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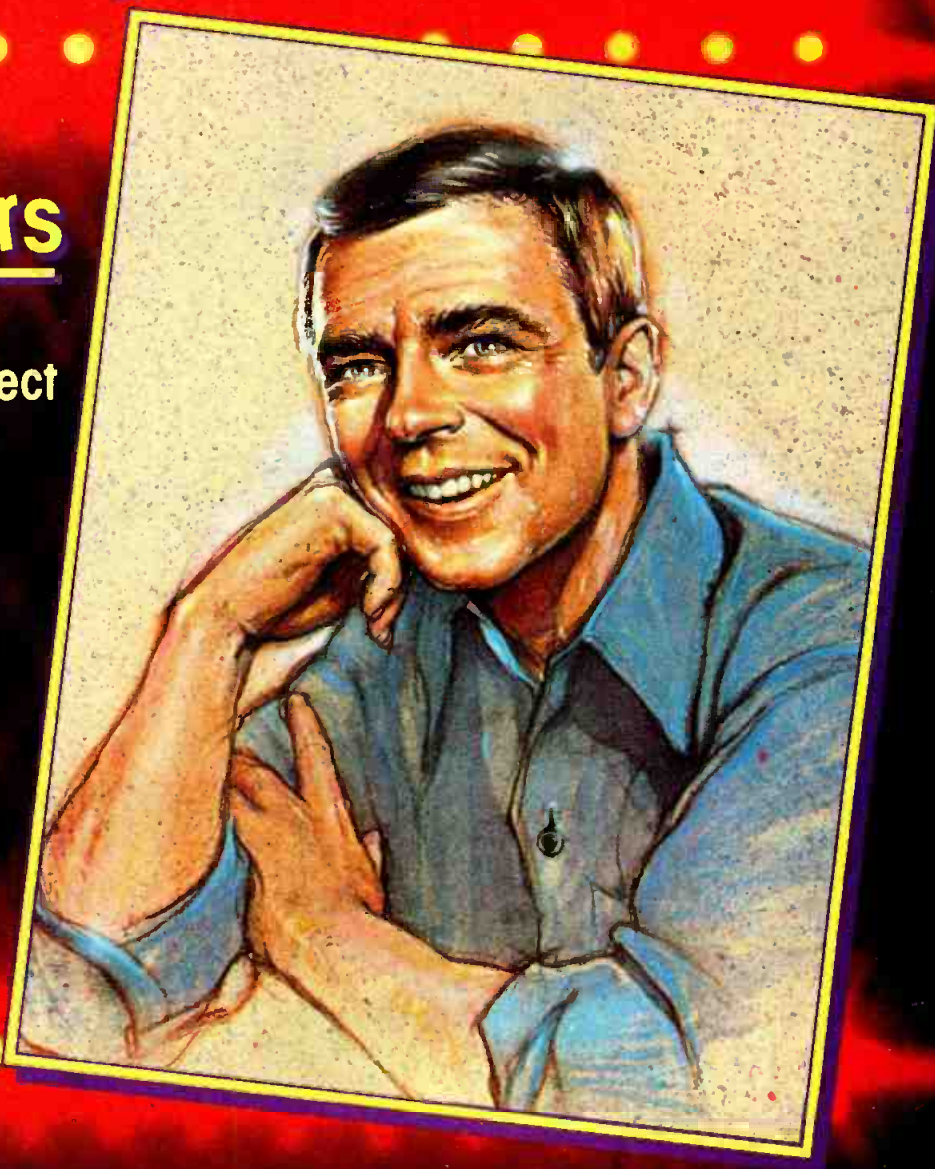
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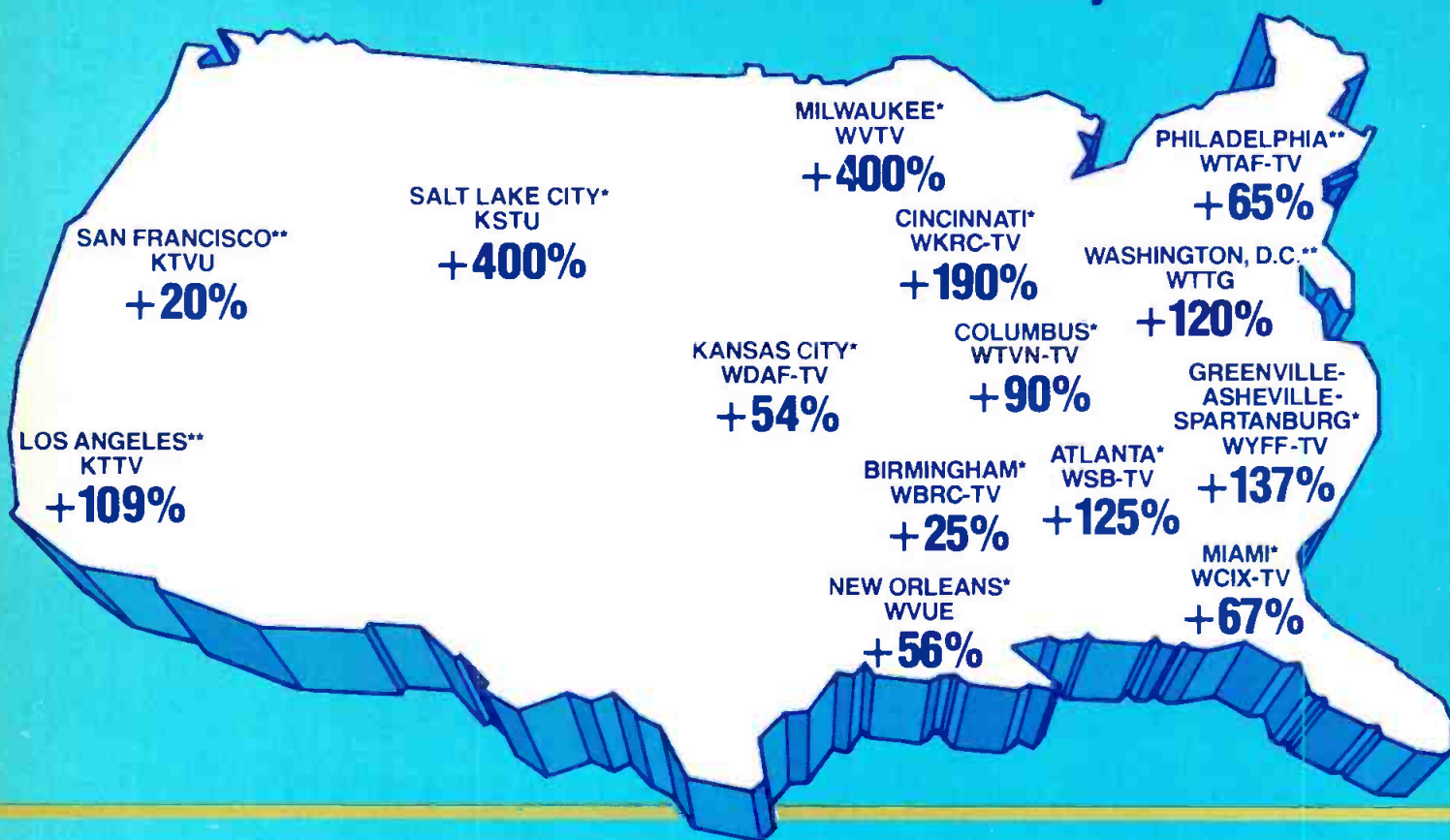
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Comparing Star Search overnight metered and telephone coincidental ratings, from September 9 to 25, with previous time period ratings, this map shows how the "World's Greatest Talent Competition" has impacted stations in every section of the country.

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A Division of TeleRep, Inc.
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Sources: * Nielsen telephone coincidental ratings (compared with July '83 time periods).

** Nielsen overnight meter ratings (compared with time periods in the same 3 weeks in '82).

Note: Washington, D.C.—ARBITRON meter ratings compared with October '82 report (no '82 meters).

San Francisco—only first 2 weeks compared due to atypical baseball in '82 corresponding week 3.

Broadcasting **Oct 17**

Turner buys his competitor for \$25 million □ Fallout from the SNC-CNN deal □ Perspective on Wirth □ Arbitron ADI's

TURNER TRIUMPH □ Hotly contested cable news fight ends as Ted Turner announces purchase of competitor Satellite News Channel and plans to shut it down, switching its 7.7 million homes to CNN or CNN Headline News. **PAGE 27.**

NATURAL SELECTION □ Although the year in cable has been marked by mergers, buyouts and shutdowns, industry leaders, analysts and advertisers say what is happening is only unfolding of evolutionary process. **PAGE 28.**

PICKING UP THE PIECES □ With decision to sell SNC only the latest cable-programing setback for ABC Video Enterprises and Group W Satellite Communications, executives at both take a hard look at what's next. **PAGE 29.**

MINDING THE CHILDREN □ Broadcasters and educators from around the country gathered at three-day NAB conference in Washington last week to compare notes on how to improve and increase children's programing. Shows screened get high marks, but educators feel more programing is needed. **PAGE 30.**

MARKET REPORT □ New Arbitron ADI rankings are out for U.S. television markets. List begins on **PAGE 32.**

BY POPULAR DEMAND □ Escalating need for programing makes syndicated off-network offerings such as *Hill Street Blues* and *Magnum P.I.* hot properties. **PAGE 34.**

SPOTLIGHT ON WIRTH □ The hard-working Colorado congressman minds the door through which broadcast deregulation must pass. **BROADCASTING**

takes an in-depth look at the man, who at 44, has made a name for himself in communications, his political party and the nation. **PAGE 42-54.**

STRONG WORDS □ Valenti blasts FCC for its tentative decision on network syndication and financial interest rules. **PAGE 54.**

ROSY REPORT □ CBS announces increased earnings in third quarter. **PAGE 60.**

SYNDICATION SURVEY □ *Wheel of Fortune* and *Taxi* appear to be off to good start; *Thicke* a different story. **PAGE 64.**

EYE HAS IT □ CBS wins second week of season, just as it did the first. **PAGE 66.**

LEVEL FIELD □ ABC's Schneider decries different rules for different players in same game. **PAGE 68.**

OFF AND RUNNING □ Among election races at NAB is Stevens-O'Shaughnessy contest for radio board seat. **PAGE 69.**

DISH DEAL □ NBC and Comsat seal agreement for satellite communications network. **PAGE 72.**

FM IMPROVEMENT □ CBS and NAB engineers have created switchers that increase the quality of the FM radio signal. **PAGE 74.**

ON TOP □ Once he broke into the advertising business, Ken Robbins never looked back and now heads SSC&B/Lintas, one of the industry's leading agencies. **PAGE 95.**

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Sources: Nielsen Homescan Index: Oct. 1982 and Feb. 1983
Nielsen Cable Consumer Products Survey: Sept. 1982
Data subject to qualification
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Miniaturization

Experimentation with odd-length commercials—split 30's and split 60's—keeps going and perhaps growing, with at least six advertisers currently said to be using split 30's for their respective products on one or more TV networks. Six are identified as Alberto-Culver, Beecham, Gillette, Mennen, Ralston Purina and Warner Communications. Mostly they're pairing related products, network sources say, except that Warner sometimes puts Atari tag on 30 devoted primarily to Warner Bros. movie.

CBS and NBC have experimental guidelines for accepting commercials pairing unrelated products too, provided they're from same company, but network sources say they've encountered little demand for these. ABC, however, is conducting what sources there call experiment, due to run through fourth quarter, in which unrelated products of Alberto-Culver—which pioneered this odd-length movement—are promoted in 15-15 combinations.

Steady as they go

Television Operators Caucus, group of major market TV group owners that was established to add their perspectives to industry lobbying efforts in Washington, is so pleased with efforts to date that internal consensus is growing not to bring on professional staff—or even coordinator, as was most recently suggested. Despite acrimonious aspects of dinner meeting with senior National Association of Broadcasters officials several weeks ago (BROADCASTING, Oct. 10), TOC leaders feel they can work well with NAB, and can rely on it to speak for groups on most issues—with TOC leaders going into action individually to cover issues on which their positions depart.

Fin-syn suspense

FCC Commissioner Henry Rivera's vote may be one to watch when commission takes up tentative decision that would free television networks from financial interest and most syndication restraints. He and Commissioner James Quello betrayed lack of enthusiasm for decision when it was tentatively adopted earlier this year (BROADCASTING, Aug. 8), and Quello is believed to be developing compromise that would limit networks to minority percentage on financial interest in return for "sunsetting" entire rule in 1990 ("Closed Circuit," Oct. 10). If Quello

and Rivera end up on same side, Chairman Mark Fowler at most could look to Commissioner Mimi Dawson for support, and tentative decision would be blown away on 2-2 vote. Rivera is said to be "open to all possibilities." Feeling—at least among some opposed to repeal of rules—is that if Commissioner-designate Dennis R. Patrick (see "Top of the Week") is on board before issue comes to vote, he will opt not to participate in controversial proceeding.

Asserting jurisdiction

FCC Mass Media Bureau this week is expected to recommend that commission preempt state and local regulation of satellite master antenna television systems, move sure to cause gnashing of teeth among local regulators and cable operators who would prefer to clamp down on potential competition. FCC official noted that commission really has no choice but to preempt if FCC wants its deregulatory initiatives to stand. "If we don't preempt, we stand the risk of the states regulating direct broadcast satellites," official said. "The only way the FCC can be sure there is real deregulation is to preempt and to forbear."

More is less

Total of 58 ABC-TV affiliates are now delaying broadcasts of *Nightline*, late fringe news-interview program that has dropped in ratings since expanding to hour-long version last spring. Of those, 18 do so to make room for *Thicke of the Night*, 90-minute first-run entertainment series from InterMedia Entertainment and MGM/UA. Although clearance level for *Nightline* is down to 95%, ABC insiders say level has been stable since start of new season and that network anticipates level will start rising again, once stations are free to preempt or delay *Thicke*, ratings for which have been disappointing to many.

Awaiting the nod

Satellite Television Corp. is close to naming "preferred" supplier of two-foot and two-and-a-half-foot earth stations for its direct broadcast satellite service, which is set to begin in late 1984. According to industry sources, whichever firm gets nod will be "exclusive" supplier—at least initially—of DBS reception equipment to Comsat subsidiary. Best bet to win contract is Alcoa-NEC Communications Inc., which is reportedly offering financing and warehousing along

with hardware. But several other (mostly Japanese) firms have made viable bids. Hitachi, Panasonic and Toshiba, for instance, have bid complete earth stations that include M/A-COM antennas, mounts and scrambling systems.

STC may not pick turnkey supplier. It also asked for bids on scrambling systems only and may pick two companies—one for scrambling system and other for dish and rest of electronics—and instruct them to work together on supplying complete earth station.

Critical mass mounts

Metromedia Inc. and Telepictures Corp. are close to announcing plans to produce and syndicate daily, first-run dramatic series for prime time. There's chance additional partners may be brought into deal. Project involves world-wide syndication rights as well as addition to Metromedia's efforts toward building alternative, first-run network.

Syndication bound

List of new, first-run syndicated programs being readied for next year's annual television programming conferences continues to lengthen. Newest is MCA-TV's *A Case In Point*, half-hour strip described by insiders as cross between drama and game show and designed for early fringe or prime access time periods. Other new entries include half-hour, early fringe drama, *City of Angels* (strip) and weekly celebrity interview series, both from Paramount Television. Pilots for most new program proposals are not yet available, but trends shaping up point to resurgence of game shows designed for access, and rise of first-run drama for competition with news/information and off-net reruns now populating early fringe.

Instant agony

Overnight ratings for local radio stations? That's possibility, says Tom Birch, president of Coral Springs, Fla.-based Birch Radio—audience measurement firm that uses telephone recall technique. Birch says he has idea in long-range plan (within three years), after company's new ratings retrieval microcomputer system, BirchScan ("Riding Gain," Aug. 29), is operational among client stations and Birch offices. Arbitron, which uses diary survey technique, has no plans for overnight service.



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Business Briefly

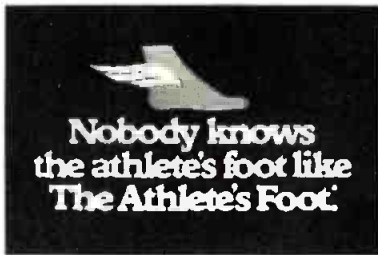
TV ONLY

Roses Stores □ Various items will be promoted in one-week flight to start in late October in about 10 markets. Commercials will be carried in prime and fringe dayparts. Target: adults, 25-54. Agency: Dusenbury & Alban, Durham, N.C.

Skil Corp. □ Subsidiary of Emerson Electric Co. begins four-week campaign for power tools in late November in about 10 markets, including Minneapolis; Seattle; Kansas City, Mo.; Orlando, Fla., and Atlanta. Commercials are scheduled in day, prime access and fringe. Target: adults, 25-54. Agency: Cunningham & Walsh, Chicago.

La-Z-Boy Chair Co. □ Furniture will be spotlighted in three-week flight to begin in late November in about 40 markets. Commercials will be carried in prime and fringe periods. Target: adults, 25-54. Agency: Ross Roy, Detroit.

United Cable Television □ Six-month campaign to increase subscribership began Sept. 1 in 5 Western markets



National exposure. In its first use of television nationally, The Athlete's Foot chain of 475 athletic footwear stores is sponsoring selected sports programs on ESPN Cable Network, starting this fall and continuing through the end of the year. Thirty-second spots feature 15-second co-op inserts for shoe manufacturers including Nike, Converse, Adidas and Tiger. Commercials will appear in ESPN's coverage of college and professional football games and New York marathon. Agency is Marsteller Inc., Pittsburgh.

(Boise, Idaho; Casper, Wyo.; Grand Junction, Colo., and Abilene and Tyler, both Texas). Spots are running in early

and late fringe and on weekends. Target: nonsubscribers. Agency: Manhattan Group Associates, New York.

Campus Sportswear □ Menswear promotion begins Nov. 14, while boyswear line begins Nov 21, both for four weeks, in New York, Los Angeles, San Francisco and Kansas markets. Spots will air in daytime and late fringe. Targets: boys, 12-18, and men, 18-34. Agency: Della Femina Trivisano, New York.

Souder Sporting Goods □ Two-month campaign for golf clubs will begin Dec. 1 in nine markets: Jacksonville, Orlando, Tampa, West Palm Beach, Miami and Fort Myers, all Florida; Tucson and Phoenix, both Arizona, and San Diego. Spots will air in golf events and news. Target: upscale men, 25-54. Agency: Nafziger & Kuhe Inc., Farmington, Conn.

RADIO ONLY

Singleton Packing □ Food products will be advertised in one-week flight in 25 markets, starting in late November. Commercials will air in all dayparts. Target: women, 25-54. Agency: Louis Benito Advertising, Tampa, Fla.

K-Mart Pharmacy □ Co-op advertising effort with Listerine will be conducted in about 12 markets, starting in late October for one week. Spots will air in all dayparts during weekdays. Agency: Ross Roy, Detroit.

Florida Department of Citrus □ Fresh grapefruit will be spotlighted in 11-week flight to be carried in about 20 markets, starting in mid-November. Commercials will run in all dayparts. Target: women,

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|---------------------------------|------------------------------|
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... And they're only part of the story.

Contact: Marc Marion
Director of Syndication
Music Magazine Foundation
(215) 923-4839

Rep Report

To Avery Knodel: **KLAX-TV** Alexandria, La. (no previous rep); **KBSI-TV** Cape Girardeau, Mo. (no previous rep); **WVSB-TV** Columbus-Tupelo, Miss. (no previous rep); **KIKU-TV** Honolulu from Adam Young; **WMDT-TV** Salisbury, Md. (no previous rep); **WYTV-TV** Youngstown, Ohio (no previous rep); **WAPA-TV** San Juan, P.R., from Charles Curran Co.

□

To Christal Co.: **WKSC(FM)** Media, Pa., from Hillier, Newmark, Wechsler & Howard; **WNN(FM)** Coldwater, Mich., from Pro Radio; **KOOL-AM-FM** Phoenix, from Katz Radio; **WHOM(FM)** Mt. Washington, N.H., from Savalli & Schutz.

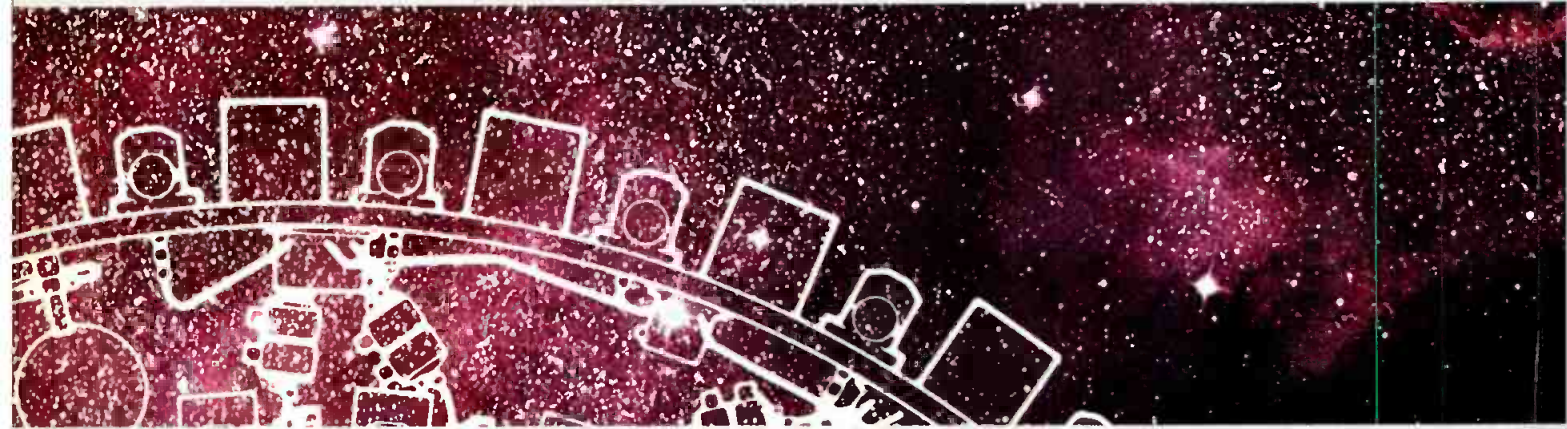
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GALAXY I

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The successful June launch of Galaxy I represented a commitment fulfilled to the cable industry. Galaxy II represents a commitment to the business industry.

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With its launch, Galaxy II joins Galaxy I, 22,300 miles above the earth, to provide specialized voice, video and data communications service to the business community. Next June Galaxy III will be launched into space, becoming the third cornerstone of The Galaxy System.

A sophisticated terrestrial network of earth stations and microwave interconnect facilities complements this space segment. By locating earth stations in major metropolitan areas throughout the country, Hughes Communications can tailor service to individual customer needs.

That's why business industry leaders such as MCI Communications Corp. and IBM Corporation have chosen to utilize the Galaxy satellites and the associated ground network. They understand that from the outset Hughes Communications works directly with its customers to design a state-of-the-art communications network to meet specific customer goals.

The general business community no longer needs to compromise its long-term communications goals because of the limitations of existing networks. Galaxy II and the entire Galaxy System will make advanced communications technology work for the specialized needs of today's businesses.

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Founded 1931. Broadcasting-Teletesting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

Advantage

Spot Sales sold. Durham Life Broadcasting Inc., Raleigh, N.C., has completed contract to acquire Southern Spot Sales, radio rep firm based in Raleigh and Atlanta. Southern will retain present staff and clients, but will become wholly owned subsidiary of Durham Life. It currently represents 163 radio stations in North and South Carolina, Virginia, Georgia and Florida. Durham Life owns three stations: WPTF(AM)-WQDR-FM Raleigh and WPTF-TV Durham, both North Carolina, and is awaiting FCC approval of purchase of WEWO(AM) Laurinburg and WSTS Fayetteville, also both North Carolina. □

First Lady's blessings. Nancy Reagan went to New York last week to preview new multi-media public service/advertising campaign against drug abuse created by Needham, Harper and Steers. Following presentation of radio, TV and print messages, First Lady praised quality of advertising materials and thanked participants. Advertising materials are being distributed by Advertising Council. Robert Keim, president of Council, estimated that media would contribute more than \$25 million in time and space in support of campaign. Reagan also appeared on ABC's *Good Morning America* while there.

25-54. Agency: Dancer Fitzgerald Sample, New York.

Hanes Corp. □ L'eggs hosiery will be advertised over next six months in schedule of alternate two-week flights, in about 35 markets. Commercials will be carried in all dayparts. Target: women, 18-48. Agency: Dancer Fitzgerald Sample, New York.

Ed Phillips and Sons □ Marquis de Lyon champagne will be spotlighted in two two-day flights beginning Nov. 16 and Nov. 21. Commercials will air in markets in Minnesota, South Dakota, North Dakota, Wisconsin, Nebraska and Colorado, 6 a.m. to 7 p.m. Target: adults, 18-34. Agency: LaBell & Shallbetter, Minn.

RADIO AND TV

Gordons Jewelry □ Miss U.S.A. collection of pendants and rings will be promoted in three-week campaign beginning Oct. 24. Miss U.S.A. Julie Hyatt is featured in spots which are scheduled for 147 radio markets and 50 TV markets. Dayparts include 6 a.m. to 7 p.m. Monday-Friday and Saturday midday for radio, and all dayparts, except daytime, for TV. Target: adults, 18-34. Agency: Ketchum Communications, Houston.

Domino's Pizza □ Three-week TV campaign in 24 markets and five-week radio flight in 15 markets is scheduled to begin Oct. 31. Spots for TV will run in all dayparts; 10 a.m. to midnight in radio. Target: adults, 18-34. Agency: Pringle Dixon Pringle, Atlanta.

Richardson-Vicks □ Clearasil skin medication will be spotlighted in four-week 54-market campaign beginning Nov. 14. Radio spots will run in afternoon, evening and weekends; TV spots in prime, prime access and early fringe. Target: persons, 12-24. Agency: La Marca Group, New York.

Wendy's Restaurants □ New offering, baked potato, will be highlighted in five-

week campaign in three Florida markets (Jacksonville, Fort Myers and Tampa-St. Petersburg) beginning in mid-November. Spots will air in radio drive times, Monday through Friday, and in prime and fringe for TV. Target: adults, 18-49. Agency: Ensslin & Hall, Tampa, Fla.

RADIO AND CABLE

SilverCreek □ Ski resort will be advertised in four Midwest markets, Wichita, Kan.; Kansas City, Mo.; Omaha, Neb., and Denver, for varying lengths beginning Oct. 31. Marking first use of cable, spots will run for two to seven weeks, depending on market, in news, sports and weather programming. Radio spots will run in all dayparts for two weeks. Target: adults, 25-49. Agency: Colle & McVoy, Englewood, Colo.



Off-beat selling. Thirty-second commercial that breaks today (Oct. 17) on network television sells jeans in unusual manner. To sounds of roaring engine and squealing tires, commercial puts viewer behind wheel of race car as it travels down—not a raceway—but seams of pair of Gloria Vanderbilt jeans. Action screeches to halt and camera reveals women wearing Vanderbilt jeans. Only copy in commercial is then voiced over: "Nothing but nothing is designed to handle a woman's curves like Gloria Vanderbilt jeans. It's a shame to call them jeans." Commercial was created by Doyle Dane Bernbach, New York.

A teleconferencing commentary from Barbara Kaye Greenleaf, VideoStar Connections, New York

Teleconferencing: up and comer in the Fifth Estate

The broadcasting industry, which already has as many facets as a 10-carat diamond, is adding yet another—teleconferencing. Since that term covers several communications techniques, let me state at the outset that I'm referring here to large-scale video networking via satellite. In this latest application of broadcasting technology, a speaker or panel beams a message to audiences in 10, 50, 100 or more locations around the country or around the world. The interactive portion of the event comes when participants at the remote sites phone in questions and the experts answer them—the whole exchange being audible to each person in the hookup.

Videoconferencing is a unique medium because it combines the spontaneity, immediacy and excitement of live television with the audience targeting of a specialty magazine. It is narrowcasting carried to the ultimate degree.

Given the increasing popularity of this communications tool, now is a good time for people in the broadcasting industry to assess what's in it for them. The prospects for additional employment in the field are good. On the technical side, videoconferencing requires satellite field technicians, studio engineers, sound specialists, lighting experts, phone bridging operators and traffic coordinators. On the production side, the medium calls for producers, directors, writers, graphic artists and film editors. Broadcasting people on staff at large corporations or nonprofit organizations can expand their job descriptions by promoting videoconferencing from within. Those who work at public relations and advertising agencies can increase client billing this way.

In terms of facilities, too, videoconferencing holds the promise of additional revenue. Television studios that sit idle in between the early morning talk show and the evening news stand to make money from the rental of their facilities, a capability enhanced by the presence of a permanent uplink. WSB-TV Atlanta, WDAF-TV Kansas City, Mo. and KPLR-TV St. Louis have all benefited from teleconferences originating in their studios.

If you were to get involved in videoconferencing, what kinds of events would you be working on? That's hard to say, because the medium has been put to such a wide variety of uses. It's been employed effectively for press conferences: When Johnson & Johnson wanted to allay the public's fears during the Tylenol scare, it called an electronic press conference to update the media on its efforts. Videoconferencing has been used extensively for new product introduc-



Barbara Kaye Greenleaf is director of communications for VideoStar Connections Inc., a satellite networking company. Based in the firm's New York office, Greenleaf was formerly on the staffs of Conoco Inc. and the *New York Times*.

tions: Ford, Chrysler and Volkswagen have all substituted it for their traditional cross-country trek to show dealers the latest models.

Videoconferencing is fast becoming the accepted way to disseminate timely information to professionals. The Bank Administration Institute attracted some 6,000 participants—at \$95 a head—when it offered expert advice on the “withholding at source” legislation so critical to that industry.

The medium has also been enthusiastically embraced by religious groups. When the Southern and Northern Presbyterians took communion together to celebrate the end of their century-old schism, they did so via a teleconference.

Why have these organizations turned to videoconferencing? For some, it is the only way they can reach large numbers of people with a single message, from a single source, synchronously. For others, it is the interactive element—the two-way audio—that is most desirable. For still others, it is the saving of executives' time and energy. Although saving money alone is not a reason to use the technique, many groups have found it to be extremely cost-effective (and in some cases even lucrative).

“OK,” it's now time for you to say, “if videoconferencing is so great, why haven't more organizations signed on?” In my opinion many people haven't yet gotten on the bandwagon simply because they don't know about the technique or they've been scared away by the price. Fortunately, more is being written about videoconferencing all the time and, as costs continue to come down, it is becoming increasingly affordable.

Then, too, there is a segment of the poten-

tial user population that is staying away until the technology is “proved.” Satellite transmission has been an everyday part of broadcasting for years, but to the uninitiated it still sounds exotic. And, in fairness to them, there can be hitches if the people involved don't know their business. For example, the audio has to be carefully coordinated both to compensate for the time-delay factor in satellite transmission and to minimize background noise during the question and answer sessions. The phone sets should be modified to serve the particular needs of a videoconference and the whole system should be supervised by experts.

Then there is the whole area of microwave interference that must be dealt with, because few organizations care to convene in the Mojave Desert to avoid terrestrial blocking. Right now, of course, networkers can get in and out of any congested area using land lines, but those lines are expensive. That's why the current introduction of higher frequency Ku-band satellites will do so much to make videoconferencing both more convenient and more affordable.

But whether in C band or Ku band, technical people will always have to strive to make their arrangements as fail-safe as possible. This means fully redundant equipment, a second transponder on standby and a qualified technician at each site.

Nor can production considerations be ignored. After all, people come to see a show, not a distribution system. Yet too often a do-it-yourself mentality grips the client, who decides to become his own producer and director. The results speak for themselves. Although studies show that people retain as much from video courses as from the more conventional methods of transferring information, surely they would learn as much—and enjoy it a lot more—if the talking heads were interspersed with taped action segments, graphics, music and audience reaction shots. Given the length of many shows—three hours plus—variety is the sine qua non of success in videoconferencing.

I am confident that as many people continue to experiment with videoconferencing and as improvements on the basic technology continue to be introduced, many of the potential hazards I've just described will be a thing of the past.

People who try it by and large like it. They stage more and more events until they begin to consider putting in their own dedicated networks. Indeed, a few companies such as Hewlett-Packard and Chrysler are already doing just that. All of which leads me to believe that videoconferencing has arrived. And, since it is broadcasting, I think people in the industry should look upon it as a legitimate use of their time and talents. Those of us already there welcome the company. ☐

This week

Oct. 16-18—North Carolina Association of Broadcasters annual convention. Marriott hotel, Raleigh, N.C.

Oct. 17—National Academy of Television Arts and Sciences news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Oct. 17—Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences, media professionals series. Speaker: Pierson Mapes, president, NBC-TV. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

■ **Oct. 18**—New Orleans chapter of AWRT and Ad Club of New Orleans meeting. Speaker: Dick Orkin, radio creative consultant. New Orleans Marriott hotel.

Oct. 18—Connecticut Broadcasters Association annual meeting and fall convention. Wesleyan University, Middletown, Conn.

■ Indicates new or revised listing

Oct. 18—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Oct. 18—Southern California Cable Association meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18—Radio Advertising Bureau retail and co-op workshop. Radisson Plaza, Charlotte, N.C.

Oct. 18—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Atlanta, Atlanta. Information: Susan Levin, (212) 751-7770.

Oct. 18-20—Mid-America Cable TV Association annual meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 18-20—Washington Journalism Center's conference for journalists, "Excellence in Education: How to Achieve it." Watergate hotel, Washington.

Oct. 19—New York TV Academy luncheon. Speaker: John Gault, president, Manhattan Cable TV. Topic: "The Outer Boroughs." Copacabana, New York.

Oct. 19—Women in Communications, New York chapter, meeting. Waldorf Astoria, New York.

Oct. 19—"California Symposia on Business Opportunities in Cable for Minority and Women Entrepreneurs," sponsored by Foundation for Community Service Cable Television, California Cable Television Association, California State Senator Joseph Montoya and California Assemblywoman Gwen Moore. Fort Mason Conference Center, San Francisco. Information: (415) 387-0200.

Oct. 19-20—Kentucky Broadcasters Association fall convention. Hyatt Regency, Lexington, Ky.

Oct. 19-21—Eighth annual conference of Public Service Satellite Consortium and its subsidiary, Services by Satellite Inc. (SatServe). Keynote speaker: Richard Colino, director-general, Intelsat. Washington Hilton, Washington.

Oct. 19-21—Tennessee Association of Broadcasters annual convention. Marriott hotel, Nashville.

Oct. 19-22—National Broadcast Association for Community Affairs convention. Sir Francis Drake hotel, San Francisco.

Oct. 20—International Radio and Television Society newsmaker luncheon. Speaker: Roone Arledge, ABC News and Sports president. Waldorf-Astoria, New York.

Oct. 20—Radio Advertising Bureau retail and co-op workshop. Hilton Airport Inn, Pittsburgh.

Oct. 20-21—Pittsburgh chapter of Society of Broadcast and Communication Engineers' 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 20-22—National Federation of Local Cable Programmers Central states regional meeting. Allen County Public Library, Fort Wayne, Ind. Information: Pam Bieri, (219) 424-7241.

Oct. 21—Caucus for Producers, Writers and Directors annual general membership meeting. Chasen's, Los Angeles.

Oct. 21—Radio-Television News Directors Association meeting with region 12. Richard Salant, president of National News Council, will moderate panel comprising Peter Jennings, ABC News; Mike Wallace, CBS News; Connie Chung, NBC News, and Gabe Pressman, WNBC-TV New York. New York Mayor Ed Koch will also address meeting. Sheraton Center, New York.

Oct. 21—New York Women in Communications meeting, "The Video Communications Revolution," co-sponsored by New York University. Speakers include Drew Lewis, Warner Communications; Daniel Ritchie, Westinghouse Broadcasting and Cable; Gerald Levin, Time Inc.; William Scott, Satellite News Channel; Mary Alice Dwyer, Daytime/Arts, and Mary Alice Williams, Cable News Network. New York University, Washington Square campus, New York.

Oct. 21—12th annual Broadcast Day, sponsored by Colorado State University. Speaker: Edward McLaughlin, president, ABC Radio Networks. CSU campus, Fort Collins, Colo. Information: (303) 491-6140.

Oct. 21—Deadline for entries in Women in Cable, Chicago chapter, annual video competition. Information: (312) 674-4600.

Oct. 21-22—"First Amendment Rights and the Cable Television Industry," seminar sponsored by Communications Media Center of New York Law School and Communications and the Law magazine. Speakers include Glen Robinson, former FCC commissioner; Tom Krattenmaker, former director of FCC network inquiry study; Morris Tarshis, director of franchises of New York City, and Douglas Ginsburg, U.S. Department of Justice, antitrust division. New York Law School, New York.

Oct. 21-23—American Women in Radio and Television northeast area conference. Holiday Inn, Philadelphia.

■ **Oct. 22**—New England AP Broadcasters meeting of regional broadcasters group. Speaker: Stephani

Major Meetings

Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 1-3—Atlantic Cable Show, Convention Hall, Atlantic City, N.J.

Nov. 3-5—Society for Private and Commercial Earth Stations (SPACE) second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7-10—AMIP '88, American Market for International Programs, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—Television Bureau of Advertising 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—National Cable Television Association's National Cable Programming Conference. Biltmore, Los Angeles.

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

Jan. 14-18, 1984—Association of Independent Television Stations (INTV) annual convention. Biltmore hotel, Los Angeles.

Jan. 15-20, 1984—National Association of Broadcasters' winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—National Public Radio annual conference. Hyatt Regency, Arlington, Va.

April 24-29, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—National Association of

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

May 7-9, 1984—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

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

May 30-June 2, 1984—American Women in Radio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—American Advertising Federation national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—National Cable Television Association annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.

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

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

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

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

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

Oct. 22—"Opportunities for Minorities in Telecommunications," conference sponsored by *National Conference of Black Lawyers' Communications Task Force and Howard University School of Law Continuing Legal Education Committee*. Houston Hall, Howard University, Washington.

Also in October

Oct. 23-25—*Televest U.S.A.*, second international telecommunications conference, sponsored in part by E.F. Hutton. Speakers include Richard Colino, Intelsat; William Ellinghaus, AT&T; Richard Butler, ITU; Mark Fowler, FCC; Senator Robert Packwood (R-Ore.); Eddie Fritts, National Association of Broadcasters; Tom Wheeler, National Cable Television Association, and Irving Goldstein, Comsat, Montreux, Switzerland. Information: Marianne Berrigan, Televest executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.

Oct. 23-26—*Canadian Association of Broadcasters/Central Canada Broadcasters Association* joint conference and trade show, "Communications Expo '83." Sheraton Center, Toronto.

Oct. 24—*Washington Journalism Center* conference for journalists, "Japan and America." Watergate hotel, Washington.

Oct. 24-29—*National Federation of Local Cable Programmers* "Access coordinator training program." NFLCP national office, 906 Pennsylvania Avenue, S.E., Washington. Information: Joan Gudge, (202) 544-7272.

Oct. 25—Marketing seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 25—*Radio Advertising Bureau* retail and co-op workshop. Red Lion Inn-Airport, Seattle.

Oct. 25—First general meeting of *Direct Broadcast Satellite Association*. Four Seasons hotel, Washington. Information: John Egan, (202) 822-4104.

Oct. 25—*Louisiana Association of Broadcasters* radio sales seminar. Travelodge North, Lafayette, La.

Oct. 25—*Washington Journalism Center* conference for journalists, "Asian-American Relations." Watergate hotel, Washington.

Oct. 25-26—*New York Broadcasters Association* 29th annual meeting. Americana Inn, Albany, N.Y.

Oct. 25-27—Telecommunications symposium sponsored by *American Newspaper Publishers Association and Newspaper Advertising Bureau*. Amfac hotel, Dallas-Fort Worth Airport.

Oct. 25-27—International Broadcast Equipment Exhibition sponsored by *Electronic Industries Association of Japan*, co-sponsored by *National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*. Tokyo Ryutsu Center, Tokyo.

Oct. 25-29—Midwest Radio Theater Workshop, sponsored by *noncommercial KOPN(FM) Columbia, Mo.*, with funding provided by *National Endowment for the Arts and Missouri Arts Council*. Broadway Inn, Columbia, Mo.

Oct. 26—*New York TV Academy* luncheon. Speaker: Neal Pilson, president, CBS Sports, Copacabana, New York.

Oct. 26—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, "Distinguished Visiting Professor Lecture Series." Speaker: Bob Blackmore, VP, NBC-TV Network Sales, S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 26—*Radio Advertising Bureau* retail and co-op workshop. Plaza Airport Inn, San Francisco.

Oct. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Drake Oakbrook hotel, Chicago. Information: Susan Levin, (212) 751-7770.

Oct. 26—*Louisiana Association of Broadcasters* radio sales seminar. Holiday Inn-Airport, Kenner, La.

Oct. 26—*Southern California Broadcasters Association* "agency" luncheon, with advertising agency Rogers, Weiss, Cole & Weber. Holiday Inn, Hollywood. Information: (213) 466-4481.

Stay Tuned

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

Network television □ PBS (check local times) *Macbeth*, Monday 9-10:30 p.m.; *Live at the Met: Gala Centennial Concert*, Saturday 2-3 p.m. (part I), 8-9 p.m. (part II); NBC: *Jennifer Slept Here**, Friday 8:30-9 p.m.; CBS: "S.O.B." (1981), Wednesday 9-11 p.m.

Cable □ HBO: *One Man's Fight For Life* (cancer documentary), Tuesday 8-9 p.m.; *Donna—A Hot Summer Night*, Saturday 8-9 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Written by Levinson and Link*, TV writers retrospective, now-Oct. 29; *Sid Caesar—Master of Comedy*, return of earlier exhibit, now-Nov. 26; *Toscanini—The Television Concerts*, now-Nov. 12

*indicates a premiere episode

Oct. 26—"California Symposia on Business Opportunities for Minority and Women Entrepreneurs," sponsored by *Foundation for Community Service Cable Television, California Cable Television Association, California State Senator Joseph Montoya and California Assemblywoman Gwen Moore*. Los Angeles Trade Technical College, Los Angeles. Information: (415) 387-0200.

Oct. 26-28—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the '80's," co-sponsored by *Minorities in Cable*. Ramada Renaissance hotel, Washington.

Oct. 26-Nov. 1—Telecom 83, communications exhibition and conference, sponsored by *International Telecommunication Union*. Exhibition and Conference Center, Geneva, Switzerland.

Oct. 26-Dec. 16—*UCLA Extension* course, "Understanding Cable: Past, Present, Future." UCLA Extension campus, Los Angeles. Information: (213) 825-9064.

Oct. 27—*Radio Advertising Bureau* retail and co-op workshop. Travelodge-Airport, Los Angeles.

Oct. 27—*Cabletelevision Advertising Bureau* local advertising sales workshop. Daytonian Hilton, Dayton, Ohio. Information: Susan Levin, (212) 751-7770.

Oct. 27—*Philadelphia Cable Club* luncheon meeting. Spectrum, Philadelphia.

Oct. 28—*Montana Broadcasters Association* sales clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30—"Latin American Affairs" conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Tinker Foundation and Dallas Morning News*. Anatole, Dallas. Information: (213) 851-7372.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

Oct. 30-Nov. 1—Multimedia teleconferencing conference sponsored by *Institute for Graphic Communication*. Andover Inn, Andover, Mass.

Oct. 30-Nov. 2—National Over-the-Air Pay TV conference and exposition, hosted by *Subscription Television Association and National Association of MDS Service Companies*. Century Plaza, Los Angeles.

Oct. 31—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, San Francisco. Information: Susan Levin, (212) 751-7770.

■ **Oct. 31**—*New York TV Academy* luncheon. "TV MiniSeries...to be Continued." Among panelists: Ellie Seidel, director in charge of special projects, movies, mini-series, CBS. Copacabana.

November

Nov. 1—*Radio Advertising Bureau* retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

Nov. 1—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, Seattle.

Nov. 1-3—*Atlantic Cable Show*. Convention Hall, At-

lantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

■ **Nov. 2**—*New York TV Academy* luncheon. Speaker: Michael Garin, president and chief operating officer, Teletelures Corp. Copacabana.

Nov. 2—*Radio Advertising Bureau* retail and co-op workshop. Fairmont hotel, New Orleans.

Nov. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3—*Radio Advertising Bureau* retail and co-op workshop. Amfac hotel-Airport, Dallas.

Nov. 3-5—*SPACE (Society for Private and Commercial Earth Stations)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 3-5—Eastern regional convention of *National Religious Broadcasters*. Aspen hotel, Parsippany, N.J.

Nov. 3-5—*National Black Programming Consortium* "New Technologies" conference. Chase Park Plaza, St. Louis.

■ **Nov. 4**—*Southern California Broadcasters Association* "new business development" breakfast meeting. Holiday Inn, Hollywood.

Nov. 7—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Bill Kurtis, anchor, *CBS Morning News*. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 6-8—"Institutional Cable TV Networks: Planning and Utilization for Business, Government and Education," sponsored by *University of Wisconsin-Extension*. UW campus, Madison, Wis. Information: Barry Orton, (608) 262-2394.

Nov. 7-9—*Scientific-Atlanta's* ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta.

Nov. 7-10—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

■ **Nov. 8**—Business/media luncheon sponsored by *The Media Institute*. Speaker: Ted Turner, Turner Broadcasting. Mayflower hotel, Washington.

Nov. 8—"Cable Management: Politics, Press, Public and Personnel," seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Nov. 8-11—*Unda-USA, National Catholic Association for Broadcasters and Allied Communicators*, 12th annual general assembly. Theme: "Making Connections: Issues, Trends and People." Hollenden House, Cleveland. Information: Ann DeZell, Unda-USA, 3035 Fourth Street, N.E., Washington, 20017; (202) 526-0780.

■ **Nov. 9**—*New York TV Academy* luncheon. Speaker: William J. Bresnan, chairman and chief executive officer, Group W Cable. Copacabana.

Nov. 9-11—26th annual *International Film and TV*

Festival of New York, honoring "creativity and effective communication in film, TV and audiovisual media." Sheraton Center, N.Y. Information: (212) 246-5133.

Nov. 9-11—Oregon Association of Broadcasters fall conference. Eugene Hilton, Eugene, Ore.

Nov. 9-12—Society of Professional Journalists, Sigma Delta Chi convention. Speakers include Van Gordon Sauter, executive vice president, CBS/Broadcast Group. Fairmont hotel, San Francisco.

Nov. 10—18th annual Gabriel Awards banquet and presentation, sponsored by UNDA—USA. Hollander House and Arcade, Cleveland.

■ **Nov. 10-12**—National Association of Farm Broadcasters annual convention. Crown Center hotel, Kansas City, Mo.

Nov. 10-13—14th annual Loyola Radio Conference. Keynote speaker: Dick Biondi, WBBM-FM Chicago. Hotel Continental, Chicago. Information: Sandy Miller (312) 670-3205.

Nov. 11-12—Friends of Old-Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

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

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

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

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

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

Nov. 16—Ohio Association of Broadcasters financial management school. Marriott North, Columbus, Ohio.

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

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

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

Nov. 21—Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences, media professionals series. Speaker: Lester Tanzer, managing editor, U.S. News & World Report magazine. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Nov. 22—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

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

December

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

Dec. 2-4—"Economic Issues Conference" for NBC-TV

affiliates, sponsored by NBC News and conducted by Foundation for American Communications. The Houstonian, Houston. Information: (213) 851-7372.

Dec. 3—Ohio Association of Broadcasters news directors' forum. Hilton North, Columbus, Ohio.

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

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

Dec. 7—Syracuse University student affiliate of New York chapter of National Academy of Television Arts

and Sciences "distinguished visiting professor" lecture series. Speaker: Robert Hosking, president, CBS Radio. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

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

Dec. 9-11—Audio Independents annual radio programming conference, "Dialogue '83: Sound, Survival, Solutions, Success." Asilomar Conference Center, Pacific Grove, Calif. Information: AI, 1232 Market Street, San Francisco, 94102.



Anti-federation

EDITOR: Break up the NAB.

Sound startling? Not if you give credence to some of the stories circulating in the trade press. An idea has been put forth that our industry would be better served by completely dividing the broadcasters of this country into separate camps, with competing lobbyists, etc. Presumably the NAB would provide a roof under which these factions would meet—separately.

While this may be an idea put forth by sincere and otherwise reasonable people, it is not a good one, as the tide of events over the past few years has demonstrated. Deregulation at the FCC, extended license terms, the prospect of legislative relief, the containment of Radio Marti, all were accomplished in large part due to the unified efforts of NAB. On the other hand, spectrum fees and 9 khz were defeated by the unified efforts of NAB. Legitimate differences among broadcasters will exist, but those differences need to be resolved within the industry organization (NAB) and in the interest of all concerned a united front developed. It should come as no surprise that our enemies would hope to divide and conquer us, but let's be careful that our friends don't accomplish the task.

Balkanizing the NAB with the result being fragmented fratricide is not the answer. Strengthening the NAB so that our industry speaks with a unified consensus is the way to accomplish our desired goals.—Douglas Stephens, president, KDEN Broadcasting Co., Denver, and NAB board member.

Committee kudos

EDITOR: I want to express my appreciation for your decision to feature one of our committees in each issue of BROADCASTING. This is a wonderful service to the industry and exceptionally helpful to NAB.

