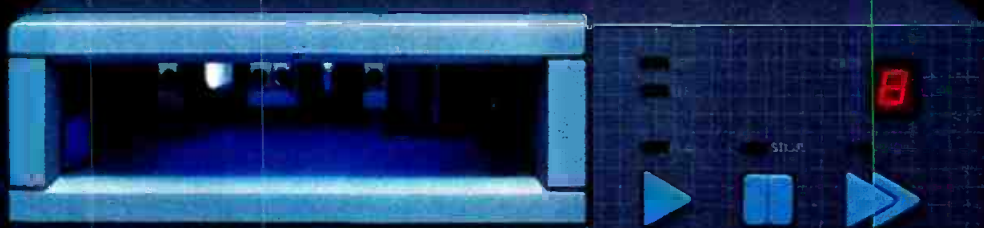
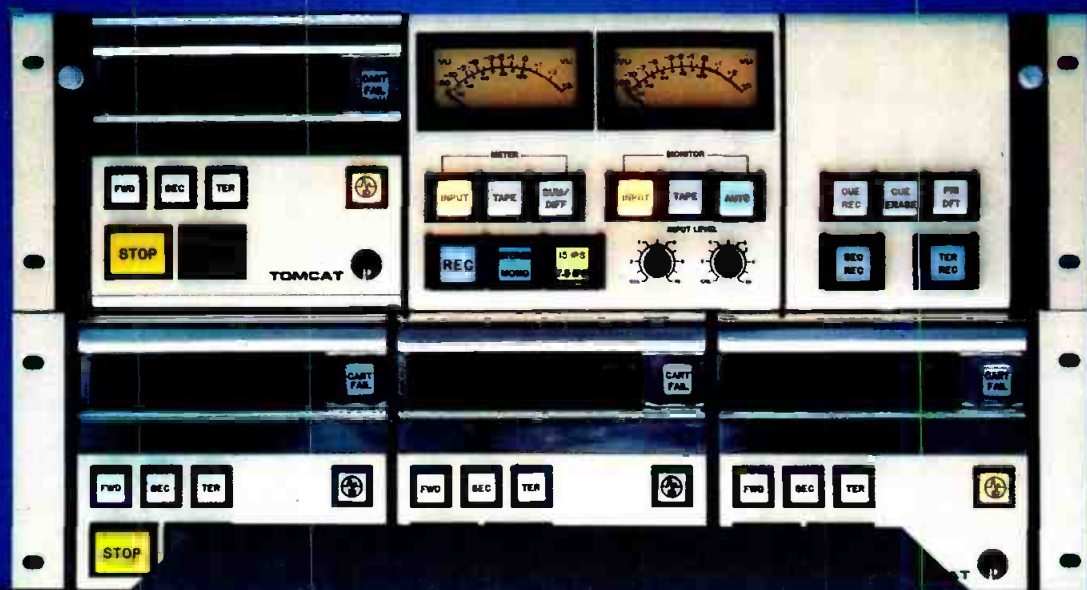
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When performance comes first, the TOMCAT has become the paw-down, #1 choice for more #1 stations. Over 2,000 TOMCATS in those stations are proof that radio broadcasters are willing to invest their money where it can return the most on their sound.

Because TOMCAT isn't cheap (excellence never is), a lot of broadcasters who have wanted to upgrade their station's sound have been stuck: they've either had to get by with their existing tired, clunky and funky-sounding machines or compromise and settle for buying someone else's.

Now that's really bothered us TOMCAT-makers.

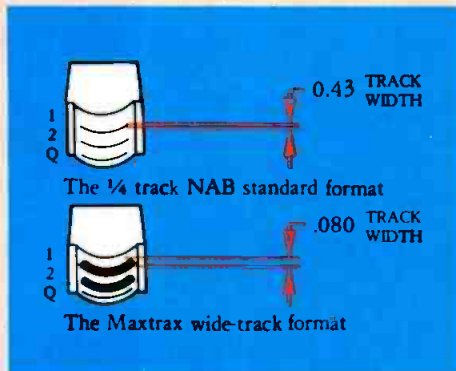
So, we've come up with a solution: the new Micromax: the best of a TOMCAT, without the pain of it's price.

MICROMAX IS MORE THAN THE HIGH-TECH LOOK

Micromax's sleek, high-tech front panel only hints at the technology behind it. Our exclusive wide-track Maxtrax® stereo heads come standard because they give you more tape signal and less tape noise. If your tape library is 1/4 track (NAB standard), no problem — we've got an optional set of playback heads to get you over the hump until you can take advantage of our better-sounding MAXTRAX format. Naturally, the heads are fully adjustable and mounted in beefy, precision cast assemblies. The cartridge guides guarantee accurate, repeatable positioning. The deckplate is thick aluminum alloy, precision milled and surfaced.

The D.C. controlled capstan runs in sealed microfine bearings, and is driven by a servo/belt system developed from computer disk drives. The result is superb wow & flutter specs. The conventional pinchroller solenoid was eliminated (and thus the damaging heat) and replaced with a simple D.C. servo/motor that assures optimum, adjustable capstan-to-

tape pressure and remarkably rapid starts and stops. Center-supported by a floating ball bearing race, the pinchroller self-aligns to prevent tape skew.



Nearly twice as much track width with Maxtrax. The bottom line is better sound.

THE ELECTRONICS ARE JUST AS IMPRESSIVE.

With Micromax you've got lots of headroom, better transient response, a wide frequency response, and +24 dBm active, balanced program outputs. We've even designed in super-fast, low-noise CMOS control logic.

Micromax has the standard three auxiliary cue tones and a high-speed recue (22.5 ips!). You can set a replay lockout, and assign a machine number to the front panel LED display (which also doubles as the power indicator).

IT SOUNDS AS GOOD AS IT LOOKS

The sound of Micromax isn't something that can be described with specs though: you have to hear it to appreciate it — a red-hot, crystal clear top-end, a fat, punchy low-end. Micromax can instantly put much better sound on-air for you. Now! Regardless of your station's choice of carts.

BUILT FOR THE REAL RADIO WORLD

If the above isn't enough, then maybe you should know that there isn't a machine around that's easier to keep running (even our own TOMCAT). All of the electronics are on three accessible boards and the elegantly simple mechanics couldn't be easier to get to for routine inspection and maintenance. Micromax is totally RFI-immune, and consumes only 7 watts, running! Because the attractive case doesn't require any ventilation slots and screens, there's less dust to worry about. The compact design lets you have two across in only 3 1/2" of rack space (playback version, the Recorder is coming soon). Of course, Micromax is pin-for-pin compatible with our TOMCAT.



The Cartcue splice finder/eraser. The fast 30 ips speed and better depth of erasure gives new life to old carts.

FOR THOSE WHO CAN'T WAIT.

If you've skipped ahead to find out the price — fine: \$1,445.00. FOB Carlsbad, California where it's entirely manufactured. Now go back and read about everything that you get — that is, if you're not too busy fixing a broken cart machine.

Give us a call now at 800-874-2172. In California, call 619-438-3911.

Ask us for the brochures on TOMCAT too. When you decide to get a few new Micromax reproducers there just might be enough scratch left in the kitty to get the best recorder.



Lots of technology and performance secured to a rugged, compact chassis-built to take abuse.



Pacific Recorders & Engineering Corp.
2070 Las Palmas Drive
Carlsbad, California 92008
Telex: 181777

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Capitol Magnetic Products	Bonaventure 3018	Katz Radio	Bonaventure Redondo Hollywood 2848/2418	TA Associates	Bonaventure 2628
CBS Radio Network	Biltmore 10331/10333	Leisure Market Radio	Biltmore 9235	Telecommunications Consultants	Bonaventure 2038
Cecil L. Richards	Bonaventure 3058	Lund Broadcast Management	Bonaventure 2958	TM Communications	Bonaventure 3340
Century 21 Progaming	Bonaventure 3068	Major Market Radio Sales	Bonaventure 3044	Torbet Radio	Bonaventure 3138
Chapman Associates	Bonaventure 3144	Masla Radio	Bonaventure 3158	Transmedia International Inc./	Biltmore 6201
Christal Co.	Bonaventure 3168	McGavren Guild Radio	Bonaventure 3260	Bob Hope Radio Show	Bonaventure 2005
Churchill Productions	Bonaventure 3064	Media General Broadcast Services	Bonaventure 2908	Transtar Radio Networks	Bonaventure 3131
CNN Radio	Biltmore 4335/4337	Metro Traffic Control	Bonaventure 3004	Tuesday Productions	Biltmore 4201
Cohn and Marks	Bonaventure 2318	Motor Racing Network	Bonaventure 1738	Unidyne Research & Direct Mail Co.	Bonaventure 3220
Communications Brokers Inc.	Bonaventure 2278	Mutual Broadcasting System	Biltmore 3337	United Press International	Bonaventure 2458
Community Club Awards	Bonaventure 2118e	NBC Radio Network	Biltmore 9335/9337	The United Stations	Biltmore 11300
Concept Productions	Bonaventure 2748	Network Production Music	Biltmore 6235/6237	The Wall Street Journal Report	Biltmore 6101
Copley Radio Network	Biltmore 5235/5237	Nightingale-Conant Corp.	Bonaventure 2258	Wegener Communications Inc.	Bonaventure 2238
DIR Broadcasting	Biltmore 8235/8237	The Otis Conner Co.	Bonaventure 3151	Weiss & Powell	Bonaventure 2668
Eagle Syndication	Bonaventure 2928	P.G. Productions	Biltmore 9201	Westwood One	Biltmore 9300
Eastman Radio	Bonaventure 33801	Peter Powell Assoc.	Biltmore 11100/11101	William A. Exline	Bonaventure 2438
Fairwest/Al Ham's	Biltmore 10220/10222	Price Broadcasting	Biltmore 8101		
"Music of Your Life"	Biltmore 6301	Radio Arts	Bonaventure 2828		
Fantasy Music Group	Biltmore 7235	Radio Star	Bonaventure 2218		
Fletcher, Heald & Hildreth	Biltmore 11220/11222	Ralph E. Meador, Media Broker	Bonaventure 2478		
Frank N. Magid Assoc.	Bonaventure 1778	R.C. Crisler & Co.	Biltmore 11322		
Gammon & Ninowski Media Brokers	Bonaventure 1878	Rip 'n' Read/Earshot	Bonaventure 2978		
Gannett Radio Division c/o WIQI-FM	Bonaventure	RKO Radio Network	Biltmore 10337		
Gannett Radio Division	Bonaventure	Robert W. Rounsaville & Assoc.	Bonaventure 3028		
Gannett Broadcasting Group	Bonaventure	Roslin Radio Sales	Bonaventure 3024		
H.B. La Rue, Media Broker	Bonaventure 2878	Satellite Music Network	Bonaventure 3108		
Hillier, Newmark,	Bonaventure 3048	Selcom Radio	Bonaventure 2868		
Wechsler & Howard	Bonaventure 2158	Shane Media Services	Biltmore 4101		
Inside Radio	Bonaventure 3178	Society National Bank	Bonaventure 2948		
Jam Creative Productions	Bonaventure 2918	Southcott Productions	Bonaventure 2968		
Jahn Hiber & Associates	Bonaventure 1978	Spotwise	Biltmore 8201		
Jones Communication Group	Bonaventure 2078	Stan Raymond & Assoc.	Biltmore 6337		
Kalamusic	Bonaventure 2808	Strategic Radio Research	Bonaventure 3118		
Kalil & Co.		Surrey Consulting & Research	Bonaventure 1958		

Exhibitors

* product new to market

The Ad Team 3016
 15251 NE 18th Ave., N. Miami Beach, Fla. 33162

All-Star Radio 1418
 3575 Cahuenga Blvd., West, Suite 203, Los Angeles 90068
 Radio Hotline, Comedy Drop Ins, From Studio B Comedy Library, The Comedy Supermarket, Steve's Bank. **Staff:** Merrill Barr, Ron Stevens, Joy Grdnic.

Allied Broadcast Equipment 2022
 635 South E St., Box 1487, Richmond, Ind. 47374
 Auditorics 200 consoles, Graphic Express studio furniture*, Compusonics digital format record & play storage system*, Wegener subcarrier satellite equipment Telemix IX telephone interface*. **Staff:** Bob Arnold, David Schwartz, Pat Hurley, Dave Burns, Jeff Nordstrom, Mark Drummond, Mike Uhl, Dennis Murphy.

American Broadcast International 3003
 2000 L St., NW, Suite 200, Washington 20036

American Image Prods. 1117
 3030 Jackson Ave., Memphis, Tenn. 38151

Analysis Technologies 2120
 850 E. Central Pkwy., Suite 130, Plano, Tex. 75074

Animatlon/Plus 1419
 18614 Detroit Ave., Lakewood, Ohio 44107

Aphex Systems 1400
 13340 Saticoy St., N. Hollywood, Calif. 91605

Arbitron Ratings Co. 1118, 1219
 1350 Avenue of the Americas, New York 10019
Staff: Rick Aurichio, Rhody Bosley, Dave Burrill, Joe Buys, Susan Dingethal, David Dorin, Marvin Korach, David Lebow, Rip Ridgeway, Dick Sheppard, Janet Zahler, Sherm Brodey, Thom McCarsky, Anne Pizzarelli.

Army Reserve 1318
 HQDA ATTN: DAAR-PA, Washington 20310
 Army Reserve 10-minute tribute to U.S. Olympians. **Staff:** J. Willis Haas Jr.

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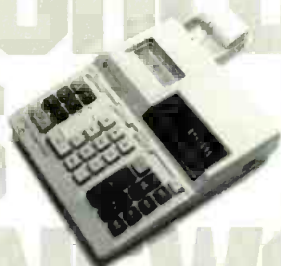
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Staff: Toby Arnold, Dolly Arnold, Jim Kerr, Norma Kerr, Bill Pasha, Bob Harris, Chris Clausen, Carolyn Clausen, Carol Starr.

Arrakis Systems 3005
309 Commerce Dr., Unit 2, Fort Collins, Colo. 80524

Associated Press 1007
1825 K St., NW, Washington 20006

AP NewsPower 1200, APTV, AP Network News, Music Country Radio Network, Ed Busch talk show. **Staff:** Glenn Serafin, Jim Hood, Roy Steinfort, Pat Hazan, Mark Hoffman, Jim Williams, Mary Clunis, Kim Price, Burt Goodman, Patricia Adsit, Ed Busch, Tom Cassetty, Jeffrey Lyman, Bob Meyer, Greg Lindahl, John Kenney, George Mayo.

AWRT 3104
1321 Connecticut Ave., NW, Washington 20036

Barcus Berry Elect. 3022
5381 Production Dr., Huntington Beach, Calif. 92649

Barrett Associates 1402
3205 Production Ave., Oceanside, Calif. 92054

New and used equipment, trade-ins of old equipment. **Staff:** W. Barrett Mayer, Rachele Kettering, Derri Stanley, Phil Wells, Dick Williams, John Mayou, James Rowles, Dennis Holt, Dale Williams, Tim Jones, Margaret Salwach, Rob Hyman, Steve Citurzo, Jack Blackburn, Gary Bukoff.

Belar Electronics Lab. 3001
Box 76, Lancaster Ave., Devon, Pa. 19333

BFMI 3102
701 Lee St., Des Plaines, Ill. 60016

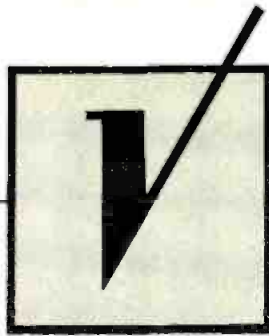
BIAS 3007
3000 Directors Row, Memphis, Tenn. 38131

Birch Radio 2007-09
3200 N. University Dr., Coral Springs, Fla. 33065

All Birch Radio reports, BirchScan demonstrations. **Staff:** Tom Birch, David Gingold, Craig Harper, Ken Gross, Becky Martinez, Dan Griffin, David Kabakoff.

Broadcast Audio Corp. 1326
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Stereo audio consoles, monitor amplifiers, phono preamps, DAs, custom control room furniture, updates for UMC consoles manufactured by BAC. **Staff:** David Evans, Kathy Kruger, John Fernan-



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dez, Addie Fernandez, Gary Maggione, Sonie Maggione, Ozzie Fenutkin.

Broadcast Cartridge Service 1426
15131 Triton Ln., Suite 108, Huntington Beach, Calif. 92649

Broadcast Electronics 1104
4100 N. 24th St., Quincy, Ill. 62301

Single-, three- and five-deck tape cartridge machines, audio consoles, series 350 vertical attenuator 10 mixer, control 16x microprocessor control program automation system, SAT-16 for satellite programming and econo control 16, FM transmitters, stereo generators, turntables, turntable preamps, and tone arms. **Staff:** Lawrence Cervon, Curtis Kring, Tim Bealor, Dave Evers, Joe Engle, John Burtle.

Broadcast Financial Management Association 3102
701 Lee St., Suite 1010, Des Plaines, Ill. 60016

Broadcast Information Bureau 2001
100 Lafayette Dr., Syosset, N.Y. 11791

Broadcasting Magazine 1420
1735 DeSales, NW, Washington 20036

Broadcast Management Plus/ Hammond Signal div. 1231
406 Windward Way, Rt. 4, Greer, S.C. 29651
Radio sales support system—software

for IBM PC including rating analysis, reach frequency analysis, reach frequency optimization, graphics. **Staff:** Dave Hammond, Anne Hammond, Glenn De-Kraker, Roger Cooper, Dave Ludwig.

Broadcast Music Inc. 1112
320 W. 57th St., New York 10019

Staff: Len Hensel, George Hickey, Paul Bernard, Tad Maloney, Larry Sweeney, Robert Warner Jr.

Broadcast Programing International 3031
700 112th NE, Bellevue, Wash. 98004

Broadcast Promotion Association 3100
220 E. 42d St., Room 2812, New York 10017

Cablewave Systems 1208
60 Dodge Ave., North Haven, Conn. 06473

Coaxial* and elliptical waveguide transmission line systems, microwave parabolic antennas, RF connections, pressurization equipment and transmission line mounting hardware. **Staff:** William Meola, Margie Barneschi.

Capitol Magnetic Products 1307
6902 Sunset Blvd., Hollywood, Calif. 90028

CBC Enterprises 3032
Box 500, Terminal A, Toronto M5W1E6

CBS Radio Stations News Service 1005
2020 M St., Washington 20036

Byline Magazine, Twenty Discoveries that Changed Our Lives*, Managing Your Money*, Financial Planning Firsts Through Life*. **Staff:** Allen Balch, Anna Mae Sokusky, Nancy Johns.

CBSI 1124B
Box 67, Reedsport, Ore. 97467

Celestial Mechanic 3011
612 Hampton Dr., Venice, Calif. 90291

Central Weather Service 1417
1713 N. North Park, Chicago 60614

Century 21 Programing 1133
4340 Beltwood Pkwy., Dallas 75234

Radio programing services for live or automated stations on cartridge or tape. **Staff:** Dave Scott, Dan Rau, Carl Cramer, Richie Allen, Sam Taylor, Dave Nelson, Stuart McRae, Eddie Davis.

Cetec 3019
6939 Power Inn Rd., Sacramento, Calif. 95828

ColorGraphics Systems 1029
5725 Tokay Blvd., Madison, Wis. 53719

Radio newsroom/archive computer system with integrated wire service input. **Staff:** Chris Alvord, Jim Waterman.

Columbine Systems 2016, 18, 2117, 19
7 Jackson Bldg., Level 3, Golden, Colo. 80401

Total sales, traffic and accounting system, Columbine music system*. **Staff:** Mark Fine, Martha Freeman, Sue Williams, Tom Bailey, Eric Douglas, Peter Callaway.

Communication Graphics 1021
313 N. Redbud, Broken Arrow, Okla. 74012

Compucon 3020
Box 809006, Dallas 75380

Compulink 2021
7200 E. Day Creek Rd., Suite B-101, Englewood, Colo. 80112

Computer Concepts 1215, 17
8375 Melrose Dr., Lenexa, Kan. 66214

Broadcast computer system including copy and co-op management system*, Micro-bridge* interface Wang hardware with PC's, and rate card optimizer program*. **Staff:** Greg Dean, John Clark, Klover Schafer, Martin Hawke, Frank Crane, Wayne Blackmon, Vicki Dean, Grant Cowan.

Computer Media Corp. 2100
Dallas

Concept Productions 1012
1224 Coloma Way, Roseville, Calif. 95678

Formats for automated or live assist: AC, CHR, AOR, Country and Contemporary MOR. **Staff:** Dick Wagner, Mary Wagner, Rich Lee.

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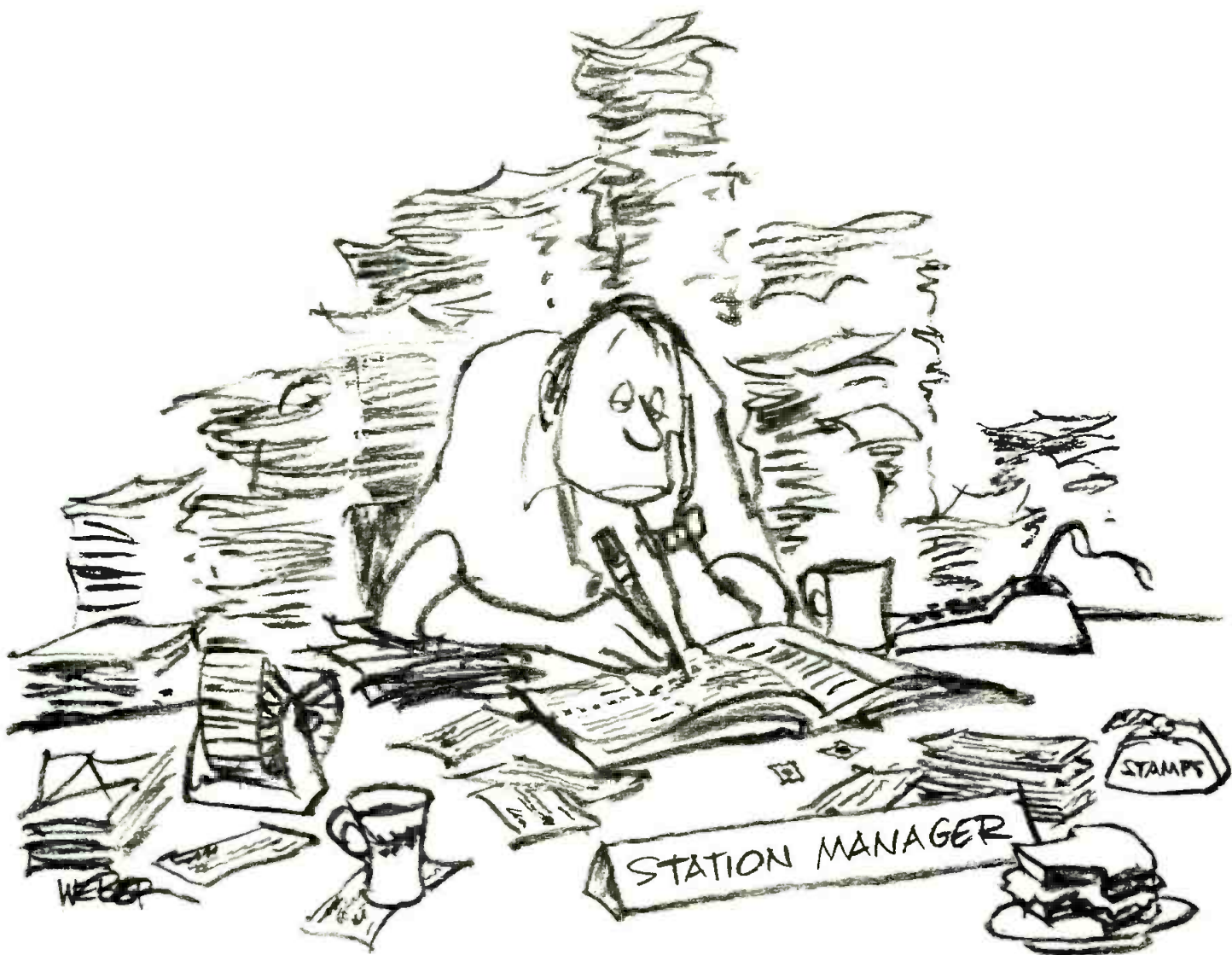
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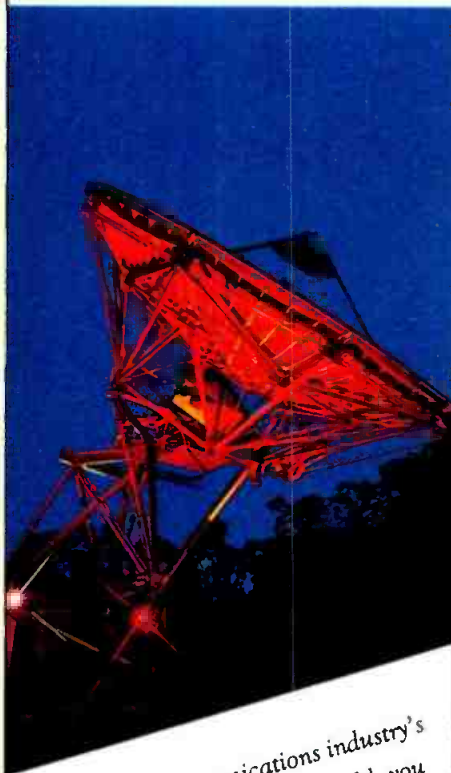
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- Continental Electronics** 3010
Box 270879, Dallas 75227
- Copley Radio Network** 1414, 16
350 Camino de la Reina, San Diego 92108
Wireless Flash, Brainstorm*, Featurenet.
Staff: Patrick Glynn, John Moon, Gordon Benson, Alain Sarfatti, Gabriel Wisdom, Chris Berglas, Mike Dale.
- Creative Works** 1413
Box 176, Gladwyne, Pa. 19035
Creating, producing and syndicating TV commercials for radio, including Ted Knight campaign*, Caveman campaign*, Syndi-custom packages*. **Staff:** Jay Bigelow, Paul Witengier.
- Delta Electronics** 1204
5730 General Washington Dr., Alexandria, Va. 22312
AM stereo exciters and modulation monitors, RF instrumentation products, remote control systems, coaxial transfer switches. **Staff:** Bob Bousman, Joe Novak, Brian Shreve, Tom Wright, Russ Geiger, John Wright, Bruce Mahoney.
- Dorough Electronics** 1233
5221 Collier Pl., Woodland Hills, Calif. 91364
Audio processor model 610 for AM, AM stereo, FM; Dorough loudness meter model 40-A. **Staff:** Mike Dorough, Kay Dorough, Scott Stevens.
- Eagle Syndication** 1408
3412 Terry Ridge Rd., Fort Collins, Colo. 80524
Custom, syndicated and syndicated concept TV commercials, direct mail promotions*. **Staff:** Paul Meacham, Anya Meacham, Dave Koehneke.
- Fallout/USA Productions** 1428
Suite 240, 214 Massachusetts Ave., NE, Washington 20002
Fallout. **Staff:** Adam Kidan, Jack Abramoff, Peter Roff, Rena Thaxton.
- Fantasy Music Group** 1320
200 Winston Dr., Cliffside Park, N.J. 07010
Instrumental music subscription service. **Staff:** Jeffrey Kaufman, Joe Pellegrino, Ettore Stratta.
- FCC** 3107
1919 M St., NW, Washington 20554
- Ficon** 3006
49 Music Square West, Nashville, Tenn. 37203
- Fidelipac Corp.** 2002, 2103
Box 808, 97 Foster Rd., Moorestown, N.J. 08057
Dynamax CTR100 series of tape cartridge machines*. **Staff:** Arthur Constantine, Daniel McCloskey, Rosemary Jukes, Vladimir Nikanorov.
- Film House** 1314
700 18th Ave., South, Nashville, Tenn. 37203

- Producers of television commercials for a variety of formatted radio stations. **Staff:** Curt Hahn, Anne Hahn, Eric Hahn, Michael Watson, Peter Natalie.
- Gentner Engineering Co.** 2104
540 W. 3560 South, Salt Lake City 84115
Microtel portable battery-operated telephone interface*, Telemix IX 15-line microprocessor-controlled telephone for talk shows*, Versapatch pre-wired patch panel with Flexiblock termination for stranded wire*, SPH-3A and SPH-4 telephone interface systems. **Staff:** Russell Gentner, Bill Gillman, Elaine Jones.
- Gotham Audio** 3013
741 Washington St., New York 10014
- Harris Corp./Broadcast Group** 1004
Box 4290, Quincy, Ill. 62305
3.5 kw and 350 w FM transmitters*, AM stereo exciter, 5 kw transmitter, 9000 program automation system, Autotran Star business automation system. **Staff:** Ed Gagnon, Dave Hill, Jerry Smith, Curt Lutz, Gary Thursby, Jim Woods, Marvin Bredemeier, John Pierce, Joe DeAngelo, Jack Ducart.
- Harrison Systems** 1422
Box 22964, Nashville 37202
- Howe Audio Prods.** 1407
3080-A Bluff St., Boulder, Colo. 80301
- Human Performance** 1415
Box 1918, Boston 02205
- Hungerford & Co.** 1025
678 Front Ave., NW, Grand Rapids, Mich. 49504
National composite radio revenue report. **Staff:** Cliff Aldrin, Pat Aldrin.
- Inside Radio** 3035
1930 E. Marlton Pike, Suite S-93, Cherry Hill, N.J. 08003
- International Tapetronics/3M** 1224
2425 S. Main St., Box 241, Bloomington, Ill. 61701
- Jefferson-Pilot Data Systems** 1309
501 Archdale Dr., Charlotte, N.C. 28210
AutoSelect music rotation system, break-out ratings analysis system, Darts micro sales/traffic system*, radio ENP newsroom system*. **Staff:** John Pearce, Bill Bryant, Lou Pieffer, Kay Culligan.
- Jingle Machine** 1411
4242 S. 35th St., Arlington, Va. 22206
- Johnson Electronics** 2102
4300 Metric Dr., Box 4728, Winter Park, Fla. 32793
SCA tuners, tuner amplifiers for data transmissions, background music, modular constructed audio amplifiers and accessories. **Staff:** J.M. Lutz, Mel Kelch.
- K Radio** 3110



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AM stereo independent sideband Kahn/Hazeltine exciter, RF-01 demodulator-neut-meter for stereo and mono modulation, low and high frequency telephone extender, modulation enhancement, AM stereo receivers*. **Staff:** Leonard Kahn, Rich Wood.

Kalamusic 3009

151 S. Rose St., Suite 600, Kalamazoo, Mich. 49007

Kwik Radio Broadcast 3030

1720 W. Derweiller, Peoria, Ill. 61615

Libra Programming 3034

1954 E. 10000 South, Salt Lake City 84121

LPB Inc. 1200

28 Bacion Hill Rd., Frazer, Pa. 19355

Citation, Signature and Monogram broadcast audio consoles. **Staff:** Richard Crompton, Richard Burden.

3M 1306

3M Center, 223-3N-01, St. Paul, Minn. 55144

Marcom 1035

Box 66507, Scotts Valley, Pa. 95066

Rood BAX portable 5 khz telephone bandwidth extender, Rood SC-203 digital stereo generator in conjunction with Inovonics 250, five-band processor and Aphex compellor. **Staff:** Martin Jackson, Shirley Jackson, Ted Tripp, Doug Howland, Andy Thompson, Paul Rowan, Dennis Davie, Brant Herrett, John Fenton, Kim Mattos.

Market Buy Market 1018

5800 Sunset Blvd., Box 500, Los Angeles 90078

Marketron 1013

101 Lincoln Center Dr., Suite 300, Foster City, Calif. 94404

Act I sales and research system, ACT II in-house traffic and accounting system, Act V Music scheduling and research system, VariCom Inc. **Staff:** Jon Garfield, Jerry Cronin, Michael Rooney, Barb

Hooper, Andy Popoff, Marti Pozzi.

McCurdy Radio 1011

1051 Clinton St., Buffalo, N.Y. 14206

McMartin Industries 1211

4500 S. 76th St., Omaha 68127

Super S system five-channel SCA system FM translator. **Staff:** Carol Mayer, Charlie Goodrich, Jim Starkloff, Jay McMartin, Ray McMartin.

Media Computing 3023

4401 E. Kings Ave., Phoenix 85032

Meridian Comm. 1412

50 Executive Park South, Atlanta 30329

Microfidelity Inc. 2112

14 Van Zant St., Norwalk, Conn. 06855

Miller, Kaplan, Arase & Co., CPA's 1025

10911 Riverside Dr., N. Hollywood, Calif. 91602

Broadcast accounting and tax services, national composite radio revenue report including breakout of national revenue by rep office* and market salary surveys*. **Staff:** George Rivin, Mannon Kaplan, Jack Kaplan, Doug Iida, Ron Chandler, Susan Eager, Doug Waite.

Mini-Bingo,**Peter Powell Assoc. 2003**

315 Madison, Suite 201, Eugene, Ore. 97402

Motorola 1212, 1313

1216 Remington, Schaumburg, Ill. 60195

AM stereo broadcast equipment (exciter/monitor), AM stereo receivers, AM stereo decoder, IC's. **Staff:** Dick Harasek, Chris Payne, Steve Kravitz, Jennifer DePalma, Oscar Kuslsto, Greg Buchwald.

Music Director**Programing Service 1308**

Box 103, Indian Orchard, Mass. 01151

Oldies Library*, Christmas Programing Package*, Joel Whitburn's Record Research books, DJ Almanac of Country Music, The Country Music Guide to Vintage Hits/1950-1982, Pop Oldies Library, A/C Playlist, Music Supply Service. **Staff:** Budd Clain, Noreen Bennett, Dick

Garde, Brenda Clain, Chuck Voboril.

Nautel Maine Inc. 2011

Target Industrial Circle, Bangor, Me. 04401

Network Production Music 3037

4429 Morena Blvd., San Diego 92117

New World Audio 1422

4877 Mercury St., San Diego 92111

Staff: James Scott, Charles DeFazio, David Vaughn, Garth Hedin, James Davis, Rob Grubb, Gary Miles.

Newsmaker Interviews 1316

439 S. La Cienega Blvd., Los Angeles 90048

36 live phone-in interviews each month with major personalities. **Staff:** Arthur Levine, Patricia Levine, Laura Garcia, Patricia Hilton, Stacey Smith.

Pacific Recorders &**Engineering Corp. 2008-13**

2070 Las Palmas Dr., Carlsbad, Calif. 92008

Fully-operational studio systems with AMX and BMX-III consoles, Micromax cartridge machines. **Staff:** Jack Williams, Sandy Berencis, Tim Skelley, Vince Jakimzak.

Peters Production 3024

9590 Chesapeake Dr., San Diego 92123

Philadelphia Resins Corp. 3025

Box 454, 20 Commerce Dr., Montgomeryville, Pa. 18936

Potomac Instruments 1311

932 Philadelphia Ave., Silver Spring, Md. 20910

PrismGraphics 2116

Box 703, Milwaukee 53201

Manufacturer of presentation folders/media kits*. **Staff:** Richard Schmaelzle.

Programing Plus 3036

Box 90486, Pacific Beach, Calif. 92109

Public Interest Affiliates 1322

213 W. Institute Pl., Suite 204, Chicago 60610

The Joy of Christmas, Medscan, Freds Fax, John Doremus Show, Rare & Scratchy Rock & Roll, promotions, daily contests. **Staff:** John Doremus, Sandra Kramer, Bradley Saul, Al Mitchell, Susan Null, Fred Winston.

RAB 3101

485 Lexington Ave., New York 10022

Radio And Records 1428

1930 Century Park West, Los Angeles 90067

Radio Arts 2017

210 N. Pass Ave., Suite 104, Burbank, Calif. 91505

American Rock, Country's Best, Encore, The Entertainers, Soft Contemporary, Sound 10, The Dream Concert, History of the Big Bands, The Holiday Spirit, Light of My Life, Too Marvelous for Words, Your Hit Parade, Nat Cole. **Staff:** Larry Vander-



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Radio Computing Services 1304
177 N. Dean St., Englewood, N.J. 07631

Radio Syndication Network 1119
5400 S. 60th St., Greendale, Wis. 53129

Promotion syndication and marketing group providing sales and/or station promotions. **Staff:** Fred Raasch, Scott Miller, Kelly Watkins, T.J. Donnelly, Terry Dorsey.

Radio Systems 1110
5113 W. Chester Pike, Edgemont, Pa. 19028

ESA-10 broadcast console, audio distribution amplifiers, phono pre-amps. **Staff:** Daniel Braverman, Peter Koenig.

Register Data Systems 1310
Box 1246, Perry, Ga. 31069

RDS microcomputer systems to handle traffic, billing, accounting and word processing. **Staff:** Lowell Register, Janice Register, Richard Spruill, Len Register.

Will Rogers Foundation 3106
785 Mamaroneck Ave., White Plains, N.Y. 10605

RTNDA 3105
1735 DeSales St., Washington 20036

Sacred Heart Program 1210
3900 Westminster Pl., St. Louis 63108

Lift Your Heart, Contact, Pathways. **Staff:** Jerry Irvine, Jeannette Jones.

Satellite Music Network 1116
12655 N. Central Expwy., Suite 600, Dallas 75243

Country, adult contemporary, traditional MOR-nostalgia and Rock America*. **Staff:** Bob Bruton, Dave Gerety, Jim Stansell, George Williams, Kris Sites, David Hubschman, John Tyler, Greg Daughtery, Jeff Weber, Don Crisp.

SBE 3103
Box 50844, Indianapolis 46250

Schafer World Comm. 1206
1110 Mark Ave., Carpinteria, Calif. 93103

Sea-Tex Div. 3004
Si-Tex Marine Electronics
Box 6700, Clearwater, Fla. 33518

Shane Media Services 4101 Biltmore
7703 Windswept Ln., Houston 77063

Program consultation, positioning research and management advisory plan for broadcasters; Goodtimes format*, Megatracks format*, Programing Dynamics*. **Staff:** Ed Shane, Pamela Shane, Michele Sayre.

Leonard Sloan & Assoc. 1410
2542 Elm St., Dallas 75226

Softwiz/Broadcast One 3033
1186 Folsom St., San Francisco 94103

Sony Corp. 3028
Sony Dr., Park Ridge, N.J. 07656

Soundcraft 3012
1517 20th St., Santa Monica, Calif. 90404

SpanTel Corp. 2013
301 S. 68th St., Lincoln, Neb. 68510

SCA and paging systems. **Staff:** Jon Canaday, Doug Schreckengost, Lynette Green, Jim Graf, Bob Krattli.

Spotwise Prods. 3002
1028 Commonwealth Ave., Boston

Strata Marketing 1020-22
2S 306 Ivy Ln., Lombard, Ill. 60148

Microcomputer software programs, RadioCalc system* for radio planning. **Staff:** Bruce Johnson, Dr. Roger Skolnik.

Studor Revox America 3034
1425 Elm Hill Pike, Nashville 37210

Sunspot 2114
8100 Mountain Rd., NE, Albuquerque, N.M. 87110

Tapscan 2118
2100 Data Pk., Suite 202, Birmingham, Ala. 35244

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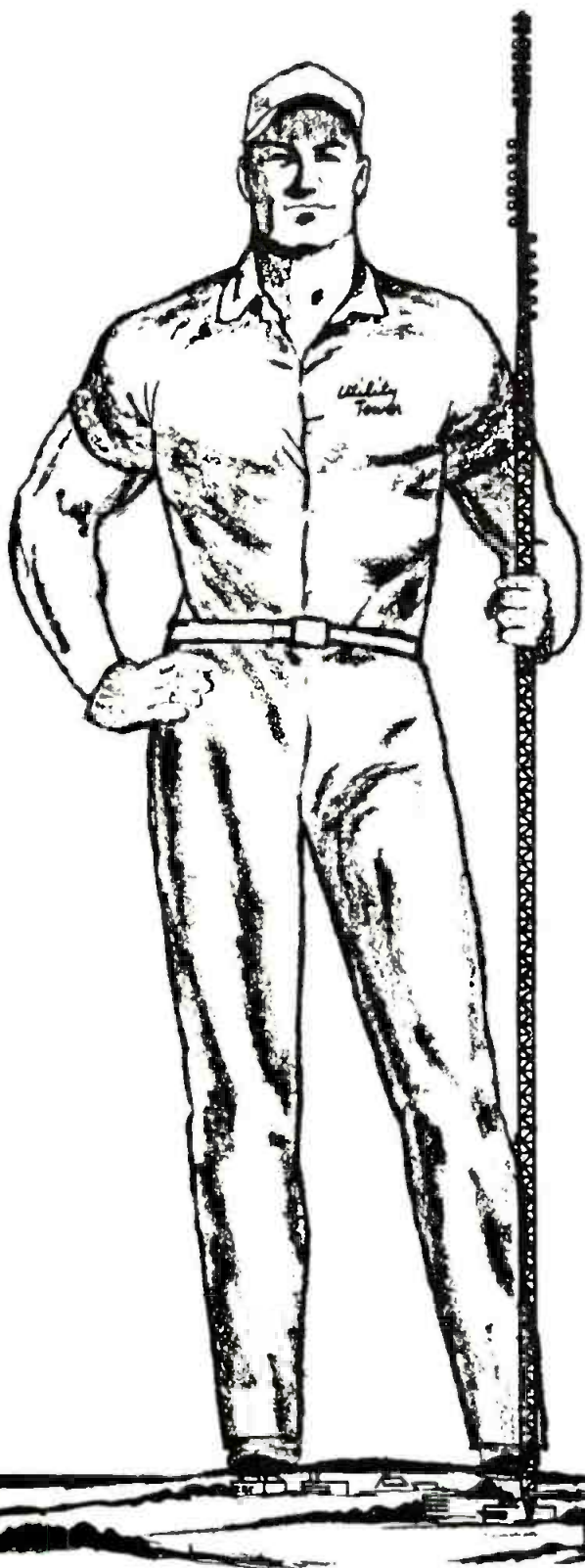
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TFT Inc. 1213

3090 Oakmead Village Dr., Santa Clara, Calif. 95051

FM modulation monitor, FM SCA modulation monitor, AM stereo exciter. **Staff:** John Leonard, Joe Wu, Tony Bryan, Henry Wu, Joe Borgonia.

