











Broadcasting Dec 5

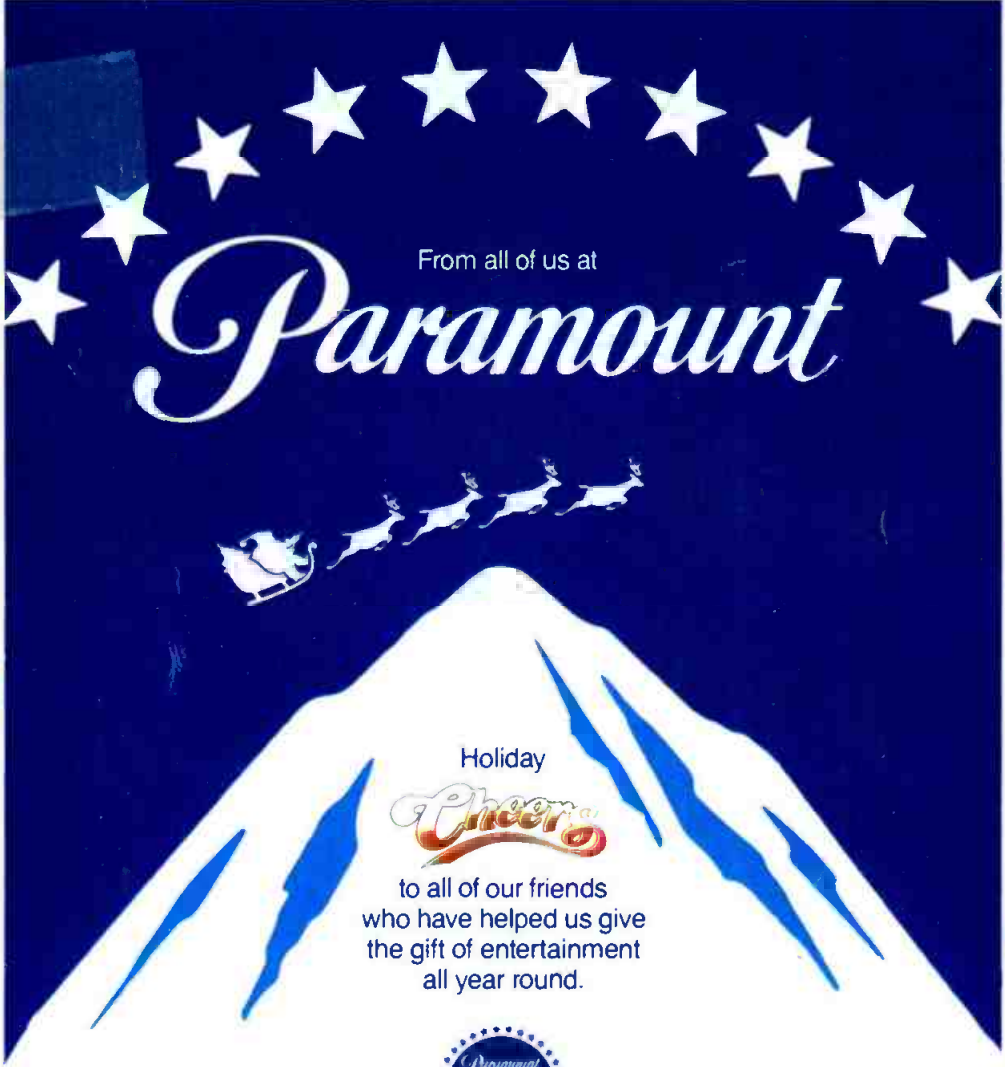
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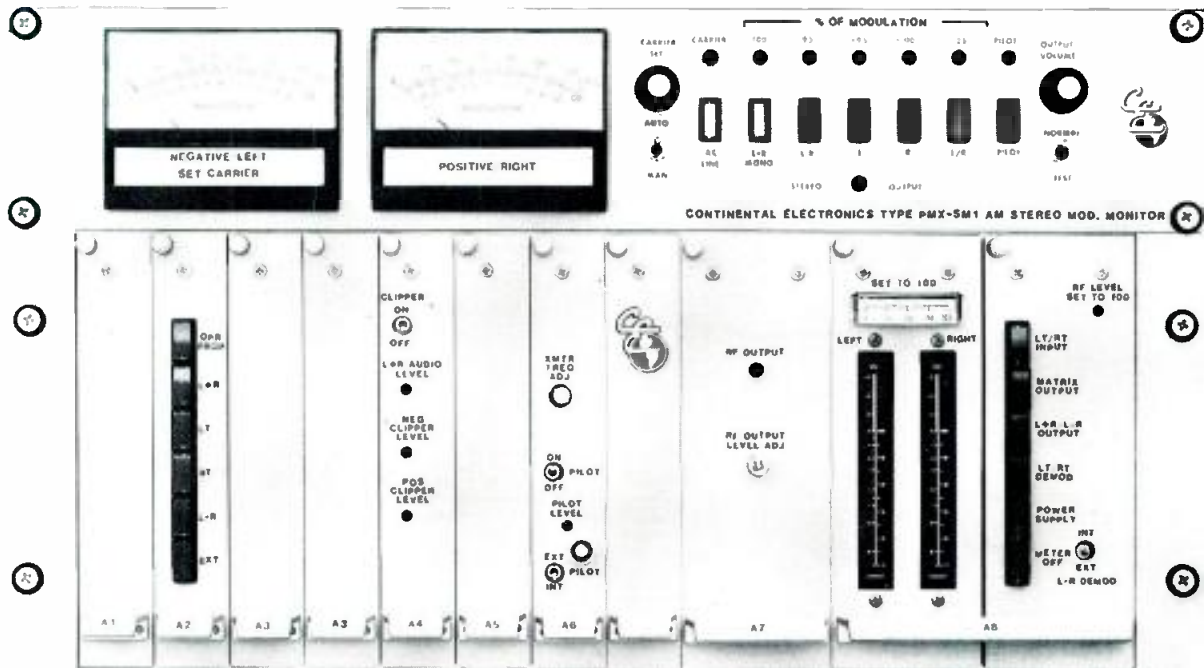
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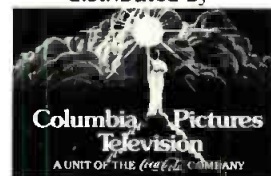