My first effort for the NAB to be of greater service to the industry was to appoint very capable broadcasters to the various committees. This task has been accomplished and now we can go ahead to make certain that the committees research all issues in depth and come up with good solutions. Your featuring the committees will be very helpful since it highlights their responsibility as well as the goals of members of the committee.—Gert

H.W. Schmidt, chairman, National Association of Broadcasters, Washington.

Income footnote

EDITOR: Torbet's Mariann DeLuca is certainly on the right track when she makes a case for radio as a key medium for advertisers whose goal is to reach that increasingly important segment of the population known as the working woman ("Monday Memo," Sept. 19).

However, when it comes to salaries earned by female workers, Ms. DeLuca is way off the track when she states that "60% of all working women in the U.S. earn \$20,000 or more per year... and 47% earn \$25,000 or more every year." Would that this were true.

According to the 1982 "Simmons Study of Media & Markets," only 5.5% of all U.S. females claim individual employment incomes of \$20,000-plus.—Andrea K. Rainey, vice president, marketing research, Selcom Radio Inc., New York.

Editor's Note. According to DeLuca, the \$20,000 and \$25,000 earnings refer to household income.

Minute-by-minute

EDITOR: As another New York City pre-teen during World War II, I can't recollect the station that Roy Nilson was referring to as possibly the first American all-news radio station ("Open Mike," Sept. 26).

However, I did some research and discovered the following: WBYN Brooklyn, 1430 khz, billed itself as the "minute station" featuring "news every minute on the minute" from noon to 6 p.m. An ad in the 1945 BROADCASTING Yearbook read as follows: "every minute for the listener, a minute of news (AP-INS), local, state, national, overseas... then a minute again... followed by a minute of racing results (exclusive 'from the track' reports 12 to 8:30 daily)... then music again... then other sports... continuous minute spotting of all you want to hear... on one station!"

WBYN relocated to Newark, N.J., in 1947, and became WNJR, currently on the air with a contemporary black, gospel and nostalgia format.

I trust this is the station Mr. Nilson had in mind.—Louis J. Sicilia, Guttenberg, N.J.

mag·num·tism

mag·num·tude

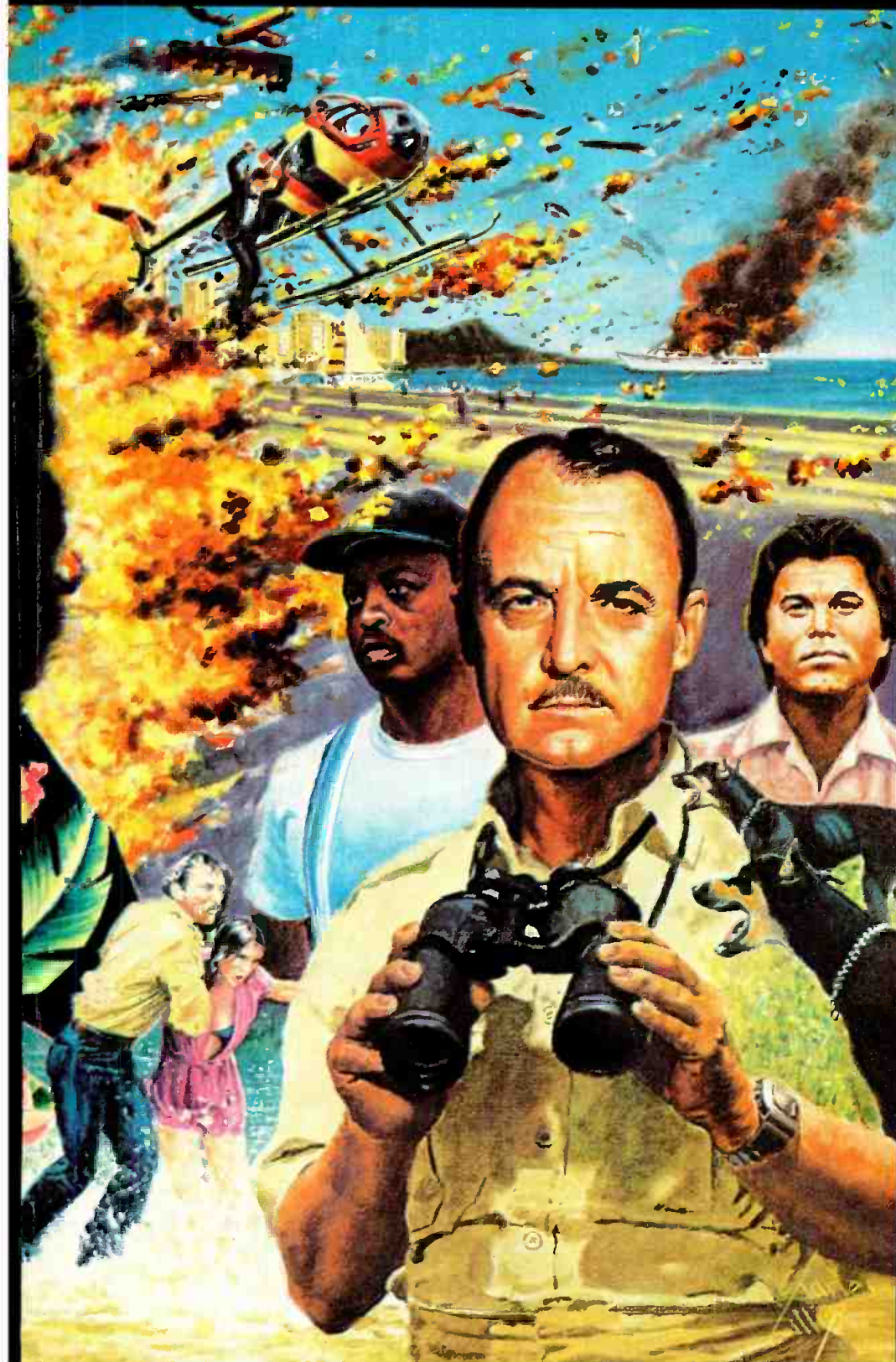
mag·num·ni·fi·cent



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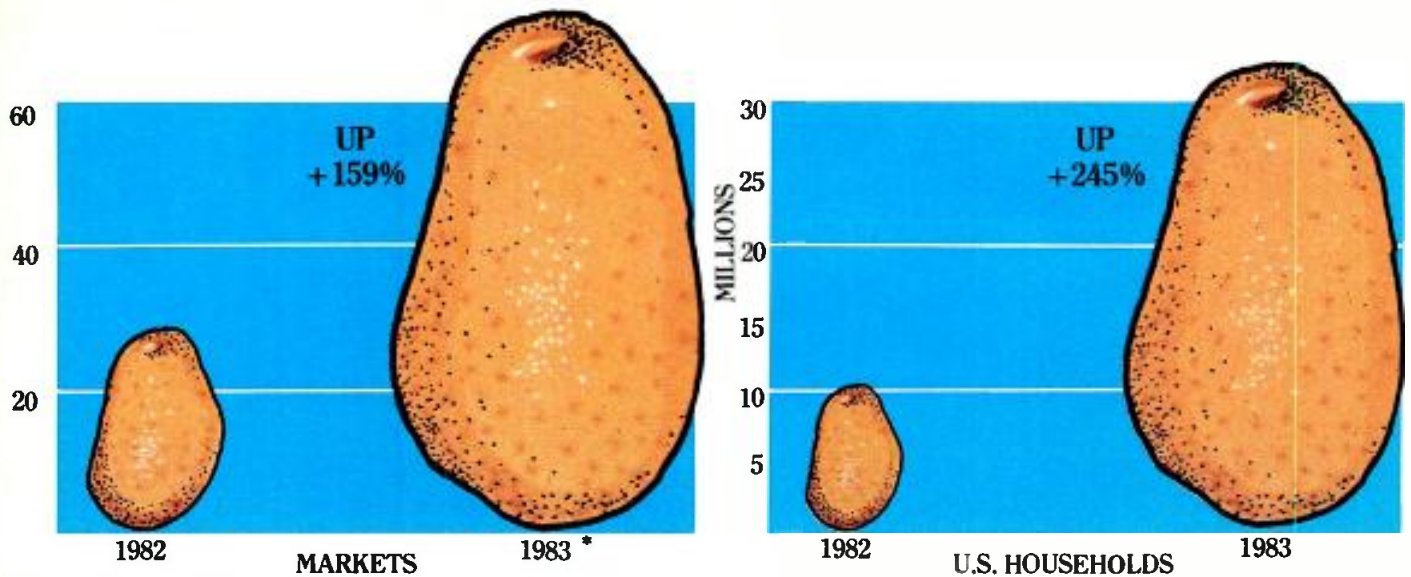
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WBTV, Charlotte
WSFJ, Columbus
WWMA, Grand Rapids
WLOS, Greenville-Spartanburg
WSAZ, Charleston
WHP, Harrisburg
WNYT, Albany
WJTM, Greensboro/Winston-Salem
KTUL, Tulsa
KLAS, Las Vegas

KAKE, Wichita
WAWS, Jacksonville
KAIL, Fresno
WFLX, West Palm Beach
WOI, Des Moines
WIXT, Syracuse
KAYU, Spokane
WGAN, Portland
WKYT, Lexington
KSPR, Springfield
WYTV, Youngstown
WJTV, Jackson
WCAX, Burlington
WEEK, Peoria
WKOW, Madison

WJCL, Savannah
KTHI, Fargo
WREX, Rockford
KCOY, Santa Barbara
WDIO, Duluth
KNDO, Yakima
KMTR, Eugene
KJAC, Beaumont-Port Arthur
WTWO, Terre Haute
KTVB, Boise
WAOW, Wausau
WXOW, Lacrosse
WQOW, Eau Claire
WMGC, Binghamton
KRIS, Corpus Christi

WPDE, Florence
WWAY, Wilmington
KTAB, Abilene
KPVI, Idaho Falls
WDIO, Duluth
WMDT, Salisbury
KAIT, Jonesboro
WABC, Greenwood
KVIV, Utica
KTNW, Casper
KMIR, Palm Springs
KQTV, St. Joseph
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Broadcasting Oct 17

Vol. 105 No. 16



It's official. The FCC should be able to fill its fifth seat soon. As has long been expected, President Reagan late Friday afternoon (Oct. 14) nominated Dennis R. Patrick, associate director of the White House's office of presidential personnel, to the Republican seat vacated by former Commissioner Anne Jones.

Patrick, 32, wasn't returning phone calls. And even though he seems short on telecommunications background, he was receiving mostly upbeat reviews.

At 32, he'll be one of the youngest commissioners ever. But James Miller, chairman of the Federal Trade Commission, said Patrick was a professional who has demonstrated his maturity of character.

Said FCC Chairman Mark Fowler, in a statement: "He's certainly an excellent choice."

Sam Simon, executive director of the Telecommunications Research and Action Center, had his doubts, however. "As far as I can tell, he's a clone of the Reagan administration philosophy," he said. "I'd be surprised if he had any intention of enforcing the 1934 Communications Act, but if he does . . . I'll be glad to work with him."

Patrick, a graduate of the University of California, Los Angeles, law school, was a law clerk to Bill Clark, the former justice of the California Supreme Court who last week was named Secretary of the Interior. Before he went to work for the White House in 1981, he was an attorney in Los Angeles with Adams, Duque & Hazeltine.

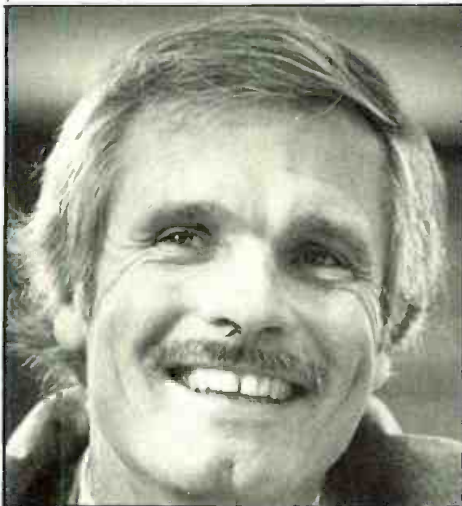
TOP OF THE WEEK

Turner the victor in cable news battle

He buys Satellite News Channel from ABC/Group W for \$25 million; will shut it down by Nov. 1 and switch its 7.7 million homes to CNN or CNN Headline News

The often bitter cable news war that has raged for nearly two years came to an abrupt halt last week with the announcement that Ted Turner had agreed to pay ABC Video Enterprises and Group W Satellite Communications \$12.5 million each to shut down Satellite News Channel, which has battled Turner's CNN and CNN Headline News for cable affiliates and advertising dollars.

It was a clear-cut—albeit costly—victory



Turner

for Turner, who had vowed repeatedly to wipe out his cable news competition one way or the other. "It was a real bloody war where they came in and attacked us and tried to knock us out," said Turner at Turner Broadcasting System headquarters in Atlanta last week. But, in the end, his two services prevailed because, he said, "we started first and we had excellent services."

When ABC and GWSC recognized the futility of establishing a third cable news service, they "pulled out like the U.S. did in Vietnam," he said. "I think you can liken me to Ho Chi Minh. We fought like guerillas and the flag is still flying in front of TBS."

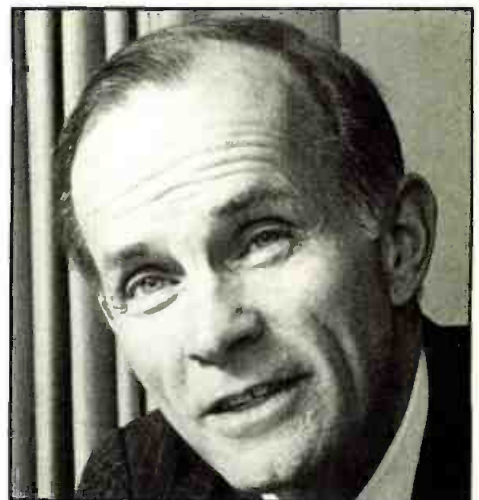
Under terms of the agreement, SNC, which has been offering an around-the-clock "headline" news service since June 21, 1982, will go dark at the end of the month and its cable affiliates, which serve 7.7 million homes, will be offered either CNN or CNN Headline as a replacement. Group W and ABC also promised not to re-enter the cable news business for at least three years. The deal does not include the millions of dollars in SNC studio and ENG equipment or the five Westar V transponders that deliver the service, which belong to GWSC.

The parties expect to consummate the deal on Oct. 27, assuming the antitrust division of the Justice Department doesn't object to it. Both parties expect Justice to take a look at the deal, which will leave Turner with a virtual monopoly in cable news. Justice would gauge the impact on advertisers and cable systems.

The deal, which has been in the works for about a month, puts an end to the courtroom battle between the two cable news producers that began earlier this year when Turner accused Group W of antitrust violations and the broadcaster countered with allegations against Turner of anticompetitive business practices. In fact, the buy-out arrangement apparently grew out of attempts by lawyers for the two parties to come to an out-of-court settlement of the suits. According to one re-

port, National Cable Television Association President Thomas Wheeler, acting as an industry peacemaker, was instrumental in getting the parties to sit down. When the parties agreed the industry wasn't big enough for both of them and talk turned to some sort of consolidation, Bill Daniels, chairman of Daniels & Associates, Denver, stepped in to represent the SNC joint venture and serve as intermediary.

"If you want to put the blame somewhere" for the failure of SNC, said Daniel Ritchie, chairman of Westinghouse Cable & Broadcasting Co., GWSC's parent, "it's here. The thing was tracking with what we had planned. We were on track with the costs and subscribers, but we were not on track with our revenues. That was a result, in large



Ritchie

part, of the fact that the three [broadcast] networks added overnight and early morning news programs."

Ritchie said he urged Herb Granath, president of ABC Video Enterprises, to accept the Turner offer, arguing that it was better than the other alternatives that faced the joint venturers—absorbing several years of losses (as they had originally figured) or cutting costs by, for instance, not going live 24 hours a day.

Some of the same thoughts were reflected in a three-page memo explaining the deal that GWSC President Jonathan Hayes sent to SNC's 350-400 employees last Wednesday morning, just before the deal was made public. "The biggest problem SNC faced was a change by the networks, a change ironically caused to some extent by SNC," he wrote. "Since we announced SNC, there's been a dramatic increase in the amount of news on the air and an increase in the number of cable program services available to subscribers. That increase created many new options for both advertisers looking for availabilities and news viewers. Ultimately, that made it logical for the company to work out the agreement."

(In the same memo, Hayes announced he had resigned because Group W was unwilling to support The Sports Network, a national pay sports network, as he and GWSC's Dick Glover had "conceived and developed it" [see story below].)

It's not surprising that Ritchie and Granath were tempted by Turner's offer. Although SNC, by all accounts, was staying within its operating budget and meeting its affiliate sales goals, advertising revenue was falling far short of projections and the service was losing money at a \$35-million-to-\$40 million-a-year clip. As Ritchie, and later Granath, realized, \$25 million is not a bad price for a company with SNC's balance sheet and uncertain prospects. Other ventures—notably CBS Cable and The Entertainment Channel—left the business with nothing to show for the heavy losses they sustained.

Before ABC and GWSC got together to form SNC, both were working separately on cable news services, said Herb Granath. "We knew there wasn't room [for two more] cable news services in the marketplace," he said. At the time, he added, a joint cable news venture to challenge CNN seemed viable. But after the joint plans were under way, he said, ABC, CBS and NBC increased their news output and "Turner, I think, did a smart thing in launching CNN Headline to counter us." There simply weren't enough advertising dollars to support them all, he said.

For Turner and his news services, eliminating his competition—even at the cost of \$25 million—seems to make good business sense. According to Bonnie Cook, a securities analyst and vice president at J.C. Bradford & Co. of Nashville, the removal of SNC from the marketplace could mean the difference between a \$16 million loss from Turner's news services (\$10 million from CNN and \$6 million from CNN Headline News) this year and break even or a slight profit from them next year. Over the summer, Turner had to renegotiate most of the original affiliation contracts for CNN, Cook

explained, and during those negotiations cable affiliates forced Turner to reduce—in some cases drastically—the monthly subscriber fees, which have accounted for 40% of CNN's revenue, by threatening to switch to SNC, which charges no monthly fees. Prior to the negotiations, Cook estimated that the news services would lose \$3 million to \$4 million this year, but after evaluating the new contracts, she revised her estimates upward to \$16 million. With SNC out of the picture, she said, Turner, after a "reasonable" period, can return to the cable operators who put the squeeze on him last summer and put the squeeze on them. "If CNN is the only game in town," she said, "Turner can say: 'If you want to play, you've got to play.'"

CNN and CNN Headline News will also benefit from the addition of millions of old SNC viewers to their audiences. Although some SNC subscribers already receive one or both of the Turner services, Cook said, some 6 million new homes will be added to the Turner roles. Regardless of which service they turn up on, Turner will be able to increase his advertising rates, she said, and, if they end up on CNN, Turner will enjoy a boost in subscriber-fee revenue as well. CNN Headline News does not charge subscriber fees.

Neither Turner nor Bill Bevins, Turner's vice president, finance, would comment on what impact the buy-out of SNC would have on the balance sheet. Asked why he paid \$25 million to eliminate a competitor that might have pulled the plug within a year or two to stop the flow of red ink, Turner said there was always the chance that SNC might eventually succeed. Given that possibility, he said, "I did not demand an unconditional surrender."

TBS reported a net profit of \$6.3 million on revenues of \$104.9 million for the first six months of 1983. Cook estimates that it will end the year with an \$18 million profit on revenues of \$230 million. (The failure of Turner's Atlanta Braves baseball team to make it into the playoffs, she noted, will

probably cost the company between \$1 million and \$1.5 million.)

According to Bevins, the \$25 million needed for the deal is included in a \$130-million refinancing package that Turner arranged with a group of four banks two weeks ago. The package includes a \$95-million term loan with a five-year pay-out and \$35 million in revolving credit that is open for three years and then converts to a term loan with a four-year pay-out. The banks: Manufacturers Hanover Trust, Citibank, Bank of America and Bankers Trust.

The most immediate impact of the Turner-SNC deal is being felt by the SNC's 350-400 employees. Most had been braced for the news which they received via the Hayes memo last Wednesday, having followed the negotiations in the general and trade press for three weeks. According to employees in the 85-person Washington bureau, ABC and Group W, as they promised, were making efforts to place employees within their expansive organizations. Although the network doesn't shut down until the end of the month, one employee said, he was told to spend "98% of his time working finding a job, and 2% working on [SNC]." Employees were also promised between five and 10 weeks of severance pay, depending on how long they had been with the network, and pay for unspent vacation time, they said.

The impression at the Washington bureau was that Group W was the party that got cold feet. They said ABC is currently obsessed with the Olympics, the 1984 elections and Peter Jennings and, had it not been persuaded to go along with the Turner deal, would not even have revisited the question of SNC's future for 18 months.

SNC delivered just what it had promised it would—a continuous update on world events as they happened. And SNC's employees can take solace in that fact. "To my view, there are several reasons for the shut-down," Hayes told them, "but none of them reflects at all on your hard work, skill, spirit and professionalism. We should all be proud of the work we've done." □

What's left after the sale

With SNC gone, Group W Satellite Communications and ABC Video Enterprises re-examine and reorganize various operations

In so many words, executives on both sides of the Satellite News Channel partnership acknowledge that the sale of that service to rival cable news service CNN represented a failure on their part to adequately assess the public demand—which translates into advertiser demand—for additional news programming. And the decision to scrap SNC is only the latest so far in a series of cable program-related setbacks that both Group W Satellite Communications and ABC Video Enterprises have incurred. The question that many are asking now is what lies ahead for those two companies?

It was just about one year ago that GWSC suffered its first setback, when Walt Disney

Productions cut GWSC out of the Disney Channel partnership, deciding to go it alone. And, more recently, at just about the time that negotiations began between lawyers representing CNN and SNC, the decision was made at the highest corporate levels of Westinghouse Broadcasting and Cable to sharply reduce the scope of GWSC's rather ambitious plan to develop a six-region, satellite-interconnected pay sports network. That decision led to the resignation, effective last Tuesday (Oct. 11) of Jonathan Hayes, GWSC president. He has been replaced for the time being (and perhaps permanently) by Harlan Rosenzweig, previously second in command to Hayes. GWSC hopes to be able to establish two separate and unconnected regional pay sports networks—one serving the Seattle area and the other serving the Baltimore-Washington area.

In addition to the two pay sports ventures,

GWSC is left with a marketing and promotional service agreement with the Nashville Network, the marketing and distribution of Group W's own Home Theater Network (a family-oriented pay movie service with about 170,000 subscribers), a marketing agreement with Black Entertainment Television and a new GWSC business, SpotNet, a commercial distribution service via satellite, which is scheduled to begin operation by the end of this month.

While those projects would appear to be enough to keep the GWSC staff occupied over the coming months, Dan Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable, left open the possibility that those projects could be carried out separately without the need for the GWSC umbrella organization. "I think that the projects we have left will be going forward," he said, "but whether they will be done out of Stamford [GWSC's Connecticut headquarters]... I don't think we've decided that yet." As an example of the kinds of operational questions he and other company officials (most notably William Baker, president of Group W's television group and chairman of GWSC) will be grappling with over the next few months, he cited the Nashville Network. It's conceivable, he said, that

a decision might be made that its marketing efforts could best be handled out of Group W Television Sales in New York. But at this stage, he said, those questions are still unanswered. "We've pretty much decided what we're going to do and what we're not going to do, but we still have to wrestle with the problems of how we are going to get it all done."

There have been reports that the board of directors of Group W's parent company, Westinghouse Electric, has increasingly become dissatisfied with the losses that GWSC has accrued, including about half of the estimated \$40 million that SNC has lost over the past year alone. And if the green light had been given for the six-region sports network that Hayes had pushed for, capital expenditures for GWSC in the coming year surely would have outpaced the \$52.3 million in profits reported by the entire broadcasting and cable operation in 1982.

Ritchie insists, however, that no pressure has been placed upon him by the board to alter the situation concerning SNC. That was a "joint decision," he said, made by himself and Herb Granath, president of ABC Video Enterprises. He did acknowledge, however, that "greater interaction" occurred between the parent board and the broadcast and cable

subsidiary concerning the decision not to fund the elaborate sports network plan, which was announced in June at the National Cable Television Association convention in Houston. "The Sports Network plan was just getting out of hand," he explained, and the decision to pare it back was "a budgetary one. The parent company has a limit to what it can handle too, and in the case of TSN, while I say it was our decision to do what we are doing, there were budgetary limitations."

ABCVE's Granath stressed last week that the sale of SNC does not mean ABC is retreating from the cable program marketplace. "The ABC board is just as committed as they were going in" to the Video Enterprises operation, he said. The restructuring of ARTS and Daytime should enable them to meet the three-to-five year turnaround deadline for making a profit initially set for them, Granath added.

The company is also very much committed to testing the TeleFirst project in the Chicago market beginning Jan. 15, he said. "We're not sure whether it will work out or not," he said, but added that the company should know within "nine months to a year" whether the concept can be turned into a profitable venture. □

Sorting through the fallout of cable programing

Services are beginning to feel the effects of Darwinism, as offerings merge or die

Ted Turner's purchase of Satellite News Channels follows a busy year of contractions, mergers and disappearances of cable programing services from what last year was being called a "cornucopia in the sky." To be sure, cable does not yet suffer from a want of programing, but last week's events exemplify the programing evolution going on in the industry.

It began a little over a year ago, in September 1982, when CBS Inc. announced that it was shutting down CBS Cable after having lost \$30 million. Five months later, in February, The Entertainment Channel, a joint venture between Rockefeller Center Inc. and RCA, announced it would pull the plug March 31 after nine months, with a reported loss of \$35 million.

The past year has also seen important realignments among the major players in cable programing, especially among the pay services. Showtime, the general entertainment pay service, has settled in with its fourth set of parents. It is now owned by Viacom (50%), Warner Communications Inc. (31%) and Warner Amex Cable Communications (19%).

Among the advertiser-supported services, ABC Video Enterprises and Hearst Corp.'s Daytime basic cable program services joined hands with Viacom's Cable Health Network to form Lifetime. The merged service, under a new partnership called HAVES (Hearst/ABC Viacom Entertainment Services), is expected to be operating by the end of this year. Program development and content is now under way.

The cultural basic cable program service ARTS, another ABC Video Enterprises-Hearst joint venture, is negotiating with the Entertainment Channel's former owners for the defunct services' exclusive U.S. rights to BBC programing.

The current level of cable penetration in the major markets is one of the major reasons cable program services are falling by the wayside, according to Robert L. Johnson, president of Black Entertainment Television. Last week's events, he said, "are the marketplace speaking loud and clear." At current penetration levels, Johnson believes, the market can only support one kind of advertiser-supported service. "Before anyone should seriously attempt launching a competing advertiser-supported service, they're going to have to wait until the major top 10 markets are wired to some level of maturity in their penetration, which to me looks closed to 1987-88 when cable is projected to be around 45-57 million homes."

And using Turner as an example, Johnson thinks that the programmer who is in the market first selling to advertisers may have a leg up on any competition that subsequently comes on the scene. While Johnson said increased penetration and channel capacity may narrow the advantage in the future, he believes that "advertisers are going to stick with who they know best." He described them as being "very circumspect" in what they buy these days, and especially cautious about new cable networks. "Advertisers are saying 'I'm going to wait a couple of years to see if you're still around, I'm not going to rush in and buy it just because you're on the satellite,'" Johnson explained. He added that cable operators are starting to say the same thing.

The advertising community was equally cautious about generalizing too much about fallout from the CNN-SNC deal. "I don't know what you can read into it really, other than to say it was a misguided concept to begin with to think that there was a market for more than one 24-hour news service," noted Jay James, vice president of video technology and programing, Doyle Dane Bernbach. James believes there's money to be made in cable programing: he points to TBS and CBN as two networks that are now turning profits, and USA Network, CNN and MTV as three that are "close to profitability." "Even if they're operating as a loss, so are a lot of other businesses in their first two or three years," James said.

James said that to make money in cable programing, "you've got to come up with a unique product." He estimates that by 1990 there will be 12 advertiser-supported cable networks in existence. But, he added, the service must also not be too unique, otherwise it won't generate minimum subscribers. In regard to the Cable Health Network and Daytime merger, James said: "I always questioned whether there was a need for 24 hours of health programing per day, or 24 hours of women's programing."

Wall Street, however, is taking a harder view. Analysts, who say they were pessimistic about advertiser-supported cable programing in the beginning, claim their predictions are bearing out. Communications analyst John Reidy said: "It was obvious to us from the outset that cable programing, except on a pay basis, was going to be a hard row to hoe." He said there are very few services that have a "clear shot." And those that do, he noted, have had to institute carriage fees to inch towards profitability. □

Children's programming: How much is enough?

That's major question left unresolved at NAB conference; educators, Charren, Rivera say number is shrinking and should be remedied through regulation; broadcasters say that's misconception

Washington's attention was focused on children's television last week when more than 125 broadcasters and educators gathered in Washington to discuss the status of children's programming, screen shows from stations around the country and debate what, if anything, should be done to improve the quality and quantity of material broadcast. The forum for that debate was a three-day conference held by the National Association of Broadcasters called Children's Television: Still Growing Strong.

The conclusions drawn by the participants were varied. Broadcasters who came to show their product and exchange ideas were happy NAB reinstated its children's programming conference, last held in June 1980. Educators were also pleased to see the conference revived. But the overwhelming opinion from the academic sector was that the broadcasting industry's commitment to children was waning.

Overall, the 15 programs screened were given high marks. The key issue that emerged, however, was not over the quality of children's program but the quantity. While educators and some producers expressed concern about the quality of the programs produced, most also worried that the amount of both network and local children's programming was shrinking.

That concern was summed up by Action for Children's Television President Peggy Charren during a panel session entitled, "What the Grownups Have to Say." "NAB is suffering from the delusion that there is enough children's programming. NAB believes that PBS can do it all. NAB says that local stations are doing it. Yes, local stations are doing it, but not all local stations and not enough," she said. (Also last week, ACT filed a petition with the FCC charging that many of the children's programs on commercial television are not really programs at all, but "program-length commercials" [see story, page 54].)

Charren's concerns were later echoed by FCC Commissioner Henry Rivera, who came out swinging against the industry during the closing luncheon. The FCC commissioner criticized broadcasting, saying he is still dissatisfied with the amount of children's programming available. Rivera announced his support for broadcast deregulation legislation that would contain "some kind of children's programming responsibility."

"As entities with an exclusive license to use the spectrum, broadcasters have benefited substantially from the use of a public resource," Rivera said. "In return, the public is entitled to a dividend. At a minimum, that dividend should include regular, diverse and enriching programming for children," he added.

The FCC commissioner was skeptical about the fate of the FCC's pending chil-

dren's television rulemaking. "If Chairman Fowler's stated position on these issues prevails, I would expect that the 1974 children's policy statement will be rescinded, that the children's programming question on your form 303's will be struck and that no alternative regulatory safeguards will be adopted." He warned that children's programs on commercial television could go the way of the "dodo bird."

This is not the first time Rivera criticized the industry's performance on children's programming. In the past he called for the formation of an advisory committee on children's television (BROADCASTING, March 23).

"As I have previously commented, I believe children's television is on the decline, that what exists comes all too infrequently and is often of disappointing value," Rivera

said. "I in no way mean to overlook the excellence of particular children's shows, only to say that it is my impression that there is too little commercial television designed specifically for kids available on any kind of frequent basis," the FCC commissioner continued.

Broadcasters, he said, insist that there is no decline in children's programming, but the demise of *Captain Kangaroo*, *Animals, Animals, Animals*, *30 Minutes* and the *Wonderful World of Disney*, he argued, would indicate otherwise. After a random check of program schedules around the country, Rivera said he found that in most places network affiliates aired children's programs primarily on Saturday mornings and that only the independent television stations carried regularly scheduled weekday shows for chil-



Rice



Rivera



Outside opinions. A variety of views were expressed on this panel about television and its impact on children. Seated (l-r): Phyllis Tucker Vinson, vice president, children's programs, NBC Entertainment; professor David Elkind, Tufts University, Medford, Mass.; Charren; Mink, and Littner.



Teamwork. Broadcasters and educators working together on children's television was the subject of this workshop. From left to right: Marx, Brokaw, Field and Campbell.

dren. "The majority of these shows, both weekday and weekend, are cartoons. Based on this thumbnail, and admittedly unscientific, review, it is hard for me to believe the quantity and quality of children's programming available on commercial stations has not decreased markedly since the FCC last surveyed the issue in 1978," he said.

Rivera suggested the NAB submit a comprehensive study to the FCC's children's television rulemaking showing exactly what's being broadcast. "My mind is certainly open about what is really happening. And if I am way off base, I'd like to know it—the sooner the better," he said.

Rivera objected to arguments that programming offered on cable and public television should be considered in evaluating the commercial broadcaster's performance or counted on as a primary means of addressing the viewing needs of children. "Even if public television were fully funded and universally available, it is not fair to expect public television to be the super-programmers for our youth. No one would ever suggest that because PBS carries the *MacNeil/Lehrer News Hour*, that nightly or morning news shows by commercial broadcasters are unnecessary. Why should we take that approach when it comes to children's shows?" Rivera asked.

He advised the broadcasters "not to get caught short," when the "deregulatory fever" breaks. "It may be tempting to offer

nothing but weekend cartoons and an occasional special, but when the regulatory pendulum swings again—and you know it will—regulation may come back with a vengeance," Rivera said.

There was much discussion throughout the conference on proposals to set government programming requirements and participants were split down the middle on the issue. Educators urged the broadcasters to embrace a bill introduced two weeks ago by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), that would require broadcasters to air an hour of educational programming five days a week (BROADCASTING, Oct. 10). Some participants felt that the NAB's "sudden interest" in children's programming was primarily in response to congressional and FCC pressures.

Crawford Rice, Gaylord Broadcasting, Dallas, and chairman of the NAB's children's television committee, stated the industry's point of view in his opening remarks: "...broadcasters and government are in agreement on the most important issue involving television and children. We both agree that children are a special, sensitive group which can be effectively served by television," Rice told the group. "Where broadcasters diverge from some government officials is that we believe television can serve children better if it is unencumbered by government attempts to dictate the content, scheduling and amount of children's

programming."

He said the purpose of the conference was twofold. "First, to demonstrate that broadcasters are, in fact, doing a great deal in the area of children's television. The second purpose frankly is to stimulate ourselves and everyone else in the broadcasting community to do even more and to do it even better," Rice said.

He also announced that NAB is considering making the conference a yearly event in conjunction with the NAB's annual convention."

"To begin this conference on a positive note," he continued, "I would like to observe that broadcasters and government are in agreement on the most important issue involving television and children. We both agree that children are a special, sensitive group which can be effectively served by television," Rice told the group.

Rice also released the results of a survey conducted by the association on children's television. NAB surveyed 600 TV stations and got replies from 236. All of the stations reported carrying either locally produced or syndicated children's programs, Rice said. Roughly 200 reported producing local children's programs, with many scheduled in the Monday through Friday period, he reported.

"More than two-thirds reported that they produced local public service announcements directed to children. Nearly two-thirds reported that they were involved in some type of community outreach activities involving children," he continued.

If the conference failed to attract congressional attention because the legislators were in recess last week, it made up for it through national media coverage. More than 35 representatives from the press attended the conference. NAB President Edward Fritts and other NAB executives were interviewed for a series of national news stories by organizations including *Entertainment Tonight*, Satellite News Channel and local Washington papers and TV stations.

The broadcasting industry's continued commitment to children's programming was emphasized throughout the conference. Representatives from the ABC, NBC and CBS children's programming departments moderated workshops that informed the audience about the programming available, how to promote it and how to create it.

Squire Rushnell, vice president of long-range planning and children's television, ABC, moderated a panel called "The Nelson's Don't Live Here Anymore," which focused on children and families of the 80's and how to gear programming to reflect the interests and concerns of the new generation. Joanne Brokaw, vice president of educational and community services for CBS and Ted Field, director, children's programs/day specials, CBS, led a discussion on educators and broadcasters working together. Panelist Karen Klass Jaffe, communications specialist, National Education Association; Stephanie Campbell, program director, WDCA-TV Washington, and Camille Faith Marx, a Baltimore teacher, cited examples of how educators are already working with network affiliates and independent stations



Helpful hints. Station managers and advertisers had some advice for children's program producers on how to sell their ideas to management. L-r are: William Dilday, WLBT(TV) Jackson, Miss.; Alex Gerster, senior vice president, media and programing services, Grey Advertising; Greg Stone, wsoc-TV Charlotte, N.C., and Stan Marinoff, WISN-TV Milwaukee.



Community outreach. Not only are TV broadcasters producing children's programming but there are numerous community-related projects stations can undertake in connection with the programs. Those ideas were exchanged by (l-r): Carl Haug, WKRG-TV Mobile, Ala.; Trish Weaver, WFTV(TV) Orlando, Fla.; Roy Danish, director of Television Information Office, New York, and Gay Ball, WTAF-TV Philadelphia.

to generate awareness about programs.

One example cited by Jaffee was the January/February 1983 issue of the NEA's newspaper which included a guide written by a New Jersey teacher for the ABC production of *Winds of War*. The April edition, she said, "included a guide for the *CBS Afternoon Playhouse* drama—*Revenge of the Nerd* written by Camille Faith, who also wrote a guide, which the NEA distributed last fall for ABC's *The Wave*, that was so successful we decided to make TV study guides an ongoing project."

Through the use of these curriculum guides, educators have been able to use television to their advantage, and "by working together, some of the minuses from television can turn into pluses," Marx said.

There was encouraging news for the industry too. Dr. Ner Littner, a doctor with the Chicago Institute for Psychoanalysis, told the broadcasters that studies conducted by the National Coalition on Television Violence that claim television has a harmful effect on children were "unadulterated crap."

"Television is our latest scapegoat for helping those of us who are parents avoid facing the unpleasant fact that we are the ones entirely responsible for our children being violent, or being passive or eating an excess of highly sugared cereals," Littner maintained. He argued that "as long as we can blame it all on television, we can try to conceal from ourselves the facts that we parents are actively engaged in producing children who are mentally ill; we are actively engaged in perpetuating the traumatic conditions that breed emotionally disturbed children, and we are carefully avoiding developing resources that would help our sick

children get well."

Littner contended that "much of the so-called research on the effects of television viewing on children belongs in the never-never land of self-fulfilling prophecies." He suggested that rather than monitoring television, activist groups should spend their energies pushing for an increase in, and improvement of, mental health resources. "I believe that the traumatic impact of television programs or commercials on children is being grossly and dangerously exaggerated." Littner urged those present to resist all attempts from pressure groups to sway their judgment. "You really have to follow your own gut feelings about what is the best approach."

Eric Mink, television critic for the *St. Louis Post-Dispatch*, sympathized with broadcasters' concerns about government intervention. He felt that children were spending too much time in front of the television, but objected to the government dictating programming requirements. "I am not thrilled with children's television. Most of it is pretty rotten. But that's no excuse for the government to get into the media business," Mink said.

The session's workshops and screening sessions appeared to be well received. The programs attracting the most praise were: *Heads Up*, WBAL(TV) Baltimore; *Crumpets Corner*, WCVB-TV Boston; *Miss Fran*, KTVY(TV) Oklahoma City; *Kids Corner*, WLBT(TV) Jackson, Miss., and *Action News for Kids*, WBNG(TV) Binghamton, N.Y.

"Everything I've seen has provided a good foundation and has been most helpful," said Joyce Eves, public affairs director for WDSU-TV New Orleans. Eves's station is in-

terested in doing children's programming and she said she picked up many "helpful hints." Karen Peckham, a writer and producer for WSOC-TV Charlotte, N.C., said the conference served as a "trading post," for ideas. □

Arbitron's new ADI's

Arbitron has released its 1983-84 area of dominant influence (ADI) rankings for U.S. television markets. Only one ADI changes, with Farmington, N.M., formerly its own ADI, now being included in the Albuquerque, N.M., market. That reduces total ADI's from 210 to 209. Arbitron's new listing estimates the nation's television households at 83,971,800, up 0.61% from last year's 83,462,600.

Top market changes include Houston moving from 11th to 10th; Cleveland dropping out of the top 10, from ninth to 11th, and Dallas-Fort Worth moving from 10th to ninth. Seattle-Takoma, Wash., moved past Atlanta to 15th, dropping Atlanta one notch to 16th. Sacramento-Stockton, Calif., replaced Baltimore in 20th position, with the latter dropping to 21st.

Arbitron has renamed four markets: Cedar Rapids-Waterloo-Dubuque, Iowa; Bristol, Va.-Kingsport-Johnson City, Tenn./Tri-Cities; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill., and Orlando-Daytona Beach-Melbourne, Fla.

New Old rank rank	Market	TV Households
1 1	New York	6,474,700
2 2	Los Angeles	4,318,000
3 3	Chicago	2,968,100
4 4	Philadelphia	2,481,800
5 5	San Francisco	2,025,900
6 6	Boston	1,933,300
7 7	Detroit	1,644,000
8 8	Washington	1,522,400
9 10	Dallas-Fort Worth	1,454,400
10 11	Houston	1,401,100
11 9	Cleveland	1,391,400
12 12	Pittsburgh	1,175,200
13 13	Miami	1,162,300
14 14	Minneapolis-St. Paul	1,149,500
15 16	Seattle-Tacoma	1,130,500
16 15	Atlanta	1,123,300
17 17	Tampa-St. Petersburg, Fla.	1,105,800
18 18	St. Louis	1,032,300
19 19	Denver	937,700
20 21	Sacramento-Stockton, Calif.	980,600
21 20	Baltimore	851,800
22 24	Hartford-New Haven, Conn.	806,500
23 22	Portland, Ore.	804,600
24 23	Indianapolis	804,500
25 25	Phoenix	780,000
26 26	San Diego	735,000
27 27	Kansas City	711,700
28 28	Cincinnati	692,800
29 30	Milwaukee	687,400
30 33	Orlando-Daytona Beach-Melbourne, Fla.	646,100
31 30	Nashville	644,100
32 31	Charlotte, N.C.	626,500
33 32	Buffalo, N.Y.	616,000
34 34	New Orleans	612,800
35 35	Columbus, Ohio	581,400
36 39	Greenville-Spartanburg, S.C.-Asheville, N.C.	579,400
37 38	Raleigh-Durham, N.C.	572,300
38 37	Grand Rapids-Kalamazoo-Battle Creek, Mich.	



What children think. This session featuring Mac McGarry, host of *It's Academic*, WRC-TV Washington, and children from the metropolitan area was a lively event. The youths talked about TV and fielded questions from the audience about their viewing habits. They all watched television regularly and NBC-TV's *Different Strokes*, *A Team* and *Knight Rider*, and public television's *3-2-1 Contact*, were at the top of their list. Cartoons were the least favorite of this group, composed of mostly nine-, 10- and 11-year-olds. The majority of their parents seemed to play an active role in their daily viewing routines, although some of the children had their own sets and complete control over the dial. They wanted to see more sitcoms with children in lead roles. They enjoy those programs the most because they feel they reflect real-life situations faced by average children.

New Old			TV	New Old			TV	New Old			TV
rank	rank	Market	Households	rank	rank	Market	Households	rank	rank	Market	Households
38	36	Memphis	572,300	103	106	El Paso	201,400	155	155	Abilene-Sweetwater, Tex.	114,400
40	40	Oklahoma City	572,100	105	104	Colorado Springs-Pueblo, Colo.	199,700	156	156	Bangor, Me.	108,600
				106	101	Madison, Wis.	195,700	157	157	Idaho Falls-Pocatello	107,400
41	41	Providence, R.I.-New Bedford, Mass.	557,800	107	107	Savannah, Ga.	194,200	158	158	Utica, N.Y.	101,400
42	42	Salt Lake City	548,400	108	110	Salinas-Monterey, Calif.	188,900	159	160	Tyler, Tex.	98,200
43	43	Charleston-Huntington, W. Va.	528,400	109	113	Lafayette, La.	187,500	160	159	Dothan, Ala.	95,300
44	44	Louisville, Ky.	509,600					161	161	Rapid City, S.D.	95,200
45	45	San Antonio, Tex.	506,200	111	111	Charleston, S.C.	187,100	162	168	Clarksburg-Weston, W.Va.	88,200
46	48	Harrisburg-York-Lancaster-Lebanon, Pa.	503,000	112	117	Fort Myers-Naples, Fla.	183,300	163	174	Alexandria, La.	85,200
47	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	498,200	113	112	Columbus, Ga.	182,800	164	163	Laurel-Hattiesburg, Miss.	84,700
48	47	Birmingham, Ala.	482,500	114	105	Monroe, La.-El Dorado, Ark.	182,600	165	164	Elmira, N.Y.	83,200
49	49	Dayton, Ohio	475,500	115	115	Amarillo, Tex.	179,900	166	165	Salisbury, Md.	81,400
50	51	Greensboro-Winston Salem-High Point, N.C.	473,000	116	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	178,100	167	169	Watertown-Carthage, N.Y.	75,500
				117	114	Duluth, Minn.-Superior, Wis.	176,300	168	162	Lake Charles, La.	75,400
51	52	Albany-Schenectady-Troy, N.Y.	470,000	118	118	Joplin, Mo.-Pittsburg, Kan.	173,400	169	167	Billings-Hardin, Mont.	75,300
52	50	Wilkes Barre-Scranton, Pa.	466,800	119	119	Montgomery, Ala.	170,000	170	170	Gainesville, Fla.	74,900
53	54	Little Rock, Ark.	447,000	120	121	Beaumont-Port Arthur, Tex.	169,900	171	171	Meridian, Miss.	71,500
54	55	Shreveport, La.-Texarkana	446,600	120	124	McAllen-Brownsville, Tex.	169,900	172	172	Ardmore-Ada, Okla.	69,500
55	57	Tulsa, Okla.	445,100	122	120	Yakima, Wash.	169,800	173	173	Jonesboro, Ark.	66,400
56	53	Flint-Saginaw-Bay City, Mich.	443,900	123	129	Wheeling, W. Va.-Steubenville, Pa.	164,400	174	175	Greenwood-Greenville, Miss.	65,900
57	56	Richmond, Va.	442,300	124	125	Reno	163,400	175	176	Panama City, Fla.	65,100
58	59	Wichita-Hutchinson, Kan.	416,900	125	136	Corpus Christi, Tex.	162,600	176	177	Great Falls, Mont.	63,300
59	58	Knoxville, Tenn.	410,500	126	122	Eugene, Ore.	162,000	177	178	El Centro, Calif.-Yuma, Ariz.	62,500
60	60	Toledo, Ohio	403,200	126	123	Terre Haute, Ind.	162,000	178	166	Alexandria, Minn.	61,400
				128	127	Tallahassee, Fla.	161,800	179	179	Bilox-Gulfport-Pascagoula, Miss.	59,100
61	61	Mobile, Ala.-Pensacola, Fla.	401,700	129	133	La Crosse-Eau Claire, Wis.	158,900	180	180	Casper-Riverton, Wyo.	57,800
62	68	Albuquerque, N.M.	394,200	130	128	Wichita Falls, Tex.-Lawton, Okla.	157,600	181	181	Eureka, Calif.	56,600
63	64	West Palm Beach, Fla.	388,300	131	134	Lubbock, Tex.	157,400	182	184	Roswell, N.M.	55,900
64	62	Jacksonville, Fla.	384,500	132	130	Wausau-Rhineland, Wis.	155,900	183	183	Jackson, Tenn.	55,500
65	63	Fresno, Calif.	379,400	133	132	Traverse City-Cadillac, Mich.	151,900	184	182	Marquette, Mich.	55,400
66	67	Syracuse, N.Y.	360,100	134	135	Binghamton, N.Y.	151,400	185	186	Grand Junction, Colo.	54,000
67	65	Des Moines	357,700	135	137	Sioux City, Iowa	148,200	186	188	Palm Springs, Calif.	51,500
68	66	Roanoke-Lynchburg, Va.	355,300	136	143	Columbus-Tupleo, Miss.	147,300	187	185	Bowling Green, Ky.	50,600
69	69	Green Bay, Wis.	352,600	137	126	Boise, Idaho	146,300	188	187	Tuscaloosa, Ala.	49,800
70	71	Rochester, N.Y.	341,600	138	140	Chico-Redding, Calif.	145,200	189	189	Cheyenne, Wyo.	49,700
				139	141	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,700	190	190	St. Joseph, Mo.	48,600
71	70	Omaha	339,400	140	138	Macon, Ga.	144,200	191	191	Lafayette, Ind.	45,300
72	72	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	331,200	141	139	Columbia-Jefferson City, Mo.	140,100	192	192	Anniston, Ala.	42,300
73	74	Springfield-Decatur-Champaign, Ill.	328,300	142	142	Minot-Bismarck-Dickinson, N.D.	138,400	193	193	Lima, Ohio	39,600
74	75	Spokane, Wash.	323,700	143	131	Bluefield-Beckley-Oak Hill, W.Va.	137,900	194	194	Parkersburg, W. Va.	37,400
75	73	Davenport, Iowa-Rock Island-Moline, Ill.	322,200	144	145	Odessa-Midland, Tex.	133,500	195	196	San Angelo, Tex.	37,000
76	76	Cedar Rapids-Waterloo-Dubuque, Iowa	322,000	145	146	Topeka, Kan.	132,600	196	195	Harrisonburg, Va.	36,700
77	78	Lexington, Ky.	302,900	146	144	Erie, Pa.	130,800	197	197	Mankato, Minn.	33,000
78	77	Portland-Poland Spring, Me.	301,800	147	150	Bakersfield, Calif.	130,200	198	199	Laredo, Tex.	31,900
79	79	Chattanooga, Tenn.	287,000	148	148	Fort Smith, Ark.	130,000	199	198	Zanesville, Ohio	30,300
80	83	Johnstown-Altoona, Pa.	280,200	149	147	Florence, S.C.	129,900	200	200	Presque Isle, Me.	29,100
				150	151	Wilmington, N.C.	124,700	201	203	Twin Falls, Idaho	26,200
81	80	South Bend-Elkhart, Ind.	279,300	152	153	Quincy, Ill.-Hannibal, Mo.	122,200	202	205	Victoria, Tex.	25,900
82	85	Austin, Tex.	276,000	153	154	Missoula-Butte, Mont.	118,200	203	204	Bend, Ore.	25,700
83	81	Youngstown, Pa.	274,700	154	152	Medford, Ore.	116,000	204	201	Ottumwa, Iowa-Kirkville, Mo.	24,600
84	86	Jackson, Miss.	273,500					205	206	Helena, Mont.	17,600
85	87	Tucson, Ariz.	271,500					206	207	Selma, Ala.	17,300
86	82	Springfield, Mo.	270,900					207	208	North Platte, Neb.	15,900
87	84	Bristol, Va.-Kingsport-Johnson City, Tenn.	267,200					208	209	Alpena, Mich.	15,300
88	88	Evansville, Ind.	258,500					209	210	Glendive, Mont.	6,300
89	89	Lincoln-Hastings-Kearney, Neb.	256,600								
90	90	Columbia, S.C.	249,300								
91	92	Baton Rouge, La.	246,300								
92	91	Huntsville-Decatur-Florence, Ala.	246,200								
93	94	Burlington, Va.-Plattsburgh, N.Y.	236,600								
94	95	Sioux Falls-Mitchell, S.D.	233,900								
95	93	Fort Wayne, Ind.	231,600								
96	96	Springfield, Mass.	230,100								
97	97	Waco-Temple, Tex.	221,600								
98	100	Greenville-New Bern-Washington, N.C.	213,400								
98	98	Lansing, Mich.	213,400								
100	99	Peoria, Ill.	210,700								
101	108	Fargo, N.D.	210,500								
102	102	Las Vegas	209,400								
103	103	Augusta, Me.	201,400								

Libel standard. The Oregon court of appeals last week came down on the side of private plaintiffs in libel suits. It said such plaintiffs need prove only that the defamatory statements resulted from negligence, not malice. The unanimous ruling reversed a decision of a lower court in a \$7.4-million libel suit filed against the *Willamette Week*, a weekly newspaper published in Portland, by the Bank of Portland and its president, Homer Wadsworth. They said they were libeled in a story printed in 1978 that questioned the propriety of the bank's dealings with several Portland businessmen. They contended the paper did not try to verify facts in the story and published a one-sided account provided mainly by one source. The counsel for the newspaper contended that ordinary negligence is not an appropriate standard in cases involving constitutionally protected freedom of the press.