Thomson-Lgt. 1016

37 Brownhouse Rd., Stamford, Conn. 06902

Solid state FM transmitters* from 10 w to 2,500 w, stereo generators, modulators, frequency synthesizers, LED devices, power amplifiers. **Staff:** Tom Creighton, Greg Morton.

TM Communications 3021

1349 Regal Row, Dallas 75247

Transmedia International 3014

1211 Dusky Thrush, Austin, Tex. 78746

TTC 3026

2360 Industrial Ln., Broomfield, Colo. 80020

Tune-In Publications 1430

2000 N. Loop West, Suite 100, Houston 77018

Country music and human interest magazine, Air-Play Magazine*, Rhythm & News Magazine*. **Staff:** Jonathan Fricke, Frank Kratch, Jim O'Neill, Jackie Wilson, Kirt Daniels.

2B Systems 1324

30105 Stephenson Hwy., Madison Heights, Mich. 48071

Manufacturer and marketer of promotional plastic card programs. **Staff:** James Tyler, Bruce Mansfield.

UPI 1124A

1400 Eye St., NW, Washington 20005

Urban Decision Systems 3000

2032 Armacost Ave., Los Angeles 90025

U.S. Advertising Service 3018

Box 8888, Amarillo, Tex. 79114

U.S. Tape & Label Corp. 1106

1561 Fairview, St. Louis 63132

Printer and marketer of bumper stickers, patches and labels. **Staff:** Byron Crece-lius, Audrey Moore, James Eiseman.

Weather Services Corp. 1027

131A Great Rd., Bedford, Mass. 01730

Weather service. **Staff:** George Stamos, Joseph Zona.

Wold Communications 1207

10880 Wilshire Blvd., Los Angeles 90024

Station clearance for UCLA games, Aloha Bowl and Hula Bowl*, transmission services for radio stations. **Staff:** Robert N. Wold, Gary Worth, Robert E. Wold,

Thomas Bartunek, Dorothy Marsh, James Burke, Ian Joseph, Ellen Kimmelman, Gary Luhrman, Steven Napoli, Dick Marsh, Brian Lookofsky, John Chin, Paula Aldridge, John Walker, Steve Colley.

York Radio Network 3017

112 N. Third St., Suite 201, Minneapolis 55401

Adult contemporary rules the ratings

CHR is next in top 50 markets; country and easy listening are tied for third, AOR is fourth

BROADCASTING's annual survey of the top 10 stations (including AM-FM combinations) in the top 50 markets, once again finds adult contemporary the leading format—airing on nearly 100 stations.

Finishing a strong second is the contemporary hit or top 40 format, which has witnessed a resurgence in popularity over the past year. Country and easy listening were in a virtual tie for third place followed by album-oriented rock (AOR) stations.

The survey is based on Arbitron Ratings' spring 1984 metro rankings (total persons, 12-plus, average quarter hour, Monday to Sunday, 6 a.m. to midnight).

Format listings, which generally reflect the spring rating period, were compiled from various sources.

The Arbitron data is copyrighted and may not be reprinted or used in any form by non-subscribers to Arbitron's radio ratings service.

1. New York

1. WHTZ(FM)	contemp. hit	193,900
2. WRKS-FM	urban contemp.	136,600
3. WINS(AM)	news	123,400
4. WPLJ(FM)	contemp. hit	118,800
5. WOR(AM)	talk	112,300
6. WRFM(FM)	easy listening	99,100
7. WPAT-FM	easy listening	97,400
8. WCBS(AM)	news	96,200
9. WKTU(FM)	urban contemp.	88,100
10. WCBS-FM	oldies	87,800

2. Los Angeles

1. KIIS-FM	contemp. hit	146,300
2. KABC(AM)	talk	114,400
3. KBIG(FM)	easy listening	65,500
4. KJOL(FM)	easy listening	65,100
5. KLOS(FM)	AOR	59,000
6. KMET(FM)	AOR	51,900
7. KNX(AM)	news	45,300
8. KFWB(AM)	news	44,000
KKHR(FM)	contemp. hit	44,000
10. KMPC(AM)	big band	43,300

3. Chicago

1. WGN(AM)	MOR/talk	105,800
2. WGCI(FM)	urban contemp.	73,500
3. WLOO(FM)	easy listening	67,500
4. WBXX(FM)	black contemp.	58,200
5. WBBM-FM	contemp. hit	55,800
6. WKQX(FM)	adult contemp.	54,900

Answer:



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For the question see page 21.

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7. WBBM(AM)	news	53,900
8. WMAQ(AM)	country	49,500
9. WCLR(FM)	adult contemp.	48,900
10. WLS-FM	contemp. hit	42,200

4. San Francisco

1. KGO(AM)	talk	71,800
2. KSOL(FM)	urban contemp.	42,300
3. KCBS(AM)	news	35,400
4. KNBR(AM)	adult contemp.	32,700
5. KYUU(FM)	adult contemp.	29,800
6. KFRC(AM)	contemp. hit	28,000
7. KOIT(FM)	easy listening	25,000
KSAN-FM	country	25,000
9. KDIa(AM)	black contemp.	24,900
10. KSFO(AM)	MOR	24,600
KABL-FM	easy listening	24,600

5. Philadelphia

1. KYW(AM)	news	63,700
2. WEAZ(FM)	easy listening	59,800
3. WUSL(FM)	urban contemp.	49,500
4. WDAS-FM	black contemp.	45,900
5. WCAU(AM)	news/talk	44,700
6. WCAU-FM	contemp. hit	44,200
7. WMMR(FM)	AOR	43,600
8. WMGK(FM)	soft contemp.	43,100
9. WIOQ(FM)	adult contemp.	34,900
10. WWDB(FM)	talk	34,800

6. Detroit

1. WJR(AM)	MOR/news/talk	77,400
2. WJOL-FM	easy listening	57,300
3. WJLB(FM)	black contemp.	40,200
4. WRIF(FM)	AOR	36,700

5. WXYZ(AM)	news/talk	36,200
6. WLLZ(FM)	AOR	32,000
7. WDRQ(FM)	urban contemp.	31,600
8. WWJ(AM)	news	31,500
9. WHYT(FM)	contemp. hit	31,100
10. WNIC-FM	adult contemp.	29,500

7. Boston

1. WBCN(FM)	AOR	51,000
2. WXKS-FM	contemp. hit	45,800
3. WBZ(AM)	contemp. MOR/talk	42,000
4. WHDH(AM)	contemp. MOR	40,700
5. WHTT-FM	contemp hit	35,500
6. WEE(AM)	news	27,400
7. WRKO(AM)	talk	26,400
8. WJIB(FM)	easy listening	26,100
9. WVBF(FM)	adult contemp.	24,700
10. WROR(FM)	adult contemp.	21,400

8. Houston-Galveston

1. KKQB-FM	contemp. hit	57,600
2. KMJQ(FM)	black contemp.	48,900
3. KODA(FM)	easy listening	45,600
4. KSRR(FM)	AOR	39,800
5. KIKK-FM	country	34,500
6. KLLO(FM)	AOR	31,500
7. KILT-FM	country	26,600
8. KRBE-FM	adult contemp.	25,600
9. KFMK(FM)	contemp. MOR	20,400
10. KTRH(AM)	news/talk	19,100

9. Dallas-Fort Worth

1. KVIL-FM	MOR	46,800
2. KKDA-FM	urban contemp.	32,500
3. KRLD(AM)	news	32,300
4. KSCS(FM)	country	30,200
5. WBAP(AM)	country	28,600
6. KMEZ-FM	easy listening	27,100
7. KAFM(FM)	contemp. hit	26,800
8. KPLX(FM)	country	21,600
9. KZEW(FM)	AOR	20,600
10. KEGF(FM)	contemp. hit	19,700

10. Washington

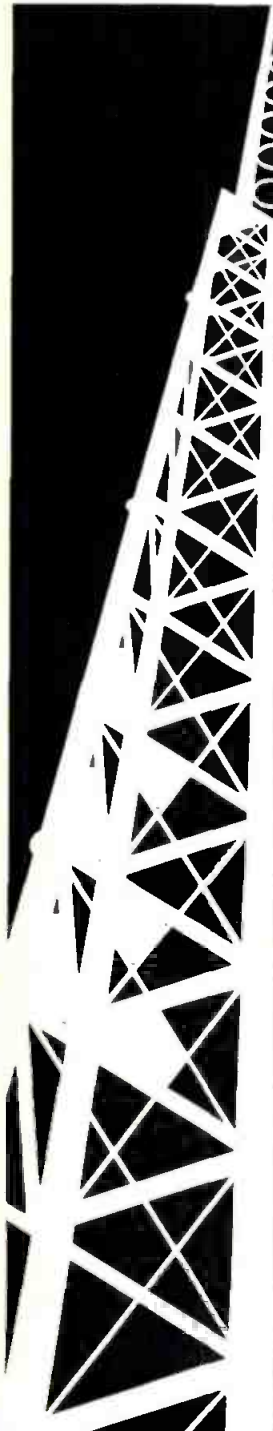
1. WKYS(FM)	urban contemp.	43,100
2. WGAY-AM-FM	easy listening	41,800
3. WHUR-FM	black contemp.	35,300
4. WMAL(AM)	MOR	34,900
5. WRQX(FM)	contemp. hit	27,500
6. WAA(FM)	AOR	27,300
7. WLTT(FM)	adult contemp.	22,400
WTOP(AM)	news	22,400
9. WWDC-FM	AOR	20,600
10. WMZQ(FM)	country	18,000

11. Miami-Fort Lauderdale

1. WHYI(FM)	contemp. hit	42,700
2. WLYF(FM)	easy listening	38,500
3. WINZ-FM	contemp. hit	38,200
4. WQBA(AM)	Spanish	36,700
5. WINZ(AM)	news	19,400
6. WAXY(FM)	adult contemp./oldies	18,700
WAIA(FM)	adult contemp.	18,700
8. WEDR(FM)	urban contemp.	17,300
9. WRHC(AM)	Spanish	15,900
10. WWJF(FM)	easy listening	15,600

12. Nassau-Suffolk, N.Y.

1. WHTZ(FM)	contemp. hit	30,800
2. WBLI(FM)	contemp. hit	30,600
3. WALK-AM-FM	contemp. MOR	20,300
4. WRFM(FM)	easy listening	18,000



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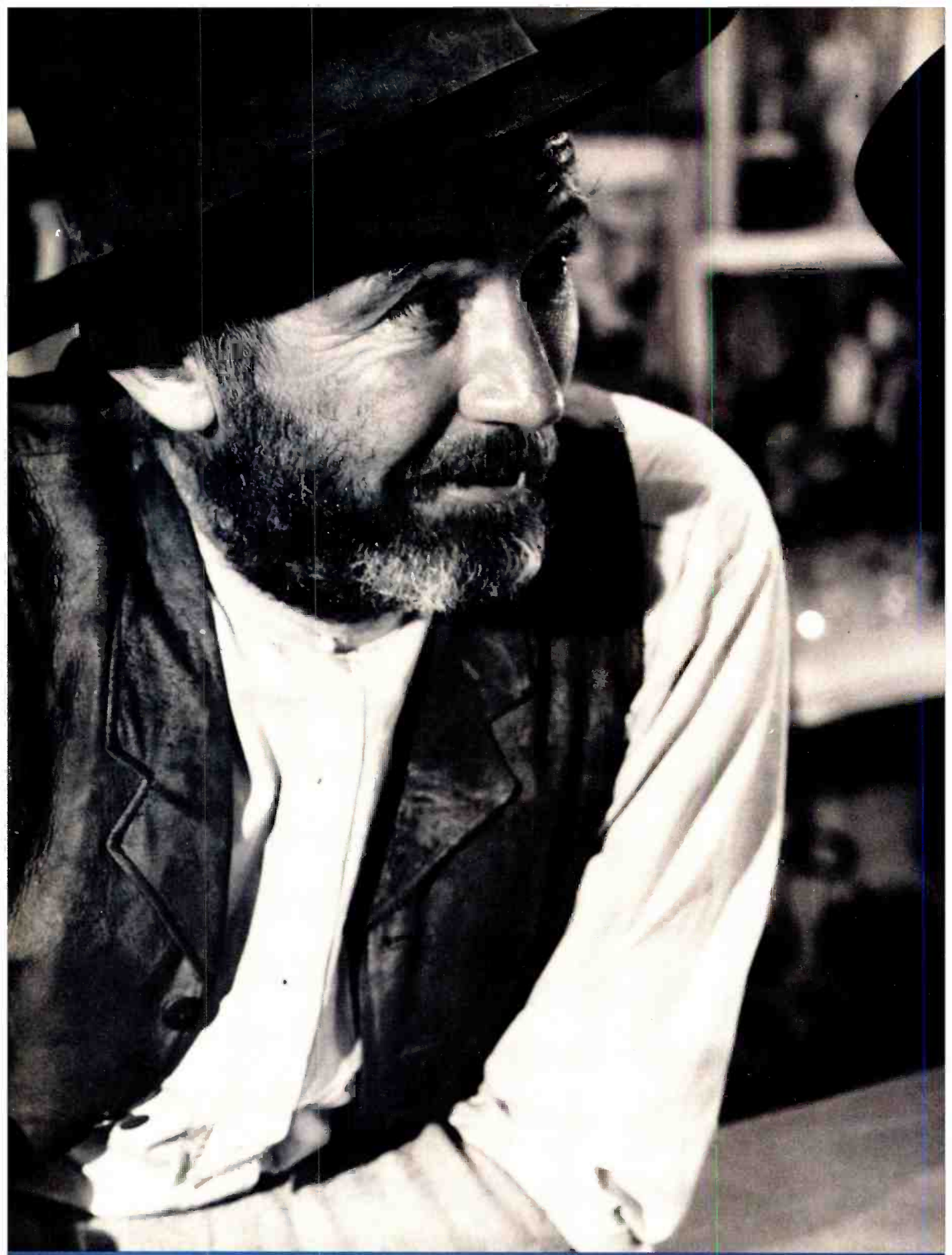


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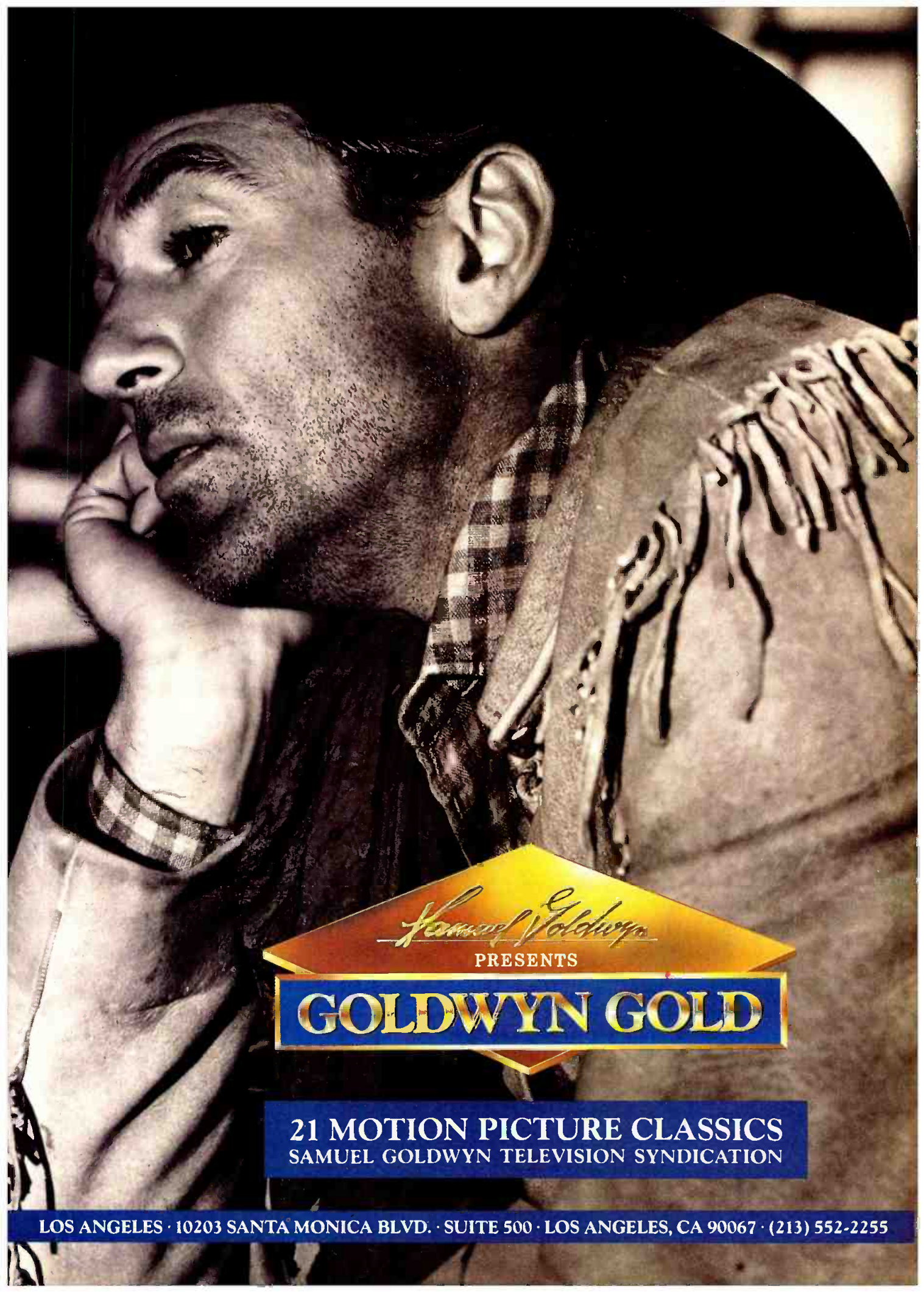
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5. WPLJ(FM)	contemp. hit	17,600
6. WCBS(AM)	news	17,300
7. WNBC(AM)	adult contemp.	15,900
8. WHLI(AM)	nostalgia	15,300
9. WINS(AM)	news	14,400
10. WBAB-FM	AOR	13,000

13. St. Louis

1. KMOX(AM)	MOR/talk	69,300
2. KHTR(FM)	contemp. hit	27,100
3. KSHE(FM)	AOR	24,500
4. WIL-FM	country	23,300
5. KMJM(FM)	urban contemp.	21,200
6. KWK-FM	AOR	20,200
7. KSD-FM	adult contemp.	19,400
8. KEZK(FM)	easy listening	19,100
9. WRTH(AM)	nostalgia	15,300
10. KUSA(AM)	country	13,400

14. Pittsburgh

1. KDKA(AM)	adult contemp./talk	55,900
2. WDVE(FM)	AOR	28,600
3. WBZZ(FM)	contemp. hit	26,600
4. WHTX(FM)	contemp. hit/oldies	22,000
5. WWSW-FM	adult contemp.	20,600
6. WAMO-FM	urban contemp.	19,800
7. WTAE(AM)	adult contemp.	17,000
8. WHYW(FM)	adult contemp.	16,900
9. WSHH(FM)	easy listening	16,400
10. WPNT(FM)	easy listening	16,200

15. Seattle-Everett-Takoma

1. KIRO(AM)	news/talk	24,700
2. KOMO(AM)	adult contemp.	20,700
3. KUBE(FM)	contemp. hit	20,500
4. KBRD(FM)	easy listening	19,500
5. KSEA(FM)	easy listening/MOR	15,100
6. KISW(FM)	AOR	15,000
7. KPLZ(FM)	contemp. hit	14,900
8. KIXI(AM)	nostalgia	14,600
9. KLSY(FM)	adult contemp.	13,300
10. KNBQ(FM)	contemp. hit	12,300

16. Baltimore

1. WLIF(FM)	easy listening	33,000
2. WBAL(AM)	adult contemp.	30,000
3. WBSB(FM)	contemp. hit	27,900
4. WIYY(FM)	AOR	25,800
5. WFBR(AM)	adult contemp.	23,800
6. WPOC(FM)	country	23,200
7. WXYV(FM)	urban contemp.	19,700
8. WITH(AM)	nostalgia	16,000
9. WCAO(AM)	country	15,500
10. WYST-FM	adult contemp.	13,300

17. Minneapolis-St. Paul

1. WCCO(AM)	variety	59,500
2. KSTP-FM	adult contemp.	35,300
3. WLOL(FM)	contemp. hit	35,200
4. WAYL(FM)	easy listening	21,900
5. KQRS-AM-FM	AOR	19,600
6. KEEY-FM	country	18,400
7. KDWB-FM	contemp. hit	16,100
8. WLTE(FM)	soft contemp.	12,000
9. WDGY(AM)	country	11,400
10. KSTP(AM)	news/talk/sports	11,000

18. Atlanta

1. WKHX(FM)	country	32,900
2. WZGC(FM)	contemp. hit	30,200
3. WVVE(FM)	urban contemp.	30,100
4. WQXI-FM	contemp. hit	29,900
5. WPCF(FM)	easy listening	23,000

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6. WKLS-FM	AOR	22,800	6. WMJI(FM)	oldies/soft contemp.	16,800	6. KKL(FM)	adult contemp.	14,500
7. WSB(AM)	adult contemp.	22,400	7. WLTF(FM)	adult contemp.	16,700	7. KZZP-FM	adult contemp.	14,500
8. WSB-FM	adult contemp.	15,700	8. WBBG(AM)	nostalgia	15,400	8. KUPD-FM	contemp. hit	14,200
9. WAOK(AM)	black contemp.	15,000	9. WJW(AM)	news/talk	12,100	9. KOOL-FM	contemp. hit/oldies	12,900
10. WRMM(FM)	soft contemp.	14,200	10. WDMT(FM)	urban contemp.	11,600	10. KOY(AM)	MOR/talk	12,200
19. Anaheim-Santa Ana, Calif.			22. Tampa-St. Petersburg, Fla.			25. Milwaukee-Racine		
1. KIIS(FM)	contemp. hit	32,100	1. WWBA-FM	easy listening	37,900	1. WTMJ(AM)	adult contemp.	33,800
2. KBIG(FM)	easy listening	22,700	2. WRBQ-FM	contemp. hit	31,500	2. WEZW(FM)	easy listening	18,500
3. KABC(AM)	talk	21,500	3. WQYK-FM	country	24,400	3. WQFM(FM)	adult contemp.	16,500
4. KLOS(FM)	AOR	16,900	4. WYNF(FM)	AOR	21,200	4. WKTI(FM)	contemp. hit	16,100
5. KMET(FM)	AOR	14,800	5. WZNE(FM)	contemp. hit	15,800	5. WOKY(AM)	nostalgia	14,000
6. KMPC(AM)	nostalgia	14,500	6. WIQI(FM)	adult contemp.	14,500	6. WLUM-FM	urban contemp.	12,600
7. KJOI(FM)	easy listening	13,900	7. WDAE(AM)	nostalgia	13,900	7. WMYX(FM)	contemp. hit	11,600
8. KRTH(FM)	adult contemp.	12,000	8. WSUN(AM)	modern country	13,400	8. WISN(AM)	adult contemp.	11,200
9. KIQQ(FM)	contemp hit	11,500	9. WTMP(AM)	black contemp.	9,400	9. WMIL(FM)	country	10,900
10. KKHR(FM)	contemp. hit	11,100	10. WMGG(FM)	adult contemp.	9,100	10. WBCS(FM)	country	10,600
20. San Diego			23. Denver-Boulder			26. Providence-Warwick, R.I.		
1. KJQY(FM)	easy listening	25,100	1. KOSI-FM	easy listening	25,600	1. WPRO-FM	contemp. hit	24,100
2. KFMB(AM)	adult contemp.	23,700	2. KPKE(FM)	contemp. hit	20,400	2. WLKW-FM	easy listening	24,000
3. KGB(FM)	AOR	22,600	3. KOA(AM)	news/talk	14,800	3. WHJY(FM)	AOR	23,700
4. KSDO-FM	contemp. hit	19,400	4. KIMN(AM)	contemp. hit	13,600	4. WHJJ(AM)	news/talk	16,200
5. XHRM-FM	black contemp.	16,300	5. KMJI(FM)	soft contemp.	13,000	5. WSNE(FM)	adult contemp.	14,900
6. KSDO(AM)	variety	13,800	6. KOAQ(FM)	contemp. hit	13,000	6. WPRO(AM)	adult contemp.	12,400
7. KFMB-FM	adult contemp.	12,600	7. KYGO(FM)	country	12,700	7. WLKW(AM)	nostalgia	9,000
8. XETRA-FM	progressive rock	12,200	8. KHOW(AM)	adult contemp.	12,200	8. WEAN(AM)	news/talk	8,200
9. KPQP(AM)	big band	11,900	9. KBPI(FM)	adult contemp.	11,500	9. WBRU(FM)	AOR	8,000
10. KYXY(FM)	adult contemp./oldies	10,600	10. KAZY(FM)	AOR	11,000	10. WERI-FM	contemp. hit	6,900
21. Cleveland			24. Phoenix			27. San Jose, Calif.		
1. WMMS(FM)	AOR	28,600	1. KTAR(AM)	news/talk	24,000	1. KGO(AM)	talk	18,500
2. WDOK(FM)	easy listening	23,400	2. KQYT(FM)	easy listening	21,100	2. KBAY(FM)	easy listening	16,000
3. WZAK(FM)	urban contemp.	20,000	3. KDKB(FM)	AOR	19,400	3. KWSS(FM)	contemp. hit	13,500
4. WQAL(FM)	easy listening	19,300	4. KNIX-FM	country	18,700	4. KOME(FM)	AOR	9,800
5. WGCL(FM)	contemp. hit	18,300	5. KMEQ-FM	easy listening	15,600	5. KSJO(FM)	AOR	8,400

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6. KSOL(FM)	black	8,200	5. KBIG(FM)	easy listening	9,600	2. KZAP(FM)	AOR	15,800
7. KSAN(FM)	country	7,600	6. KNX(AM)	news	8,600	3. KSFM(FM)	contemp. hit	15,300
8. KLIV(AM)	nostalgia	7,500	7. KMPC(AM)	MOR	7,700	4. KXOA-FM	nostalgia	15,000
9. KLOK(AM)	adult contemp.	6,900	8. KABC(AM)	talk	7,000	5. KAER(FM)	country	14,000
10. KCBS(AM)	news	6,800	9. KCAL-FM	Spanish	6,900	6. KFBK(AM)	news/talk	12,200
28. Cincinnati			31. Portland, Ore.			7. KRAK(AM) country 12,000		
1. WKRQ(FM)	contemp. hit	20,600	1. KMJK(FM)	contemp. hit	17,000	8. KGNR(AM)	news/talk	8,000
2. WLW(AM)	adult contemp.	18,300	2. KXL(FM)	news/information	14,200	9. KROY-FM	AOR	7,300
3. WKRC(AM)	adult contemp.	17,900	3. KGW(AM)	adult contemp.	13,100	10. KHYL(FM)	adult contemp.	6,700
4. WEBN(FM)	AOR	16,500	4. KINK(FM)	AOR	9,800	KSKK(FM)	country	6,700
5. WRRM(FM)	adult contemp.	16,100	5. KGON(FM)	AOR	8,900	34. New Orleans		
6. WWEZ(FM)	easy listening	12,600	6. KYTE(AM)	nostalgia	8,800	1. WYLD-FM	adult contemp.	27,400
7. WBLZ(FM)	urban contemp.	11,600	7. KRCK(FM)	AOR	8,000	2. WEZB(FM)	contemp. hit	21,400
8. WLLT(FM)	adult contemp.	11,400	8. KKCW(FM)	adult contemp.	7,600	3. WRNO-FM	contemp. hit	13,400
9. WCKY(AM)	news/talk	10,800	9. KWJJ(AM)	country	7,300	4. WBYU(FM)	easy listening	12,900
10. WUBE-FM	country	10,100	10. KCNR-FM	contemp. hit	7,000	5. WQUE(FM)	adult contemp.	11,800
29. Kansas City			32. Buffalo, N.Y.			6. WAJY(FM) adult contemp. 10,900		
1. KMBR(FM)	easy listening	18,200	1. WJYE(FM)	easy listening	18,700	7. WLTS(FM)	soft contemp.	10,600
2. KBEQ(FM)	contemp. hit	15,900	2. WBEN(AM)	adult contemp.	17,500	8. WNOE-FM	country	9,700
3. KCMO(AM)	news/talk	15,000	3. WECK(AM)	nostalgia	12,600	WBOK(AM)	gospel	9,700
4. WDAF(AM)	country	14,500	4. WYRK(FM)	country	12,300	10. WWL(AM)	news/talk/country	8,900
5. KLSI(FM)	adult contemp.	13,100	5. WBUF(FM)	adult contemp.	11,500	35. Norfolk-Portsmouth, Va.		
6. KFKE(FM)	country	12,900	6. WNYS-FM	contemp. hit	11,100	1. WFOG-FM	easy listening	19,100
7. KUDL-FM	adult contemp.	11,800	7. WKBW(AM)	adult contemp.	11,000	2. WNOR-FM	AOR	18,400
8. KYYS(FM)	AOR	11,200	8. WPHD(FM)	contemp. hit	10,600	3. WNVZ(FM)	contemp. hit	16,600
9. KPRS(FM)	black	8,900	9. WGRQ(FM)	AOR	10,100	4. WCMS-FM	country	15,400
10. KMBZ(AM)	news/information	8,600	10. WBLK-FM	black	7,200	5. WZAM(AM)-		
30. Riverside-San Bernardino, Calif.			WBEN-FM	contemp.	7,200	WMYK(FM)	urban contemp.	12,600
1. KIIS(FM)	contemp. hit	18,700	WYSL(AM)	contemp. hit	7,200	6. WLTJ(FM)	adult contemp.	9,900
2. KDUO(FM)	easy listening	12,600	33. Sacramento, Calif.			7. WTAR(AM)	oldies	9,500
3. KFI(AM)	adult contemp.	11,900	1. KCTC(FM)	easy listening	16,300	8. WOWI(FM)	urban contemp.	8,600
4. KGGI(FM)	adult contemp.	10,000				9. WWDE-FM	adult contemp.	8,000
						10. WRAP(AM)	black	6,900

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36. Indianapolis

1. WIBC(AM)	MOR	27,400
2. WZPL(FM)	adult contemp.	25,500
3. WFBQ(FM)	AOR	16,200
WXTZ(FM)	easy listening	16,200
5. WENS(FM)	adult contemp.	11,300
6. WFMS(FM)	modern country	11,100
7. WTLC(FM)	black contemp.	10,100
8. WIRE(AM)	country	9,500
9. WNAP(FM)	adult contemp.	8,000
10. WMLF(AM)	nostalgia	4,900

37. Columbus, Ohio

1. WLVQ(FM)	AOR	19,600
2. WBNS-FM	MOR	17,300
3. WXGT(FM)	contemp. hit	15,600
4. WTVN(AM)	adult contemp.	13,300
5. WSNY-FM	adult contemp.	13,100
6. WWKO(AM)	black contemp.	11,000
7. WNCI(FM)	adult contemp.	8,900
8. WRNZ(FM)	country	8,300
9. WMI(AM)	country	6,700
10. WCOL(AM)	MOR	5,800

38. San Antonio, Tex.

1. KTFM(FM)	adult contemp.	15,900
2. KQXT(FM)	easy listening	14,100
3. KXZL(FM)	AOR	12,300
4. KAJA(FM)	country	12,200
KKYX(AM)	country	12,200
6. KISS(FM)	AOR	10,500
7. KTSA(AM)	adult contemp.	10,100
8. KCOR(AM)	Spanish	9,100
9. KITY(FM)	contemp. hit	8,800

10. KLLS(FM)	adult contemp.	8,600
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39. Charlotte-Gastonia, N.C.

1. WSOC(FM)	country	24,600
2. WPEG(FM)	urban contemp.	15,300
3. WBT(AM)	adult contemp.	10,900
4. WBCY(FM)	contemp. hit	10,500
5. WROQ(FM)	contemp. hit	10,200
6. WEZC(FM)	adult contemp.	8,600
7. WJZR(FM)	contemp. hit	7,600
8. WZXI(FM)	easy listening	5,800
9. WLTV(FM)	adult contemp.	5,300
10. WQCC(AM)	black contemp.	4,000

40. Hartford-New Britain, Conn.

1. WTIC(AM)	MOR	29,200
2. WTIC-FM	contemp. hit	17,400
3. WRCH-FM	easy listening	11,700
4. WHCN(FM)	AOR	8,800
5. WIOF(FM)	adult contemp.	7,300
6. WDRC-FM	adult contemp.	7,000
7. WKSS(FM)	easy listening	6,900
8. WPOP(AM)	news	6,700
9. WRCQ(AM)	nostalgia	6,200
10. WCCC-FM	AOR	5,700

41. Rochester, N.Y.

1. WVOR(FM)	adult contemp.	18,600
2. WEZO(FM)	easy listening	17,800
3. WCMF(FM)	AOR	16,100
4. WHAM(AM)	contemp. hit	12,600
5. WMJQ(FM)	contemp. hit	11,200
6. WPXY(FM)	contemp. hit	10,700
7. WYLF(FM)	nostalgia	9,200
8. WBBF(AM)	news/talk	6,300
9. WNYR(AM)	country	5,900
10. WDKX(FM)	urban contemp.	3,400

42. Salt Lake City

1. KSFI(FM)	easy listening	14,100
2. KRSP-FM	AOR	11,600
3. KSL(AM)	MOR	11,000
4. KCPX-FM	contemp. hit	9,400
5. KLCY(FM)	adult contemp.	7,400
6. KALL(AM)	MOR	6,900
7. KLUB(AM)	nostalgia	5,600
8. KKAT(FM)	country	5,300
KSOP-FM	country	5,300
10. KBUG(AM)	oldies/adult contemp.	5,100

43. Memphis

1. WMC-FM	adult contemp.	14,300
2. WZXR(FM)	AOR	13,400
3. WMC(AM)	country	12,300
4. WDIA(AM)	black	11,300
5. WHRK(FM)	urban contemp.	10,800
6. WLOK(AM)	black	9,900
7. KRNB(FM)	black	9,300
8. WGKX(FM)	country	9,000
9. WRV(FM)	adult contemp.	8,300
10. WLVS(FM)	easy listening	6,600

44. Nashville

1. WKDF(FM)	AOR	12,300
2. WZEZ-FM	easy listening	11,500
3. WSM-FM	country	11,400
4. WLAC-FM	adult contemp.	11,000
5. WQQK(FM)	urban contemp.	9,400
6. WSIX-FM	contemp. hit	9,300
7. WWKX(FM)	contemp. hit	9,200
8. WVOL(AM)	black	8,600
9. WSM(AM)	country	7,900
WZKS(FM)	adult contemp.	7,900

45. Louisville, Ky.

1. WLOU(AM)	black	13,500
2. WQMF(FM)	AOR	13,100
3. WAMZ(FM)	country	13,000
4. WHAS(AM)	oldies/contemp. hit	12,900
5. WVEZ(FM)	easy listening	11,300
6. WLRS(FM)	AOR	8,500
7. WKJJ-FM	adult contemp.	7,300
8. WRKA(FM)	adult contemp.	7,200
WCII(AM)	MOR/country	7,200
10. WJYL(FM)	urban contemp.	7,100

46. Oklahoma City

1. KTOK(AM)	news/talk	13,500
2. KAT(FM)	AOR	13,100
3. KXXY(FM)	country	11,800
4. KKNG(FM)	easy listening	11,200
5. KZBS(FM)	adult contemp.	10,700
6. KEBC(FM)	country	10,000
7. KJYO(FM)	contemp. hit	9,900
8. KLTE(FM)	adult contemp.	7,300
9. KOFM(FM)	contemp. hit	6,600
10. KOMA(AM)	country	5,000

47. Greensboro-Winston Salem-High Point, N.C.

1. WTQR(FM)	country	21,800
2. WMAG(FM)	adult contemp.	11,300
3. WGLD-FM	easy listening	10,600
4. WQMG(FM)	urban contemp.	10,500
5. WKZL(FM)	contemp. hit	8,800
WSEZ(FM)	contemp. hit	8,800
7. WSJS(AM)	news/talk	5,600
8. WDCG(FM)	contemp. hit	4,900
9. WMFR(AM)	MOR	4,300
10. WAIR(AM)	black contemp.	4,200

48. Birmingham, Ala.

1. WKXX(FM)	adult contemp.	18,100
2. WENN-FM	black contemp.	15,800
3. WZZK(FM)	country	15,300
4. WAPI-FM	contemp. hit	11,100
5. WAGG(AM)	gospel	9,700
6. WMJJ(FM)	adult contemp.	9,300
7. WATV(AM)	black contemp.	7,900
8. WSGN(AM)	nostalgia	7,400
9. WVOK(AM)	country	5,500
10. WERC(AM)	news/talk	4,200

49. Dayton, Ohio

1. WHIO-FM	easy listening	15,900
2. WTUE(FM)	AOR	15,000
3. WHIO(AM)	adult contemp.	10,800
4. WONE(AM)	country	8,400
5. WGTZ(FM)	contemp. hit	7,300
6. WDAO(FM)	black contemp.	7,100
7. WING(AM)	adult contemp.	6,000
8. WYMJ-FM	adult contemp.	4,900
9. WVUD(FM)	contemp. hit	4,300
10. WAWI(AM)	talk	4,000

50. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	adult contemp.	15,300
2. WPYX(FM)	AOR	14,900
3. WGFN(FM)	contemp. hit	11,200
4. WQBK(AM)	news/talk	7,900
5. WWOM-FM	adult contemp.	7,800
6. WFLY(FM)	contemp. hit	7,200
7. WROW-FM	easy listening	7,100
8. WPTR(AM)	country	6,400
9. WROW(AM)	adult contemp.	6,000
10. WGNA(FM)	country	5,900

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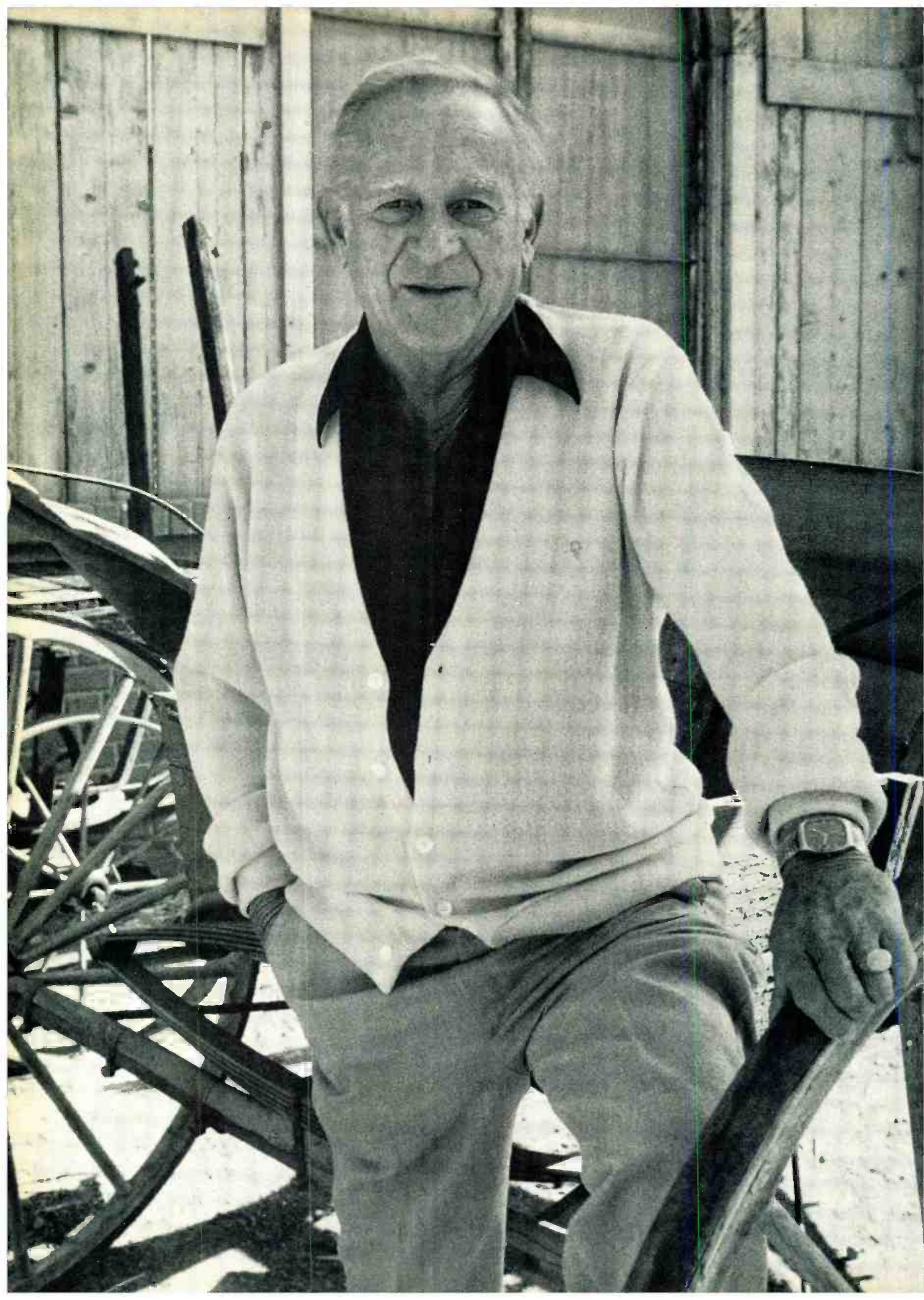
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*Ted Voigtlander, A.S.C., is the most honored television cinematographer in the medium's history, and the only one to receive three Emmy awards (for *It's Good to Be Alive*, *The Fighter*, and *The Craftsman*). He received a total of 14 Emmy nominations.*

"I believe in true light sources, incident light. I don't want to lie on film. I don't want to be a phony. If you go through art galleries and look at the Old Masters, they always followed the scheme of a true light source. That's what I build around. I also try to achieve balance and texture, so the viewers know just how far away they are from a wall or a subject. I light my shadows instead of letting them all go completely black. The world isn't completely light or dark. So I put some fill in my shadows. The big screen is not as fallible as the TV tube. Shooting for television, you have a lot to contend with when you try to highlight and reduce shadows. The look gets dirty, or 'noisy' as they say in video.