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A MAN FOR ALL PEOPLE.

BENSON appeals to men, women, teens and kids. Robert Guillaume stars. Available now for Fall '84.

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distributed by



Three networks enjoy ratings, HUT resurgence □ CBS wins November sweeps □ Draft of Wirth dereg bill circulates □ TeleFirst set for takeoff

RATINGS REBOUND □ Although order remains the same, overall numbers for the three networks are up over last year. **PAGE 35.** November sweeps go to CBS, followed by ABC and NBC. **PAGE 36.**

DEREG DRAFT □ House deregulation measure contains little broadcasters could support, NAB says. **PAGE 37.**

COMMERCIAL AGREEMENT □ ABC and NBC agree to use split 30's from Alberto-Culver. **PAGE 39.**

CHANGE IN TUNE □ Cities vote to withdraw support from cable deregulation bill (H.R. 4103) that leadership of National League of Cities had supported. **PAGE 39.**

LAUNCH DATE □ ABC announces that TeleFirst will go on the air in Chicago on Jan. 17; films to be shown will be post-box office, but pre-pay TV run. **PAGE 40.**

SIGNING OFF □ FCC votes to get out of the call sign business, saying disputes should be resolved in court. **PAGE 41.**

HANDS ACROSS WATERS □ Japanese and U.S. broadcasters meet to discuss differences, similarities and problems between two broadcasting systems. **PAGE 42.**

PROGRAMING SHOW □ NCTA puts the finishing touches on its annual programing conference and presentation of its ACE awards, set for next weekend at Biltmore hotel in Los Angeles. **PAGE 46.**

DISPUTED STUDY □ Blair Television survey finds

that overall share of barter advertising dollars is closer to \$321 million than the \$500 million usually cited in industry estimates. Syndicators denounce study, citing faulty methodology. **PAGE 52.**

MAKING IT EASIER □ Panelists at Boston seminar say new electronic age of radio research will help, not hinder, sales staffs. **PAGE 54.**

TOP 400 □ Fifth Estaters appear prominently in list by *Forbes* magazine of richest Americans. **PAGE 58.**

CHECKLIST □ SDX draws up number of resolutions protesting government actions restricting flow of information. **PAGE 60.**

DEBATE DATES □ League of Women Voters schedules two more debates for Democratic candidates. **PAGE 60.**

LOTTERY SUGGESTIONS □ Reaction is mixed to FCC idea of using lotteries for multichannel multipoint distribution service applications. **PAGE 67.**

SEXISM SUIT □ Milwaukee independent television station wins sex discrimination case brought by female employe. **PAGE 68.**

BREAKUP FALLOUT □ Three television networks express concern to FCC over what the new transmission rates will be after Jan. 1 division of Bell system. **PAGE 70.**

TRIPLE THREAT □ David Henderson has parlayed his first-hand experience in television advertising, production and management into a top spot at Outlet. **PAGE 95.**

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TOP 30 USA

102 WPIX NEW YORK TOPS "TOP 30 USA" MARKET LIST

New York's WPIX, the radio station that invented "Love Songs—Nothing But Love Songs" has just added RADIORADIO's "TOP 30 USA."