And the Oregon Newspaper Publishers Association and the American Civil Liberties Union, which filed briefs in support of the newspaper, said the court in such cases should require plaintiffs to prove "malice"—that the paper knew the statements were false or published them with "reckless disregard of their truth or falsity." That is the standard the Supreme Court applies in libel cases involving public figures. But the court of appeals, in returning the case to the Multnomah County Circuit Court, said the negligence standard provides adequate protection to the media. It said, "The only First Amendment requirement relevant to this appeal is that, in a libel action by a private individual against a media defendant, the plaintiff must prove that the defendant was at least negligent in failing to ascertain whether the defamatory publication was true or false."

Selling stakes begin for off-network syndicated shows

'Hill Street' leads parade of network hits about to be sold in syndication number of viable programs making overall market tighter

A lively market for off-network syndicated programming, sparked by the recent or impending release of such hits as *Hill Street Blues*, *Magnum, P.I.* and *Fall Guy*, is shaping up in commercial television this fall. Demand for programming, heightened in recent years by a steady increase in competing stations and a decline in viable network shows, has been escalated further this season, according to programmers and syndicators, by more aggressive buying on the part of some station operators. At the same time, however, there is a clear perception among some key programmers that the shortage of syndicated programming is easing up and that this year's off-network marketplace may be one that, in many markets, favors buyers.

This year's marketplace, which centers around programs that would begin airing in 1986 or 1987, began to heat up with Victory Television's sale of MTM Enterprises' *Hill Street Blues* to the four stations of Tribune Broadcasting Co. in September. Reports of the package price for that sale, which would put *Hill Street Blues* on the air in New York, Chicago, Denver and New Orleans starting no later than 1987, have ranged from \$20 million to \$30 million, with estimates on per-episode prices in New York pegged at between \$80,000 and \$100,000. Jim Victo-

ry, president of Victory Television, New York, would not comment on the price.

Since that sale, which gives Tribune's stations 10 runs of each episode over a period of up to eight years and guarantees against the program's being sold to a network for stripping outside prime time, Victory has not sold *Hill Street* to any other station group, although informal presentations have been made in some markets. "We're in no hurry," he said. "It's the most valuable property of the decade."

This week, MCA-TV plans to kick off its sales of *Magnum, P.I.* with a presentation in New York, followed by market-by-market sales presentations to station buyers, according to Don Menchel, president of MCA-TV.

Sales of the *Fall Guy* will begin next month, according to Robert Morin, vice president for worldwide syndication, 20th Century-Fox TV, who said some pre-release deals have already been made, including one to a group station operator.

Expected to enter the marketplace before too long are Embassy Telecommunications' *Facts of Life* and Columbia Pictures Television's *Police Story*. Barry Thurston, vice president for domestic syndication at Embassy, said no decision has been made on when to release *Facts of Life*, which would be available for airing in 1986. The company is concentrating its efforts now, he said, on the sale of *Archie Bunker's Place*, a program released early this year for airing starting in January 1984. Thurston would not

disclose how many stations have bought *Archie Bunker's Place*, but said there have been some major market buys.

Although this year's off-network hits are injecting renewed excitement into the marketplace, they are nonetheless part of a supply programers have known for years is dwindling. According to one major rep firm's estimates, *Magnum*, *Hill Street* and *Fall Guy* will be the only new off-network hours available for airing in 1986-87, compared with seven new hours this fall, and six in 1984-85. In 1987-88, the total may drop to two hour-long series and in 1988-89, to only one. In half-hour comedies, the shortage is far worse, according to that rep firm, with four shows available now, three for 1984-85, three for 1985-86 and one for 1986-87.

Along with the shortage in off-network programming, there is a growing scarcity of successful first-run programs, according to programmers, which is driving network affiliates to look for potential back-up programming in off-network. Last season, every new strip that went on the air eventually failed, a fact that has many programmers nervously eyeing early ratings, many of them disappointing, for this year's first-run crop (see story, page 64).

Into this competitive mix must be added the fact that 100 new independent stations are scheduled to go on the air in the coming year, all of them in need of programming. And to that must be added the growing trend among station operators to plan far in advance and purchase programming years before it is available for airing.

In past years, there was always adequate programming available for new season schedules and backup, said Thurston, but today: "If you allow a competitor to step in and buy something you might need, you are allowing someone else to force your hand, and you are no longer in control of your own destiny." Still, there are a number of programmers who believe this year's off-network market has the potential for becoming saturated. Many stations have made heavy commitments in recent years to pre-buy off-network shows that will be available for airing in the latter half of the 1980's, according to the programmer of a major-market independent, who wished to remain anonymous. Because of those buys, stations in many markets have enough product on hand to be able to pick and choose among the shows coming into the marketplace now.

Ed Aiken, vice president for programming at Petry Television in New York, believes programmers are "beginning to feel now that the panic we felt three years ago about an impending paucity of programming is ending." There is a shortage of half-hour sitcoms, he said, but the number of hour-long series being released or soon to be released has the potential for filling much of the void. "There is a lot of product available," he said, noting that such network fare as *That's Incredible*, *Simon & Simon*, *Gimme a Break*, *Falcon Crest*, *Dynasty* and *Knot's Landing* will in the next few years be likely to join *Benson*, *Diff'rent Strokes*, *Hart to Hart* and *Dallas* in syndication. □

More time, please. The FCC has asked the Court of Appeals in Washington for a bit more time to rework part of a case that had been before the court.

The case arose from a 1978 challenge by Alaskans for Better Media Inc. to the renewals of Northern Television Inc. for KTVB(TV), KBYR(AM) and KNIK(FM), all Anchorage, and KTVF(TV) and KCBF(AM), both Fairbanks, Alaska.

In a petition to deny, the citizens group alleged, among other things, that the licensee had violated FCC equal employment opportunity policies, had engaged in clipping and had improperly charged for public service announcements.

The full commission eventually renewed the licenses. At the same time, however, it found Northern's EEO programs and performance to be "poor" at all stations and it ordered Northern to submit detailed recruiting and employment reports with its next renewal applications.

Alaskans for Better Media appealed, and in the process of responding to briefs and reply briefs at the court, the FCC discovered it hadn't done its job right the first time around. In a motion for limited remand, the FCC said it was "apparent" that the commission's order had not addressed an issue of "possible" employment discrimination during the relevant license term.

The commission requested a partial remand (BROADCASTING, July 11), promising to "act expeditiously" so that it either could order a hearing on the employment discrimination issue, or justify a conclusion that the discrimination allegations could be resolved in the licensee's favor without necessitating a hearing. The court remanded the order for 60 days; that 60-day period ran out last Tuesday (Oct. 11).

Now, in another motion, the FCC has requested that the court permit it to work on the record until Oct. 31 "to address questions that only recently emerged from possible discrepancies in information filed by the licensee, before the commission considered what order should be adopted on remand."

More specifically, the Mass Media Bureau, in a letter to Northern Television, questioned why the licensee made different representations about its EEO performance in its 1977 renewal applications and in its responses to the FCC about the same issues last month. "We are concerned that misrepresentations of fact may have been made," the Mass Media Bureau said.

In its letter to Northern Television, the bureau requested explicit answers to additional questions to clear the record. It said the licensee had until Oct. 17 to respond.

THE LATE-NIGHT STORY:
#1 IN DETROIT...
#1 OF THE 4 INDIES IN L.A.!



It Gets You Where You Want To Be—First!

TAXI

Winner of 3 1983 Emmys, bringing TAXI's all-time total to 18!

THE DETROIT STORY*	Rating	Share	THE LOS ANGELES STORY**	Rating	Share
TAXI (WJBK)/ 11:30PM	10	25	TAXI (KTLA)/ 11:00PM	5	12
TONIGHT SHOW (WDIV)	9	23	BENNY HILL (KCOP)	3	7
NIGHTLINE (WXYZ)	8	21	VARIOUS/THE GONG SHOW (KHJ)	2	4
TWILIGHT ZONE (WKBD)	5	11	THICKE OF THE NIGHT (KTTV)	1	4
MOVIE (WXON)	3	7			

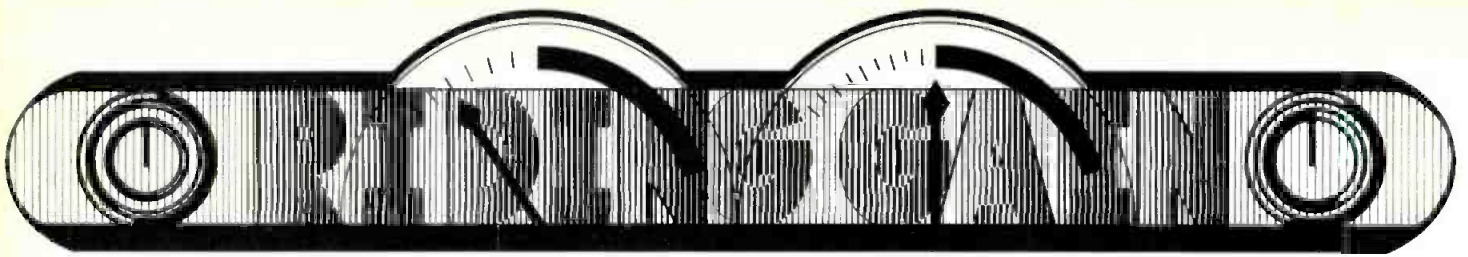
TAXI accelerates into first place in its third week in Detroit and continues to be #1 of the four independents in Los Angeles for the fourth straight week!

In early-fringe at 6:30, it's still #1 in New York (WNEW)* So early or late, call yourself a TAXI now—or you'll call yourself something else later!**

WJBK & KTLA: If you're happy now, wait 'til you see your demos!



*NSI: 10/3-7 11:30-12:00 Mid
 **NSI: 9/12-10/7 11:00-11:30PM
 ***NSI: 9/19-10/7 6:30-7:00PM



Listener profiles

Drake-Chenault Enterprises has done some research among listeners of its HitParade format—big band and pop adult hits—and has come up with some findings that its officials find interesting and in some cases surprising. The format is targeted at adults ages 35-54, and that's where the research was conducted—among 1,200 adults in that age group in six cities. In studio settings, researchers played some 900 songs and solicited the panelists' attitudes toward each.

One of the findings, Drake-Chenault officials said last week, was that the music preferences of the 35-44 and 45-54 age groups are quite different—but within each of those groups, there is no essential difference between the preferences of males and females. Moreover, despite the wide range of ages represented, many songs are popular throughout the 35-54 range: 40% of the 900 songs "tested well" across this range—and the number one song was found to be one that, according to Drake-Chenault sources, many program directors don't like (and therefore don't play): Debbie Boone's recording of "You Light Up My Life." (In the 45-54 group, number one was Glenn Miller's "In the Mood.")

The researchers also found that listeners in the 35-54 group are "more song-title oriented than artist-oriented—their liking one song by an artist doesn't necessarily mean they'll like another song by the same artist." And though no special effort was made to get country music listeners into the sample, country crossover songs fared well in the study, among them Charlie Rich's recording of "Behind Closed Doors" and Dolly Parton's "Here You Come Again."

The study was conducted by Bob Lowry of RML Research, Tucson, Ariz., who is also working on similar research for Drake-Chenault's contemporary and country formats. Both studies, officials say, are due to be completed by the end of the year.

Kennedy remembered

Special programming commemorating the 20th anniversary of the assassination of President John F. Kennedy will be offered on all six ABC Radio networks next month, including two 24-minute documentaries anchored by reporters Herb Kaplow and Bob Clark. In addition, an 18-part *Special Assignment* series of 60-second reports will follow the events of Nov. 22, 1963, chronologically, using news actualities, archive tapes, interviews with eyewitnesses and recollections by Clark, the ABC correspondent assigned to the Dallas motorcade. Finally, three special editions of *Newscall* will be fed, consisting of historical actualities from the ABC News Tape Library and the U.S. National Archive Library. The special programming will conclude with a roundtable discussion

on the Kennedy years on *Perspective*, with journalists Kaplow, Clark, Sander Vanocur and Vic Ratner. All material will be distributed Nov. 11 through Nov. 22 via both land-line and satellite.

In a separate announcement, ABC Direction Network said it is expanding its 14

weekend sports reports from 90 seconds to two minutes in length. The programs are anchored by Don Chevrier.

ABC Radio Sports has signed Carol Heiss Jenkins, former Olympic women's figure skating champion, as a color commentator for network coverage of the 1984 winter



Lone star edition. The Associated Press has formed the Texas AP Network, a statewide radio news network set to begin operation on Jan. 2, 1984. The new service will provide state and national news and sports to stations throughout Texas from studios at AP's Dallas bureau. Roy Steinfort, AP vice president and director of broadcast services, said the new state network will be commercial free and will be supported entirely by the fees charged to local affiliates. It will be delivered via the AP's satellite network. On hand for the signing of the service's first affiliates were: Herb Skoog, president, KGNB(AM)-KNBT(FM) New Braunfels (third from left) and, from left, Steinfort and Texas AP broadcast executives Mary Clunis and Doug Kienitz.



Twice honored. For the second time in five years, classical WFMT(FM) Chicago won the special Armstrong Award for Engineering and Technical Achievement. The presentation took place Oct. 4 in New Orleans during the National Radio Broadcasters Association annual convention. At the ceremony were (l-r): Ray Nordstrand, president and general manager, WFMT; Abe Voron, executive vice president, NRBA, and vice president and trustee of the Armstrong Memorial Research Foundation; and Alfred Antlitz Jr., director of engineering, WFMT.

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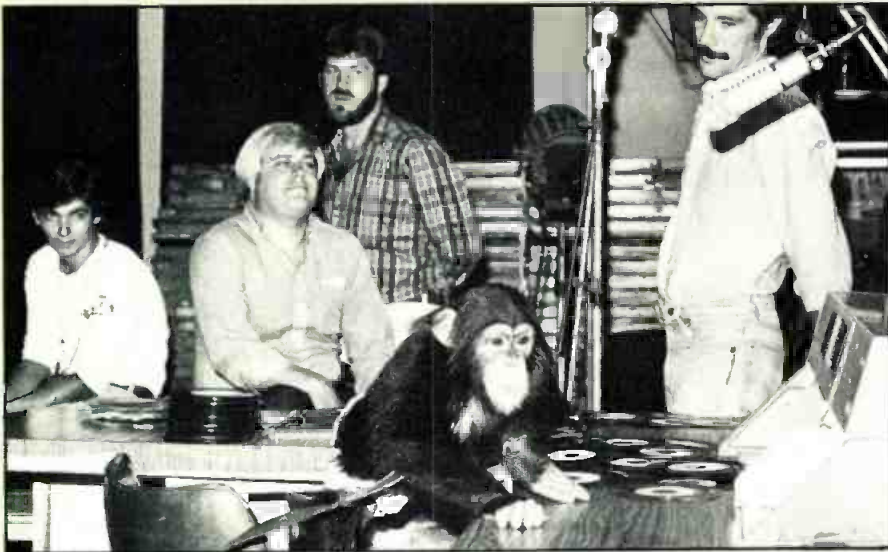
— Chicago Sun-Times

"A warm and wacky companion of a television show, a delightful place to spend idle time, a five-star watering hole!"

— Associated Press



TELEVISION DOMESTIC DISTRIBUTION



Monkey business. When WNCI-FM Columbus, Ohio, wanted its listeners to know it "didn't monkey around" with its music selection, it enlisted the help of the Columbus Zoo's "Sheba," a chimpanzee, to bring the message home. In the station's thirty-second television spot, Sheba (shown above with station production crew) is featured as a competing station's programmer, randomly selecting and then throwing around 45 rpm's. (The trick was achieved by hiding peanut butter cups inside the stack of records.) Art Ortega, general manager, wnci-fm, also appears in the commercial with Sheba on his lap. He closes the spot by telling Sheba she cannot work for him. WNCI-FM programs adult contemporary.

Olympics in Sarajevo, Yugoslavia. Olympic coverage will air on all six ABC networks.

Business offering

Today's Business, a daily, three-minute roundup of business news, will be available

to subscribers of Associated Press Radio and United Press International radio starting today (Oct. 17). To be produced by Audio Features Inc., New York, the series will include up to six 30-second stories, provided each day by Business Wire, a national press relations service. Martin Chatinover, editor

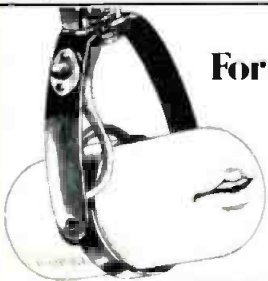
of *Business Relations Newsletter* and a financial relations and communications specialist, will anchor the daily audio feed, which joins Audio Features' current daily mix of about 15 minutes of feature material. *Today's Business* will air weekdays at 4:37 p.m. on AP Radio and at 4:50 p.m. over UPI Radio.

Seattle switch

KPLZ(FM) Seattle has changed from an adult contemporary to a contemporary hit radio format and adopted a new on-air identity, K-Plus FM. Personnel joining the station include: air personalities Jack Elliot, from KJR(AM) Seattle; Sky Walker, formerly assistant program director at KJR; Peter McLaine, from KUBE(FM) Seattle, and Mike Webb, from KKFJ(AM) Seattle. Liz Sommars, weekend news anchor, becomes news director.

Playback

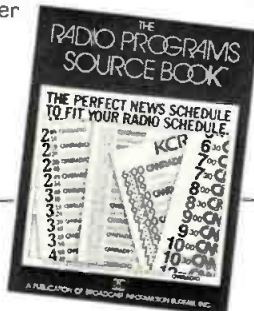
Strand Broadcast Services is offering *Music and Memories*, a weekly three-hour music series "wrapped around the hit music of the 50's, 60's and 70's," on a cash basis. The Manhattan Beach, Calif.-based syndicator will intercut music with interviews, news actualities and entertainment items in the new program, which is being offered on a market-exclusive basis for a New Year's Eve premiere. Strand owner and KHTZ(FM) Los Angeles air personality, Mike Caruthers, will host the series, written and produced by Ron B. Fineman, news anchor at KERN(AM)-KOXR(FM) Bakersfield, Calif. Strand has entered its fourth year of distributing the daily cash series, *Something You Should Know*, a 90-second public affairs feature clearing 65 markets.



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Well-equipped. ABC Radio Networks has shipped the first of its technical equipment for the upcoming winter Olympics to Sarajevo, Yugoslavia. "Technically, the winter Olympics will be the most demanding remote coverage the ABC Radio Networks have ever tackled. The coverage will be satellited on two separate channels, one for short-form Olympics programs and one for long-form coverage such as play-by-play," said Kent Coughlin, vice president and director of engineering and program operations for ABC.

Pictured in front of the gear are Edward McLaughlin, president, ABC Radio Networks (left) and Shelby Whitfield, executive producer and director of sports, ABC Radio Networks. Plans call for ABC to have six studio production areas at the broadcast center in Sarajevo. "We have also arranged to have 'repeaters,' or high-powered retransmission towers, on mountain tops in order to stay in touch with our folks at every Olympic venue," Coughlin added.



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To be independent, you've got to have choice. Each of the shows we've listed was a product of that choice. Each first aired on the CBS Television Network before the financial interest and syndication rules went into effect. Each was produced by an independent.

If you're in the independent production community, you've probably heard a lot of talk about the proposed changes in these rules. You've probably been told that if the rules are repealed, independent production will vanish, along with the rest of Hollywood.

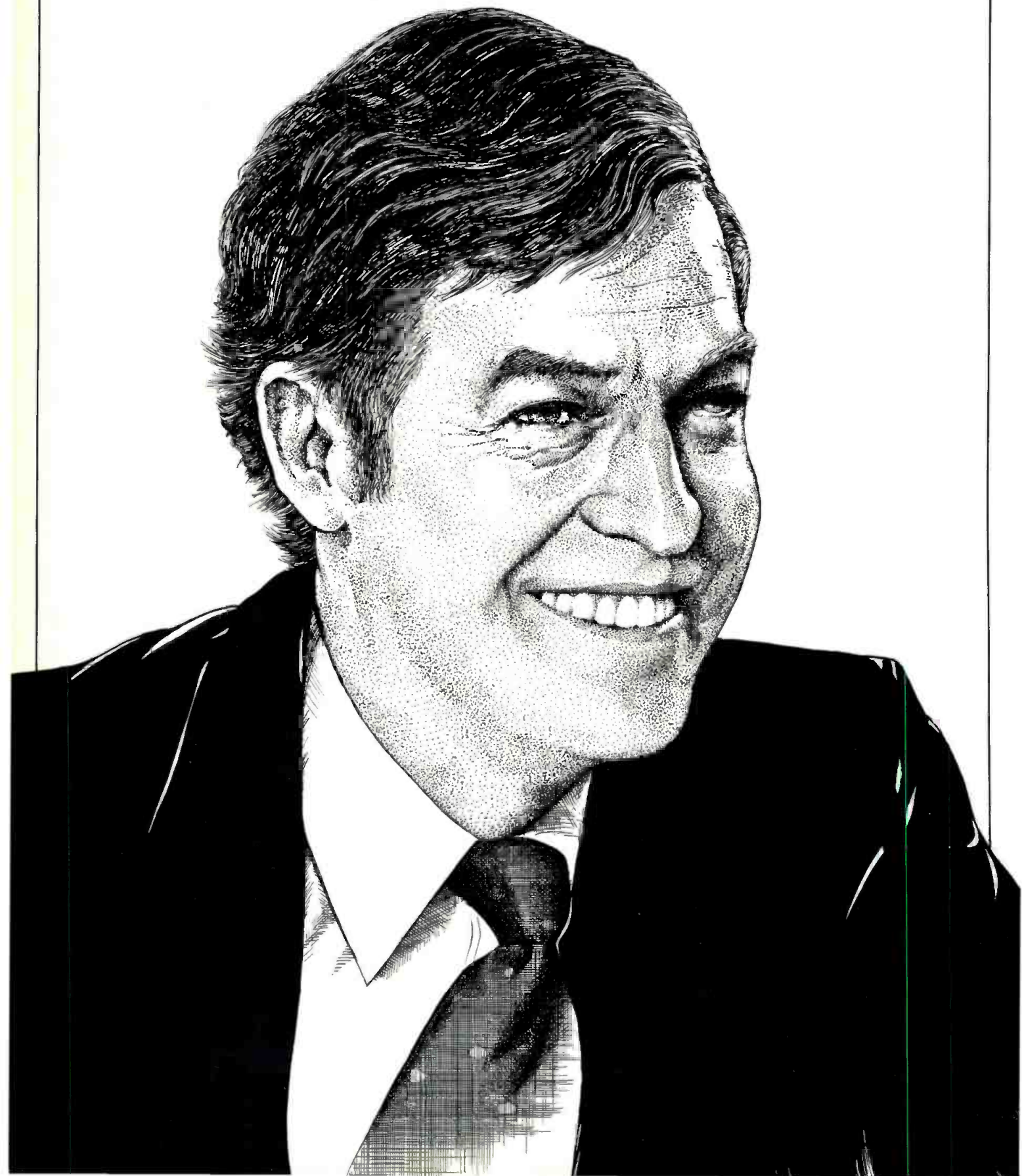
Let's be realistic. If you're independently financed, you won't vanish. You'll flourish. We don't want to hire you. We want to do business with you.

The major producers want to keep us from competing for your business. That's why they are leading the fight to keep these government rules. That's understandable from their point of view. But is it from yours? Do you really want the government telling you that you can deal with Paramount or Lorimar or Universal, but you can't deal with CBS or ABC or NBC?

If these rules are repealed, and a studio gives you a better deal than CBS, so be it. That's business. But it will be your choice. That's what this issue is all about—your choice to do business with whomever you want. Not the government's choice. Not the studios'. Not CBS's. But yours.

Think about it.





Tim Wirth could have it all. The chairman of the House Telecommunications Subcommittee brings a host of virtues to the political party—brains, good looks and an aptitude for hard work conspicuously among them. But he has yet to persuade his colleagues that the “A” he gets for ardor doesn’t stand for arrogance as well.

The Congressman and the Achilles Heel

You can work for Tim Wirth, or you can work against him—but you can’t work with him.” Or: “He’s a trimmer—he’ll trim his sails to catch the prevailing wind.” Or: “I don’t know if he wants legislation—his positions are so extreme.” Or: “Articulate, handsome and imposingly tall, Representative Timothy Wirth of Colorado is a natural leader of that group of young Democratic mugwumps known as neoliberals.”

Of those sometimes conflicting quotes—chosen more or less at random from a large collection—only the last is attributable (to William Greider, in a recent issue of *Rolling Stone*). The remainder are from colleagues and others familiar with the work of the chairman of the House Subcommittee on Telecommunications, Consumer Protection and Finance who prefer to remain anonymous. Whatever his other talents—and even his critics concede they are numerous—Wirth has a knack for stirring anger and resentment, perhaps envy, too, in the breasts of many who deal with him. Or, to cite still another not-for-attribution quote: “Tim has stepped on too many toes.”

For all of that, the 44-year-old Wirth, after eight years in the House, is regarded as a member who is emerging as a major force in that body. Indeed, the respected *Almanac of American Politics* says in its 1984 edition that “Wirth is arguably one of the most powerful and important members of the House today.” Foes concede that Wirth, a PhD in education, is bright and a bear for work, and say he is ambitious. (“He has a number of marshal’s batons in his knapsack,” remarks an unsympathetic staff member of the full committee. “Presidential, senatorial, what have you.”) Besides the chairmanship of a subcommittee that gives him a major voice in formulating policy for governing the telecommunications and securities industries, he is chairman of the House Democratic Caucus’s task force on economic policy and co-chairman of a Democratic National Committee advisory panel on economic policy, and is a member of the House Budget Committee. So he is well positioned to make a mark on the nation’s economic policy.

Making a mark is clearly what he has in mind to do. And to a degree, he has, and over a range of issues. He and Representative Henry Waxman (D-Calif.) led a successful rebellion against the chairman of the full committee, the redoubtable John Dingell (D-Mich.), in blocking an effort to “gut,” as Wirth puts it, the Clean Air Act. He brought down the wrath of the press and public on the National Highway Traffic Safety Administration, and forced it

into the massive recall of General Motors X-cars suspected of serious brake problems. He led the move on the House floor in 1981 that turned back the Reagan administration’s plan to slash funds for the Corporation for Public Broadcasting. He accommodated the FCC in its desire to clean out barnacle-encrusted laws that for years had imposed burdens on the commission as well as its licensees without the public interest being served in any discernible way. The commission’s so-called Track One (noncontroversial) legislative proposals also contained the authority the commission is using in selecting low power television permittees by lot. And he orchestrated the compromise among broadcasters, cable television operators and copyright owners that resulted in House passage of an amendment to the Copyright Act, one that contained the programming must-carry provision insisted on by broadcasters—only to see it fall apart in the Senate.

Wirth has not always been successful, of course, but he sometimes emerges as a hero even from his failures. AT&T, by its lobbying and through its allies on the Energy and Commerce Committee, for instance, managed to overwhelm Wirth in his effort to write a comprehensive common carrier bill in the last Congress. Among other things, it would have required AT&T to create a separate subsidiary for its long-lines division. He withdrew the bill when delaying tactics of Representative Tom Corcoran (R-Ill.) and other committee members threatened to stall consideration of the measure until, say, the year 2000. But Wirth remains unshaken in his pride for his success in obtaining a 15-0 vote for the measure in the subcommittee. And he likes to point out that some of the provisions in the bill—assigning the lucrative Yellow Pages to the local operating companies and prohibiting AT&T from competing with newspapers—were incorporated by U.S. Judge Harold Greene in his modification of the consent decree that concluded the Justice Department’s antitrust suit against AT&T. (Those who believe Congress rather than the courts should have had the last word in restructuring AT&T would have preferred a greater willingness on Wirth’s part to back down in an effort to secure passage of legislation. It wouldn’t have done any good, says Wirth. “AT&T didn’t want a bill.” He says it preferred the agreement with the Justice Department. Last month, the subcommittee approved another telephone bill, this one designed to assure “universal service”—but AT&T has its knives out for that one, too.)

And as a member of the Budget Committee, Wirth was part of a

major Democratic effort in 1982 to urge an alternative to the Reagan budget and its spending cuts. "We were not successful," he said the other day. "It would have been a good signal with which to go into the 1982 election campaign." As it was, the effort—including his role in it—attracted national attention.

□

Wirth, then, is viewed in Washington through the refraction of a variety of emotions and attitudes: He is respected for brains and talents but criticized for what seems to be the manner in which he deals with people. If one theme ties most of the assessments together it is that Wirth displays "an arrogance, an arrogance of style," as one broadcast industry source puts it. "He has a way of seeming to put people down and seeming to enjoy it." A colleague of Wirth's recalls a time on the House floor when the congressman, using parliamentary tactics, "treated unmercifully" an older and respected member of the House who had sought a one-hour time limit on debate on an amendment to a bill. The older member finally withdrew his request, but what remains fixed in Wirth's colleague's memory is "the gleam in Wirth's eye" as he "twisted [the older man's] tail."

There also was the time, in the week before the August recess, when the subcommittee was marking up Waxman's bill to bar the



The chairman presiding. Next to him is Al Swift.

FCC from repealing the FCC's financial interest and syndication rules for five years. Wirth became visibly annoyed with requests of some members for further hearings, and accused them, snappishly, of "dilatatory" tactics. The result was to infuriate the members seeking additional information, including Representative Al Swift (D-Wash.), often an ally of Wirth's, and cause them to make sure that the subcommittee did not act before the recess. "He thinks he's so clever because he's so smart," said a former Wirth aide. "Sometimes it backfires a little bit."

The industry source who speaks of Wirth's "arrogance" and who, more than most in the industry, is sympathetic to him, puts the thought in somewhat more cosmic terms: "Wirth is one of those cases of someone who but for flaws could be more effective than he is."

□

Wirth has yet to make his mark in broadcast regulation, except in a negative way. Indeed, he is looked upon by citizen groups as a kind of lonely but stalwart defender of the public interest at a time when deregulation is running like a fever through the administration and Congress. Last May, for instance, he refused to bring up for consideration a sweeping deregulatory bill advanced by Representatives Tom Tauke (R-Iowa), a member of the Telecommunications Subcommittee, and W. T. (Billy) Tauzin (D-La.), a member of the full committee. And in 1981, he prevented from becoming law most of a deregulatory package the Senate had attached to the Budget Reconciliation Act. (To this day, some in the citizen movement are grumbling over Wirth's failure to block all of it—specifically, the provision extending the then three-year license periods to five years for television and to seven years for radio.)

Now, the issue is finally before the subcommittee—but the

outcome appears still very much in doubt.

Wirth abandoned his own proposal to afford sweeping deregulation to radio (television was to be considered subsequently) in return for radio broadcasters' payment of a spectrum fee when it was evident the proposal, which was bitterly attacked by the National Association of Broadcasters because of the spectrum fee aspect, lacked the necessary support in the full committee. An industry source says Wirth "misread industry opposition to the spectrum fee proposal and congressional support for deregulation." (But Wirth says the withdrawal occurred as his staff and the staff of the Senate Communications Subcommittee had virtually reached agreement on a 30-page deregulatory measure.) And Wirth found himself backed into the uncomfortable position of having to consider a version of the Tauke-Tauzin bill that would include subcommittee member Al Swift's proposal for quantifying the public interest standard (another measure that Wirth had not previously allowed to surface in subcommittee).

Wirth is on notice that failure to move expeditiously will result in the full committee discharging the subcommittee from its consideration of the measure, and taking it up directly. (An original Oct. 15 deadline was allowed to slip because Congress was in recess last week.) Dingell made that commitment in return for an agreement by Tauke and Tauzin not to attempt to attach their proposal in the full committee as an amendment to the FCC authorization bill. That measure provides for an increase in funds for CPB as well, and Dingell did not want to complicate the problems of winning passage for the bill. So he gave Tauke, Tauzin and Wirth the help they needed to get a hearing.

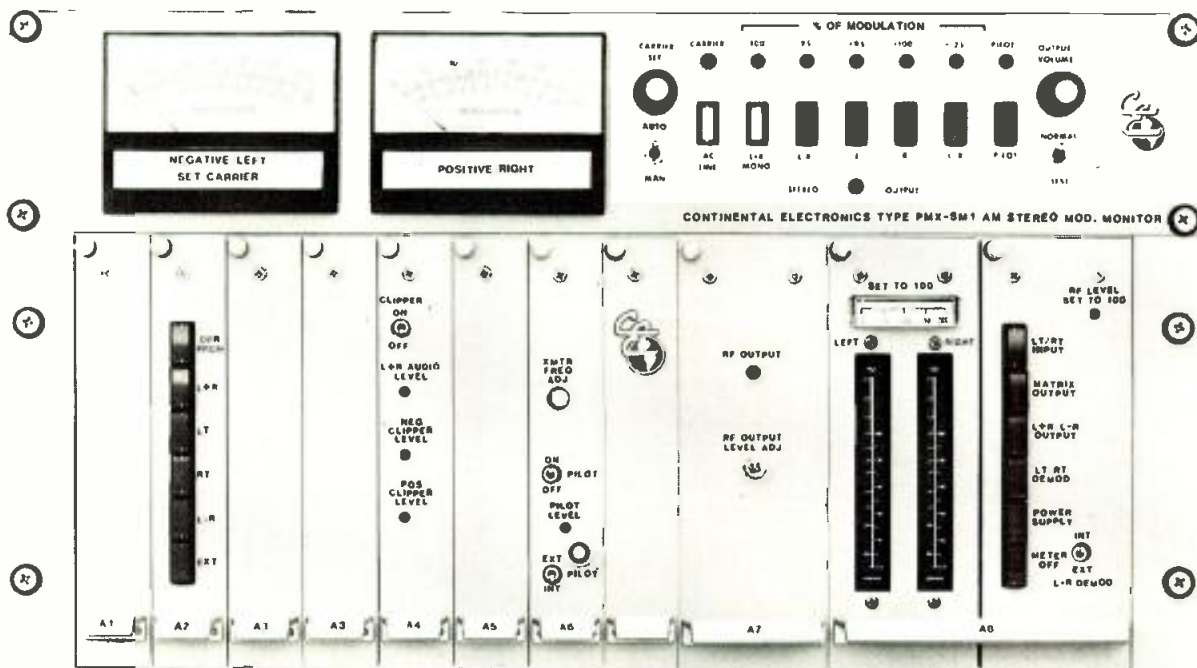
To some with memories stretching back beyond a Congress or two, Wirth's comeuppance—that is what it seemed at the time—was appropriate. In the late 1970's, when his predecessor as chairman, former Representative Lionel Van Deerlin (D-Calif.), was attempting a major top-to-bottom rewrite of the Communications Act, Wirth fought him as hard on the issue as any of the rewrite's many opponents. And in July 1979, during a closed session of the subcommittee on whether to proceed with the omnibus bill, as Van Deerlin proposed, the chairman's position lost—by a single vote and with "Wirth leading the charge," according to one who was there. At that point, Van Deerlin began focusing on a piecemeal approach, with a common carrier bill his first order of business (BROADCASTING, July 16, 1979). It is a subject that continues to occupy Congress's time and energy.

Wirth is working hard to avoid the kind of rebuke he helped deliver to Van Deerlin and that would be delivered to him if the broadcast deregulation issue were taken away from the subcommittee. Over the past several weeks, he has scheduled private sessions and public hearings of the subcommittee on the matter, and, if other committee business permits, the subcommittee may mark up a bill next week. But, given the shape the legislation is taking, it seems unlikely that broadcasters will accept it, let alone support it, even if it does contain the long-sought goal of protection against license-renewal challenge. The subcommittee seems intent on reregulating radio—deregulated by the FCC—to the extent of quantifying public interest standards for radio as well as television licensees. Panel members are talking of facilitating procedures for groups or individuals who seek to persuade the commission to deny license renewal or to revoke a license. Representative Mickey Leland (D-Tex.) is intent on writing equal employment opportunity requirements into the bill. And the categories of programming to be quantified—and the standards against which the programming would be measured—are rich in potential for controversy.

None of the above seems likely to offend Wirth, but backers of less qualified deregulation reportedly are urging the broadcasting establishment to hang tough—much of the unwelcome material can be eliminated in the full committee, they say, and, even more, in a Senate-House conference to resolve differences between the bills ultimately approved by both Houses. The measure already approved by the Senate (S. 55) contains no baggage broadcasters would describe as excess.

Whatever the outcome, the problem now confronting Wirth is seen as a product of what are regarded as his most infuriating traits as a legislator—unwillingness to bend, insistence on fashioning legislation in a manner that suits him, demanding that the

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subcommittee get behind the proposal and stay behind it through the rest of its legislative journey—and refusing to move a bill until it has been buttoned up in that fashion. A member of the subcommittee offered this critique of Wirth's style: "The legislative process involves taking risks. Tim tries to eliminate the risks; that's what makes it difficult for other members of the subcommittee to work with him." So difficult, in the case of the deregulation matter, that Tauke and Tauzin felt their only hope of getting a hearing on their proposal was to ally themselves with Swift and attempt their end run around Wirth, a strategy cheered lustily by the NAB. As Dingell put it, "Tim had dug his heels in," and caused Tauke, Tauzin and Swift to bring their complaint to him.

Not surprisingly, Wirth casts his legislative style in a somewhat different light: "We give people a chance to participate. I'd never want it said of my stewardship that I didn't give people a chance to participate. Sometimes, it takes longer...but given our record of production, in the long run, it's productive, where you have things worked out ahead of time."

Then, too, of course, one's views regarding an issue can influence one's perception of the style used to advance it. Henry Geller, director of Duke University's Center for Public Policy Research, has long advocated the imposition of a spectrum fee as a quid pro quo for broadcast deregulation or quantification as a means of determining whether broadcasters are serving the public interest. "He deserves enormous praise," Geller says of Wirth's effort to obtain a spectrum fee in return for deregulation. "If broadcasters get deregulation and elimination of comparative renewal [the proposals under consideration would spare renewal applicants the threat of a challenge at license-renewal time] for nothing, where's the fair play?" he asked. "The industry wants, but won't give anything."

Wirth rejects the notion that he will not compromise—he points to measures, such as the common carrier bill, on which he did bend on issues. But his major response is to defend what some have called the rigidity of his positions, and to question the motives of those who make the charge. The technique does not endear him to colleagues who feel he has a penchant for wrapping himself in the public interest while suggesting there are others in Congress whose integrity does not quite match his: "I suspect there are many who would like to see the public interest compromised away. I don't do that...I am not in the Congress for the purpose of compromising and getting re-elected—I'm in the Congress for the purpose of carrying out some things I think are important."

It is probably inevitable that there would be backroom comments designed to deflate the Wirth image such remarks project. In the first of a series of articles on the Energy and Commerce Committee that ran in the *Washington Post* last spring, writer David Maraniss said of Wirth: "Few members are more articulate at framing issues, presenting the big picture, drafting alternative agendas for the party and the nation. Many of his colleagues find that quality both admirable and disconcerting. They respect his boundless energy and creativity, but sometimes tire of the impression that Wirth's big pictures always seem to feature him right in the middle." Members of the Commerce Committee staff delight in referring visitors to the paragraph.

Given Wirth's generally uncompromising approach, it is not surprising that his relations with the industries under the subcommittee's jurisdiction are less than warm and smooth. Members of the securities industry either complain about him ("He lacks substance," according to one) or about his staff ("They never worked on the street or in the private sector," said another). But their idea of the kind of congressman they would like to see in the chairman's chair may be revealing—Representative Matthew Rinaldo (R-N.J.), ranking Republican on the panel. Where Wirth "is difficult to read," said one member of the industry, "Rinaldo is 100% with the industry."

The cable television industry's relations with Wirth appear reasonably good; cable industry officials' principal concern centers on whether the subcommittee reports out a cable deregulation bill satisfactory to them, and it appears that the subcommittee will. Some industry observers describe the bill that has been

drafted by the subcommittee staff as "pro-industry," even if it does include a requirement that larger systems set aside channels for lease to unaffiliated companies (BROADCASTING, Oct. 3). NCTA President Tom Wheeler likes to relate a story of one of his first meetings with Wirth, after his arrival in Washington as a freshman congressman, in 1975. "He chewed my ass on the inability of cable operators to lobby," Wheeler recalls. "He explained that the key issue in all communications policy determinations was diversity of voices." Any congressman with that view cannot be all bad to an industry whose stock in trade is diversity of programming.

An AT&T spokesman declined to comment on relations with Wirth, a congressman who has caused the company to spend millions of dollars and thousands of hours in lobbying activity.

Then there is the broadcasting industry.

At present, its relations—at least as conducted by the NAB—seem as bad as they can be. NAB President Eddie Fritts says there are issues on which the NAB and Wirth agree and others on which they disagree—"the usual case of relations between a trade association and a member of Congress." But Wirth has accused Fritts of breaking an agreement to work with him in "good faith" for a radio deregulation bill that would provide for a spectrum fee (BROADCASTING, May 16). Fritts denies the charge; he says he was discussing a cost-of-regulation fee, like that in the Senate bill, not a fee that would provide revenue to fund public broadcasting, as Wirth was proposing. Wirth's staff also sees the NAB as walking away from an agreement to support quantification.

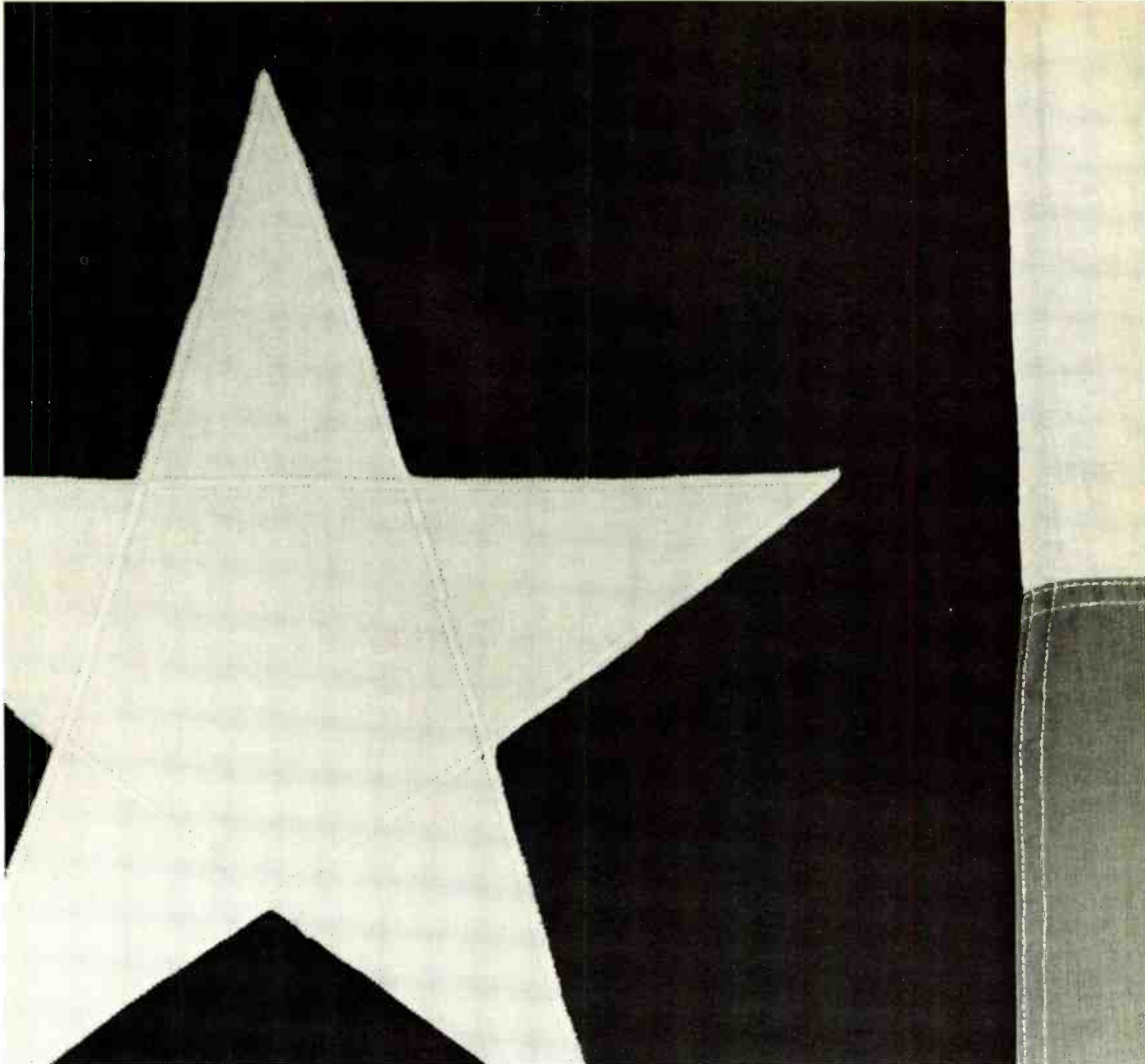
"They're not agreeing on numbers," one aide said, adding that "NAB is getting the reputation that you can't trust them." For its part, an NAB executive was said to have declared the organization would "roll" Wirth on the deregulation bill. The NAB said later that was not what it had in mind, but "rolling" Wirth was a pretty good description of what Tauke and Tauzin, along with Swift, had attempted.

Despite the bitterness in the relationship those comments reflect, there are some in the industry who regard that feeling as unfortunate and unnecessary, even harmful to broadcasters' interests. "Part of the problem," one industry source said, "is that, among broadcasters, poor relations with Wirth are good for the NAB. Some broadcasters would like to write him off, but that's not the way things get done." Then the source said: "Broadcasters think of him as a liberal ideologue, and his intransigence on issues like deregulation is very frustrating. But on a lot of issues he has shown a capacity to bend—on energy issues, for instance, and on the telephone bill [in the last Congress]."

The source also cited Wirth's aid in opposing the Reagan administration's Radio Marti bill. In its original form, the bill would have created a separate station to broadcast news of Cuba to that country—and the NAB felt certain it would cause Cuba to increase the interference Cuban stations were already causing American AM outlets. Wirth opposed the measure in the last Congress, when the NAB was not prepared to take a position on it. And his opposition in the present Congress, the source said, "was the most important thing that happened to change the Radio Marti bill to something we could live with." The separate station was transformed into an arm of the Voice of America (BROADCASTING, Oct. 3).