"I'm also a believer in motivated camera, in unobtrusive cinematography. I learned that eloquently from Randall McDougall, who was president of the Screen Writers' Guild. We worked together on an MGM feature called *The World, The Flesh, and The Devil*, in which Harry Belafonte was underground after the hydrogen bomb had been dropped. He's supposed to be the one person left on earth. And McDougall posed this question to me: 'If he's the only one in the world, who is photographing him?' You see my dilemma.

The audience must not be aware there's a camera operator. The picture takes place only in the eye of God. That's remained in my mind.

"Cinematography is a form of orchestration. Like the work I did on the remake of *The Diary of Anne Frank*. The cast faced one another in one room for five weeks, and the plot was such that daytime—your normal high-key type of thing—was when they had to be quiet. Night was when they could walk around. So I had to be subtle and fill things up, as you would with music. Only I did it with lighting so it wouldn't be the same static look. I produced valleys and mountains, hills and dales of light. To build you up and put you down and build you up again. Part of the suspense of that film was produced by lighting.

"Recently I did a feature directed by Michael Landon called *Sam's Son*. I shot the whole picture in Eastman color high-speed negative film 5294, and it worked very well because there are a lot of dramatic incidents in the picture. The 5294 contrasts let you be more dramatic and go into darker shadows. I never expose or light differently even if I know the original film negative is to be transferred to tape. I just go for a good negative. I believe in giving the laboratory a very rich negative, then they can print it any way they want. With 5294, you've got a printing range you cannot believe. I'm a great fan of 5294; I've probably shot four million feet of it.

"Compared to doing a feature, the shorter schedules for a segment for a weekly TV show have led me to develop a

kind of short-cut approach. Foremost is knowing my crew, knowing everybody's moves and having everybody know mine. We become a time and motion study together. I also thoroughly check out locations in advance to anticipate difficulties. And of course I get to know my director. A director and a cinematographer almost get married for a picture, they're so creatively involved with each other.

"The film look, as everyone calls it, has much more gradation than the video look. There's a richer look of film and a flatter look of tape. When I shoot on Eastman film, I know I can count on the results. It's the best consistent quality."

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**Eastman film:
Images from
Innovation.**

INTV charges networks, colleges with antitrust violations

Independents say ABC, CBS, ESPN and three college football groups are hurting them with TV and cable programing packages

The Association of Independent Television Stations is alleging that ABC, ABC's ESPN cable network, CBS, the College Football Association, the Big Eight, the Big 10 and the Pac 10 are violating the antitrust laws with their arrangements for televising college football.

In a pair of lawsuits filed last week, INTV charged the networks and the football conferences with "illegally combining and conspiring to restrain trade and monopolize commerce in live football television broadcasts."

The complaints ask that the networks and the colleges be prohibited from arrangements that limit the ability of a school to market TV broadcast rights to its football games in head-to-head competition with TV broadcasts of other college games; restrict the number of times any school may broadcast its football games on TV, or limit the ability of a college to "freely and independently negotiate the price for television broadcast rights to its football games."

In one complaint, filed in U.S. District Court in Oklahoma City, INTV noted that earlier this summer the Supreme Court had found the National Collegiate Athletic Association's control over the televising of college football to be a violation of antitrust law (BROADCASTING, July 2). Despite that decision, INTV charged that the CFA, representing 63 major college football teams, the Big Eight Conference, ABC and ESPN, "continued their attempt to obtain cartel profits for themselves, to restrict output and restrict all

meaningful head-to-head competition."

That complaint alleges that CFA, ABC and ESPN entered an agreement under which ABC would get the exclusive rights to televise CFA member games during Saturday afternoons from 3:30 p.m. to 7 p.m. NYT and ABC and ESPN would have exclusive rights to CFA member football games during Saturday evenings from 7 p.m. to 10 p.m. INTV alleged that under the agreement—even though ABC and ESPN "normally" would televise only one game during each of the three-hour exclusive time periods—CFA members would not televise any CFA member game in "head-to-head" competition with any portion of the CFA games on the ABC network and ESPN. To avoid head-to-head competition, INTV alleged that each CFA member whose game was not selected by the ABC network or ESPN on a given Saturday—but which intended to have its game televised—agreed to begin its game no later than 12:20 p.m. NYT; that ABC and ESPN would not have to select their games of the week until 12 days before the given Saturday; that each CFA member would be limited to three appearances per year on the ABC network and four appearances per year on the ABC networks and ESPN combined; that CFA members agreed to withhold consent to televise any game between a CFA member and a non-CFA member by anyone other than the ABC network or ESPN, and that CFA members agreed to evenly divide among themselves a portion of the proceeds from their agreements with ABC and ESPN and to divide the remainder of the proceeds among those CFA teams whose games would be televised on a per-appearance basis.

In addition to the CFA agreements, INTV

alleged, the Big Eight members have agreed among themselves to market a package of exclusive television rights to Big Eight member football games during the period not restricted by the CFA agreements with ABC and ESPN. The latter agreement prohibits broadcast of member games in head-to-head competition with the Big Eight television package, INTV alleged.

INTV charged that the arrangements would have the anticompetitive effect of "unreasonably restricting" the output of college football broadcasts. It also contended that the arrangements insured that prices will be determined by agreement among CFA members rather than in a competitive marketplace. In addition, INTV said that "consumer preference" is harmed since the arrangements preclude television stations from broadcasting "most Saturday afternoon and evening games of CFA members which will not [be] broadcast by the ABC network or ESPN, although there may be large national, regional or local viewer demand for such games during Saturday afternoons and evenings."

INTV noted that independent television stations are direct competitors of broadcast and cable outlets carrying ABC and ESPN programing. "On Saturday afternoons and evenings, live college football is a unique product with no effective substitutes," INTV said. "But for defendants' agreements, INTV member stations would bid for television rights to college football games to air in competition with football games televised on the ABC and ESPN networks."

The other complaint, filed in U.S. District Court in Los Angeles, charged that an agreement among CBS, the Pac 10 and Big 10 conferences for network coverage of 14 games also ran afoul of the antitrust law. According to INTV, the agreement restricts Pac 10 and Big 10 members not televised on a given Saturday by CBS from selling TV rights in head-to-head competition with the CBS telecast. INTV also alleged that the Pac 10 and Big 10 conferences had agreed between themselves to market a package of exclusive television rights to their members' football games during the period not restricted by the CBS agreements. The latter agreements, according to INTV, prohibit the telecast of Pac 10 and Big 10 member games in head-to-head competition with the conference-designated game.

At a press conference in Washington, Herman Land, INTV president, said the association's members feel the arrangements have shut them out. "They are not asking for any guarantees, just a chance to compete," Land said.

An INTV attorney said he hoped the courts would rule soon "so our stations can bid for part of this season." □

WARC work. FCC's Space WARC advisory committee met in Washington to plan work for the final months of a task that began two-and-a-half years ago. The committee was restructured with a view to developing suggested proposals the U.S. could submit at the World Administrative Radio Conference to be held in Geneva next summer. Thomas S. Tycz, of the FCC's Common Carrier Bureau, who represents the government on the committee, said the government has not yet developed proposals. "We're looking to the advisory committee for help on this," he said. But the committee was given a tight deadline. Tycz laid out the schedule of five more meetings, the last to be held on Jan. 14, with the final report to be submitted to the FCC by Jan. 15. He said the government, which had planned to file its proposals with the International Telecommunication Union in Geneva by Dec. 8, has set two new deadlines—March, for proposals involving noncontroversial items, and May-June, for matters on which a consensus will be more difficult to reach.

Steve Doyle, Aerojet TechSystems Co., chairman of the advisory committee, named the other officers of the panel: Ron Stowe, Satellite Business Systems, will serve as vice chairman and Amanda Moore, of New York, will continue as rapporteur. Chairmen and vice chairmen of the working groups are Mike Mitchell, SBS, and Robert Hedinger, Bell Labs—services and bands; Hans Weiss, Communications Satellite Corp., and Ron Hall, GTE Spacenet Corp.—technical/economic; Perry Ackerman, Hughes Aircraft Co.—planning; Steve Levy, Hogan & Hartson—vice chairman for principles; James Potts, consultant—vice chairman for methods; Don Jansky, Jansky Telecommunications Inc., and Ed Probst, Systematics General Corp.—international regulatory, and John Clark, RCA Corp., and Ed Reinhart, Satellite Television Corp.—broadcast satellite service (DBS).



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FCC wants to change filing procedures for new FM's, TV's

It proposes to scrap cut-off lists and replace them with filing windows

Girding its loins for the day it will have to wage battle with the thousands of applications expected to be filed for the new FM opportunities stemming from its Docket 80-90 proceeding, the FCC has proposed to drastically change the way it goes about dealing with FM and television applications.

The major difference: cut-off lists would become a thing of the past. Under the proposed change, people wouldn't be able to file on top of the original applicant for a vacant channel simply by signing a photocopy of the original application. "It's an attempt to expedite processing, and to make it more difficult for people to use other people's filings," explained John Kamp, legal assistant to the chief of the Mass Media Bureau.

In its notice of proposed rulemaking released last week, the FCC noted that under its current procedures, applications that are accepted for filing are placed on cut-off lists, which offer other parties notice of the filing and give them time to file competing applications and petitions to deny. If competing applications are received, a second cut-off list is published and a deadline for filing petitions to deny the competing applications is given.

Instead of continuing its use of the cut-off lists, the FCC has proposed to resort to filing "windows," much like the ones it now uses for cellular radio applications. Under the plan, all parties interested in applying for the 76 vacant channels currently listed on the FM table of allotments, and the 129 vacant channels listed on the television table, would be able to do so for a "window period" of 45 days. If a party doesn't get the application in before that deadline, and at least one other party does, that's tough luck for the fellow who didn't apply. He won't get another opportunity to file for that channel. Any future FCC proceeding, including Docket 80-90, that adds commercial channels to the FM or TV tables would specify windows for filing applications for those. Opportunities for filing petitions to deny would be provided. All acceptable applications received during the window period would be treated as having been filed on the same day, and applications filed for the same channel would be designated for comparative hearing.

Under the proposal, if no applications for a particular channel are received during a window period, the first acceptable application filed for the channel after the window closed would get the channel—without having to compete for it. According to the FCC, the same window system would be applied to applications for facility modifications.

In the notice, the FCC said it thought that the current cut-off procedures "disrupt the processing of an original application by often attracting competing applications which are filed for delay." The newly proposed system, however, would "substantially reduce

the cost and delay of the comparative hearing process and will encourage full utilization of the channels allotted in the FM and TV tables of allotments," the notice said. "Moreover, the proposed rule changes should achieve a better balance between the dual, and sometimes divergent, goals of our application processing system: to select the best possible applicant and to bring new service to the public as expeditiously as possible."

The rulemaking also noted that the appellate court has indicated that use of cut-off dates was a "reasonable and necessary" limitation on the statutory right to a comparative hearing, as long as the regulations provided "fair notice" to the public about what was being cut off. The court has also made plain its concern that notice be provided to potential applicants, the FCC said. "We believe that for FM and TV, such notice can be provided by events other than the filing of an initial application for a channel," the FCC contended. "FM and TV channels are licensed using tables of allotments which specify both communities and available

channels. Those channels have been placed in the tables after notice and comment rule-making in which the public has had an opportunity to participate. As a result, all channels in the tables are technically compatible, and they are allotted only after consideration of a fair, equitable and efficient distribution of frequencies pursuant to Section 307(b) of the Communications Act. Under such circumstances, the notice that a channel is available for application by its inclusion in the appropriate table is more than adequate under the Communications Act and relevant case law."

In the rulemaking, the commission asked for comment on the legal analysis that led it to the conclusion that the tables of allotment can provide adequate notice. It also requested comment on the "practical efficacy of the proposed procedures to curtail administrative delays in the authorization of new service. Finally, parties should comment on the specifics of the proposal, including the duration of the window periods."

Comments are due Oct. 15; reply comments are due Oct. 30. □

Washington Watch

Change under way. Andy Vitali, vice president for government liaison, National Association of Broadcasters, has resigned, effective end of current congressional session. (Congress is slated to adjourn Oct. 4.) Vitali joined NAB in January from American Petroleum Institute. According to NAB, Vitali's position, which is number-two spot on department's roster, will not be immediately filled. Government relations chief John Summers is planning to take up slack by relying on current government relations key lobbyists, Belva Brissett, responsible for regulatory affairs; Susan Alvarado, specializing in Senate, and Steve Jacobs concentrating on House. There is also possibility NAB will use outside lobbyist more often in future to fill in gaps. □

Please wait. Representative Ron Wyden (D-Ore.), in letter to President Reagan and Democratic presidential nominee Walter Mondale, asked candidates to refrain from making official announcement of victory or defeat on election day until after polls close in Pacific Time Zone. Wyden's concerns are based on interest in preventing "repeat of 1980 general election in which an early conclusion of the Presidential race harmed voter turnout in Western states." □

Filing violation. FCC Mass Media Bureau has ruled that NBC's WMAQ-TV Chicago had violated commission rules in providing "inadequate" information in its political file. However, since WMAQ-TV assured commission that it has revised its policy and practice to bring it into full compliance with rules, bureau said no further FCC action was warranted. □

New station. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of Florida Family Broadcasting Ltd. for new UHF television station in Cape Coral, Fla., denying competing applications of Cape Coral Broadcast Production and Management Corp., South Jersey Radio Inc. and Coastal Telecasting Corp. Florida Family's plan for 100% integration of minority general partners did trick. Florida Family is limited partnership whose general partners are Ronald H. Kays (20%) and Peter H. K. Tan (20%); its limited partners, each with 20%, are Edward R. Ponger, Daniel P. Kolenda and Leo Wbitzky. Kays, to be station general manager, is currently unemployed resident of Punta Gorda, Fla., according to decision. Before that, he operated pair of funeral homes. Tan, proposed station manager, is pathologist and resident of Port Charlotte, Fla. Neither company nor principals has any other media interests. □

Blocking interference. Senator Barry Goldwater (R-Ariz.) introduced measure (S.2975) that would prohibit "malicious or willful interference to radio communications or signals." Measure clarifies existing laws and reinforces FCC's authority to prevent intentional interference. □

Exempted. FCC Mass Media Bureau has ruled *That Delicate Balance*, 13-part series to be aired on public television beginning this month, is bona fide news interview program exempt from equal time obligations. Series explores constitutional issues by examining Supreme Court decisions, legal principles and public policy considerations. □

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New deal for Acrodyne

Acrodyne Industries, Blue Bell, Pa., a maker of television transmitters and translators and a wholly-owned subsidiary of Whittaker Corp., Los Angeles, has announced that a group of investors has struck a deal to purchase a majority interest in Acrodyne. The purchasing group includes "present Acrodyne management."

Whittaker had signed a letter of intent to sell Acrodyne to one of its competitors, Comark Communications Inc., of Southwick, Mass., but the deal subsequently fell through.

Time-share condo

Apparently unable to sell all of the transponders on Galaxy II, Hughes Communications Galaxy is making transponder capacity on the C-band satellite available at hourly rates. Hughes said the rate schedule favors those who sign up for 10 or more hours per month. Galaxy II orbits at 74 degrees west longitude.

From Vidiplex to Videoplex

Tele-Measurements Inc., Clifton, N.J., has come up with a device that will accept 16 video signals and display them in four neat rows of four on a video monitor. The Videoplex MD1-4A also permits the operator to label each of the reduced pictures with up to eight characters.

According to Tele-Measurements, ABC used the unit during the summer Olympics and the Democratic and Republican conventions so that technicians could easily monitor many incoming feeds. The unit,

which costs \$24,000, is also used in electronic surveillance systems, it said.

Another dimension

A computer process that converts black and white to color will be used on segments of one of the three episodes, not previously released to syndication, that make up *The Twilight Zone Silver Anniversary Special*, currently being offered in syndication for showing beginning Oct. 2. Dennis Gillespie, senior vice president for national sales at Viacom Enterprises, which is syndicating the two-hour special, said this was the first syndicated dramatic series programing to use the new computer technique.

The color will be used, he said, to "delineate the line between reality and fantasy" in "Miniature," the story of a shy bachelor who sees a doll in a museum dollhouse come to life, and falls in love with her. The chosen segments of black-and-white film from the original episode will be put through a computer programed to convert the film into color videotape.

Colorization Inc., Toronto, is handling the conversion. Viacom said the process involves choosing the appropriate colors from a pallet containing more than 50,000 colors, with the computer combining the black-and-white material with the selected colors to produce a colored videotape version.

The two-hour special, offered on a barter basis, marks the 25th anniversary of *The Twilight Zone's* debut on CBS-TV. The other episodes in the special are "Sounds and Silences" and "Short Drink From a Certain Fountain," both written by Rod Serling.

TV stereo news

This business of TV stations broadcasting stereo sound seems to be catching on.

WTIC Hartford, Conn., owned by Arch Communications Corp., claims it will be the first TV stereo broadcaster in New England when it makes its debut today (Sept. 17). But if it is, it won't be the last.

As part of the general upgrade of its transmission facilities, WFSB a Post-Newsweek station in Hartford, said it was gearing up for stereo. And it said it would be ready to go by late November. To test the waters, the station planned to telecast last Saturday (Sept. 15) a production of the Broadway play, *Pippin*, while WRCH-FM in nearby New Britain will simulcast the sound in stereo.

KTCA-TV, a noncommercial station serving the Minneapolis area, broadcast three programs in stereo last week, allowing consumers to check out the new service on some of the stereo TV sets just arriving in retail stores. The stereo sound for two of the shows, *Evening at Pops* and *The Arranger Sessions with Billy Taylor*, was simulcast on KBEM-FM, and the stereo for the other, *Back to Bach: Live from Lincoln Center*, on KSNJ-FM. Modulation Sciences Inc. supplied KTCA-TV with the necessary stereo generation for the demonstration.

Two in one

The Nebraska Educational Telecommunications Commission, an arm of the University of Nebraska that operates a statewide network of nine fullpower television stations and 17 translators, has increased in capacity to deliver instructional programing to remote areas with the help of the Thomson-CSF Vidiplex system.

According to Roger Bartlett, chief engineer, network operations, NETC has used the Vidiplex system, which permits the transmission of two video channels through one channel, to send its regular programing and special instructional programing to four stations simultaneously on the "western" microwave network. So far, he said, only the station at the end of the network is using the instructional programing feed, broadcasting it via an ITFS transmitter to classrooms in Scottsbluff, Neb.

A conventional television signal consists of 30 frames or 60 fields each second. The Vidiplex encoder combines two video signals into one by putting the signals on alternating fields. After the two-in-one signal is transmitted, a Vidiplex decoder separates the original signals and enhances them by interpolating the missing fields.

NETC decided to use Vidiplex for its western loop to save money, Bartlett said. The encoder cost \$7,000 and each of the four decoders in the chain, \$30,000, he said. The total was far less than the alternatives: building or leasing a second microwave network or setting up a satellite network, he said. And after many months of service, he has had no problems and, more important, "no complaints" from the network's viewers.



Tele-Measurement's Videoplex MDI-4A



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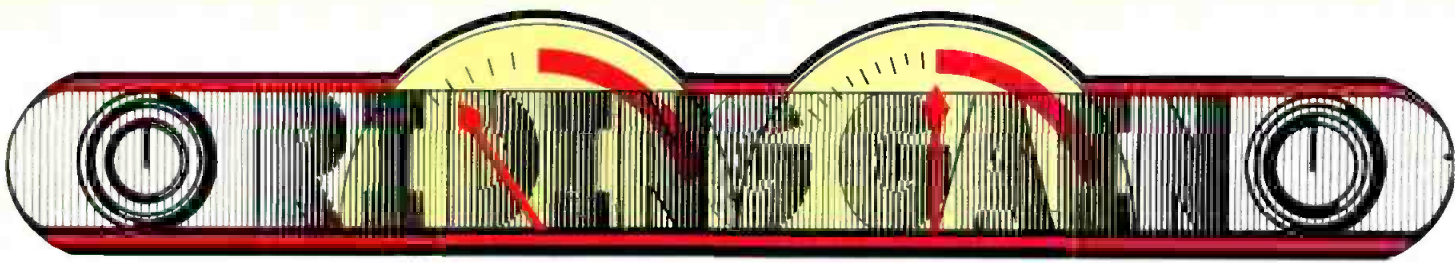
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Blair movement

John Blair & Co. has revamped the management structure of its Blair/RAR radio rep firm, naming James O'Neill to the newly-created post of president and chief executive officer reporting directly to Jack Fritz, president of John Blair & Co. O'Neill replaces Dick McCauley, Blair/RAR senior vice president and general manager, who was let go. Blair/RAR senior vice president and general sales manager, Tom Turner, also left the company.

O'Neill was formerly executive vice president and chief operating officer of the radio representation division, a unit comprising Blair Radio and Blair/RAR which is being discontinued. John Boden, who was president of the rep division while maintaining his role as president of Blair Radio, is now responsible for just Blair Radio and reports to Fritz.

Blair/RAR was Group W Radio Sales when it was purchased from Westinghouse Broadcasting and Cable last February for a price

reported to be in the \$3 million-\$5 million range ("Riding Gain," Feb. 27). Soon after the deal was completed, John Blair & Co. created the radio representation division.

Blair Radio has 208 client stations in 220 markets while Blair/RAR represents the 10-owned Westinghouse radio properties (soon to be 11 if the FCC approves the sale of KQXT(FM) San Antonio, Tex., from Tichenor Media Systems, Inc. ["In Brief," July 2]).

The reshuffling of management at Blair/RAR comes after several weeks of industry reports that John Blair & Co. was considering the sale of its two radio rep companies ("Closed Circuit," Aug. 20). Fritz, however, issued a statement saying John Blair & Co. has a "long-term commitment" to the radio representation business ("In Brief," Sept. 10).

Birch busy

In the expansion mode last week was Birch Research Corp. of Coral Springs, Fla., which announced the formation of a new wholly-owned subsidiary, Birch Consumer Research, as well as the appointment of three new executives at its Birch Radio rating service.

Heading Birch Consumer Research as president and chief operating officer is David Gingold, who comes over from Birch Radio where he held the same position. According to Gingold, the new subsidiary will offer a "wide variety" of custom research services beginning with radio perceptual and attitudinal research. "We are also prepared to do projects for television and other

media," he said. In his new role, Gingold is responsible for all the functional areas of Birch Consumer Research including sales, marketing, data acquisition and production.

Replacing Gingold at Birch Radio is Richard Weinstein, who was vice president of marketing for Katz Television. Coming on board as senior vice president, sales and marketing for Birch Radio is William Livek, who was vice president, sales and marketing, radio, for Arbitron Ratings. Also added to the staff of Birch Radio as senior vice president and director of operations is William Engel, who was general manager of WTX(AM) New Orleans. Weinstein and Engel, however, are also former Arbitron executives.

Gingold said all sales and marketing functions of Birch Radio are being relocated to new offices in Englewood Cliffs, N.J., while Birch Consumer Research remains at corporate headquarters in Florida.

Second try for BMI

Broadcast Music Inc.'s two-year revised contract amendments arriving at radio stations over the past two weeks show an average rate increase for 1985 of about 8%—down considerably from BMI's original three-year contract which would have hiked rates beginning in 1985 an average of 15%-20%. (The agreement is retroactive to Jan. 1, 1984, when the previous contract expired).

The amendments stem from a new agreement reached between the All-Industry Radio Music Licensing Committee and BMI at a meeting in San Francisco last month

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Big apple bash. The New York Market Radio Broadcasters Association (NYMRAD) eighth annual Radio Festival, held last Tuesday (Sept. 11) at the Sheraton Center hotel in New York, is being called the biggest event in NYMRAD's history, with approximately 1,730 radio station, network, rep firm and ad agency executives in attendance. Over 30 NYMRAD member companies had booths creating a carnival atmosphere with games ranging from take-offs of the *Name That Tune* and *Wheel of Fortune* television shows to news trivia quizzes. Pictured above at the entrance to the festival are (l-r): Lee Simonson, vice president and general manager, WOR(AM) and NYMRAD chairman; Dean Thacker, vice president and general manager, WHTZ(FM) New York (licensed to Newark, N.J.), and festival chairman, and Maurice Webster, executive director of NYMRAD.



Katz Radio



Christal Radio



Republic Radio

Katz Radio Group. The best.

(BROADCASTING, Aug. 13). (Negotiations between the committee and BMI had broken off in late June with the music licensing firm imposing a three-year contract on stations [BROADCASTING, July 2]). The new agreement calls for several revisions and, as with the original contract, provides for no rate increase in 1984. Additionally, the two organizations agreed to set up a "formal rate-making procedure" if the committee and BMI cannot agree on new contract terms at the end of 1985. Last week, BMI reported it had received more than 3,000 signed contract amendments from stations.

Audio archives

Babe Ruth's last interview and the convening of the United Nations are among the collection of audio recordings donated by RKO's WOR(AM) New York last Wednesday (Sept. 18) to the Motion Picture, Broadcast and Recorded Sound division of the Library of Congress in Washington. "The advent of radio represented a monumental breakthrough in the way history was recorded," said RKO General Inc. President Shane O'Neil. The WOR recordings, which are estimated to be worth approximately \$750,000, cover more than 60 years of service by the station.

Spanish-language study

According to a recent Michigan State University study, Hispanic teen-agers use Spanish-language radio more heavily than they use other media in that language, al-

though young people surveyed expressed low satisfaction with Spanish-language media in general, including radio. The survey found greatest enthusiasm for Spanish-language media among Hispanic females and fifth graders. Although one-third of those questioned said they had listened to Spanish-language radio "yesterday," most said they were more interested in listening to rock or black-oriented radio than Spanish-language stations.

The study, completed last spring, concluded that Hispanic youth have media-use patterns that are closely aligned with non-Hispanic teen-agers of similar gender, age, social or economic status. The media orientation study found that by age 16, Hispanic youths' media habits are generally parallel to the mainstream population, despite the fact that their parents and grandparents are likely to be most loyal to Spanish-language media.

Reel gold

At its annual conference, the National Federation of Community Broadcasters honored the six winners of its 1984 NFCB Community Radio Program awards. The six programs were chosen from among 120 entered by radio stations and independent radio producers nationwide.

The Golden Reel recipients were: Adi Gevins, executive producer for the Pacifica Foundation and the American Civil Liberties Union, Berkeley, Calif., for the series, *The Bill of Rights Radio Education Project*; Pennsylvania Public Radio Associates (Kimberly Haas and John Diliberto), Philadelphia,

for the 26-week, half-hour series, *Totally Wired: Artists in Electronic Sound*; Judi Moore Smith, Washington, for the 13-part, half-hour series, *Expressions*; Elisabeth Perez Luna/Toucan Productions, Philadelphia, for the four-part, half-hour series, *Latin USA: A Tale of Four Cities*; Children's Radio Theater, Washington, for the live national broadcast of a one-hour special, *The Sixth Annual Henny-Penny Playwriting Contest*, and the Caribbean Education Project (Don Foster and Amina Hassan), Washington, for two, one-hour documentaries, *Grenada: Fall of the Revolution*.

Playback

CNN Radio has added economic/political writer Jeff Rigenbach as host of its two-minute economic news feature, *Talkabout the Economy*, one of eight *Talkabout* features airing twice daily on the 24-hour all-news network.

Rigenbach is a former anchor/writer for KFWB(AM) Los Angeles and has written articles and columns on topics involving business and economics since 1972 for a number of newspapers.

□

Jerry Pippin Productions, a newly-formed Muskogee, Okla.-based syndication and production company, is introducing *Comedy Radio Network*, a new one-hour comedy series available on a barter basis in the top 150 markets and for cash in smaller cities. The program is hosted by stand-up comedian Jerry Pippin and includes prerecorded comedy material as well as performances taped at clubs in Las Vegas, Hollywood and New York. Up to 11 minutes of local commercial time may be inserted in each edition of *Comedy Radio Network*.

Mississippi grants

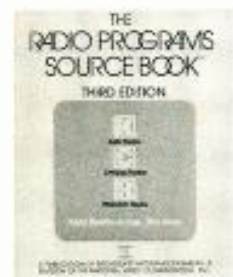
FCC Administrative Law Judge Joseph Chachkin has granted the application of Ronnie J. Grantham for new a FM and the application of Leflore-Dixie Inc. for a new AM in Greenwood, Miss. Both parties, and Mid-Delta Broadcasting Inc., had applied for the AM and the FM.

The judge said Grantham was superior to Leflore-Dixie on integration grounds, and that Leflore-Dixie's integration proposal made it superior to Mid-Delta, which lost points for allegedly lacking candor. "To award two licenses to one of the applicants where one of the other two applicants has been found to be basically qualified offends commission policy respecting diversity of ownership of the news media," the judge said. "Each of the applicants has expressed a preference for the FM grant. In accord with these preferences, Grantham, which has the superior proposal, will be awarded the FM grant. Leflore, which has the second best proposal, will be awarded the AM grant."

According to the decision, Grantham is a veteran radio announcer and talent coordinator for the Greater Greenwood Foundation for Arts. He has no other media interests. The president and 44% owner of Leflore-Dixie is Keith Worrell Jr., vice president and director of WXXX(AM) Hattiesburg, Miss., between 1979-81. Neither Worrell nor any of the other six Leflore owners has other media interests.

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Half-hour sitcom is first offering from Metromedia's New Program Group

'Small Wonder' is initial show developed by consortium of 32 stations as alternative first-run television programming

Metromedia Producers Group last Wednesday (Sept. 12) disclosed details of its New Program Group production venture, formed earlier this month with four other major-market group owners for production and distribution of new first-run programming (BROADCASTING, Sept. 10). Group owners involved in the consortium, in addition to Metromedia, are Gannett Broadcasting Group, Hearst Broadcasting Stations, Storer Communications and Taft Broadcasting. The 32 stations represented serve approximately 45% of the U.S.

The first production from the New Program Group is *Small Wonder*, a half-hour weekly situation comedy created and written by sitcom veteran Howard Leeds. The series portrays the complications that befall a suburban family when the inventor father creates a robot in the lifelike form of a 10-year-old girl and tries to keep her real identity a secret. MPC will produce the series in association with Leeds, whose writing and producing credits include *Diff'rent Strokes*, *Silver Spoons*, *Facts of Life* and *The Brady Bunch*. John Bowab is director and Norm Hopps is associate producer.

MPC will handle domestic and international distribution of *Small Wonder*, as well as national barter advertising sales. Sales to stations outside NPG are contemplated, but the new series will not be offered until later this year. MPC has placed an initial order of 13 episodes, with two runs contemplated in some markets.

"We hope that this is the first of many shows that Metromedia Producers Group supplies to this historic alliance of stations," said MPC President Charles D. Young during a news conference at Metromedia's Hollywood production complex. "As the demand for first rate, first-run programming increases, our company is now prepared to fill the void created by the lack of off-network programs. We are structured to develop network-quality, cost-effective programming to meet the needs of both independents and affiliates alike in all forms of programming."

Young said the cash/barter series could premiere as early as January or as late as September 1985, depending on sales and production variables. Casting for the program was not completed until last Tuesday, with pilot production set to begin today (Sept. 17) at MPC's Stage One in Hollywood. A completed pilot will be shown to

consortium members Oct. 9, after which final production decisions will be made. Young estimated per-program production costs would run "in the neighborhood of \$300,000." Each partner's financial interest in NPG will be based on the percentage of national coverage its station group represents within the group.

Six minutes of advertising time will be available during each episode, with at least one minute set aside for national barter. Several major sponsors, including Coca-Cola and Procter & Gamble, have shown interest in the series, although no advertisers have yet been signed. Some form of minimum ratings guarantee will probably be made to advertisers, Young said, adding that a national rating "in the six to seven range would make this a viable product."

Most stations are expected to air *Small Wonder* between 6 p.m. and 8 p.m. weekends, although Storer is considering week-night prime time exposure. In markets where NPG station signals overlap, a single station will be chosen to carry the new series through a random selection process, with the expectation that other members would have first crack at first-run programs yet to come. Young said that production costs prohibit the program's initial run as a strip but acknowledged that the venture's goal is to eventually assemble 80 to 90 episodes that could be scheduled daily.

Young said the New Program Group—11 independents and 21 affiliates—plans to

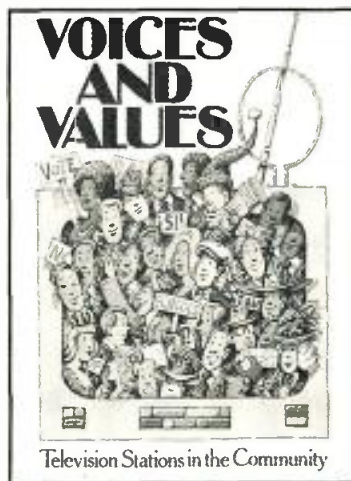
eventually enter other forms of first-run production, and may produce one or more additional sitcoms. "We will be looking at all kinds of projects," he said, including development ideas from outside as well as within the consortium's membership. Other MPC sources indicated there are no other programs in an advanced stage of development for the New Program Group, pending the success of *Small Wonder*. Metromedia is involved in development projects separate from NPG, including a possible revival of the canceled 1983-84 network series, *Oh Madeline*, and a nightly talk show hosted by Jerry Lewis, currently on hold after a June tryout.

"This happens to be the logical thing to proceed with," Young said, referring to the dearth of off-network sitcoms in the marketplace. "I do feel this is the start of something very, very significant," he emphasized. "The shots are being called (in this consortium) by the broadcasters themselves, not Black Rock." □

Inday outlined

LBS-Tribune joint venture will give member stations percentage of profits from daytime programming

The nuts-and-bolts plan behind LBS Communications' and Tribune Broadcasting's proposed joint venture to supply independent TV stations with a daily two-hour block of daytime programming and take a crack at the \$1.5-billion daytime television market is spelled out in a presentation being made to advertisers and station groups this week. The new service—called Inday—is de-



Television Stations in the Community

On the home front. The Television Information Office, New York, has compiled a new book on local programming entitled *Voices and Values: Television Stations in the Community*, with a preface by former FCC commissioner, Anne Jones. Its twofold aim, says TIO Director Roy Danish in the book's foreword, is "to provide for the general reader a sampling of the kinds of programs and related activities that individual stations have created to serve the special needs of their communities," and "to make available to television broadcasters everywhere a reservoir of ideas from which to draw inspiration for their own future community-related projects." The book is based on a TIO study in which commercial television stations were asked about their local programming and involvement in the community. Among the questions asked: How does the station program to meet the needs of minorities and special groups within its general audience? How does the station support local causes and participate in community activities? and What is the most important thing the station does for the community? The answers consist chiefly of capsule descriptions of individual stations' local programming efforts, organized under subject headings such as "The Family," "The Consumer and the Environment" and "Social Problems." In all, 308 stations in 186 cities are represented.

signed to offer independents 52 weeks of first-run advertiser supported daytime programming that will counter and compete against network programming (BROADCASTING, Aug. 20). Commitments for Inday's pilots should be made by the end of this week, according to sources, with pilot testing commencing the middle of next month and national advertising sowed up by the middle of November for a Sept. 30, 1985, launch.

Already half of Inday's programming has been decided, reported Henry Siegel, chairman of LBS Communications. The first half-hour of the service will be *The Inday News*, a live newscast that will be taken from Tribune's Independent Network News *Midday* noon feed but reworked so that it has a quicker pace, more national news and some feature-oriented stories.

Another half-hour will be titled *What's Hot, What's Not*, a lifestyle/entertainment/fashion news magazine produced by Lorimar Television in association with Bill Hillier Productions. *Hot*, although originally proposed at this year's NATPE International convention, will be "completely revamped," according to Siegel, and feature a "lighter look at the entertainment business" and fashion world. And contrary to earlier reports, Siegel said, a game show will not be part of the block because they "skew old" and Inday is specifically designed to reach women, 25-54, primarily and women, 18-49, secondarily. The last half-hour will be designed to have a greater appeal for children.

Siegel estimated that Inday's first-year start-up costs will exceed \$25 million, with about \$4 million-\$5 million of that budgeted for advertising, promotion and publicity. Stations will get 50% of the advertising spots to sell themselves, with national advertising revenues expected to come from such major daytime sponsors as General Mills, General Foods, Kellogg's, Procter & Gamble, Colgate, Lever Bros., American Home, Bristol-Myers and Johnson & Johnson. Stations that now carry Tribune's *Midday* news reports will find the national/local advertising sales split changed from five minutes for Tribune and one minute for the station to three minutes for each.

Stations will also be offered a profit participation plan in Inday, according to a formula explained in the presentation, which would exceed network compensation to affiliates. Roughly, 25% of Inday's first-year profits will be disbursed to member stations based on each station's audience delivery as reported during applicable sweep periods and as a percentage of Inday's overall delivery. For example, a national Nielsen rating of 2 (LBS, which is in charge of selling the national advertising time, believes Inday will deliver a 2.8 national rating, adding that is a "quite conservative" estimate), would amount to a delivery of 1,684,000 television households. If a particular member station delivered an average of 50,000 homes, or 3% of the national audience, it would be entitled to 3% of the profit pool. Thus, if the profit pool were, for example, \$1 million, a member station's annual compensation would be \$30,000.

According to LBS, the response from the creative community for development ideas has been "enormous." Programming ideas

have been submitted by such producers as Dick Clark, Dan Enright, Bob Banner, Ohlmeyer Communications, Chuck Barris, Jay Wolpert, Goodson-Todman and Bob Hilliard and are all under "active consideration." The two remaining half-hour pilots are expected to be chosen by the end of this week and production completed by the end of next month with in-theater and cable testing immediately following. The pilots will be tested by ASI, a Los Angeles-based research firm that specializes in program and commercial testing.

In addition, member stations will be given a three-to-four-minute local news window in *Inday News*, although current subscribers of INN's *Midday* report also get a three-minute news window.

Siegel would not say what Inday's advertising rates would be, although they are expected to be noticeably under the networks' projected average daytime C-P-M (cost-per-thousand) of \$3.36 on a straight household basis for the 1985-86 season. National sponsors will also be offered "one-sixth" sponsorships which consist of four 30-second units per day, five days a week, for a total of 1,040 units per year. Also, Inday will not increase its C-P-M rate the second year, and thereafter increase it at only 5% annually—thus widening the gap between it and the networks' daytime C-P-M over the years.

According to LBS, daytime network C-P-M's have increased an average of 8.8% per year between 1978/79 and 1983/84. And during the past year, reported LBS, the household daytime C-P-M was \$2.55, com-

pared to a \$5.49 C-P-M for women, 18-49, and a \$6.50 C-P-M for women, 25-54. Clearly, as can be gleaned from the presentation, Inday has its eye on this market. "The networks, sensing a bonanza for this already profitable daypart, have managed to achieve between 12%-20% C-P-M increases for 1984-85 and expect similar increases for the next several years," explained the presentation. According to Siegel, Inday's national advertising spots—he's anticipating at least 75% coverage of U.S. TV households—would be priced significantly less than the networks.' And, he noted, Inday may hold off choosing its fourth half-hour program until NATPE, when "we can check out the new product available." □

Electronic ratings to be tested in U.S. by British company

PeopleMeters to be installed in Boston; AGB says device, which requires viewer to push button, will provide more accurate ratings at greater speed than diary method

Nearly four centuries after the Pilgrims landed at Plymouth Rock, another group of Englishmen are planning to settle in Boston. Last week, AGB Television Research Inc., the American subsidiary of London-based

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AGB Research PLC, began recruiting its first panel of homes for its new overnight television ratings meter designed to record in greater detail, accuracy and speed exactly who is watching television. If all goes according to plan, AGB expects to have each panel of 220 homes installed with its PeopleMeter by mid-January for a test run that is to last through the following summer.