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"TOP 30 USA" keeps growing bigger in station popularity because it's qualitatively so much better—the top of the class. And transmission is now on satellite, further enhancing ease and flexibility for stations.

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BECAUSE WE'RE TWICE AS GOOD!

Presidential ratings

How is President Reagan doing in TV numbers game? Analysis of Nielsen ratings for his first 33 months in office (through September) and for President Carter during comparable period of his term, turns up some clear contrasts. Example: In his first 33 months, Reagan held 22 news conferences, which averaged 27.7 rating, whereas Carter in his first 33 months held 44, averaging 18.9. But 90% of Carter's (40) and 50% of Reagan's (11) were in daytime. There Reagan also came out ahead, averaging 20.8 to Carter's 16.7. But in prime time, Carter led, 39.8 to 34.2.

In same 33-month periods, Reagan made 18 TV addresses to Carter's 16 (excluding inaugurals). Reagan's averaged 39.0 rating, Carter's, 41.1. For both men, all but three addresses were in prime time; there, Reagan's average was 42.9 Carter's 46.2. Why these differences? Public interest in issues under discussion is obvious possibility. Another, less obvious: Pay cable is in lot more homes since in Carter's term: As one observer put it, "Presidents pre-empt the networks but they don't pre-empt HBO. Your captive audiences aren't all that captive any more."

Fin-syn again

Next meeting of networks and Hollywood producers and their allies on FCC's financial syndication rules is scheduled for Dec. 14 at ABC's headquarters in New York. Scheduling problems prevented parties from holding third session during week of Nov. 28, as planned.

Skyward

Executive branch study of policy implications of proposals by Orion Satellite Corp. and International Satellite Inc. for trans-Atlantic satellite communications services that would compete with Intelsat's, is expected to conclude with recommendation of qualified approval. Observers say conditions will be recommended to protect Intelsat from adverse economic effects. Lawyers on study are said to believe Intelsat agreements require that U.S. coordinate proposals with Intelsat on economic as well as technical grounds.

Meanwhile there was continuing evidence of Orion lobbying on Capitol Hill. Chairman and ranking minority member of House International Operations Subcommittee, Dante Fascell

(D-Fla.) and Benjamin Gilman (R-N.Y.), wrote Secretary of State George Shultz, expressing view Intelsat agreement does not prohibit development of other satellite systems and saying U.S. must "adapt to change" if it is to maintain international leadership. Earlier, Senators Rudy Boschwitz (R-Minn.) and Richard Lugar (R-Ind.), of Senate Foreign Relations Committee, wrote to Deputy Secretary of State Kenneth W. Dam, and Representative Timothy Wirth (D-Colo.), of House Telecommunications Subcommittee, wrote Secretary of Commerce Malcolm Baldrige, all in behalf of Orion.

Multimedia data

Arbitron officials say they've reached agreement to start selling syndicated newspaper readership data of Simmons Market Research Bureau to TV and radio stations in 16 markets where Simmons has no newspaper clients—Atlanta, Cincinnati, Columbus (Ohio), Portland (Ore.), Pittsburgh, Phoenix and New Orleans among them. They said Simmons originally proposed that Simmons sell Arbitron TV and radio data to newspapers and that Arbitron sell Simmons newspaper data to stations, but that they would not agree to Simmons's selling Arbitron radio and TV data. That data is available to newspapers, they say, but only from Arbitron and only at same prices that stations pay. No newspaper has ever been interested enough to pay that much.

Parental rejection

NBC Radio appears to have come close to second station acquisition in seven months. Sources say NBC reached agreement in principle to buy Hicks Communications' KIXK(FM) Denton, Tex., suburb of Dallas, for \$9 million. But NBC deal was nixed by parent RCA. NBC Radio President Michael Eskridge late last week declined to comment on transaction. Last Monday (Nov. 28), NBC completed purchase of WJIB(FM) Boston from General Electric Broadcasting for \$6.5 million (see "Riding Gain," page 63).