Wirth, who arrived in Congress in January 1975 as one of the "Watergate babies" elected in the wake of Nixon's resignation, is generally counted among that new breed of bright young Democrats who are ready to turn their backs on the possibly shopworn teachings of the New Deal and focus their hopes for a revitalized America on technology. "Atari Democrats," they are called. Or, because of their cerebral approach to traditional social issues, "neoliberals." In a sense, they are determined to do good without being sloppy about it. And the marketplace, if not the mystical solver of economic problems as it is revealed to Reaganauts, nevertheless has an important role. Wirth, who originally opposed lifting controls on energy, later swung around to support deregulation of gas and oil prices.

Wirth talks of policy as a matter of balance, not ideology. "I



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Wirth in his office in the Rayburn building with some visible signs of support from his mother-in-law.

think there is a real role for the federal government," he says. "The rhetoric of this administration that suggests that everything the government does is wrong is flat wrong. . . . In the U.S., there have always been cooperative ventures between the private and public sectors"—he cited the construction of the Erie Canal in the 1820's as an example—"and it's always been enormously successful." He feels the Democratic party lost its way in the late 1960's and early 1970's, when the tendency was to call on government to do "too much." "Fixing that balance," he says, "is what my generation in Congress and in government in the country is all about."

To some in the citizen movement, Wirth poses something of a problem. They admire him, but feel he is too willing to move in the direction of meeting broadcasters' wishes, whether broadcasters feel that way or not. Sam Simon, of the Telecommunications Research & Action Center, says that with the possible exceptions of Dingell and Swift, "Wirth is the only person on Capitol Hill to represent the public interest perspective in communications issues." And Andrew Schwartzman, of the Media Access Project, makes a similar observation: "He's comprehended the need for looking at the public policy implications of things—that's the first test of a good congressman." But both objected to Wirth's proposal to provide radio broadcasters with sweeping deregulation—in his speech to the NAB convention in Las Vegas, in April, he even talked of repealing the equal time law and the fairness doctrine—in return for their payment of a spectrum fee. Schwartzman views the proposal as "trading off the First Amendment for a fee."

But it is not for nothing that the Americans for Democratic Action rate Wirth as voting right 95% of the time and the American Civil Liberties Union, 83%. He may be cool and cerebral but he talks with, if not passion, at least vigor about the debt he feels he owes the country and the people in it. He regards himself as one of the country's chosen.

Wirth had always planned to go into education. His father, who died when his son was three years old, had taught school in Santa Fe, N.M., where the family was then living, and his mother

taught school in Denver, where Wirth grew up. And Wirth himself taught briefly—at the private Putney School, in Vermont (Chinese history to the 10th grades and American history to the 11th)—after attending Harvard on a scholarship and before traveling west to Stanford, which he attended on a fellowship and where he earned his Ph.D. While at Stanford, he heard of the White House Fellows Program, applied and spent the 1967-68 year in Washington, working for John Gardner at the old Department of Health, Education & Welfare. Gardner, who as much as anyone was to institutionalize citizen action by establishing the Urban Coalition and later Common Cause, "had the greatest influence" on Wirth of anyone in his life, he now says.

Wirth had planned to return to Stanford after his year in Washington, but the assassination of Robert Kennedy, he says, altered his life: He and his wife—he had married Wren Winslow in 1966—decided they "could not allow that kind of commitment to be snuffed out." They felt it was the kind of commitment they should make themselves. "We decided to look at public service as including more than education," Wirth says. He stayed on in Washington to help Gardner establish the Urban Coalition, then, on Gardner's recommendation, was hired by President Nixon's HEW secretary, Robert Finch, to serve as deputy assistant secretary of education to help in the transition. In 1970, he returned to Denver and private life. He became vice president of the Great Western United Corp., then managed the Rocky Mountain office of the Arthur D. Little consulting firm, and plunged into community affairs—the Denver Head Start program and the Denver Planned Parenthood Association and the Denver Council on Foreign Relations. But in 1974, Wirth had reason to believe the time was ripe for a try at elective politics. Environmental issues favored the Democrats and Watergate was casting a pall over all Republicans. So he challenged and beat, in a tough contest in a Republican district, the incumbent Republican congressman.

Wirth seems not to have forgotten where he comes from. "As a young person, I was given an enormous amount of opportunity," he said the other day. "My family had no money, but I had a scholarship to Harvard, a major fellowship to Stanford. I was a White House Fellow. I was 'adopted' by John Gardner. I could not have had a greater set of experiences. The country's institutions gave them to me. I feel very strongly we ought to be providing that kind of opportunity to other people."

□

The experience, as much as any intellectual exercise, appears to have influenced his views as to what government's role should be: "To guard against the denial of diversity and [assure] the kind of opportunity that have always been our country. That's where I'm coming from. That's why I'm here. . . . That's what I think government ought to be involved in doing." The experience also translates into a kind of populism: "We ought to be sure there are diverse voices in a democratic society. That means we ought to assure there ought to be accountability for large concentrations of power—public power or private power. Individual opportunity—that's what this country is all about."

That feeling, in turn, would appear to be the inspiration for his positions on broadcasting and cable television:

"If broadcasters are granted the use of scarce spectrum"—and don't attempt to persuade Wirth that, technically, the spectrum is not scarce; he will quote the "tens of millions of dollars" paid for television stations—"what should the public get back for it?" he asks. "There are important public interest responsibilities. . . . There is an accountability of the broadcaster to the public for the use of the scarce public resource." At present, he notes, broadcasters are subject to public interest requirements imposed by the FCC. If those requirements are lifted, as the broadcasters wish, he says, they should be required to pay a fee, as ranchers pay a fee to graze cattle on public lands. And if the broadcasters are successful in blocking his proposal for a spectrum fee—as they have been—well, then, Wirth is prepared to consider Swift's approach, of "quantifying the public interest," of setting programing standards for broadcasters to meet in the areas of news, public interest and children's programing, and various other categories, including "programing for the elderly and minorities."

Wirth says all that with a perfectly straight face; the possibility

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- ELVIS IN CONCERT *
- MY NAME IS BARBRA *
- THE JUDY GARLAND SHOW *
- JAMES PAUL McCARTNEY *
- THE NEIL DIAMOND SPECIAL *
- BETTE MIDLER/OLE RED HAIR IS BACK *
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that broadcasters would prefer to remain with the regulations they have than to be held accountable for programing for the elderly seems not to cross his mind.

What of his insistence that cable television systems accept a government requirement that they make channels available to the public on a leased basis as part of a general bill deregulating cable and protecting it from regulation by states and local communities? After all, cable systems do not rely on "scarce" spectrum to offer their service. Wirth's rationale is the First Amendment. It prohibits government from interfering with free speech and free press, but Wirth says the Federalist Papers as well as court opinions make it clear that its purposes are to assure "that all Americans—all 230 million of them—have access to a diverse, robust marketplace of ideas, and that individuals will choose for themselves the information they will receive."

Then he makes his point:

"Government won't arrogate to itself—nor will one, two or three companies arrogate to themselves—what goes out to the American public. That's what the First Amendment is about." And that, he adds, is what leased access is all about.

□

As Wirth's prominence in Congress grows, so too does his strength as a political figure back home—although not necessarily for the same reasons. Many of the issues for which Wirth is known nationally—including those involving telecommunications—are of little concern to many voters of Colorado's Second District, which includes parts of Boulder county and Denver suburbs. But reporters who have followed his career in Congress and the district say he has learned to keep in touch with the needs of the district. He and Senator Gary Hart (D-Colo.) were instrumental in securing for the Second District the Solar Energy Research Institute that had been authorized by Congress. Some 25 states had competed for it. He won recognition throughout the state for the lead role he played in resolving a complicated fight involving a host of parties—environmentalists, developers, the Corps of Engineers and the state government, among them—over the construction of the Foothills Water Treatment Plant, in the Denver area. "I knew many of the parties and was able to help them sort things out," he says. By sponsoring seminars in Washington for his constituents—seminars on matters of national interest at which members of Congress and the administration have lectured—he has favorably impressed those members of the Second District's business community who are not among his natural allies. Identifying with the interests of his high-tech constituency in the Boulder and Denver areas has not been difficult.

Those things have helped him politically. But so has the redistricting following the 1980 census that carved some of the affluent and Republican Jefferson county from the Second District and added to it some poorer, Hispanic sections of Adams county. After struggling to win a narrow majority in his first re-election bid, in 1976, then a more comfortable one in 1978—both times against a Denver television personality and former state senator, Ed Scott ("Sheriff Scottie," as he was known to his young fans)—Wirth won a fourth term by 40,000 votes and his fifth term, in 1980, with 62% of the vote.

A sign of Wirth's emergence as a political force in the state is his increasingly demonstrated ability to raise campaign funds. During his fourth two-year term, Wirth raised and spent almost \$800,000, about half of it in the time leading up to the primary in which he was unopposed. The disbursements—for printing, travel, staff salaries and the like—indicate that, like most members of Congress, he was running for re-election as soon as he had started a new term. According to an aide, Wirth was spurred to extraordinary efforts in the 1981-82 cycle by memories of the difficult races he had had in the past and the belief that his opponent in 1982 would provide him with another stiff battle—a belief that was not borne out, in fund raising or in votes cast. His opponent that time, John Buechner, raised some \$120,000.

The campaign fund reports, on file at the Federal Elections Commission office, show the breadth as well as the depth of the financing of Wirth's campaign. It comes not only from his district or state but from individuals and organizations—generally, politi-

cal action committees—from around the country. In a sense, his constituents, as is true of other members of Congress, are not only those who reside in his district; they engage in the occupations his responsibilities touch—energy and securities, among them, and telecommunications.

Given the total Wirth collected over the two-year period, the funds contributed by various elements of the telecommunications business would not seem to loom large in the mind of the congressman. The NAB's Television and Radio Political Action Committee contributed \$4,000 during the two-year cycle, and the National Cable Television Association PAC, \$3,128. The Motion Picture Association of American provided another \$2,000. While the Corporation for Public Broadcasting has no PAC through which to provide support, it does have the Rockefellerers as a resource. Chairman of the Board Sharon Percy Rockefeller contributed \$650 and two of her in-laws, Laurence Rockefeller and Mrs. John D. Rockefeller III, provided a total of \$1,500. In addition, members of the telecommunications industries and lawyers with clients in them enriched the Wirth campaign several thousand more.

So to Wirth's other qualifications—brains, drive, energy and determination—one can add the talent that is absolutely essential for a successful politician, the talent for generating campaign contributions.

But there remains the matter of his dealings with his colleagues. He is a chairman who might do well to follow the Wyatt Earp example of sitting with his back to the wall. For instance, Wirth is said to have "outraged" some members when the new Congress was organizing itself by engineering the "dumping" of two Democratic members of his subcommittee who had not been in harmony with him—Billy Tauzin and Thomas A. Luken (D-Ohio). The aim, members said, was to assure Wirth greater control of the panel.

But the evidence suggests that if they were dumped, Tauzin and Luken were accessories to the dumping. By a vote of the full committee, the size of the subcommittee was reduced, from 17 to 16 members, and the ratio of Democrats to Republicans increased, from 10-7 to 11-5, because the Democratic majority in the House had increased. (As was true of the organization of other subcommittees, the size and ratio were recommended by the chairman. An aide said Wirth wanted a smaller group to facilitate the calling of quorums. Others say that, like other chairmen, Wirth wanted the most reliable majority possible.) And, as with most things in Congress, members picked subcommittee assignments according to seniority. There are those who say Wirth approached members he preferred to have on his subcommittee and advised them to pick it on the first round because it would fill up fast. Tauzin and Luken knew the procedures and picked other subcommittees first—Fossil and Synthetic Fuels, for Tauzin, and Health, for Luken. Before their second pick, the Telecommunications Subcommittee had its quota of 11 Democrats.

Although there were reports Tauzin and Luken were bitterly disappointed at not returning to the Telecommunications Subcommittee, they do not claim they were dumped. They say they were not so much the victim of a plot as of the decision to reduce the size of a subcommittee that filled up before they could exercise a second choice. "It was," says Tauzin, "nothing personal."

Wirth has also been criticized for picking a spot for himself on a second subcommittee—Health—at the expense of the ambitions of less senior members. An aide said Wirth wanted to sit on that subcommittee because it has jurisdiction over environmental matters of concern to him—clean air and toxic waste, among them. Whether the committee member excluded from Health sees the justice in his choice being pre-empted by Wirth, the fact remains that Wirth is not alone among the committee's subcommittee chairmen in picking a second assignment. Waxman, chairman of the Health subcommittee, took one on Telecommunications, and James J. Florio (D-N.J.), chairman of the Subcommittee on Commerce, Transportation and Tourism, took one on Oversight and Investigations. For that matter, the chairman of the parent committee, Dingell, is *chairman* of the O&I subcommittee.

What, then, is there about Tim Wirth that causes him to be

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spoken of as one who "dumps" members of the subcommittee with whom he disagrees, or is said to be unfair to younger members of the committee when he exercises the same rights other subcommittee chairmen are exercising? And how, one may ask, does it come to pass that good Democrat Swift joins with powerful Democrat Dingell to participate in a move that threatens Wirth's control of a key piece of legislation?

It may be because, as one observer notes, Wirth's colleagues and others view him "through a glass darkly." And that may trace back to the point made by the industry source about Wirth's suffering from a fatal flaw, as did so many heroes in Greek tragedy. Often, it was hubris, the Greek word for overweening pride or arrogance. ■

ACT says some cartoons are really commercials

It wants FCC to rule that shows based on toys, videogames or other products must be logged as spots

Many of the programs commercial television is aiming at children are not really programs at all: they're "program-length commercials" for toys and other products on which TV characters are based, Peggy Charren, president of Action for Children's Television, alleged last week.

And at a press conference in Washington, Charren announced that ACT, in a complaint, was asking the FCC to direct commercial broadcasters to log the offending programs as "commercial time."

Charren conceded the recommended FCC action would probably cause broadcasters to yank the offending programs from their schedules. In fact, she said she hoped the offending programs will be off the air by the end of the season.

If the recommended action isn't taken, she said the practice would only get worse, carrying over into cable as well. And the likely result: "The public will get so angry . . . it will cause people to vote in particular ways," she said.

"This is just another issue where children are getting manipulated, where children are getting put down," she said. "If this were happening with adult programing . . . we would stop it in five minutes," she said.

The practice, according to Charren, flaunts FCC policy, which defines program-length commercials as "programs that interweave 'noncommercial' program content so closely with the commercial message that the entire program must be considered commercial."

Making matters worse, she said, is that most of the products are being advertised on children's television as well, making it hard to distinguish between product and programing.

Charren also said the offending programs aren't cases where products are being spun

off from successful TV programs; to the contrary, she said, this is a case where the desire to promote products led to the development of the programs.

All her group is asking, Charren said, is that the FCC uphold its policy. "Someone has to let broadcasters know that they can't get away with turning children's television into the big sell," she said.

Charren added that there was precedent for the commission to act. In 1970, she said, the commission held that stations running ABC's *Hot Wheels*, a program she said was based on a product known as Hot Wheel cars, had to log "portions" of the program as commercial time.

Under the FCC's commercial time processing guidelines for television, the Mass Media Bureau is supposed to refer renewal applications showing more than 16 minutes of commercial time per hour to the full commission for review.

Although the FCC has proposed to abolish that processing guideline for television (BROADCASTING, July 4), just as it already has for commercial radio, the policy is still on the books.

The eight Saturday-morning network programs she identified as offenders are ABC's *Monchichis*, which she said was based on a line of monkey-like dolls manufactured by Mattel; *Pac-Man*, which she said was based on the arcade video game by Bally/Midway Manufacturing Co.; *Rubik the Amazing Cube*, which she said was based on the puzzle by Ideal; CBS's *The Biskitts*, which she said was based on a character owned by Taft Merchandising; *Dungeons and Dragons*, based on the board game by TSR Hobbies; *Saturday Supercade*, which includes segments of *Donkey Kong* and *Donkey Kong Jr.*, based on the arcade video games by Nintendo of America; *Frogger*, based on the arcade video game by Sega Enterprises; *Pitfall*, based on the home video game by ActiVision, and *Q*bert*, based on the arcade video game by Mylstar Electronics; NBC's *The Shirt Tales*, based on greeting card char-

acters by Hallmark, and *Smurfs*, based on toys by Wallace Berrie & Co.

She also cited six children's TV specials or mini-series in syndication: *Care Bears*, based on characters developed by Those Characters from Cleveland (the licensing division of American Greetings) and the Marketing and Design Service of General Mills' toy group; *The Charmkins*, based on a line of toys by Hasbro; *G.I. Joe: A Real American Hero*, based on the line of military dolls and accessories by Hasbro; *He-Man and the Masters of the Universe*, based on Masters of Universe toy line by Mattel; *Herself the Elf*, based on a character by Those Characters from Cleveland (the licensing division of American Greetings) and Marketing and Design Service of General Mills' toy group, and *Strawberry Shortcake*, based on a character by Those Characters from Cleveland and the Marketing and Design Service of General Mills' toy group.

Charren speculated that the reason the offending programing is appearing is that broadcasters and advertisers know that President Reagan's appointees "have closed their eyes to children's television.

"The problem is not that these programs aren't nice," she said. "You can't mix up editorial and advertising speech."

Charren added that at least eight other toys or products are being developed for children's TV specials or series. □

Valenti repeats criticism of fin-syn repeal

In a bluntly worded speech to members of the Hollywood Radio & Television Society last Tuesday (Oct. 11), Motion Picture Association of America President Jack Valenti charged the three commercial television networks with making an "anti-consumer grab for monopoly power" through their support of the proposed repeal of the FCC's financial interest and syndication rules.

"If the public really understood what this issue was all about," Valenti speculated in a luncheon address, "they would storm the FCC to protest this [network] assault on competition."

Long an outspoken opponent of the network-supported deregulation plan, Valenti covered familiar ground in his presentation, emphasizing the importance of those concerned to remind the FCC and members of Congress "that this is not merely [a question of] who cuts up an economic pie, but a public policy issue of the highest priority. We must do that, for if we cannot we will soon be witness to the awful, squandered ruin of a once-competitive marketplace soon to be owned, controlled and inflexibly dominated

Studio suit. Eight major motion picture studios are suing a small northern California videotaping club for alleged illegal duplication of movies on home videocassettes. A hearing has been set for today (Oct. 17) in U.S. District Court in Sacramento, during which studio attorneys will argue that the CBS Video Tape Club of Grass Valley, Calif., violated copyright laws. A temporary restraining order was issued earlier this month preventing the club from destroying or removing any tapes from its facilities. The club, which reportedly obtained its list of 300 motion picture titles primarily through satellite interception, is being sued by Paramount, MGM/UA Entertainment, Walt Disney Productions, Columbia Pictures and Warner Brothers Studios, among others. Officials of the Motion Picture Association of America indicated that the action is the first in a series of planned legal moves designed to curb alleged film piracy.

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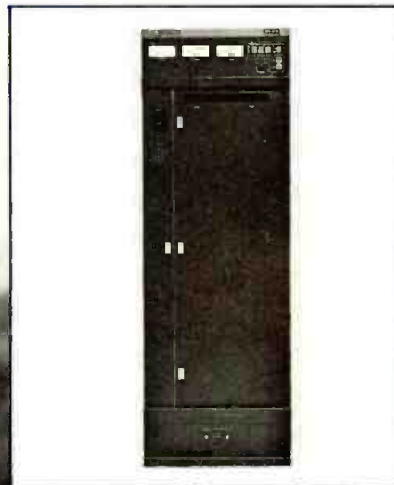
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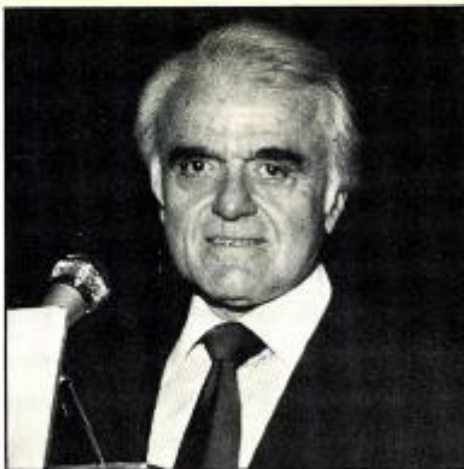
by just three people. That would be cruelly wrong," Valenti argued.

The motion picture industry executive was interrupted by applause from the audience, many whose livelihoods stem from program production and distribution, when he termed the FCC's recent "tentative decision" to repeal the rules a hoax.

"After you hack away at this document for a while you find that the networks are to be unleashed in the name of deregulation, when to deregulate means to reinstate monopoly," said Valenti. "[The tentative decision] turns the facts on their heads."

Most of those attending gave Valenti a standing ovation following his remarks, although network executives sat quietly at their luncheon tables. NBC Entertainment President Brandon Tartikoff, who is also president of HRTS, thanked Valenti and invited him to hear opposing views at the organization's next scheduled newsmaker luncheon on Nov. 10, when the three networks' entertainment division presidents will speak on issues affecting the industry.

Valenti criticized the FCC as well as the networks for actions the MPAA considers anticompetitive. He said the commission's August "tentative decision" on repeal of the rules was put forward "with logic that is infirm, with data that is unsupported by either reason or any kind of empirical verification, with assumptions that are as perishable as writing in sand washed by the tides." Valenti called Chairman Mark Fowler a man "beguiled by a faith in absolutes, fortified with a Savonarola belief in the all-curing



Valenti

concept of deregulation which, to him, takes on the divinity of canon law. Chairman Fowler had one objective—to become the champion of the networks. His aim is to rupture the rule[s] so that fact and realism are turned on their head." If the tentative decision is upheld, Valenti continued, "those responsible will forever be known as the folks who killed competition in television programming."

The speech brought out a phalanx of top film industry executives, including MCA Chairman Lew Wasserman, Warner Brothers Chairman Robert A. Daly, Paramount Pictures President Michael Eisner, and former Columbia Pictures President Frank Price. Screen Actors Guild president, Ed Asner, was also on the dais. □

Metromedia reiterates its fear of fin-syn repeal

In supplementary comments, it tells FCC that getting rid of rules will kill any possibility of canceled shows resurfacing

If the FCC permits the television networks to gain any financial interest in programs exhibited on the networks, that will "sound the death knell" for resurrecting canceled network series, Metromedia said in comments last week.

"The commission must take into account the emerging marketplace pattern of resurrecting canceled network series," Metromedia said in supplementary comments at the FCC. "This emerging pattern serves the public interest through the promise of enhanced program diversity, which would be undermined by the rule revisions proposed in the tentative decision."

The FCC's tentative decision in its proceeding on the financial interest and syndication rules would permit the networks to take as much of a financial interest in independently produced programming as they want; it also would gut much of the bar on network syndication (BROADCASTING, Sept. 26).

According to Metromedia, the case his-

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stories of *Fame* and *Too Close for Comfort*, series that were canceled by NBC and ABC, respectively, emphasized why the commission should be concerned. In the past, such cancellations, Metromedia said, "have almost universally" meant the end of new production of a series. Because of the syndication and financial interest rules, "and the growing strength of independent television stations," however, "a new pattern of life-after-network death is beginning to emerge," it said.

With the rules as they stand, Metromedia, the producers of *Fame* and *Too Close for Comfort* and scores of individual station licensees across the country were able to keep the ball rolling, Metromedia said. First-run syndicated episodes of *Fame* are premiering on more than 100 local stations, which reach more than 80% of the country's TV homes, and new first-run episodes of *Too Close for Comfort* will premiere early in the spring of 1984, Metromedia said.

If the networks owned financial interests in that programming, however, that wouldn't be the case, Metromedia said. According to Metromedia, continuation of *Too Close for Comfort* was the result of an arrangement between the producer, D.L. Taffner, and Metromedia. If ABC had a 40% financial interest in *Too Close*, however, it would have been involved in those negotiations. And ABC's presence would have presented "innumerable troublesome issues," Metromedia said. "Would ABC continue to have a 40% interest in the new episodes? If not, why not? If so, what would be the consideration for ABC's continuing interest?"

"Obviously, a financial interest in *Too Close* would have placed ABC in a position to prevent an agreement regarding the production and syndication of new episodes following network cancellation. And... ABC would have a powerful incentive to prevent Taffner and Metromedia from reaching such an agreement. The networks' best interests are not served by the creation of attractive first-run syndicated programs which can be used by affiliates to pre-empt the network schedule," Metromedia said.

According to Metromedia, the resurrection of canceled network programs serves the public interest by increasing program diversity for the public; affording stations with an "attractive" programming alternative, and assuring the accumulation of a "strippable quantity of episodes for successful rerun syndication." □

Review action. The FCC Review Board has upheld the applications of Gilmore Broadcasting Corp. for renewal of KODE-TV Joplin, Mo., and Mid-Continent Telecasting Inc. for KOAM-TV Pittsburg, Kan. The initial decision, over protests from Mass Media Bureau, found that the stations had not engaged in anticompetitive activity by conspiring to fix their advertising rates. The ALJ did find that KODE-TV had charged political candidates higher rates than station's lowest unit charge for same class and amount of time, but he concluded the overcharges were unintentional and that the station had promptly rectified the situation when it was discovered (BROADCASTING, March 21).

Washington Watch

Lasky suit. Victor Lasky, reporter and syndicated columnist known for his conservative and anti-Communist views, filed \$9 million damage suit against ABC as result of its *Closeup* documentary on McCarthyism that was broadcast on June 23. Lasky says statement contained in program—"The American Inquisition"—that at public meeting in Fairmont, W. Va., in 1951, he had accused local college art teacher of being Communist was false. He said program made it appear that, as result of alleged remark, teacher, Luella Mundel, was fired from her job. Lasky himself appeared on program and, in interview that producer Helen Whitney had taped with him, he recalled "hysterical woman" at meeting but denied ever calling her Communist. Denial was not broadcast. Furthermore, Lasky said, he had received letter from friend of Mundel, asking him to help Mundel in her problems with school board. According to Lasky, writer said he had "impressed her as a compassionate man." Reference to letter was not broadcast either, even though, Lasky says, ABC had copy. Although ABC on July 16 broadcast correction—and played tape of Lasky's denial he had called Mundel Communist—Lasky says attribution of "false and libelous" statement to him constitutes "libel" of him. He contends, in suit to be filed in southern district of New York, that he has "suffered serious and irreparable damage to his personal and professional reputation," and has "suffered personal humiliation." ABC spokesperson said ABC News lawyers have seen draft of complaint, and added, "We're confident we'll succeed on the merits." □

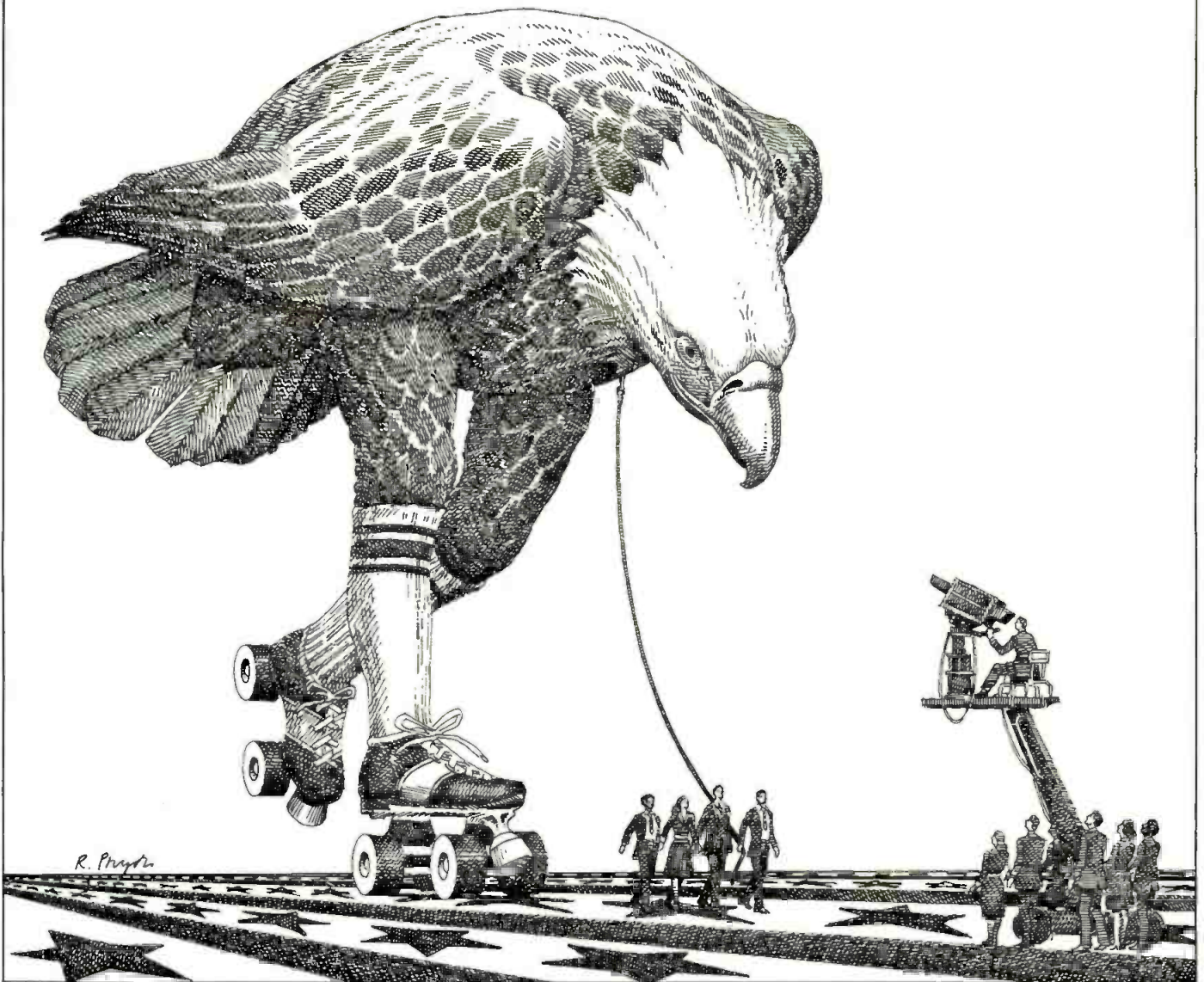
Forget that tack. What can FCC do about pirated engineering in commission applications? Although FCC official has suggested (BROADCASTING, Oct. 10) that attempts be made to make piracy issue in comparative hearings, Jim McKinney, FCC Mass Media Bureau chief, has pointed out that commission already has rejected that option in *in re Applications of Roanoke Christian Broadcasting and Western Virginia TV Co.* In that case, McKinney noted, FCC said theft of engineering did not raise question regarding applicant's ability to operate in public interest. Commission also said it wouldn't condition grant of permit on outcome of litigation growing out of such conduct, nor would it specify issues on subject in comparative hearings. Applicant can "adequately" protect its property rights in application—if indeed it has any—in courts, FCC said. □

NBMC denied. FCC has renewed licenses of Roanoke Broadcasting Co. for WELR-AM-FM Roanoke, Ala., over objections of National Black Media Coalition and Concerned Citizens of Roanoke. In petitions to deny, groups alleged Roanoke wasn't broadcasting public affairs programming for minorities, or public service announcements for minority organizations. FCC, however, said Roanoke's stations had presented programs of interest to Roanoke's minorities; it also said PSAs had been for diverse range of organizations, including those of interest to predominantly black or white groups. In addition, FCC noted it had admonished licensee over employment discrimination. Licensee, according to commission, has proposed to expand its recruitment sources and hired two blacks as announcers. □

Metromedia moves. Metromedia has further expanded its radio paging and cellular mobile telephone interests by purchasing American Teleservices Inc. for \$52.5 million. American Teleservices is radio common carrier providing radio paging and mobile telephone (including cellular telephone) service in Baltimore and Washington markets. It is only nonwireline common carrier operating cellular radio telephone service under experimental authorization by FCC. In separate announcement, Metromedia also said it has entered partnership agreement with all nonwireline cellular mobile telephone applicants to FCC for service in Washington and Baltimore markets. Partnership includes American Teleservices (40%), Washington Post Co. (20%), Graphic Scanning Corp. (10%) and Metro Cellular Telecommunications (30%). Last is partnership of Metromedia, Metrocalls and Metropolitan Radio Telephone Systems. Parties will combine respective applications to FCC and apply as one entity. Metromedia also said it expects 1983 third-quarter earnings from continuing operations to be less than 10 cents per share earned in last year's third quarter. However, Metromedia said that for entire year it estimates earnings from continuing operations to be up over 30% from last year. Figures are adjusted to reflect this summer's 10-for-1 stock split. □

Philadelphia grant. FCC administrative law judge has granted application of Automatic Wide-Area Cellular Systems Inc., which is jointly owned by LIN Cellular Communications Corp. (51%), Metromedia (25%), and Radio Broadcasting Co. (24%), for nonwireline cellular radio franchise in Philadelphia. Denied were competing applications of Celcom Communications Corp. of Pennsylvania, Cellular Mobile Systems of Pennsylvania and MCI Cellular Telephone Co. □

New rates. AT&T has announced it is planning to ask FCC for authority to cut its rates for long-distance services by \$1.3 billion annually. AT&T official said reductions would be "over and above the 40% and 60% discounts already in effect evenings and weekends." AT&T said new rates, which would become effective Jan. 1—day Bell operating companies are to be divested—are dependent upon assumption that FCC's access charge decision is not delayed or changed.



AMERICA TODAY: PRIVATE HELP FOR PUBLIC TV

When public television needed supplemental public affairs segments to inform and entertain viewers with quality programming during station breaks, it turned to its commercial brethren for help.

Gannett and its six major-market TV stations responded by packaging special news and information programming under the title America Today and providing the short features as a public service.

The three- to five-minute

America Today segments portray America at work and at play. Topics range from ski patrols in the Rockies to crafts in the Appalachians and shrimp fishing off the coast of Georgia.

America Today, now two years old, is aired by more than 100 public TV stations from Portland, Ore., to Plattsburgh, NY. The segments are prepared for public television at KBTU, the Gannett station in Denver, and fed nationwide by Pacific Mountain Network satellite. America Today also serves the U.S. military and their families abroad through the Armed Forces Radio and Television Service.

Station managers say audience response is overwhelmingly favorable. They describe America Today as "fascinating... indispensable..."

consistently interesting" and "a valued addition to our schedule."

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KOCO-TV
Oklahoma City

CBS reports upbeat third

Three-month numbers show profit increase of 32% for company

CBS reported that its third quarter 1983 earnings from continuing operations increased 32% and net income more than doubled, compared to the same period last year. Income from continuing operations, CBS said, rose to \$33.4 million, compared to \$25.3 million a year ago. Earnings per share increased 24% from 90 cents per share to \$1.12 per share. Revenues rose 10% to \$1.02 billion.

Income from continuing operations includes earnings from each of the CBS divisions: Broadcast Group, Records Group, Columbia Group (musical instruments, toys, video game and home computer software distribution) and Publishing Group. CBS/Broadcast Group, although accounting for 48% of the third-quarter company-wide revenues, represented 64.5% of its income from continuing operations. This compares to 47.6% and 72%, respectively, for the same quarter ending Sept. 30 last year.

For the first nine months of 1983, income from continuing operations rose 17% to \$109.9 million, compared to \$94.1 million for the same period the year before. Per-share income increased 10% to \$3.70, while revenue rose 8% to \$3.12 billion from \$2.9 billion.

CBS Chairman Thomas H. Wyman, in a prepared statement, said that the Broadcast Group's cost-management efforts helped to bring about "noticeably better" revenue and profit margins during the third quarter as compared to the preceding six months. In the Broadcast Group, revenue increased 11% over the same period last year, "paced by the performance of the Television Network." Revenue rose 4% in the Columbia Group during the third quarter over the same period last year, but profits were off—the division went from losing \$500,000 to losing \$15.7 million. Wyman said Columbia Group's performance was "affected negatively by the very troubled marketplace for video games." He added CBS "felt it prudent to write off unamortized costs related to video games."

Revenue in the Records Group increased 10% during the quarter from \$235.5 million to \$258.5 million, while operating income went from a loss of \$12.3 million in the 1982 quarter to a turnaround profit of \$10.7 million. Wyman credited the good news to "stronger product and stronger market trends domestically and internationally, as well as the absence of write-offs associated with the consolidation of the Group's record and tape manufacturing operations, which required the closure of a manufacturing facility in the third quarter" of 1982.

Court go-ahead. The Supreme Court is permitting a new trial in MCI Communications Corp.'s antitrust suit against AT&T to go forward. At issue will be reassessment of the \$1.88 billion in damages the district court had awarded MCI on the ground AT&T had attempted to shut the new company out of the long-distance telephone market. AT&T had urged the high court to reverse the appeals court ruling limiting a new trial to that issue and to review the appeals court's ruling on whether AT&T had engaged in unfair practice. The Supreme Court, however, simply let the appeals court ruling stand.

In another antitrust case involving AT&T that is before Supreme Court, it is being asked to review judgment of lower court that AT&T must pay \$276 million to another rival, Litton Systems, for monopolizing telephone equipment. The justices have asked the Justice Department for its views on whether the case should be reviewed.

Publishing Group revenue rose 9% over comparable quarters from \$73.7 million to \$76.9 million, while operating income rose 8% from \$35.2 million to \$38 million.

Taft buys into Videostar Connections

Taft Broadcasting Co., a major Cincinnati-based group broadcaster whose holdings include amusement parks and a cartoon production company, has moved further into satellite communications, acquiring a minority interest in Videostar Connections Inc. of Atlanta.

Neither Taft nor Videostar officials would say how much Taft invested in the communications satellite services firm, but they confirmed that Taft's share of the private corporation amounts to around 12%.

Whatever the price, Videostar President Ken Leddick was happy to get it. The cash

"will allow us to move forward more quickly with the construction of permanent satellite network facilities to support our rapidly expanding videoconferencing business," he said in a prepared statement. "It will also permit us to expand Ku-band services for broadcasters and teleconference users. Finally we are excited about the prospect of cooperation with Taft in the actual business of satellite transmission . . . by marrying our services to their facilities."

And Taft's facilities are extensive. The group broadcaster has downlinks at all seven of its television stations and uplinks at three of them—WBRC-TV Birmingham, Ala.; WDAF-TV Kansas City, Mo., and WDCA-TV Washington. What's more, it is a part owner of a transponder on Western Union's Westar V satellite.

Through its hotel-based videoconferencing network and its roles as the transmission arm of the National University Teleconference Network, Videostar estimates that it will handle more than 250 satellite video-

Bottom Line

Cox dividend. Cox Communications declared regular quarterly dividend of 7½ cents per share, payable Oct. 14 to shareholders of record Sept. 28.

□

Sale final. RCA Corp. has completed its divestiture of All-Steel Inc. to Chartrain Corp., company owned jointly by Arthur F. Parent and KD/P Equities. KD/P Equities is private investment firm headed by general partners of Kellner DiLeo & Co., member of New York Stock Exchange. All-Steel was Aurora, Ill.-based subsidiary of C.I.T. Financial Corp. and manufacturer of steel office furniture. C.I.T. was sold by RCA to Manufacturers Hanover for \$1.51 billion ("In Brief," Oct. 3).

□

Murdoch purchase. Spokesman for newspaper publisher and DBS entrepreneur Rupert Murdoch has confirmed that Murdoch purchased block of Warner Communications stock representing 1.6% of outstanding company shares and valued at more than \$23 million. Spokesman also confirmed that Murdoch may also purchase additional shares of WCI stock after third-quarter results are in, but said that publishing magnate has no intention of making takeover bid.

□

Foreign news. Wold-Visnews, joint venture between Wold Communications, Los Angeles, and Visnews Ltd., United Kingdom-based international newswire service, has signed multi-year agreement with six Japanese broadcasting companies for full-time satellite-delivered news capability, starting April 1. Companies on receiving end of service will be members of Japanese International Satellite Joint Users Organization: NHK-Japan Broadcasting, Nippon Television Network, Tokyo Broadcasting System, Fuji Telecasting, Asahi National Broadcasting and Television Tokyo, Channel 12.

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Stock Index

	Closing Wed. Oct 12	Closing Wed. Oct 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	61 3/8	60	+ 1 3/8	+ 2.29	10	1,779
N Capital Cities	151	155 1/2	- 4 1/2	- 2.89	17	2,024
N CBS	77 5/8	78 1/2	- 7/8	- 1.11	11	2,303
N Cox	46	46 1/4	- 1/4	- .54	17	1,304
A Gross Telecast	57	59	- 2	- 3.38	13	45
O LIN	20 5/8	20 1/8	+ 1/2	+ 2.48	21	429
N Metromedia	31 7/8	30 3/4	+ 1 1/8	+ 3.65	2	891
N Outlet Co.	43 3/8	43 3/8			33	178
O Scripps-Howard	28 3/4	28 1/2	+ 1/4	+ .87	16	297
N Storer	31 3/4	32 1/2	- 3/4	- 2.30	0	521
O SunGroup Inc.	7 1/4	5 3/4	+ 1 1/2	+ 26.08	0	5
N Taft	53 1/2	52 1/2	+ 1	+ 1.90	12	486
O United Television	12 3/8	12 1/4	+ 1/8	+ 1.02	16	146

	Closing Wed. Oct 12	Closing Wed. Oct 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	24 7/8	24 7/8			24	150
A Affiliated Pubs.	41 1/4	41 1/4			18	333
N American Family	22 3/4	23 1/8	- 3/8	- 1.62	14	310
O Assoc. Commun.	14 1/4	14 1/4			0	68
O A.H. Belo	40 1/2	42 3/4	- 2 1/4	- 5.26	14	379
N John Blair	44 7/8	46	- 1 1/8	- 2.44	19	354
N Chris-Craft	24 5/8	25	- 3/8	- 1.50	49	152
N Cowles	20 3/4	20 5/8	+ 1/8	+ .60	21	82
N Gannett Co.	61 3/8	59 1/4	+ 2 1/8	+ 3.58	17	3,272
N General Tire	35 3/4	34	+ 1 3/4	+ 5.14	14	753
O Gray Commun.	59 1/2	59 1/2			18	29
N Gulf United	28	28 3/8	- 3/8	- 1.32	8	791
N Harte-Hanks	22 1/2	25	- 2 1/2	- 10.00	14	985
N Insilco Corp.	21 3/8	22 3/8	- 1	- 4.46	18	345
N Jefferson-Pilot	36 3/4	35 1/2	+ 1 1/4	+ 3.52	8	789
O Josephson Intl.	14 3/4	15	- 1/4	- 1.66	11	71
N Knight-Ridder	58	56 3/4	+ 1 1/4	+ 2.20	15	1,893
N Lee Enterprises	25 1/8	25	+ 1/8	+ .50	16	338
N Liberty	22 3/4	22 1/8	+ 5/8	+ 2.82	13	223
N McGraw-Hill	48 1/4	48 5/8	- 3/8	- .77	21	2,406
A Media General	57 1/2	58 5/8	- 1 1/8	- 1.91	11	400
N Meredith	42 1/4	41 3/8	+ 7/8	+ 2.11	13	396
O Multimedia	38 3/4	37 1/2	+ 1 1/4	+ 3.33	19	645
A New York Times	89 1/4	85 3/4	+ 3 1/2	+ 4.08	18	1,158
A Post Corp.	56 1/4	58 1/4	- 2	- 3.43	23	103
N Rollins	17 3/4	17 5/8	+ 1/8	+ .70	22	461
N Schering-Plough	42 5/8	42 5/8			12	2,273
T Selkirk	14 1/4	13 3/4	+ 1/2	+ 3.63	31	116
O Stauffer Commun.	51	46	+ 5	+ 10.86	13	51
A Tech Operations	36	34 5/8	+ 1 3/8	+ 3.97	6	30
N Times Mirror	84 1/4	85 1/2	- 1 1/4	- 1.46	18	2,891
N Tribune*	28 1/8				13	1,152
O Turner Bcastg.	27 1/2	24	+ 3 1/2	+ 14.58	183	561
A Washington Post	66 1/2	66	+ 1/2	+ .75	16	943
N Wometco	42 3/4	43	- 1/4	- .58	21	745

	Closing Wed. Oct 12	Closing Wed. Oct 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	43 1/2	41 1/2	+ 2	+ 4.81	16	253
O Compact Video	5 5/8	5 3/4	- 1/8	- 2.17	26	18
N Comsat	40	42	- 2	- 4.76	13	720
O Doyle Dane B.	22	21 1/4	+ 3/4	+ 3.52	18	133
N Foote Cone & B	46	47 1/4	- 1 1/4	- 2.64	12	129
O Grey Advertising	105 1/2	105 1/2			9	62
N Interpublic Group	59 1/4	59 1/2	- 1/4	- .42	13	294
N JWT Group	41	38 3/4	+ 2 1/4	+ 5.80	23	242
A MovieLab	7 1/8	6 5/8	+ 1/2	+ 7.54	0	12
O A.C. Nielsen	37	34 1/2	+ 2 1/2	+ 7.24	18	831
O Ogilvy & Mather	52 1/4	53 1/4	- 1	- 1.87	16	227
O Sat. Syn Syst.	9 1/2	8 1/2	+ 1	+ 11.76	190	54
O Telemation	7 3/4	7 3/4			8	9
O TPC Commun.	2 3/8	2 1/4	+ 1/8	+ 5.55	0	2
A Unitel Video	9 5/8	10 1/8	- 1/2	- 4.93	13	19
N Western Union	31 3/4	32 1/4	- 1/2	- 1.55	9	763

	Closing Wed. Oct 12	Closing Wed. Oct 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	5 5/8	6 1/4	- 5/8	- 10.00	30	31
N Coca-Cola	54 5/8	54 1/4	+ 3/8	+ .69	12	7,431
N Disney	61 1/8	63	- 1 7/8	- 2.97	17	2,112
N Dow Jones & Co.	50	52 1/8	- 2 1/8	- 4.07	29	3,203
O Four Star	8 1/2	8	+ 1/2	+ 6.25	9	7
N Getty Oil Corp.	70 1/8	67 1/8	+ 3	+ 4.46	13	5,549
N Gulf + Western	28 1/8	27 3/4	+ 3/8	+ 1.35	9	2,165
O Lorimar	23 1/2	21 1/2	+ 2	+ 9.30	18	118
N MCA	34 3/8	34 1/2	- 1/8	- .36	9	1,657
N MGM/UA Ent.	13 7/8	14 3/8	- 1/2	- 3.47	13	690
N Orion	17 7/8	20 1/4	- 2 3/8	- 11.72	21	164
O Reeves Commun.	10 1/4	12	- 1 3/4	- 14.58	17	127
O Telepictures	15	15 1/2	- 1/2	- 3.22	19	87
O Video Corp.	10 3/4	11 1/8	- 3/8	- 3.37	19	18
N Warner	22 1/4	23 1/8	- 7/8	- 3.78	9	1,436
A Wrather	38	37 1/2	+ 1/2	+ 1.33	0	85

	Closing Wed. Oct 12	Closing Wed. Oct 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	7 1/4	7 7/8	- 5/8	- 7.93	38	40
O AEL	33	34 3/4	- 1 3/4	- 5.03	138	66
O AM Cable TV	6	6 1/2	- 1/2	- 7.69	35	1,188
N American Express	38 3/8	36 5/8	+ 1 3/4	+ 4.77	7	7,599
N Anixter Brothers	23 1/2	25 7/8	- 2 3/8	- 9.17	29	421
O Burnup & Sims	7 1/4	7 1/8	+ 1/8	+ 1.75	0	64
O Comcast	22	21 1/2	+ 1/2	+ 2.32	22	180
N Gen. Instrument	34 1/4	31 3/8	+ 2 7/8	+ 9.16	15	1,076
N Heritage Commun.	13 7/8	13 7/8			30	102
T Maclean Hunter X	16 3/4	16 1/4	+ 1/2	+ 3.07	23	617
A Pico Products	12	14	- 2	- 14.28	40	34
O Rogers	8 3/4	8 1/2	+ 1/4	+ 2.94	0	193
O TCA Cable TV	12 1/2	12 3/4	- 1/4	- 1.96	25	83
O Tele-Commun.	18 3/4	18 1/4	+ 1/2	+ 2.73	48	809
N Time Inc.	68 1/2	67 1/2	+ 1	+ 1.48	19	3,930
O Tocom	4	3 1/8	+ 7/8	+ 28.00	0	28
N United Cable TV	24 7/8	24 5/8	+ 1/4	+ 1.01	0	276
N Viacom	31 1/2	31 3/4	- 1/4	- .78	17	367

	Closing Wed. Oct 12	Closing Wed. Oct 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	28 3/4	25 7/8	+ 2 7/8	+ 11.11	12	207
O C-Cor Electronics	13 3/8	14 1/2	- 1 1/8	- 7.75	13	47
O Cable TV Indus.	5 3/4	4 3/8	+ 1 3/4	+ 31.42	34	17
A Cetec	10 7/8	11 1/8	- 1/4	- 2.24	25	24
O Chyron	23 1/2	23 1/4	+ 1/4	+ 1.07	25	96
A Cohu	7 1/8	7	+ 1/8	+ 1.78	16	12
N Conrac	17 5/8	18 3/8	- 3/4	- 4.08	13	107
N Eastman Kodak	71 1/2	71 7/8	- 3/8	- .52	14	11,838
O Elec Mis & Comm.	10	10 3/4	- 3/4	- 6.97	0	29
N General Electric	53 1/4	55 3/8	- 2 1/8	- 3.83	12	24,246
O Geotel-Telemet	2 3/8	2 1/8	+ 1/4	+ 11.76	22	7
N Harris Corp.	37 7/8	37 3/4	+ 1/8	+ .33	21	1,196
N M/A Com. Inc.	25	25 3/4	- 3/4	- 2.91	29	1,073
O Microdyne	11 1/4	11 1/4			29	52
N 3M	86 1/4	85 1/2	+ 3/4	+ .87	14	10,168
N Motorola	141 3/8	144 1/2	- 3 1/8	- 2.16	25	5,520
N N.A. Phillips	72 1/2	68	+ 4 1/2	+ 6.61	13	1,011
N Oak Industries	7	7 3/4	- 3/4	- 9.67	0	114
A Orrox Corp.	3 7/8	3 7/8			0	9
N RCA	33 7/8	34	- 1/8	- .36	16	2,765
N Rockwell Intl.	29 3/4	28 1/8	+ 1 5/8	+ 5.77	12	4,592
A RSC Industries	5 1/4	5 1/8	+ 1/8	+ 2.43	175	17
N Sci-Atlanta	15 7/8	16 1/4	- 3/8	- 2.30	794	380
N Signal Co.s	33	34 5/8	- 1 5/8	- 4.69	22	3,531
N Sony Corp.	16	16 3/4	- 3/4	- 4.47	37	3,690
N Tektronix	82 3/4	81	+ 1 3/4	+ 2.16	32	1,575
A Texscan	17 7/8	19 1/2	- 1 5/8	- 8.33	20	110
N Varian Assoc.	58	56 5/8	+ 1 3/8	+ 2.42	26	30,155
N Westinghouse	47 1/2	46 3/4	+ 3/4	+ 1.60	9	4,159
N Zenith	32 1/4	31 3/8	+ 7/8	+ 2.78	14	618

Standard & Poor's 400 Industrial Average	191.48	188.90	+ 2.58	+ 1.37		
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Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE, Wash.) Common A stock unless otherwise noted. P/E ratios based on S&P's estimated new year earnings. Otherwise, figures for last 12 reporting months are used (0 is deficit). Wherever possible earnings figure exclusive of extraordinary gain or loss. **National Market System:** Artel begins listing Oct. 18. Worcester, Mass.,

company produces fiber optic systems primarily for transmitting analog video signals up to several miles; at least a third have been sold to broadcasters. Company went public June 2 at \$6 and closed last Wednesday at 7 1/4 bid. **Footnotes:** *Largest industrial IPO in 25 years opened Tuesday at \$26.75. Seven million shares, or 15% of stock in new hands. Joseph Andrew Hays is VP corporate relations.