And if the Boston test is successful, AGB plans to roll out a national version of the service with a sample of 5,000 PeopleMeter households—nearly three times the size of Nielsen's present 1,700 national household sample. But unlike Nielsen's present national rating service, AGB's PeopleMeter would provide overnight demographic information of a show's audience composition, thus cutting down the at least two-week waiting period which is part and parcel of the present paper diary method.

"The purpose of the Boston project is to tell how well the PeopleMeter will work in our society relative to the current available tool, which is a seven-day paper-and-pencil diary," explained Norman S. Hecht, president of AGB Television Research Inc. The U.K.-based parent, AGB Research PLC, and its subsidiaries, conduct business in 20 countries; television audience research in 12

of those countries with the PeopleMeter employed in the U.K. and Italy. If AGB decides to go ahead with its national PeopleMeter system, company executives claim it can deliver the service based on a sample of 5,000 households at a cost competitive to Nielsen's 1,700 national household sample.

The PeopleMeter is an electronic device that can record individual viewing habits by having viewers press a numbered button on a portable handset which is akin to a remote-control device used by many people to turn on and off their television sets. The remote PeopleMeter unit developed for the U.S. market has eight buttons assigned to individual household viewers and guests. When a viewer begins to watch a program, that individual's corresponding button is pressed, and pressed again when the viewer stops watching the program. A monitor is attached to the television set and alerts the viewer to remember to signal when program viewing stops. A PeopleMeter can measure the activity of four sets in each household, including VCR's, and monitor 97 channels.

Advantages, claim AGB executives, are that PeopleMeters are more accurate because they do not require diary entries, which are dependent on a viewer's memory, and are a problem for those with low literacy levels.

Moreover, PeopleMeters—unlike diaries, which are kept only over seven-day periods—can record an individual's viewing habits over a long period of time, thus revealing what percentage of, for instance, women 25-54 watched the second episode of a program, or what percentage of men 18-34 watched both the first-run and repeat of a program, or during an advertising campaign, what percent of any demographic was exposed to one commercial break, a second, a third, and so on.

But AGB is not alone. Nielsen is also testing a similar service. It is about halfway through installing a national panel of 150 meters that can do the same tricks as AGB's PeopleMeter. Nielsen has been working on the hardware since 1978. A second phase will include the installation of another 150-meter national panel. "Right now, we're looking at it as a long-term test situation," a Nielsen spokesman explained, adding that a "couple years" was probably the minimum test period. The testing involves "research values" as opposed to "hard data"; that is, testing and developing the validity of the system to insure that the numbers will be representative. Nielsen is underwriting the test and will share the results with its clients.

But according to Hecht, the PeopleMeter

CBS re-emerges in first in prime time ratings

For the first time since the pre-Olympics week that ended July 22, ABC-TV failed to win the weekly prime time Nielsen ratings. For the seven days ended Sept. 9, the honors went instead to CBS-TV, which had tended to top the rankings before the Olympics got ABC started on its run. CBS averaged a 13.1 rating/23 share for the week, while ABC came in with a 12.4/22 and NBC-TV with an 11.9/21.

Sports events were not quite the only original programming in network prime time that week, but they were among the most popular of the relatively rare nonrepeats. The opener of ABC's *Monday Night Football*, Dallas vs. Los Angeles, scored an 18.9/37, making it the second-highest-rated program of the week, although it was also the second-lowest-rated premiere in the pro football series's 14 years ("In Brief," Sept. 10). A repeat of "Coal Miner's Daughter" on the *ABC Sunday Night Movie* ranked third for the week at 18.5/32. Number one among the week's 58 shows was a repeat of an *A Team* episode on NBC.

After *Monday Night Football*, the highest-rated original was *Boys in Blue*, a one-hour special Sunday night on CBS, which turned in a 15.4/26 tie (with a *Magnum, P.I.* repeat, also on CBS) for 10th place. Then came *Call to Glory*, the August newcomer whose performance has gotten it promoted to ABC's fall schedule, which did a 14.7/26, tying (with a *Gimme a Break* repeat on NBC) for 16th position. An ABC pro football special on Thursday night, Pittsburgh vs. New York

Jets, was the week's fourth-highest-rated original, coming in at 13.6/26 and ranking 23d among the week's shows. A football runover on NBC was next, at 12.2/24, ranking 33d.

Sports were in no way uniformly large draws. Four hours of U.S. Open Tennis on CBS Saturday night averaged 9.1/18, ranking 48th for the week. A college football special on ABC, Boston College vs. Alabama, opposite the tennis on CBS, and a mostly normal Saturday lineup on NBC, did an 8.8/17, ranking 49th. Major league baseball—the Chicago Cubs vs. the New York Mets—on NBC Friday night managed an 8.3/16, ranking 52d, and a quarter-hour preview of that game ranked two notches down at 7.7/17.

Both ABC and NBC had prime time previews of their new Saturday-morning children's lineups. NBC's preview, a Saturday night half-hour against CBS's tennis and ABC's college football, generated an 11.4/22. ABC's, a Friday half-hour opposite NBC's baseball and CBS's *Comedy Zone* summer series (10.7/22), had an 8.5/18.

CBS won Thursday, Friday and Sunday nights; NBC won Tuesday and Saturday; ABC won Monday, and ABC and NBC tied for the top on Wednesday.

In early-evening news ratings, *CBS Evening News With Dan Rather* again came out on top, scoring 10.6/22 to *ABC World News Tonight's* 9.6/21 and *NBC Nightly News's* 8.8/19.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	A Team	NBC	20.1/35	21.	Family Ties	NBC	14.0/23	41.	Jennifer Slept Here	NBC	10.9/19
2.	NFL Football, Dallas vs. L.A.	ABC	18.9/37	22.	Night Court	NBC	13.9/23	42.	Comedy Zone	CBS	10.7/22
3.	Coal Miner's Daughter	ABC	18.5/32	23.	NFL Football, Pitt. vs. N.Y. Jets	ABC	13.6/26	43.	Double Trouble	NBC	10.6/20
4.	The Shadow Riders	CBS	17.6/33	24.	Newhart	CBS	13.1/22	44.	Ripley's Believe It or Not	ABC	10.6/20
5.	Simon & Simon	CBS	17.0/28	25.	Kate & Allie	CBS	13.1/21	45.	Webster	ABC	9.8/19
6.	Jeffersons	CBS	16.7/27	26.	Bosom Buddies	NBC	13.0/24	46.	Marco Polo, part 1	NBC	9.6/16
7.	Riptide	NBC	16.6/27	27.	Hotel	ABC	12.8/24	47.	To Save Our Schools, To Save Our Children	ABC	9.2/16
8.	Alice	CBS	16.4/26	28.	Hill Street Blues	NBC	12.8/23	48.	U.S. Open Tennis, men's	CBS	9.1/18
9.	Trapper John, M.D.	CBS	15.5/26	29.	Diff'rent Strokes	NBC	12.7/26	49.	College Football, B.C. vs. Ala.	ABC	8.9/17
10.	Magnum P.I.	CBS	15.4/26	30.	Cagney & Lacey	CBS	12.7/22	50.	Blue Thunder	ABC	8.8/17
11.	Boys in Blue	CBS	15.4/26	31.	Oh God, Book II	NBC	12.6/21	51.	Sat. Morn. Preview	ABC	8.5/18
12.	Facts of Life	NBC	15.1/25	32.	The Other Woman	NBC	12.3/22	52.	Chi. Cubs vs. N.Y. Mets	NBC	8.3/16
13.	Mike Hammer	CBS	14.9/27	33.	NFL Football	NBC	12.2/24	53.	Crossroads	CBS	8.0/16
14.	Broken Promise	CBS	14.9/25	34.	Dynasty	ABC	12.2/20	54.	Baseball, Pregame	NBC	7.7/17
15.	Mama's Family	NBC	14.8/27	35.	Fall Guy	ABC	12.0/22	55.	Defense in Space	NBC	7.7/16
16.	Gimme a Break	NBC	14.7/26	36.	Mat Houston	ABC	11.7/22	56.	20/20	ABC	7.3/13
17.	Call to Glory	ABC	14.7/26	37.	Scarecrow & Mrs. King	CBS	11.6/20	57.	Summer Sunday USA	NBC	6.7/12
18.	60 Minutes	CBS	14.6/27	38.	TV Bloopers & Prac. Jokes	NBC	11.5/20	58.	High Technology	CBS	6.2/11
19.	Hardcastle & McCormick	ABC	14.3/24	39.	NBC Sat. Morn. Preview	NBC	11.4/22				
20.	Remington Steele	NBC	14.2/25	40.	St. Elsewhere	NBC	11.1/20				

*indicates premiere episode



Hecht

s more than simply something whose time has come—it is almost a decade overdue. "Until 1975, the diary was more than adequate to gather information about how people view television," said Hecht. In those days, he recalled, the three networks drew 100% of the audience "and it was very easy to measure the medium." But after superstation WTBS(TV) and HBO began using a satellite, and the independent stations became more aggressive in acquiring quality off-network syndicated programming, "those things changed broadcasting forever." Also, with the increase in cable penetration to 42% of all television households, Hecht continued, "an awfully high portion of those households have a remote tune, because the converter box acts as one. In the multiple-channel environment and with a remote tuner, Americans have changed the way they watch television. We're now random viewing instead of watching quarter-hour and half-hour segments." Concludes Hecht: "That makes the paper-and-pencil diary a very onerous instrument."

Ratings analysts disagree as to whether viewing habits of the public have changed among a portion of the public large enough to make present measuring systems obsolete or distorted. But AGB has found interest in enough companies to convince 26 to come aboard as founding subscribers for the Boston test. Its charter clients include all three broadcast networks, HBO, USA Cable Network, Cablevision Systems, KTLA-TV Los Angeles, WTVJ-TV Miami, Post-Newsweek Stations, INTV, The Gillette Co., plus advertising agencies including NW Ayer Inc., Ted Bates Advertising/NY, BBDO International, Benton & Bowles Inc., Leo Burnett Co., Dancer Fitzgerald Sample Inc., plus most other major New York advertising agencies. In addition, the *Washington Post* is a subscriber.

AGB is also meeting with its founding subscribers on a monthly basis not only to report the progress of the project but also to get feedback and find out exactly what the subscribers want from the service. AGB boasts that this kind of client participation in the development of a new ratings service is an industry first. At one such recent meeting in New York, for example, AGB executives and clients discussed various reporting formats for the data as well as technical aspects about how the data could be presented, including the validation process and the estab-

lishment of a permanent technical committee. The meetings also provide an opportunity for discussion of how various programming services should be counted or into what category they should fall.

How much is at stake can only be estimated, since neither of the two major television audience measurement companies publicly release revenue figures. But AGB's Hecht, who served as vice president and general manager of Arbitron Television for six years, estimates the television audience measurement market is a \$200-million business in the U.S. alone. He figures Nielsen's national rating service (NTI) will gross approximately \$40 million in 1984, while its local market service (NSI) will gross about \$55 million. In Arbitron, Hecht estimated revenues will approach \$50 million each in its television and radio audience measurement services. AGB, publicly traded on the London stock exchange, realized revenues of \$110 million in 1983, Hecht said.

He also said AGB chose Boston as its laboratory because it is a "complicated market" and because it is a top 10 market with high average income and educational levels, plus affiliates able to compete against strong UHF independents. Referring to Arbitron's and Nielsen's installation last April of between 280 and 300 new household meters, Hecht added: "I believe our industry will give AGB only one shot at showing its stuff."

Should the Boston test succeed, Hecht said the next step will be to introduce the national service. He added, however: "I don't think it will be our decision. It will be up to the major agencies, advertisers and networks to invite us to make a proposal. I would suspect they'll invite us to work up the specifications and respond for a request for proposal as early as next summer."

Arbitron is also at work on a similar service. It is the middle of a six-month test in Washington where it has outfitted 20 homes with people meters and next year will begin testing another version of the people meter in 200 Denver households. □

Star turns. The first-run, daily, syndicated series *PM Magazine* will revise its format beginning in November by adding "well-known entertainment personalities" as contributors on subjects of personal interest to them. The current lineup of local and national co-hosts, Bob Seagren and Pam Thompson, for the Group W Productions strip will not be affected by the move. The segments will be inserted by the *PM Magazine* national production office in San Francisco.

"Each of the stars will be doing three to six stories for us to begin with," said *PM Magazine* Executive Producer Bob George. "Other stars are talking to us about stories they're interested in, so we expect this new feature to run indefinitely." Celebrity contributors scheduled include Sally Struthers, Bonnie Franklin, Ben Vereen, Robbie Benson, Loretta Swit and Bill Rafferty.

The series, known as *Evening Magazine* in some cities, currently airs in more than 70 markets.

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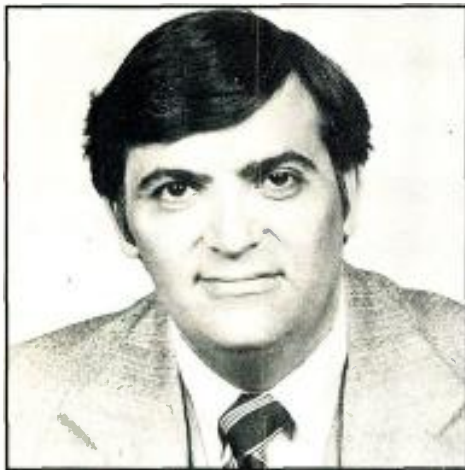
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UPI awaits 'sink or swim' union vote

Executives of financially-troubled news service feel austerity plan could put company back in black by end of fourth quarter; Small ousted as president; Nogales, former general manager, takes reins

United Press International officials are awaiting the outcome today of a vote by union members that could affect the future of the 77-year-old wire service—indeed, determine if it has a future. At issue is whether the 950 members of the Wire Service Guild will accept an austerity program—one that involves temporary pay and personnel cuts and a deferral of company contributions to union pension funds—that management says is an essential first step toward putting the company on a profitable basis.

The new operating plan of which the austerity program is a part claimed its first and



Nogales

best-known casualty on Sept. 8, when the company announced the termination of its president and chief operating officer, William J. Small, a former top news executive at CBS and NBC. The move stunned some who had observed UPI's development under Small. But UPI officials said Small did not fit into the new plan. Small's successor led the team that drafted it—Luis G. Nogales, who had been UPI's general manager.

The feeling at the new headquarters building in Washington as the union vote was awaited last week—at least as exemplified by William Adler, UPI's vice president for information—was one of anticipation. The austerity program, he noted, would affect everyone in the company—even top executives would take pay cuts—and would involve tight cost and expense controls; he talked of executives eating "bag lunches," instead of dining at expensive restaurants, and traveling coach, not first class, on airplanes. But if all goes according to plan, he said, the \$900,000 loss the company is suffering every month would be wiped out in

one month and the company would register a \$1-million profit by the fourth quarter. The expectation is that UPI, which operates on a \$100-million budget—60% of which is dedicated to labor costs—would show a \$3-million profit in 1985, after pay cuts are restored. "From that point on, we will take steps to generate growth," Adler said. A primary goal is the acquisition of investment capital.

Beyond any business plan, it seemed clear last week that UPI is counting on the 40-year-old Nogales, who joined UPI in August 1983 as an executive vice president, to lead it out of the financial wilderness. Douglas F. Ruhe, managing director and co-owner of UPI, said Nogales "has proven to be a strong leader at UPI and he is the ideal person to take the helm at this important point in the company's development." That view was supported by the president of the WSG, who had spent 16 days negotiating details of the austerity program with Nogales. "I think Nogales is the guy they need," said William Morrissey. "He appears to be a good businessman. And they need a good businessman who can run the company."

Nogales has a solid grounding in broadcasting: He spent seven years with Golden West Broadcasters, where he rose to the position of executive vice president and became a member of the board of directors. He was vice president of Fleishman-Hillard Inc., a public relations firm and consulting firm, after leaving Golden West. In his two years at UPI, Nogales has had responsibilities in corporate planning, finance and labor relations. He has also been functioning as chief administrative officer.

■ Red ink is not new to the company that operates 263 bureaus worldwide, 173 of them in the U.S., and services 3,500 broadcast stations and 802 newspapers in the U.S., while operating a radio network with 1,000 affiliates and a new Spanish-language radio service, Nuestras Noticias. (Overall, UPI has 7,000 clients in more than 100 countries.) It has been losing money for 20 years—but at a reduced level since it was acquired two years ago from the E. W. Scripps Co. by Media News Corp., which is owned by Ruhe and William E. Geissler, who have made a mark as owners of UHF television stations—WFBN(TV) Joliet, Ill.; WFYZ(TV) Murfreesboro, Tenn.; WUHX(TV) Norfolk, Va.; WGGF(TV) Lebanon, Pa.; WKAJ(TV) Syracuse, N.Y., and WSTG(TV) Providence, R.I. With an aggressive campaign to acquire new subscribers and retain existing ones, as well as a major effort to reduce communications costs by substituting satellite service for landlines (thus far, it has installed 2,500 dishes), UPI managed to halve monthly losses of about \$2 million.

Now, the effort is to wipe out the remaining losses and turn a profit. As for the first

goal, Nogales and Maxwell McCrohor UPI's editor-in-chief, between them called on nine major bureaus around the country last week, explaining the austerity plan and their view as to the need for it, and attempting to boost morale. Ballots were mailed to all members on Aug. 31, and were to be filled out and returned by today (Sept. 17) for counting. And Nogales, after talking to staffers in Nashville, San Francisco, Los Angeles and Dallas said he was "very optimistic." He said the mood of the personnel moves in cycles, from disappointment and concern to the feeling that, "OK, we've gone as far down as we can. Now, we'll work for a solution." He feels the staff has reached that point.

Support for the new plan was not limited to management. WSG's Morrissey figuratively held his nose while explaining the union leadership's position in calling for rati-



Small

fication. "This agreement is not what I like to get involved with," he said last week. "But when it's a choice between getting 75% of your salary or no salary, it's no choice." The company has made available to him confidential information on its finances that has convinced him of the seriousness of the company's position; there are reports the company owes millions of dollars to various vendors. Morrissey feels the plan is essential to the survival of the company.

Under the plan, wages of all employees, union and nonunion, including management, would be cut 25%, effective immediately. But over a 10-month period beginning in mid-December, wages would be restored to current levels. And between Dec. 15 and 31, 1985, all employees would receive a 3% raise. Between Jan. 1 and April 16, 1986, employees' wages would be 5% more than they were when the cutting began. Union employees would still be earning less than they would under the existing contract, for three scheduled pay raises would be waived. But as partial compensation, the plan com-

mits the company to setting aside 6.5% of equity in the company for allocation to employees on the basis of the wages given up.

Another belt-tightening measure includes the release of 200 employees—about equally divided between union and nonunion members. Of the union members, 40 would be from the permanent workforce, the remainder from the ranks of probationary and temporary staffers. The company says the cut-back in personnel would be temporary; a net increase in personnel is envisaged as UPI's hoped-for profitability takes effect. The proposed postponement of contribution to the union pension funds would provide the company with additional cash for one year, at the end of which UPI would make it up in the amount of \$1.4 million.

■ But those measures are designed merely to stop the drain of losses. Once that is accomplished, the aim would be to attract outside investment. Ruhe and Geissler have said they would be interested in selling 30% of the company for \$12 million. That would permit them to retain majority ownership, with stock left for employee ownership and other purposes. And with that additional backing, UPI would attempt to expand: It would seek to acquire new clients among newspapers and broadcasters and explore new markets among businesses and industries that would be interested in specific news services.

Nor are those goals the limit of UPI's ambitions. As the sole proprietor of a modern communications system that includes satellite service and earth stations with excess capacity, UPI would be interested in sharing the system's benefits—and costs—with one or more other parties. Any cost savings for UPI, Adler said, "would go straight to the bottom line." In time, UPI and the company or companies sharing the system might participate in joint ventures in which profits would be generated and shared. Joint marketing ventures with other companies that would provide new information services—possibly for business and homes—is another idea under consideration—serious consideration, Adler indicated.

UPI's owners are not limiting their entrepreneurial ventures to UPI. Earlier this month, they reached a "preliminary agreement" with the Communications Satellite Corp. and Prudential Insurance Co. of America to establish a direct broadcast satellite system. Although UPI is not directly involved in the venture, Nogales said Comsat, which "represents the most advanced communications technology," would enable UPI to "send information directly to existing clients at low cost." What's more, the Comsat venture fits neatly with the plan to service nonmedia clients. As an example, Nogales cited the petroleum industry that might want information on only a handful of topics. "We're positioned well" to service both kinds of clients, Nogales said.

An important element in UPI's plans is technology. Custom News is a system—whose development is credited to William Ferguson, vice president and executive editor for UPI broadcast services—that permits clients to capture sequentially news on the subjects of interest to them; it ends the need to pore over yards of wire copy not likely to

be used in searching for material to publish or broadcast. Adler said the high-speed device was responsible for almost half of the \$33 million in new and upgraded contracts written in 1983. UPI is now marketing what Madison Avenue might describe as a new, improved version of Custom News called Custom Data. The device, designed principally for large stations and newspapers, permits clients to capture material by topic. And at the National Association of Broadcasters convention in Las Vegas last spring, UPI introduced its UPI 1, designed to handle a station's news and business functions. The system is based on the Zenith Data Systems Z-150 desktop computer, and UPI is selling it for \$6,000, about one third of its normal cost, to stations signing UPI's standard five-year news service contract. The price is designed to lure stations away from the Associated Press and to encourage small stations without news operations to establish them.

■ A question still not fully answered last week was the reason behind the termination of the man who was one of the first hired by Ruhe and Geissler after they acquired UPI two years ago. Small, who will turn 58 on Sept. 20, had joined UPI in September 1982 after serving as president of NBC News for two and a half years. But most of his career in broadcasting had been at CBS, where he had served as chief of the Washington news bureau, senior vice president of CBS News and as Washington vice president of CBS Inc. According to one UPI official, "the perception of people in the company was that Small wasn't as convinced of the need for the austerity program and the general financial program as everyone else."

Small said he had "no problems" with the financial plan—and that his firing came as a surprise. He said that in June his employment contract had been extended an additional two years—through 1989, then added, "Last week, Doug Ruhe suggested we discuss my termination. It was sudden and mysterious. No explanation was given." He said that the termination was "improper and without cause" and that he had "consulted counsel as to possible legal action." Small also said that although his termination had been under discussion for several days, he did not learn it had actually occurred until a reporter called him on Sept. 8 to ask for comment on the announcement UPI had made that day.

Word of the firing came as an unpleasant surprise also to Lou Adler, vice president and news director of WOR(AM) New York, who is chairman of UPI's national broadcast advisory board. He learned of it, ironically, while attending a New York State broadcasters Associated Press awards dinner, in Saratoga Springs, N.Y. "I have not been kept informed. That disturbs me," he said. And while he said that UPI's personnel matters are outside his jurisdiction, he made it clear he did not support UPI's action in replacing Small: "By all indications, he was doing a superior job—he is an extremely competent journalist. . . . He's such a giant in our industry. He's too good a man to lose. UPI is in the news business, and Bill Small does a company like that proud."

Those sentiments were echoed by CBS News anchor Dan Rather, who has known

Small for 25 years. Rather described Small as "one of the best executives in the news business" and said that, as one who reads the UPI wire daily, he had seen an improvement in it since Small took over as president. He said Small had "improved UPI's reputation for accuracy, vis-a-vis the AP." He said, "AP has always had a better reputation for accuracy, but Small narrowed the gap." Rather also said he had seen an improvement in UPI's "alertness"—"in anticipated stories and in developed stories"—and in "the reach of its coverage—its coverage of the Olympic games, for example." Rather said those views were not his alone. "They are widely shared in this newsroom." □

Suit filed to overturn sex discrimination issue in Craft case

A women's press group has entered the Christine Craft case with a friend-of-the-court brief seeking reversal of a district court ruling that sex discrimination was not a factor in the decision of KMBC(TV) Kansas City, Mo., to remove her from her co-anchor job in 1981. The National Federation of Press Women said in the brief filed with the U.S. Court of Appeals for the Eighth Circuit that women in the media will be "most immediately affected" if the lower court's ruling on the sex discrimination issue is allowed to stand.

Craft, 39, had sued Metromedia Inc., which then owned the station, on the ground her reassignment to reporter—which she refused to accept—was because of station management's feeling, she said, that she was "too old, too unattractive and not deferential to men." The jury that heard the case in Kansas City awarded Craft \$500,000 on the ground that the station had been guilty of fraud in renegeing on a promise, when she was hired, that it was concerned solely with her ability as a journalist. The jury also recommended that the presiding judge find the station guilty of sex discrimination.

But Judge Joseph Stevens set aside the verdict. He said it was excessive and had been influenced by the publicity the trial had received, and he ordered a new trial. But he also ruled that sex discrimination had not been a factor in the reassignment.

Craft was awarded \$325,000 by the jury in the second trial, in Joplin, Mo. But Craft, in her appeal to the Eighth Circuit Appeals Court, in St. Louis, has asked that the original \$500,000 verdict be reinstated and has asked for reversal of Stevens's ruling on the sex discrimination issue. Metromedia has also filed an appeal, saying the \$325,000 award is excessive. Both appeals are expected to be argued in November.

In its friend-of-the-court brief, the women's press group said that women would "more likely be subject to company's rules that, under the guise of proper grooming rules, impose a more demanding standard on them as compared to men in terms of their appearances. In short, women in the media would likely be subjected to a preoccupation with their appearance that is not present for men." □

Stock Index

	Closing Wed Sep 12	Closing Wed Sep 5	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	72 1/2	69	3	1/2	5.07	12
N Capital Cities	167	167 3/4	-	3/4	0.45	17
N CBS	82 7/8	82 1/4	5/8	0.76	10	2,462
O Clear Channel	14 1/4	14 1/4			17	41
N Cox	46 3/4	48	- 1	1/4	2.60	16
A Gross Telecast	75 1/4	74 1/2	3/4	1.01	18	60
O Gulf Broadcasting	9 1/2	9 5/8	-	1/8	1.30	23
O LIN	23 1/8	23 5/8	-	1/2	2.12	20
O Malrite Commun	11 1/4	11	1/4	2.27	14	95
O Orion Broadcast	0 1/32	1/32				1,681
O Price Commun..	10 3/8	9 7/8	1/2	5.06		34
O Scripps-Howard	30 3/8	30 1/2	-	1/8	0.41	18
N Storer	41 7/8	40 7/8	1	2.45		687
O Sungroup Inc.	6 3/4	6 5/8	-	1/8	1.89	5
N Taft	63 1/2	63 7/8	-	3/8	0.59	14
O United Television	16 1/4	16 5/8	-	3/8	2.26	27

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	21 3/4	21 3/4				18
A Affiliated Pubs	50	50				16
N American Family	23 1/2	22 5/8	7/8	3.87	13	420
O Assoc. Commun.	14 1/4	14 1/4				68
N A.H. Belo	46 1/2	47 1/4	-	3/4	1.59	14
N John Blair	27 7/8	25 3/4	2	1/8	8.25	14
N Chris-Craft	29 3/8	28 7/8	1/2	1.73	20	187
N Cowles	43 3/8	43	3/8	0.87	38	172
N Gannett Co.	44 1/2	43 1/4	1	1/4	2.89	18
N GenCorp	37 5/8	37 3/8	1/4	0.67	10	808
O General Commun.	67 1/4	67 1/4				15
N Insilco Corp.	16 5/8	16 3/4	-	1/8	0.75	9
N Jefferson-Pilot	33	32	1	3.13	10	1,056
O Josephson Intl.	9	9 3/8	-	3/8	4.00	9
N Knight-Ridder	28 1/4	28 1/4				14
N Lee Enterprises	26 5/8	27 1/4	-	5/8	2.29	15
N Liberty	24	24 1/2	-	1/2	2.04	11
N McGraw-Hill	46 7/8	45 3/4	1	1/8	2.46	17
A Media General	60 1/4	58 1/2	1	3/4	2.99	11
N Meredith	50 1/2	50 1/4	1/4	0.50	12	476
O Multimedia	38 1/4	39 1/2	- 1	1/4	3.16	17
A New York Times	34 1/2	34 7/8	-	3/8	1.08	15
O Park Commun.	27 1/4	26 3/4	1/2	1.87	20	251
N Rollins	12 3/4	13 7/8	- 1	1/8	8.11	19
N Schering-Plough	35 5/8	37 3/8	- 1	3/4	4.68	10
T Selkirk	17 1/2	17 1/4	1/4	1.45	38	142
O Stauffer Commun.	52	52				13
A Tech Operations	39 3/4	39 1/4	1/2	1.27	13	36
N Times Mirror	39 3/4	40 3/8	-	5/8	1.55	12
N Tribune	31 1/4	30 1/2	3/4	2.46	14	1,262
O Turner Bcstg.	23 3/4	24	-	1/4	1.04	33
A Washington Post	81 1/2	81 3/4	-	1/4	0.31	15

SERVICE						
O BBDO Inc.	43 1/4	43 3/4	-	1/2	1.14	13
O Compact Video	3 3/4	4	-	1/4	6.25	15
N Comsat	27	27 3/8	-	3/8	1.37	11
O Doyle Dane B.	15 3/4	15 1/4	1/2	3.28	15	83
N Foote Cone & B.	51 1/8	50 1/2	5/8	1.24	10	171
O Grey Advertising	126	125	1	0.80	9	75
N Interpublic Group	35	33 1/2	1	1/2	4.48	12
N JWT Group	35	33 3/8	1	5/8	4.87	10
A Movielab	4 5/8	4 5/8				8
O Ogilvy & Mather	32 1/2	32	1/2	1.56	16	299
O Sat. Syn. Syst.	9	9 1/4	-	1/4	2.70	13
O Telemation	6 1/4	6 1/4				6
O TPC Commun.	15 1/2	1	-	1/16	6.20	2
A Unitel Video	8 1/8	8 3/8	-	1/4	2.99	15
N Western Union	19 1/2	20 3/8	-	7/8	4.29	470

	Closing Wed Sep 12	Closing Wed Sep 5	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
PROGRAMMING						
O Barris Indus	5 3/8	5 1/8	1/4	4.88	27	31
N Coca-Cola	60 3/8	61 3/8	- 1	-	1.63	14
N Disney	59	56 1/4	2	3/4	4.89	19
N Dow Jones & Co.	46 3/4	48 1/4	- 1	1/2	3.11	23
O Four Star	4	4				4
N Gulf + Western	27 7/8	28 3/4	-	7/8	3.04	8
O Robert Halmi	115/16	3 1/4	- 1	5/16	40.37	39
A Lorimar	30 1/8	29 1/4	7/8	2.99	15	214
N MCA	42 1/4	42 7/8	-	5/8	1.46	16
N MGM/UA	12 1/2	13	-	1/2	3.85	15
N Orion	10 3/8	9 7/8	1/2	5.06	23	98
O Reeves Commun.	6 1/2	6 5/8	-	1/8	1.89	217
O Telepictures	16 3/4	17	-	1/4	1.47	16
O Video Corp.	16 3/4	15 1/8	1	5/8	10.74	12
N Warner	20 1/4	19 3/4	1/2	2.53		1,228
A Wrather	13 1/4	14	-	3/4	5.36	91

CABLE						
A Acton Corp.	6 1/4	5 3/4	1/2	8.70		37
O AM Cable TV	3 1/4	3 1/4				12
N American Express	32 3/8	32	3/8	1.17	17	6,944
N Anixter Brothers	19 1/4	18 3/4	1/2	2.67	26	350
O Burnup & Sims	7 1/8	6 3/8	3/4	11.76	14	64
O Cardiff Commun.	5/8	11/16	-	1/16	9.16	63
O Comcast	27 1/4	26	1	1/4	4.81	22
N Gen. Instrument	25	26 1/8	- 1	1/8	4.31	26
N Heritage Commun.	17 3/4	17 7/8	-	1/8	0.70	33
T Maclean Hunter X	22	22				31
A Pico Products	6 7/8	7 1/4	-	3/8	5.17	31
O Rogers Cable	5 3/8	5 5/8	-	1/4	4.44	120
O TCA Cable TV	14 1/2	14 1/4	1/4	1.75	28	97
O Tele-Commun.	20 7/8	21 1/2	-	5/8	2.91	39
N Time Inc.	43 7/8	42 3/8	1	1/2	3.54	15
N United Cable TV	26 3/8	25 1/2	7/8	3.43		291
N Viacom	32 3/8	30 5/8	1	3/4	5.71	13

ELECTRONICS/MANUFACTURING						
N Arvin Industries	24	24 1/4	-	1/4	1.03	7
O C-Cor Electronics	7 7/8	7 3/4	1/8	1.61	88	25
O Cable TV Indus.	3 1/8	3 1/8				21
A Cetec	8 7/8	9	-	1/8	1.39	11
O Chyron	11	11 5/8	-	5/8	5.38	14
A Cohu	8 7/8	9 1/4	-	3/8	4.05	10
N Conrac	13 1/4	13 3/8	-	1/8	0.93	13
N Eastman Kodak	74 5/8	74 7/8	-	1/4	0.33	17
O Elec Mis & Comm.	8 1/4	8 3/4	-	1/2	5.71	24
N General Electric	56 3/4	55 3/4	1	1.79	12	25,690
O Geotel-Telemet	1 1/2	1 1/2				17
N Harris Corp.	29	29 5/8	-	5/8	2.11	16
N M.A. Com. Inc.	20 1/2	20 1/8	3/8	1.86	27	887
O Microdyne	7 1/8	7 5/8	-	1/2	6.56	20
N 3M	78 1/2	81 5/8	- 3	1/8	3.83	13
N Motorola	41 3/8	42 1/2	- 1	1/8	2.65	14
N N.A. Philips	35 7/8	35 3/4	1/8	0.35	9	1,030
N Oak Industries	5	5 1/8	-	1/8	2.44	82
A Orrox Corp.	3 5/8	2 7/8	3/4	26.09		8
N RCA	35 3/8	35	3/8	1.07	11	2,896
N Rockwell Intl.	30 3/8	29 7/8	1/2	1.67	10	4,618
N Sci-Atlanta	9 1/8	8 5/8	1/2	5.80	16	212
N Signal Co.s	30 1/8	31 1/2	- 1	3/8	4.37	12
N Sony Corp.	14 3/4	14 3/8	3/8	2.61	14	3,406
N Tektronix	57 1/4	65 5/8	- 8	3/8	12.76	9
A Texscan	7 3/8	7 3/4	-	3/8	4.84	11
N Varian Assoc.	43 1/4	43	1/4	0.58	17	933
N Westinghouse	25 7/8	25 3/4	1/8	0.49	9	4,529
N Zenith	24 5/8	25 3/4	- 1	1/8	4.37	9
Standard & Poor's 400	186.74	186.81		.07		.04

T-Toronto, A-American, N-N.Y. O-OTC. Bid prices and common A stock used unless otherwise noted. "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 & Poor's or as obtained by BROADCASTING's own research.

CBS executives give rosy future predictions

Jankowski says revenue will be up 20%; Pilon discusses new college sports contracts; Rosenfield looks at HDTV

The management of the "We've got the touch" network has the touch. That was the message CBS/Broadcast Group President Gene F. Jankowski and other executives gave to securities analysts and reporters at their annual meeting last Tuesday.

There were a few areas where management indicated a desire for improvement, such as getting advertisers to buy on a more complete range of demographic categories (especially the 49-plus age group where CBS has traditionally skewed higher). Another area where CBS would like to pull in more revenue—new technologies such as teletext and high definition television—are still full of uncertainty.

Nonetheless, Jankowski told those assembled that revenue should increase 20% over

last year—14% over the "basic market" (not including the Olympics and political coverage)—and that costs, minus election coverage, have been kept under 10%. In the company's crystal ball, Jankowski sees cost increases for 1985 under 10% again, with revenue rising 11% over the "basic market," although it will be only a single digit increase over 1984 including the Olympics and election revenue.

One securities analyst's suggestion that sales had slowed down in August at the network's owned and operated television stations was confirmed by its president, Neil Derrough: "We did not see the increases in August that we expected as an industry. The ABC stations did not benefit to the extent that they expected and certainly we didn't either, especially in Los Angeles. We see a strong fourth quarter with strong political. We look at the fourth quarter as being able to regain a lot of what August and the third

quarter didn't deliver."

Most cost and revenue numbers have been good for the Broadcast Group, they said, however, and have contributed so far to CBS net income gains of 119% and 49% in the first and second quarters. Jankowski also had good numbers to show in station clearance, with the network's new prime time schedule receiving complete clearance except for just one station which will pre-empt one show, *Dreams*.

One area where costs are difficult to control, Jankowski said, is sports rights. Nonetheless, other CBS executives told those assembled that, at least as far as NCAA football was concerned, the network was making a profit this year compared to a loss in 1983-84, even though average unit prices for spots during the games have been "driven down." Executive Vice President Neal H. Pilon, who oversees both CBS Sports and CBS Radio, said lower ratings are expected for the network broadcasts. On the negotiations for college football, he said: "We ended up with two sets of schools offering us two different packages. The CFA package had many more games than we wished to do. We identified what we thought was the net-



Labor movement. AFL-CIO President Lane Kirkland last Monday (Sept. 10) announced the organization's television production unit, the Labor Institute for Public Affairs, is launching a national advertising campaign intended "to tell union members and the public about labor's commitment to issues important to all working Americans." The union is buying \$1-million worth of spot television time Sept. 10-30 on 65 stations in 24 major markets. Called the "Campaign for America's Future," a total of 14 30-second spots are being shown, covering such issues as health care, employment, education, trade policy, equality for women and taxes. Spanish-language television commercials on the same themes are being aired in six cities. The television campaign ends the week of Sept. 23-30 with the broadcast of a five-minute program on an ad hoc network of 24 commercial stations.

The AFL-CIO, through 135 local union sponsors, has budgeted approximately \$175,000 for purchase of radio time, supported by a package of seven 60-second spots. Print advertising will also run in labor and commercial publications throughout the month. In addition, LIPA made an agreement with Group W Cable last Wednesday (Sept. 12) to purchase 260 commercial spots on three Group W cable systems (located in Los Angeles, New York and St. Louis) over a three-week period. According to Nick DeMartino, director of distribution and marketing for LIPA, the cable medium was a way to reach "a tremendous volume of people without shouldering the expense of broadcast airtime." He added that the three markets were chosen because "they are large metropolitan areas where we've already bought broadcast time. We think this will heighten the impact of our campaign in those markets."

According to Group W, the LIPA ad spots will reach more than 250,000 cable viewers "through the campaign." Group W Cable serves 93,000 customers in Manhattan; 125 customers in Los Angeles, and 39,000 customers in the St. Louis area.

Funding of the unprecedented media campaign came through a one-time assessment of 10 cents per member, levied by the union's executive council last May. Kirkland made the announcement at a satellite-fed Washington news conference carried live to 530 cable systems affiliated with The Learning Channel.



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STV shuts down. Satellite Syndicated Systems has announced it will close down its Tulsa, Okla., subscription television service, effective Oct. 31, in the face of continuing financial and subscriber losses for the program service, aired over UHF station KGCT-TV. SSS spokeswoman Terry Jump told BROADCASTING last week the service peaked two years ago at about 10,000 subscribers and currently has about 3,700 paying viewers. She disclosed that, during 1983, the Tulsa STV service had before-tax losses of \$1.9 million on revenues of \$2.45 million. For the six-month period ending June 30, 1984, operating losses totaled \$501,000 on revenues of \$687,000. She attributed the service's demise to growing competition from cable, pointing out that Tulsa has one of the highest penetration rates in the U.S. KGCT-TV jointly-owned by Tulsa-based SSS with Green Country TV Inc., will expand its non-scrambled family-oriented and religious program schedule to fill the time vacated by the STV service.

Jump emphasized that the closure does not affect the STV service provided by SSS over its fully-owned WHTV-TV Ann Arbor, Mich., which she claims is profitable with its current subscriber-ship of 14,000.

In a separate announcement, SSS said it has reached purchase agreements for acquisition of cable systems in DeQueen, Ark., and Wright City, Okla., from Television Cable Co. The two systems collectively pass about 2,300 homes.

work perspective, mainly bringing in a limited number of nationally attractive games to our national audience, which the Big Ten/Pac 10 did." Pilson said the rights fees amounted to "less than \$11 million," with roughly an additional \$3 million in production costs.

As far as NFL football was concerned, CBS Television Network President Anthony Malara said: "We are on target, on budget and our pleased with our sales effort."

Not only has CBS "reduced its cost structure" to cover NCAA football, it also used some sports techniques to cover the political conventions this summer, according to Van Gordon Sauter, executive vice president in charge of CBS Television Stations and CBS

News, who said the resultant reduction in costs was the most important lesson from the conventions: "We did not build any on site facilities; we used mobile units. As a result our costs were considerably lower than our competitors and that's the way we will do it in the future.

"In terms of the editorial coverage, there was no need for gavel to gavel coverage," Sauter told an amused audience, "and some people would have argued there was no need for what we did." He added: "You have to operate under the assumption that if two primaries had gone slightly different, by less than a 10% vote margin, we could have had a highly contested Democratic convention."

The CBS executive vice president told

BROADCASTING he was not worried about the impact of a possible libel trial involving CBS and Gen. William Westmoreland would have on the credibility or ratings of CBS News. While U.S. District Court Judge Pierre Leval has not ruled on CBS's motion for summary judgement (dismissal) in the \$120-million libel suit, he has informed counsel in the case to be ready for trial Oct. 9. A trial would be expected to last about four months, according to a spokesman for CBS, and CNN has requested permission to televise the judicial proceedings should they occur.