Movie network

Paramount executives expect to make announcement "in the near future" about launch of proposed mini-network, with current plans calling for \$100-million program development and acquisition

budget that includes original motion pictures, theatrical features, mini-series and series. Paramount's television group is studying lists of theatricals available from other studios as well as its own movie division. Plans call for initial service three hours on one night each week for 52 weeks.

Going, going

Riddled ranks of National Association of Broadcasters senior vice presidents may suffer another casualty soon. In wake of news that Erwin Krasnow will leave March 31 as senior vice president and general counsel (box, page 37) there's possibility that Shaun Sheehan, senior vice president for public affairs, may resign to accept top public relations post with major broadcast group. Sheehan had not come to final determination last week.

Of eight senior VP-ships, half would be vacant or vacating if Sheehan opts out. More seriously, three of these four are for positions that traditionally have formed backbone of NAB's first team on industry policy. Remaining in place: James Hulbert, station services; Dick Hollands, television; John Abel, research and planning, and Thomas Keller, science and technology.

Prospects

Now that Erwin Krasnow has announced his resignation as general counsel of National Association of Broadcasters (see preceding item), Washington's matchmakers are looking for suitable successor. Being mentioned in high circles as possibilities are two FCC veterans: Willard B. Nichols, chief of staff to Chairman Mark Fowler, and Henry (Jeff) Baumann, Mass Media Bureau deputy chief.

ASCAP deals

Negotiators have reached agreement in principle for new contract licensing radio stations to use music of American Society of Composers, Authors and Publishers. Representatives of both sides are ready to start drafting final terms, with All-Industry Radio Music License Committee hopeful it'll be complete in January. No word on how much saving, if any, radio stations can expect, but there's speculation that simplification of blanket and per-program licenses, with fewer audits, may be major benefit to many stations. Stations have been operating under interim licenses since last Dec. 31, when old licenses expired.

Reluctant ally

The National Cable Television Association board, meeting in La Quinta, Calif., last week, gave its approval to the staff's decision to intervene in Turner Broadcasting System's suit petitioning the U.S. Court of Appeals in Washington to direct the FCC to re-examine the must-carry rules (BROADCASTING, Oct. 10). But, according to the NCTA, the action of the board and staff is not what it seems on its face. "This is not a declaration of war on the must-carry rules," said one NCTA official. "We are not anxious to pick a big fight with broadcasters."

Hoping to eliminate the must-carry rules, which require cable operators to carry local broadcast signals, TBS asked the FCC in October 1980 to launch a must-carry rulemaking. But after three years of waiting for the FCC to act, TBS went to court, hoping it would get the ball rolling. In its petitions at the FCC and in its court brief, TBS has argued that the rules are, among other things, violations of the First Amendment.

Because of the tack TBS has taken in its petition, said the NCTA official, "a whole constellation" of First Amendment rights are involved—those of cable programmers, cable operators and cable subscribers. "We

are chary of a situation where a court would consider the rights of subscribers and programmers without also taking into account the rights of the cable operators," the official said. By intervening now, the official said, NCTA will be able to get involved later if it appears the court is going "to make observations or come to the conclusion" that the First Amendment rights of operators are "subsidiary or inferior" to those of programmers and subscribers.

NCTA has avoided making a frontal assault on the must-carry rules, fearing it would trigger a counterattack against the compulsory license. But what if the court orders the must-carry rulemaking? "If the FCC begins a full-blown reconsideration of must-carry," the official said, "we are going to have to get involved in it."

The NCTA board also voted to get involved in another sticky court case in which the cable industry's drive for full (newspaper-like) First Amendment rights was set back. Last September, Judge Raymond J. Pettine of the U.S. district court in Providence, R. I., ruled that "newspapers and cable television cannot be equated," disagreeing with the finding in the landmark *Midwest Video II* case in the Eighth Circuit Court. The decision stemmed from a suit

brought by Berkshire Cablevision of Rhode Island, an applicant for the cable franchise for Newport county, against an official of the state's cable regulatory agency. The suit claimed the state's channel access requirements were unconstitutional. Berkshire has appealed the ruling.

According to the NCTA official, the record established in the district court is "very bad" and has no basis for an appeal. Ironically, the record is, in large part, due to cable operators' (Berkshire's competitors for the Newport county franchise) "saying things [during the trial] that were invidious to the interests of the industry," the official said. So even though Judge Pettine's ruling is anathema to NCTA, the official said, NCTA will support a motion to dismiss the appeal filed by the state. However, if the circuit court decides to take up the appeal, the official said, NCTA will switch camps and do what it can to overturn the lower court decision.