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conferences this year. The firm also designs, installs and operates satellite communications systems for businesses and has available for lease a Microdyne-built transportable Ku-band uplink.

Health care picked as TV ad target

The health care industry was pictured as an emerging growth area for television advertising during a discussion at the seventh annual Katz/PROBE marketing seminar.

More than 70 television, retail and advertising industry executives heard Michael LeConey, vice president, analyst, Merrill Lynch Inc., trace the development of opportunities in the emerging medical services field. He said, "We are entering the era of 'brand name' medicine and it is going to be advertised to the public in the same way, using the same techniques for any mass-consumed product."

Dick Williams, vice president, PROBE/Marketing, described freestanding emergency centers (FEC's) as "the fastest-growing segment in the health care industry." He said there are currently 1,000 FEC's across the

country, with a potential for 5,000 in operation by 1990, creating "a vast number of potential advertisers for television." He discussed the results of the Katz-FEC Patient Survey, which identified the users of FEC's in an extensive consumer product survey, covering six regions of the country.

Steve Smith, regional sales manager for WRCB-TV Chattanooga, presented his marketing campaign for the Red Bank Community Hospital there, that included a media mix strategy supported by an in-depth PROBE analysis. He said this presentation helped "open doors" for meetings with four other area hospitals. □

Programming

First-run syndication season under way

Ratings picture still sketchy but 'Taxi,' 'Wheel of Fortune' start strong, 'Thicke' 'disappointment'

A new season of first-run syndicated programming—the largest in recent years—has been getting under way over the past month, and although programmers are reluctant to pass judgment on the viability of shows this early in the game, most agree that King World Productions' *Wheel of Fortune* exhibits signs of being the season's first bonified hit while MGM/UA's *Thicke of the Night* remains the entry causing the most concern. Ratings for new off-network shows are scarce to date, but early indications are that Paramount Television's *Taxi* may be off to the strongest start.

During its first three weeks on the air, *Wheel of Fortune* averaged a 28 share in Nielsen's overnight ratings in Philadelphia, where it airs in prime access on WPVI-TV. In Detroit, where it airs on WDIV(TV), also in access, it climbed from a 30 share its first week to a 33 for its third. Ratings in nonmetered markets won't be available for several more weeks.

Thicke, on the other hand, has declined in overnight ratings since it premiered Sept. 5. On New York's WNEW-TV, it averaged a 1.7 rating/6 share in Nielsen overnights for the week ending Friday, Oct. 7, up marginally from the 1.6/6 it averaged the previous week, but down from the 3.2/11 it averaged in its premiere week. On Los Angeles's KTTV(TV), it averaged a .6/2, down from a premiere-week 2/6 but holding steady with the .6/2 it averaged the previous week. In Philadelphia, it has gained on independent WPHL-TV from the .4/2 it averaged the week ending Sept. 23 and the .4/1 it averaged the following week, to a .9/3 for the week ending Friday, Oct. 7. *Thicke* premiered on WPHL-TV with a 1.2/4 weekly overnight average. *Thicke*'s best performance in Nielsen overnights has been in Detroit, where it airs from 1 to 2:30 a.m. on WDIV(TV). It has climbed from a 1.7/10 for the week ending Sept. 23 to a 3.4/16 for the week ending Oct. 7. Premiere week there averaged 2.9/17.

In national ratings from Nielsen, *Thicke* showed its first major downturn the week ending Saturday, Oct. 3, when it averaged a weekly 1.5 rating. For the three weeks prior to that, *Thicke* had averaged a weekly national rating of 1.9 (premiere week), 1.9 and 1.8.

As ratings for *Thicke* remain low, stations carrying it, especially network affiliates, are under growing pressure to move the program to a later time period, where there is less demand for acceptable ratings during the crucial fourth quarter. According to the national programmer at one major rep firm, many stations have put off deciding whether to move *Thicke* until they have a chance to judge changes made in the program by new producer Erni DiMassa. Many of those changes became visible last week.

Rod Cartier, program director at NBC affiliate WDSU-TV New Orleans, which airs *Thicke* following *Tonight*, said he will give the program 13 weeks in its present time period before moving it, and a number of other programmers express similar willingness to wait and see. Ratings for *Thicke* "have been a disappointment," but not a "disaster," said Avi Shoubin, station manager at WPHL-TV, who looks for improved performance in time for the November ratings sweeps. Shoubin said he has told *Thicke* co-producers InterMedia Entertainment and MGM/UA that their show needs more structure if it is to work in late night. "There's a place for 'off the wall' programming," he said, "but not in late night."

Jack Carroll, program director at KMOL-TV San Antonio, Tex., another NBC affiliate airing *Thicke* following *Tonight*, believes *Thicke* "has a way to go" before establishing its format, but that it will "shake itself out" eventually. Carroll has had few complaints from viewers about his replacing *NBC Over-night*, a news program, with *Thicke*.

In addition to *Wheel of Fortune*, Telepictures Corp.'s *Love Connection* has shown early signs of strength, although programmers caution it is too early to tell how the show will fare in the long run. In New York, where WNBC-TV airs it from 4 to 4:30 p.m., *Connection* averaged a 5/15 its first week in Nielsen

overnights, followed by a 6.1/19 its second week and a 4.7/14 the week ending Oct. 7. On Philadelphia's WCAU-TV, airing at noon, it averaged a 4.7/19, a 5/17 and a 4.9/19 its first three weeks, while Detroit's WJBK-TV, airing it in prime access, averaged a 6/11, a 6.1/12 and a 6.3/13. *Connection*'s only weak overnight market is Los Angeles, where KTTV(TV), airing it at 2:30 p.m., averaged a 1.1/4, a 1.8/6 and a 1/4.

Group W's *He-Man and Masters of the Universe*, an animated children's show, premiered with a 6.2/18 for its first week on WNEW-TV New York at 4 p.m. and finished with a 6.2/19 for the week ending Oct. 7. On KCOP(TV) Los Angeles, it averaged a 6.9/19 and a 6.6/21 in the same time period for the same weeks and on WTAF(TV) Philadelphia, it averaged a 4.6/12 and a 4.7/12 for the same weeks at 3:30 p.m.

Ratings for the Bennett Group's *Break-away* are considered inconclusive because in markets where overnights are available, stations are airing it tape-delayed at midday, instead of live and in early fringe, where most stations carrying it have it scheduled. On WNEW-TV, it has averaged a 1/5, a 1.7/6 and a 1.3/8 its first three weeks out, while on KTTV(TV), it has averaged a 1.9/7, a 1.8/7 and a 1.2/5.

Golden West Television's *Woman to Woman* averaged a 1.7/10, a 1.6/10 and a 1.3/9 during its first three weeks on WABC-TV New York, at 10:30-11 a.m.; a 1/5 and an .8/4 on KTLA-TV Los Angeles, at 10-11 a.m. and a .7/3 and a 1.5/7 on WTAF-TV Philadelphia, at 11:30-12 a.m.

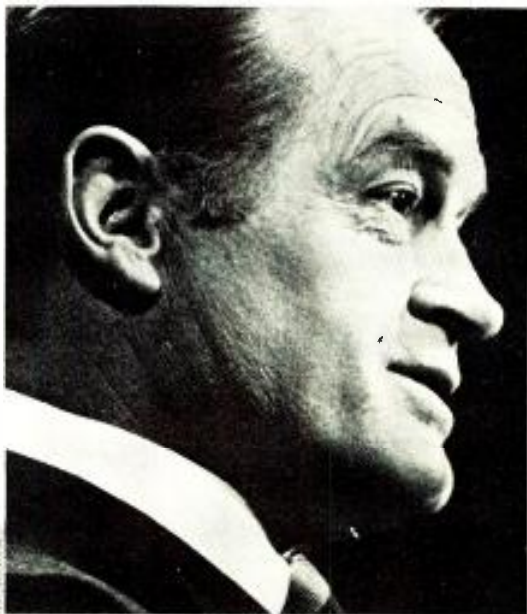
Among new weekly first-run programs, a number of contenders appear to be faring well. Television Program Enterprise's *Star Search* has climbed from an initial 2.9/5 Nielsen overnight rating/share on WNEW-TV to a 4.5/7 on Oct. 9. In Los Angeles, it has averaged a 4.8/9, a 4.2/7, a 2.5/4 and a 4.4/7 its first four outings on KTTV(TV), and on San Francisco's KTVU(TV), it has averaged a 5.5/14, a 4.1/11, a 2.7/6 and a 5.4/14.

Paramount Television's *Taking Advantage* has averaged a 2.4/12, a 3.2/14 and a 1.8/15 on New York's WCBS-TV, airing it at 11-11:30 Sunday mornings; a 2.4/20, a 1.5/

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12 and a 1.7/9 on KNXT(TV) Los Angeles, at 7:30 a.m. Sundays and a 5.7/12, a 4.7/9 and a 6/11 on WXYZ-TV Detroit, at 7:30 p.m. Saturday.

MCI-TV's *Salute!* has averaged a 1.5/2, a 4.5/7 and a 2.5/4 in New York, where it airs

from 8 to 9 p.m. Sundays; a 2.3/4, a 2.9/5 and a 1.6/3 on KCOP(TV) Los Angeles from 9 to 10 p.m. MCA's *Pop-n-Rocker* has averaged a 4.6/14 and a 2.1/8 in New York at 1:30 p.m. Saturday on WABC-TV and a 3.4/11, a 2.7/9 and a 2.1/7 in Los Angeles, on

KTLA-TV at 10:30 a.m. Saturday.

During its first three weeks on the air, *Taxi* has averaged an 8.3/18, an 8.8/18 and an 8.9/18 on WNEW-TV New York at 6:30 p.m.; a 4.7/12, a 4.1/10 and 4.7/13 on KTLA(TV) Los Angeles, at 11 p.m. □

CBS takes second week; baseball goes hitless

Premieres were petering out and baseball was in, but the order of finish in the prime time ratings for the second week of the new season (week ended Oct. 9) was the same as for the first. CBS-TV took it again, with an average Nielsen rating/share of 18.0/29, ABC was second with a 17.3/28 and NBC-TV was third with 16.0/26. CBS was down a tenth of a rating point from the opening week and ABC was up a tenth, but the real change was recorded by NBC: A 1.4-point advance, thanks in part—but not entirely—to five full nights of major league baseball playoffs.

Two new shows premiered, in contrast to 11 the week before. Both were on CBS: *Scarecrow and Mrs. King* came in with a 22.3/35 to place sixth among the week's shows, while *Whiz Kids* showed little whiz, producing a 13.6/22 and ranking 48th. CBS's *AfterMASH* dropped five rating points from its premiere performance but still managed a 26.0/37 to rank first again for the week. Three new shows—*AfterMASH*, *Scarecrow and Mrs. King* and ABC's *Hotel*, which scored a 22.0/37 and ranked eighth—made the top 10—unless a 68-minute pro football runover on CBS could be counted a new program in which case there were four. That runover, in the Dallas-Tampa Bay game, did a 22.7/39 and ranked third for the week.

CBS again won Monday, Thursday, Friday and Sunday nights and added Tuesday, won by NBC the week before. ABC again took Wednesday and Saturday.

The three networks' combined rating climbed to 51.3, a 1.4 gain from premiere week and within half a point of the 51.8 scored in the comparable week a year ago. Combined network share for the week was 83 versus 84 a year ago. For the first two weeks the average combined rating and share were 50.4/81 compared with 50.6/82 for the first two weeks of last season.

The second week, night by night:

CBS took Monday with a 20.5/32 average representing *Scarecrow's* 22.3/35, *AfterMASH's* 26.0/37, a 20.7/30 for *Jeffersons* and a 3.4 point drop (from premiere week) to 15.8/26 for the new *Emerald Point N.A.S.* Despite *Boone's* 10.3/16 losing performance against *Scarecrow* and ABC's *That's Incredible* (15.2/24), a *Johnny Carson Anniversary Special* (20.3/31) lifted NBC into second place for the night with an average of 17.0/26. ABC's *Monday Night Football* averaged 15.6/28 over its full three hours 29 minutes, giving ABC a prime time average of 16.7/26.

Tuesday night, CBS's *Mississippi* (16.5/26) and ABC's *Just Our Luck* (16.4/26) and *Happy Days* (16.7/25) tussled to a virtual draw, but CBS's made-for-TV movie, *Secrets of a Mother and Daughter* (18.0/28), outperformed ABC's combination of *Three's*

Company (18.9/28). *Oh Madeline* (17.5/26) and *Hart to Hart* (16.5/27) to give the night to CBS at 17.5/27 over ABC at 17.1/27. The night's Philadelphia-Los Angeles National League play-off game and its pregame show carried NBC to within a tenth of a point of ABC for the night at 17.0/27.

ABC took Wednesday night, with *Fall Guy* (18.1/30) trouncing CBS's *Whiz Kids* (13.6/22), and *Dynasty* (22.5/35) and *Hotel* (22.0/37) trouncing the CBS movie, *Carpool* (13.2/21). The Philadelphia-Los Angeles game that night averaged 17.5/29 over its full run and gave NBC a 17.2/28 for the prime time hours.

Thursday night went to CBS, with *Magnum P.I.* doing a 20.8/34 against ABC's *Trauma Center* (13.4/22); *Simon and Simon* turning in 21.8/34 against ABC's *9 to 5* (13.3/21) and *It's Not Easy* (13.4/21), and with *Knot's Landing* producing a 19.6/33 against ABC's *20/20* (15.6/26). On NBC, meanwhile, the American League playoff between Chicago and Baltimore averaged a 16.6/28, giving NBC a second place 16.3/27 for the night.

Friday night also went to CBS, although its *Dukes of Hazzard* (15.5/27) trailed both *Benson* (16.1/29) and *Webster* (17.6/29) on ABC—the first time. ABC said, that any of its regular series had outperformed the *Dukes* in that time period since last Oct. 22. CBS's *Dallas* (23.7/38) swamped ABC's *Lottery* (13.7/22) and CBS's *Falcon Crest* (19.8/34) easily out-distanced ABC's *Matt Houston* (14.6/25). The Baltimore-Chicago game on NBC that night was doing a 14.1/24 to become the lowest rated league championship game ever played in prime time.

Saturday was ABC's, with *T.J. Hooker* turning in one of its better performances at 16.6/30, *Love Boat* doing a 19.1/32 and *Fantasy Island*, in its season premiere, doing a 16.6/29. CBS's *Cutter to Houston* (10.1/18) failed to improve on its premiere performance, and the CBS movie, *September Gun* (15.8/27), was third in its time period, behind Los Angeles-Philadelphia on NBC (16.6/29) as well as the ABC lineup.

CBS took Sunday night by half a point over ABC, thanks to the 22.7/39 produced by the 60-minute runover of the Dallas-Tampa Bay game. Because of the runover, CBS's *60 Minutes* was up against ABC's *Hardcastle & McCormick* again. The first time this happened, also because of a CBS football runover, *Hardcastle* won by two-and-a-half rating points (BROADCASTING, Oct. 3). This time, *60 Minutes* was the winner, 22.1/33 to *Hardcastle's* 18.7/28. NBC's *First Camera*, this time playing against the football runover, was again the week's lowest rated show at 7.7/13.

With two weeks of the new season gone, CBS had a season average of 18.0/29, ABC a 17.2/28 and NBC a 15.2/25.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	AfterMASH	CBS	26.0/37	23.	NL Baseball Champ 2	NBC	17.5/29	45.	Trapper John M.D.	CBS	14.4/27
2.	Dallas	CBS	23.7/28	24.	Jeffersons	CBS	17.5/26	46.	AL Champ. Baseball 3	NBC	14.1/24
3.	NFL Football	CBS	22.7/39	25.	Oh Madeline	ABC	17.5/26	47.	Lottery	ABC	13.7/22
4.	Dynasty	ABC	22.5/35	26.	NL Champ. Baseball 1	NBC	17.4/27	48.	Whiz Kids*	CBS	13.6/22
5.	Making a Male Model	ABC	22.5/35	27.	Knight Rider	NBC	17.0/26	49.	NL Champ. Baseball pre 1	NBC	13.5/24
6.	Scarecrow and Mrs. King*	CBS	22.3/35	28.	Happy Days	ABC	16.7/25	50.	Trauma Center	ABC	13.4/22
7.	60 Minutes	CBS	22.1/33	29.	T.J. Hooker	ABC	16.6/30	51.	It's Not Easy	ABC	13.4/21
8.	Hotel	ABC	22.0/37	30.	NL Champ. Baseball 4	NBC	16.6/29	52.	9 to 5	ABC	13.3/21
9.	Simon & Simon	CBS	21.6/34	31.	Fantasy Island**	ABC	16.6/29	53.	Carpool	CBS	13.2/21
10.	Magnum, P.I.	CBS	20.8/34	32.	AL Champ Baseball 2	NBC	16.6/28	54.	Ripley's Believe It Or Not	ABC	13.0/21
11.	Jeffersons	CBS	20.7/30	33.	Hart to Hart	ABC	16.5/27	55.	NL Champ. Baseball pre 2	NBC	12.5/23
12.	Johnny Carson Anniversary	NBC	20.3/31	34.	Mississippi	CBS	16.5/26	56.	NL Champ. Baseball pre 4	NBC	11.9/23
13.	Falcon Crest	CBS	19.8/34	35.	Just Our Luck	ABC	16.4/26	57.	AL Champ. Baseball pre 2	NBC	11.8/22
14.	Knots Landing	CBS	19.6/33	36.	Benson	ABC	16.1/29	58.	AL Champ. Baseball pre 3	NBC	10.4/20
15.	Love Boat	ABC	19.1/32	37.	September Gun	CBS	15.8/27	59.	Boone	NBC	10.3/16
16.	Three's Company	ABC	18.9/28	38.	Emerald Point N.A.S.	CBS	15.8/26	60.	Cutter to Houston	CBS	10.1/18
17.	Alice	CBS	18.8/28	39.	NFL Monday Football	ABC	15.6/28	61.	First Camera	NBC	7.7/13
18.	Hardcastle & McCormick	ABC	18.7/28	40.	20/20	ABC	15.6/26				
19.	Fall Guy	ABC	18.1/30	41.	Dukes of Hazzard	CBS	15.5/27				
20.	Secrets Mom/Daughter	CBS	18.0/28	42.	Goodnight, Beantown	CBS	15.4/24				
21.	Bustin' Loose	NBC	17.7/27	43.	That's Incredible	ABC	15.2/24				
22.	Webster	ABC	17.6/29	44.	Matt Houston	ABC	14.6/26				

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October 12, 1983

ABC's Schneider wants same whistle for alternate media

"As society demands higher standards of fairness and decency [on TV], the rules of the game tend to multiply and the umpire's burden grows."

Those were the words of ABC Inc. Vice President Alfred R. Schneider, speaking last Tuesday (Oct. 11) at the first of a fall series of business/media luncheons sponsored by The Media Institute in Washington.

ABC will continue to be fully responsible in its standards and practices procedures, Schneider reassured his audience, but he questioned how fairly the rules of the game are being applied to alternate media in the Fifth Estate. He pointed out that the public thinks differently about what it views, for instance, on cable television versus conventional commercial TV.

"While the public feels it has a certain control over its selection of cable material," he said, "the same control is not felt concerning over-the-air broadcast. This suggests the public accepts personal accountability in choosing cable, but continues to rely on broadcasters to be accountable for commercial programming."

Schneider also said that the "federal courts are making distinctions that give cablewide latitude in program content. Decisions have granted complete First Amendment protection for cable—while maintaining more limited constitutional freedom for free television—by striking down local ordinances for cable which proscribed obscenity, indecency and profanity on grounds of vagueness or being too broad."

The courts are saying, Schneider maintained, that there is a difference between cable, which the subscriber buys and puts into his own home at his choice and cost, and

broadcast TV, "which is so pervasive and unrestricted in its entry into the home that it must be held accountable for a higher standard of review."

The ABC vice president said the difference in acceptability standards raises two questions: Is it time for commercial broadcasters to reconsider what is acceptable programming? And, if broadcasters alter what is acceptable, how does that change affect ac-

countability to the public?

Schneider said it appears likely that broadcast television—as the mainstream medium—will absorb some influences of cable, which in turn will moderate its programming as its audience expands. The "convergence of two media" will undoubtedly produce changes in programming and the nature of accountability, he added.

But, Schneider concluded, "in looking to

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

TASK FORCE ON RADIO ALLOCATIONS □ The future of the AM and FM bands is of paramount importance to the National Association of Broadcasters. The association's Task Force on Radio Allocations has served as the watchdog for the industry to insure that as the FCC and State Department carve up the spectrum, broadcasters are protected. The task force was formed several years ago during the fight over the FCC's proposed reduction in AM channel spacing from 10 khz to 9. Still other battles remain to be fought. Task force Chairman Michael Lareau, WOOD-AM-FM Grand Rapids, Mich., said his group represents the interests of the entire U.S. radio industry. "As these changes are proposed, the U.S. radio industry has a tremendous amount at stake. Our task force plays a lead role in letting the State Department and the FCC know where radio stands," Lareau said. (Lareau is serving his third term as chairman of the task force.)



Lareau

The group, he explained, has a demanding schedule. It meets at least four times a year with the FCC to discuss radio allocations matters. The group's own meetings coincide with those of the FCC's Advisory Committee on Radio Broadcasting.

At present, the task force is concentrating on the FCC's decision to expand daytime broadcasters' hours. "We'll follow that closely to see what is done and to insure that the expansion of hours doesn't interfere with current broadcast services," said Barry Umansky, NAB's staff liaison for the task force. The FCC's FM expansion plans (docket 80-90) are another key issue falling under the task force's bailiwick. The NAB, Umansky said, filed a petition for reconsideration at the FCC because it is concerned about the downgrading that would occur for Class C FM's. In addition, the NAB is asking the commission to provide preferences for existing stations competing for new allocations. The task force also monitors the FCC's proposal to increase Class IV AM nighttime power.

The future use of subcarriers and AM band expansion will also likely dominate the task force's agenda. "SCAs provide a very exciting opportunity for AM and FM broadcasters," Lareau said. NAB is currently lobbying the commission to exempt SCAs from common carrier status.

Lareau is sure that as the radio spectrum expands, greater opportunities for minorities and daytimers will prevail, expanding the marketplace. "The industry has been able to handle the expansion over the last 10 years. I am confident the future expansion will be absorbed by the marketplace. Radio broadcasters are survivors," Lareau said.

Lareau's enthusiasm for the task force is shared by member Edward Giller, Gilcom Corp., Altoona, Pa. "The task force plays one of the most significant roles in so many areas," he said. Giller stressed the importance of guarding radio broadcasters from unfair treatment as the FCC implements new policies and further expansion plans.

Committee members are: Lareau; Giller; Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; Michael Eskridge, NBC Radio; Ernest Fears, WRQX(FM) Washington; Ralph Green, CBS Radio Network; John Hyde, KDHL-AM-FM Faribault, Minn.; James Kent Nichols, Surrey Broadcasting, Denver; Thomas Read, Read Broadcasting, Spokane, Wash.; Douglas Stephens, KDEN(AM) Englewood, Colo., and Frank Woodbeck, WKBW(AM) Buffalo, N.Y.

High flyer. ABC News will introduce an in-flight half-hour monthly magazine program, *Newsflight*, next month for viewing by passengers of Western Airlines flights. The series will be hosted by 20/20 host Hugh Downs, and, according to ABC, "will utilize the many resources of ABC News to provide reports on various topics of current interest."

Newsflight is being marketed by ABC Video Enterprises to other major airlines on an advertiser-supported basis. The ABC subsidiary has recently licensed other network programs for viewing on CP Air, EL AL, Thai and Korean Airlines.

Newsflight is expected to reach about 200,000 passengers a month on Western DC-10's offering in-flight programming.

the future, broadcasters know from the past that the most important voice is not that of the competition, but of the viewer—who truly sets the pace of change and decides the level of accountability.”

The Media Institute is a nonprofit research organization, supported by foundations, trade associations and individuals, that seeks to foster better understanding between the media and the business community. □

Election outlook at the NAB

The National Association of Broadcasters kicked off its annual election proceeding for seats on the radio and television boards. Members have been asked to submit nominations for the six seats on the radio board and 12 seats on the TV board up for election this year. (The NAB's election process continues until next March when the winners are announced.) Nominees will be announced next month and a runoff election will be held in December. The final votes will be cast in February.

A contest for the second district seat, representing New York and New Jersey is already shaping up. Incumbent radio board member Gary Stevens, Doubleday Broadcasting, New York, and former radio board member Bill O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., are vying for that seat left vacant by radio board chairman, Martin Beck, Beck Ross Communications, Rockville Centre, N.Y., who is ineligible for re-election. (Stevens' seat is being phased out.) Three other radio board members are also ineligible for re-election: District 6 (North and South Carolina): Robert Hilker, Suburban Radio Group, Belmont, N.C.; District 8 (Louisiana and Mississippi): Chuck Cooper, Charisma Communications Group, Columbus, Miss., and District 12 (Missouri and Kansas), Fred Conger, KWBW(AM)-KHUT-FM Hutchinson, Kan. Television board member William Dilday Jr., WLBT(TV) Jackson Miss., is also ineligible for re-election. Each elected member will serve a two-year term that starts June 1984.

Other radio board seats up for election—District 4 (Delaware, Maryland, Virginia and District of Columbia): vacant; District 10 (Indiana): John Dille, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; District 14 (Iowa and western Wisconsin): Paul Olson, KLEM(AM) LeMars, Iowa; District 16 (Colorado and Nebraska): Douglas Stephens, KDEN(AM) Denver, Colo.; District 18 (southern Texas): Dick Oppenheimer, KIXL(AM)-KHFI-FM Austin, Tex.; District 20 (Montana, Idaho and Wyoming): vacant; District 22 (Arizona, Nevada, Utah and New Mexico): Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; District 24 (Southern California, Hawaii, Guam, American Samoan Islands): Willie Davis, KACE(FM) Los Angeles.

Television board members up for re-election: Bill Bengston, KOAM-TV Pittsburg, Kan.; James Dowdle, Tribune Broadcasting, Chicago; William Faber, WXFL(TV) Tampa, Fla.; Crawford Rice, Gaylord Broadcasting, Dallas, and William Turner, KCAU-TV Sioux City, Iowa. □



Making a difference. Allen Neuharth, chairman and president of Gannett Co.(I), was honored last week by the National Black Media Coalition for his contributions toward increasing minority participation in the communications industry. NBMC Chairman Pluria Marshall presented Neuharth with a plaque, the first in NBMC's 10-year history, recognizing Gannett's role and commitment to equal employment. Marshall later praised Neuharth for speaking out on those issues and for "making a difference."

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Changing Hands

PROPOSED

KMID-TV Midland, Tex. □ Sold by Midessa Television Trust to Telepictures Corp. for \$15 million ("In Brief," June 27). **Seller**, based in Odessa, Tex., has interests in KSWO-AM-TV Lawton and KRHD-AM-FM Duncan, both Oklahoma; KGLN(AM) Glenwood Springs, Colo.; KFDA-TV Amarillo, Tex., and Lawton, Okla., cable system. **Buyer** is publicly traded syndicator, headed by Michael J. Solomen, chairman. It has no other broadcast interests. KMID-TV is ABC affiliate on channel 2 with 100 kw visual, 10 kw aural and antenna 1,050 feet above average terrain.

KSRD(FM) Seward, Neb. □ Sold by KSRD Radio Co. to MusicRadio of Nebraska for \$864,000. **Seller** is Denton, Tex.-based general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roa-

noke, Va.; KDNT(AM) Denton and KDNF-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is general manager of WSLC(AM)-WSLQ(FM). **Buyer** is owned by Donald Cavaleri (60%), president; Stephen Kushner (25%); John Pico (5%) and the remaining (10%) belonging to relatives of Cavaleri. Cavaleri is former general sales manager at WPGC-AM-FM Morningside, (Washington) Md. Kushner is program director at WBZZ(FM) Pittsburgh. He will resign upon approval of this application. Pico is a project manager with the Bechtel Corp. KSRD is on 96.9 mhz with 100 kw and antenna 610 feet above average terrain.

WLUY(AM) Nashville, Tenn. □ Sold by Mooney-WMAK Inc. to WNQM Inc. for \$700,000, including \$200,000 cash. **Seller** is owned by SunGroup Inc., Knoxville, Tenn.-based group owner, headed by George P. Mooney, president. It also owns WSEV-

Classical corporation. KWHO-AM-FM Salt Lake City has a new owner. Its previous parent, Northwest Energy Co., was recently purchased by the Tulsa-based Williams Co. in a friendly takeover valued at \$860 million. Neither company has other broadcast interests. David Higby, secretary of Northwest, said that a reason for buying the stations originally was to prevent foreign investment in the parent company beyond 20%. Higby said that recent case law indicates ownership of a broadcasting property is no longer "a significant legal barrier" to foreign takeover. An area broker said he thinks the classical stations have operated at a loss in recent years and estimated their value at \$2.5 million to \$3 million.

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10/17/83

(AM)-WMYU(FM) Sevierville, and WYHY(FM) Hendersonville, both Tennessee, and WERC(AM)-WKXX(FM) Birmingham, Ala. **Buyer** is headed by Fred P. Werstenberger (64%), who is also majority owner of WVOQ(AM) New Orleans and WMQM(AM) Memphis. It also has bought, subject to FCC approval, WTTA(FM) Knoxville, Tenn. WLUY is on 1300 khz with 5 kw full time.

KOJO(AM)-KIOZ(FM) Laramie, Wyo. □ Sold by Meadowlark Broadcasting Inc. to Rocky Mountain Radio Corp. for \$600,000. **Seller** is owned by George M. Malti, San Francisco-based broadcasting attorney, who also owns KYVA(AM)-KOVO(FM) Gallup, N.M. **Buyer** is equally owned by David R. Nicholas, Laramie, Wyo., attorney and state senator, and Joseph M. Russin, who was recently senior producer for public-television series, *Inside Story*. They have no other broadcast interests. KOJO is on 1490 khz with 500 w day and 250 w night. KIOZ is on 102.9 mhz with 80 kw and antenna 1,150 feet above average terrain.

WIDD-FM Elizabethton, Tenn. □ Sold by Southern Signal Corp. to Norman A. Thomas Jr. for \$500,000. **Seller** is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPKT-AM-FM Prestonburg, Ky. **Buyer** also owns WJSO(AM) Jonesboro, Tenn. WIDD-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

WPQZ(AM) Clarksburg, W.Va. □ Sold by The Gilcom Corp. of West Virginia to Radio Two for \$387,500. **Seller** is owned by Edward T. Giller. It also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W.Va. It is applicant for WLEE(AM) Richmond, Va. **Buyer** is owned by Jack T. Cloyd (90%) and his son, J. Michael (10%). It also owns WKKW(FM) Clarksburg. WPQZ is on 1400 khz with 1 kw day and 250 w night.

WCOU(AM)-WAYU(FM) Lewiston, Me. □ Sold by Weboco Inc. to Androscoggin Broadcasting Corp. for \$350,000. **Seller** is owned by David Welborne. It has no other broadcast interests. **Buyer** is owned by Walter M. King Jr., Washington-based attorney. It has no other broadcast interests. WCOU is on 1240 khz with 1 kw day and 250 w night. WAYU is on 93.9 mhz with 13 kw and antenna 250 feet above average terrain.

WNYN(AM) Canton, Ohio □ Sixty percent sold by Stephen A. Bloomfield and others to Raymond N. Malcolm and Robert C. Hippler for \$300,000 including noncompete agreement. Station was purchased for \$475,000 in 1982. **Seller** is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. **Buyer** is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40% of station, is Canton, Ohio-based insurance businessman. He also has interest in WTAL(AM) Tallahassee, Fla. Hippler is president and general manager of WNYN. WNYN is daytimer on 900 khz with 500 w.

WGGO(AM) Salamanca, N.Y. □ Sold by John R. Newman to Gary L., and Theresa Livingston for \$263,500. **Seller** has application pending to buy WZNG(AM) Cypress Gardens,

Fla. (BROADCASTING, Sept. 26). **Buyers** are Gary Livingston (80%) and wife, Theresa (20%). Gary Livingston is currently operations manager at WUUU(FM) Rome, N.Y. Theresa Livingston is housewife. WGGO is daytimer on 1590 khz with 5 kw day.

KBXM(AM) Kennett, Mo. □ Sold by Bootheel Broadcasting Co. to KBXM Inc. for \$235,000. **Seller** is owned by Hazel V. Miller and son, Larry Don. It has no other broadcast interests. **Buyer** is headed by Chancie L. (Rudy) Pylant (30%) and six others, five of whom are local merchants. Pylant is general manager of KBXM. KBXM is on 1540 khz with 1 kw day and 500 w critical hours.

KVEZ(FM) Smithfield, Utah □ Sold by M and M Broadcasting Co. Inc. to Ronald Christner and others for \$235,000. **Seller** is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates broadcasting brokerage firm. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. **Buyer** is owned by Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), general partners and three limited partners. Ronald Christner is real estate investor and professor of business administration at Loyola University, New Orleans. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Cano is sales representative at KCEY(AM)-KMIX(FM) Turlock, Calif. KVEZ is on 103.9 mhz with 3 kw and antenna 116 below average terrain. *Broker: Chapman Associates.*

WIBB(AM) Macon, Ga. □ Sold by Walter H. Bush Jr. to King Management Corp. for \$229,650 cash. **Seller** is trustee appointed by U.S. District Court in bankruptcy proceeding. **Buyer** is owned by Charles F. Adams, Macon attorney. It has no other broadcast interests. WIBB is daytimer on 1280 khz with 5 kw.

WBOL(AM)-WVST(FM) Bolivar, Tenn. □ Fifty-five percent sold by William H. Morrow to Warren H. Isbell for \$200,000. **Seller** has no other broadcast interests. **Buyer** is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. WBOL is daytimer on 1560 khz with 250 w. WVST is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

APPROVED BY FCC

WNGE(TV) Nashville □ Sold by General Electric Broadcasting Inc. to Knight-Ridder Broadcasting Inc. for \$37 million ("In Brief," April 25). **Seller** is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's, and owner of 13 cable systems. All of its eight radio's and two of its three TV's have been put up for sale (BROADCASTING, Nov. 22, 1982). **Buyer** is Miami-based publicly traded newspaper company and owner of five other TV's. WNGE is on channel 2 with 100 kw visual, 10 kw aural and antenna 1,350 ft. above average terrain.

WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville □ Sold by General Electric Broadcasting to Foster Management for about \$16 million. **Seller** also bought WGNE(TV) Nashville (see above). **Buyer** is

New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. WGY is on 810 khz with 50 kw full time. WGFM is on 99.5 mhz with 10 kw and antenna 930 feet above average terrain. WSIX is on 980 khz with 5 kw full time. WSIX-FM is on 97.9 mhz with 100 kw and antenna 1,140 feet above average terrain.

WPTR(AM) Albany-WLFY(FM) Troy, both New York □ Sold by Rust Communications Group Inc. to Robert Dyson for \$4 million. **Seller**, principally owned by William Rust, also owns WHAM(AM)-WHFM(FM) Rochester, N.Y.; WSOM(AM)-WQXK(FM) Salem, Ohio, and WNOW(AM)-WQXA(FM) York, Pa. **Buyer** also owns WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. WPTR is on 1540 khz with 50 kw full time. WFLY is on 92.3 mhz with 13 kw and antenna 850 feet above average terrain.

KMJK(FM) Lake Oswego, Ore. □ Sold by Harte-Hanks Radio Inc. to 107 Ltd. for \$2.2 million. **Seller**, based in Phoenix, is headed by John G. Johnson, chairman. It owns four AM's, five FM's and three TV's. **Buyer** is owned by Victor M. Ives, general partner (9.09%); Homer G. Williams, principal limited partner (22.73%), and seven other limited partners. Ives is general manager of KMJK. KMJK is on 106.7 mhz with 100 kw and antenna height 877 feet above average terrain.

KOOK-AM-FM Billings, Mont. □ Sold by

Mathias Enterprises to KOOK Associates Ltd. for \$2,005,500. **Seller** is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. **Buyer** is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQIL(AM)-KQIX-FM Grand Junction, Colo. KOOK is on 970 khz with 5 kw full time. KOOK-FM is on 102.9 mhz with 100 kw and antenna 500 feet above average terrain.

KBIL-FM San Angelo, Tex. □ Sold by San Angelo Broadcasters Inc. to Texas Triangle Media Inc. for \$1.6 million. **Seller** is headed by William W. Jamar Jr., president (51%), who also owns 50.5% of KBWD(AM)-KOXE(FM) Brownwood, Tex., and 10% of KSNY-AM-FM Snyder, Tex. **Buyer** is owned by Dale E. Palmer, president (70%), and Al T. Burke (30%). Palmer has interests in KMND(AM) Midland, KZOM(FM) Orange and KOLE(AM) Port Arthur, all Texas, and has bought subject to FCC approval, KBLU(AM)-KTTI(FM) Yuma, Ariz. (BROADCASTING, June 6). Burke has bought, subject to FCC approval KGNS-TV Laredo, Tex. (BROADCASTING, Sept. Oct. 10). KBIL-FM is on 92.9 mhz with 100 kw and antenna 729 feet above average terrain. *Broker: Jamar Rice Co.*

KDUV(FM) Brownsville, Tex. □ Sold by John Horn Broadcasting Inc. to Bixby Great Elec-

September 30, 1983

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tric Radio Co. Inc. for \$1,019,000. **Seller** is owned by John Horn, president, who has no other broadcast interests. **Buyer** is owned by Jesse Johncox, president; John A. Parry (29.16% each), and Michael T. Reichert and Charles A. Whatley (20.84% each). It also owns KTXI(FM) Mercedes, Tex., which it is selling (see "For the Record"). Parry also owns KFIM(FM) El Paso and WWZD(FM) Bueno Vista, Va. KDUV is on 100.3 mhz

with 100 kw and antenna 500 feet above average terrain.

KQPD(FM) Ogden, Utah □ Half interest sold by Doris McIntyre to First Omni Communications Inc. for \$760,000. **Seller** has no other broadcast interests. Other half will be traded by Robert C. Mohr for 49% of buyer. **Buyer** is owned by Terry Allen McRight, president (51%), and Mohr. McRight is broadcast management consultant and for-

mer general manager of KATT-AM-FM Oklahoma City. He has no other broadcast interests. Mohr is Salt Lake City psychiatrist, who has no other broadcast interests. KQPD is on 101.9 mhz with 27.5 kw and antenna 3,742 feet above average terrain.

□ Other approved station sales include: WROI(FM) Rochester, Ind.; WGEO-FM Beaverton, Mich.; KCLI(FM) Clinton, Okla., and KTXI(FM) Mercedes, Tex.

Technology

Comsat-NBC seal satellite agreement

Deal will put earth stations at network affiliates; unused bird capacity had held up deal

The satellite network Comsat General has agreed to create for NBC-TV will be a powerful communications tool, capable not only of distributing the broadcast network's programming to its affiliates, its principal purpose, but also of transmitting other video and nonvideo information throughout the country.

"Any communications system is capable of providing shared uses," said Comsat General President Robert Kinzie at a press luncheon at Comsat's Washington headquarters last week. "This is a major network and

[Comsat and NBC] will investigate other uses for this network."

Indeed, after all else in the \$300 million-\$400 million agreement was finalized, the question of who would control the network's excess capacity held up consummation of the deal. But NBC and Comsat resolved the matter to their mutual satisfaction and the finalization of the 10-year contract was announced late last month (BROADCASTING, Oct. 3). According to the contract, said Michael Sherlock, executive vice president, operations and technical services, NBC, the network may offer video services with or without Comsat, but cannot offer nonvideo services without the cooperation of the satellite carrier.

Neither Kinzie nor Sherlock would say what ancillary services NBC and Comsat are jointly investigating, although Kinzie hinted that videoconferencing and facsimile transmission may be among them. Videoconferencing would be a natural, he suggested. "It's really closed-circuit television," he said, and NBC and its affiliates are television "experts." The affiliates "have the ability to not only use their studios, but to remote to almost any meeting room within their areas."

Under terms of the contract, Comsat will establish a complete satellite distribution system, including all uplinks and downlinks, and lease it to the network for the next 10 years. The first 24 stations will come on line in early 1984. The rest of the NBC stations will be in the satellite loop by January 1985. At that time, said Jack Wier, vice president of broadcast operations, operations and technical services, NBC, the network will "cut" all its existing terrestrial links.

The Comsat system features receive-only earth stations at 170 affiliates, transmit-receive earth stations at eight major-market stations, "master earth stations" in New York and Burbank, Calif., and six transportable earth stations. The 34 affiliates that will not receive earth stations will get their feeds from nearby satellite-fed affiliates via dedicated microwave links or off the air. Comsat will lease transponders from Satellite Business System's three-satellite Ku-band (12 ghz) system to initiate the service, but switch the bulk of the traffic to transponders on RCA Americom's Ku-band satellites when the first is launched in late 1985.

The 170 receive-only earth stations will be the backbone of the network. Most of the receive-only earth stations will comprise either a six-meter or eight-meter primary dish, a three-meter backup dish and four video receivers. Two receive-only earth stations will receive an 11-meter primary dish. (The larger dishes will be deployed in weak-signal areas or in areas prone to heavy rainfall which degrades Ku-band signals.) The eight transmit-receive earth stations will have the same dishes and receivers, but will also have two video transmitters. Each of the master earth stations, which will originate most of the network's feeds, will consist of two 8-meter earth stations, eight video transmitters

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and 24 video receivers. The six transportable transmit-receive earth stations, which will be built upon tractor-trailers, will feature a single five-meter dish, four video receivers and two transmitters. Under a contract with Comsat, valued in excess of \$100 million, Harris Corp., Melbourne, Fla., will supply and maintain all the earth stations and operate the transportable earth stations.

According to Comsat's earth station license applications at the FCC, the six-meter/three-meter receive-only earth stations will cost \$191,000, the eight-meter/three-meter receive-only earth stations will cost \$231,000 and the eight-meter/three-meter transmit-receive earth stations will cost \$560,000. The costs include installation.

At the start of service early next year, NBC use of four fulltime transponders and one occasional-use transponder on SBS III. In addition, it will employ five other transponders on either SBS I or SBS II on an ad-hoc basis for heavy prime time and weekend sports feeds. When the first of the RCA Ku-band satellites is launched in the fall of 1985, NBC's four full-time transponders be shifted to it from SBS III. Other SBS satellites will continue to be used as they are needed.

The network will be computer controlled. According to Comsat, the network "can be visualized as a very large distributed switch, with inputs and outputs throughout the U.S." From redundant NBC Skypath Control centers at the earth stations in New York and Burbank, the network will be able to manage the flow of programming to each of the 178 remote earth stations. Skypath Con-

trol will also monitor each of the earth stations to make sure it is receiving the right programming and is working properly by analyzing a stream of data that will be sent by the earth station's computer to the control centers via the satellites.

Due in large part to the computer assistance, the network will be extremely flexible. According to William Mayo, vice president, satellite systems, Comsat General, during the 18 months of negotiations with network, flexibility replaced cost as the "dominant factor" in configuring the system. Sherlock agreed cost was not the prime factor in planning the system. In fact, he said, the annual payment to Comsat will exceed the estimated \$30 million a year NBC now pays AT&T and other terrestrial carriers for program distribution. But the move to the new system, he said, "promises a tremendous improvement in flexibility, in quality of picture and, we also think, in reliability." And with the regular increases in AT&T

rates—a 20% increase is set to go into effect next January—Sherlock said the satellite system may eventually be cheaper than the terrestrial system it's replacing.

NBC was, by no means, ignoring cost in planning the system, however. When the 10-year plan was first announced last May, NBC planned to distribute programming directly to all 214 of its affiliates and to field 34 transportable earth stations. But those plans were pared back, apparently to save money.

The NBC feeds will not be scrambled until sometime after the full system is up and running. According to Wier, Tektronix, with NBC's encouragement, is working on a scrambling system that would use a modified version of its S-110 frame synchronizer as the descrambler. While NBC waits for the system to materialize, it will try to discourage signal pirates by using its control system to switch feeds periodically from one transponder to another. □

Making FM better

Two engineers come up with technique that will reduce noise and increase coverage of stereo FM broadcasts

FM radio stations pay a price for switching from monophonic to stereophonic broadcasting: The switch from the mono to the more complex stereo signal causes an increase in background noise and, as a result, a

decrease in the effective coverage area by as much as 80%.

For the last 22 years, it has been a price FM broadcasters have been willing to pay. After all, stereo (as well as static-free high fidelity sound) distinguished the FM service from the older AM service and contributed to FM's becoming the dominant service in the late 1970's.

But it's a price FM broadcasters may not have to pay forever. Two broadcast engineers—Emil Torick, of the CBS Technology Center, and Thomas Keller, vice president, senior vice president for science and technology, National Association of Broadcasters—have come up with the scheme that would permit FM stereo stations to eliminate the noise that plagues their signals and reach much greater audiences.

Torick and Keller base their system on the CX companding (noise-reduction) system developed by CBS Technology Center for long-playing records and for multi-channel (stereophonic) television. The CX companding system works by compressing the dynamic range of the audio before broadcast and expanding it at the receiver. (Companding is a contraction of compressing and expanding.)

As proposed by Torick and Keller, the low-noise FM service would be compatible with existing FM stereo radios in the same way color television is compatible with black-and-white television sets. Like the developers of color television, Keller and Torick achieve compatibility by adding to the existing signal instead of changing it.

The existing FM stereo signal comprises a main channel that contains the monophonic (L+R) information and a subchannel that contains stereo-difference (L-R) information. When the information from the two channels is mixed together, the stereo effect is created. For the new FM service, a second subchannel would be added to the signal to carry CX-compressed stereo-difference information.

Existing stereo receivers would continue



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to pick up the main channel and the first subchannel. The new breed of low-noise stereo sets would pick up the main channel and either of the two subchannels. If the FM signal contains only the conventional stereo subchannel, the low-noise radios would automatically switch to a conventional detector to tune it in. But, if the FM signal contains both subchannels, the low-noise radios would automatically switch to a special detector to pick up the CX-compressed subchannel and pass the information along to the CX "expander" that would restore the original dynamic range.

Implementation of the system is not expected to cost much at either the broadcast or receive end. Standard stereo generators cost between \$1,500 and \$5,000, said Keller. Incorporating a CX compressor and other necessary circuitry would add around \$1,000 to their cost, he said. According to Torick, the expanders for the low-noise radios could be reduced to a few intergrated circuits and could cost around \$2 each in mass production.

The benefits of the the Torick-Keller system would be measured in listeners. At least theoretically, the area in which a high-quality FM stereo signal could be received without annoying background hiss (that is, with a minimum of a 50 decibel signal-to-noise ratio) would be dramatically expanded. According to research on quadrasonic broadcasting, a 10 kilowatt FM station with an antenna 1,000 feet above average terrain would cover 51,300 square miles with a monophonic signal. If the same station broadcast a conventional stereo signal, its monophonic coverage would drop almost 40% to 31,400 square miles. More important, the stereo coverage would fall nearly 80% to 11,300 square miles. According to Keller, the addition of the low-noise stereo subchannel would cause a futher slight reduction in the monophonic and stereo coverages, but the low-noise stereo coverage

would roughly equal the monophonic coverage. In other words, the switch to low-noise stereo would cost the station just 40% of its coverage, rather than 80%.