Sauter noted that in the defamation action of *Carl Galloway M.D. vs. CBS, et al.*, the ratings of *CBS Evening News* were not affected, although the case was televised nationally on CNN.

CBS will have less controversial exposure this Tuesday when it hosts a reception at the National Portrait Gallery in Washington to introduce its *American Portrait* series: 130 one-minute programs, each presented by a well-known personality and focusing on "little known and uncelebrated" individuals to honor their "courage, energy and vision." Previews that were screened at last week's meeting included actor Jack Lemmon narrating the story of a Cambodian refugee who, five years after her arrival, made it to the finals of the national spelling bee; former President Jimmy Carter talking about Lillian Carter, and cartoon character Charlie Brown, saluting the founder of the American Society for Prevention of Cruelty to Animals. The one-minute spots will run nightly at 8:58, beginning Sept. 24.

Reportedly one of the factors motivating CBS to consider involvement with direct broadcast satellites was the potential of high definition television and the opportunity to keep HDTV from developing as a medium for taped programming. Now CBS has abandoned active consideration of DBS and James Rosenfield, whose responsibilities included technology, said it seems HDTV will develop first as a tape medium: "It could start out in tape for some period of time, then when there are screens that could accommodate HDTV, then broadcast could come along." Rosenfield added he is convinced HDTV will arrive in the next five years and that initially its main use will be for motion pictures and sports.

As for teletext, Rosenfield said it is a "technology that is developing slower than we expected. It has less marketability than we expected and yet it is a medium that we think will develop over time. For the moment we are in a wait-for-the-technology-to-catch-up-with-us mode. We are spending very little money to keep it alive and waiting until it is built into the television set, something that is coming, to our surprise, about three years ahead of schedule. Once digital chassis become the norm—it will take about two years for that to happen—then teletext decoders will be easily built into the set for 25 to 35 dollars." For the CBS executive vice president these developments are leading to a home entertainment center that will include stereo TV, by 1988; VCR's, radio and digital records.

One securities analyst asked CBS Entertainment President Bud Grant if the network

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would ever buy movies before they appeared on pay cable. Grant responded: "About a year or so ago we had several discussions with several major studios but we never could make those numbers work for us. The spread was just too big for us and down the road there was the VCR. We didn't want to solve one technological change, i.e. the cable channel, only to find the VCR's hurting us just as much."

Jankowski reiterated CBS's position on a number of current policy issues, including

financial interest and syndication, and the repeal of the station ownership limitations. Asked about the effect of the removal of alcohol advertising on the network, the CBS/Broadcast Group president said: "I think at this stage of the game the chance is less than 50/50 that it would happen. Still it is not something that we can be complacent about. The sad thing about it is that when you listen to some of the pressure groups ... it focuses on some of the wrong answers to the wrong issues." □

ly owned by Allan A. Roberts, president. It also owns WIIN(AM)-WFPG(FM) Atlantic City. **Buyer** is owned by Joel M. Hartstone and Barry J. Dickstein who own WDOV(AM)-WDSD(FM) Dover, Del. They also own, Hartford and Dickstein, Hartford, Conn.-based investment banking firm specializing in broadcast properties. WUHN is daytimer on 1110 khz with 1 kw. WUPE is on 95.9 mhz with 3 kw and antenna 560 feet above average terrain. *Broker: Blackburn & Co.*

WITH(AM) Baltimore □ Sold by Broadcast Enterprises National Inc. to Robinson Broadcasting Corp. for \$1.7 million. **Seller** is Philadelphia-based station group of six AM's and two FM's principally owned by Ragan Henry. **Buyer** is principally owned by Jacqueline Robinson, president, and Howard Sanders. They also own WYCB(AM) Washington, and recently purchased WANT-(AM) Richmond, Va. ("Changing Hands," July 16). WITH is on 1230 khz with 1 kw day and 250 w night. *Broker for buyer: Norman Fischer & Associates/Washington; for seller: Milton Q. Ford & Associates.*

KMZQ-FM Henderson, Nev. □ Sold by Pargo Broadcasting Corp. to Pinnacle Communications Corp. for \$1,350,000 cash. **Seller** is owned by Stanley J. Karas, president; Arthur Stambler and his wife, Phyllis; Joseph Hennessey; Thomas Siebert and his brother, Craig, and Lynda Lovett. Hennessey, Stambler, Lovett and Thomas Siebert are Washington communications lawyers. They also own WANB-AM-FM Waynesburg, Pa. **Buyer** is owned by Larry Shipp, president, Tim Roberts, James D. Ireland (30% each)

Changing Hands

PROPOSED

WTOK-TV Meridian, Miss. □ Sold by Channel Eleven Television Co. to W TOK-TV Inc. for \$13,100,000 cash. **Seller** is subsidiary of Channel Two Television Co., Houston-based group of four TV's principally owned by Chairman William B. Hobby Jr., lieutenant governor of Texas. It purchased station in 1981 for \$11 million. **Buyer** is subsidiary of Southeastmedia Inc., principally owned by Larry C. Wallace, chairman, David J. Jones and John F. Flake. It also owns KARK-TV Little Rock, Ark. W TOK is ABC affiliate on channel 11 with 316 kw visual, 47.9 kw aural and antenna 536 feet above average terrain.

WNOX(AM) Knoxville-WNKX(FM) Clinton, WJRB(AM) Madison-WJKZ(FM) Franklin, all Tennessee, and WVOK(AM)-WRKK(FM) Birmingham, Ala. □ Sold by MetroGeneral Communications Inc. to ELF Communications Inc. for \$10 million, including \$50,000 noncompete agreement. Price only reflects sale of stations, real estate will be sold to ELF in separate transaction for \$2 million. **Seller** is owned by Mack Sanders. He has no other broadcast interests, but will be seeking other acquisitions. He will become consultant and director of ELF. **Buyer** is newly formed corporation headed by John A. Lack, president and chief executive officer. It has no other broadcast interests. Lack is former executive vice president of Warner Amex Cable Communications and former general manager of CBS Radio Spot Sales. WNOX is on 990 khz full time with 10 kw. WNKX is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. WJRB is on 1430 khz with 5 kw day, 1 kw night. WJKZ is on 100.1 mhz with 2.5 kw and antenna 600 feet above average terrain. WVOK is daytimer on 690 khz with 50 kw. WRKK is on 99.5 mhz with 100 kw and antenna 870 feet above average terrain. *Broker: Blackburn & Co.*

WBOS(FM) Brookline, Mass. □ Sold by WBOS Inc. to Boston Radio Corp. for \$6,830,000, comprising \$3,280,000 cash and remainder note. **Seller** is owned by Herbert S. Hoffman, who owns WUNR(AM) Brookline, Mass., and WBTF(FM) Attica, N.Y. **Buyer** is subsidiary of Sconnix Group Broadcasting, equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX-FM Charleston, S.C.; KFKF-AM-FM Kansas City, and WLLR-FM Moline, Ill. They recently purchased WMRZ(AM)

East Moline, Ill. ("Changing Hands," July 23). McQueen's wife, Lorretta, is applicant for new FM in Hanover, N.H. WBOS is on 92.9 mhz with 50 kw and antenna 868 feet above average terrain. *Broker: Blackburn & Co.*

KARD(TV) West Monroe, La. □ Sold by KLAA Inc. to Charles Woods for \$5,200,000 cash. **Seller** is owned by Kenneth E. Meyer, president, George Baldrige and H.C. Wattner. They also own KMTC(TV) Springfield, Mo. **Buyer** owns WTWV(TV) Evansville, Ill.; KLBK-TV Lubbock, Tex., and WTUY(TV) Dawson, Ala. KARD is ABC affiliate on channel 14 with 1050 kw visual, 105 kw aural and antenna 630 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WUHN(AM)-WUPE(FM) Pittsfield, Mass. □ Sold by Roberts Broadcasting Co. to H&D Media Inc. for \$2 million. **Seller** is principal-

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and Ivan Braiker (10%). Braiker was senior VP with Transtar Radio Network, subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group with two AM's and four FM's. He owns 29% of Highsmith Co., which recently purchased KLHT(AM)-KREM-FM Spokane, Wash. ("Changing Hands," July 9). KMZQ-FM is on 100.5 mhz with 98 kw and antenna 1,180 feet above average terrain. *Broker: The Holt Corp.*

WMTN(AM)-WAZI(FM) Morristown, Tenn. □ Sold by East Tennessee Broadcasting Corp. to Franklin Communications for \$1,100,000. Seller is principally owned by George Guertin, president, who also has interest in WBNT-AM-FM Oneida, N.Y. Buyer is principally owned by John M. Jones and family. They also own The John M. Jones Newspapers, which publishes *Greenville Sun* and *The Daily Post-Athenian*, in Athens, Tenn., as well as five weeklies, three semi-weeklies and one tri-weekly in Tennessee. WMTN is daytimer on 1300 khz with 5 kw. WAZI is on 95.9 mhz with 460 w and antenna 770 feet above average terrain. *Broker: Blackburn & Co.*

WTSV(AM)-WECM(FM) Claremont, N.H. □ Sold by Electromagnetic Corp. to DynaCom Corp. for \$575,000 cash. Seller is principally owned by Palmer C. Dante, president, and his father, S. Palmer Dante. Younger Dante also owns WSCR(AM) Hamden, Conn. Buyer is owned by Robert Shapiro (25%), Samuel Goddard (25%), Samuel Elias (20%), and four others. Shapiro is Watchung, N.J., physician. Goddard is Phoenix attorney. Elias is New York investor. They

have no other broadcast interests. WTSV is on 1230 khz with 1 kw day and 250 w night. WECM is on 106.1 mhz with 8.9 kw and antenna 990 feet above average terrain.

KQTI(AM) Edna, Tex. □ Sold by Vic-Jax Broadcasting Corp. to Saul Garcia and Ben Pina Jr. for \$540,000, comprising \$45,000 cash and remainder note. Seller is owned by Peter Shuebruk (45%) and his wife, Eileen (5%), and Benito Gaugine (45%) and his wife, Frances (5%). Frances Gaugine has interest in WNUV-TV Baltimore. Benito Gaugine and Shuebruk are Washington communications lawyers with Fly, Shuebruk, Gaugine, Boros, Schulkind and Braun. Buyer, Pina, is minister in Bay City, Tex. Garcia has just left armed services. They have no other broadcast interests. Station was originally sold to L.J.M. Velasquez family trust but deal fell through. KQTI is daytimer on 1130 khz with 2.5 kw with CP for 10 kw.

KDXY(FM) Paragould, Ark. □ Sold by Larry T. Coffman to North Arkansas Radio Co. for assumption of \$450,000 note and \$27,000-worth of advertising time. Seller has no other broadcast interests. Buyer is owned by William F. Little (40%), Lynn Farr (40%) and Jim Cope (20%). Little is general manager of station. Farr, who was formerly general manager, owns Media Investments Brokers in Dallas. Cope is consulting engineer and has interest in applications for new FM's in Maurice, La., and Gourdon, Ark., and is applicant for new AM in Dardenelle, Ark. KDXY is on 104.9 mhz with 3 kw and antenna 255 feet above average terrain.

KEZG(FM) Green Valley, Ariz. □ Sold by Fair-

field Broadcasting Inc. to Canoa Broadcasting Corp. for \$450,000, comprising \$100,000 cash and remainder note. Seller is owned by Fairfield Communities, publicly traded corporation headed by C. Randolph Warner. It also owns KFFB(FM) Fairfield Bay, Ark. Buyer is owned by Frank R. Barreca, president (12%); his wife, Gail (12%); Vito Mariani (2%), and his wife, Carol (2%); Reg T. Morrison (12%), and his wife, Catherine (12%), and Gary L. Triano (24%), and his wife, Mary (24%). Barreca is currently general manager and Mariani is sales manager of station. Morrison owns cemeteries in Tucson. Triano is owner of Frontier Properties, Tucson-based real estate investment firm. KEZG is on 92.1 mhz with 3 kw and antenna 175 feet above average terrain.

WCBF(AM) Tampa, Fla. □ Sold by Gore Broadcasting of Florida Inc. to Sudbrink Broadcasting Co. of Florida for \$447,514, comprising \$50,000 cash and remainder note. Seller is owned by Harold W. Gore, who owns 10% of assignee. He recently purchased WYDE(AM) Birmingham, Ala. ("Changing Hands," Aug. 20). Buyer is owned by Robert W. Sudbrink (70%); his wife, Marion (20%), and Harold W. Gore (10%). Sudbrink owns KIFH(AM)-KPOI-FM Honolulu and owns 44.7% of Community Cablevision Inc., which owns cable systems in Illinois and Wisconsin. Sudbrink, with his wife, owns WLAC-AM-FM Nashville. WCBF is daytimer on 1010 khz with 50 kw.

WDBM(AM) Dothan, Ala. □ Sold by Dothan Broadcasting Co. to J-Frank Enterprises Inc. for \$350,000, comprising \$20,000 cash and two notes of \$75,000 and \$155,000. Seller is owned by B.C. Eddins and family. They also own WARI(AM)-WXLE(FM) Abbeville, Ala. He also owns, individually, WFMH-AM-FM Cullman, Ala. Buyer is owned by Lewis F. Johnson (99%) and his father, Wilbur (1%). Lewis Johnson was formerly general manager of WDFK(FM) Cleveland, Miss. They have no other broadcast interests. WDBM is on 1320 khz full time with 1 kw.

WCHU-FM Soddy-Daisy, Tenn. □ Sold by James Gang Broadcasting Inc. to Southern Star Systems Inc. for \$310,000 cash. Seller is headed by Charles E. Dunn, president. It has no other broadcast interests. Station was sold at public auction by U.S. Bankruptcy Court, Eastern District of Tenn. Buyer is equally owned by nine stockholders, Albert P. Woodard, chairman. It also owns WNOO(AM) Chattanooga ("For the Record," Dec. 12, 1983). WCHU-FM is on 102.3 mhz with 3 kw and antenna 700 feet above average terrain.

WATI(AM) Indianapolis □ Sold by Sarkes Tarzian Inc. to Universal Broadcasting of Central Indiana for \$300,000, comprising \$200,000 cash and \$100,000 noncompete agreement. Seller is Bloomington, Ind.-based station group owned by Sarkes Tarzian and his children, Thomas and Pat. It also owns WRCB-TV Chattanooga, KTVN-TV Reno, WGTC(AM)-WTTS-FM Bloomington, Ind., and WFWQ-FM Fort Wayne, Ind. William Evans, vice president and general manager of WRCB-TV, also owns 50% of WFFG(AM) Marathon, Fla., and 25% of WHIA(AM)-WAZE-FM Dawson, Ga. Buyer is Mineola, N.Y.-based station group of seven

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AM's and four FM's. It is owned by Marvin B. Kosofsky (50%), Howard Warshaw (25%) and his wife, Miriam (25%). This is the first assignment of more than seven stations in one service (see story below). WATI is daytimer on 810 khz with 250 w. *Broker: The Ted Hepburn Co.*

CABLE

Systems serving Franklin, Livermore, Calhoun, Hardinsburg, Cloverport and Hawesville, all Kentucky; White House, Tenn., and Rockport, Ind. □ Sold by Kentuckiana Cablevision Inc., Franklin-Simpson Cablevision Inc. and Tennessee Videocable Inc. to Midwest Cable Inc. of Florida for approximately \$9 million. **Sellers** are owned by Dear Publications & Radio Inc., owned by brothers, Walter, David and Ralph Dear. They publish four weekly newspapers and have no other cable or broadcast interests. **Buyer** is owned by Richard E. Thompson, who owns system in Mount Carmel, Ill. Systems pass approximately 7,000 homes with 4,900 subscribers and 500 miles of plant. *Broker: Communications Equity Associates.*

First with eight

Barely 48 hours after new FCC rules took effect, expanding ownership limits from seven to 12, Universal Broadcasting buys Indianapolis AM

The ink had barely dried on the FCC's deregulation of the multiple ownership rules when Universal Broadcasting Corp. announced last Monday (Sept. 10) that it had filed an application to acquire its eighth AM station. It is the first station group to exercise the new-found freedom from the rule of seven's, which limited ownership to seven AM's and seven FM's, and which now permits ownership of up to twelve. The new rules went into effect Sept. 8.

It bought WATI(AM) Indianapolis, a 250-watt daytimer on 810 khz for \$300,000 cash from Sarkes Tarzian Inc., a purchase which complements Universal's existing FM station in the nearby suburb of Danville. Sarkes Tarzian Inc. is the Bloomington, Ind.-based station group owned by Sarkes Tarzian, Thomas Tarzian, and Pat Tarzian. It also owns WRCB-TV Chattanooga, KTVN-TV Reno, WGTC(AM)-WTTS-FM Bloomington, Ind., and WFWQ-FM Fort Wayne, Ind. Ted Hepburn Co. brokered the transaction.

The sale surprised industry observers who expected the first activity under the new limits to be from a large station group that would increase its portfolio with an eighth FM. (The trend in station trading is overwhelmingly toward FM sales, at sometimes astronomical prices.)

Universal, a Mineola, N.Y.-based station group of seven AM's and four FM's, has made a comfortable niche for itself by acquiring small stations in the suburbs of major markets and applying what it terms "specialty programming"—formats which include mixes of news/talk, black, gospel, ethnic or religious. As Howard Warshaw, president, and one of the principal stockholders, said: "We have been in the business of running stations that no one else would bother to run.

We are not out chasing numbers. Call us the voice of the voiceless."

Universal, a family business, was started in the early 1960's when Warshaw and his college buddy (and later brother-in-law), Marvin Kosofsky, became partners. Warshaw had built a cable system in Sebring-Avon Park, Fla., and Kosofsky owned KCIJ-(AM) Shreveport, La. They sold those properties and used the proceeds to begin acquiring stations, starting with KUXL(AM) Golden Valley, Minn. Looking for properties not doing very well and applying their format system, they have turned each of them around. As Dick Marsh, vice president, said, "We have always been in the business of buying, not selling."

After their purchase of KTEK(AM) Alvin, Tex., (a suburb of Houston) in 1981, they reached their AM limit. Warshaw says, "FM's in the major markets we want to reach had become just too expensive and we wanted to continue to expand with our kind of programming." Expecting to reach the limit soon, they petitioned the FCC on Sept. 15, 1981, to allow the purchase of more than seven stations. Warshaw said, "I've always felt the rule of sevens was really dumb. How can you compare real people in the trenches to a giant like NBC? Just one of their class C stations alone is worth more than our entire operation. I know the rule had good intentions, but it really wound up stifling people like us."

Universal said it has plans to continue its buying strategy, but would not say where its next acquisition would be. □

McKinney lists DBS success formula

He says if new medium is to thrive, it must differentiate programming and market it ambitiously

The chief of the FCC's Mass Media Bureau told would-be high-power satellite broadcasters at a seminar in Washington last week that their future and the future of the direct broadcast satellite medium depends primarily on programming and marketing.

The government cannot help the satellite broadcaster raise the capital needed to get into business, said James McKinney. "But the day your marketers and programmers convince Wall Street that you have a product plan that will sell, the money will flow."

Marketing is important because consumers do "not need you at all—you need them," the regulator said. "And the dollars you budget for good, old-fashioned advertising in the early days of your new venture will give you a base of subscribers you must have if you expect to deliver long-term sustaining programming in the out-years." Satellite broadcasters should take a lesson from cellular radio operators who are convincing consumers that they need a telephone in their cars, he said.

United Satellite Communications Inc., a medium-power satellite broadcasting service launched last November, "has not done

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well and their apparent failure has hurt the infant DBS industry severely," McKinney said. One of the reasons it foundered, he said, has been its "almost total lack of a vibrant, exciting and well-planned marketing program." Although the service is available in Washington, which "has yet to string its first foot of cable," he said, almost no one knows about it.

The medium's "only programming hope" is counter-programming, said McKinney, citing Ted Turner's Cable News Network and C-SPAN as successful cable counter-programmers. "If DBS serves up the same fare that is already available in abundance... DBS will, quite simply, fail. If it gives the American audience something new—something it really wants, but has dif-

ficulty describing—it will succeed. It is clearly the end product, not the form of distribution, that will decide the fate of DBS. It is the what, not the how, that is important."

In looking for diverse programming, McKinney suggested the satellite broadcasters look to "middle America" rather than to New York and Los Angeles. "There's a lesson to be learned from National Public Radio's success with *Prairie Home Companion* on Saturday night from Lake Wobegone," he said. "It's fresh, contemporary, comfortable and friendly. And it has an audience."

The FCC has decided that three companies—Hubbard Broadcasting's United States Satellite Broadcasting, Dominion Video Satellite and Comsat's Satellite Television Corp.—have met the conditions of DBS

construction permits they received in 1982, and has given them the green light to proceed with their plans. It will decide whether to give the go-ahead to two other permittees, Graphic Scanning and Direct Broadcast Satellite Corp., by the middle of October, McKinney said. And in October or November—no later than Thanksgiving—the FCC will decide whether to grant DBS construction permits to seven additional companies, he said. □

IBC's 10th convention to be its largest

The 10th biennial International Broadcasting Convention, one of the world's major forums for the discussion and exhibition of television and radio technology, opens this Friday (Sept. 21) at the Metropole Conference and Exhibition Centre in the seaside resort of Brighton, England.

According to IBC spokesman Leslie Turner, this year's meeting by all measures will be the largest in the IBC's history. More than 8,000 are expected for the five-day event, perhaps 1,000 more than in 1982, he said. And by redesigning the layout of the slightly expanded exhibit floor, he said, organizers have been able to squeeze in 145 exhibiting firms, seven more than at the preceding show. "There's still a queue of 30 [exhibitors]," said Turner, "and I'm afraid they are going to be disappointed."

The biennial event is sponsored by the Electronic Engineering Association (U.K.), the Institute of Electrical and Electronics Engineers (U.S.), the Society of Motion Picture and Television Engineers (U.S.), the Institution of Electronic and Radio Engineers (U.K.), the Royal Television Society (U.K.) and the Institution of Electrical Engineers (U.K.).

So that the engineers do not lose touch with reality, organizers have scheduled an opening panel session on the economics, costs and potential applications of developing broadcast technologies. The panel includes Richard Bodman, Satellite Television Corp., the direct broadcast satellite subsidiary of Comsat; Kerns Powers, RCA Laboratories; M. Checkland, BBC; D.H. Mills, South African Broadcasting Corp., and J.C. MacKellar, Philips Electronics.

Between Saturday and Tuesday (Sept. 22-25), some 90 technical papers will be presented and discussed during 14 technical sessions.

Although the convention was founded in 1967 with terrestrial broadcasting in mind, Turner said, satellite broadcasting and cable television will be more prominent than ever in the papers and on the exhibit floor.

To mark the 10th anniversary of the convention, sponsors will present for the first time the IBC Award to a person or group of persons in recognition of "a significant contribution... to broadcasting research, design, development, manufacture, operational practice or management." With the award comes a check for £2,500 (around \$3,200). □

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For the Record

As compiled by BROADCASTING, Sept. 5 through Sept. 12, 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.

Ownership Changes

Applications

■ WCOX(AM)-WODB(FM) Camden, Ala. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 191.92 ft.)—Seeks assignment of license from Taylor & Taylor to Willie L. Wilson and Charles Mootry for \$100,000, comprising \$5,000 cash and remainder note. FM is unbuil CP. Seller is owned by Harry A. Taylor and his wife, Betty. They have no other broadcast interests. Buyer, Mootry has interest in WXLL(AM) Decatur, Ga. Filed Sept. 5.

■ WDBM(AM) Dothan, Ala. (1320 khz; 1 kw-U)—Seeks assignment of license from Dothan Broadcasting Co. to J-Frank Enterprises Inc. for \$350,000, comprising \$20,000 cash and two notes of \$75,000 and \$155,000. Seller is owned by B.C. Eddins and family. They also own WARI(AM)-WXLE(FM) Abbeville, Ala. He also owns, individually, WFMH-AM-FM Cullman, Ala. Buyer is owned by Lewis F. Johnson (99%) and his father, Wilbur (1%). Lewis Johnson was formerly GM of WDFK(FM) Cleveland, Miss. They have no other broadcast interests. Filed Sept. 6.

■ KEZG(FM) Green Valley, Ariz. (92.1 mhz; 3 kw; HAAT: 175 ft.)—Seeks assignment of license from Fairfield Broadcasting Inc. to Canoa Broadcasting Corp. for \$450,000, comprising \$100,000 cash and remainder note. Seller is owned by Fairfield Communities, publicly traded corporation headed by C. Randolph Warner. It also owns KFFB(FM) Fairfield Bay, Ark. Buyer is owned by Frank R. Barreca, president (12%); his wife, Gail (12%); Vito Mariani (2%), and his wife, Carol (2%); Reg T. Morrison (12%), and his wife, Catherine (12%), and Gary L. Triano (24%), and his wife, Mary (24%). Barreca is currently general manager and Mariani is sales manager of station. Morrison owns cemeteries in Tucson, Ariz. Triano is owner of Frontier Properties, Tucson-based real estate investment firm. Filed Sept. 6.

■ KDJQ(AM) Mesa, Ariz. (1510 khz; 10 kw-D)—Seeks assignment of license from KDJQ Inc. to KDJQ Broadcasting Co. for \$200,000 cash. Seller is owned by John R. Linn and his wife, Barbara. They own WABQ(AM) Cleveland and WKAZ(AM)-WKLC-FM St. Albans, W.Va. Buyer is owned by B.J. Glascock, who owns KFJZ(AM) Fort Worth and KSEY-AM-FM Seymour, both Texas. Filed Sept. 4.

■ KRIM(FM) Winslow, Ariz. (95.1 mhz; 66.6 kw; HAAT: 102 ft.)—Seeks assignment of CP from KWVS Investors to Resorts West Broadcasting for \$25,000, comprising \$12,500 cash and remainder note. Seller is owned by Jerry Van Syoc and Harold Wales. They have no other broadcast interests. Buyer is owned by Roger G. Archambault and his wife, Georgia. With Georgia's mother, Frances Arcularias, and Roger's stepdaughter, Barbara LeVan, they also own KRIT(FM) South Lake Tahoe, Calif. Filed Aug. 31.

■ KDXY(FM) Paragould, Ark. (104.9 mhz; 3 kw; HAAT: 255 ft.)—Seeks assignment of license from Larry T. Coffman to North Arkansas Radio Co. for assumption of \$450,000 note and allocation of advertising time equal to \$27,000 in rates at closing. Seller has no other broadcast interests. Buyer is owned by William F. Little (40%), Lynn Farr (40%) and Jim Cope (20%). Cope has interest in app.'s for new FM's in Maurice, La., and Gourdon, Ark., and is

app. for new AM in Dardenelle, Ark. Filed Sept. 4.

■ KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California (AM: 1290 khz; 1 kw-D; 250 w-N; FM: 103.9 mhz; 38 w; HAAT: 2,662 ft.)—Seeks transfer of control of Kotcom Broadcasting Investment Corp. from Dana M. Kott and his wife, Carole, to William B. Seaman for assumption of liabilities. Seller has no other broadcast interests. Buyer is financial consultant with no other broadcast interests. Filed Aug. 31.

■ WCBF(AM) Tampa, Fla. (1010 khz; 50 kw-D)—Seeks assignment of license from Gore Broadcasting of Florida Inc. to Sudbrink Broadcasting Co. of Florida for \$447,514, comprising \$50,000 cash and remainder note. Seller is owned by Harold W. Gore, who owns 10% of assignee. He recently purchased WYDE(AM) Birmingham, Ala. ("Changing Hands," Aug. 20). Buyer is owned by Robert W. Sudbrink (70%); his wife, Marion (20%), and Harold W. Gore (10%). Sudbrink owns KIFH(AM)-KPOI-FM Honolulu and owns 44.7% of Community Cablevision Inc., operator of cable systems serving towns in Illinois and Wisconsin. Sudbrink, with his wife, owns WLAC-AM-FM Nashville, Tenn. Filed Sept. 4.

■ WBOS(FM) Brookline, Mass. (92.9 mhz; 50 kw; HAAT: 868 ft.)—Seeks assignment of license from WBOS Inc. to Boston Radio Corp. for \$6,830,000, comprising \$3,280,000 cash and remainder note. Seller is owned by Herbert S. Hoffman who owns WUNR(AM) Brookline, Mass., and WBTF(FM) Attica, N.Y. Buyer is subsidiary of Sconnix Group Broadcasting, equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX-FM Charleston, S.C.; KFKE-AM-FM Kansas City, and WLLR-FM Moline, Ill. They recently purchased WMRZ(AM) East Moline, Ill. ("Changing Hands," July 23). McQueen's wife, Loretta is app. for new FM in Hanover, N.H. Filed Sept. 4.

■ WFSL-TV Lansing, Mich. (ch. 47; ERP vis. 1350, aur. 135 kw; HAAT: 1,036 ft.; ant. height above ground: 1,000 ft.)—Seeks assignment of license from F&S Comm./News Inc. to WTMJ Inc. for \$8,250,000 cash. Seller is owned by Joel Ferguson, Sol Steadman and Douglas Crist. They have no other broadcast interests. Buyer is owned by

The Journal Co., Milwaukee-based station group, MSO and publisher, headed by Michael J. McCormick, president and chairman. It owns WTMJ-AM-TV and WKT(FM) Milwaukee, KTNV-TV Las Vegas and cable systems serving Stevens Point, Wausau and Wisconsin Rapids, all Wisconsin. It also publishes *The Milwaukee Journal* and *The Milwaukee Sentinel*. Filed Sept. 4.

■ WTOK-TV Meridian, Miss. (ch. 11; ERP vis. 316 kw; aur. 47.9 kw; HAAT: 536 ft.; ant. height above ground: 315 ft.)—Seeks assignment of license from Channel Eleven Television Co. to WTOK-TV Inc. for \$13,100,000 cash. Seller is subsidiary of Channel Two Television Co., Houston-based station group of four TV's principally owned by William B. Hobby Jr., lieutenant governor of Texas, chairman. They purchased the station in 1981 for \$11 million. Buyer is subsidiary of Southeastmedia Inc., principally owned by Larry C. Wallace, chairman, David J. Jones and John F. Flake. It also owns KARK-TV Little Rock, Ark. Filed Aug. 31.

■ KCVK(AM)-KYZZ(FM) Wolf Point, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 1 kw; HAAT: 496 ft.)—Seeks assignment of license from KCVK Inc. to Wolf Point Broadcasting Co. for \$775,000, comprising \$100,000 cash, assumption of approx. \$246,000, noncomplete agreement of \$50,000 and \$379,000 note. Seller is owned by Robert A. Lundstrom, president and general manager. He is also app. for new FM in Rock Springs, Wyo. Buyer is owned by Alan Henning and Dennis Danielson who also own KBTO-FM Bottineau, N.D. Filed Sept. 4.

■ WTSV(AM)-WECM(FM) Claremont, N.H. (AM: 1230 khz; 1 kw-D; FM: 106.1 mhz; 8.9 kw; HAAT: 990 ft.)—Seeks assignment of license from Electromagnetic Corp. to DynaCom Corp. for \$575,000 cash. Seller is principally owned by Palmer C. Dante, president, and his father, S. Palmer Dante. Palmer also owns WSCR(AM) Hamden, Conn. Buyer is owned by Robert Shapiro (25%), Samuel Goddard (25%), Samuel Elias (20%), and four others. Shapiro is Watchung, N.J., physician. Goddard is Phoenix attorney. Elias is New York investor. They have no other broadcast interests. Filed Aug. 29.

■ WRPT(AM)-WMDK(FM) Peterborough, N.H. (AM: 1050 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 1,120 ft.)—Seeks assignment of license from University Media Services Inc. to John P. (Jake) Russell (40%), William Hunter (40%) and Robert Nary (20%) for \$500,000, comprising \$200,000 cash and remainder in note. Seller is owned by John K. Kneafsey, Chicago attorney with no other broadcast interests. Buyer Russell is former vice president and general manager of WHLY(FM) Leesburg-Orlando, Fla. Hunter owns WDOT(AM) Burlington, Vt. Nary is owner of Gilford, Conn.-based music services company. Filed Sept. 4.

■ WOIX(AM) Blowing Rock, N.C. (1510 khz; 1 kw-D)—Seeks transfer of control of Mountaineer Broadcasting Service Inc. from Robert E. Chandler (48% before; none after), Samuel B. Tate (26% before; none after) and Samuel Sturgis (26% before; none after) to Robert E. Chivers (none before; 48% after) and his wife, Edna (none before; 52% after) for \$17,800 cash and assumption of liabilities. Sellers have no other broadcast interests. Buyers are investors with no other broadcast interests. Filed Sept. 6.

■ WSIC(AM)-WFMX(FM) Statesville and WFSC(AM)-WRFR(FM) Franklin, both N.C. (WSIC: 1400 khz; 1 kw-D; 250 w-N; WFMX: 105.7 mhz; 100 kw; HAAT: 290 ft.; WFSC: 1050 khz; 1 kw-D; WRFR: 96.7 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Statesville Broadcasting Co. to S&F Broadcasting Co. for \$2.1 million, and \$750,000, respectively comprising \$350,000 cash and remainder note. Seller is Statesville-based station group owning three AM's and two FM's. It is principally owned by A. Fuller Sams Jr., president. WRNC(AM) Reidsville, N.C., has also been sold ("For the Record," Sept. 3) pending FCC approval. Buyer is owned by John E. Yochum, president, and 13 others owning. Other principals have interest in WDSC-AM-FM Dillon, S.C., and WPDE(TV) Florence, S.C. Filed Sept. 4.

■ KRKA(FM) Alva, Okla. (104.7 mhz; 100 kw; HAAT: 776 ft.)—Seeks assignment of CP from KRKA, Inc. to Lynn L. Martin for \$24,067.30 cash. Station is unbuil. Seller is owned by Anne G. Coleman who has no other broadcasting interests. Buyer, with his parents, Luther W. and Jeanne F. Martin, own KALV-AM Alva, Okla. Parents also own 48% of KLVH(AM) and KGOK-FM Pauls Valley, Okla. Lynn Martin's wife, Marione is app. for new FM in Alva. Filed

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total*
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
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.

- **WKVL(AM)** Clarksville, Tenn. (1550 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Two Rivers Broadcasting Corp. to WKVL Inc. for \$240,000, comprising \$35,000 cash and remainder note. Seller is equally owned by Charles M. Anderson and Bill G. Walters. Anderson is app. for new AM in Franklin, Tenn. Walters owns WEKY(AM) Richmond, Ky.; WWKK(FM) Fort Knox, Ky., and is permittee for new AM in Radcliff, Ky. Buyer is equally owned by Richard Albright, John McCreery, Doug Roberts and Lonnie Marcum. McCreery owns WMTS(AM) Murfreesboro, Tenn. Roberts is assistant manager of WMTS(AM). Marcum is general manager of WKVL. Albright owns WBDX(AM) White Bluff, Tenn., and has interest in WSLV(AM) Ardmore, Tenn. Filed Aug. 29.
- **WCHU-FM** Soddy-Daisy, Tenn. (102.3 mhz; 3 kw; HAAT: 700 ft.)—Seeks assignment of license from James Gang Broadcasting Inc. to Southern Star Systems Inc. for \$310,000 cash. Seller is headed by Charles E. Dunn, president. It has no other broadcast interests. Station has been sold at public auction by U.S. Bankruptcy Court, Eastern District of Tenn. Buyer is equally owned by nine stockholders, Albert P. Woodard, chairman. It also owns WNOO-AM Chattanooga ("For the Record," Dec. 12, 1983). Filed Sept. 4.
- **KQTI(AM)** Edna, Tex. (1130 khz; 2.5 kw-D; CP for 10 kw-D)—Seeks transfer of control of Vic-Jax Broadcasting Corp. from Peter Shuebruk (45% before; none after) and his wife, Eileen (5%), and Benito Gaugine (45%) and his wife, Frances (5%) to Saul Garcia and Ben Pina Jr. for \$540,000, comprising \$45,000 cash and remainder note. Seller Frances C. Gaugine has interest in WNUV-TV Baltimore. Gaugine and Shuebruk are Washington communications lawyers with firm of Fly, Shuebruk, Gaguine, Boros, Schulkind and Braun. Buyer, Pina is minister in Baytown, Tex. Garcia has just left armed forces. They have no other broadcast interests. Filed Sept. 4.
- **WHLX(FM)** Bethlehem, W.Va. (105.5 mhz)—Seeks transfer of control of Bethlehem Radio Inc. from Raymond Schreiber to Neil B. Fondas for \$21,116.97 cash. Station is unbuilt CP. Seller has no other broadcast interests. Buyer was formerly sales manager with WNEW(AM) Wheeling (now WANR). He has no other broadcast interests. Filed Sept. 4.

New Stations

Applications

AM's

- **Pine Hills, Fla.**—Florida Broadcasters seeks 1140 khz; 2.5 kw-D. Address: P.O. Box 2, Cidra, P.R. 00639. Principal is owned by George M. Arroyo, Esperanza T. Arroyo and Thomas Carrasquillo. Ownership portion was omitted from app. Filed Sept. 4.
- **Gooding, Idaho**—Valley Broadcasting Co. seeks 1490 khz; 1 kw-D; 250 w-N. Address: 466 West 200 North, Logan, Utah 84321. Principal is owned by Glacus G. Merrill (55%); his wife, Marie (30%); their daughter, Darla M. Clark (10%), and her husband, Dennis (5%). They have no other broadcast interests. Filed Sept. 4.

FM's

- **Yucaipa, Calif.**—Shepherd Communications Inc. seeks 90.1 mhz; 3 kw; HAAT: 1,023.6 ft. Address: P.O. Box 2352, San Bernardino, Calif. 92406. Principal is nonprofit corporation headed by Jon E. Fulger, president. It has no other broadcast interests. Filed Aug. 31.
- **Somerset, Ky.**—Cumberland Communications Inc. seeks 102.3 mhz; 3 kw; HAAT: 172 ft. Address: 301 W. Columbia St., Somerset 42501. Principal is equally owned by James A. Brown, Everett R. Taylor, Thomas P. Grissom Jr. and Harris Z. Rakestraw Jr., who also own CP for new TV in Somerset, Ky., and Burnside CATV Inc., operator of cable system serving Pulaski county, Ky. Filed Aug. 27.
- **Harbor Beach, Mich.**—DCS Radio Associates seeks 105.5 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 11101, Lansing, Mich. 48901. Principal is equally owned by David C. Schaberg and Kenneth Gorney, who have no other broadcast interests. Filed Aug. 29.
- **Pentwater, Mich.**—James J. McCluskey seeks 103.1 mhz; 3 kw; HAAT: 100 m. Address: 220 1/2 South Michigan, Big Rapids, Mich. 49307. Principal owns WAAQ(FM) Big Rapids, and WJCO(FM) Jackson, both Mich. Filed Aug. 30.
- **Carlsbad, N.M.**—Timothy Paul Woodward seeks 104.1

mhz; 100 kw; HAAT: 994.38 ft. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal has no other broadcast interests. His father, Dr. Sewell D. Woodward has interest in app. for new FM in Hutchinson, Kan., and new TV in Lexington, Ky. Filed Sept. 4.

- ***Webster, N.Y.**—Mars Hill Broadcasting Co. seeks 89.3 mhz; 1 kw; HAAT: 103 ft. Address: 4044 Maykes Rd., Syracuse, N.Y. 13215. Principal is nonprofit corporation headed by Glenn H. Burdick, president. It also owns WMHR-FM Syracuse, N.Y. Filed Aug. 28.
- **Wurtsboro, N.Y.**—Preston M. Pollack and his wife, Susan seek 100.1 mhz; 3 kw; HAAT: 290 ft. Address: R.F.D. 1, Box 214, Clements Rd., Liberty, N.Y. 12754. Principal has no other broadcast interests. Susan's sister, Terri and her husband, Sanford B. Cohen, have app.'s for five new FM's in Florida and one new FM in Prescott Valley, Ariz. Filed Sept. 4.
- **Hertford, N.C.**—Charles J. Saltzman seeks 104.9; 3 kw; HAAT: 280 ft. Address: 20355 N.E. 34th Ct. #2421, Miami Beach, Fla. 33180. Principal also owns 50% of KWDQ(FM) Woodward, Okla., [CP] and is app. for new FM in Bountiful, Utah. Filed Aug. 31.
- **Bluffton, S.C.**—J. Enterprises seeks 107.1 mhz; 3 kw; HAAT: 310 ft. Address: 721 Lindsay St., Columbia, S.C. 29201. Principal is owned by Delores C. Jackson, who has no other broadcast interests. Filed Aug. 28.
- **Victoria, Tex.**—James K. Young seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: 2205 E. Crestwood, Victoria 77901. Principal owns 40% of Awesome Paging Inc., which leases FM SCA from KTXN(FM) Victoria, Tex. Filed Aug. 28.
- ***Park Falls, Wis.**—State of Wisconsin Educational Communications Board seeks 90.3 mhz; 17.7 kw; HAAT: 727 ft. Address: 3319 Beltline Highway, Madison, Wis. 53713. Principal is nonprofit corporation headed by Joan Holden, chairwoman. It is noncommercial station group of eight FM's, five TV's and one AM. It has filed app. for waiver of FCC rules to operate station as satellite without studio in city of license. Filed Aug. 27.