Meanwhile . . .

Besides addressing tough legal issues (above), the board of the National Cable Television Association tackled some administrative tasks at its meeting last week. It granted NCTA President Tom Wheeler a new two-year contract that will extend his tenure at the association to November 1985. The pact supersedes Wheeler's current two-year contract, which was set to expire next summer. The board also gave Executive Vice President James Mooney a contract and the additional title of chief operating officer. No further details on either contract were available last week. The board also set the operating budget for the 1984 fiscal year at \$6.3 million, which is \$300,000 more than last year's budget. According to an NCTA spokesman, the additional funds are needed, in part, for establishing the association's new media services and research department.

Lifetime birth

The merger of Hearst/ABC's Daytime cable service and Viacom's Cable Health Network was formally approved last week, with the resulting single service, Lifetime, to become operational Feb. 1.

Announcement of the signing of the merger agreement did not name a president of the Lifetime channel, but said one would be chosen soon. Bruce Johnson, president of Cable Health Network, declined the Lifetime presidency a few weeks ago, according to Hearst/ABC-Viacom Entertainment Services (HAVES), which is owned by the three partners, Hearst, ABC Video and Viacom International, and which will operate Lifetime.

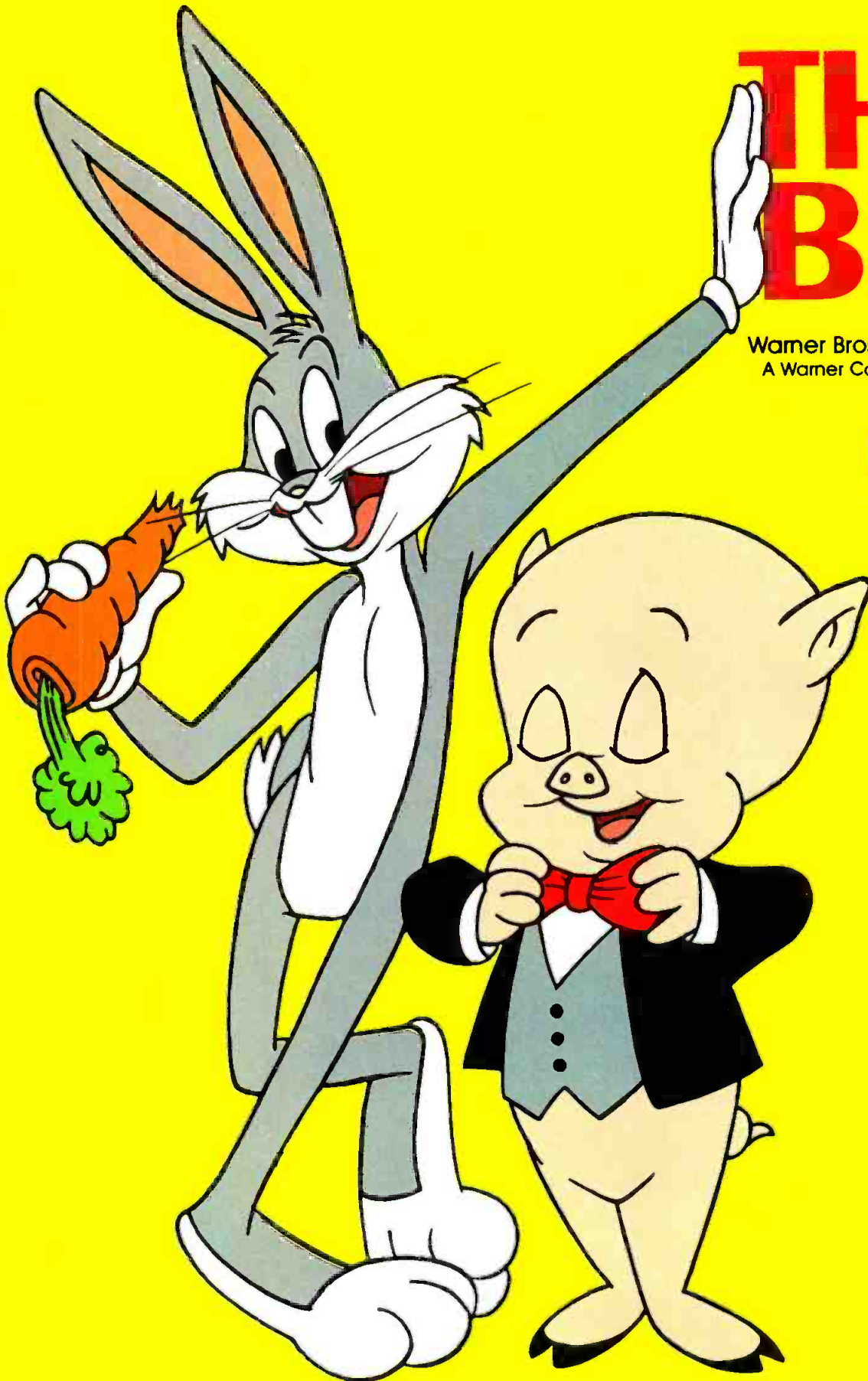
Pending selection of a president, Arthur G. Cooper, vice president for finance and administration for Lifetime, will oversee day-to-day operations while the transition