Despite its promise, the future of the low-noise stereo system is uncertain. Although Keller has talked to the FCC, he is still unsure whether such a service would be allowed under current rules. The FCC's subsidiary communications authorization rules, liberalized last summer, permit FM quadrasonic broadcasting. Since the low-noise stereo system is similar in many respects to quadrasonic broadcasting, Keller said, the system could be implemented under those rules.

According to Keller, the addition of the

low-noise stereo subchannel would have "virtually no effect" on the use of FM subcarriers for the transmission of data and background music and other services. "But the more you put on a signal, the greater the chance that you'll have problems," he warned. "People would have to watch their equipment more closely."

Keller and Torick, who have applied for a patent on their system, have demonstrated it in various forums using signal generators in place of transmitters and are now working on a subsystem that would allow the low-noise receivers to distinguish between the conventional and low-noise stereo subchannels and switch to the proper detector. □

Price Communications Corporation

has acquired
substantially all of the assets of

KIOI-FM
(San Francisco)

and

WIRK-AM/FM
(West Palm Beach)

*The undersigned acted as financial advisor to
Price Communications Corporation in these transactions.*

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October 5, 1983

Nix to AT&T. The Association of Independent Television Stations has asked the FCC to reject proposed changes in rates AT&T charges for full and part-time interexchange (IXC) television transmission service. INTV and Hughes Television Network also asked FCC to scrap AT&T's plan for assessing cancellation charges.

Under the AT&T proposal, part-time IXC rate would decrease from the current 93 cents to 80 cents per channel mile hour; the full-time rate would increase from current \$68.15 to \$76.65 per channel mile per month (BROADCASTING, Oct. 3). AT&T also proposed to assess cancellation charges on orders canceled later than 8 a.m. (ET) on the day before the day for which service was ordered. The charge would equal the part-time IXC rate for the portion of the order canceled.

In a filing at the FCC, however, INTV said the proposed changes weren't in accord with an interim settlement procedure developed by users. That procedure would call for a full-time rate of \$79.75 and a part-time rate of 75 cents, it said.



TELECASTINGS



On its own

KCNA-TV Albion, Neb., a satellite of ABC-affiliated KHGI-TV Kearney, Neb., plans to split off on its own and become "Nebraska's first independent television station," according to officials of the Amaturio Group, owner of both stations. Along with the change in programming there are to be changes in call letter, to KBGT-TV, and in transmission site (to a 2,000-foot tower, said to be the state's tallest, now under construction near Genoa, Neb.). Tentative target date for going independent: Nov. 1.

"Our research confirms a huge appetite for movies, popular syndicated series of the past, news and a heavy sports lineup," said Frank Brosseau, president of television for the Amaturio Group. He said the station will operate 24 hours a day, seven days a week, has acquired rights to more than 2,500 mov-

ies and will show an average of 35 a week. Hit series of the past and present will be offered, he said, along with four 30-minute newscasts daily, *CNN Headline News*, and both national and regional sports events, including those produced and distributed by Katz Sports. Brosseau said close to 40 cable companies may carry KBGT-TV's programming.

The station is on channel 8. KHGI-TV, whose programs it currently carries, is on channel 13 and, according to Brosseau, will continue as an ABC affiliate.

Local participation

WPEC(TV) West Palm Beach, Fla., has introduced *People Will Talk*, calling it "South Florida's only local audience participation show to be broadcast daily." The half-hour program, which airs at 10:30 a.m. weekdays, focuses on a different topic each day

and presents a guest panel responding to questions and comments from a studio audience. The premiere dealt with reconstructive breast surgery, with a panel consisting of a local plastic surgeon, a woman who had had a breast reduction operation and one who had had a breast enlargement. Other topics include local angles of such national concerns as pre-employment polygraph tests, acquired immune deficiency syndrome (AIDS) and problem drinkers. Gail Grasso, formerly co-host of WPEC's daily *Good Morning* magazine program, is associate producer and hostess of *People Will Talk*. Tricia Prentiss is producer, and S. Robert Rowe is executive producer. Six shows are pre-taped each week before studio audiences that range from 50 to 75 people.

Rate wrangle

The National Association of Broadcasters has asked the FCC to act quickly on a complaint by WLWT-TV Cincinnati alleging that AT&T had improperly charged it for interexchange TV transmission service. NAB said AT&T had failed to notify at least 12 stations of a retroactive increase in rates for that service until months after the new tariff went into effect. If the stations had been properly notified, as required by FCC rules, they would have been able to avoid the "severe economic impact of the retroactive rate increase," NAB said.

Expanding

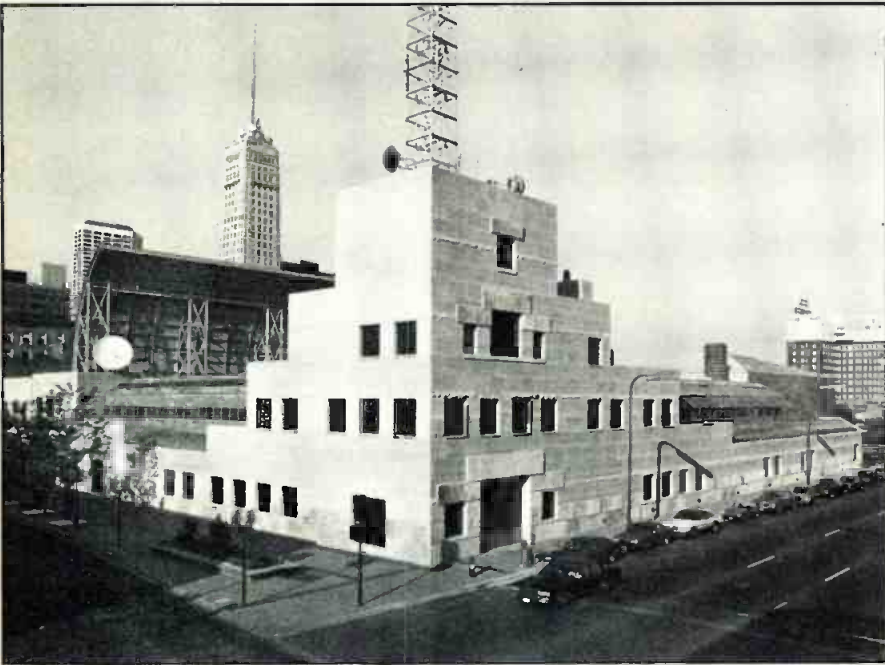
The new name of Blair Video Enterprises is Blair Entertainment. Richard C. Coveny, president, said the change in name reflects the company's plans to be active in first-run production and to expand its international operations. Coveny said Blair Entertainment will be an active participant in the upcoming INTV, NATPE and MIP-TV gatherings as part of an effort to increase its visibility within the industry.

Coveny said the company would resume production of *Divorce Court* and added it is also developing a new strip game show for first-run syndication.

Making deals

NBC-TV has signed comic actor Jim Belushi as a full-time member of the *Saturday Night Live* repertory cast, effective Nov. 19. Belushi is an alumnus of Chicago's Second City comedy revue and is currently working as a stage actor in New York. He is the brother of the late John Belushi, an original member of *Saturday Night Live*, who died in March 1982.

Joshua Brand and John Falsay, creators and producers of NBC-TV's *St. Elsewhere* dramatic series, have been signed to an exclusive contract with Universal Studios to write and produce theatrical features, mov-



New home. WCCO-TV Minneapolis-St. Paul is getting settled into its new, \$18-million WCCO Communications Center (above) in downtown Minneapolis. Also getting settled in the facility's 105,000 square feet of floor space were co-owned Midwest Cable & Satellite Inc. and parent company, Midwest Communications Inc. The center replaces the building, two blocks away, that WCCO-TV had occupied since 1949; that building, with 45,000 square feet of floor space, remains the home of WCCO(AM)-WLTE(FM). Six years in development, the new center was built and equipped with state-of-the-art facilities to accommodate new as well as existing technologies and to allow for future expansion, according to Ron Handber, vice president and general manager of WCCO-TV. The hourly, five-minute regional reports that Midwest Cable & Satellite feeds to Satellite News Channel and WCCO-TV's weekly news and feature feeds to the Local Program Network of major TV stations originate from the center's newsroom, along with WCCO-TV's own extensive news services. WCCO-TV began operations there Sept. 13 and has since been host at a series of grand opening parties.

ies for television, television series and prime time specials.

Cinaco, Hollywood-based television syndication firm, has acquired worldwide distribution rights to *Number 96*, a comedy/drama series from Australia's Network 10. More than 300 one-hour episodes will be offered beginning January 1984. The series, described as "a fast-paced soap," originally aired in prime time as a weeknight strip.

CBS suit OK'd

The Ninth U.S. Circuit Court of Appeals in San Francisco has decided that CBS-TV is entitled to recover \$916,000 from producer David Merrick and can sue him for damages in a contract dispute involving production of a mini-series based on the best-selling book, "Blood and Money." The court upheld a lower court ruling that found Merrick liable for breach of contract and ordered him to pay back the nearly \$1 million paid by CBS to Merrick and his agent between 1977 and 1979. The project was never completed. The court also ruled that CBS has the right to sue Merrick for damages based on the network's payment of fees to a director and screenwriter for the ill-fated mini-series. The court's decision was announced Sept. 27.

Boston race

A.C. Nielsen Co. claimed a coup in Boston, where Nielsen and Arbitron plan to introduce rival TV metered rating services next April. Nielsen said it had signed six stations as subscribers: WBZ-TV, WCVB-TV and WNEV-TV, all network affiliates, and independents WSBK-TV, WLVI-TV and WXNE-TV. Arbitron said it had signed WXNE-TV and that the preponderance signed by Nielsen would not interfere with Arbitron plans to start its meter service as scheduled. "We have a very large popularity among Boston agencies," a spokeswoman said, adding that Arbitron hopes other stations will sign on after they see the two services in operation.

Halloween happenings

Two Halloween specials, one of them a pilot for a proposed prime access strip, have been cleared by Lexington Broadcast Services on national station lineups. The pilot, *Trick or Treat*, has been cleared in 102 markets to reach approximately 80% of U.S. homes, while *BOO!* a comedy/variety hour starring Dionne Warwick and Rip Taylor, has been cleared in 88 markets covering about 75% of U.S. homes. National advertising time in both barter specials has been sold out, according to an LBS spokeswoman, who said Miller beer is the sole sponsor for *Trick or Treat*, and various sponsors will appear in *BOO!* *Trick or Treat* is the first made-for-TV project by writer George Romero, whose past credits include that movies, "Night of the Living Dead," "Dawn of the Dead" and "Creep Show." Neither *Trick or Treat*, nor its proposed follow-up series, *Tales from the Darkside*, however, are horror shows, according to LBS, which describes the project as family entertainment along the lines of *Outer Limits* and *Twilight Zone*. *Trick or Treat*, which stars Broadway actor Barnard Hughes, includes in its lineup the five CBS owned and operated stations, which plan to air the pilot the Saturday before Halloween in prime access.



Anniversary activities. The Sept. 21 birthday celebration for the U.S. Chamber of Commerce's *It's Your Business*, now in its fourth year, was highlighted by an upbeat report on USCC's entire broadcast activity. Dr. Richard L. Leshner, president, said that within two years all TV activity would be in the black; currently the USCC is within about \$700,000 of balancing its \$5.4-million annual budget for *It's Your Business*, other syndicated programs and video-conferencing. *It's Your Business*, which started in September 1979 on 83 stations with about 69% penetration of the television market, is now on 143 stations reaching approximately 87% of the country's TV households, according to Leshner. In return for providing the half-hour discussion/debate show to stations, the USCC retains two-and-a-half minutes of commercial time which it sells to national advertisers. Local stations may sell another three-and-a-half minutes on their own. Concentrating on the birthday cake candles at the Washington luncheon (l-r): Bob Adams, USCC vice president, broadcast; Meryl Comer, moderator of *It's Your Business*; Dr. Carl Grant, group vice president, communications, and Dr. Leshner.

Live song

SIN, the Spanish language television network based in New York, will broadcast the 12th annual Organizacion de la Television Iberoamericana (OTI) international song festival live by satellite from Washington on Oct. 29. Bringing together the winners of national singing competitions held in 20 Latin American countries, the United States, Spain and Portugal, the festival will be broadcast to 23 countries, including the United States. This year operetic tenor Placido Domingo and Mexican singer and actress Lucia Mendez will be among the featured guest performers. In addition, leading broadcasters from Spanish and Portuguese-

speaking countries are expected to attend, including: Don Emilio Azcarraga, founder and head of Mexico's television network; Goar Mestre, head of the Argentine television network; Louis Borgerth, head of international distribution for Brazilian television, and the heads of radio and television networks in Panama, Puerto Rico, Spain, Uruguay and Ecuador. This is the first time the festival will have been held in the United States.

Following the festival, the program will be edited and translated for distribution on PBS stations. SIN is carried by 241 satellite-interconnected affiliates across the country and reaches, according to SIN, 86% of the nation's Hispanic population.



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For the Record

As compiled by BROADCASTING, Oct. 3 through Oct. 7, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

Bethel, Alaska—Western Alaska Broadcasting seeks 1426 khz, 1 kw-D, 1 kw-N. Address: 3933 Geneva Place, Anchorage, Alaska 99508. Principal is owned by John Lindauer (67%), Thomas Hager (16.5%), and Sheila Givens and her husband, Gary (8.25% each). Lindauer is part owner of KRXA(AM) Seward and KLAM(AM) Cordova, both Alaska and is applicant for new FM at Cordova and new AM at Kenai, both Alaska. Rest have no other broadcast interests. Filed Sept. 13.

Midway, Ky.—Hughes-Moore Associates Inc. seeks 920 khz, .5 kw-D. Address: 1910 Harrodsburg Road, Lexington, Ky. Principal is owned by Paul J. Hughes III and Even A. Moore (50% each). It has no other broadcast interests. Filed Sept. 29.

West Point, Neb.—Kelly Communications Inc. seeks 840 khz, 2.5 kw-D. Address: 2702 Bragstad, Sioux Falls, S.D. 57103. Principal is owned by Sharon J. Kelly, who has no other broadcast interests. Filed Sept. 12.

FM applications

Key Largo, Fla.—Florida Keys Broadcasting Corp. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 2515, Key West, Fla. 33040. Principal is owned by Gayle D. Swofford, president (42.6%), Norman D. Artman (40.6%) and five others. It is applicant for WKIZ(AM)-WFYN(FM) Key West. Filed Sept. 28.

Smiths Grove, Ky.—John E. Dalton seeks 107.1 mhz, 3 kw. Address: 12625 Sunshine Lane, Treasure Island, Fla. 33706. Principal has no other broadcast interests. Filed Sept. 28.

Maurice, La.—Maurice Broadcasting seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 1103 La Neveville Road, #1, Lafayette, La. 70508. Principal is owned by Simla B. Ellis and her husband, Charles F. Ellis (50% each). Simla Ellis has no other broadcast interests. Charles Ellis has 50% interest in KJJB(FM) Eunice, La., which he will divest himself of upon approval of this application. Filed Sept. 23.

Pahrump, Nev.—Tamarack Investment Corp. seeks 107.5 mhz, 25 kw. Address: P.O. Box 156, Pahrump 89041. Principal is owned by Leslie A. Mankins, president and six others (14.285% each). It has no other broadcast interests. Filed Sept. 1.

Jersey Shore, Pa.—Kenneth H. Breon Jr. and John K. Hogg Jr. seeks 93.5 mhz, 3 kw, HAAT: 144 ft. Address: 262 Allegheny Street, Jersey Shore 17740. Principal is owned by Kenneth H. Breon Jr. (65%), and John Hogg Jr. (35%). Breon also owns WJSA(AM) Jersey Shore. Hogg is general manager and chief engineer at WJSA. Filed Sept. 23.

Charlotte Amantie, Virgin Islands—David A. Rawley Jr. seeks 102.1 mhz, 50 kw, HAAT: 1,529 ft. Address: P.O. Box 1009 High Point, N.C. 27261. Principal is part beneficiary of trust in stock of corporation that publishes High Point, N.C. *Enterprise* daily newspaper and also has interest in WJYR(AM) Myrtle Beach, S.C. and WJYW(FM) South-

port, N.C. Filed Sept. 22.

Cheney, Wash.—Cheney Broadcasting Co. Ltd. seeks 101.1 mhz, 100 kw, HAAT: 625 ft. Address: 1304 Hammond Lane, Toppenish, Wash. 98948. Principal is owned by Roger L. Turnbaugh and his wife, Beatrice (25% each), and four others (12 1/2% each). Turnbaughs also have interest in KENE-AM-FM Toppenish, Wash., which they will divest themselves of, upon approval of this application. Filed Sept. 29.

Milladore, Wis.—Cornerstone Community Radio Inc. seeks 89.5 mhz, 10 kw, HAAT: 500 ft. Address: 2929 W. Canal Street, New Smyrna Beach, Fla. 32069. Principal is nonprofit corporation headed by Richard L. Van Zandt, president. It has no other broadcast interests. Filed Sept. 26.

Trempealeau, Wis.—Greater Trempealeau Broadcasting Co. seeks 105.5 mhz, 1 kw, HAAT: 530 ft. Address: 413 Oak Avenue, South Onalaska, Wis. 54650. Principal is owned by W. Louis Lonquist, who has no other broadcast interests. Filed Sept. 23.

TV applications

Burlington, N.J.—Maco K. Sloan and Charles Joseph Thompson seek frequency of WKBS-TV: ch. 48, ERP: 2,340 kw vis., 234 kw aur., HAAT: 1,112.3 ft.; ant. height above ground: 1,050 ft. Address: 2500 Legion Drive, Knoxville, Tenn. Principal is owned by Sloan (51%) and Thompson (49%). Thompson also owns 40% of WSMT-FM Sparta, Tenn., and is applicant for new FM at Greeneville, Ala. Filed Aug. 3.

Dallas—Metroplex Television Broadcasting Ltd. seeks ch. 58; ERP: 1,186.9 kw vis., 118.69 kw aur., HAAT: 1,670 ft.; ant. height above ground: 1,475 ft. Address: 2316 Kingston Terrace, Denton, Tex. 76201. Principal is owned by Jacquelin Stout (25%), Wes Jamison and John Thompson (37 1/2% each). It has no other broadcast interests. Filed Sept. 26.

AM actions

Florence, Ore.—Beacon Communications Inc. granted 1250 khz, 1 kw-D. Address: 1755 Homedale Road, Klamath Falls, Ore. 97601. Principal is equally owned by Stephen E. Minshall and wife, Ann. V. Minshall. Stephen Minshall is chief engineer at KLAD(AM)-KJSN(FM) Klamath Falls, Ore. Ann Minshall has no other broadcast interests. (BP-830331AC). Action Sept. 27.

Dishman, Wash.—Melinda Boucher Reed granted 1050 khz, 5 kw-D. Address: P.O. Box 8238, Spokane, Wash. 99203. Principal has no other broadcast interests. (BP-830114AD). Action Oct. 3.

FM actions

Rifle, Colo.—Mesa Broadcasting of Colorado granted 105.3 mhz, 100 kw, HAAT: 530.5 ft. Address: 311 1/2 South Gillette Avenue, Gillette, Wyo. 82716. Principal is owned by Susan K. Hughes, who is vice president and general manager of KOLL(FM) Gillette. (BPH-820524AU). Action Sept. 26.

Winter Haven, Fla.—Florida Public Radio Inc. application returned for 89.5 mhz, 3 kw, HAAT: 300-ft. Address: 505 Josephine Street, Titusville, Fla. 32796. (BPED-830728AA). Action Sept. 26.

*Watertown, N.Y.—Public Broadcasting Council of Central New York Inc. granted 90.9 mhz, 4 kw, HAAT: 1,150 ft. Address: 506 Old Liverpool Road, Liverpool, N.Y. 13088. Principal is nonprofit corporation, headed by John E. (Jed) Dietz, chairman. It also owns WCNY-TV-FM Syracuse, N.Y. (BPED-830223AG). Action Sept. 27.

*Greenville, N.C.—The Board of Trustees of the University of North Carolina at Chapel Hill granted 88.3 mhz, 31.6 kw, HAAT: 550 ft. Address: Swain Hall 0444 Campus Chapel Hill, Chapel Hill, N.C. 27514-6044. Principal is noncommercial educational institution that also owns WUNC(FM) Chapel Hill, N.C. (BPED-830228AZ). Action Sept. 27.

Mandan, N.D.—Capital Communications application dismissed for 96.5 mhz, 100 kw, HAAT: 330 ft. Address: 1179 Jefferson Avenue, Bismarck, N.D. 58501. (BPH-821116AJ). Action Sept. 27.

*Middle Island, N.Y.—Family Stations Inc. granted

88.5 mhz, .206 kw, HAAT: 300 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal is nonprofit, California-based corporation headed by Harold Camping, Scott Smith and Richard Van Dyk, who are also applicants for new FM at Muskegon, Mich. Smith and wife, Beverly, equally own KEWQ(AM) Paradise, Calif., and are applicants for AM's at Champlain, N.Y., San Marco, Calif., Cooper City, Fla., and Pembina, N.D. (BPED-830225AK). Action Sept. 27.

Shawnee, Okla.—Cyrus V. Edwards, Lt. Col. application returned for 105.1 mhz; ERP: 3 kw; HAAT: 301.84 ft. (BPH-830829AE). Action Sept. 26.

*Pittsburgh, Pa.—University of Pittsburgh granted 88.1 mhz, .3 kw, HAAT: 497 ft. Address: 4200 Fifth Avenue, Pittsburgh 15260. Principal is state-related, non-sectarian, co-educational university. It has no other broadcast interests. (BPED-800616AI). Action Sept. 28.

Sisseton, S.D.—Lake Region News Corp. Inc. granted 102.9 mhz, 100 kw, HAAT: 527 ft. Address: 117 East Oak Street, Sisseton 57262. Principal is owned by John A. Adams, Larry F. Ingalls and Charles L. Card (one-third each), who also are applicants for new AM at Sisseton. (BPH-830131AK). Action Sept. 27.

TV action

*Davenport, Iowa—Maycrest College application dismissed for ch. 36; ERP: 16.85 kw vis., 1.69 kw aur.; HAAT: 228 ft.; ant. height above ground: 195 ft. Address: 1607 West 12th Street, Davenport 52804. (BPET-820510KE). Action Sept. 19.

Ownership changes

Applications

KNGS(AM)-KKYS(FM) Hanford, Calif. (620 khz, 1 kw-D, 1 kw-N; FM: 107.5 mhz, 17 kw, HAAT: 860 ft.)—Seeks assignment of license from King Broadcasters Ltd. to Sunrise Communications of Central California for \$1,750,000 (BROADCASTING, Oct. 3). Seller is limited partnership headed by general partner, Lee Smith, (30% of KNGS and 39% of KKYS) who is also general manager of KNGS(AM)-KKYS(FM). Buyer is equally owned by Sunrise Media Inc. and Lartec Investment Co. Sunrise Media's percentage is divided among Al Lobeck (58%), Raymond McCarty (20%) and Scott Huskey (16%), all former Stauffer Broadcasting executives, and James Bonfiglio (6%), a Scottsdale, Ariz., businessman. Lartec Investment Co. is headed by Keith Gunzenhauser, president. It is wholly owned subsidiary of Central Life Assurance Co., based in Des Moines, Iowa. Filed Oct. 4.

WIBB(AM) Macon, Ga. (1280 khz, 5 kw-D) Sold by Walter H. Bush, Jr. to King Management Corp. for \$229,650 cash. Seller is trustee appointed by U.S. District Court in bankruptcy proceeding. Station was put up for bid. Buyer is owned by Charles F. Adams, Macon attorney. It has no other broadcast interests. Filed Oct. 3.

WDRB-TV Louisville, Ky. (ch. 41; ERP: 303 kw vis., 30.3 kw aur., HAAT: 1,280 ft.)—Seeks assignment of license from Cowles Media Co. to Toledo Blade Co. for \$10 million (BROADCASTING, Sept. 19). Seller, based in Minneapolis, is publisher of *Minneapolis Tribune*, other newspapers, and has cable interests. It sold its only other broadcast property, KTVH(TV) Hutchinson (Witchita), Kan., last year (BROADCASTING, Dec. 20, 1982). Buyer, Toledo, Ohio-based newspaper publisher is owned by William and Paul Block Jr., brothers. It also owns WLIO(TV) Lima, Ohio; WLFI-TV Lafayette, Ind., and cable TV systems in Toledo; Monroe, Mich., and Sandusky, Ohio. It has signed letter of intent to sell WTKN(AM)-WWSW-FM Pittsburgh, to Shamrock Broadcasting Co. Filed Sept. 30.

WCOU(AM)-WAYU(FM) Lewiston, Me. (1240 khz, 1 kw-D, 250 w-N; FM: 93.9 mhz, 13 kw, HAAT: 250 ft.)—Seeks assignment of license from Weboco Inc. to Androscoggin Broadcasting Corp. for \$350,000. Seller is owned by David Welborne. It has no other broadcast interests. Buyer is owned by Walter M. King Jr., Washington based attorney. It has no other broadcast interests. Filed Sept. 29.

WKIK(AM) Leonardtown, Md. (1370 khz, 1 kw-U)—

Seeks assignment of license from Continental Radio Corp. to J.B.J. Communications Inc. for \$249,656 (BROADCASTING, Oct. 10). Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president; John H. Swain, and Joseph Salta. It has no other broadcast interests. Filed Sept. 30.

■ WKBD-TV Detroit (ch. 50, ERP: 2,340 kw vis., 209 kw aur., HAAT: 960 ft.)—Seeks assignment of license from Field Enterprises to Cox Communications for \$70 million (BROADCASTING, May 23, 1983). Seller is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%). It is divesting itself of its broadcast properties. Field also owns three cable systems and daily *Chicago Sun-Times*. Buyer is publicly traded cable operator and group owner of five AM's, several FM's and six TV's. Cox has announced intention to sell cable system in WKBD-TV coverage area. Filed Sept. 30.

■ WKLZ(AM) Kalamazoo, Mich. (1470 khz, 500 w-D, DA-D)—Seeks assignment of license from Circle Corp. to Independent Voice Inc. for \$120,000. Seller is owned by Walter Isbert (51%) and Larry Kronenberg (49%). It has no other broadcast interests. Station has been off-the-air since May 29 because of financial difficulties. Buyer is owned by Edward Gainer (52%), Eric J. Elstro (30%) and Lisa L. Gill (18%). Gainer is currently director of news and operations, and Elstro is currently reporter, both at WSJM(AM) St. Joseph, Mich. Both will resign. Gill is formerly a reporter at WSJM. Filed Sept. 26.

■ KBXM(AM) Kennett, Mo. (1540 khz, 1 kw-D, 500 w-CH)—Seeks assignment of license from Bootheel Broadcasting Co. to KBXM Inc. for \$235,000. Seller is owned by Hazel V. Miller and son, Larry Don. It has no other broadcast interests. Buyer is headed by Chancie L. (Rudy) Pylant, who is general manager of KBXM. Filed Sept. 29.

■ KSRD(FM) Seward, Neb. (96.9 mhz, 100 kw, HAAT: 610 ft.)—Seeks assignment of license from KSRD Radio Co. to MusicRadio of Nebraska for \$864,000. Seller is general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT(AM) Denton, and KDNG-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is general manager of WSLC-AM-WSLQ(FM). Buyer is owned by Donald Cavaleri (60%) and Stephen Kushner (25%). Cavaleri was previously general sales manager WPGC-AM-FM Morningside, Md. Kushner is currently program director at WBZS(FM) Pittsburgh, Pa. Filed Sept. 30.

■ WWKO(AM) Fair Bluff, N.C. (1480 khz, 1 kw-D)—Seeks assignment of license from Marshall Media Inc. to WWKO for \$196,250. Seller is owned by Joseph L. Cussac. He also owns WBER Moncks Corner, S.C. Buyer is equally owned by Theodore J. Gray Jr., president, Richard H. Marshall, and Michael G. Orr. They are previous owners and current creditors of station. Gray also owns WRHI(AM) Rock Hill, S.C., and WFLB(AM) Fayetteville, N.C. Marshall is account executive at WFLB. Orr also owns WCRE(AM) Cheraw, S.C. Filed Sept. 26.

■ WGGO(AM) Salamanca, N.Y. (1590 khz, 5 kw-D)—Seeks transfer of control of Communications Inc. from John R. Newman (100% before; none after) to Gary L., and Theresa Livingston (none before; 100% after) for \$263,500. Seller has application pending to buy WZNG(AM) Cypress Gardens, Fla. (BROADCASTING, Sept. 26). Buyers are Gary Livingston (80%) and wife, Theresa (20%). Gary Livingston is currently operations manager at WUUU(FM) Rome, N.Y.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Seeks transfer of control from Stephen A. Bloomfield and others (60% before; none after) to Raymond N. Malcolm and Robert C. Hippler (40% before; 100% after) for \$300,000. Seller is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. Buyer is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40%, is Canton, Ohio-based insurance businessman. He also has interest in WTAL(AM) Tallahassee, Fla. Hippler is president and general manager of WNYN. Filed Sept. 23.

■ WBEU(AM)-WQLO-FM Beaufort, S.C. (960 khz, 1 kw-D; FM: 98.7 mhz, 36 kw, HAAT: 225 ft.)—Seeks assignment of license from Beaufort Broadcasting Corp. to Stephen J. Hannon for \$1.2 million, including \$330,000 non-compete agreement (BROADCASTING, Sept. 12). Seller is owned by George G. Trask, president; his brother, John M. Trask Jr. (38.5% each), and their mother, Flora G. (23%). None have other broadcast interests. Buyer is Gastonia, N.C. orthodontist, who has no other broadcast interests. Filed Sept. 26.

■ WBOL(AM)-WVST(FM) Bolivar, Tenn. (1560 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55% before; none after) to Warren H. Isbell (none before; 55% after) for \$200,000. Seller has no other broadcast interests. Buyer is leather worker at Armira

Corp. in Bolivar, and has no other broadcast interests. Filed Sept. 19.

■ WLUY(AM) Nashville, Tenn. (1300 khz, 5 kw-U, DA-N)—Seeks assignment of license from Mooney-WMAK Inc. to WNQM Inc. for \$700,000. Seller is 100% owned by SunGroup Inc., Knoxville, Tenn.-based group owner, headed by George P. Mooney, president. It also owns WSEV(AM)-WYMU(FM) Sevierville, and WYHY(FM) Hendersonville, both Tennessee, and WERC(AM)-WKXX(FM) Birmingham, Ala. Buyer is headed by Fred P. Werstenberger (64%), who is also majority owner of WVOQ(AM) New Orleans and WMQM(AM) Memphis. It also has pending application for WITA(FM) Knoxville, Tenn. Filed Oct. 3.

■ KMID-TV Midland, Tex. (ch. 2, 100 kw vis., 10 kw aur., HAAT: 1,050 ft.)—Seeks assignment of license from Midessa Television Trust to Telepictures Corp. for \$15 million. Seller is based in Odessa, Tex. and has interests in KSWO(AM)-TV Lawton, and KRHD-AM-FM Duncan, both Oklahoma; KGLN(AM) Glenwood Springs, Colo.; KFDA-TV Amarillo, Tex. and a Lawton, Okla., cable system. Buyer is publicly traded syndicator. It has no other broadcast interests. Filed Oct. 3.

■ KWHO-AM-FM Salt Lake City, Utah (860 khz, 1 kw-D; FM: 93.3 mhz, 26 kw, HAAT: 3,660 ft.)—Seeks transfer of control of Northwest Radio Broadcasting Co. from Northwest Energy Co. (100% before; none after) to The Williams Co. (none before; 100% after). Seller is publicly-owned natural-gas-pipeline carrier which has accepted takeover bid from buyer at \$39 per share for a total of approximately \$860 million. It has no other broadcast interests. Buyer is Tulsa, Okla.-based, publicly-owned, diversified industrial corporation. It has no other broadcast interests. Filed Sept. 30.

■ KVEZ(FM) Smithfield, Utah (103.9, 3 kw)—Seeks assignment of license from M and M Broadcasting Co. Inc. to Ronald Christner and others for \$235,000. Seller is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. Buyer is limited partnership. Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), are general partners. Ronald Christner professor of business administration at Loyola University, New Orleans, and real estate investor. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Richard Cano is sales representative at KCEY(AM)-KMIX(FM) Turlock, Calif.

■ WJOY(AM)-WQCR(FM) Burlington, Vt. (1230 khz, 1 kw-D, 250 w-N; FM: 98.9 mhz, 50 kw, HAAT: 290 ft.)—Seeks assignment of license from Vermont Broadcasting Corp. to Hall Communications Inc. for \$2.2 million, including \$660,000 cash. (BROADCASTING, Sept. 19). Seller is principally owned by Frank A. Balch. It has no other broadcast

interests. Buyer is owned by Robert M. Hall (56%), his wife, Ruth (24%), and their daughter, Bonnie H. Rowbotham (20%). It also owns WONN(AM) Lakeland, and WPCV(FM) Winter Haven, both Florida; WLPA(AM)-WNCE(FM) Lancaster, and WBVP(AM)-WWKS(FM) Beaver Falls, both Pennsylvania; WICH(AM)-WCTY(FM) Norwich, Conn., and WNBH(AM)-WMYS(FM) New Bedford, Mass. Filed Sept. 23.

■ WPQZ(AM) Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from The Gilcom Corp. of West Virginia to Radio Two for \$387,500. Seller is owned by Edward T. Giller. It also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va. It is applicant for WLEE Richmond, Va. Buyer is owned by Jack T. Cloyd (90%) and his son, J. Michael Cloyd (10%). It also owns WKKW(FM) Clarksburg. Filed Sept. 26.

■ KOJO(AM)-KIOZ(FM) Laramie, Wyo. (1490 khz, 500 w-D, 250 w-N; FM: 102.9 mhz, 80 kw, HAAT: 1,150 ft.)—Seeks assignment of license from Meadowlark Broadcasting Inc. to Rocky Mountain Radio Corp. for \$600,000. Seller is owned by George M. Malti, San Francisco-based broadcasting attorney. He also owns KYVA(AM)-KOVQ(FM) Gallup, N.M. Buyer is equally owned by David R. Nicholas, former BROADCASTING employe, and now Laramie, Wyo., attorney and state senator, and Joseph M. Russin, who was recently senior producer for public-television series, *Inside Story*. They have no other broadcast interests. Filed Sept. 23. Sept. 23.

■ [CP]KLYX(FM) Thermopolis, Wyo. (98.3 mhz, 3-kw)—Seeks assignment of license from Long Lines Broadcasting Inc. to Longcreeper Radio Inc. for \$10,500 (BROADCASTING, June 27, 1983). Seller is owned by Bruce R. Long. It also owns KURA-AM and [CP]KLLX-FM both Moab, Utah. Buyer is owned by B. Edward Longcreeper and wife, Dee Ann, (jointly 51%), and his brother Paul, and Paul's wife, Jeri (jointly 49%). Edward Longcreeper is announcer and engineer at KELA-AM-FM Centralia, Wash. It also purchased KTHE(AM) from seller. Filed Oct. 4.

Actions

■ WQCN(AM) Savannah, Ga. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Kar-Whel Enterprises Inc. to Alvin L. Korngold for \$156,500, plus other considerations. Seller is owned by Dale L. Karacostas. It has no other broadcast interests. Buyer also has interest in KLAV(AM) Las Vegas. (BAL-830810FQ). Action Sept. 30.

■ WROI(FM) Rochester, Ind. (92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted assignment of license from Fidelity Broadcasting Co. Inc. to Manitou Broadcasting Corp. for \$240,000. Seller is owned by Joseph P. Sweeney. It has no other broadcast interests. Buyer is headed by John O'Neill, president. It has no other broadcast interests. (BALH-830809HR). Action Sept. 30.

■ WGEO-FM Beaverton, Mich. (97.7 mhz, 3 kw, HAAT: 310 ft.)—Granted assignment of license from Midwest Broadcasting to Maines Broadcasting Inc. for \$70,000. Seller is owned by Leona Katherine Lacey. It has no other broadcast interests. Buyer is owned by Ronald W. Maines, president (50.27%) and 13 others. It also owns WMPX(AM) Midland, Mich. (BALH-830720HH). Action Sept. 26.

■ KOOK-AM-FM Billings, Mont. (970 khz, 5 kw-U, DA-N; FM: 102.9 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from Mathias Enterprises to KOOK Associates Ltd. for \$2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQLL(AM)-KQIX-FM Grand Junction, Colo. (BALH-830718EPQ). Action Sept. 28.

■ WGY(AM)-WGFN(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville (WGY: 810 khz, 50 kw-U, WGFN: 99.5 mhz, 10 kw, HAAT: 930 ft. WSIX: 980 khz, 5 kw-U, WSIX-FM: 97.9 mhz, 100 kw, HAAT: 1,140 ft.)—Granted assignment of license from General Electric Broadcasting Co. to Foster Management for about \$14.5 million. Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). Buyer is New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. (BAL, BAPLH-830726HZ, GE). Action Sept. 22.

■ WPTR(AM) Albany, N.Y., and WFLY(FM) Troy, N.Y. (1540 khz, 50 kw-U, DA-I; FM: 92.3 mhz; 13 kw; HAAT: 850 ft.)—Granted assignment of license from stockholders of Rust Communications Group Inc. to Five States Tower Co. Inc. for \$4 million. Seller is headed by William F. Rust Jr., president (51.7%). It also owns WHAM(AM)-WHFM(FM) Rochester; WFLY(FM) Troy, all New York;

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

WNOW(AM)-WQXA(FM) York, Pa., and WPTR(AM) Albany, N.Y.; WSOM(AM)-WQXX(FM) Salem, Ohio. Buyer is owned by Robert R. Dyson, president, who also owns WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. (BALH-830712GO.P). Action Sept. 29.

■ KCLI(FM) Clinton, Okla. (95.3 mhz, 3 kw, HAAT: 296 ft.)—Granted assignment of license from Clinton-Cordell Broadcasting Co. Inc. to Media Max Broadcasting Inc. for \$200,000. Seller is owned by Carroll C. Crispin Jr. It has no other broadcast interests. Buyer is owned by James R. Maxey Jr., president, and his parents, James R., and Patricia (25% each). It has no other broadcast interests. (BALH-830809HI). Action Sept. 28.

■ KMJK(FM) Lake Oswego, Ore. (106.7 mhz, 100 kw, HAAT: 877 ft.)—Granted assignment of license from Hart-Hanks Radio Inc. to 107 Ltd. for \$2.2 million. Seller, based in Phoenix, is headed by John G. Johnson, chairman. It owns four AM's and five FM's and three TV's. Buyer is owned by Victor M. Ives, general partner (9.09%); Homer G. Williams, principal limited partner (22.73%), and seven other limited partners. Ives is general manager of KMJK. (BAPLH-830810HU). Action Sept. 28.

■ WHAT(AM) Philadelphia (1340 khz, 1 kw-D, 250 w-N)—Dismissed assignment of license from Independence Broadcasting Co. Inc. to Philadelphia Community Broadcasting Co. for \$1 million. Seller is owned by estate of William Banks. It owns WWDB(FM) Philadelphia, which is also up for sale. Buyer is principally owned by Howard Sanders, president. It also owns WYCB(AM) Washington. (BAL-830503EY). Action Sept. 28.

■ WNGE(TV) Nashville (ABC, ch. 2, 100 kw vis., 10 kw aud., HAAT: 1,350 ft.)—Granted assignment of license from General Electric Broadcasting Inc. to Knight-Ridder Broadcasting Inc. for \$37 million. Seller is New York-based subsidiary of General Electric corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. Buyer is Miami-based publicly traded newspaper company and owner of five other TV's. (BALCT-830811KG). Action Sept. 28.

■ KDUV(FM) Brownsville, Tex. (100.3 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from John Horn Broadcasting Inc. to Bixby Great Electric Radio Co. Inc. for \$1,019,000. Seller is owned by John Horn, president, who has no other broadcast interests. Buyer is owned by Jess Johncox, president, John A. Parry (29.16% each), Michael T. Reichert and Charles A. Whatley (20.84%). It also owns KTXI(FM) Mercedes, Tex., which it is selling (see below). Parry also owns KFIM(FM) El Paso, and WWZD(FM) Buena Vista, Va. (BALH-830812GN). Action Sept. 30.

■ KTXI(FM) Mercedes, Tex. (106.3 mhz, 3 kw, HAAT: 600 ft.)—Granted assignment of license from Bixby Great Electric Radio Co. Inc. to Great America Radio Inc. for \$492,000. Seller has bought KDUV(FM) Brownsville, Tex. (see above). Buyer is owned by Bruce J. Swearingen, president (20%), Geoffrey W. Crabtree (30%), W. Gene Garrison and John H. Northcutt (25% each). It has no other broadcast interests. (BAPH-830812GO). Action Sept. 30.

■ KBIL-FM San Angelo, Tex. (92.9 mhz, 100 kw, HAAT: 729 ft.)—Granted assignment of license from San Angelo Broadcasters Inc. to Texas Triangle Media Inc. for \$1.6 million. Seller is principally owned by William W. Jamar jr., president (51%), who also owns 50.5% of KBWD(AM)-KOXE(FM) Brownwood, Tex., and 10% of KWNY-AM-FM. Buyer is owned by Dale E. Palmer, president (70%) and Al T. Burke (30%). Palmer has interests in KMND(AM) Midland, KZOM(FM) Orange, KOLE(AM) Port Arthur, all Texas, and has bought, KBLU(AM)-KTTI(FM) Yuma, Ariz. With Burke, he is part owner of KIVA-TV Farmington,

N.M. (BALH-830812GM). Action Sept. 30.

■ KQPD(FM) Ogden, Utah (101.9 mhz, 27.5 kw, HAAT: 3,742 ft.)—Granted assignment of license from Wasatch Broadcasting Partnership to First Omni Communications Inc. for \$760,000. Seller is owned by Doris McIntyre (50%). Other half will be traded by Robert C. Mohr for 49% of buyer. Buyer is owned by Terry Allen McRight, president (51%) and Mohr. McRight is broadcast management consultant and former general manager of KAIT-AM-FM Oklahoma City. He has no other broadcast interests. Mohr is Salt Lake City psychiatrist, who has no other broadcast interests. (BAPLH-830815GP). Action Sept. 30.

Facilities changes

AM applications

Tendered

- KOGA (930 khz) Ogallala, Neb.—Seeks CP to increase day power to 2.5 kw and change to DA-2; request waiver of section 73.35(A) of rules. Ann. Oct. 6.
- WMYN (1420 khz) Mayodan, N.C.—Seeks CP to increase power to 1 kw. Ann. Oct. 4.
- WLRP (1460 khz) San Sebastian, P.R.—Seeks CP to increase day power to 2.5 kw; install DA-D, and make changes in ant. sys. Major environmental action under section 1.1305. Oct. 6.

Accepted

- KGDP (660 khz) Santa Ynez, Calif.—Seeks modification of CP (BP-20499) to change TL. Ann. Oct. 4.
- WFIV (1080 khz) Kissimmee, Fla.—Seeks modification of CP (B9-21246) to operate by RC from SL. Ann. Oct. 4.
- WJNO (1230 khz) West Palm Beach, Fla.—Seeks modification of CP (BP-800311AD) to make changes in antenna system by installing auxiliary antenna system. Ann. Oct. 6.
- WCII (1080 khz) Louisville, Ky.—Seeks CP to make changes in antenna system by augmenting nighttime standard pattern. Ann. Oct. 6.
- WWHK (1160 khz) Mt. Clemens, Mich.—Seeks modification of CP (BP-810408AI) to augment standard pattern. Ann. Oct. 4.
- KKOJ (1190 khz) Jackson, Minn.—Seeks modification of CP (BP-781031AE) to make change in antenna system. Ann. Oct. 4.
- WGOS (1070 khz) High Point, N.C.—Seeks CP to change TL. Major environmental action under section 1.1305. Ann. Oct. 4.
- KFLS (1450 khz) Klamath Falls, Ore.—Seeks CP to change TL. Ann. Oct. 4.
- WBMK (1430 khz) Knoxville, Tenn.—Seeks CP to increase power to 5 kw. Ann. Oct. 4.
- WBKV (1470 khz) West Bend Township, Wis.—Seeks modification of CP (BP-820721AI) to operate by RC from SL. Ann. Oct. 4.

FM applications

Tendered

- WNSL (100.3 mhz) Laurel, Miss.—Seeks CP to change ERP to 100 kw and change HAAT to 740 ft. Ann. Oct. 5, 1983.

Accepted

- KTTI (95.1 mhz) Yuma, Ariz.—Seeks CP to change TL; change ERP to 25 kw, and change HAAT to 29.9 ft. Ann. Oct. 4.
- KRJJ (92.7 mhz) Paradise, Calif.—Requests waiver of section 73.1201 (B)(2) of rules to identify as Paradise-Chico, Calif. Ann. Oct. 7.
- WQZQ (92.1 mhz) Moyock, N.C.—Requests waiver of section 73.1201(B)(2) of rules to identify as "Moyock-Chesapeake, Moyock, N.C." Ann. Oct. 6.
- KAZZ (95.5 mhz) Sallisaw, Okla.—Seeks modification of CP to change HAAT to 600 ft. and change ERP to .4 kw. Ann. Oct. 6.
- *WPLN (90.3 mhz) Nashville—Seeks modification of CP to change overall tower height; change TL; change transmitter, and change transmission line type. Ann. Oct. 7.
- WFMR (98.3 mhz) Menomonee, Wis.—Seeks CP to

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 20910

LECHMAN, COLLIGAN, & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street, N.W., Suite 702
 Washington, D.C. 20036
 (202) 775-0057

change ERP to 2.60 kw and change HAAT to 328 ft. Ann. Oct.

■ ***KYDS** (91.5 mhz) Sacramento, Calif.—Seeks CP to construct new antenna. Ann. Oct. 4.

TV applications

■ **KMPH** (ch. 26) Visalia, Calif.—Seeks modification of CP (BPCT-810924KE; as modified) to change ERP to 3,311 kw vis., 335 kw aur. and change HAAT to 2,518 ft. Ann. Oct. 6.

■ **WNFT** (ch. 47) Jacksonville, Fla.—Seeks CP to change ERP to 55 kw visual. Ann. Oct. 7.

■ **KQFB** (ch. 66) Tacoma, Wash.—Seeks modification of CP (BPCT-791026KL; as modified) to change ERP to 3,516 kw vis., 352 kw aur. and change HAAT to 1,611 ft. Major environmental action. Ann. Oct. 7.

FM actions

■ **WCME** (96.7 mhz) Boothbay Harbor-Bath, N.Y.—Granted modification of CP (BPH-820208AN) to waive section 73.1201 (B)(2) of rules to identify as "Boothbay harbor-Bath, Maine." Action Sept. 28.

■ **WQMG** (97.1 mhz) Greensboro, N.C.—Granted modification of CP (BPH-820419AS) to make changes in antenna system; change directional antenna pattern, and decrease HAAT to 515 ft. Action Sept. 26.

■ ***WCPE** (89.7 mhz) Raleigh, N.C.—Application returned for CP to change TL; change HAAT to 745 ft., and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 26.

■ **KYND-FM** (97.1 mhz) Minot, N.D.—Granted CP to make changes in antenna system; decrease ERP to 94.56 kw; increase HAAT to 965 ft., and replace transmitting system. Action Sept. 26.

■ **WKJ** (93.3 mhz) Chillicothe, Ohio—Granted CP to change ERP to 19.9 kw and change HAAT to 634.5 ft. Action Sept. 27.

■ **KMCO** (101.3 mhz) McAlester, Okla.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 489 ft., and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 27.

■ **WVCC** (101.7 mhz) Linesville, Pa.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 300 ft., and make changes in antenna system. Action Sept. 27.

■ ***WHCB** (91.5 mhz) Bristol, Tenn.—Application denied for modification of CP (BPED-811030AD, as mod.) and waiver of section 73.1201 (B)(2) of rules to identify as "Bristol-Kingsport-Johnson City, Tenn."

■ **WZDQ** (102.3 mhz) Humboldt, Tenn.—Granted modification of CP to change SL and waiver of section 73.1125(B)(2) of rules. Action Sept. 23.

■ ***WRVL** (88.3 mhz) Lynchburg, Va.—Granted CP to change TL; decrease ERP to 50 kw; change HAAT to 1,082 ft., and make changes in antenna system. Action Sept. 27.

■ **KGHO-FM** (95.3 mhz) Hoquiam-Aberdeen, Wash.—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Aberdeen, Wash." Action Sept. 30.

■ ***WCDE** (90.3 mhz) Elkins, W.Va.—Granted CP to change TL and increase ERP to 1 kw. Action Sept. 27.

TV actions

■ **KZAZ-TV** (ch. 11) Nogales, Ariz.—Application dismissed for CP to change ERP to 116.4 kw visual, 11.6 kw aural; change HAAT to 3,580 ft., and change TL. Action Sept. 14.

■ **WDRB-TV** (ch. 41) Louisville, Ky.—Application dismissed for CP to change frequency to ch. 21; change ERP to 1,100 kw (max), 374 kw (H) RMS, 37.4 kw (H) RMS aur., and change type antenna. Action Aug. 19.