TV's

- **Paradise, Calif.**—Venture Technologies seeks ch. 46; ERP vis. 800 kw; aur. 80 kw; HAAT: 1,074 ft.; ant. height above ground: 80 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is owned by Gary Spire and Lawrence Rogow, who own CP's for new TV in Arcata, Calif., have app.'s for three new TV's, three new FM's and have app.'s for 218 LPTV's. Filed Aug. 29.
- **Tice, Fla.**—Florida Coast Communications seeks ch. 49; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 473 ft.; ant. height above ground: 472 ft. Address: 243 South Whitney St., Hartford, Ct. 06105. Principal is equally owned by brothers Saul and Alfred Dresner and their wives, Edith and Audrey. They own WDRE(FM)-WLVE(AM) Ellenville, N.Y., which has recently been sold ("For the Record," Sept. 10) pending FCC approval, and WCCC-AM-FM Hartford, Conn. They also have app.'s for four new LPTV's in New York and Connecticut. Filed Aug. 30.
- **Owensboro, Ky.**—Powers Communications seeks ch. 61; ERP vis. 689 kw; aur. 68.9 kw; HAAT: 553 ft.; ant. height above ground: 420 ft. Address: 1745 Old Hickory Blvd., Brentwood, Tenn. 37207. Principal is owned by Glen Powers, who has no other broadcast interests. Filed Aug. 31.
- **Missoula, Mont.**—Garcia Communications seeks ch. 23; ERP vis. 930 kw; aur. 93 kw; HAAT: 2,504 ft.; ant. height above ground: 110 ft. Address: 1579 Millard, Rialto, Calif. 92376. Principal is owned by Marta G. Garcia (33.3%) and Edward Powley (66.6%). It also is app. for new TV in Gulf Shores, Ala., and Paradise, Calif. Filed Aug. 30.
- **Santa Fe, N.M.**—Channel 19 Partnership ch. 19; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,989 ft.; ant. height above ground: 263 ft. Address: Suite 1110, 1333 New Hampshire, Ave., Washington 20036. Principal is equally owned by Deborah M. Giese and Stephanie B. O'Neill, who have no other broadcast interests. Filed Aug. 29.
- **Santa Fe, N.M.**—Clara Rose Apodaca seeks ch. 19; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,973 ft.; ant. height above ground: 215 ft. Address: 1931 Warner St., Santa Fe 87501. Principal has no other broadcast interests. Filed Aug. 29.

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Facilities changes

Applications

AM's

Accepted

- **WASG** (1140 khz) Atmore, Ala.—Seeks MP to make

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changes in ant. sys. App. Sept. 11.

■ **KXEX** (1550 khz) Fresno, Calif.—Seeks mod. of lic. to operate by remote control from main SL. App. Sept. 6.

■ **KLAC** (570 khz) Los Angeles—Seeks mod. of lic. to change SL to 4000 W. Alemada Ave., Burbank, Calif. App. Sept. 6.

■ **WKIS** (740 khz) Orlando, Fla.—Seeks CP to make changes in ant. sys. and change nighttime radiation pattern. App. Sept. 11.

■ **KLCL** (1470 khz) Lake Charles, La.—Seeks CP to make changes in ant. sys. App. Sept. 6.

■ **KMON** (560 khz) Great Falls, Mont.—Seeks CP to modify DA monitoring points and correct geographic coordinates of DA. App. Sept. 7.

■ **WAQX** (1490 khz) Syracuse, N.Y.—Seeks CP to change freq. to 1510 khz; increase day power to 50 kw and night power to 2.5 kw; install DA-2, and change TL. App. Sept. 6.

■ **WPRX** (880 khz) Sabana Grande, P.R.—Seeks MP to reduce night power to 500 w and make changes in ant. sys. App. Sept. 7.

■ **New** (1450 khz) Hurley, Wis.—Seeks MP to change TL. App. Sept. 7.

FM's

Tendered

■ ***New** (89.5 mhz) Kissimmee, Fla.—Seeks CP to change TL; change ERP to 10.5 kw; change HAAT to 932 ft., and make changes in ant. sys. App. Sept. 7.

■ ***KGGP** (90.3 mhz) Parkville, Mo.—Seeks CP to change freq. to 92.3 mhz. App. Sept. 11.

Accepted

■ **KTLL** (106.3 mhz) Wichita Falls, Tex.—Seeks CP to change TL; change ERP to 1.8 kw, and change HAAT to 423.12. App. Sept. 11.

TV's

Accepted

■ **WLCN** (ch. 19) Madisonville, Ky.—Seeks MP to make aux. SL main SL; change ERP to vis. 215 kw, aur. 21.5 kw; change HAAT to 287 ft.; change ant., and change TL. App. Sept. 6.

Actions

AM's

■ **KASM** (1150 khz) Albany, Minn.—Granted app. to increase power to 2.5 kw. Action Sept. 4.

■ **WMNI** (920 khz) Columbus, Ohio—Granted app. to change SL to 1460 Dublin Rd., Marble Cliff, Ohio. Action Aug. 31.

FM's

■ **KVMT** (104.7 mhz) Vail, Colo.—Granted app. to install aux. sys. Action Aug. 23.

■ **WGLF** (104.1 mhz) Tallahassee, Fla.—Granted app. to change TL; change HAAT to 189.08 ft. Action Aug. 31.

■ **KLCE** (97.3 mhz) Blackfoot, Idaho—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,513 ft. Action Aug. 23.

■ **KMVC** (99.9 mhz) Burley, Idaho—Granted app. to change TL; change ERP to 25 kw; change HAAT to 2,437 ft., and change freq. to 99.9 mhz. Action Aug. 24.

■ **WLSN** (106 mhz) Greenville, Ohio—Returned app. to change TL and SL to 5136 Children Rd., Greenville; change HAAT to 462 ft., and change TPO. Action Aug. 31.

■ **KKRK** (106.9 mhz) Klamath Falls, Ore.—Granted app. to change freq. to 106.9 mhz; change ERP to 43.2 kw; change HAAT to 1,124 ft.; change TL, and make changes in ant. sys. Action Sept. 4.

■ **WLAC-FM** (105.9 mhz) Nashville—Granted app. to correct coordinates and change HAAT to 1,233 ft. Action Aug. 22.

■ **KNFO-FM** (103.3 mhz) Waco, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,061 ft., and make changes in ant. sys. Action Aug. 24.

TV's

■ **KOAA-TV** (ch. 5) Pueblo, Colo.—Granted app. to change TL and make changes in ant. sys. Action Aug. 28.

■ **KASK-TV** (ch. 48) Las Cruces, N.M.—Granted app. to change ERP to vis. 80 kw, aur. 8 kw; change HAAT to minus 120 ft., and change TL. Action Aug. 28.

■ **WTGS** (ch. 28) Hardeeville, S.C.—Granted app. to

change ERP to vis. 1,698 kw, aur. 169.8 kw and change HAAT to 792 ft. Action Aug. 29.

In contest

ALJ Joseph Chachkin made the following decisions:

Glendale, Ariz. (Marcel's Inc., et al.) FM Proceeding. Granted motion by MCB Broadcasting of Arizona Inc. and dismissed its app. with prejudice. By order, Sept. 4.

Frisco, Colo. (Guy Erway Jr., et al.) FM Proceeding. Granted motion by Guy Erway Jr. and dismissed his app. with prejudice. By order, Sept. 5.

Oxford, Miss. (John M. McKenzie, et al.) FM Proceeding. Granted joint request for approval of agreement by Oxford Radio and Colom Communications Corp. and dismissed Colom's app. with prejudice. By MO&O, Sept. 5.

Dallas (Ideal Licensee Ltd, et al.) TV Proceeding. Granted motion by Metroplex Television Broadcasting Ltd. and dismissed its app. with prejudice. By order, Sept. 4.

San Angelo, Tex. (La Unica Broadcasting Co. and Broadcasting Corp. of the Southwest) FM Proceeding. Granted motion for summary decision and resolved financial issue in its favor; granted joint request for settlement; dismissed Broadcasting's app. with prejudice; granted La Unica's app. for new FM station at San Angelo, and terminated proceeding. By MO&O, Sept. 6.

ALJ Frederic J. Coufal made the following decision:

Midland, Tex. (Midland Telecasting Co., et al.) TV Proceeding. Granted motion to the extent of adding issues to determine if Midland and Plains engaged in trafficking, whether they violated Sec. 1.65 of the Rules, and if so, the effect on basic and/or comparative qualifications on Plains Television Ltd. By order, Sept. 5.

ALJ Joseph P. Gonzalez made the following decisions:

Redding, Calif. (The Waterland Group, et al.) FM Proceeding. Granted petition by McCarthy Enterprises Limited Partnership and dismissed Waterland's app. with prejudice. By MO&O, Sept. 6.

Alma, Ga. (Queen City Broadcasting System Inc. and Nell Head) FM Proceeding. Granted joint request for settlement; dismissed Head's app. with prejudice; granted Queen City's app. for a new FM station on ch. 248 at Alma, and terminated proceeding. By MO&O, Sept. 6.

St. Joseph, Mo. (Public Television 19 Inc. and Metro Program Network Inc.) TVED/TV Proceeding. Granted joint request for settlement; dismissed Metro's app.; granted Public's app. for a new noncommercial educational TV station on ch. 22 at St. Joseph, and terminated proceeding. By MO&O, Sept. 7.

ALJ Joseph Stirmer made the following decision:

Delta Junction, Ark. (Delta Broadcasters and Delta Communications Inc.) FM Proceeding. Granted motion for summary decision by Delta Communications and resolved air hazard issue in its favor. By MO&O, Sept. 7.

Call letters

Applications

Call	Sought by
New FM	
KYSX	Capitol City Communications Inc., Bismark, N.D.
New TV	
WKBS-TV	Western Pennsylvania Christian Broadcasting, Altoona, Pa.
Existing AM's	
KFYI	KDIA Powell Communications (West) Inc., Oakland, Calif.
WBJW	WCOT Nationwide Communications Inc., Orlando, Fla.
KSRN	KYOR Raesco Inc., Sun Valley, Nev.
KIKN	KJTA Bixby Great Electric Radio Co., Pharr, Tex.

Existing FM's	
WBJW-FM	WBJW Nationwide Communications Inc., Orlando, Fla.
WGIP	WLOV G&O Inc., Washington, Ga.
KFTX-FM	KSMX Webster Broadcasters Inc., Fort Dodge, Iowa
KIXX	KMIO-FM B&D Broadcasting Inc., Merkel, Tex.
Existing TV's	
WJWJ	WUAA Golden Circle Broadcasting Inc., Jackson, Tenn.
WJYI	WUHX-TV Christian Television Corp., Norfolk, Va.
Grants	
<i>Call</i>	<i>Assigned to</i>
New AM	
WONQ	Florida Broadcasters, Pine Hills, Fla.
New FM's	
KYSY	KINY Associates, Juneau, Alaska
*KZNA	Kanza Society Inc., Hill City, Kan.
*KVDP	Dry Prong Educational Broadcasting Foundation, Dry Prong, La.
WMQP	Clarian County Broadcasting Co., Clarian, Pa.
WTQY	M.C. Communications, Limited Partnership, Johnston, S.C.
KTKL	Wyoming Family Broadcasting Inc., Casper, Wyo.
Existing AM's	
KMBS	KUZN Morgan Broadcasting Corp., West Monroe, La.
WNTR	WGAY Interstate Communications Inc., Silver Spring, Md.
KDLB	KHEN Stephenson Broadcasting Co., Henryetta, Okla.
KGCR	KMYZ Shamrock Communications Inc., Pryor, Okla.
WA/B	WIVD Professional Radio Broadcasting Corp., Lujas, P.R.
Existing FM's	
KJJJ-FM	KEZC The Broadcast Group Inc., Glendale, Ariz.
WQTZ	WMCZ Midwest Communications Co., Decatur, Ind.
WKPK	WWRM Alpine Broadcasting Co., Gaylord, Mich.
KORX	KRFG MACH Broadcasting Co., Greenfield, Mo.
KNFT-FM	KLCJ K.N.F.T. Inc., Bayard, N.M.
KZZO	KCPK Triton Broadcasting Inc., Clovis, N.M.
WRDU	WXYX Voyager Communications II Inc., Wilson, N.C.
KDLB-FM	KDLB Stephenson Broadcasting Co., Henryetta, Okla.
KAST	KBKN-FM Youngs Bay Broadcasting, Astoria, Ore.
KZTX	KPRT Sound Leasing Inc., Refugio, Tex.
KZZU	KREM-FM Highsmith Broadcasting Co., Spokane, Wash.
Existing TV	
WZDX	WXTX Community Service Broadcasting, Huntsville, Ala.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Station manager. Growing group broadcaster. Excellent opportunity and benefits for aggressive radio pro. Replies held in strict confidence. Resumes to Ms. Healy, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

Young expanding company needs hot GM with winning SM record for outstanding top 100 Sunbelt contemporary C. High income, long term career opportunities for committed professional. Bring resume to Ken Stephens at NRBA convention or send to Box Y-35.

General manager. Northeast FM/AM. Unique opportunity for aggressive, successful manager to join/grow with our expanding station group. Replies held in strict confidence. Resumes to Box Y-49. EOE.

VP/GM WMKM-FM, A/C. St. Augustine, FL. Sales/mgt. & GM experience. Fast growing Sunbelt market. 904-824-0833. EOE.

General manager, Wichita, Kansas. Seeking experienced take-charge individual as General Manager. New class C FM. Position reports directly to board, responsible for entire business. Successful candidate must have demonstrated track record as General Manager in top 200 market generating cash flow of 30% of revenue. Top revenue/ratings position in market. Minimum 8 years broadcast experience with increasing responsibility; minimum 3 years general manager. Seeking college graduate, assertive self-starter with excellent communication skills, with "big picture" perspective. Excellent compensation package. Clearly, looking for someone who achieved what we want to achieve: top position in market. Accomplish this goal and reward is substantial. Resume/recent salary history to: Sedgwick Broadcasting Company, 908 E 35th Street, Sioux Falls, SD 57105.

Community club awards, (CCA), 30-year-old media-merchandising plan, has immediate opening: California, Arizona, Nevada, Washington, Oregon territory. Additional: Midwest (multi-state) territories open. Full-time, Monday/Friday travel. Media sales experience required. Substantial draw against commission. Call/write for personal interview. Can interview NRBA convention, Los Angeles, September 16/19. Bonaventure Hotel, John C. Gilmore, President, P.O. Box 151, Westport, CT 06881. Tel: 203-226-3377.

Manager, Knoxville, TN, fulltime station. Sales experience in Christian format preferred, not absolute. George McClintock, WNCM, 3314 West End Avenue, Nashville, TN 37203. 615-383-2343.

Operations manager. Aggressive easy listening station. Prefer MOR or A/C experience. Send resume, salary history, management philosophy to John Krogstad, WSWT-FM, P.O. Box 3335, Peoria, IL 61614. EOE.

Selling manager for successful small market station. Professional, stable group operation. Bob Noel, WBHN, Bryson City, NC 28713.

The Result Radio Group needs general manager. Expansion market. Candidates must have experience in sales and programming management, must have ability to hire, train, motivate staff. Document past record of community involvement. Send resume, references, salary requirements to Jerry Papenfuss, Result Radio Group, Box 767, Winona, MN 55987. 507-452-4000.

Sales manager. 1550 KQWB. Transtar adult contemporary. We need aggressive, people-oriented leader. Resume to: Chuck Larsen, Box 1301, Fargo, ND 58107. No calls. EOE.

GM/GSM—need experienced hand to lead inexperienced staff. Familiarity with FCC regulations, strong sales background, innovative leadership are necessary. We're small, but scrappy, FM AOR. Good pay/benefits. Send resume, salary history, references in confidence to Box Y-66. EOE.

General manager. Growth FM, New England. Broad sales and management experience a must. Box Y-71.

General manager. Small broadcasting company seeks full charge GM for its Minneapolis, Minnesota licensed AM radio station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity for skillful executive. Please respond with experience, salary requirements, references in complete confidence to Box Y-69. EOE.

GM. Florida class C. We are about ready to wake up sleeping giant. Don't apply unless you've been a GM, you're strong in sales, you're promotion minded, and you have clear track record of success. Box Y-73.

General manager—Northern California major market FM/AM seeks sales-oriented manager with previous GM experience. Must understand contemporary programming, sales promotions, staff motivation. Large group operator offers excellent salary/bottom line compensation plan plus fringe benefits. Qualified candidates should send confidential resume, earnings history, letter outlining accomplishments to Broadcast Media Associates, 316 California Avenue, Suite 647, Reno, NV 89509.

General manager, strong sales record, do budget/cost control. New FM station, small Midwest market. Start now. Want results-oriented person. Resume to Box Y-97.

HELP WANTED SALES

Regional sales. WMKM-FM, A/C, St. Augustine, FL. Cover all Florida and Southeast markets including Jacksonville. Medium to large market agency sales experience. 904-824-0833. EOE.

Local account executive. WMKM-FM, A/C, St. Augustine, FL. Local radio sales experience. Florida preferred. 904-824-0833. EOE.

Aggressive salesperson. SE group. Salary/commission. Some relief announcing/production. Mountain area. EOE. Resume to Box Y-52.

Morning sign-on personality/salesperson. GA, VA, NC group. Salary/commission. Good apply. EOE. Resume to Box Y-53.

General sales manager. \$20,000 salary plus lucrative bonus monthly on results. Able to recruit, train, manage sales staff. Experienced professional only. Resume to S.A. Hassan, 3001 Matador, NE, Albuquerque, NM 87111, and Cathy Wilson, Box 528, Centralia, IL 62801.

Experienced sales manager. Florida Gulf Coast AM/FM. Must have record of strong sales skills. Self-starter. Build/maintain billing. Salary, commission, more. Resume to Gregory Cohane, 282 N. Auburn Road, Venice, FL 33595. EOE/M/F.

Account executive. Exciting, progressive AM/FM combo. Have fun while you work in the Sunbelt. Experience desired. Call Carolyn Riffel, 405-247-6682.

Tremendous growth & expansion has necessitated immediate openings. Compensation package structured to meet your needs. Rush resume, billing history to: WDND, Box 119, Wilmington, IL 60481. EOE.

Move up to TV with rapidly growing Silicon Valley station. Need aggressive, creative, competitive, "street smart", salesperson with strong radio sales background. Mike Kelley, 408-946-3400.

HELP WANTED ANNOUNCERS

Announcer: expanding staff. Production/copywriting/voice. WMKM-FM, A/C, St. Augustine, FL. Experienced, Florida preferred. 904-824-0833. ESOE.

Atlantic City's top stations want production director who's creative & detail-conscious. Tape/resume to John Frasier, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

Announcers. Mid-sized market, capital district area, offering unique cultural, recreational, educational advantages. Requires in-depth knowledge of classical music/foreign language pronunciation. Send resume, cover letter, non-returnable demo tape if available to Human Resources Mgr., WMHT/FM, P.O. Box 17, Schenectady, NY 12301. EOE.

News producer—salary: \$14,000. Deadline: October 1, 1984. Send complete resume/audition tape to: Dan Simeone, WILL-AM-FM, University of Illinois, 228 Gregory Hall, 810 South Wright Street, Urbana, IL 61801. 217-333-0850. EOE.

Great announcers, PD, sales people needed Nov. 1. New FM, Burlington, VT. Tapes/resumes/salary requirements to John Nichols, WXXX, 16 Waybury Rd., Colchester, VT 05446. Women/minorities encouraged to apply.

Progressive and growing regional AM-FM operation, Mid-Missouri, needs two good programmers immediately. MOR/news AM, country FM, with strong emphasis on regional news, sports, weather. Possibility of becoming news or program director. KXEO-AM/KWWR-FM, 314-581-2340, Gary.

Morning drive. Regional AM covering Dallas with contemporary MOR format. Send tape/resume to Carl Geister, KIKM, Drawer M, Sherman, TX 75090.

Experienced classical music announcer. Fulltime commercial fine arts station. Shift and salary commensurate with ability and experience. Send aircheck/resume to D. Conant, PD, WFLN, 8200 Ridge Avenue, Philadelphia, PA 19128. EOE/M/F.

HELP WANTED TECHNICAL

AM radio multi cable system needs engineer. Broadcast, studio, transmitter, cable TV experience. Work, learn with best chief around. Good salary-profit-sharing-paid benefits. 215-384-1575.

Chief engineer. Small market directional AM, beautiful area, needs experienced, motivated first ticket. Good salary, excellent benefits. Resume/salary requirements to Box Y-57.

Technically oriented, competitive minded C.E. for progressive, superbly equipped, leading AM/FM. Excellent support. Growth opportunity. Attractive Gulf Coast city. Box Y-62.

Chief engineer. New Orleans' hit music stations, WQUE-AM/FM. You'll work with full-time assistant in maintaining all phases of technical operation including major transmitter move this fall. Our compensation package is the best in town. Rush resume to Phil Zachary, VP/GM, 1440 Canal Street, 70112. EOE.

National Public Radio seeks a maintenance supervisor with at least five years electronic maintenance/supervisor experience. Must have 4 years college. Prefer general radio telephone license. Please submit resume/salary history to NPR, Personnel, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

FM broadcast engineer needed. Juneau's public radio station. Applicant should be experienced with state-of-the-art equipment/transmitter maintenance, including installation techniques/proof-of-performance measurements. Send resume/references to Chief Engineer, KTOO-FM, 224 Fourth Street, Juneau, AK 99801. Closing date for applications is Sept. 20, 1984. Position opens October 15, 1984 or sooner. KTOO is an EOE.

Chief engineer. For 5 northern Montana radio stations at foot of the Rocky Mountains. Must have expertise in all areas including directional antenna systems. Stations consists of two combos and one stand alone FM. Great working/living conditions along with unsurpassed natural beauty, fishing, hunting, superior school system. Applicants should respond to P.O. Box 3129, Great Falls, MT 59403. Salary range \$20-30K, depending on qualifications.

Chief. WGNV AM/FM, Orange-Dutchess Counties, NY. Challenging takeover. Attitude more important than aptitude. Write GM, WGNV, Box 3591, Newburgh, NY 12550. EOE/M/F.

Chief engineer. AM/FM radio. AM directional. Must have knowledge of FCC rules/regulations. Will also double as television maintenance technician. Salary commensurate with experience. Contact Bill Brister, Director of Engineering, WTHI-AM-FM-TV, 918 Ohio Street, Terre Haute, IN 47808. EOE.

Chief engineer, AM-FM. Experienced, good references essential. Send resume to Carol Carpenter, WMOP/WFUZ, P.O. Box 1136, Ocala, FL 32678.

HELP WANTED NEWS

WEBR, Buffalo's all news station, has rare opening for reporter. We need to replace veteran who's moved on to Philadelphia. We require at least two years radio news experience, strong writing/on-air skills, ability to package radio news. We offer creative atmosphere, good salary, excellent benefits. Please send tape/resume to News Director, WEBR, 23 North Street, Buffalo, NY 14202. Women/minorities encouraged to apply. WEBR is an equal opportunity employer.

News reporter opening. Denver, Colorado. Must have three years broadcasting experience. Salary to \$20,000. Applicants should include non-returnable audition tape sent to Kimberly Taylor, KCFR, 2249 South Josephine, Denver, CO 80210. 303-871-9191. Affirmative action/equal opportunity employer.

We need experienced, talented newspeople for immediate openings. Work in news-oriented market in Midwest. Great company, beautiful community. Send resume/salary history to Box Y-100.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director. Leading West Coast public radio station. Must have extensive experience in classical music broadcasting. On-air experience preferred; experience in broadcast news desirable. Familiarity with Arbitron ratings and counterprogramming strategies essential. Strong administrative/interpersonal skills required. Resume first to Robin Romano, KUSC-FM, POB 77913, Los Angeles, CA 90007. EOE.

Atlantic City's prestige stations desire operations manager - PD. Must be able to do all. Contact Dennis Ryan, WFPG-WIIN, 2707 Atlantic Avenue, Atlantic City, NJ 08401.

Production director, AM/FM. Creative person needed to be responsible for commercial production. Could include two to three hour air shift daily on FM. Responsibilities include copywriting, production skills, supervision of two-person department. Two to three years production experience plus on-air experience required. Tape/resume to Tom Evans, WRNL/WRXL Radio, 3245 Basie Road, Richmond, VA 23228. EOE, M/F.

Promotion coordinator. Fabulous opportunity. Need now. Handle marketing and in-house sales promotions. Top line Western wear chain looking for self-starter who has knowledge of print, radio, direct mail, TV. Must have ideas and want them to pay off. Excellent salary, bonus plan, health benefits, more for the right person. We have great plan and need right person to make it happen. Serious inquiries only. Must be ready to work. Send complete resume to Linda, Topps Ad Agency, 2307 East Texas, Bossier City, LA 71111.

Promotion director position. Top 15 West Coast market. Must be organized, detail oriented, able to execute team plans and follow through to logical conclusion. Previous experience helpful. Send written promotion philosophy/personal letter to Box Y-95.

SITUATIONS WANTED MANAGEMENT

Dynamic, accomplished leader seeking major mkt. GM challenge. 14 yrs. experience. Age 35. People-oriented, versatile, driving, imaginative. Currently in management position. Michael Edwards, 212-868-1161.

11 year pro seeks new challenge. Experienced programmer/announcer CHR, AOR, MOYL, with good ratings. Also, studio maintenance and construction, audio engineering. Could line up good staff on short notice. Let's talk. Chris, 219-745-3777.

Looking for first management position. Background in television, radio, newspaper. Experience in sales, announcing, production, graphics. B.S. communications (radio-television administration/management). Evan, 419-691-0550 evenings.

34-yr old married man. BA communications. 4 yrs. radio experience (programming/promotion). 10 yrs. successful business mgmt. experience in another industry. Seek direct track to radio GM slot. Can sell, want to sell. Go anywhere. Brent Bristow, 206-842-0102.

General manager: High performer with strong tradition of success. Committed to professionalism/goal achievement. Competitor with knowledgeable skills that produce exceptional sales/profits. 19 years in management, excellent credentials. Box Y-99.

SITUATIONS WANTED SALES

Salesman/announcer available! Top announcer, excellent production. Will bill \$2500 to \$4,000 per month in sales. Seek small market position at \$900 per/month for airwork/production, plus 20% commission. Box Y-44.

Account exec, CRMC, 4 yrs. exp., college grad, seeks sales position with aggressive company. Management is ultimate goal. Reply Box Y-82.

SITUATIONS WANTED ANNOUNCERS

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, anytime, 201-777-0749.

Bargain hunting? Adult contemporary/soft rock announcer. Merchandise - top grade. Price cut for fast sale. Shop by phone. George, 312-348-3314.

Movie star aura. Presently employed on-air. Combo man: announcer, newscaster, commercial production, automation. FCC 1st. Salary negotiable. For T & R, write Box Y-34.

Get your money's worth! Trained DJ, news, production. Will work long hours, anywhere, any format. Bob Frederick, 914-683-1360 (X 89), or Box Y-38.

Can you use a very good announcer who does excellent production? Will also bill \$2,500 to \$4,000 per month sales! I'm available for \$900 per/month for airwork/production, plus 20% commission. Box Y-47.

Entry level broadcasters. The School of Communication Arts prepares our graduates for on-air as well as extensive production skills. Marlene Levine, 800-328-5893; 612-721-5357

Excellent voice, presently employed small mkt. performing all duties. Want larger mkt. Dick, 319-355-4212.

Strong, developing personality looking for station that likes to have fun. News/PBP ability, too. 10 months professional experience, 2 years college radio, 5 years newspaper background. Looking for small-medium or suburban market, Northeast, Mid-Atlantic, Great Lakes region. John Kobylt, 41 Lycoming St., Apt. 2, Canton, PA 17724. 717-673-8028.

Enthusiastic beginner seeks entry level position. Willing to learn. Versatile. Will relocate. Mike, 414-462-9695.

Entry level position/Emerson College grad. Seeking entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music director and/or air shift desirable, too. Will consider most anywhere. California, East, Northeast preferably. No country or news formats, please. Available now! Highly organized, reliable and motivated! Write Mr. Steven, c/o 19 Lyon Road, Chestnut Hill, MA 02167; 617-322-5646, leave message.

Extensive experience. Announcer, mature voice, sales-oriented, programming skills, dependable, open salary. Bill, 612-447-2835.

Successful personality. MOR, service, talk formats. Excellent credentials. Desire living closer to teenage son. Buffalo, Syracuse, Rochester area. Box Y-2.

Wanted: position as announcer/MD/PD. Authority on country music with several years experience in Nashville market in radio/promotional/publicity work. No bad habits. Steady, dependable, community-minded. Box Y-80.

Major market 19 years. Strong mornings and afternoons. Humorous, creative. Excellent news/production. Booth/national VO's. Looking for medium market, maybe PD/morning. Box Y-85.

Experienced, dedicated, and looking for excellent small market. Prefer country. Any location. Mike Pluris, 11621 Dennis Apt. 1059, Dallas, TX 75229. 214-247-9970.

Beautiful music announcer from Bonneville's KOI also KJOI, LA. Prefer large market. 602-956-6677.

Found: 1 hardworking, creative, intelligent announce w/college & broadcast school degrees. Would love to help your station. Can pick him up by calling 302-656-1998. Answers to the name of Gino.

I make my reputation the old-fashioned way-I earn it! Thoroughly research my references, experience and abilities. You'll find I represent lasting quality. I'm an experienced AC communicator and MD named Dave Hutchings, 617-646-6005, days. Prefer Great Plains Midwest, North-Central or Northeast, small-med mkt

SITUATIONS WANTED NEWS

Seeking PBP, drive time sports position; graduate college May; have 4½ years commercial radio, TV newspaper sports; currently employed in radio, but want more PBP. Can relocate immediately. Andy, 203-632-2242, afternoons.

Aggressive, serious minded female, 1st class FCC holder, seeks news reporting position. Monica Braddy, 212-634-8562.

Experienced broadcaster (12 years). Seeks good opportunity, Southeast only. Currently in TV. Prefer announcer, news, sports, PBP, light sales. Rick, 615-288-7581.

Attention small market, anywhere U.S. I'm experienced in producing, public affairs, screening talk shows, newswriting, MBA marketing. I am seeking diverse position that will give me management training. Don, 713-240-5751.

News anchor/reporter. Seek larger mkt. 2 yrs. experience, BS journalism. 2 yrs. high school football PBP. Greg 704-482-6837.

Experienced news anchor/reporter. Baltimore area, available now. Thorough knowledge of Arbitron policies & diaries. Box Y-63.

Minority, 26, wants to become part of the majority. Three year radio announcer, wants to do news. Ready to move. Call Patrick 216-491-8274 after 5 PM EDT.

Sports/news position sought. Solid PBP all sports; creative writer; conversational; committed professional. 201-763-5587.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced professional wants to relocate. Management experienced personality, operations, programming, sales, TV anchor, excellent PBP. Understands bottom line, will entertain all offers. For tape/resume, write Box Y-50.

Major market personality of the year finalist seeks programming position. All markets considered. Family man. Kirk Russell, 408-378-3483.

Radio talk producer in major mkt. seeking same in medium or major mkt. David, 301-292-2956.

Program the right music. Make it a winner/keep the lead. X-tra successful PD/MD in minor market available now. 2 years experience. Require driving distance Philly, hard work, commensurate salary. Not a kid. P.M., 515 Buxmont Avenue, Somerton, PA 19116.

TELEVISION

HELP WANTED MANAGEMENT

Group manager. Help build/establish new full power independents, Southeast. Successful independent station management. Resume in confidence to American Communications and Television, Inc., P.O. Box 1513, Gainesville, FL 32602.

General manager: top group owned VHF affiliate seeks experienced GM with solid background in budgeting, cost control, sales, programming, good knowledge of news operations. Our station is in economically sound Southeast. Send resume in confidence. E.O.E., M/F. Box Y-17.

Operations manager. Independent station, America's finest city, San Diego, California, has opening for operations manager. Prospective candidates must have minimum five years' experience in production or operations management with hands-on knowledge of production. Please send resume, tape, salary requirements to KUSI-TV, P.O. Box 11985, San Diego, CA 92111. An equal opportunity employer.

Dynamic group-owned Northeast network affiliate accepting applications for aggressive program director, capable of analyzing market research, negotiating for broadcast properties, administering large staff. Applicant must have full knowledge of budgets and overall station operations. Previous experience preferred. Excellent working environment. Send resume/salary requirements to Box Y-74. An equal opportunity employer.

Expanding video production facility needs top notch operations manager. Must have minimum 5 years experience with solid organizational skills and ability to work well with people. Budgeting, administration, marketing experience a plus. Major East Coast market location. Box Y-75.

HELP WANTED SALES

Major broadcast services organization is looking for traveling sales executives with strong broadcast background. Excellent incentive and benefits program. If you are a class, top producer and like the road, send introductory letter and complete resume to Box X-161.

Sales manager. Network affiliate, mid-Atlantic area. Experience in leading local sales team, handling national business required. Previous sales management experience preferred. Excellent opportunity with growing company. Good compensation/fringe benefits. Send resume to Box Y-19. We are an EOE/MF.

Local sales manager - ABC affiliate, 50th market, seeks experienced manager with proven record in market development/leadership. Send resume, sales philosophy, salary history and/or requirements to: John Cottingham, WGHP-TV, Box HP-8, High Point, NC 27261. No phone calls please. EOE.

Sales/sales managers - If you are a high quality salesperson or sales manager looking for growth/new challenges, I'd like to hear from you. I specialize in career placement of broadcast sales personnel. All fees paid. Please send resume to: Media Career Consultants, 835 E Semoran Blvd., Suite 220, Casselberry, FL 32707. Attn: Deborah Chester.

TV sales professional. Connecticut's newest independent station seeks top pro with thorough knowledge of Hartford/New Haven agencies/advertisers. High income/career growth are part of this ground floor opportunity. Contact John Hysler, GSM, WLCT-TV-26, 203-444-2626, or send resume to WLCT-TV, P.O. Box 991, New London, CT 06320.

Young, aggressive Southeast independent needs strong general sales manager. Prefer small market UHF experience. Independent sales person ready to move up to manager—give us your best shot. Resume to WXTX-TV, Box 12188, Columbus, GA 31907.

Account executive: new indie seeks experienced sales pro with thorough knowledge of advertisers in southeastern Connecticut. High pay/career growth are part of this exceptional opportunity. Contact John Hysler, GSM, WLCT-TV-26, 203-444-2626, or send resume to WLCT-TV, P.O. Box 991, New London, CT 06320.

Expanding video production facility needs first rate marketing director. Proven track record in related field plus minimum 5 years' experience a must. We are aggressively challenging the competition and you will be major player as we dominate this major East Coast market. Box Y-76.

HELP WANTED TECHNICAL

Maintenance engineer-major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Strong maintenance skills and digital experience musts. Salary commensurate with experience. Contact Bruce Graham, Chief Engineer, 305-920-0800.

Engineer. TV mobile unit based in Arlington, Texas. Background in video maintenance required. Resume to Tel-Fax Texas, 1601 East Lamar Blvd., Suite 205, Arlington, TX 76010.

Maintenance engineer-Sacramento, California, UHF independent, 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references, FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, TK-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, GVG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRBK-TV 31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. EOE.

UTA Technologies, a research, development, manufacturing firm in Hollywood, Florida, is accelerating its expansion plans and therefore has following openings: digital design engineers, software engineers, analog engineers. Challenging opportunity for engineers with television engineering background and ability to apply advanced technologies to news areas of teleproduction equipment needs. If you're not satisfied with today's methods and equipment, help us develop tomorrow's. Contact Bob Hemsy, 2040 Sherman Street, Hollywood, FL 33020. 305-920-0800.

Chief, technical operations. Minimum three years supervisory experience, three years maintaining television transmitter and studio equipment. FCC first or general. KAID-TV, Boise. Salary \$25,000 to \$26,000. Contact Doe, Idaho Educational Public Broadcasting System, 1910 University, Boise, ID 83725, 208-385-3727. Closes 9/25. EOE.

Chief engineer - Group-owned, small market TV station, West Coast, has outstanding opportunity for hands-on chief or maintenance engineer who's ready to move up. Extensive studio/UHF transmitter experience essential. Must be well organized, have good people skills. Opportunity for advancement into major market facilities. Qualified applicants should send resume to Box Y-59. EOE.

Maintenance position. Nashville UHF independent has position for engineer with heavy maintenance and UHF transmitter experience. Immediate opening. Apply C.E., WZTV, Box 90764, Nashville, TN 37209. 615-329-1717.

Director of engineering. Progressive Midwestern company with four TV stations in medium-sized market area. Minimum five years' chief engineering experience. Knowledgeable all facets of TV engineering including state-of-the-art microwave, satellite, transmitter equipment. Send resume to Tom Barr, Gen. Mgr., MTN, Box 1738, Bismarck, ND 58502. No phone calls accepted. Equal opportunity employer.

Transmitter supervisor familiar with modern transmitters. Capable of setting up facility to good engineering practices/compliance with all FCC rules. Excellent fringe benefit package/growth opportunities. Must have previous television transmitter maintenance experience. Reply in confidence to Rod Hughes, Chief Engineer, KFVS-TV, Cape Girardeau, MO 63701, 314-335-1212. KFVS-TV is an equal opportunity employer.

KRIV-TV, Metromedia, Houston, Texas, has opening for transmitter maintenance engineer. Applicant must have 5 years experience including UHF background. Position requires applicant who desires to advance to supervisory position. KRIV-TV is a new facility with modern equipment. Reply to Wendell Wyborny, VP/Chief Engineer, KRIV-TV, Houston, TX. 713-626-2610. EOE.

KRIV-TV, Metromedia, Houston, Texas, has opening for maintenance engineer with 3 years experience in ENG/small format tape maintenance. Prefer general license. Reply to Wendell Wyborny, VP/Chief Engineer, KRIV-TV, Houston, TX. 713-626-2610. EOE.

Chief engineer. KPOL-TV. Studio and transmitter now under construction. All latest state of art equipment professionally installed. Low cost of living in growing, prosperous city. Send resume to Al Crocker, Vizcom, 2475 N. Jack Rabbit Avenue, Tucson, AZ 85745, or leave message, 602-884-9001.

Chief engineer. Our chief retiring. We need experienced person with good management skills, experience in studio/UHF transmitter maintenance. We offer excellent salary/fringe benefits. Send resume, salary requirements, references to Don Fuller, GM, WSJV-TV, Box 28, South Bend, IN 46624. EOE.

Television maintenance technician. Component level trouble-shooting/maintenance of state of the art television studio and transmitter installations. Contact Bill Bristler, Director of Engineering, WTHI-TV, 918 Ohio Street, Terre Haute, IN 47808. EOE.

Camera/editor. Use CMX edge, 3 1" VTRs. Creative, resourceful, good with clients. Video East, 215-648-0998.

Producer/director/editor. WHNS-TV is looking for creative individual with hands-on capability. If you like to run your own show, light, shoot, direct, edit, and even sometimes write, you are what we are looking for. Knowledge of time-code editing helpful. Send reel, resume, salary requirements to Bruce Reid, Commercial Production Manager, WHNS-TV, Interstate Court at Pelham Road, Greenville, SC 29607. EOE/MF.

Engineers -1 maintenance, 1 videotape operator, 1 master control operator (entry level), 1 audio operator. Benefits. Salary commensurate with experience. Christian Television WTKK, Box 3150, Manassas, VA 22110, 703-631-2310. EOE.

Engineers -1 maintenance, 2 master control operators. Benefits. Salary commensurate with experience. Christian Television WTLI, 312 E. Grace St., Richmond, VA 703-631-2310. EOE.

HELP WANTED NEWS

TV news producer. We are seeking experienced news producer for top rated weekend newscast. Must have ability to plan ahead, coordinate several news crews in large ADI, assist other producers during the week. Sharp writing skills a must. Send tape/resume to Mike Dodgson, Executive Producer, WESH-TV, Box 7697, Orlando, FL 32854. No phone calls. Equal opportunity employer.

Television reporter: We are looking for experienced, self starting news reporter. The candidate we seek does not depend on assignment desk, but instead will find and break first block stories on consistent basis. Sharp writing skills a must. Send tape/resume to Bill Bauman, ND, WESH-TV, Box 7697, Orlando, FL 32854. No phone calls. Equal opportunity employer.

Weekend weather anchor - Corpus Christi, Texas, the place to be, is looking for weekend weather anchor/weekday news reporter. Must have previous experience. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, 512-854-4733. EOE.

Weekend news anchor - sparkling city by the sea. Beautiful, sunny Corpus Christi, Texas. Dominant news station has immediate opening for weekend news anchor/weekday reporter. Must have previous experience. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, 512-854-4733. EOE.

News reporter. KLAS-TV has immediate opening for exciting and creative general assignment reporter. At least 2 years experience, strong writing skills, creative editing skills are required. Send resume/tape to Jan Stanley, Personnel Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Producer. San Diego's #1 station is looking for creative late news producer with innovative ideas. Strong producing/writing background a must. Send recent tape/resume to: Jim Holtzman, KFMB-TV, PO Box 80888, San Diego, CA 92111. EOE.

Aggressive, medium market station. Southeast, seeks strong, authoritative primary anchor/reporter. Expanding news operation requires individual with 4 to 6 years daily on-air experience. Principals only. Send resume, recent tape, salary requirements to: Dept-BL, Suite 3421 M St., NW, Washington, DC 20007. EOE.

Midwest news operation expanding. Entry level openings for news, weather, sports people. Tape and resume to WCEE-TV, P.O. Box 1300, Mt. Vernon, IL 62864.