Gateway to the birds. Home Box Office, the preeminent pay cable network, officially opened The James R. Shepley HBO Communications Center in Hauppauge, New York, last week. On hand for the ribbon cutting (l-r): Edward Horowitz, senior vice president, network operations and corporate development, HBO; Frank Biondi, president, HBO; Yvonne Shepley and her husband, James, the former president of Time Inc. (HBO's parent), after whom the center is named; Dominic Serio, vice president, studio and network operations, HBO, and Gerald Levin, video group vice president, Time Inc. The 60,000-square-foot facility, which is being used primarily to uplink HBO and Cinemax to satellites for distribution to cable affiliates, houses over \$7 million of video, transmission and switching equipment. The four earth stations have 11-meter antennas.

THE BEST

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A Warner Communications Company





GALAXY
II

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GALAXY
I

HUGHES COMMUNICATIONS

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Galaxy stands for a commitment to excellence in the field of communications. Galaxy I has been selected by the most prestigious names in the cable business—Home Box Office, Inc., Group W Broadcasting and Cable, Times Mirror Satellite Programming, Viacom International, Turner Broadcasting System, SIN Television Network, The Disney Channel and C-SPAN. In fact, Galaxy I has been chosen to transmit the most dynamic programming available—HBO, Cinemax, The Nashville Network, The Sports Network, Showtime and/or The Movie Channel, CNN, CNN Headline News, SIN, Galavision, The Disney Channel, public affairs programming and much more. Galaxy I is a promise that has been fulfilled, with higher power transmission capability and longer life expectancy than even our own projections.

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

Excellence. Performance. Commitment.

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

team determines policies and guidelines. The transition team consists of Raymond E. Joslin, president, Hearst Cable Communications; Herbert A. Granath, president, ABC Video Enterprises, and Jules Haimovitz, executive vice president, Viacom Entertainment Group.

Officials said the new 24-hour, advertiser-supported Lifetime would offer the most popular and successful programming from both Daytime and CHN, plus "numerous" new productions designed specifically for Lifetime, and would be available in more than 16 million homes when it starts Feb. 1. By the end of 1984, they said, it will be in 24 million homes, or more than 75% of the U.S. cable TV subscriber base. It will also, they said, be the first advertiser-supported basic cable network to qualify at launch for mea-

surement by national rating services.

Lifetime will be transmitted on transponder 17, satellite IIIA.

Until Feb. 1, Daytime and CHN will continue to provide their separate services.

New offerings

USA Network will not only add new programs in 1984, including some designed to attract more female viewers in daytime, but it will redirect some of its marketing efforts emphasizing specific programs rather than the network as a whole. Now two years old, USA increased its subscriber base in 1983 from 15 million to 20 million homes, according to network president Kay Koplovitz, who predicts that in 1984 it will expand its base

further to 25 million homes.

New programs will include two produced in association with Procter & Gamble, *The Great American Homemaker*, a half-hour strip offering a variety of information about homemaking, and *Cover Story*, a half-hour prime time celebrity interview, also five days a week. Another new series, *Pumpkin Creek*, will be a half-hour Saturday morning children's series, produced by Taft Broadcasting and Cable. The network will continue to run off-network episodes of *Bewitched* and *Dragnet* in 1984, and will add to its lineup Hanna-Barbera cartoons, for which it signed a nine-year contract.