■ **KOTV** (ch. 6) Tulsa, Okla.—Granted MP (BPCT-5068) to change ERP to 100 kw vis., 10 kw aur.; change antenna, and change HAAT to 1,885 ft. Action Sept. 27.

■ **KJRH** (ch. 2) Tulsa, Okla.—Granted MP (BPCT-5078) to change HAAT to 1,828 ft. and change antenna. Major environmental action. Action Sept. 27.

AM actions

■ **KWPC** (860 khz) Muscatine, Iowa—Granted CP to make changes in antenna system and increase height of tower. Action Sept. 27.

■ **KKIS** (990 khz) Pittsburg, Calif.—Application returned for CP to increase day and night power to 25 kw; install DA-2, and change TL. Major environmental action under section 1.1305. Action Sept. 29.

■ **KGMS** (1380 khz) Sacramento, Calif.—Granted modi-

fication of CP (BP-21203) to make changes in antenna system (increase antenna efficiency and change parameter for night site only). Action Sept. 28.

■ **WKAQ** (1040 khz) Boynton Beach, Fla.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 10 kw; install DA-2; change frequency to 1040 khz; change TL, and make changes in antenna system. Major environmental action under section 1.1305. Action Oct. 3.

■ **WFTV** (1080 khz) Kissimmee, Fla.—Granted modification of CP (B9-21246) to operate by RC from SL. Action Oct. 3.

■ **WHBO** (1040 khz) Pinellas Park, Fla.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw; change day power to 5 kw; install DA-N; make changes in antenna system; change frequency to 1040 khz; change city of license to Pinellas Park, Fla.; change TL, SL and RC. Major environmental action under section 1.1305. Action Oct. 3.

■ **WMPZ** (1000 khz) Soperton, Ga.—Granted CP to change TL. Action Sept. 25.

In contest

FCC actions

■ Commission affirmed Dec. 8 review board decision, reversing ALJ Thomas B. Fitzpatrick's grant of FM facility in Nashua, N.H. to Merrimack Valley Broadcasting, Inc. Review Board instead granted application for new FM at 106.3 mhz to Gateway Broadcasting Associates, against whom Fitzpatrick had imposed slight demerits for reporting violations. Commission said it was concerned that reporting issues were possibly being designated on basis of significant infractions of rules in numerous cases. It said it wished to make clear that reporting issue should not be designated unless prima facie case had been made that (1) unreported interests were of decisional significance, (2) intent to conceal was present, or (3) pattern of carelessness or inattentiveness was present. Action Oct. 6, by order (BC 80-28-33,35).

■ Commission granted application of Absolutely Great Radio Inc. (AGR) for new FM on 107.1 mhz, Ventura, Calif., and denied competing applications of William Shearer and Arike Logan-Shearer, Joint Tenants, and Ventura Broadcasting Co. In overruling review board decision, granting Shearer's application, commission said that since Logan-Shearer exercises full control over 50% of applicant, joint tenants can receive no more than 50% credit for Mr. Shearer's proposal to work fulltime at station. Additionally, they are entitled to 50% part-time credit for Dr. Logan-Shearer's proposal to serve as station's Public Affairs Director. FCC awarded Ventura a slight preference for broadcast experience but commission said it was insufficient to overcome AGR's enhancement credits stemming from its 15.5% minority ownership and its 49% female ownership. Action Oct. 6, by decision (BC 80-366-7; 69).

■ Commission renewed licenses of Roanoke Broadcasting Co. Inc. for WELR(AM) and WELR-FM Roanoke, Ala., despite objections by Concerned Citizens of Roanoke and National Black Media Coalition. Action Oct. 6, by memorandum opinion and order (FCC 83-461).

■ Review Board granted application of FBC, Inc. for new commercial TV on ch. 62, Lexington, Ky. and denied competing application of Way of Cross Outreach, Inc., reversing Feb. 7 ALJ Joseph Chackin's decision granting application to Way. The Board concluded that FBC's significant or substantial preference for its superior comparative coverage outweighed Way's substantial integration preference and slight diversification preference. Action Sept. 26 (BC 82-106, 108).

■ FCC ALJ Joseph P. Gonzalez, in initial decision has granted application of Vacationland Broadcasting Co. to change frequency of its station, WFTW-FM, Ft. Walton Beach, Fla. from 99.3 mhz to 96.5 mhz; increase power from 3 kw to 100 kw, and increase antenna height from 170 feet to 620 feet. He denied several other competing applications Announced Oct. 7 (BC 81-855-6, 858-59, 861).

■ Review Board upheld ALJ John H. Conlin's decision granting application of B & M Communications Inc. for new FM on 105.5 mhz at Mountain Home, Ark. Action Sept. 28 (BC 82-56-58).

■ Commission has designated for hearing application of Caldwell Television Associates Ltd. (CTA) for new TV and consolidated it in Caldwell proceeding with mutually exclusive applications of Canyon Communications and Cascade Broadcasting Group Ltd. Commission was reconsidering decision to accept CTA's application, which had arrived late. Commission found that severe weather conditions were en-

countered by courier service CTA hired to deliver its application. Commission warned against depending on "guarantees" of overnight courier services. Action Oct. 6, memorandum opinion and order (MM 82-746-7; 83-1097).

■ Review Board has affirmed initial decision granting renewal applications of Gilmore Broadcasting Corp. for KOBE-TV, Joplin, Mo. and Mid-Continent Telecasting Inc. for KOAM-TV, Pittsburg, Kan. These two stations, along with KTJV(TV) Joplin—the three stations in Joplin-Pittsburg market—were object of investigation into charge they engaged in price fixing of their advertising rates. Justice Department grand jury investigation did not return any indictments, and FCC investigation resulted in designating the three renewal applications for hearing. Action Sept. 15 (BC 78-81-2).

Call letters

Applications

Call	Sought by
New AM	
WKIJ	Brown Communication, Parrish, Ala.
WJTB	Taylor Broadcasting Co., North Ridgeville, Ohio
New FM's	
*WVAS	Alabama State University, Montgomery, Ala.
*WDCO-FM	Georgia Public Telecommunications Commission, Cochran, Ga.
KWOX	Omni Communications Inc., Woodward, Okla.
WXCO	Seehafer Broadcasting Corp., Wausau, Wis.
New TV	
WTZA	Ulster County Communications Corp., Kingston, N.Y.
Existing AM's	
WVNF	WMOE Alpharetta, Ga.
WKKD	WVFR Aurora, Ill.
WVGO	WQTK St. Johns, Mich.
WKQR	WBOZ San German, P.R.
WKRE	WEXM Jamesville, Va.
Existing FM's	
KKBE	KKDI-FM Sheridan, Ark.
KBRG	KDOS Fremont, Calif.
WRAV	WAMR-FM Venice, Fla.
KJQN-FM	KVFM Ogden, Utah
WKRE-FM	WEXM-FM Exmore, Va.

Grants

Call	Assigned to
New AM's	
KYOR	Corrales Broadcasting, Sun Valley, Nev.
New FM's	
KTTZ	Coronado Broadcast Corp., Oracle, Ariz.
*WOAK	Oakside Christian School, LaGrange, Ga.
KEYD	Jack and Donna Mann, Durant, Okla.
KNES	Freestone County Broadcasting Co., Fairfield, Tex.
Existing AM's	
WDBM	WAGF Dothan, Ala.
WGCI	WVON Chicago
WKXC	WNAU New Albany, Miss.
KEYG	KNCW Grand Coulee, Wash.
Existing FM's	
KKIX	KNWA Fayetteville, Ark.
WGCI-FM	WGCI Chicago
WOCK	WFEX Clinton, La.
KIRK	WJEL-FM Lebanon, Mo.
WKYE	WJAC-FM Johnstown, Pa.
WIST	WPCT Lobelville, Tenn.
WBFL	WTIJ Bellows Falls, Vt.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Rapidly growing radio group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135. EOE.

Station manager with strong sales/collections background for powerful AM/FM in medium Southern market. Salary and bonus. Send resume to Box E-42.

Sales management-position requires at least 10 years progressive experience in radio sales and operations. Possibility of immediate advancement to station management. Base salary plus percentage of collections. Send resume with salary history and references to President, KTOC, 1300½ Gansville Road, Jonesboro, LA 71251.

General manager/sales manager wanted for new AM station in southern California. Must have strong management and sales background. Lambda Broadcasting Corporation, PO Box 1420, Yucca Valley, CA 92284. 619-365-1500.

New owner of AM/FM in upstate New York seeks ambitious, community-minded general manager. Equity position available. Track record and references a must. Managerial package negotiable. Write Box E-73.

HELP WANTED SALES

Sales manager for Christian station, quality programming, group-owned, major Midwest market. Energetic, aggressive, and professional, with proven advertising sales experience. Top pay based on results. Management growth potential. Send resume and references to: Rich Bott, V.P./Sales, Bott Broadcasting Company, 10841 E. 28th Street, Independence, MO 64052.

Experienced, aggressive, creative account executive for established list. Strong AM/FM combo. Quality of life on Lake Michigan, 90 minutes from Chicago. 14-station group offers continuing training and professional growth. 175,000 market. WSJM/WIRX, Box 107, Benton Harbor-St. Joseph, MI 49085.

Northeast medium market FM wants aggressive, professional salesperson with broadcast experience. Guaranteed salary + commissions. EOE. Resume to Box E-65.

Opportunity knocks! Ready to take over a top list at two dominant stations in the Northeast growth market? Three years broadcast sales experience, please. Send resume and references to Kay Mayr, GSM, WLAD/WDAQ, 198 Main St., Danbury, CT 06810.

Sales manager-salesman needed at Louisiana radio station. Must have sales, management, and promotion experience. Write Box E-72.

Newest NE PA FM forming sales team. Seeking experienced A.E.'s. Top 50 ADI market. Rare opportunity to join our highly professional organization and enjoy excellent earnings, environment, stability, future. True growth situation. Forward resume & all information to Box 5165, Wilkes-Barre, PA 18710. All replies held in strictest confidence. EOE.

We offer an outstanding opportunity for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield \$40,000 gross income for you the first year, \$60,000 the second year. If qualified, please call Bob Manley, 806-372-2329.

HELP WANTED ANNOUNCERS

Top AM country station, upstate NY, seeking strong, successful morning personality. Good communicator, proven track record. Top salary. Resume: Atkinson Consultants, Lord's Highway East, Weston, CT 06880.

Rapidly growing radio group in small to medium markets accepting applications for qualified on-air talent. Various shifts and format styles. These positions are for current and future openings. Letters and resumes only to Box B-136. EOE.

Upstate NY country AM looking for powerhouse morning DJ, who is bright, personable, ambitious, and community-oriented. Suburban top 50 market. Send tapes and resumes to: Box 374, Planetarium Station, New York City, NY 10024.

Quality station in beautiful Midwest city seeks experienced announcer who can relate to audience. Tape and resume to Program Director, WZOE, Broadcast Center, Princeton, IL 61356. EOE.

Missouri's most powerful FM needs weekend personality DJ. Must be able to communicate beyond time and temperature. Limited amount of production. No beginners. \$100.00 week to start. EOE. Resume and tape to Randall Weiseman, KMZU, Box 279, Carrollton, MO 64633.

Morning drive personality wanted on Pacific Coast. We're number one in a competitive 8-station market. If you have experience and like sand dunes, send T&R to Bob Young, P.O. Box 250, Coquille, OR 97423.

Missouri's most powerful FM needs fulltime personality DJ capable of working with remote equipment for live broadcasts. Play by play experience helpful. 40-hour, 5½ day week with production. Country-oriented format. \$12,000 starting salary. EOE. Resume and tape to Randall Weiseman, Box 279, Carrollton, MO 64633.

Top classical announcer sought for evening shift at major market public FM. Music background required, production experience a plus. EEO/AA employer, women and minorities encouraged to apply. Send resume and tape to Personnel, WETA, Box 2626, Washington, DC 20013.

HELP WANTED TECHNICAL

Opening for chief engineer. Minimum five years' experience. Technical skills include AM/FM transmitters, directional arrays, studio construction and maintenance. Must have management ability to participate as part of station management team. Call 915-779-6454. KYSR, El Paso, TX.

Chief engineer wanted. New York City metro FM. Immediate. Responsible full operation. Write Box E-46.

Chief engineer: for major established East Coast radio station. Thorough knowledge of FCC regulations, good technical ability, and supervisory experience required. Competitive salary and benefits. Please send resume, references, and salary requirements to Box E-2.

Chief engineer for KONO/KITY, San Antonio. AM is 5KWND/1K DA; FM 100KWHV. D.E. retiring from company after 53 years. Send resume, references, and salary desired to Jack Roth, P.O. Box 2338, San Antonio, TX 78298. 512-225-5111.

Durham Life Broadcasting is expanding. Good opportunity for chief engineer, AM, FM, automation, directional antennas, STL. Send resume and salary requirements to Personnel, P.O. Box 1511, Raleigh, NC 27602. EOE.

HELP WANTED NEWS

News director needed for southeastern NY. Must be experienced in handling people, organization-minded, and community involved. Only pros with three to five years' experience need to apply. Air shift with supervision of three person staff. If you have the commitment to local news and a good voice, send resume and salary requirements only to Box E-15. EOE.

Talk host wanted. Farm reporter wanted. Send T & R to news/talk KARN, c/o C. Martin, Box 4189, Little Rock, AR 72214.

Reporter/anchor. News leader in southwestern Michigan seeks experienced newperson for four-person staff. Aggressive reporting and crisp, clean writing required. Learn and grow with 14-station Midwest Family Group. Resume and tape to WSJM/WIRX, Box 107, Benton Harbor/St. Joseph, MI 49085.

WIRE/Network Indiana has a rare, immediate opening for an authoritative news anchor with strong writing skills, competitive spirit, and experience. Must be fully skilled in news gathering and interpretation and have superior on-air delivery. Tape and resume to: Gary Hummel, News Director, WIRE/Network Indiana, P.O. Box 88456, Indianapolis, IN 46208. Mid-America Media is an equal opportunity employer, M/F. No calls, please.

SITUATIONS WANTED MANAGEMENT

Owners and/or brokers: vice president & general manager seeks to own! Promissory note in lieu of down payment. Will turnaround and pay all company debts as well as promissory note within 2 or 3 years. Write Box B-124.

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Write Box E-1.

Exp. managing program director. 13 successful years in top ten market. Unimpeachable references. If you have an FM and want to beat the competition all around you in dollars and numbers, call in confidence: 305-771-9998, or write Box E-74.

Sales-oriented GM seeks small or medium market opportunity. Community involved broadcaster with hands on experience, all phases, from programming to engineering. If you're looking for an aggressive street leader who can carry personal list, contact Box 4071, Daytona Beach, FL 32019.

Sales-oriented general manager, compatibly employed, seeks same position, SE sm./med. mkt. Over 10 yrs. successful take charge management. Excellent sales & audience increases. Honest, professional, stable, community active. Excellent with people, expenses, image. By the book operator. Complete credentials, references. Write Box E-85.

Programming plus! Hot medium market personality ready to program your station. Currently employed, seeking long term position with progressive organization. Hands on experience in music, research, promotion, and staff management. Good references. Call 919-476-6312 after 6 p.m. Prefer Midwest or South, but will consider all.

SITUATIONS WANTED SALES

Salesman, newsmen, announcer, production. Looking for small or medium market, Rocky Mountains, near river. Will begin at low salary plus commissions; purchase in 3 to 5 years. Write Box E-70.

SITUATIONS WANTED ANNOUNCERS

Male announcer, 23, broadcast school trained, desires starting position with AOR-CHR format, small market FM. Good production, promotion skills. Will relocate. Call Jeff, 717-839-7448, anytime.

Announcing, production, programing. Medium to major market. Prefer Northeast, consider anywhere! Joe Brautman, 315-789-1120.

Attention medium markets: 3 years' experience. Extensive live remote performances, news & sports director, skilled writer. Drive time jock/country music expert. Will relocate. Call Justin, 212-996-4181.

Female announcer seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

10-year professional announcer. Excellent references. Dependable. Want stable, permanent position. Mike Hon, 904-255-6950.

Looking for bigger challenge. 3 yrs. small markets, degree. Prefer Midwest to East. Mark, 313-982-2642.

Experienced in college radio. Willing to relocate anywhere for entry level position. Call Scott, 201-863-0917.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Will relocate (except Lebanon or Uganda). Any shift. Dynamite voice who enjoys copywriting & production. Rod, 315-853-8761.

Everybody loves that accent. British pro, splendid for mornings. Great phones, instant numbers, workaholic. Tim Rose, 209-474-6190.

Seven years experience. PD, MD, SD, PBP, and automation. Small to medium markets. Mike, 614-820-8525.

Male DJ looking for country station, open to all. DJ/music director, excellent knowledge of music. Love midnight shift. Steve Grayson, 312-864-3304.

Professional mature country. Former reporting MD. General ticket. Reliable air sound, phones, and personals. Production. Currently employed in NM. Desire upward move, Southwest, Texas to Calif, medium/major only. Call Ed Brooks, 505-836-2457, evenings.

SITUATIONS WANTED TECHNICAL

Radio engineer with 16 years' experience in AM-FM stereo, automation, construction with general class license. Contact Box E-36.

SITUATIONS WANTED NEWS

Sports enthusiast ready for play by play opening. Excellent sportscaster in baseball, football, basketball. Tape and resume upon request. Chuck Gordon, 312-824-3538, after 1 PM CDT.

Experienced, knowledgeable, and energetic minor-league baseball PBP man seeks major league, AAA, or AA position for 1984. Write Box E-23.

Experienced sportscaster desires position with quality station. 6 years' experience doing major college and high school play-by-play. Outstanding sound. Tape ready. Call Burt, 312-966-3875.

Professional seeking a sports or news position. Energetic, knowledgeable, and personable. Play-by-play experience as well. 305-763-1686.

Experienced sportscaster. PBP, excellent interviewing, production, and writing skills. B.S. Radio and TV. Like news also. Write or call Howell Peiser, 6528 Brownlee Dr., Nashville, TN 37205. 615-352-0444.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

News anchor. Aggressive, versatile seeks initial opportunity to join class news organization. Larry Russell, 2436 Redwood Dr., Flushing, MI 48433.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming pro: 10+ years' experience A/C, country, CHR. Profit oriented. Promotion and marketing knowhow. Degree, first phone. Thom Davis, 704-827-0300.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Up-and-coming middle market network affiliate requires creative manager to head up department. Must have excellent writing, communications skills, solid background in video and radio production techniques. Supervisory and budgeting skills a must. Minimum three years experience in agency or broadcast facility required. Salary commensurate with experience. EOE. Send resumes only to Box E-19.

Sales manager- Small market in SW needs aggressive sales mgr. Looking for mature salesman or asst. sales mgr. ready to move up. Excellent salary and benefits with multi-operator. Send resume to Box 27206, Houston, TX 77027.

Chief engineer for top 50 independent UHF. Must have hands-on experience with all phases of broadcast equipment maintenance. Should also be well versed in operations, production, and have managerial ability. Must have general class or equivalent FCC license. Write: WDRB-TV, Independence Square, Louisville, KY 40203. An equal opportunity employer.

Chief engineer - good hands-on engineer needed in SW small mkt. Looking for asst. chief ready to move up. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027

Promotion manager - Miami, FL VHF independent seeks experienced promotion manager. Job duties include responsibility for all sales promotion activities. Challenging position for aggressive, creative person with management skills. Independent experience preferred, but not necessary. Salary commensurate with experience. Send resume to WCIX-TV, General Manager, 1111 Brickell Avenue, Miami, FL 33131. An equal opportunity employer.

HELP WANTED SALES

General sales manager - Excellent opportunity to manage sales force at solid #1 CBS affiliate in Sunbelt. Prefer prior management experience. Good administrator, budgeter, and motivator. Forward resume and salary history in first reply. No phone calls. Rich Pegram, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

Southeast network affiliate needs GSM to profit from new growth plan under new ownership. If you can guide underdog to top dog and document it, send resume in confidence to: James J. Matthews, General Manager, WECA, P.O. Box 13327, Tallahassee, FL 32317.

National sales manager - Excellent opportunity at solid #1 CBS affiliate in Sunbelt. Must have two years rep. experience, also prefer local experience. Be part of management team and work with best rep. in the business. Send resume, career goals, and salary history. Rich Pegram, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

Group W Westinghouse seeks a dynamic AE for its team affil. in booming Charlotte, NC We need a winner—team player—with TV sales exp. Prefer "indy"/retail background, creativity and "street sense". Excellent \$, benefits, and growth opportunities. Send resumes to WPCQ-TV-36, Human Resources, P.O. Box 18665, Charlotte, NC 28218-0665. Closing date: October 30, 1983. EOE.

HELP WANTED TECHNICAL

Need good maintenance engineer. Self-starter. Help build new television station. Possibility for advancement. Prefer strong skills in ¾" tape and all other studio equipment. Send resume to KCWS-TV, 0050 110 Road, Glenwood Springs, CO 81601, attn: L. Brown. EOE/M-F.

Mobile television facilities company seeking technicians for Arlington, Texas based mobile unit. Background in video and maintenance required. Excellent opportunity for growth and advancement. Send resume to: Tel-Fax Texas, 1601 Lamar Blvd. East, Suite 205, Arlington, TX 76011.

Studio maintenance technician needed by this 15th market VHF independent. We are looking for someone to help us maintain our RCA, Grass Valley, & Sony-equipped facility in the beautiful Pacific Northwest. Qualifications include 2-4 years of studio maintenance experience and a general class FCC license. SBE certification or tech school is also helpful. Send resume to: Larry Brandt, KCPQ-TV, POB 98828, Tacoma, WA 98499. EOE.

Chief engineer for TV, AM, FM, and production facility. (SBE certified preferred) Five years' experience in repair and maintenance of broadcast equipment required, as well as FCC reporting, budget management, and supervisory skills. Area is a hunting and fishing paradise, just 30 miles from the beaches of the Gulf of Mexico. EOE. Send resumes/inquiries to Box E-52.

Video maintenance engineer (non-smoker). Immediate opening with twelve-year-old Hollywood facility. Top salary and benefits. Must be thoroughly experienced in maintenance and repair of Ampex and RCA Quads, Sony 1" C and ¾" BVUs, digital standards conversion, and other sophisticated signal processing and distribution systems. Bosch 1" B and Rank Teletone experience also desirable. Call Don Johnson, Director of Engineering, The Video Tape Company, 10545 Burbank Blvd., North Hollywood, CA 91601. 213-985-1666. EOE.

Network affiliated UHF, new construction in east Texas, is seeking resumes for late fall or early winter hiring. Positions open are: maintenance supervisor, maintenance, senior video person, and air operations personnel. All interested parties should write: Chief Engineer, KLMG-TV, P.O. Box 5151, Longview, TX 75608. EEO.

KOVR-TV, Stockton/Sacramento, is seeking an assistant chief engineer with proven management ability. A motivating "people" person who understands the demands of a tightly run news-oriented operation in the 21st market. Job requires "hands on" understanding of the operation and maintenance of studio and RF equipment. SBE certification preferred. General class license required. Salary starts at \$35K. Contact Bob Hess, 916-927-1313, or direct correspondence to Chief Engineer, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. KOVR-TV is an equal opportunity employer, M/F.

Television maintenance engineer - Experience with ¾" Sony ENG required. FCC general class radiotelephone license a must. Submit resume salary requirement to: Chief Engineer, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009.

CMX editor. An established post-production facility in metropolitan Washington D.C. area seeks a first class CMX videotape editor with at least three years experience. Creativity, technical knowledge, and ability to communicate well with clients a must. Send resumes, references, and salary requirements only to Box E-76.

Engineer to work with latest state-of-the-art equipment in modern facility. Responsible for master control switching, VTR set-ups, record, edit, and playback local and network programs. FCC license required. Minimum of one year training in electronics and one year experience in TV engineering. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. EOE. Closing date is October 31, 1983.

Maintenance technician with first class phone or general class license. Minimum of 2 years ENG/ U-matic experience. Located in NE United States (top 10 market). An equal opportunity employer. Write Box E-79.

TV technician. Immediate opening in top ten market. Minimum three (3) years recent experience at TV station in VTR operation, camera setup, master control, audio, production switching, and ENG operation. Must have first phone or general radiotelephone certificate. Send resume to Chief Engineer, KXAS-TV, P.O. Box 1780, Fort Worth, TX 76101. EOE.

Chief engineer for UHF independent, Ashland, KY. Requires general license, maintenance ability, transmitter knowledge, and enthusiasm. Contact General Manager, WTSF-TV, 606-329-2700.

Video engineer/technician with broadcasting design background, U-matic experience, and digital control knowledge preferred. Salary: DOE. EOE. Contact: Ron L. Moore, President, KTA, P.O. Box 10-2200, Anchorage, AK 99501. Phone 907-272-3456.

HELP WANTED NEWS

Sports/news combo. The best of both worlds. 50's group looking for talented, experienced person to anchor weekend sports and cover news 3 days. If you're this uniquely qualified individual, then rush resume only to Box E-12. Equal opportunity employer.

News manager. If you're currently an executive assistant news director or news director looking for a challenge, we have it. Flagship group station looking for talented individual to steer news operation. Only those with experience need apply. Send resume only in confidence to Box E-13. Equal opportunity employer.

News director with excellent editorial skills and ability to motivate/train staff. VHF, good Texas market. EOE. Resume only to Box E-43.

News director: aggressive, self-starter, to manage number one news operation for Midwest CBS affiliate. Candidate must be solid journalist with proven management skills. Send resume and salary requirements to Guy Hempel, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M-F.

News director-small market, group-owned, ABC affiliate, Midwest, seeks professional to lead large, progressive news operation. Journalism degree and ability to recruit/teach journalists required. Send resume, salary requirements only to Box E-44. Equal opportunity employer.

HELP WANTED NEWS CONTINUED

Reporter. Qualified to handle general news assignments and weekend weather reports. Gulf Coast VHF. EOE. Resume only to Box E-45.

Producer/anchor for a new format in a fast-growing Northwest city. We're heading to number 1! Use the resources of a regional network and a respected local news team. Resume and tape to Steve Jahnke, KTVQ, Box 2557, Billings, MT 59103.

Meteorologist for VHF, South Texas. Requires ability to present weather in an interesting, concise manner. EOE. Resume only to Box E-47.

Anchor, reporters, sports anchors, meteorologists, producers. Excellent positions available in medium and major markets. Send tape, resume, salary history. Box 9, Delmar, NY 12054-0009.

Anchor needed immediately for noon news on #1-rated Midwestern station. We want experienced broadcast journalist with reporting, shooting, producing skills, and some anchor experience. Job includes some general assignment reporting. Call Grant Price, News Director, KWWL, 319—291—1200. EOE, M/F.

WRCB-TV seeks experienced reporter/anchor to produce and anchor four weekend newscasts. Individual should have 1-2 years' experience in broadcast journalism. Some weather experience desirable. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Small, aggressive network affiliate seeking news and sports reporters. Proven photography/production skills required. Resume only to Box E-71.

News producer. Top 5 market station needs series/specials producer. Must be skilled writer, researcher, packager, & have experience in newscast production. Show us your writing skills when you send your writing samples & resume only to Box E-8. EOE.

News producer. Aggressive producer for top 50 market net affiliate. Must be able to edit copy & pace with strong production orientation. Need more than a show-stacker. Resume & writing samples only to Box E-68.

News directors, executive producers, producers, and air talent: send tapes and resumes to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203—637-0044.

Producer for our news magazine and news specials. Need experienced journalist with solid reporting, video and production skills. #1-rated Midwestern station with strong news reputation. Call Grant Price, News Director, KWWL, 319—291-1200. EOE, M/F.

News producer—aggressive, excellent writing skills, sound judgment. Willing to grow with operation. 2 yrs. TV producing experience. No beginners. Resumes only to Box E-88. EOE.

West Texas Television station seeking weekend sports anchor/weekday sports reporter, experience required. Also seeking evening news producer, experience required. Call Mike Barker, 915—563-2222. An equal opportunity employer.

Weekend sports anchor needed, Peoria. Want experienced professional who's enthusiastic & knowledgeable. Must be able to shoot & report stories. Tape/resume to Tom Saizan, ND, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 61611.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter only, explaining qualifications by November 1, 1983. Write Box E-34.

Star videotape editor—major mid-Atlantic, production/post-production center seeks talented, creative on line videotape editor. Experience with 1" type C VTRs, computer managed editing systems, and ADO preferred. Solid technical background essential. Resume only to Box E-50.

Executive producer for PTV station. Should have extensive experience in all forms of television production and the ability to work with creative personnel. Should possess administrative skills to supervise staff assignments and the operation of art department, EFP and ENG units, and station program producers. Should have background in cultural and public affairs programming to oversee the development and production of programs from concept to air. Should be capable of estimating and maintaining annual departmental and program budgets and operating expenditures. Please send resume to John Hutchinson, WNED-TV, Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Managing editor for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter only, explaining qualifications by November 1, 1983. Write Box E-37.

Promotion director—WIS-TV, Columbia SC, seeks creative, aggressive advertising and promotion director for #1 VHF TV station. Minimum 3 years' experience in designing and executing multi-media campaigns, budgeting, and public relations. Strong emphasis on news promotion. Send resume to D. Bagwell, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Broadcast operations engineer. WNED-TV is looking for a qualified person to work all facets of broadcast operations. Must be familiar with FCC rules and technical standards. Only aggressive, self-starting persons need apply. Send resumes and salary requirements to Director of Engineering, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Alaska PBS station seeks director. Single and multi-camera remote and studio directing experience required. Resume tape must accompany application. Postmark application by Nov. 4, 1983. KUAC-TV, University of Alaska, Fairbanks, AK 99701. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Producer/director: seeking experienced individual with minimum 2 years in all aspects of television production. Creativity and self-motivation a must. Send resume, salary history, and tape to WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898, Attn: Larry Dietz.

TV director for public TV station. Applicants should have at least two years of full-time TV directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and ¾ inch videocassette sample of work to Will George, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An equal opportunity employer.

Operations director: major satellite networking company looking for person knowledgeable with all video common carriers. Managerial and broadcasting experience essential. Excellent salary and benefits. Send resume and salary history to Box E-78.

Videographer. Evening Magazine/San Francisco needs a top videographer. Must be able to shoot magazine features and other program elements of the highest quality. Broadcast experience with ¾" field production gear and lighting essential. Send resume and tape reel to Producer, Evening Magazine, KPX, 855 Battery Street, San Francisco, CA 94111. EOE.

SITUATIONS WANTED MANAGEMENT

Program director/promotion manager. Innovative programming, aggressive promotion. Five years' experience at top 20 indie. Solid references. Prefer Midwest, will consider other areas. Write Box E-66.

SITUATIONS WANTED NEWS

Host/feature reporter. Former PM Magazine co-host, St. Louis. Good appearance, voice, personable. 314—961—8835.

Nightly anchor/reporter in medium market looking for major market advancement. Sincere, believable, authoritative, enthusiastic, and aggressive approach. Skilled in all phases of profession. Degrees: B/A and M/A in communication. Four years in profession. Call Christopher, 215—886—4741; 609—967—5653.

Meteorologist, M.S. degree, TV experience, seeks TV weathercast position, medium-small market. Mr. T. Jameson, 1610 Skyway Park, Bismarck, ND 58501.

Versatile TV newsmen: anchor/news director. Looking for take-charge spot in medium market where I can turn a fledgling operation into a competitive and credible newscast. Let's start by putting a strong emphasis on good, terse writing and quality field work. Let's give our community a window it can be proud of. Write Box E-75.

Creative, concise, accurate, energetic, experienced reporter. Can also shoot, edit, anchor, and produce. Ron, 608—257-8917.

Innovative reporter. Excellent ratings record. Multiple state and national news awards. Superior writing and production skills. Call Pete, 717—823-9665.

General assignment reporter. Young self-starter with major market experience seeks challenging position in small market. 1 year internship as associate producer, cable news anchor, and on-air reporter. BA politics, top Northeastern university. Tape available. Will relocate. Salary secondary to opportunity. Phone Karen, 213—552-1606, or write Box E-80.

Attention: Rockies, far West. Veteran NY-NJ anchor-news director wants to re-locate, your area. 27 years, experience. Excellent delivery. Box E-82.

Black sportscaster seeking #1 or 2 anchor position 20-100 mkts. Excellent on-air appearance, voice, writing. Limited anchor exp. no. 5 market. Write Box E-84.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Aggressive, creative & flexible videographer with 14 yrs' experience in EFP/ENG & studio seeks permanent position. Will relocate. Tape & resume available. 219—836-8325.

ENG photographer. Definition: (1) A person with a creative eye. (2) Someone who has mastered the tools of his trade. (3) Someone who is not afraid of a little work. Tape on request. Will relocate. Gilbert, 914—277-3948;3771.

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming, & production. Good with people, ideas, bottom line, & creativity. Hard working, responsible, ambitious. Will relocate. References. Reply Box B-76.

CABLE

SITUATIONS WANTED MANAGEMENT

Newhouse Master's/MBA—experience in cable research, programming, marketing. Seeks management position. Able to formulate innovative approaches to subscriber expansion and retention. Julie, 201—791-3323.

ALLIED FIELDS

HELP WANTED SALES

Growing upper Midwest broadcast equipment supplier seeks experienced, technical salesperson. Salary, expenses, plus commission and rapid upward growth potential. Extensive travel required. Write Box E-83.

HELP WANTED INSTRUCTION

Assistant professor of radio/television, Fall semester, 1984. Ph.D., tenure track; teach courses in radio/television production or broadcast writing and broadcast programming and regulation, law, history or new technology. Specialization in urban studies desirable; proficiency in video/television and audio production necessary. Salary competitive based on qualifications. Excellent fringe benefits. Application deadline is December 1, 1983. Send resumes to Robert O. Blanchard, Chairman JRT Department, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Equal opportunity/affirmative action employer.

Assistant/associate professor to teach broadcast management/sales; possible administrative duties. Earned doctorate and 3 to 5 years professional media experience required; salary competitive; job begins 9-1-84. Apply by Nov. 1, 1983. Send letter, resume, and references to Dr. Marlan Nelson, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. OSU is an equal opportunity employer.

SITUATIONS WANTED INSTRUCTION

Wanted-position with a small or medium college interested in a strong communications program. Have a Bachelor's degree. Will work for graduate degree. Have sold my radio station and wish to use my experience helping young people in college prepare for the future. Box E-54.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 800's in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWestern, Inc., 800-547-2252.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215-379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

285' Hellax (3") with connectors. 3 years old. Used inside. Good condition. Spooled. \$4500. Jim Walsh, 312-236-9555.

FM transmitters. 3-25kw's, 4-20kw's, 5-10kw's, 4-5kw's, 3-3kw's, 3-1kw. Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your frequency supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

AM transmitters. 5-50kw's, 4-10kw's, 9-5kw's, 7-1kw's. Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont. IL 60559.

RADIO

Help Wanted Management

THE SILLERMAN MORROW BROADCASTING GROUP, INC.

(3AM-3FM-1TV). Seeks energetic, enthusiastic professionals to join our fast track. Opportunities at all levels; particular needs are radio station and sales management. Experience is essential; but confidence you can handle "the next step" will put you in line for consideration. All replies confidential. An equal opportunity employer. Reply to: V.P. of Administrative Services, Sillerman Morrow Broadcasting Group, Inc., One Broadcast Plaza, Middletown, NY 10940.

WANTED

Pavement-pounding, top sales-training general manager for hottest market in U.S. & premiere stations, WFPG-FM & WIIN. Call Allan Roberts, 413-567-7563; 413-567-6833.

Help Wanted Announcers

NIGHT TALK SHOW HOST

for 50,000 W WGY, Schenectady, NY. Candidate should possess ability to spark controversy; combine entertainment & information; have willingness to participate in & promote high-spirited team atmosphere; & have 2-3 yrs. actual on-air talk experience. Send complete resume & recent air-check to:

**MICHAEL NEFF
PROGRAM MGR.
WGY
1410 BALLTOWN RD.
SCHENECTADY, NY 12309**

Help Wanted Sales

SALES MANAGER

If you have proven track record, preferably in Southeast, bottom line oriented and can administrate and motivate a large, high-energy sales team, we need you. Fore-ground BM FM, A/C fulltime AM, all tools needed to do job are operational—all we need is your leadership. Salary plus override, expenses. Fantastic benefits. Equal opportunity employer. Send resume to:

Howard H. Keller, VP/GM
WCSC/WXTC
P.O. Box 186
Charleston, SC 29402
No phone calls.

Help Wanted Sales Continued

Boston Phoenix Radio.

Be part of a unique team.

The Boston Phoenix, New England's largest weekly newspaper, and WFNX-FM, Boston Phoenix Radio, have an opening for an experienced, motivated Senior Sales Executive to sell both radio and print.

You will be working with other dynamic individuals who, like you, are mainly interested in the personal and financial rewards that come from selling this unusual media mix to many divergent industries.

In addition to a salary and bonus plan, you will also be part of our Profit Sharing Program and other meaningful fringe benefits.

Send resume in complete confidence to M. Rosner, The Boston Phoenix, 100 Massachusetts Ave., Boston, MA 02115



Situations Wanted News

FARM DIRECTOR (AGRIBUSINESS)

Broad expertise in agricultural world. Worked with & analyzed markets, commodities, & trends. Knows, understands, & can interpret national/international agribusiness happenings as they relate to the business world. Interviewed people in-depth on a multitude of subjects. Have experienced the workings of agriculture first-hand. Produced & directed farm programs for 17 years. Write Box E-67.

TELEVISION

Help Wanted Management

OPERATIONS MANAGER WTVF NASHVILLE

Outstanding CBS affiliate seeking operations manager responsible for budgeting and management of the production, programming, and promotion departments. Will report to general manager. Applicants must have experience in analysis and selection of programming and creation and/or production of local live programs. Send resume to: Bill Nunley, WTVF, 474 James Robertson Pky, Nashville, TN 37219. An EEO employer, M/F.

ATTORNEYS(3)

We are recruiting for the following positions:

LEGISLATIVE ATTORNEY-primarily responsible for all legal work involving federal and state legislative activities relevant to the corporation and public broadcasting in general. This includes monitoring and reporting Congressional activities, drafting informational memoranda, attending hearings, meetings and conferences and supervising the maintenance of legislative materials. Candidate must have a minimum of three years legal experience, preferably concentrated on legislative activities. Salary range: \$39,565 to \$56,930.

STAFF ATTORNEY/17-provide support on a broad range of corporate legal activities, including contract negotiating regulatory proceedings, litigation and the provision of legal opinions and counsel. A minimum of three years experience is required in more than one of the following areas: legal research and writing, federal regulation of telecommunications, particularly broadcasting and cable television; litigation, drafting and negotiation of contracts; administrative, commercial, entertainment and copyright law. Salary range: \$36,389 to \$52,366.

STAFF ATTORNEY/16-provide support on a broad range of corporate legal activities, including contract negotiation, review and drafting; regulatory proceedings; litigation and the provision of legal opinions and counsel. A minimum of two years experience in the negotiation and drafting of contracts, preferable entertainment-related contracts and experience in more than one of the following: legal research and writing, federal regulation of telecommunications, particularly broadcasting and cable television; litigation, administrative, commercial, entertainment and copyright law. Salary range: \$33,432 to \$48,107.

In addition, a J.D. or LL.B degree is required for each position and the candidate must be a member in good standing of the District of Columbia Bar or be eligible under the DC reciprocity rules. Resumes and/or recommendations must be received before close of business Friday, November 4, 1983. Please specify position(s) of interest.

CORPORATION FOR PUBLIC BROADCASTING

1111 Sixteenth Street, NW
Washington, DC 20036
Attn: Ms. M. M. Collins

EOE



CHIEF ENGINEER

New 5 megawatt station in top 25 market seeks experienced high quality engineering chief. Must have strong design, hands-on operational skills, and good administrative abilities. Station will be a "state of the art" showcase facility. Outstanding working environment, benefits, and growth potential. If you seek the finest, contact: Arnold L. Chase, President, Arch Communications Corp., One Corporate Center, Hartford, CT 06103. EOE,M/F.

Situations Wanted News

NEWS ANCHOR TEAM

Top rated radio drive time male/female anchor team in 20 station market, wants to move up to top 15 TV/radio news operation. We're not just pretty faces/voices. We're professionals with 10 years' experience digging, writing, editing, producing, special features, interviews. Plus, on-air chemistry that gets impressive numbers. Prefer TV, but will consider TV and/or radio anchor positions. Reply Box E-69.

Situations Wanted Programing, Production, Others

WHITE VIETNAM VETERAN

Ready to start career in TV at age 49. American-trained in all phases of TV production & art at SIU. Acting & sales experience. Non-union, Christian. Midwest preferred. OK for govt. veterans program. Frank E. Zabielski, Jr., 4608 S. Spaulding, Chicago, IL 60632.

Help Wanted News

NEWS PRODUCER

Aggressive producer for top 50 market net affiliate. Must be able to edit copy and pace with strong production orientation. Need more than a show-stacker. Send resume and writing sample only to Box E-68.

SUNNY OPPORTUNITY

EXECUTIVE NEWS PRODUCER—Strong news production supervisor with people skills to work closely with reporters and producers on 3 daily newscasts—including a new magazine program. Extensive reporting and producing experience required. Send resumes only to: Kirk Winkler-News Director, KTVK-TV, P.O. Box 5068, Phoenix, AZ., 85010. No phone calls please.



Equal Opportunity Employer

ASSOCIATE PRODUCER Network O & O

Excellent opportunity for individual with minimum of three years field production in magazine format. Post-production editing knowhow a major plus as well as excellent writing/communication skills. Interested candidates should send resume including salary history to:

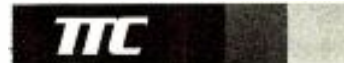
Box E-81

Equal Opportunity Employer M/F/H/V

ALLIED FIELDS Help Wanted Technical

TTC/WILKINSON CORP.

a leading manufacturer of AM/FM/TV transmitters, is seeking 2 special people. **Senior RF design engineer**-project leader for high power AM/FM transmitter design, from concept through production. Requires 3-5 yrs.' experience in the field; MSEE or equivalent. **RF design engineer**-MF-UHF design of state of the art filters, RF amplifiers, PLL equipment. Requires 1-2 yrs.' RF experience. Send resume & salary history to the Engineering Department.



TELEVISION TECHNOLOGY DIVISION
WILKINSON RADIO DIVISION

5970 W 60TH AVENUE
ARVADA, COLORADO 80003
(303) 423-1652
TWX 910-938-0396

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WASHINGTON BROADCAST NEWS
202-393-6363

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Broadcasting will meet in regular session on Thursday, October 27, 1983, for its annual organizational meeting, at 9 a.m. in the Board Room of National Public Radio, 2025 M Street, NW Washington DC, and again on Friday, October 28, starting at 9 a.m. in the Board Room. Subject to amendment, the agenda includes: election of Board officers and organization of the Board's committees for the coming year. The new Board committees will also meet for some portion of the day on October 27 and 28. For further information concerning these meetings, please contact Gayle D. Nelson, Acting Assistant Secretary, 202-822-2044.

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AMERICAN ENERGY UPDATE

Free 1/2 hour public service series on conservation, acid rain, OPEC, gas guzzlers, nuclear fission & fusion, natural gas pricing, etc. Write for demo tape or get free weekly reel-to-reel copy. Also on NPR Satellite 9:00-9:29 am, EST, Channel 8 Call Tom Kirlin, exec. prod., 202-466-2105, or write: Americans For Energy Independence, Suite 1201, 1629 K Street, NW, Washington, DC 20006.

USED VIDEO EQUIPMENT EXCELLENT CONDITION

2 Ikegami ITC-350 cameras. ENG, EFP package, 2 J13 X 9 BIE lenses, charger, CCUs, viewfinders & carrying cases. 3M switcher, character generator. Film chain-16 MM-Beaulieu camera with angeneux lens & film editing equipment. Nagra/Sony/Panasonic-all very good condition. Will sell as package or in part. For more information, contact C.W. Craig, Media Services, Lee Memorial Hospital, PO Drawer 2218, Ft. Myers, FL 33902. 813-334-5175.

Employment Service

WE NEED RADIO PEOPLE

If you saw last month's ad, you know how active we are. Over 75 job orders from radio stations in 30 different states. We are receiving new job orders every day-for announcers, newspeople, PDs, & salespeople in small, medium, & major markets. We need qualified radio personnel to help fill these job orders. If you're seriously seeking radio employment, DON'T DELAY! For complete confidential details, including registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

Miscellaneous

AN ALL SPORTS STATION?

Small station in a large market with no ratings or profit? Former multi-station owner, network executive, consultant, & sports/sales authority will turn your operation into America's first all-sports radio station. Need full authority with responsibility. Days call Ray toll free 800-327-2780; Florida collect 305-968-4100, days.

Wanted To Buy Stations

ATTENTION: FM BROADCASTERS!

We may help you increase your revenues by putting your unused SCAs to work. We are interested in all markets, large and small, and have carriers ready now with special interest in: New York City, Dallas/Ft. Worth, Houston, Portland, Or., Phoenix, Miami, Tampa, and Philadelphia. Call or write for information.

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CLEVELAND, OH 44141.
216-526-6017.

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95-you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

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For Broadcasters

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1900 Emery St., Suite 206
Atlanta, GA 30318
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BANK PRESENTATIONS

Increase your chances of getting your deal off the ground! Professional appraisals, business plans, feasibility studies, or cost/benefit analyses may be just what you need. All of our reports are financially-sophisticated documents suitable for distribution. Bankers and investors demand this level of quality. You should too! Broadcast Investment Analysts, 3973 Wilcoxson Drive, Fairfax, VA 22031 703-425-7376.

FORMER MINORITY BROADCASTER

seeking opportunity to become an owner again. Experience gained in previous mistakes in ownership has strengthened management and operational capability. Financing and venture capital required. Property must be viable (FM preferably) and not a bail-out. Write Box E-51.

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

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STATION				CONTACT	
Rky.Mtn.	Metro	Cl.IV FM	\$1,400K	\$400K	Greg Merrill (801) 753-8090
SW	Medium	Cl.IV FM	\$1,300K	\$350K	Bill Whitley (214) 680-2807
NW	Small	FT/Cl.C FM	\$900K	\$200K	Elliot Evers (213) 366-2554
MW	Major	Fulltime	\$800K	\$300K	Jim Mackin (207) 623-1874
W	Med/Met	AM/FM	\$725K	Terms	Ray Stanfield (213) 366-2554
SE	Small	AM/FM	\$627K	\$40K	Mitt Younts (804) 355-8702
R.Mtn.	Metro	AM	\$450K	\$120K	Brian Cobb (404) 458-9226
FL	Small	Cl.IV/FM	\$400K	\$100K	Randy Jeffery (813) 294-1843
SE	Small	AM/FM	\$300K	\$87K	Ernie Pearce (615) 373-8315
SE	Small	AM	\$150K	\$50K	Mitt Younts (804) 355-8702

To buy or sell, for appraisals or financing - contact Janice Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341 (404) 458-9226.

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Start-up radio property. Opportunity with untapped potential for person who wishes to leave pressure position & lead more leisureed life while striking out on own. In Midwest vacation area, well-known college community. Owner will finance to qualified buyers. Less than 2X gross. Write Box E-87.

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Radio station, class A 3000. Small Midwest town, Indiana. Billed approx. \$242 K in '82. Still lots of potential growth. \$425,000. Call Katie Huckaba, Lingle Real Estate, 317-935-7500; or 317-935-4004 (home).

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- **AL:** fulltimer. No downpayment to qualified buyer. (5)
- **AK:** cable TV. \$110,000.
- **AR:** AM/FM. \$400,000, terms. (1)
- **CA:** FM. \$950,000. (2)
- **FL:** fulltimer. Large city. \$580,000. (2)
- **GA:** AM/FM. SE coastal U.S. Class C & fulltimer. \$3.7 million, terms. (4)
- **GU:** powerful FM. \$890,000. Good billing.
- **HI:** large city. \$750,000.
- **ID:** fulltimer. South central city. \$750,000.
- **IL:** AM/FM, within 100 miles of St. Louis. Nice town. \$2.3 million, terms. (2)
- **KY:** daytimer. SC. \$220,000.
- **MA:** daytimer. East. Real estate. \$200,000.
- **MI:** AM/FM. Central city. \$350,000. (2)
- **MN:** daytimer covering large city. \$180,000. (1)
- **MS:** FM. 100,000 W, covers Jackson & Vicksburg. \$2.1 million. (2)
- **MO:** daytimer, north central. \$380,000.
- **NY:** daytimer. Western. \$380,000.
- **NC:** good facility, covers Charlotte. \$550,000. (4)
- **OH:** FM. North central. \$240,000. (1)
- **OK:** daytimer. Covers large city. \$420,000.
- **PR:** powerful FM. \$590,000.
- **PA:** daytimer. SW. \$180,000.
- **SC:** daytimer. SE coastal. \$160,000. (2)
- **TN:** AM/FM. Large SE city. \$1 million. (16)
- **TX:** powerful TV. South central city. \$8,500,000. (4)
- **VA:** AM/FM. \$1,580,000. (1)
- **WY:** daytimer. SE city. \$250,000.

() indicates number of other listings in that state.