Documentary photographer. Established, award winning documentary unit, large Midwestern market, needs an excellent photographer to shoot and edit hour length videotape documentaries. We require documentary experience, ability to create beauty and record reality. Resume and written credits (no tapes please) to Box Y-14. We are an equal opportunity employer.

Executive producer. Number two position in department. Produce 6 p.m. news, responsible for overall look of newscasts. Five years experience, strong leadership skills. Send tapes/resumes to: Jim DePury, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216. No phone calls. M/F, EOE.

For a better job, contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

WDIV, the Post-Newsweek Station in Detroit, is looking for top-notch news writer who's able to digest information from variety of sources and compile them into clear, concise copy. Candidate should have at least two years' television news writing experience. If you're looking for entry into first-rate news operation and want to move up, we're looking for you. Send resumes/writing samples to Bob Reichblum, Executive Producer, 550 W. Lafayette, Detroit, MI 48231. Equal opportunity employer.

KMPH-TV is looking for multi-talented individual to assist our 10 o'clock producer and also produce/anchor a weather segment in the newscast. Minimum two years experience in television news required. No tapes or phone calls please. Send resumes only to: Joel Cheatwood, KMPH-TV, 5111 East McKinley Ave., Fresno, CA 93727. EOE/MF.

Reporter/anchor. WAVY-TV has opening for news reporter with anchor experience. College degree in journalism/related field and minimum 2 years in television news broadcasting or equivalent news broadcasting experience. Send resume/salary requirements to News Director, 801 Wavy Street, Portsmouth, VA 23704. No beginners and no phone calls please. We are an affirmative action/equal opportunity employer, M/F.

Progressive station, rapidly growing smaller California market, seeks anchors, reporters, sports, weather. Resume to Box Y-64. EOE.

Managing editor. Major West Coast market. Producer/reporter with strong knowledge of communication law. Aggressive news operation with all the tools, excellent ratings. EOE. Resume to Box Y-67.

Investigative reporter. 70's market. Must have abilities in digging out and developing tough stories. Self-motivating, tenacious. Resume to Box Y-86. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video editor. Top-rated, major market station wants creative, energetic videotape editor for weekly TV magazine/other projects, with some camera or audio field work possible. News experience helpful. Self-motivation, enthusiasm, teamwork musts. Send resume/tape (no phone calls) to Michael Cascio, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

TV producer/director. 1 to 2 years experience. College degree or equivalent. Must be able to direct/switch fast-paced newscasts, live remotes, commercials, promotion. Excellent benefits. EOE. Resume to Production Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402.

Production manager. Responsible for supervision of studio and field production, continuity, graphics, film, promotion. Must be able to communicate effectively with staff/management. Send resume to Operations Manager, KQTV, P.O. Box 247, St. Joseph, MO 64506.

Nationally syndicated magazine format. New sports magazine show is starting production and needs anchor. Send tape/resume to RHP Associates, 1713 Timber Pass, Knoxville, TN 37919. No telephone calls.

Promotion manager. If you're #2 person in larger market and want chance to head your own department, there is immediate opening in mid-sized Western market for you. KTNV, ABC affiliate in Las Vegas, seeking manager with creative, budgeting, administrative skills. Contact Ed Quinn, General Manager, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102. 702-876-1313. EOE.

WFTS-TV, Tampa, Florida, is looking for experienced (minimum 3 years) program director. Individual must have "hands-on" background in production, operations and/or promotion. Ch. 28 is a Capital Cities Communications station and an equal opportunity employer. Please direct all inquiries to Lew Freifeld, General Manager, WFTS-TV, 4501 East Columbus Drive, Tampa, FL 33605.

Research/pitch writer: top TV syndication firm in NJ seeking pitch writer with interpretive skills of N.S.I./A.R.B. data. Call 201-522-0100.

Operations/production mgr. Ramrod who knows meaning of deadlines. Motivated, self starter. Well-organized. Salary: DOE. Resume to Box Y-88.

WSMV, Nashville, seeks highly creative, hands-on director, who not only has ability to direct sessions and live programs, but also has talent/interdepartmental communications skills to become involved in total look and on-air image of one of the nation's leading stations. Professional ability/attitude musts. Send resume, audition tape, salary requirements to Erskine Lytle, Personnel Coordinator, WSMV, PO Box 4, Nashville, TN 37202.

#1 rated PM Magazine, top 30 Southeast market, seeking talent to work with male co-host. Writing/producing skills required, as well as on-camera experience. EOE. Send tape/resume to Executive Producer, PM Magazine, WCPX-TV, Box 66000, Orlando, FL 32853.

TV producer/photographer: shoot/produce news features for broadcast, location camera work, other duties for University of Mississippi's Broadcast News Service. Position includes opportunity to obtain up to 7 hours coursework without cost per semester. Send tape/resume by October 10 to Broadcast News Service, University of Mississippi, University, MS 38677. EOE.

Producer-director. Minimum 1 year's experience directing fast-paced newscast and commercial production. Applicant must be knowledgeable in all phases television studio production, have potential for growth within company. Send 3/4" demo tape and resume to Irv Johnson, Production Manager, KOTV, P. O. Box 6, Tulsa, OK 74101. M/F. EOE. No phone calls, please.

Promotion director. Looking for creative person who can write, shoot, edit, produce promos to achieve specific goals. Requires layout/purchase of newspaper/radio ads. Experience required. Resume, writing sample, salary requirement to Box Y-68. EOE.

Expanding video production facility needs additional production personnel. If you run camera, audio, edit, or are lighting director and would like to join rapidly growing company located in major East Coast market, send your resume to Box Y-77.

Promotion director. NE medium mkt. CBS affil. seeks promotion director with strong writing/production skills. #1 station, highly competitive mkt. Need highly creative, self-motivated person to help continue our growth. An EOE. Resume/letter/salary requirements to Box Y-89.

TV producer/director - seeking responsible, creative individual with leadership qualities to direct 6PM and 10PM newscasts. Two to four years experience necessary. Send resume/tape to Production Manager, WLUK-TV, Box 19011, Green Bay, WI 54307. EOE.

Production photographer. Looking for experienced photographer to shoot 16mm film and 1" video tape. Midwest affiliate. Heavy on production and promotion shooting. Send resume/tape to Lee Ulrich, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

California's #1 independent seeks aggressive and creative promotion director. Must be experienced in budgeting, supervising department personnel, print & radio advertising, creating on-air promotion spots. Knowledge of production and independent TV station operation a plus. Send resume/salary requirements to: General Manager, KMPH-TV, 5111 East McKinley Ave., Fresno, CA 93727. EOE/MF.

Director of promotion. Independent TV, Southeastern medium market. Creative self-starter to supervise 2-person department. Should have experience with on-air, radio, print. Resume to Box Y-94.

Associate for editorial services. NYS public TV and radio. Required: liberal arts degree, minimum 2 years professional work experience editing and writing. Candidates must demonstrate ability to produce clear/vivid writing under deadline pressures, as well as good organizational structure and promotional flair, in areas of press releases, features and copywriting. Professional editing/proofreading skills are required; candidates must be willing and able to work extra, long hours when necessary. Ability to research and develop material, including interviewing, helpful. Knowledge of budgets, ad production, photojournalism criteria a plus. To apply, send resume, salary requirements, letter of application, with samples of writing, 3 professional references to Editorial Services, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Director. Northeast market leader seeks director for evening newscasts. Extensive experience in directing newscasts a must. Resume/salary requirements to Box Y-103.

SITUATIONS WANTED MANAGEMENT

General sales manager seeking move. National, local experience in large/small markets. Active in national/local organizations. Experienced in sales training/building productive sales team. Box Y-83.

SITUATIONS WANTED NEWS

Entry level position: I am a recent Emerson grad and majored in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 6152, Boston, MA 02150 or leave a message at 617-322-4423. Opportunity is more important than starting salary.

TV Weatherman. Prefer Southeast. 20 years radio experience. 2 years TV weather. Bill Yale, 404-231-1250.

Meteorologist. AMS seal, other awards, hard working, science reporting, computer weather knowledge, too. Call Stuart, 314-962-8419.

TV/radio sports reporter. '84 Boston University graduate. MS broadcast journalism. Network affiliate sports experience. Capable, enthusiastic. Can write, shoot, edit, interview. Seeks entry level opportunity, preferably Northeast. Jeffrey Henig, 201-444-8425. 759 Wynetta Place, Paramus, NJ 07652.

Need your police covered? Crime/gen. assign reporter with comm radio news experience and law enforcement background seeking TV news career. Recent college grad avail now/will relocate. Box Y-9.

Forecaster, female, weekend and mornings, weather computer experienced, member NWA. Box Y-41.

Current anchorman, reporter, assignment editor, medium market. Looking for right opportunity. Prefer Southeast. Rick, 615-288-7581.

Experienced sports producer, major market, desires new challenges. Over 1,000 live shows. Two regional Emmys. Serious inquiries only Box Y-70.

Network correspondent, anchoring experience, seeks local anchor position for early 1985. Box Y-87.

TV personality, young, intelligent, experienced, energetic, warm, friendly, and credible (and modest). If these words describe what you seek in a weathercaster or magazine/talk show host, I'm your man! All markets considered. Charlie Phillips, 617-527-1765, 9am - noon EDT.

Proven strong ratings draw. Awards for quality. Solid reporting background. Fast, accurate, dedicated. Steve Sauro, 201-838-4364.

Anchor - experienced, commanding. On top w/40 shares; knows tricks to put you there. Writing & producing savvy makes the difference. Respected by staff & management. Family man. Box Y-96.

SITUATIONS WANTED TECHNICAL

Female engineer seeks supervisory position. Over four years major market experience; BA communications; strong administrative skills. Willing to relocate. Mild climate preferred. Box Y-98.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Woody Allen type seeks on-camera job anywhere less humid than Iowa. One year experience writing/hosting old movie show on community access station. Intelligent, verbal, knowledgeable many areas. Gary Sanders, 1307 Prairie Du Chien, Iowa City, IA 52240.

Looking to break into TV. College grad, internship experience. Unlimited potential, professional references. Entry level position desired. Will grow with your station. Any offer greatly appreciated. Brian J. Clark, 26 Lakeview Ave., Rensselaer, NY 12144. 518-286-3524. Will relocate.

Invest in the future. Fresh out of college. Four years' television production experience. Familiar with hand held Sony, Panasonic, Sharp, limited Ikegami, IVC-7000, AC-500 studio cameras. Worked in lighting, some audio, excellent writer - PSAs and commercial scripts for television, movies, radio. Willing to relocate, just give me a chance. R. M. Hunt, 919-693-7721, 345 Henderson Street, Oxford, NC 27565.

Music video programs/programming: - entry level position sought by recent Emerson grad. Thru internships and personal contacts, I have wealth of knowledge/experience in both TV and popular music in major market. Knowledge of broadcasting industry. Good radio background, too. Production, promotion, studio operations or programming. Will consider all. Highly motivated, organized, responsible. Mr. Steven, c/o P.O. Box 35, Waban MA 02168, 617-322-4423.

Published writer - eager learner - looking for broadcast beginning. Writing or production. NY area preferred. Box Y-65.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive director, California Chicano News Media Association-non-profit membership organization of 140 Hispanic journalists and 5 staff persons. Project administration and grant-writing experience required; journalism experience/Spanish fluency preferred. Send resume and references to: CCNMA, Journalism School, University Southern California, Los Angeles, CA 90089-1695. Position starts January 1st.

HELP WANTED SALES

D.C. Video communications company seeks salesperson experienced in TV production, satellite communications to market facilities, videoconferencing. Resume to Box Y-78.

HELP WANTED INSTRUCTION

CBN University announces available positions. Full-time faculty members w/expertise in 1 or more of following areas: film production, radio, TV production, advertising, mass communication theory/research, media management. Qualifications: earned Ph. D. w/relevant teaching/other professional experience in communication field preferred. Master's degree/significant professional/teaching experience considered. Responsibilities: successful applicants will be expected to participate in program development, teaching, research, student counseling, advising. Salary/compensation competitive. Rank at assistant, associate, or full professor levels, depending on qualifications. Appointment date Sept. '85 or later. Applicants should include resume of prior experience & the name, position, address, & phone # of 3 references. Other supporting documentation may be forwarded at applicant's discretion. Send to Dr. J. D. Keeler, Dean, Communications School, CBN University, Va. Beach, VA 23463. CBN U. is a community of mature Christian scholars who are highly competent in their chosen disciplines, & who know God & His word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest intellectual standards, w/ the transcending purpose of glorifying God & His son, Jesus Christ. CBN is an equal opportunity employer sharing an evangelical Christian perspective & is associated w/the Christian Broadcasting Network.

Radio/TV faculty position. Tenure track or fixed term. Available Jan '85. Teach broadcast fundamentals, R-TV announcing, sales, mgmt.; also public speaking. Ph D. preferred. Salary range \$18K-\$22K. Resume & 3 recent recommendation letters to Chairman, Theatre Arts Dept., East Carolina Univ., Greenville, NC 27834. AA/EOE. Application deadline 11-1-84.

Assist./assoc. professor, mass communication (full time, tenure-track position) to teach courses in: international mass communication and broadcast systems, fundamentals of broadcasting, mass media in society. Preparation, experience, and/or an interest in broadcast facilities management, Canadian studies, and/or broadcast journalism is considered desirable, not essential. A Ph. D. in appropriate field of study, teaching experience, demonstrated scholarship, excellent writing skills considered essential. Salary negotiable; commensurate with qualifications. Submit resume with letter of application no later than Monday, November 19, 1984 to: A. R. Montanaro, Jr., Chairman, Department of Communication, Box 50, State University College, Plattsburgh, NY 12901. An equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Bill Martin or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

New and used radio broadcast and microwave towers. Complete nationwide sales, service and erection available, located in central U.S. T.M.C.I., 402-467-3629.

Harris automation system 90—features 3,600 program events, look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 3 IGM 48-tray instacarts (mono), 5-IGM 78 tray go-carts (stereo), 2 control consoles, TI printer. Call Greg Hurst, 317-927-4200, for very versatile live-assist or complete automation system.

Sony 1" VTR - BV500 with chroma stabilizer HT500, power supply AC500, BP-90 batteries, charger, \$15,500 or best offer. Sony 3/4" VTR's - two BVU-800 editing decks, \$8,000 each or best offer. Sony 3/4" playback deck, VP2011, \$700 or best offer. National Video Industries, 15 West 17th Street, New York City, NY 10011. 212-691-1300.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

Best offer. ENG unit: Sony BVP 300 camera, BVU 110 recorders, tripod, lights, microphones. Call Videomith, 201-467-5486.

Character generator: 3M D-8800, nice condition, 3 years old, dual channel, disk drive, over 50 fonts, font compose system, asking \$15,000 (\$32K new). Sony BVU-800, 2 years old, good condition, asking \$8500. Motorola MT-500 walkie talkies (pair) 450 UHF band, chargers, \$2500. Nagra 4S stereo sync machine, lots of extras, \$3500. Sennheiser 805 shotgun, zeppelin, \$350. Contact Steve Beuret, 215-864-0658.

Brand new videocassettes! U-matic Sony KCS-20K mini field cassettes, \$12.49. Also, new Ampex KCA-20 videocassettes, \$8.99. Limited quantities. Free delivery! Call collect, Carpel Video, Inc. 301-845-8888.

TK-44s, TR-600s, Hitachi FP-22s, HL-79A, SK-70s, NEC 5000 digital TBCs, Sony 1" tape equipment. Call Marvin Luke, Media Concepts, 919-977-3600.

Surplus equipment from audioboards, cameras through computer editors, TBC switchers, VTRs, mobilvan. 313-355-2900, Wait.

CSI FM 3000E (1982) 3KW FM. Also, Harris MS15 exciter, ITA 5KW FM, two 25KW Bird dummy loads. Call M. Cooper, Transcom Corporation, 215-379-6585.

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Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Collector looking for recordings of NBC radio programs, "Monitor," "Weekend," and "The Road Show". Will pay \$15.00 per hour. Write: Gary Dibble, 1260 Drake Avenue, Burlingame, CA 94010.

Radio programming wanted. Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

RADIO

Help Wanted Programing, Production, Others

MAJOR MARKET PD

Are you a forward-thinking, creative, experienced PD? Can you evolve a traditional easy listening station into a modern-day environmental station, & get 25-54 numbers? If your answers are yes, & you meet the following requirements, send immediate written request for an application for this position. We're talking BIG-BIG STATION, VERY BIG MKT. Career position w/major broadcast group. (1) Build/maintain ratings leadership. (2) Interpret/apply mkt. & music research into ACTION. (3) Knowledge of legal/renewal procedures. (4) Quality programming track record (document it!). (5) Operations track record (oversee staff, news, production, interact w/engineering.) (6) Promotion-minded (coordinate w/promotion director). (7) Generate/execute plans & budgets. (8) Work w/consultants (mgmt., programming, research). (9) Work effectively WITH sales dept. (10) WINNING, LEARNING, GROWING ATTITUDE. Reply only if you meet all the above requirements. Send written application request & cover letter to Box Y-51. An EOE.

Help Wanted Sales

EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

Help Wanted Management

GENERAL SALES MANAGER

Adult contemporary FM, top ten market, seeking seasoned professional to maximize our local and national sales efforts. Successful major market sales/sales management track record a must. Our station is part of major broadcast group, offering good growth potential/benefits. Salary commensurate with experience. Send resume to Box Y-26. An equal opportunity employer.

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BROADCAST TECHNICIANS IN THE VOICE OF AMERICA'S RADIO MARTI PROGRAM

The Radio Marti Program of the Voice of America has a number of immediate opportunities for skilled Broadcast Technicians in its Washington, D.C. studios. These positions require technical experience in professional radio or television audio operations which demonstrates a good knowledge of the principles applied in technical operations. This experience must have been progressively responsible in studio control, tape recording, field operation, and broadcast equipment maintenance. The ability to understand spoken Spanish is desirable. Education may be substituted for some of the required experience. Applicants must be willing to work shifts and/or weekend duty.

The Radio Marti Program of the Voice of America, part of the United States Information Agency, offers an excellent salary and benefits package, including life and health insurance. The Radio Marti Program will broadcast in Spanish to Cuba. Applicants selected will be required to clear the agency's security process. Send resume or government employment application Standard Form 171 (SF-171) to: USIA/Radio Marti Program, 400 6th St., S.W., Washington, D.C. 20547, Attention: B/CP. (Applications may be obtained from U.S. Post Offices, Office of Personnel Management Regional Offices, or by writing us). The Radio Marti Program is an Equal Opportunity Employer.

CHIEF ENGINEER

Two positions. AC-FM stations, Charlotte, NC and Richmond, VA. Extensive maintenance/installation experience in high power FM transmission systems, state of the art studio equipment, understanding of current FCC rules, valid first class radiotelephone or general class operators permit, project future equipment needs, be presently employed as chief engineer. Resume, references, past salary history to Director of Engineering, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. No phone calls. Please.

Help Wanted Announcers

CAN WE TALK!

Can you talk? If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. This major market station wants you. Send resume to Box X-78. EOE.

Situations Wanted Announcers

EX-ANNOUNCER

57 yr. old ex-announcer has been out of business for 6 yrs. 30 yrs. experience, original producer of "Night Train." Experienced with nostalgia/non rock/classic country. Write Box Y-91.

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RADIO NEWS DIRECTOR/ANCHOR

Currently employed reporter/anchor at top 5 market network O&O seeks return to management and/or daily anchoring with established news leader. 19 years experience; strong writing, on-air, production & leadership skills. Call 415-775-1960.

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through sales, station management, group management, sole ownership. All stations showed improved gross, net, position. My own stations sold for almost 2/3 more than purchase price. If you need bottom line GM, with keen sales orientation, who excels in people management, with solid credentials, willing to make total commitment to right group or station, call 919-848-9970.

TELEVISION

Help Wanted Management

GENERAL MANAGER MIAMI, FL TV

New UHF Spanish language television station, to begin early 1985. Salary and bonus negotiable. Must be aggressive with experience in major market, preferably in start-up situation. Resume to Box X-160.

Help Wanted Sales

NATIONAL SALES MANAGER

Major market affiliate seeking to hire bright, aggressive motivator. Is that person you? There is an unlimited future with one of the best groups in the country. National or rep experience a must. EOE/AA. Call B. Graziano, WPXI-TV, Pittsburgh, 412-237-1129.

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Major market affiliate seeking to hire bright, aggressive person with prior sales experience and strong direct business background. We are one of the leading broadcast companies in the industry. EOE/AA. Call B. Graziano, WPXI-TV, Pittsburgh, 412-237-1129.

LOCAL SALES MANAGER

KPRC-TV has an opening for local sales manager. Successful candidate for this position should have strong management skills and experience in all phases of local sales including marketing and vendor programs. Send resume to:

Larry Shrum
GSM
KPRC-TV
P.O. Box 2222
Houston, TX 77252

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**Help Wanted Sales
Continued**

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We are an innovative producer/distributor of sales production libraries, radio station I.D.'s, and promotional campaigns for both radio and television.

Our present opening for sales representative involves extensive travel calling on radio and TV stations in an assigned territory. We offer excellent salary plus commission package, liberal relocation assistance, and company car. And, since we are part of Fortune 500 Schering-Plough Corporation, our employee benefits are outstanding.

If you have at least two years' experience in radio or TV sales, or closely related fields, and are highly-motivated to sell high-quality product line that really works, we'd like to hear from you.

Please send resume, with earnings history, in confidence to:

Jerry Williams, VP/General Manager
American Image Productions, Inc.
A Schering-Plough Consumer Products Division
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An equal opportunity employer M/F



**Help Wanted Programing,
Production, Others**

**TV Producer/
Director**

SmithKline Beckman, a world leader in the health care industry, has an immediate opening for an EXPERIENCED, CREATIVE professional in our Corporate Communication Services Group. You will be responsible for producing, writing, and directing productions for diverse client groups within the Company. This includes responsibility for full production from treatment through editing.

Our successful candidate will have a Master's degree (or equivalent) and at least 7 years experience in TV and/or film production with responsibility for total video production and direction. We also require a demonstrated ability to run studio and remote cameras and expert lighting; excellent writing skills; and the ability to work effectively with crew, talent, and management.

Investigate your future with one of the most respected U.S. corporations. Our compensation and benefits program, including relocation assistance, is among the best. Promptly submit resume, salary requirements, and a sample of your writing and TV work to: Ms. E. Thorne, **SmithKline Beckman Corporation**, 1542 Spring Garden Street, Philadelphia, PA 19101.

We are an equal opportunity employer, M/F/H/V.

SmithKline Beckman
CORPORATION

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BROADCASTING'S
Classified Advertising**

**Help Wanted Programing,
Production, Others
Continued**

**FOURTEENTH
MARKET**
**LOCAL
PROGRAM
MANAGER**

KOMO-TV, Seattle's ABC Network affiliate, is seeking a Manager of Local Programming with a proven track record in all phases of local program production. Applicants must have a thorough understanding of all aspects of television programming, including sales, financial and legal, and a thorough knowledge of FCC rules and regulations, as well as the ability to manage others and work well with people of diverse skills, experience and professional discipline. Applicants should have a B.A. degree in Communications or a related field. Qualified applicants should send resumes to Personnel Department, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

KOMO TV4



**HOST/HOUSTESS &
ASSOCIATE PRODUCERS**

Wanted for new locally produced show. Need to have live studio & field producing skills. 2 yrs. experience. Send resume or call Doug Bolin, 316 N. Miami Ave., Miami, FL 33128. 305-579-1459.

**Help Wanted Programing,
Production, Others Continued**

**PRODUCER/
DIRECTOR**

TV producer/director/writer of major programs and projects for large state university TV operation, including writing documentaries and developing budget proposals. Major programs are journalistic or instructional, requiring use of maximum creative ability.

Requires Bachelor's degree or equivalent, preferably in communications such as journalism, radio or TV. Also requires several years' related professional experience, preferably in commercial or educational television. Prefer background as writer, producer or director of television, radio or the stage. Good communication skills essential.

Rutgers' New Brunswick campus is located 30 miles south of New York City.

Salary: \$22,759 - \$30,722. Excellent benefit package includes tuition remission for employee and children.

VHS tape of projects you have produced may be requested. Submit resume, indicating ref. No. 025, to:

**THE STATE UNIVERSITY
OF NEW JERSEY
RUTGERS**
Division of Personnel Services
New Brunswick, NJ 08903

An affirmative action/
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**PRODUCER/DIRECTOR
NBC O&O**

We're seeking individual w/broad based production experience to join our creative staff. Background must include various types of studio & field producing. We're very involved in our community. Directing experience must be varied & must include news. If this is you, please contact immediately. Excellent salary/benefits. EOE/MF. Resume to Richard O'Dell, WKYC-TV, 1403 E. 6th St., Cleveland, OH 44114.

Help Wanted News

**TELEPICTURES
CORPORATION**

is actively seeking new personnel for our newly acquired ABC affiliate in Midland/Odessa, one of the Sunbelt's fastest growing markets. KMID is aggressively building number one news department and has immediate openings for news director and 6&10 p.m. news producer. If you are an experienced news producer looking for your first step into management, the news director position may be yours. If you are currently a creative news producer or associate news producer looking for line producing authority and have ability to work with people, the producer's job may be waiting for you. Please send resumes and tapes to John L. Foster, KMID-TV, P.O. Drawer B, Midland, TX 79711, or call 915-563-2222.

Help Wanted Technical

**SATELLITE
COMMUNICATIONS
ENGINEER**

Extensive travel with transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

**Help Wanted Technical
Continued**

**TV ENGINEER II
KUED**

Salt Lake City, Utah

First class FCC license, post secondary training in electronics or equivalent education and experience required. Audio experience preferred. Maintains studio, remote, operational, technical equipment including color cameras, video tape machines, switching, distribution equipment. Send application and/or two copies of resume with names, addresses, telephone numbers of three references to Patricia Baucum.

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101 Annex Building, PB-57
Salt Lake City, UT 84112
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NEW ELECTRONIC MEDIA**

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a Minnesota group, is in the market for an AM/FM radio property. Prefer Midwest small to medium market, terms purchase. All offers kept in strictest confidence. Jerry Papenfuss, Result Radio Group, Box 767, Winona, MN 55987. 507-452-4000.

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- Northern New England AM/FM. \$295,999; \$75,000 down.
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- Class IV. The living's good. Asking \$275,000.

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We are owner/operators and will buy your CP or station. Send info in confidentiality to Box Y-79.

ONE MOMENT, PLEASE

We are a large, established company diversifying into broadcasting. We are interested in acquiring existing radio, TV, or LPTV stations or construction permits. Geographical preference for New England. Stations need not be in cash flow. Please include call letters, cities, state, growth, net asking price, real estate and equipment in first letter. Please, all replies in writing. All information will be treated in absolute confidence. All materials will be returned. Please send information to:

David Elton, Vice President
The Flatley Company
150 Wood Road
Braintree, MA 02184

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Mkt. Size	Type	Price	Terms	Contact	Phone
TN	Sub	AM/FM	\$3,750K	Terms	Ernie Pearce	(615) 373-8315
NB	Med	AM/FM	\$2600K	\$650K	Bill Lochman	(816) 254-6899
FL	Sub	FM	\$2500K	Sold	Randy Jeffery	(305) 295-2572
FL	Maj	AM	\$2325K	\$581K	Randy Jeffery	(305) 295-2572
LA	Met	AM/FM	\$1960K	Sold	Bill Cate	(904) 893-6471
FL	Med	AM/FM	\$1800K	Terms	Randy Jeffery	(305) 295-2572
WI	Sm	AM	\$1700K	Terms	Burt Sherwood	(312) 272-4970
NJ	Med	FM	\$1500K	Sold	Warren Gregory	(203) 364-5659
AR	Med	AM/FM	\$1250K	Sold	Bill Whitley	(214) 680-2807
WY	Sm	FM	\$1200K	\$300K	Greg Merrill	(801) 753-8090
TX	Med	AM/FM	\$1050K	\$250K	Bill Whitley	(214) 680-2807
NY	Med	AM	\$1000K	Sold	Warren Gregory	(203) 364-5659
NE	Met	AM	\$1000K	Cash	Ron Hickman	(401) 423-1271
CA	Sm	AM	\$950K	\$150K	Brian Cobb	(404) 458-9226
OR	Med	AM/FM	\$900K	Terms	Elliot Evers	(415) 387-0397
PA	Sm	AM	\$800K	Cash	Warren Gregory	(203) 364-5659
OK	SM	AM/FM	\$750K	\$150K	Bill Whitley	(214) 680-2807
MS	Sm	AM	\$735K	\$225K	Ernie Pearce	(615) 373-8315
SC	Med	AM/FM	\$725K	\$125K	Brian Cobb	(404) 458-9226
OR	Sm	AM/FM	\$725K	Sold	Greg Merrill	(801) 753-8090
OR	Sm	FM	\$650K	\$100K	Elliot Evers	(415) 387-0397
CA	Sm	FM	\$650K	\$200K	Jim Mergen	(818) 366-2554
GA	Sm	AM/FM	\$500K	\$100K	Bob Thorburn	(404) 458-9226
NE	Sub	AM	\$499K	Terms	Ron Hickman	(401) 423-1271
NM	Med	FM	\$475K	\$90K	David LaFrance	(303) 534-3040
NY	Sm	AM	\$435K	\$150K	Ron Hickman	(401) 423-1271
CA	Sm	AM/FM	\$400K	Terms	Jim Mergen	(818) 366-2554
FL	Sm	AM	\$380K	\$50K	Randy Jeffery	(305) 295-2572
NC	Sm	AM	\$350K	\$88K	Mitt Younts	(804) 355-8702
FL	Med	AM	\$330K	Sold	Randy Jeffery	(305) 395-2572
MO	Med	AM/FM	\$325K	\$75K	Bill Lochman	(816) 254-6899
ID	Sm	AM	\$275K	\$75K	Greg Merrill	(801) 753-8090
VA	Med	AM	\$200K	Cash	Mitt Younts	(804) 355-8702
IN	Sm	FM	\$160K	\$55K	Peter Stromquist	(319) 359-4768

For information on these and other availabilities, or to discuss selling your property, be sure to stop by the Chapman Associates' Suite at the Westin Bonaventure during NRBA, September 16-19, or write Dave Sweeney, General Manager, Chapman Associates, Inc., 1835 Savoy Drive, Suite 206, Atlanta, GA 30341, 404-458-9226.

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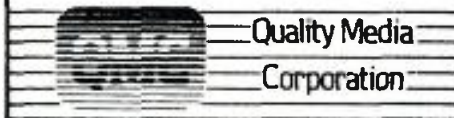
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- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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813-778-7071

MUST SALE

IN AM/FM, 2 times billing, asking \$425,000. AR AM/FM, asking \$335,000, downpmt. \$60,000, includes real estate, AM TN \$25,000 downpmt. NC \$30,000 downpmt. AL AM/FM, 2.5x billing, asking \$250,000, Incl. real estate. 803-585-4638.

JAMAR-RICE CO.

S. Texas 1000 watt AM w/class A FM CP, 120 mi. SW of San Antonio. Good real estate. \$342,500; terms available.

512-327-9570

950 W. LAKE HIGH DR.
STE. 103
AUSTIN, TX 78746

WEST COAST FM'S

Class C's priced from \$588,000 to \$2.7 M. Medium to large markets. Attractive terms available. Contact Jerry Dennon, The Montcalm Corporation, The Duncan Building, 315 Second Avenue South, Seattle, WA 98104, 206-622-7050.

LOS ANGELES

KVMR-FM, established cable radio station for sale. Interested parties call/write 21115 Devonshire #303, Chatsworth, CA 91311. Contact Michael Cheatham, 818-998-5867, office; 818-992-5997, home.

PRICE REDUCED

Owners anxious to sell ONLY commercial station serving NE Oklahoma county of 51,000. Daytime AM, with preliminary study for nighttime. Excellent equipment. Includes valuable real estate. Plenty of growth room for sales-savvy operator. Reduced to \$350,000, some terms. Bob Clark, Southwestern Media Associates, Box 64658, Lubbock, TX 79464, 806-797-1221. Don't wait.

For sale stations continued

- FM, SW N. Mex. \$210,000.
- Daytimer, Chattanooga area. \$12,000 down.
- Daytimer, Port Gibson, MS. No down.
- Translators: Flagstaff, Camp Verde, Prescott, Prescott Valley, Omaha, Tucson & Decorah. \$30,000 each.
- 100,000 watts covering 488,000 people with 3.16 mv/m. Deep South. 2.1 million, terms.

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11311 N. Central Expressway • Dallas, Texas

CLASS C FM

Top 50 Rocky Mtn. mkt. Asking \$2,700,000; \$800,000 down. Call Greg Merrill, 801-753-8090.



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nationwide mergers & acquisitions

UPPER MIDWEST

Fulltime AM station, excellent radio market and facility. Gross \$325,000. Will sell October 25, 1984 for highest bid. Minimum price \$295,000. 605-347-4455.

TWO FM STATIONS

Available from original owner. In two substantial Southwest markets. Real estate included. Both for \$2.2 million, 20% down, balance over 8 years. Box Y-102.

OWNER FINANCING

NC fulltime AM, excellent market. Asking \$450,000, downpmt. \$90,000. MO FM. 2 times billing, asking \$325,000 5000 watts VA AM, 1.5 times billing, asking \$150,000. MI AM only \$35,000 downpmt. GA powerful AM. 803-585-4638.

COMBINATION CLASS C

and full-time regional AM. Southwest medium market. Price \$3M. Write Box Y-92.

SOUTHERN CALIFORNIA FULLTIME AM

Prime metro market, excellent facility, good signal/dial position, real estate included. Principals only. Box Y-72.

ILLINOIS STATIONS

Outstanding, very successful properties offered on cash sale basis only. \$800,000, firm. Serious, experienced broadcast organizations-individuals only. Your financial qualifications first, please. Box Y-93.

FOR SALE BY OWNER

Very profitable AM/FM, Ark. Long established AM with PSA. Class A FM. Both well-equipped. Monthly billing \$21,000+ with \$11,500 overhead per month. Excellent equipment. Real estate included. \$560,000. Terms possible. Serious inquiries only. No brokers. Owner retiring. Write Box Y-84.

TOP 10 MARKET

Full power FM with positive cash flow. 1985 projected revenues \$5,000,000; projected cash flow \$1,800,000. Asking price of \$13,000,000, less than 7x projected cash flow. Excellent growth opportunity in market with almost \$100,000,000 in radio revenues. Box Y-101.

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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



Steding

William Steding, general manager, Bonneville-owned KAAM (AM)-KAFM (FM) Dallas has been named executive VP and general manager of stations, and of co-owned KMBZ (AM)-KMBR (FM) Kansas City, Mo., as head of newly created central broadcast division for Bonneville.

He remains based in Dallas. **Lynn McFadden**, business manager, KMBZ-KMBR, named to newly created position of VP, business and operations. **Paul Leonard**, from Bonneville's KIRO (AM) Seattle, joins KMBZ-KMBR as station manager.

Ed Piette, VP and general manager, American Blackhawk Broadcasting's KTIV (TV) Sioux City, Iowa, joins KSDK (TV) St. Louis as director of broadcast operations. **Mike Smith**, general sales manager, American Blackhawk's KWWL (TV) Waterloo, Iowa, succeeds Piette.

Boyd Arnold, VP and general manager, WKMF (AM)-WCRZ (FM) Flint, Mich., joins WHCN (FM) Hartford, Conn., in same capacity.

Mark Engledow, sales manager for WIBC (AM) Indianapolis, and **K. Stephen Mohr**, account executive at WIBC, have resigned to form Mohr-Engledow Broadcasting. They have purchased WCTW (AM)-WMDH (FM) New Castle, Ind., and plan to acquire additional stations.

Mel Hill, station manager, KGUY (AM) Palm Desert, Calif., named general manager. **Chris Christensen**, senior VP, sales and marketing, KPSP-AM-FM Palm Springs, Calif., joins KGUY, succeeding Hill.

Appointments, Evening News Association, Detroit, owner of one AM, one FM and five TV's: **Richard Wallace**, treasurer, to senior VP and corporate secretary, succeeding **Richard Spitzley**, retired; **Edwin Frederickson**, VP, finance and administration, assumes additional duties as treasurer, succeeding Wallace, and **G. Barry Hubbard**, controller, assumes additional duties as assistant secretary.

James Grimes, general manager, WEAR-TV Pensacola, Fla., joins WHSV-TV Harrisonburg, Va., as station manager and general sales manager.

Jeffrey Gabel, director of programing, non-commercial WCBB (TV) Augusta, Me., joins noncommercial KTOO-TV Juneau, Alaska, as assistant station manager and program director.

Cole Wilkins, account executive, WHOM (FM) Mount Washington, N.H., named assistant station manager and sales manager.

Sandra Kartun, manager of financial evalua-

tion, KNBC (TV) Los Angeles, named manager, program administration.

Andra Sanders, assistant general counsel, Time Inc., New York, named associate general counsel.

Claire De Rosa-Andre, production associate, Newsbank, weekly news and feature programming services for ABC Owned Television Stations, New York, named manager of administration, ABC Owned Television Stations.

D.M. Therese Byrne, director, business planning, NBC, New York, named director, corporate planning.

Navarra Williams, from Royal Food Products Co., Indianapolis, joins Harte-Hanks Cable, San Antonio, Tex., as director of finance.

John Bennett, controller, WJBF-TV Augusta, Ga., joins WAGA-TV Atlanta in same capacity.

Marketing

Bob Levenson, vice chairman, DDB-International, and international creative director for Doyle Dane Bernbach, New York, named chairman of DDB's international division.

Senior VP's elected to board of directors, Benton & Bowles, New York: **Thomas Carey**, director of account management; **Alice Goldberg**, director of research services; **Philip Guarascio**, director of media management; **Richard Hopple**, account director; **Richard Levenson**, executive creative director, and **William Munro**, account director. **Rod Norman**, creative group head, and **William Perkins**, management supervisor, Benton & Bowles, New York, named senior VP's.



Sliwa

Joy Sliwa, VP, director of media planning, Geer, DuBois, New York, named senior VP, media director.

Johnson Couch Jr., management representative, Kenyon & Eckhardt, New York, named senior VP.

Gary Mueller, associate media director, Needham, Harper &

Steers, Chicago, named VP. **Donald Richards**, from Marschalk Co., Chicago, joins Needham, Harper & Steers there as management representative.

Appointments, J. Walter Thompson, New York: **George Austen III**, account director, to senior VP, J. Walter Thompson USA; **Charles Gennarelli**, group creative director, to senior VP, and **Paul Frahm**, senior VP, associate creative director, Needham, Harper & Steers, New York, to executive art director.

Charles Mozur, senior VP, director of client

services, Benton & Bowles, New York, joins BBDO Direct there as senior VP and management supervisor.

Edward Weiner, senior VP, media director, Geers Gross Advertising, New York, joins Avrett, Free & Ginsberg there as senior VP, media director. **Lewis Carbone**, from Campbell-Ewald, New York, joins AF&G there as senior VP, management supervisor.

Marvin Goldsmith, VP, prime time sales proposals, ABC-TV, New York, named VP, director of Eastern sales.

Amanda Torhan, VP, account group supervisor, D'Arcy MacManus Masius, Atlanta, joins Chicago office in same capacity. **Robert Meuser**, account supervisor, DMM, Chicago, named account group supervisor.

Phyllis Maguire, media buyer/planner, Quinn & Johnson/BBDO, Boston, named broadcast supervisor, media department.

Malcolm Brown, account supervisor, Kalish & Rice, Philadelphia, named VP, account supervisor.

James Hunt, creative director, Cuneo-Silton-Turner, Boston, joins D'Arcy MacManus Masius, St. Louis, as senior art director.

Appointments, Foote, Cone & Belding, New York: **Lori Isola**, network coordinator, to network buyer; **Barbara Shapiro**, assistant account executive, to account executive, and **Carolyn Kremins**, assistant planner, to planner.

Kay Delaney, account executive, Cable News Network, Atlanta, named VP, national sales.

Mary Dillon, member of sales service staff, CBS RadioRadio, New York, named supervisor, sales service.

Anthony Siracusa, art director, Quinn & Johnson/BBDO, Boston, named senior art director. **Lisa Jacobson**, from Micro Mentor, Boston, joins Quinn & Johnson/BBDO there as senior account executive.

Tom O'Brien, from www (FM) Detroit, joins Hillier, Newmark, Wechsler & Howard there as regional manager.

Martha Leugers, art director, Cato Johnson, Cincinnati, joins Sive Associates there as senior art director. **Kim White**, art director, Benton & Bowles, Houston, joins Sive Associates, Cincinnati, as art director.

Mark Stang, from KGBB (FM) Minneapolis, joins Major Market Radio there as manager of new office.

Russ Naiman, from Lifetime Cable, New York, joins MTV Networks Inc. there as account manager, New York advertising sales.

Thomas Capaldi, account executive, CBS Television Stations National Sales, Detroit, named manager of Detroit national sales. **Gregory Campbell**, from McGavren Guild Radio, Detroit, joins CBS Television Stations National Sales there as account executive.

Appointments, McGavren Guild Radio: **Vince Perez**, account executive, Chicago, to regional manager, Minneapolis; **Valerie Tuttle**, VP, Detroit regional manager, Hillier, Newmark, Wechsler & Howard, to regional manager, Detroit office; **Bill Denton**, from Christal Radio, Los Angeles, to account executive, Los Angeles, and **Robert Bordelon**, local sales manager, KIXX(FM) Denton, Tex., to account executive, Dallas.

Rita Starr, account executive, Blair Radio, Detroit, named sales manager. **Kay Sullivan**, account executive, WQRS-FM Detroit, joins Blair Radio there in same capacity. **Robert DeForest Tiernan Jr.**, VP and manager, Selcom, Dallas, joins Blair Radio, Chicago, as account executive.

Meredith Walters, account executive, WFYR-FM Chicago, joins Seltel there as account executive, independent falcons team.

Arnold Witchel, account executive, Blair, St. Louis, named sales manager of San Francisco office. **Ronald Garfield**, from KNTV(TV) San Jose, Calif., and **Michael Mougey**, from Ann Arbor (Mich.) Cablevision, join Blair, San Francisco, as account executives.

Marty Steadman, from Major Market Radio, Chicago, joins Torbet Radio there as account executive.

Karen Glass, from Blair Television, New York, joins Harrington, Righter & Parsons there as account executive.

Edward Seisedodos, media supervisor, Rosenfeld, Sirowitz & Lawson, New York, joins D'Arcy MacManus Masius, St. Louis, as regional account executive.

Gerry Liss, from Odyssey Partners' WPMT(TV) York, Pa., joins co-owned WZL(TV) there as general sales manager. **Cy Russell**, account executive, WCIX-TV Miami, joins WZL as local sales manager.

Ron Carter, local sales manager, KIRO(AM) Seattle, named VP, sales.

Michael Raymond, from WRKR-AM-FM Racine, Wis., joins WPLP(AM) Pinellas Park, Fla., as general sales manager.

Brooks Hogg, regional account executive, WGNO-TV New Orleans, joins KTVV(TV) Austin, Tex., as regional-national sales manager.

Pam Moore, from Belk-Simpson department stores, Greenville, S.C., joins WHNS(TV) there as co-op marketing director.

Rotha Maddox, from WCAU-FM Philadelphia, joins WYNY(FM) New York as local sales manager.

Greg Oliver, account executive, WLTZ(TV) Columbus, Ga., joins WGXA(TV) Macon, Ga., in same capacity.

Brewster S.T. Allison, from WINA(AM) Charlottesville, Va., joins WQPO(FM) Harrisonburg, Va., as account executive.

Dan Street, from Chapman Printing Co., Lexington, Ky., joins WLEX-TV there as account executive.

William Abele, from WCLW(AM) Mansfield, Ohio, joins WSPD(AM) Toledo, Ohio, as account executive.

Pat Wallerstein, account executive, WAMO-AM-FM Pittsburgh, joins WPGH-TV there in same capacity.

Patricia Ryan, from Cablevision of Canton, Ohio, joins Colony Interconnects, Woburn, Mass., as account executive.

Thomas Dobrez, sales representative, Logue Farm Media, Chicago, joins Blair Radio there as account executive.

Programming

Appointments, King World: **Roger King**, VP, sales, to chairman of board and president of domestic television syndication division; **Michael King**, VP, development and acquisition, to president and chief executive officer of King World, and **Sid Cohen**, from Paramount, Los Angeles, to senior VP, U.S. sales there. Both Kings are sons of Charles King, late founder of King World.

Robin Stolz, casting director, Embassy Television, Los Angeles, joins ABC Entertainment there as manager, casting, West Coast.

Gail Schelat, from Mellon Bank, Pittsburgh, joins TCS/Metrosports, Pittsburgh-based sports rights and production company, as VP, finance, and chief financial officer.



Goldsmith

Dave Goldsmith, senior VP, television, Gaylord Production Co., Los Angeles, joins Lorimar there as VP, series development.

Nancy Niederman, senior counsel, Columbia Pictures, Los Angeles, joins ABC Motion Pictures there as director of contracts.

Appointments, CBS Entertainment, Los Angeles: **Herbert Gross**, VP and assistant to president, to VP, program services, and assistant to president; **Paula Barcellona**, assistant director, media planning, to director, on-air planning, and **Marilyn Matthews**, assistant director, media planning, to director, media planning.

Carol A. Altieri, director, prime time program practices, CBS/Broadcast Group, Los Angeles, named vice president of unit.

Tim Flack, VP, casting, ABC, Los Angeles, joins NBC Entertainment there as VP, casting.

Steve Shephard, post-production supervisor, Playboy Channel, Rainbow Programming Services, Woodbury, N.Y., joins The HiLife Channel, New York, as manager of network operations. **Ruth Gilbert**, attorney, New York, joins The HiLife Channel as director of business affairs.

Corinne Coen, sales manager, Group W Cable, Glen Ellyn, Ill., joins Home Theater Network, Chicago, as director, central region.

Lori Pinkerton, manager, operations, United Stations, New York, named director, program operations.

Cindy Walker, president, Televancers, Chicago-based television program supplier, joins Group W Productions there as north central division manager.

Paul La Camera, VP, public affairs, WCVB-TV Boston, named VP, programing and public affairs.

Doug Gillan, program director, Stauffer Communications' WIBW-FM Topeka, Kan., joins co-owned KRNQ(FM) Des Moines, Iowa, in same capacity.

Dave Windsor, program director, WGBF(AM) Evansville, Ind., joins WSYR(AM) Syracuse N.Y., in same capacity.

Bob Givens, agri-business director, KFH(AM) Wichita, Kan., named program director.

Michael Miller, field producer, *Eye On Hollywood*, ABC-TV, Los Angeles, joins ABC owned KABC-TV there as managing editor *Eye on L.A.*

Appointments, Odyssey Partners' WZL(TV) Miami: **Barbara Smith**, from co-owned WPMT(TV) York, Pa., to program director; **Fernando Jane**, programing assistant, WCIX-TV Miami, to manager, program administration and **Doug Furce**, production director, WCIX TV, to production manager.

William Pierce, principal on-air announcer noncommercial WGBH-TV Boston, retire after 30 years with station.

Mike Ryan, from WFXW(AM) Geneva, Ill., joins WYEN(FM) Des Plaines, Ill., as air personality.

Judy Gruber, relief announcer, WGMS-AM-FM Washington, named announcer.

News and Public Affairs

Appointments, Cable News Network, Washington bureau: **Jim Rutledge**, senior assignment desk editor, to assistant bureau chief **Judd Ginsberg**, producer, to executive producer, *Newsmaker*, and **Tom Hannon**, executive producer, weekend coverage, to executive producer, daily news.

Lawrence Wells, editorial producer, morning news, ABC News, Washington, named field producer, ABC News, Atlanta.

Jerry Nachman, VP, news, NBC Television Stations Division, New York, named new director of NBC-owned WNBC-TV there.

Rusty Lutz, senior editor, Washington bureau NBC Radio News, named manager, radio news, Washington.

Appointments, Reuters, New York: **Pete Thomas**, manager, Canada, to North America marketing manager; **Michael Reilly**, product development manager, to assistant manager, North America, and **William O'Shea** Eastern sector sales manager, succeed Thomas.

Vic Bremer, news and program manager KIRO(AM) Seattle, named VP, news and programing.

Andy Ludlum, managing news editor, Bonneville-owned KIRO(AM) Seattle, joins co owned KMBZ(AM) Kansas City, Mo., as new and program director.

Mary Glen Lassiter, from WWKX(FM) Gallatin Tenn., joins WZGC(FM) Atlanta as news director.

Diana Martinez, former Los Angeles bureau

THE WAVE OF THE FUTURE

November 17-20, 1984 Miami Beach, Florida

As a programming executive, your challenge is to think creatively for the future . . . to find the sort of programming that can give *your* company the extra edge it needs to win in today's crowded telecommunications market. The American Market for International Programs is the resource you've been looking for.

AMIP IS UNIQUE IN ITS FIELD

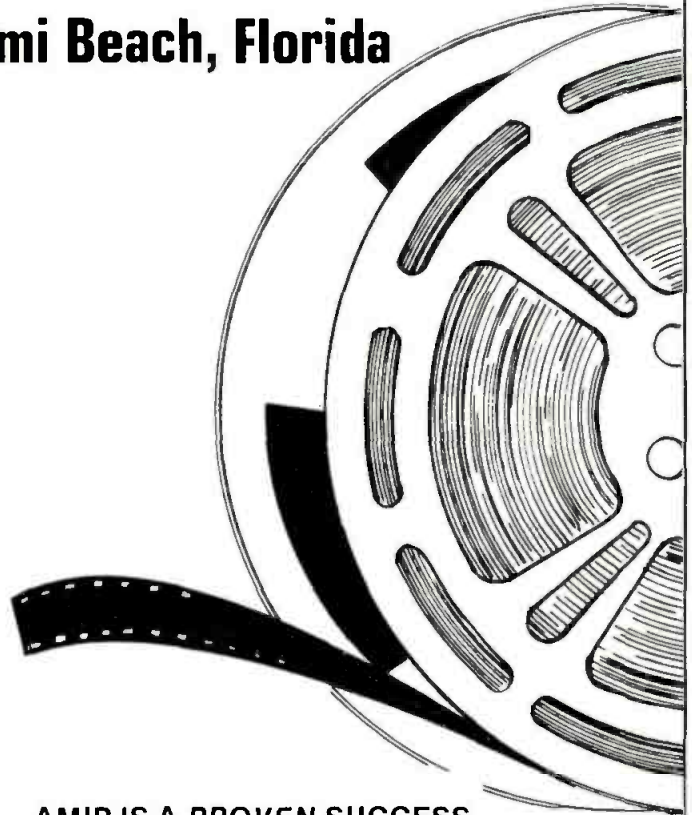
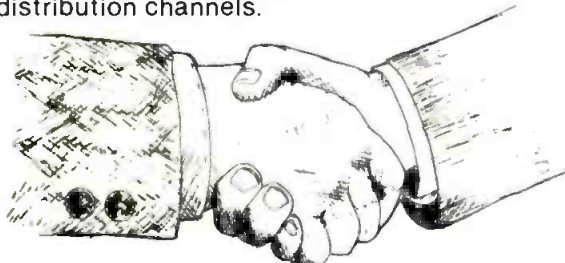
AMIP is the *only* market in the United States devoted exclusively to bringing non-U.S. produced programming to you. You'll find the kind of exciting, successful product that is the key to any effective new programming strategy for television and video.

AMIP IS A MARKET—PURE AND SIMPLE

No seminars, no panel discussions, no lectures. Contacts, negotiations and contracts are what AMIP '84 is all about. Experience a market that is international in scope, but as convenient as Miami Beach.

AMIP PROMOTES COPRODUCTION CONTACTS

With the cost of production reaching as high as \$2 million an hour, coproductions make better business sense than ever. And AMIP '84 is *the* place to meet and negotiate with the foreign producers and investors who can share production costs and open up lucrative world-wide distribution channels.



AMIP IS A PROVEN SUCCESS

Variety called AMIP '83 "slickly organized, well staffed . . ."; *Broadcasting* said ". . . the event was a success . . ."; and *The Hollywood Reporter* noted that AMIP ". . . opens up the U.S. TV market for the world's broadcasters." AMIP delivered what it promised in '83 and expands on that commitment in 1984.

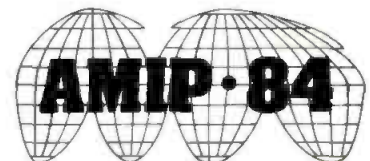
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AMIP '84 puts you on the cutting edge of the programming industry by giving you a global perspective—without ever leaving the country. So think big. Think AMIP '84, the wave of the future—today.

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Telex: 6852011, Telephone: (516) 364-3686

chief, California Public Radio, joins KFNB(AM) there as editor.

Belinda Rosser, assignment editor, KOLD-TV Tucson, Ariz., joins KGUN-TV there in same capacity.

Peggy Finnegan, reporter, WREX-TV Rockford, Ill., named noon anchor-producer.

JoAnn Williams, news photographer, WREX-TV, named chief photographer.

Don Alvarez, reporter, WEWS(TV) Cleveland, joins WUHQ-TV Battle Creek, Mich., as executive producer and lead anchor, 5:30 p.m. news.

Paul Schaefer, 6 and 11 p.m. anchor, KBAK-TV Bakersfield, Calif., joins KSEE(TV) Fresno, Calif., in same capacity.

Tom Lawrence, communications consultant, San Diego, joins KHJ-TV Los Angeles as 9 p.m. co-anchor.

Maureen O'Boyle, anchor-reporter, WECT(TV) Wilmington, N.C., joins WMAZ-TV Macon, Ga., as morning co-anchor.

Richard Berendzen, president, American University, Washington, will contribute to WDVM-TV there as commentator and reporter on education issues.

Ron Tank, freelance reporter, KHJ-TV Los Angeles, joins station full time as afternoon news anchor.

Jeanne Blake, from WCVB-TV Boston, joins WBZ-TV there as weekend co-anchor and weekday reporter.

Harris Blackwood, from WALB-TV Albany, Ga., and **Ken Mann**, from WTOG-TV Savannah, Ga., join WGXA(TV) Macon, Ga., as reporters.

Ti-Hua Chang, reporter, KUSA-TV Denver, joins WJBK-TV Detroit in same capacity.

Porter Versfelt III, from WSVN-TV Miami, joins Vid-News Intl., Fort Lauderdale, Fla., as photographer-video editor. Vid-News is freelance television production company.

Technology



Goodman

Sam Goodman, former VP and chief financial officer, Ampex Corp., Redwood City, Calif., and most recently executive VP and chief financial officer, Eagle Computer Inc., Los Gatos, Calif., joins Orrox Corp., Santa Clara, Calif., as chairman, CEO and president, succeeding **Philip B. Arenson**, who remains with firm as director, strategic marketing and business planning.

William Matthies, VP, sales and marketing, Gravity Guidance, Duarte, Calif., joins Barcus-Berry Electronics, Huntington Beach, Calif.-based manufacturer of sound enhancing equipment for commercial video products, as sales and marketing VP.

J. Robert Bedell, VP, new business development, Home Box Office, New York, joins



Jonah Gitlitz, senior VP, public affairs, for the Direct Marketing Association, has been named president and chief executive officer, effective Feb 1. He will succeed Robert DeLay, president and CEO of DMA for the past 25 years, who becomes vice chairman. Gitlitz, who will move to New York from his current base in Washington, joined DMA in May of 1981. Before that he was executive VP of the American Advertising Federation, Washington. He was with National Association of Broadcasters from 1964 to 1968, leaving as manager of the Washington office of the code authority. He began his career as a reporter for BROADCASTING magazine.

Private Satellite Network there as VP, marketing, and general manager, professional programming networks.

Bill Papa, from Videostar Connections, Atlanta, returns to Argo Connections, Atlanta-based satellite transmission facility he founded in 1981, as president.

Patrick McDougal, senior marketing analyst, Satellite Systems Engineering, Bethesda, Md., named assistant to president.

Michael D'Amore, Midwest regional sales manager, audio-video systems division, Ampex, Redwood City, Calif., named business manager, video recorders, for division.

Kevin Rider, technical director, *The Great Sounds*, United Stations, New York, assumes additional duties as chief engineer.

Bob Hillman, controller, King of Video, Las Vegas, named general manager.

Ben Dody, president, Sawyer Industries, Arcadia, Calif., joins C-Cor Electronics, Anaheim, Calif., as president of its power products operation there.

Don Meredith, chief engineer, KTRH(AM)-KLOL(FM) Houston, joins KARN(AM)-KKYK(FM) Little Rock, Ark., in same capacity.

Jody Lynn Nye, master control supervisor, WFBN(TV) Joliet, Ill., named technical operations manager.

Promotion and PR

John Miller, VP, advertising and promotion, West Coast, NBC Entertainment, Los Angeles, named VP, advertising and promotion, NBC Entertainment.

Sally Gevirtz, manager of business affairs, licensing and merchandising division, 20th Century Fox, Los Angeles, named to newly created post of director, employe communications.

Fran Koenig, Video Conference International, New York, joins Modern Telecommunications Inc. there as manager of corporate advertising.

Elaine Tarant, director of public relations, Centel Cable Television Co., Chicago, named director of public relations for Centel Communications, responsible for public relations for Centel's cable, business systems and telecommunications equipment operations.

David Petrou, freelance public relations executive, joins Abramson Associates, Washington, as senior account executive.

Donna Latson Gittens, VP, community services, WCVB-TV Boston, named VP, community programming.

Louis Boviero, promotion producer, WCIX-TV Miami, joins WDZL(TV) there as on-air promotion manager. **Steve Fagan**, freelance artist, joins WDZL(TV) as art director.

Richard Brase, promotion manager, WVUE(TV) New Orleans, joins KSDK(TV) St. Louis as creative services manager.

Gayle Allen, from WLWT(TV) Cleveland, joins WFAA-TV Dallas as writer-producer, promotion department.

Donald Cohen, promotion manager, WIXT(TV) Syracuse, N.Y., joins WRGB(TV) Albany, N.Y., in same capacity.

Allied Fields

Venita Peyton, program manager and public access-local origination coordinator, Storer Cable Communications, Chesterfield county, Va., joins City of Raleigh, N.C., as cable access coordinator.

James Mackin, media broker, Chapman Associates, Washington, joins National Radio Broadcasters Association there as director of membership.

Donna Reed, account executive, Kadetsky Broadcast Properties, Boston, named corporate VP.

Paul Zagaeski, from Boston University, joins Butterfield Communications Group, Cambridge, Mass., communications consulting firm, as research associate.

John Bobel, member of staff of McHugh & Hoffman, Fairfax, Va., communications consultants, named president of Talentbank, television personnel database marketed through Lexington Broadcast Services, New York.

Deaths

Wladimir Selinsky, 74, violinist, conductor and composer on radio, television and in theater, died of heart disease Sept 6 at Mount Sinai hospital in New York. In addition to being concert master on number of radio programs on various networks in 1940's, his radio credits included his own continuing series, *Strings in Swingtime*, on NBC. Among his television musical credits were *Kraft Television Theater*, *Omnibus* and *U.S. Steel Hour*. He is survived by his wife, Martha, and daughter.

James Peckham, 81, former executive vice president, A.C. Nielsen, died of cancer Sept. 10 at his home in Scarsdale, N.Y. He retired in 1969, after 43 years with company, but remained consultant to Nielsen until his death. He is survived by his wife, Constance, and son.

Mann of the year

When Sis Kaplan, president of the National Radio Broadcasters Association, resigned last year, the "obvious choice" as her successor, according to one insider, was Bernard Mann—then a vice president and board member at NRBA—president of High Point, N.C.-based Mann Media. Says NRBA executive vice president, Abe Voron, of the choice: "There was really no question about it. Bernie Mann was just an outstanding spark plug and prime mover on the board."

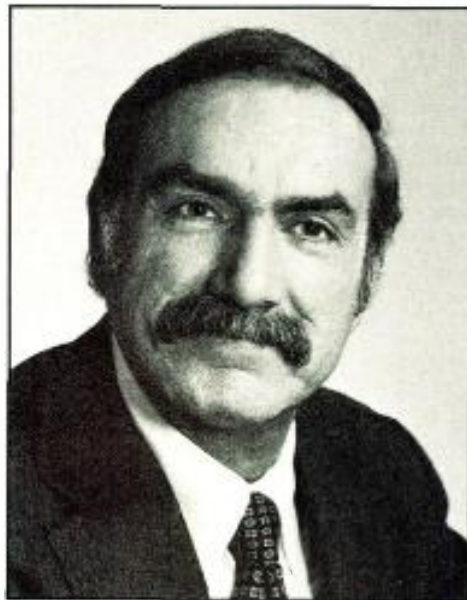
In his first year as NRBA president—one of 27 years in the broadcasting industry—Mann has taken the NRBA to its "next plateau," according to Voron, who says Mann has given the radio-only organization a "higher profile and a sharpened recognition," as well as providing "an expansion of services to NRBA's membership and to the industry." In addition, Mann has been credited with increasing cooperation with NRBA's rival, the National Association of Broadcasters.

The most obvious example of the last is the jointly sponsored NAB and NRBA Radio Convention and Programing Conference now under way in Los Angeles. When Mann first brought the idea before the NRBA board, "there was not rejoicing. There were a lot of [NRBA] members who thought it was a lousy idea," Mann said. But despite RCPC planning problems, and some lingering "old prejudices" of the two groups, the jointly held event was "the right thing to do," Mann says. In addition to the practical benefits—the savings of attending one convention instead of two—Mann hopes the conference will leave attendees with "a new vigor and enthusiasm" for the radio business.

Mann's own enthusiasm for radio has a long history. It began when he was six years old and growing up in New York City. He says of that time: "Every weekend when I was old enough to take the subway into Manhattan, I would go on Saturday mornings and watch . . . all the quiz shows and the radio dramas and anything that I could get tickets for. All I've ever wanted to do," Mann says, is "be in radio. I always loved it."

His early attraction to the industry held, and it led to a degree in speech and radio from Adelphi University in 1957 (where he was president of the college radio station) and to a job as reporter and disk jockey at WALL(AM) Middletown, N.Y. Mann had "dreams of being an announcer." But, he frankly admits, "I was lousy."

His next move was into sales at WAKE(AM) Atlanta—a position that proved to be his forte, and which still occupies much of his time. Mann (who still bears the title of general manager at WKIX(AM)-WYYD(FM) Raleigh, N.C.) says that it is in sales—whether



BERNARD MANN—President, National Radio Broadcasters Association, and president, Mann Media, High Point, N.C.; b. March 31, 1936, Brooklyn, N.Y.; BA, Adelphi University, Garden City, New York, 1957; reporter and air personality, WALL(AM) Middletown, N.Y., 1957; account executive, WAKE(AM) Atlanta, 1958; account executive, WADO(AM) New York, 1959; sales manager, WTRY(AM) Troy, N.Y., 1960; general manager, WROV(AM) Roanoke, Va., 1962-65; founded Mann Media, High Point, N.C. (comprising WCOG(AM) Greensboro, WGLD-FM High Point and WKIX(AM)-WYYD(FM), all North Carolina) in February, 1976; NRBA member since 1974, member of NRBA board and executive committee since 1978; current position since October 1983; m. Roberta Sheila Fine, Nov. 19, 1960; children—Linda, 17; Lawrence, 15; Susan, 10.

selling time for his stations or the NRBA's point of view on Capitol Hill—that he feels "the most competent." And despite his busy schedule, Mann still makes personal sales calls to merchants in High Point and Greensboro, both North Carolina.

Following his stay at WAKE, Mann remained in sales, working at stations in New York City and Troy, N.Y., until he became general manager in 1962 at WROV(AM) Roanoke, Va. In 1965 he began building his station portfolio with a one-third interest in WAIR(AM)-WGPL(FM) Winston-Salem, N.C. In 1970 he became the majority stockholder of KALO-KEZQ Little Rock, Ark., which he sold before purchasing his current portfolio of stations—WGLD(FM) High Point, in 1976; WKIX(AM)-WYYD(FM) Raleigh in 1978, and WCOG(AM) Greensboro in 1984. (Mann bought WCOG after donating his other Greensboro AM, WOKX, to a nonprofit religious organization.) He has been a member of the NRBA for the past 10 years, with six of them spent on the board and executive

committee.

Mann's colleagues in the radio industry characterize his leadership there as able, effective and dedicated to "radio-only." And as to his style of leadership, says one long-time broadcaster, "the Bernie Mann that he projects sometimes is very quiet—but that's not him. . . ." Says Joseph M. Costello III of Gulf South Broadcasters Ltd., New Orleans, and a director at large for the NRBA: "His manner is deceiving—but in a positive way." His leadership, Costello says, is "low-key, keeping a low profile," while moving "behind the scenes and getting results. . . ." Kaplan calls him an "excellent" manager.

Asked which accomplishments at NRBA he is most proud of, Mann points to the association's involvement "in bringing Broadcast Music Inc.'s (BMI) and the All Industry Music Advisory Committee's negotiations committees together," with resulting contracts that "will save broadcasters millions of dollars."

Another is the NRBA's role in persuading Congress that radio should be treated differently from television. The FCC's implementation (Sept. 8) of the 12-12-12 rule for radio, Mann says, is "tangible recognition" that the two media "really are different. Nobody was telling that story," says Mann, "because nobody could. This is a story that the NAB couldn't tell because they have television interests. It was left to us to say, 'Radio is different. Please treat radio differently.' And it was just such a great feeling of exultation that our message got through."

Among his top priorities next year, should he be elected to a second term, are a radio-only deregulation bill and more sales training services for NRBA members.

In addition to his responsibilities at NRBA, to his station group and to his family, which he calls his "number one priority," Mann finds time to lecture on broadcast management at the University of North Carolina at Chapel Hill and Wake Forest University, and to be president of the Greensboro Symphony Society. An avid reader, Mann plays tennis and tries to run every morning. (The number of things he has to accomplish that day determines how fast, he says.)

He describes himself as "one of those people who are very blessed with being able to do what they love. I can't wait on Sunday night to go to work on Monday morning." Then what about a second year at the NRBA helm? "I would be grateful if [the NRBA board] thought I did a good enough job this past year to elect me for the coming year," Mann says. "I would certainly want to serve. How long after that, I don't know. If I find my business starts to deteriorate, then I'm going to have to give someone else a chance." In the meantime, he says, he wouldn't be in the NRBA job if he didn't really love it. "And it's paying back a business that has been very good to me." ■

Negotiators for President **Reagan** and his Democratic challenger, **Walter Mondale**, were reported on Friday to have **reached agreement on two debates** between those candidates and third, between their running mates, Vice President George Bush and Representative Geraldine Ferraro (D-N.Y.). United Press International reported that presidential debates will be held on Oct. 7 in Louisville, Ky., and in Kansas City, on Oct. 21. Bush-Ferraro debate in Philadelphia on Oct. 11 is said to be under consideration. Associated Press, in report by correspondent with Mondale campaign in St. Louis, said it is "expected" that debates will be sponsored by League of Women Voters, which sponsored presidential debates in 1976 and 1980. Networks had hoped to play role in sponsoring debates once FCC issued ruling holding that such sponsorship would not subject them to equal-time obligations. League, fearful of losing its role as sponsor, had opposed proposal to permit network sponsorship and had appealed commission decision, all in vain. However, if AP report is correct, networks will play same role in 1984 debates as it did in 1976 and 1980—that of simply covering them as news events. Word of agreement comes after Reagan-Mondale negotiators had met five times in effort to resolve differences over debates issue. Reagan side appears to have prevailed on key question of number of debates to be held: Mondale side had sought six. Press reports were not confirmed by White House spokesman Larry Speakes. He said that debate dates, location, format and sponsorship are still under consideration. "Until there is overall agreement, there is no agreement," he said. Indeed, one White House official who would not be identified said continued leaks from Mondale camp could "jeopardize" agreement.

Doubleday Broadcasting's **WAPP(FM) New York** now appears **poised for format switch from album-rock to contemporary hit radio (CHR)** with appointment of Michael Ellis, music director for Malrite's CHR-formatted **WHTZ(FM) New York**, as station program director. **WAPP(FM)** would be fourth CHR station in New York market joining **WHTZ(FM)**, **ABC's WPLJ-FM** and **Infinity's WKTU(FM)**.

Entertainment Coast-to-Coast is name of **new weekly one-hour satellite-delivered music and entertainment magazine program** sched-

Pierce extension. *The ABC board last week extended the contract of Frederick S. Pierce, ABC president and chief operating officer, for another five-year term, ending Aug. 31, 1989. Pierce was named president of ABC in January 1983, although he has had operational responsibilities for all areas of the company since August 1982.*

In a statement issued by ABC Chairman and Chief Executive Officer Leonard H. Goldenson on behalf of ABC's board, Goldenson said: "This action by the board and myself is a clear indication of our support for Fred Pierce and the job he has done during the less than two years he has served as president of our corporation. We are coming off of the best quarter in the company's history, followed by the extraordinary success of the summer Olympics. This performance is a tribute to Fred and the management team he has in place. Our prospects for the future are bright indeed."

Although the announcement of the extension of Pierce's contract came amid rumors that an unidentified entity was positioning itself to make a corporate takeover (BROADCASTING, Sept. 10), an ABC spokesman said there was no relation between that and the board's action. In a telephone interview, Goldenson told BROADCASTING that Pierce's present contract "provides that a year in advance of the termination, negotiations or discussions would take place, and I brought it up over a month ago, long before the Forbes article or anything of that nature." (A story in the Aug. 13 issue of Forbes reported critical statements made by analysts of ABC management and Pierce.) Goldenson added that when he presented Pierce's new contract to the board it was "unanimously and enthusiastically" accepted. Pierce's old contract was to expire Aug. 31, 1985. Asked about the takeover rumors by an unidentified entity, Goldenson replied: "It's purely speculative. We have not been able to identify anybody."

uled to debut on **CBS's RadioRadio Network** next January. Show which will feature music and entertainment news of week, will be hosted by radio personalities **Kris Erik Stevens** and **Keri Tomlin** and is among several new entries to network program lineup for 1985 being unveiled this week at Radio Convention and Programming Conference.

Louis Boccardi, 47, will succeed **Keith Fuller** as president and general manager of **Associated Press**. New York, when Fuller, 62, takes early retirement in January. Boccardi has been executive VP since December, following 10 years as executive editor, and before that four years as managing editor. Fuller, who joined AP in 1949, has been president since 1976. AP membership includes 5,700 broadcasters nationwide.



First three weeks of off-network syndication of Family Ties has grossed **\$75 million** in sales, announced **Paramount Television Domestic Distribution**. Paramount said 25 stations have signed for show, including eight of top 10 and 16 of top 20 markets. Paramount took care of six of top 10 markets by negotiating group deal with **Metromedia** that covers all its independent stations. Paramount's marketing of *Cheers* so far has grossed over 100 million sales.

In **dissenting statement**, FCC Commissioner **Henry Rivera** has contended that commission's decision to ask full Court of Appeals in Washington to reconsider **direct broadcast satellite decision** "waste" of public resources. "Rather than indulging itself by petitioning for rehearing, the better course for the majority would have been to get on with the business of complying with the requirements outlined by the court," Rivera said. Three-member panel overruled commission's conclusion that DBS service can be exempted from statutory broadcast obligations (BROADCASTING, July 30). Commission is requesting that full appellate court reconsider (BROADCASTING, Sept. 10).

FCC last week **approved \$23-million sale** of UHF station **KVBC-TV San Francisco** by **Field Communications Corp.** to **United Television California Association of Physically Handicapped** had opposed sale, alleging Field had not carried out obligations to handicapped. Commission didn't agree.

Arbitron Ratings has added **three new ADI's** to its **1984-85 market rankings** and boosted number of U.S. television households 1% to 85,061,100. New ADI's are **Hagerstown, Md. (195)**; **Falfstaff, Ari (205)**, and **Sarasota, Fla. (158)**. **The Helena, Mont.**, ADI has become part of **Missoula-Butte**. Within the top 10 markets, **Dallas-Fort Worth** moves up from ninth place to eight, while **Washington** drops back from eighth to ninth. Within top 25, **Minneapolis-St. Paul** rose from 14 to 13; **Atlanta**, from 16 to 15; **St. Louis**, from 18 to 17, and **Phoenix**, from 25 to 23. Markets that fell: **Miami**, from 13 to 14; **Seattle**, from 15 to 16; **Tampa-St. Petersburg**, from 17 to 18; **Indianapolis**, from 24 to 25; and **Portland, Ore.**, from 23 to 24. **Wilkes Barre-Scranton, Pa.**, entered the top 50 by moving up from 52 to 50, and **Greensboro-Winston Salem-High Point, N.C.**, slipped from 50 to 51.

Representative of **Tele-Communications Inc.**, nation's largest MSO, was lobbying members of council of **Richland county, S.C.**, last week, **trying to persuade them to reconsider their Sept. 4 revocation of TCI's cable franchise** for unincorporated area of county.

District Cablevision Inc. is **trying to back out of franchising promise to Washington** before it's even signed franchising agreement. City council tentatively awarded DCI cable franchise last July and instructed DCI and city's Office of Cable Television (OCT) to negoti-

International affair. Members of the National Association of Broadcasters' executive committee met with representatives of the Canadian and Mexican broadcasting associations in Ottawa last week. The two-day session is an annual event in which North American broadcasters discuss common problems. Among the items on the agenda were: DBS developments, broadcasters' use of satellites, cable copyright, must-carry and multichannel sound for television in the U.S. The broadcasters adopted six resolutions calling for:

- The NAB, CAB (Canadian Association of Broadcasters) and AIRT (Camara Nacional de la Industria de Radio Y Television) to request their governments to renegotiate international agreements now restricting modulation levels within 320 kilometers (199 miles) of each country's borders to 75 kHz peak deviation to enable full implementation of FM subcarrier services in all three countries.

- The three associations to share information and data on new developments in AM broadcasting. Ask manufacturers of AM receivers to improve the technical quality and capability of new receivers.

- Broadcasters to "cooperate fully in all reasonable steps to avoid interference to airborne receivers and that any constraints placed on the use of FM broadcasting spectrum should be based upon the performance of airborne devices of good quality and not on that of inferior equipment."

- Continued support of the three countries' must-carry rules in cable television.

- Any plans for expansion of the Inter-American Association of Broadcasters (IAAB) membership outside the western hemisphere "proceed only after careful and deliberate research and extensive discussions among present members."

definitive franchise agreement, specifying facilities and services DCI will provide, by end of year. Report on status of negotiations, released last week by OCT, said DCI is trying to initiate major changes in its original proposal. DCI is seeking to postpone construction of shadow cable "until there is a demonstrated need for it" and to delay activation of institutional network until the system is fully operational, report said. DCI also wants out of some of its commitments to provide access channels and facilities and community support grants. DCI claims it will be unable to act financing necessary to build system, report said. Richard Maulsby, executive director, OCT, said OCT will continue negotiations and that it will be up to city council to approve any changes agreed to by OCT. Maulsby said OCT and city's cable consultant, Bill Pilnick, were aware before council selected DCI that DCI as well as two competing applicants had overpromised. But, he said, "I have to take the proposals at face value."

Broadcasting deregulation legislation and bill that would relax FCC's multiple ownership rules are among topics of discussion scheduled for hearing before House Telecommunications Subcommittee on Wednesday, Sept. 19. Witnesses slated to testify include: Jack F. Fent, Motion Picture Association of America; Eddie Fritts, National Association of Broadcasters; James McKinney, chief, FCC Mass Media Bureau; Andy Schwartzman, Media Access Project; John Simon, Telecommunications Research and Action Center; Robert Baker, Westinghouse Broadcasting; Percy Sutton, Inner City Broadcasting; Wilhelmina Cooke, Citizens Communications Council; and Corydon Dunham, NBC executive vice president and general counsel.

Day-by-day monitoring of network news coverage has turned up two new trends and one old one. One new one is that networks "have found the vice presidency"—Geraldine Ferraro and Vice President George Bush received total of 11 minutes, 35 seconds over Labor Day weekend, more than networks gave vice presidential race during entire 1980 campaign. Second new one is that networks "found" the issues. Old trend turned up in study, sponsored by American Enterprise Institute and George Washington University, was negative reporting of major candidates. Study director Michael Robinson, AEI visiting scholar, said most obvious themes

turned up were that Walter Mondale is loser and Ronald Reagan is much less than he seems. Robinson and assistant study director Maura Clancey analyzed more than 60 network news items dealing with campaign. Study found that networks covered issues fairly and responsibly, but it also pointed to "supreme irony"—only presidential-level person to receive favorable press during period of study was former President Jimmy Carter. On Labor Day, all three networks paid favorable attention to Carter for his charity work in helping to refurbish housing project on New York's lower East Side.

MacNeil-Lehrer NewsHour, public TV's hour-long evening news program, will expand its election coverage with series of 18 debates through Nov. 7 elections, interviews with presidential and vice presidential candidates and analyses of campaign advertising. Invitations for interviews have already been extended to Reagan and Mondale, and were, according to NewsHour spokesman, under "serious consideration" by White House and Mondale campaign.

House last week passed legislation, H.R. 5938, that would prohibit rental or lending for commercial purposes of copyrighted records without permission of copyright owners.



Engineering excellence. Television engineering was honored last week by Emmy Awards from the National Academy of Television Arts and Sciences in New York. At a ceremony at the Sheraton Center hotel on Tuesday, Sept. 11, NATAS President John Cannon presented six Emmys for "distinguished achievement" in the science of television engineering. Above, Cannon (l) presents to RCA President Robert R. Frederick an award honoring the late RCA television pioneer, Dr. Vladimir Zworykin.

The six winners were:

- The Ampex Corp., and Kudelski, SA/Nagra: "For the development of an extremely lightweight and compact portable one-inch type-C VTR which, with its quality image and sound, provides producers with a highly-mobile recording facility."

- Lexicon Inc.: "For the development of the Lexicon Model 1200 Audio Time Compressor and Expander."

- Sony Corp.: "For materially improving the quality and efficiency of animation production by the development of single-frame recording techniques on stationary videotape, and the incorporation of the technology in the one-inch type-C equipment."

- RCA Broadcast Systems: "For pioneering work in the development of circular polarization technology in television broadcasting."

- Tektronix Corp.: "For continued technical excellence and leadership in television tests, measurement, and monitoring technology."

- The late Vladimir Zworykin: "For more than one half century of pioneering conception and invention including the first practical tube for picture transmission."

Editorials

Greatest (radio) show on earth

With some justification, the Radio Convention and Programing Conference being held in Los Angeles this week was given advance billing as the biggest radio event in history. It has all the makings of a big one, all right. Its attendance, expected to exceed 5,000, qualifies it as a large event indeed, and the range of its deliberations, as represented by its agenda, is probably unmatched in recent times.

To be sure, it is an event that many people thought would never take place. The idea that the National Association of Broadcasters and the National Radio Broadcasters Association could suppress their differences enough to merge the NAB Radio Programing Conference and the NRBA annual convention was an idea whose time, many thought, would never come. Its arrival, then, is a credit to both associations as well as a superb tribute to radio itself.

We are impressed by the size of the event, but even more we are struck by the scope of the program drawn up for it. It is hard to think of a subject significantly pertinent to radio broadcasting that is not directly or indirectly dealt with in the agenda for these three days. Bernie Mann of NRBA and Martin Beck of NAB, the chief agenda architects, have put together a thoroughly comprehensive package of things for radio broadcasters to think about, talk about and do.

There is a welcome sense of excitement about this meeting, not only among broadcasters but also among the scores of exhibitors who are there. It's the sort of excitement—and optimism—that radio deserves and can benefit from. Whether this is the biggest radio event in history is really secondary. If execution of the plans is any match for the planning, whether it's the biggest or not, it should be the *best* radio event in memory.

All together now

A happy unanimity appears to be emerging in regard to the FCC's aborted plan to expand the upper limits of TV station ownership from seven to 12. As was evident during last week's Senate Judiciary Committee hearings on the subject, and in comments seeking FCC reconsideration, it seems that all the principal players are prepared to accept the same general outline of agreement: a numerical cap in the area of a dozen stations and a "reach" cap (percentage of the national television audience) in the range of 25%-30%.

Considering the high level of acrimony that greeted the FCC's initial action on the ownership limits, these are welcome developments. They bode well for an early, ultimate accommodation that could come before the end of the year. Inasmuch as that policy could well apply to another generation of broadcasters, it's well that so many have come to agree on its merits.

The networks, at the moment, have special reason to rejoice. A solid industry front has been maintained on the issue, in the face of an obvious temptation to cast ABC, CBS and NBC to the lions and let all others scramble for themselves—a solution with obvious appeal to many on Capitol Hill. Not only does it appear that the networks will be subject to the same rules as others but, more importantly, they will not be singled out from the rest of the industry. That kind of precedent would have been a mischief for all time.

It's not all downhill yet, of course. There is this week's hearing of the House Telecommunications Subcommittee to be gotten past; a forum unlikely to be sympathetic to the broadcasters'

cause. But that too may prove a salutary occasion and a further contribution to the developing consensus.

Meantime, the first attempt by a radio group owner to breach the old seven-station barrier has been pressed by Universal Broadcasting Corp. Thus begins a new history. It may not be much longer before television is able to follow suit.

One last chance for cities and cable

Whether, after all is said and done, there'll still be reason for rejoicing is at present unclear, but the mere fact that the National Cable Television Association, the National League of Cities and the U.S. Conference of Mayors will return to the negotiating table this week is worth at least a small cheer. There's been a long dry spell in relations between those key parties at interest to the development of the nation's first definitive cable television legislation, and their resumption of dialogue rekindles hope that so long and arduous an effort might eventually be crowned with success.

But you won't read here the first prediction of that happy result. The days are so few in this Congress and the resistance to accommodation so high that only the longest odds can be assigned to the prospect of agreement. Only an urgent reading of their own self interest will propel cable and the cities to centrist positions on the issues dividing them.

It was surely such a reading that brought NCTA back to the table. As readers well know, that association pulled back from the compromise agreement that led to the present H.R. 4103 after the Supreme Court put the cable industry in so advantageous a position that only the most altruistic would have negotiated it away. But with cable's possession of the catbird seat came a growing impression that it was opportunistic, insensitive to the public interest and inclined to welsh on a deal. The present willingness to negotiate should do much to expunge those stains on the industry's credibility.

There's a sure self interest for the cities, too, in achieving this one last compromise that might make all the others worthwhile. If NCTA was the beneficiary of the courts and the FCC, the cities were the certain losers. Their only hope of regaining ground lies at the bargaining table. As we understand the principles of negotiation, that makes for a situation under which politics can be set aside and substance addressed.

Maybe those odds aren't so long after all.




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