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**Wilkins
and Associates**
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AL	AM	\$360,000	20%
NC	AM	\$650,000	20%
MD	AM	\$400,000	25%
TN	AM/FM	\$425,000	25%
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
VA	AM	\$20,000	downpayment
OR	AM	\$35,000	downpayment

P. O. Box 1714
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Major market ITFS licensees seek interested parties for possible leasing of excess-capacity hours. Reply: S. Dreher, PO Box 1307, Madison Sq. Sta., New York, NY 10159.

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Owner wants to retire. 10,000 subscribers, \$2 million gross billing. Selling price is 5 times billing. 30% profit before taxes. Only serious offers and cash will be accepted. Write Box E-41.

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BY OWNER**

Midwest medium market regional AM, class C FM. Absentee owner, huge potential. Must sell. All offers considered. Write Box B-148.

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BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, 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 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 num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, 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: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c 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 including area code or zip code counts as one word each.



Media



Leone

Peter Leone, station manager, WOR-TV Secaucus, N.J., named general manager.

James Mikels, general sales manager, WATE-TV Knoxville, Tenn., named general manager.

Gene Hodges, general sales manager for WKJA(FM) Bellhaven, N.C., has joined

WWGN(AM) Washington, N.C., as owner and general manager.

Charles Welsh, sales manager, wvoI(AM) Toledo, Ohio, named general manager.

Harry Durando, director of sales, WYNY(FM) New York, named VP, general manager.

Jeffrey Lyon, general sales manager, WMYF(AM)-WERZ(FM) Exeter, N.H., named general manager.

R. Michael Horne, station manager, KOY(AM)-KQYT(FM) Phoenix, named VP of parent, Harte-Hanks Radio.

John Back, midday anchor and industrial editor, West Virginia Radio Network, Lewisburg, W.Va., joins WYKM(AM) Rupert, W.Va., as general manager.

N. David Widener, acting station manager, WKPT(AM)-WTFM(FM) Kingsport, Tenn., named VP and station manager.

Appointments, Telemundo Inc., licensee of WKAQ-TV San Juan, P.R.: **Peter Albi**, executive VP, to president and chief operating officer; **Rafael Ruiz**, general manager, and **Wilfredo Hernandez**, treasurer and controller, WKAQ-TV, elected VP's, and **Liana Rosa Toledo**, credit and collections manager, WKAQ-TV, to corporate secretary.

Bettie Cleveland, senior account executive, Hubbard Broadcasting's KOB-TV Albuquerque, N.M., joins Hubbard's KIVA-TV Farmington, N.M., as station manager.

Stuart Norfleet, production manager, WJTM-TV Winston-Salem, N.C., named director of operations.

Appointments, American Television and Communications, Englewood, Colo.: **Michael Shea**, contracts administrator, construction division, to director of materials, management and purchasing; **John Field III**, member of legal staff, to division manager, cable investments, and **W. Brewster Mitchell**, from United Way, Denver, to director of management reporting.

Theodore Schlissel, president, Theodore Schlissel & Associates, joins Reeves communications, New York, as executive VP.

Benson Srere, executive assistant to president, Hearst Corp., New York, elected VP.

Martha Burke-Hennessy, from noncommer-

cial WNET(TV) New York, joins Canadian Broadcasting Corp. there as managing director, U.S. operations.

Larry Poudrier, director of corporate development, Times Mirror Cable Television, Irvine, Calif., named assistant VP, commercial development.

Patricia Burrows, assistant treasurer and controller, Amature Group Inc., Fort Lauderdale, Fla., elected VP, finance.

Farrell Reynolds, VP, Eastern sales manager, and **John Barbera**, VP, Midwest sales manager, Turner Broadcasting Sales, named senior VP's.

Larry Hartwig, manager of technical operations, Mutual Broadcasting System, Washington, named to newly created position of manager of distribution services. **Craig Whetstone**, regional clearance manager, Mutual Broadcasting, Washington, to Western regional manager, Los Angeles.

James Saloma, VP, corporate controller, Credit Card Service Corp., Alexandria, Va., joins Tribune-United Cable of Montgomery County (Md.) as director of finance.

George McGuire, New Jersey branch manager, Xerox Computer Services, joins Gill Management Services, San Jose, Calif., as district manager, Eastern marketing and customer service district.

Robert Larson, from noncommercial WTIF-TV Harrisburg, Pa., joins noncommercial WTVS(TV) Detroit as president and general manager.

Patt McQuown, assistant general manager and director of programing, noncommercial KUAT-AM-FM Tucson, Ariz., retires.

Marketing

Senior VP's named to board of directors, Compton Advertising, New York: **David Basch**, **Richard Earle** and **Peter Parsons**.



Gaulke

Ramon G. Gaulke, chief executive officer, InterMarco Advertising, New York, joins newly formed Gannett Media Sales there as president.

Joe Genova, senior VP, Campbell-Ewald Co., Warren, Mich., elected group senior VP.

Richard Spatz, account supervisor, Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as VP, account supervisor. **Willard Hemsworth**, associate media director, D'Arcy-MacManus & Masius, Chicago, named VP. **Alan Lieberman**, VP, account supervisor, Jack Levy & Associates, Chicago, joins DM&M there as

account supervisor.

Lawrence Iannuzzelli and **Rein Luik**, group senior VP's, Doyle Dane Bernbach, New York, named to board of directors. **Joseph Dell'Aquila**, from N W Ayer, New York, joins Doyle Dane Bernbach there as VP, management supervisor.

Appointments, Dancer Fitzgerald Sample, New York: **Jack Goldsmith**, creative manager, and **John Sullivan**, creative group head, to senior VP's, and **Sherry Nemmers** and **Terry Gallo**, VP's, named creative group heads.

Thomas Hanft, management representative, Needham, Harper & Steers, Chicago, elected senior VP.

Thomas Mandler, senior VP, Broadcast Marketing Corp., New York, joins Integrated Barter International there as VP, sales.

Lois Golden, VP and media director, Abramson Associates, Washington, and **Joan Yonkier**, senior VP, account supervisor, Henry J. Kaufman & Associates, have formed Golden Yonkier Inc., Washington advertising agency.

Richard Smith and **Anthony O'Haire**, associate media directors, and **Laura Byron**, corporate director of local broadcast services, Kenyon & Eckhardt, New York, elected VP's.

DO YOU KNOW THIS MAN?



If you don't, you probably should. He is one of broadcasting's most successful experts at creative services management. He is now president of a company that can help you make your advertising, promotion, publicity, public relations, marketing and research be their most effective.

Formerly head of creative services and communications for the CBS Television Stations Division, he also managed the advertising and promotion for WABC-TV, and he produced this year's First Place Award winner from the Broadcasters Promotion Association for "Best Major Market Campaign."

If you don't know him, write for a larger picture. And more information. If you know him, you know—he gets an audience.

SHELDEN COMMUNICATIONS
Aaron Shelden, President
Suite 16D
505 E. 79 St, NY, NY 10021
(212) 734-2888

Robert Riesenber, VP, associate director of network programming, BBDO, New York, named manager, program development.

Phillip Asche, Gerard Dufour and Duncan Pollock, account supervisors, Young & Rubicam, New York, named VP's.

Kenneth McCarren, management supervisor, N W Ayer, New York, named senior VP.

Cliff Schwandner, commercial director, Thom 2 Productions, Nashville, joins Fahlgren & Ferriss, Cincinnati, as creative director, broadcast services.

Pamela Senuta, research manager, CBS/Broadcast Group, New York, joins ABC Television Spot Sales there as assistant research director.

Steven Cavanaugh, assistant producer, Grey Advertising, joins Ingalls & Associates, Boston, as broadcast producer.

Bev Karman, office manager and secretary, The Jacqua Co., Grand Rapids, Mich., named traffic manager.

Thomas Pickles, from McDonalds Corp., Chicago, joins Oak Industries, Glendale, Calif., as VP, marketing for television services, responsible for marketing and advertising for Oak's subscription television operations.

Linda Holliday, director of advertising, Prism, Bala Cynwyd, Pa.-based regional pay television network, named director of marketing.

Julie Guerrero, media supervisor, Needham, Harper & Steers, New York, named associate director of local broadcast. **Sharon Teal**, from Chiat/Day, New York, joins NH&S there as account executive.

John Lissner, from Geltzer & Co., New York, joins Grey & Davis advertising agency there as VP.

Paul Wilson, from Interactive Market Systems, Chicago, and **Charles Young**, from Leo Burnett, Chicago, join Tatham-Laird & Kudner there as senior account research managers.

Donna Mowery-Hull, broadcast associate, CBS Morning News, CBS, New York, joins Torbet Radio there as station information supervisor.

Melissa Oringer, senior analyst, blue team, Harrington, Righter & Parsons, New York, named research director for team. **Fran LaSala**, gold team supervisor, HRP, New York, named to newly created position of supervisor of sales assistant training.

Susan Hiller, account coordinator, Quinn & Johnson/BBDO, Boston, named assistant account executive.

Francine Fuss, spot television negotiator, Wells, Rich, Greene, New York, joins Seltel there as account executive, red team.

Robert Gluck, from TeleRep, New York, joins Seltel there as account executive, raiders team.

Stephen Brooks, account executive, Blair Television, Atlanta, named manager of Blair's Miami sales operation. **Eric Ronning**, sales assistant, Blair Radio, Los Angeles, named account executive. **Margot Lockwood**, from KICU-TV San Jose, Calif., joins Blair Television, San Francisco, as account executive.

Judith Cohen, from WEAZ(FM) Philadelphia, and **Lawrence Julius**, from Roslin Radio Sales, New York, join Blair Radio, New York, as members of sales staff.

Gary Gelzer, account executive, TeleRep, Chicago, joins Tribune Entertainment Co. there as account executive.

Ann Simley, associate marketing manager, CBS Television Stations, Los Angeles, joins CBS Radio Networks there as account executive.

Glenn Schiller, account executive, KWEN(FM) Tulsa, Okla., named general sales manager.

Joe Pedicino, general sales manager, WRMM(FM) Atlanta, joins WCNN(AM) there as director of sales. **Mary Bray**, account executive, WCNN, named local sales manager.

Tom Talbot, account executive, Ketell/Carter, Boston, joins WMYF(AM)-WERZ(FM) Exeter, N.H., as general sales manager.

Mary Bray, account executive, WCNN(AM) Atlanta, named local sales manager.

Ronald Watson, account executive, KIRO(AM) Seattle, joins co-owned KSEA(FM) there as local sales manager.

Sue Bell, from Group W Radio Sales, Dallas, joins KOAX(FM) there as sales manager. **Buz Powers**, account executive, KOAX, named retail sales manager.

Doug Wolfmueller, from WPTV(TV) West Palm Beach, Fla., joins WPEC(TV) there as regional sales manager.

Terri Wild, from WNRS(AM) Saline, Mich.-WIQB(FM) Ann Arbor, Mich., joins WOMC(FM) Detroit as account executive.

Kenneth Smith, from WVOL(AM) Nashville, Tenn., joins KDKO(AM) Littleton, Colo., as general sales manager.

Tom Walker, national sales manager, WLTT(FM) Bethesda, Md., named general sales manager.

Bea Thompson, local sales manager, KEYH(AM) Houston, named general sales manager.

Bill Daniels, from WBLN(TV) Bloomington, Ill., joins WNHT(TV) Concord, N.H., as sales manager.

Programing



Getzler

Bud Getzler, senior VP, entertainment group, Viacom, Los Angeles, named president of entertainment group.

Appointments following resignation of Columbia Pictures Industries Chairman Frank Price and his replacement by motion pictures division president, Guy McElwaine (BROADCASTING, Oct. 10): **Richard Gallop**, president and chief operating officer of Columbia Pictures Industries, to additional post of chairman of motion pictures division. In addition, Gallop and McEl-

waine have formed studio operating committee, comprising themselves, **Patrick Williamson**, president, Columbia Pictures International, and **Jonathan Dolgen**, senior executive VP, motion pictures division.

Joseph Weinflash, from Lexington Broadcast Services, New York, joins 20th Century-Fox Television as director of station clearances and sales.

John Bowerbank, general manager, CBS/Fox Video Ltd. (Canada), named VP.

Kirk D'Amico, director of business affairs, RKO Videogroup, New York, named VP, business affairs.

Mindy Levine, from Warner Amex Satellite Entertainment Co., New York, joins USA Cable Network, Glen Rock, N.J., as director of traffic operations.

Jack Ansaldi, regional sales manager, I.T.T. World Communications, New York, joins Rainbow Programming Services, Woodbury, N.Y., as VP, national accounts.

Pietro Valdoni, head of his own company, Sales Rotoprint SrL, Los Angeles and Pomezia, Italy, joins SelecTV, Marina del Rey, Calif., as national sales director.

J. Michael Hinchman, manager, credit and collection, Showtime/The Movie Channel, named director, credit and collection.

Rick Levy, account executive, Television Program Enterprises, New York, program syndication division of TeleRep, named to head newly opened Chicago office.

Alice Windroth, assistant to director of sales, KNXT(TV) Los Angeles, joins Telepictures Corp. there as account executive, domestic sales.

Dennis Fidalgo, playback coordinator, MovieTime, 24-hour movie service of Colony Communications, Providence, R.I., named program director.

Tony Peterson, financial analyst, United Cable Television Corp., Denver, joins Sports Time Cable Network, St. Louis, as director of finance.

Melody Nickerson, from Warner Amex Satellite Entertainment Co., joins SelecTV, Marina Del Rey, Calif., as director of affiliate and subscriber services.

Denise Kurtzman, avails analyst, sales administration department, Paramount Pictures Corp., Los Angeles, named manager, sales administration, Paramount Television Domestic Distribution there.

Jim Curley, chief executive officer, United Communications and Entertainment Inc., Los Angeles, joins Edge Entertainment Productions there as executive head of production.

Art Flores, corporate personnel director, Signal Companies, La Jolla, Calif., joins Group W Productions, Los Angeles, as human resources manager.

Thomas Smith, regional marketing manager, Continental Cablevision, St. Louis, joins Sports Time, St. Louis-based pay sports cable network, as operations director.

Dave Gross, from WECQ(FM) Geneva, N.Y., joins WIUO(AM) Kokomo, Ind., as program director.

Mike Harrison, from Goodphone Communications, Los Angeles, joins KMET(FM) there as program director, succeeding **Sam Bellamy**, resigned.

Beecher Martin, air personality, WDAE(AM) Tampa, Fla., named program director.

Steve Weed, from KRMG(AM) Tulsa, Okla., joins K TSA(AM)-KTFM(FM) San Antonio, Tex., as program manager.

Gregory Raab, advertising and promotion manager, WCXI-AM-FM Detroit, named program manager.

Mike Dorn, music director, WHBC-AM-FM Canton, Ohio, named program director.

Sean Lynch, air personality, KNBQ(FM) Tacoma, Wash., named program director.

Ace Young, news director, KMET(FM) Los Angeles, joins WCNN(AM) Atlanta as program director.

Robert Affe, director of special projects, WTXX(TV) Waterbury, Conn., named program manager.

James Wisser, producer, *Houston Magazine*, KHOU-TV Houston, joins WTHR(TV) Indianapolis as production manager.

Randy Milroy, air personality, WDST(FM) Woodstock, N.Y., named production manager.

Francine Achbar, *Impact* and special projects producer, WBZ-TV Boston, named executive producer of programing.

David Steinley, field production supervisor, KWCH-TV Wichita, Kan., named production manager.

Tom Dalton, from WZZM-TV Grand Rapids, Mich., joins WXMI(TV) there as production manager.

William Grant, writer, *San Francisco Chronicle*, joins noncommercial WGBH-TV Boston as series editor, *Frontline*.

Lee Olson, from noncommercial KCTS-TV Seattle, joins KOMO-TV there as writer-editor, *PM Northwest*.

Jim Myers, from WMCA(AM) New York, joins WOR-TV there as sports anchor.

Cathy Borruso, executive secretary to VP and general manager, WPLJ(FM) New York, named programing assistant.

News and Public Affairs

Jan Allen, news director and executive producer, WJIM-TV Lansing, Mich., joins KREM-TV Spokane, Wash., as news director.

Jeffrey Frye, from KREX-AM-FM-TV Grand Junction, Colo., joins KSBY-TV San Luis Obispo, Calif., as news director.

Thomas Greaney, anchor, WICH(AM)-WCTY(FM) Norwich, Conn., named news director.

James Condon, assistant news director, WFAN(FM) Stonington, Conn., joins WICH(AM)-WCTY(FM), succeeding Greaney.

Steve Schwaid, from WSOC-TV Charlotte, N.C., joins WTSP-TV Tampa-St. Petersburg, Fla., as assistant news director.

Wendie Feinberg, 6 p.m. producer, WPVI(TV) Philadelphia, joins WTNH-TV New Haven, Conn., as assistant news director.

Pamela Watts, reporter, *Local News 13*, program cablecast over Greater Fall River Cable TV and Whaling City Cable, systems of Colony Communications, Providence, R.I., named news director.

Jim Tregrove, news producer, WLS-TV Chicago, joins WILA-TV Washington as executive news producer.

Appointments, News department, KSAF-TV Santa Fe, N.M.: **Frank Sundram**, from WNEP-TV Scranton, Pa., to news producer; **Christina Hernandez**, assistant production manager, to associate producer; **Abigail Adler**, from KGGM-TV Albuquerque, N.M., to anchor-reporter, and **John Darling**, from KOBI(TV) Medford, Ore., to reporter.

Appointments, *Eyewitness News*, WJZ-TV Baltimore: **Robert Melisso**, producer, morning edition, to special projects producer; **Becci Gebhard**, from WGAL-TV Lancaster, Pa., to associate producer, and **Dorothy West**, production assistant, to associate producer.

Ralph Perrey, from WMSG(AM)-WXIE(FM) Oakland, Md., joins West Virginia Radio Network, Lewisburg, W. Va., as anchor and editor, succeeding John Back (see "Media" above).

Gary Lane, from WOTV(TV) Grand Rapids, Mich., joins WRAU-TV Peoria, Ill., as anchor-reporter. **Chuck Rogers**, from WFMV-TV Greensboro, N.C., joins WRAU-TV as meteorologist.

Appointments, WCBS-TV New York: **Dan Dorfman**, columnist, Chicago Tribune Syndicate, New York, to business and economics reporter; **Morry Alter**, from WPLG(TV) Miami,

to correspondent, and **Tony Vignieri**, from KSTP-TV Minneapolis-St. Paul, to correspondent.

Appointments, WNEV-TV Boston: **Paula Zahn**, anchor-reporter, KPRC-TV Houston, to co-anchor; **Camilla Carr**, from WBBM-TV Chicago, to co-anchor, and **Tom Chisholm**, meteorologist, WCBS-TV New York, to same capacity.

Karen Bonnell, news producer, WIS-TV Columbia, S.C., joins WFIE-TV Evansville, Ind., as anchor-reporter.

Asa Dorfman, weekend anchor, WHN(AM) New York, named anchor-reporter.

Keith Howard Eldridge, from KOA-TV Denver, joins KOMO-TV Seattle as reporter.

Bob Rabinovitz, from KQRS-AM-FM Golden Valley, Minn., joins Minnesota News Network, Minneapolis-St. Paul, which provides news broadcasts to affiliate radio stations, as account executive.

Steve Deshler, meteorologist, *CBS Morning News*, New York, joins WLS-TV Chicago as weather anchor.

Theresa Lukenas, weather anchor, KMST(TV) Monterey, Calif., named 6 and 11 p.m. co-anchor. **Barry Brown**, from KIDD(AM) Monterey, joins KMST, succeeding Lukenas.

Bob Pape, from WGXA(TV) Macon, Ga., joins WPEC(TV) West Palm Beach, Fla., as meteorologist.

Sarah Van Allen, from WTSO(AM) Madison, Wis., joins WMTV(TV) there as weekend weather anchor.

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Name _____ Payment enclosed

Company _____ Bill me

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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

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

For renewal or address change
place most recent label here

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



Taylor

W. Arnold Taylor, VP, marketing, RCA Commercial Communications Systems Division, New York, joins Hitachi Denshi America there as executive VP, marketing and sales, for test and measurement, visual products and broadcast and professional products divisions.

Michael Rowny, from Bendix Corp., joins MCI, Washington, as VP and treasurer.

John Parke, VP, marketing, Acrodyne Corp., Blue Bell, Pa., joins Harris Corp., Quincy, Ill., as director of TV sales, broadcast transmission division.

Roy Prater, acting head, management information systems department, Cox Cable, Atlanta, named VP, management information systems.

David Bell, director of technical development and services, Storer Communications, Miami, named VP, special projects, cable communications division.

John Frank, VP, sales, Zenith Data Systems Corp., Glenview, Ill., named VP, marketing.

William Dupre, manager of construction, Warner-Amex, St. Louis, joins Tribune-United of Montgomery County (Md.) as director of technical operations. **Robert Anderson,** utility coordinator, Warner-Amex, St. Louis, joins Tribune-United of Montgomery County in same capacity.

Gordon Jett, from Ogilvy & Mather, Singapore, joins Hughes Microwave Communications Products, Torrance, Calif., as manager of marketing communications.

George Fendrick, account executive, Gardner Communications, Garland, Tex., and **Gerard Schellga,** from Vishay Intertechnology, Malvern, Pa., join Jerrold division, General Instrument Corp., Hatboro, Pa., as account executives.

Steve Hollingshead, from WTAJ-TV Altoona, Pa., joins Washington Independent Television, Washington, as chief cameraman and technical director.

Don Watkins, corporate chief engineer, WATE-TV Knoxville, Tenn., named VP, engineering, for Columbus, Ohio-based parent, Nationwide Communications Inc. He remains based in Knoxville. **Bob Williams,** assistant chief engineer, WATE-TV, succeeds Watkins.

Carlos Raven, from California Public Radio, San Francisco, joins Alaska Public Radio Network, Anchorage, as technical director.

Timothy Vaas, sales representative, R.J.G. Enterprises, Syracuse, N.Y., joins Magnavox CATV Systems, Manlius, N.J., as account representative.

Illene Goldberg, production manager, Unitel Video, New York, named account executive.

Paul Moore, VP and general manager, Comco Electronics, subsidiary of Centel, which provides cable television services to Chicago-area condominiums and apartments, named

director of enhanced services for Oak Brook, Ill.-based Centel Video Services.

Promotion and PR

Dave Keith, VP, corporate communications, Houston Natural Gas Corp., joins Hill & Knowlton there as VP, general manager. **Patrick Strickler,** president, Vinyard & Lee Public Relations, St. Louis, joins Hill & Knowlton as VP and manager of newly opened office there.

Lynne Abraham, press secretary to New York City Council President Carol Bellamy, joins Warner Amex Cable Communications there as VP, public affairs.

Lee Berton, editor, *Journal of Accountancy*, American Institute of Certified Public Accountants, New York, joins Carl Byoir & Associates there as VP and editorial director.

Francine Proto, on-air promotion director, noncommercial WLIW(TV) Garden City, N.Y., joins Rainbow Programing Services, Woodbury, N.Y., as writer-producer, on-air promotion.

Karen Joy McCaw Walklin, promotion manager, KOLN-TV Lincoln, Neb., and KGIN-TV Grand Island, Neb., named director, promotion and public relations.

Ron McCoy, promotion manager, KTVT(TV) Fort Worth, Tex., joins WGN-TV Chicago as creative services director.

Andi Sporkin, manager of information services, CBS-owned WCAU-TV Philadelphia, joins CBS's KNXT(TV) Los Angeles in similar capacity. **Ted Faraone,** from WCBSTV New York, succeeds Sporkin.

Becky Lynn, public relations manager, WXMI(TV) Grand Rapids, Mich., named promotion-public affairs manager.

Marcie Blumberg, account manager, Hub Mail Advertising, Boston, joins WRIF(FM) Detroit as assistant director of advertising and promotion.

Allied Fields



Fineshriber in 1950's

William H. Fineshriber Jr., television vice president, Motion Picture Association of America and Motion Picture Export Association of America, will retire Dec. 31, but continue as consultant. Fineshriber, characterized by MPAA President Jack Valenti as "the real authority on the worldwide television marketplace," joined MPAA/MPEAA in 1960 as TV head after 29 years in key broadcasting roles at three networks and in television syndication. He started in 1931 at CBS, where he became general manager of programing (and during World War II was also head of shortwave broadcasts); he later was executive VP of Mutual, VP and general manager of NBC's television and radio networks, VP of Television Programs of America, and director

of international operations for Columbia Pictures' Screen Gems subsidiary.

Ben Scrimizzi, senior VP, marketing sales and customer services, Purolator Courier Corp., joins Radio Advertising Bureau, New York, in newly created post of senior VP, marketing and sales.

Brian Moir, senior legal counsel, U.S. House of Representatives Committee on Energy and Commerce, Washington, joins law firm of Finnegan, Henderson, Farabow, Garrett & Dunner there as partner, specializing in communications law.

Appointments, National Telecommunications and Information Administration, Washington: **Angela Burnett,** from Titsch Communications, Washington, to telecommunications policy analyst; **Janice Hill,** in-house counsel, Westinghouse Broadcasting & Cable, Los Angeles, to chief counsel, and **Bill Reece,** from FCC, Washington, to economist, domestic common carrier issues.

Evelyn Freyman, recently retired executive secretary, American Federation of Television and Radio Artists, Washington, joins law firm of Verner, Lipfert, Bernhard & McPherson there as broadcast consultant.

In reorganization of Jeff Pollack Communications, Los Angeles-based radio program consulting firm: **Allen Peterson, VP,** programing and research, to executive VP; **Marilyn Tallman,** operations coordinator, to VP, operations; **Judy Jahoda,** administrative assistant, to business manager, and **Beth Rastad,** from administrative assistant, to research coordinator.

Baryn Futa, from Washington law firm of Fleischman & Walsh, joins National Association of Public Television Stations there as counsel.

Elected officers, West Virginia Broadcasters Association, Charleston, W. Va.: **Michael Shott,** WHIS(AM)-WHAJ(FM) Bluefield, president; **Bill O'Brien,** WJLS(AM)-WBKW(FM) Beckley, vice president, and **Dale Miller,** WAJR(AM)-WVAQ(FM) Morgantown, secretary-treasurer.

Deaths

W. Spencer Harrison, 66, consultant, Warner Communications Inc., New York; board member of Warner Amex Cable, and former executive VP, planning, for Warner Amex Cable Communications, credited with important role in development of that company and its interactive cable operations, died of cancer Oct. 12 at his home in New Canaan, Conn. Harrison had spent 20 years with CBS, where he was VP, business affairs, CBS-TV, before leaving in 1962 to become executive VP, Ashley-Famous talent agency, which was later purchased by predecessor of Warner Communications. He was later executive VP, Warner Brothers, and executive VP, planning, for Warner's cable operations. He is survived by his wife, Eve, two daughters and son.

Joseph A. Danna, 51, director of office services and 32-year employee of ABC Inc., New York, died Oct. 12 in Valley hospital, Ridgewood, N.J., of injuries sustained when he was struck by a car while crossing street near his home. Survivors include his wife, Phyllis, and two daughters.

Good businessman makes good at SSC&B

"I got nowhere," recalls Ken Robbins, now vice chairman and chief executive officer of SSC&B: Lintas U.S.A., of his initial attempts to break into the advertising field.

After graduating from college in 1957, he spent several months trying unsuccessfully to land an advertising agency job in San Francisco. "I had worked during summer vacations for Scott Paper and accepted a salesman's job with Scott in San Francisco."

But Robbins, who projects a friendly, soft-sell image, remained determined to get his foot in the door in advertising. After a year of searching, he got his chance in the traffic department of Johnson & Lewis (now part of D'Arcy-MacManus & Masius) as a traffic department employe.

He moved from traffic to account work at Johnson & Lewis, and this exposure convinced him that advertising was his mefier. But he also realized that San Francisco was too limited an advertising center for someone of his ambition.

Robbins set his sights on New York. An executive he had met at Scott Paper recommended him for a position with J. Walter Thompson Co., Scott's agency. Thompson hired him—to work on the Scott account.

Born in California and raised in Oregon, Robbins relocated to New York and JWT in 1962. He remained at Thompson for 17 years, where he shepherded a host of accounts, including Lever Bros., *Reader's Digest*, Reynolds Metals, Standard Brands and Warner-Lambert, plus new-product assignments.

By the time he departed Thompson he was a senior vice president and group account director. Robbins acknowledges it was a difficult decision to leave JWT but says the offer from SSC&B constituted a challenge he could not refuse.

SSC&B was then an agency "in transition," he notes. It had been purchased a few years before by Interpublic, which also acquired the Lintas overseas agency complex in 1979.

Robbins joined SSC&B on Jan. 2, 1980, as executive vice president and member of the board of directors. He was named vice chairman and chief operating officer of SSC&B: Lintas USA in 1981 and chief executive officer last May.

He credits William V. Weithas, now chairman and chief executive officer of SSC&B: Lintas Worldwide, with bringing him into the SSC&B fold. Weithas, in turn, praises Robbins's management and leadership skills: "Ken has the ability to draw people together and make them better than they are."

Robbins has, says Weithas, "a marvelous combination of talents—He's an excellent client contact man but brings to that exper-



Kenneth Lee Robbins—vice chairman and chief executive officer, SSC&B: Lintas USA, New York; b. Aug. 28, 1935, Berkeley, Calif.; BA, American Civilization, University of Pennsylvania, 1957; salesman, Scott Paper Co., San Francisco, 1958-59; traffic employe, account executive, Johnson & Lewis, San Francisco, 1959-62; account executive, account supervisor, vice president and senior vice president, J. Walter Thompson, New York, 1962-1980; executive vice president, SSC&B, New York, 1980-81; vice chairman and chief operating officer, 1981-82; current post since May 30, 1983; m. Judie Jenks, 1961; children—W. Heath, 19; Thomas, 17; Christopher, 13.

tise another dimension in that he is also a creative man. Put the two of them together and you have a winner."

Robbins's warm rapport with clients has helped the agency exchequer. Since joining SSC&B's domestic operation in 1980, the agency has grown by \$140 million in billings, half from new clients and half from existing clients.

"I believe we'll be billing about \$360 million by the end of the year," Robbins confides.

SSC&B's staff has expanded to accommodate the growth in business and now totals about 680 employes at New York headquarters and a West Coast office in Los Angeles. Although Robbins has no line responsibilities for clients, he maintains contact through visits to advertisers, close liaison with account supervisors and active participation in new business presentations.

Robbins acknowledges he is not an avid television viewer, mainly because he lacks the time. He says he tends to "sample" programs, watching 10 or 15 minutes and then switching to another program.

He considers network television a powerful advertising medium and believes it will continue to be dominant for some time to come.

"Television networks have the clout, the money and the resources to withstand competition," he comments. "Although network shares are eroding, networks are still far and away the most powerful entertainment and advertising outlets."

Robbins has no strong complaints about the networks' move to increase the commercial load in prime time, provided the added spots do not reduce the program content. He is more concerned about the potential growth in shorter commercials, such as the split 30's or the 10- and 20-second combinations.

"These commercials do not improve the TV-watching experience," Robbins observes. "I really worry if the 15- or 20-second becomes the standard length."

"One thing I'm certain about: There should be more research on the effects of clutter. We have to develop techniques to measure these effects."

And what of the effects of the new media services? While acknowledging the impact of cable television and pay cable television on conventional television viewing, Robbins has some reservations about both.

"Where are cable and pay cable going to get the money to buy programing?" Robbins asks. "Even pay cable is going to be hard pressed to be in a position to finance programing that can attract audiences. I'm sure that one day pay cable will have to take advertising to help keep costs down."

Another problem the cable industry must deal with concerns "churning," according to Robbins. He says the high rate of subscriber cancellations affects him as an advertiser representative. He estimates that SSC&B allots about \$4 million to cable television from such clients as the Noxell Corp., Pet Inc., Carnation Co. and Mennen. (By contrast, the agency spent more than \$210 million in television and more than \$16 million in radio last year.)

Robbins detects a trend toward "bigness" in advertising agencies, with larger agencies absorbing smaller ones. But, he believes that there may well be a counter trend down the road if the enlarged agencies become less personalized. He projects this may then lead to a re-emergence of smaller agencies.

Robbins likes to relax from his rigorous schedule with hobbies (mountain climbing and downhill skiing) acquired during his childhood in Oregon. He has a home in Stratton, Vt., where the Robbins family—wife, Judie, and three sons—all participate in winter sports.

And Robbins is not the only family member with a busy schedule: Eight years ago, his wife formed Judie Robbins Locations, which finds settings for television programs and commercials, feature films and magazine layouts. Robbins reports cheerfully that business is "very good."

So is SSC&B's, thanks, in part, to the stewardship of Ken Robbins. ■

In Brief

Representative **Al Swift** (D-Wash.) is **planning to introduce his own cable bill** this week. It's expected to mirror legislation introduced earlier by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), except it would not address common carrier question of whether or not cable systems should be permitted to offer unregulated data transmission services. Wirth measure includes provision permitting cable to offer services free of regulation.

National Association of Broadcasters decision to bury controversial **"Television Trends" study** was seconded by **McHugh-Hoffman**, Rosslyn, Va.-based television consulting firm commissioned to do study (BROADCASTING, Oct. 10). In statement released last week, firm said it would not release study. "Concurrent with NAB's decision, we decided not to unilaterally publish the findings of the study, since it was conceived and executed as a joint participation project involving several organizations," statement said. McHugh-Hoffman also said it stood behind findings of study and methodologies used.

Federal appeals court in New York ruled last week that **journalists are protected against libel for reporting accurate accounts** of charges made in **secret grand jury hearings**. State or federal laws punishing journalists "for accurately reporting allegations of wrongdoing in a matter of public interest" would be inconsistent with First Amendment, Judge Irving R. Kaufman wrote for unanimous three-judge panel. Decision dismissed libel claim filed against ABC by George Reeves, former ABC executive, who charge he was defamed in Aug. 25, 1980 *World News Tonight* report on California investigations involving charges that two backers of *Charlie's Angels*, Robert Wagner and his wife, late Natalie Wood, were cheated of profits (BROADCASTING, May 5, 1980, et seq.). Los Angeles grand jury that investigated those charges returned no indictments. Appeals court decision last week, upholding lower court ruling, said it was based on California law, "buttressed by fundamental precepts of free expression" in federal law.

U.S. district court judge ruled Friday that **notes made by CBS News Executive Producer Burton Benjamin** in course of his investigation of CBS News's documentary, *The Uncounted Enemy: A Vietnam*



Weighing anchors. *The changing role of the network TV anchor was examined last Tuesday by ABC White House correspondent Sam Donaldson (l) and Barbara Matusow, author of "The Evening Stars," at a lunch in Washington sponsored by the Washington chapter of the National Academy of Television Arts and Sciences. Matusow noted that the role of the anchor had evolved from television's early days, when the anchor was "one step up from a game show host," to the anchor's present role as "the personification of the network." Matusow cited the network's switch to a single anchor as an indication of intensified anchor control. Donaldson (who said he had taken to heart advice once offered by Howard K. Smith: "Don't be dull"), felt that anchors should have very strong input into the evening news, but that he was against giving anchors total control.*

Talk around town. *According to a story circulating in Washington's rumor mill, Benjamin Hooks, executive director of the National Association for the Advancement of Colored People, would be Walter Mondale's choice as FCC chairman. The former commissioner told BROADCASTING last week there's no truth to the story, but admitted responsibility for what he says is a tall tale. According to Hooks, he told that story at a good-bye party for Peter Kenney, NBC's former Washington vice president. "But I was joking," he said. "We were just having some fun. I have no interest in it. I intend to stay here."*

Deception, must be turned over to General William Westmoreland for use in his \$120-million libel suit based on that documentary. Westmoreland's attorney had demanded that Benjamin's notes as well as his report be turned over. Judge Pierre Leval of district court in New York ruled last spring that Benjamin report must be turned over because, among other things, CBS News officials had claimed that it substantiated CBS's position (BROADCASTING, April 25, May 2). Judge Leval was said to have invoked similar reasoning in ordering CBS to yield Benjamin's notes. CBS opposed release of both report and notes on grounds they contained information obtained under premise of confidentiality. CBS attorneys were reported Friday afternoon to be considering whether to seek Judge Leval's permission to appeal his latest order. When they requested permission to repeal his order releasing Benjamin's report, he refused.

A.H. Belo paid record price for TV with \$342 million purchase of KOUR-TV Houston. Station was part of **Corinthian Broadcasting Group package sale** to Belo (BROADCASTING, June 27). Other prices paid were KXTV-TV Sacramento, Calif., for \$78.1 million; KOTV-TV Tulsa, Okla., for \$41 million; WVEC-TV Hampton-Norfolk, Va., for \$40 million; WANE-TV Fort Wayne, Ind. for \$7.9 million, and WISH-TV Indianapolis for \$97 million. Belo is holding WANE-TV and WISH-TV for a "legal instant" and then will sell them, at their same prices, to LIN Broadcasting.

KMVT-TV Twin Falls, Idaho, has been sold by Western Broadcasting to Root Communications for **\$11.4 million**. Seller, based in Missoula, Mont., is group owner of three AM's, two FM's and four TV's, owned by Earl E. Morgenroth. Buyer is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises, principally owned by Chapman S. Root. It recently bought, subject to FCC approval, WNDB(AM)-WWLV(FM) Daytona Beach, Fla., (BROADCASTING, Sept. 19), and WVFM(FM) Lakeland, Fla. (BROADCASTING, Sept. 5). Blackburn & Co. was broker.

Day after announcing layoffs of one-third of New York headquarters staff, **Warner Communications Inc.** issued report Friday showing **\$122.4-million loss in third quarter**, bringing loss for first nine months of 1983 to \$424.7 million (compared with profits of \$78.7 million and \$224.8 million, respectively, in 1982). Headquarters layoffs were put at 250, reducing staff to about 500. Spokesman said cuts were in corporate staff and would not affect Warner Amex Cable Communications, which has been going through cutbacks of its own, with 78 (out of 400) New York-area jobs eliminated by layoffs and attrition since May. Warner's biggest financial problem is with its Atari unit, which it blamed for virtually all of WCI's loss and which has laid off more than 2,500 workers this year. Wall Street sources estimated that Warner Amex may lose \$60 million this year and may need to borrow \$490 million to complete cable systems in Milwaukee and in Brooklyn and Queens, New York.

Winners of annual Armstrong Awards for excellence in radio broadcasting announced Friday night at dinner in New York. First-place winners: **KMOX(AM)** St. Louis for news; **WAHT(AM)** Lebanon, Pa., for news documentary; **KQOS(FM)** Duluth, Minn., for community service; **Canadian Broadcasting Corp.** for education; **WNEW-FM** New York for music, and **WGSO(AM)** New Orleans for creative use of medium. **Charles Collingwood**, retired CBS News correspondent, was given

special Armstrong Pioneer award for four decades of distinguished coverage. Awards, named for late developer of FM, are administered by Armstrong Memorial Research Foundation, based at Columbia University, with Professor Edward Wakin of Fordham University as executive director. Awards ceremony was to be carried by National Public Radio.

According to sources, **National Public Radio** search committee charged with finding successor to acting NPR president, Ronald Bornstein, has **narrowed list of candidates to "10 or 12"** and will be conducting interviews this week. Successor is expected to be chosen in time for NPR board meeting Oct. 27, when Bornstein's contract expires and he returns to prior commitments in Madison, Wis.

FCC last week released notice of proposed rulemaking **proposing to use lotteries** to choose from among about 17,000 applications for **multichannel multipoint distribution service** it now has on file. In notice, FCC said it had tentatively determined that, under statute, it need not grant lottery preferences to minorities, or encourage diversity of ownership, as it does for low-power television lotteries. Nonetheless, it asked whether it should grant preferences anyway. Comments will be due 30 days after publication of notice in *Federal Register*.

FCC last week accepted for filing **direct broadcast satellite applications** of Satellite Syndicated Systems Inc., Satellite Development Trust and National Christian Network Inc. Others interested in DBS authority have until Jan. 12, 1984, to apply to be considered along with those accepted in second round.

FCC has **requested comment on applications** for developmental authority for **land mobile satellite systems** by Mobile Satellite Corp. and Skylink Corp. FCC noted that NASA has petitioned for land mobile satellite service in 800 mhz band. Two applications for developmental authority, FCC noted, are largely based on NASA petition, but don't suggest same technical or operational parameters. FCC was interested in comment on approaches applicants suggest; said it was particularly interested in information on merits of using alternative technologies for service. Comments are due Nov. 13.

Latest count on **number of co-sponsors for broadcast deregulation bill** (H.R. 2382), introduced in March by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), is **210** (218 represents a majority).

Jack Masla, president of **Jack Masla & Co.** radio rep firm, said Friday that **"we absolutely deny"** all charges made by Arbitron in \$1,055,000 damage suit against Masla company and KALI(AM) San Gabriel, Calif. Suit claims Masla firm misused Arbitron audience data on behalf of KALI, nonsubscriber to Arbitron services ("In Brief, Oct. 10).

John E. Fetzer, longtime station group owner and since 1962, sole owner of Detroit Tigers major league baseball team, **sold Tigers** last week. Price was not disclosed but team has been valued at \$25 million to \$35 million. Fetzer, 82, is to remain chairman of club for two years under deal with buyer, Thomas S. Monaghan, owner of Domino's Pizza chain based in Detroit.

There was a **showdown in Texas** last week between **NBC President Robert Mulholland and Representative John Bryant** (D-Tex.) during meeting of Texas Association of Broadcasters. After Mulholland gave keynote address at TAB, Bryant, apparently "took exception to everything NBC officials said," according to observers. During speech Mulholland struck out at politicians who he said "hamstring" television for their own purposes. "These politicians want to make us subject to their whims, their special interests [through restrictions like fairness doctrine, equal time and attempts to legislate retention of FCC's financial interest and syndication rules]. . . there are also the mandated advantages these politicians give themselves for political advertising as well as other campaign perks," Mulholland said. Bryant, who spoke next, "jumped on him," TAB member said. "When he [Bryant] first started talking I



AM ammo. The National Association of Broadcasters metro market radio committee passed a resolution last week urging NAB staff to step up its efforts to work with automobile manufacturers to assure that receivers available in cars will receive all AM stereo systems. Committee members (l-r): James Wesley, Cox Communications, Atlanta; Carl Wagner, Taft Broadcasting, Cincinnati; Joseph Dorton, Gannett Radio Division, St. Louis; Gary Stevens, Doubleday Broadcasting, New York; Michael Eskridge, NBC Radio, New York; James Arcara, Capital Cities Communications, New York; Richard Harris, Westinghouse Broadcasting & Cable's radio group, New York; Wayne Cornils, NAB senior vice president, radio, and Fred Walker, Broad Street Communications, New Haven, Conn.

thought he was joking. It was as if you were at a TV roast," member said. "It was embarrassing and totally uncalled for," he added. Bryant reportedly accused networks of being too greedy to give time for presidential debates.

ABC-TV coverage of **first World Series game** between Philadelphia and Baltimore last Tuesday night **drew 27.3 Nielsen rating and 41 share** of audience. Second game came in with 26.8/40. Both were slightly behind Milwaukee-St. Louis series year ago when NBC coverage came in with 27.9/42 first night, 29.1/45 second.

John Martin, programing VP and assistant to president of ABC Sports, named to new post of **president/chief operating officer of Ohlmeyer Communications Co.**, effective Nov. 5. Appointment is designed to free Donald W. Ohlmeyer, chairman and chief executive, to concentrate on creative functions of OCC, his joint venture with Nabisco Brands in program production for commercial TV, cable, theatrical movies and industry.

Marty Greenberg, former vice president, radio, Belo Broadcasting, Dallas, joins Duffy Broadcasting as president/chief operating officer. Duffy Broadcasting, headed by Bob Duffy, who is also president of Christal Co.—national radio sales representative firm—owns KLIR-FM Denver and KCNR-AM-FM Portland, Ore. According to Duffy, Greenberg will be responsible for building radio group into "a large radio broadcasting entity." Greenberg, who will be headquartered in Dallas, has also become partner in firm.

International Relay Inc., New York, three-year-old international telex company, **asked FCC for permission to construct earth station in Chicago** suburb of Skokie, Ill., **to access Intelsat's Atlantic satellites** and provide "urban gateway" to users of Intelsat's new digital business service (BROADCASTING, July 4). If IRI gets regulatory go-ahead, earth station **would be first Intelsat earth station in U.S. not owned by Comsat**, U.S. partner in international satellite organization. Since establishment of Intelsat in mid-1960's, said IRI attorney Steven Levy, ownership of Intelsat earth stations has been restricted to Comsat. However, in FCC inquiry into independent ownership of earth stations, Levy said, Comsat, which has opposed complete lifting of its earth station monopoly, has stated it has "no objection" to nonComsat ownership of earth stations dedicated to business service. IRI has ambitions beyond handling digital voice and data traffic for Intelsat service. "IRI is not going to make any secret of the fact that it would also like to get into the video market," said Levy. "We have had discussions with a number of programing entities, including one of the big three networks."

Editorials

A glass at least half full

Something weird and almost wonderful has been going on in connection with those negotiations over a broadcast deregulation bill in the House: the parties are actually negotiating. In what's been dubbed "the broadcasting vigil," congressmen from both sides of the aisle have spent hour after hour in working meetings that have amazed observers unused to seeing so much time devoted by so many to one single bill. The conferees went in "with as much good faith as they could muster" (in the words of one close to the action) and they may actually emerge with a bill.

Will broadcasters be able to support it? That's very unlikely at the subcommittee level. But neither will it be the end of the day on this subject. The play will shift to another forum, but the same players will remain engaged.

Broadcasters would do well to remember that enormous amounts of energy and care have been expended in their behalf by those working on all sides of this deregulatory effort. They should not peremptorily reject the process before all the hands have been played. The appropriate posture at this point: flexibility. Later on will be soon enough for the digging in of heels, should that prove necessary.

In the meantime broadcasters can take satisfaction from—and advantage of—the fact that their negotiating position is better than anyone ever dreamed it could be at this point in the process.

Not for the faint of heart

One has to have a good deal of sympathy—and admiration—for the Daniel Ritchies and the Richard Munros and the Arthur Taylors and the William S. Paleys of this world. It was Dan Ritchie, of Group W Broadcasting and Cable, who had to answer for the ultimate success or failure of Satellite News Channel—and who last week pronounced that venture's demise after the expenditure of some \$40 million. It was Dick Munro, of Time Inc., who had to close down *TV-Cable Week* after spending \$47 million in what turned out to be a lost cause. It was Arthur Taylor, the former president of CBS Inc., who shuttered RCA-Rockefeller's The Entertainment Channel after the loss of \$35 million. And it was Bill Paley who said "enough" after CBS Cable had spent \$30 million and was nowhere nearer viability.

All were victims of new media quicksand, a malady that will strike many more before there is a balance between supply and demand among television's new breed. They shared two common denominators: an ambition to make a mark on the new frontier, and bank accounts large enough (and joint ventured enough) to absorb the downside risks. So while one may regret that these bright promises died a'borning, one need not shed too many tears over the dollars left behind.

The last of these stories has not been written. Indeed, as one set of BROADCASTING writers was putting finishing touches on the obituary of SNC still others were running down the latest plans of Satellite Television Corp. and United Satellite Communications Inc., two among the several entities getting ready to spend hundreds of millions to bring direct broadcast satellite service to the United States. The risk, in their case, may be even more severe, in that so much of the investment must be made before the beginning of programing on Day One.

Tom Wheeler, president of the National Cable Television Association, remarked last week that "there is a tendency to hang crepe" on these occasions. What people forget, he said, is that there are life cycles to all products, and that in television's case we're now hitting the mature stage; the results are mergers and dropoffs. What's going on now, he says, "is not so much a shake-

out as a metamorphosis." Borrowing an example from the broadcast side of the medium, Wheeler reminds that it took more than 20 years for the ABC Television Network to go into the black, "and no one was saying there wasn't a future for a third network."

For our part, we salute the courageous entrepreneurs who risk all. It is from their ranks that the next generation of media captains will emerge, and it is they we will have to thank for the Fifth Estate's future.

Positive portents

A new television season always comes with large hopes and nervous expectations, along with a predictable lot of bad-mouthing by critics, and this year's is no exception. With only two weeks of ratings to go by, of course, it is too early to tell—as all but critics must recognize—whose hopes will materialize and which critical judgments prove right.

It is not too early, however, to detect glimmers of encouragement for the networks in the few ratings available. The public response to the new season, or at least to the first two weeks, has been solid. For all the talk in recent years about declining network audiences, network ratings and shares are holding up—fractionally higher than a year ago for the first week, fractionally lower for the second, and for the fortnight coming to a three-network average rating of 50.4 and share of 81.4%. That's two-tenths of a point less in rating and a point less in share than during the first two weeks of last season—hardly enough to suggest a tide of viewer disaffection. In fact, with the TV universe larger now, it represents a slight gain in number of homes tuned to the networks.

Recent history bolsters this note of encouragement. NBC researchers counted up last week and found that, in the full 52 weeks of the season just ended, the number of homes reached by the networks in the average prime time minute exceeded the previous season's average—not by a lot (two-tenths of a percentage point), but a welcome sign nevertheless, because it reversed the down trend of the previous year. To no one's surprise, the three-network share of audience continued to decline, slipping to 76.9% for the full season. But this, again, looked good: It was the smallest fall-off in four years. It also represented the third year in which the share loss was less than the year before.

Whether this trend continues is largely the responsibility of the networks and the programs they show. But it's clear that they are starting the season with a strong sampling overall. What happens next is between them and the viewers. Broadcasters provide and viewers decide, which is as it should be.



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