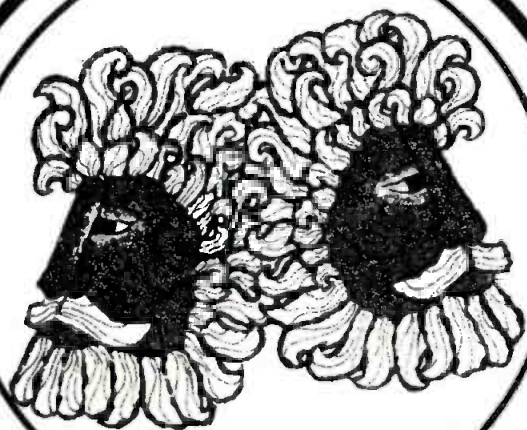
In addition to strengthening its program lineup in 1984, USA Network will assume operation of its own marketing and affiliate-relations activities, carried out until now by Home Box Office, one of its three parent companies. Affiliate relations and marketing staffs will be installed in New York, Chicago and Los Angeles, where USA Network already maintains advertising sales offices, according to Koplovitz, and a promotions department is being created.

Despite a fourth quarter that has been extremely soft for much of the broadcasting and cable industries, USA has attracted a number of new advertisers, including Villa Banfi, ADP and JVC, according to Jeff Lawenda, vice president, advertising sales. He also said advertising sales for the coming year are 35% ahead of those for 1983 at this point in the cycle. Andy Beech, vice president for marketing, said the network would probably utilize spot cable and cable guides in 1984 as part of its campaign to attract viewers for specific programs, and in place of some of the spot TV it has used until now to promote the network as a whole. USA will also develop an on-air merchandising program, he said, offering viewers the chance to buy items associated with programs and taking advantage of tie-ins with key advertisers for national marketing efforts.

"In the longer run, USA has the position to be one of the most significantly viewed networks in the U.S.," said Koplovitz. She said the network continues to believe its business plan—combining advertising and subscriber revenues—is viable. Koplovitz declined to project when USA will begin to turn a profit, but noted that a number of communications companies have offered to buy into USA Network, only to be turned down by its three owners, Time Inc., HBO and Paramount.

Different tack

The need to develop alternative programming for cable television is underscored in a joint venture announced last week by Warner Amex Cable Communications, New York, and the Corporation for Entertainment and Learning Inc., New York. Two game shows are now in development, using the interactive capability of Warner Amex's two-way Qube systems and CEL's extensive library of audiovisual material. The pilots will be carried initially on Warner Amex's Qube systems in Columbus, Cincinnati, Pittsburgh, Houston, Dallas and the greater St. Louis and Chicago areas and subsequently will be made available for both domestic and foreign distribution. Details on the content of the programs and the on-air starting dates will be announced later.



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Entries are now being accepted for the oldest and most prestigious award for excellence in financial broadcasting — the JANUS Award. Recent JANUS Award winners have included:

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Philip Greer, ABC Radio
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John Miller, KING-TV, Seattle
Robert Krulwich, National Public Radio
Alan Mendelson, WTVJ-TV, Miami
Jennifer Moore, WDIV-TV, Detroit
Tony Sargent, ABC Radio
Allan Schaertel, AP Radio
Daniel Zwerdling, National Public Radio
This coveted award, now in its 14th year, is presented to radio and television

stations or networks whose financial and economic news is informative, comprehensive, authoritative, and interesting.

The Mortgage Bankers Association of America will present the award at its National Conference on March 26-27, 1984, in Washington, D.C.

All entries must be postmarked no later than January 2, 1984. For further information and for entry forms, please contact:

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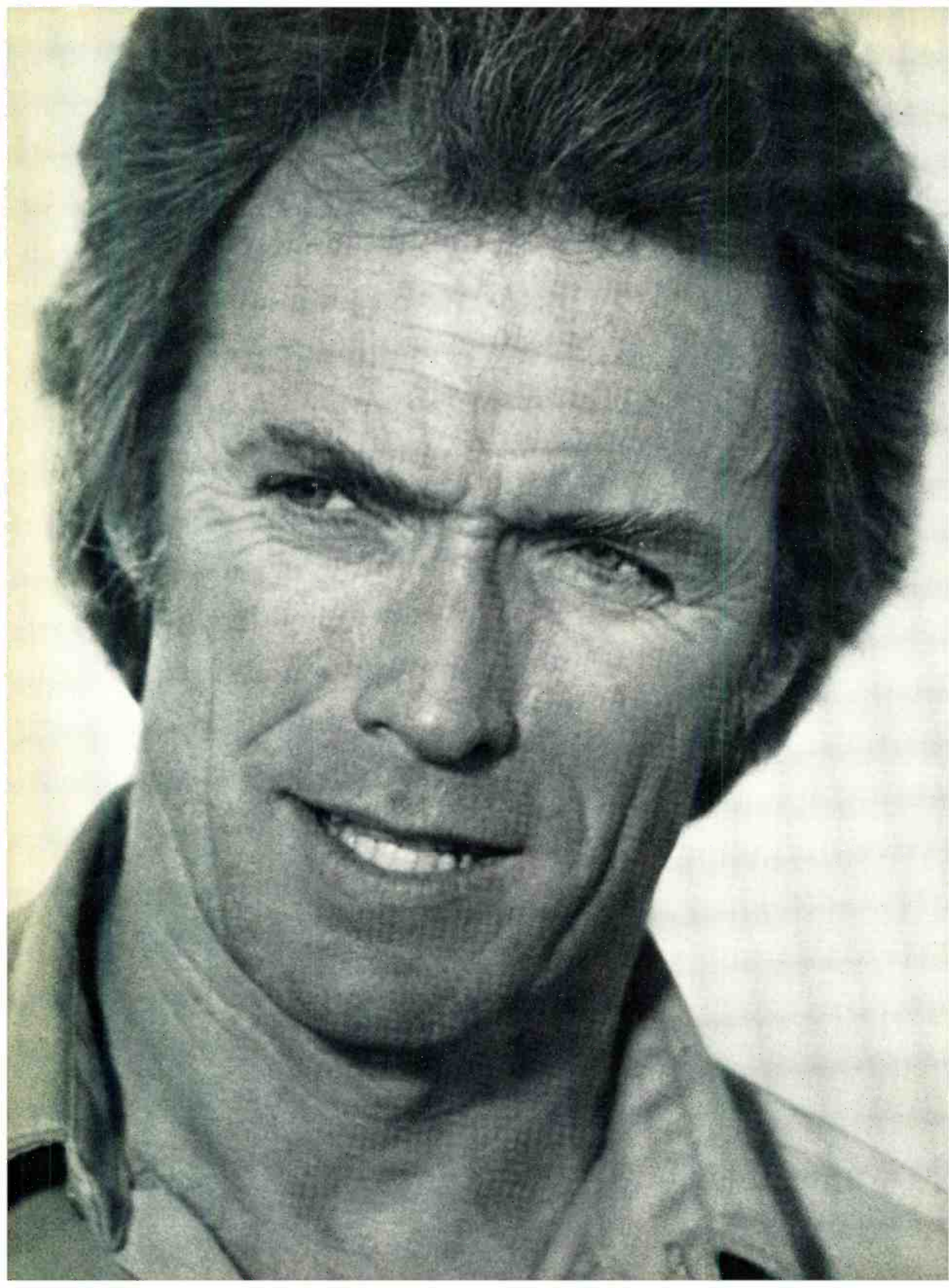
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EASTWOOD



"Directing is knowing the concept you want and getting it."

As an actor, Clint Eastwood has proven to be the fastest draw in the Western box office. His films of the last ten years have grossed \$1.4 billion, and he has been named "Star of the Decade." But much of his energy goes into his own production company, Malpaso Productions. He is unique in turning scant budgets (\$3.5 million for *Every Which Way But Loose*) into extremely high returns (over \$87 million for that same picture). He has directed eight features, including *The Outlaw Josey Wales* and *Bronco Billy*.

"I shoot fast. The first feature I ever directed—*Play Misty for Me*—was wrapped in a little over five weeks. *Breezy* was completed in less than five weeks. It's not just a matter of money. I like to have momentum, to keep the spirit and energy going. To me, directing is knowing the concept you want and getting it.

"Shooting on location is easier, because a crew gets wrapped-up in the spirit of the film. I cast my crews as carefully as I cast my actors. That's why we have such happy, democratic crews. And we move—I try not to keep people on location too long.

"A director should change camera angles a lot. My theory is, when you're looking at a film, you're looking at a flat piece projected onto a flat surface. The only way you can approach a 3-D feeling is to cross over and get the camera right in there. So the audience can feel a part of a group rather

than just observers of a group. Camera work is a lot like penmanship. The way you film a film says as much as the way it's written.

"Casting is one of the most important aspects in making a film. A film can live or die on it. The cast has to bring those characters to life. If you miscast a character, or one stands out wrong, you can throw the whole picture out of whack. It's like having a pebble in your tire.

"People say I know just what the public wants. I don't think the people themselves know what they want until they see it or hear about it. One should judge a property simply by whether or not one would like to go see it. There's a lot of gut instinct going when buying or rejecting a property.

"A lot of critics thought *Dirty Harry* was sort of a right wing film. It wasn't at all. It portrayed the circumstances that one guy was put into, and showed the frustration with our courts and our judicial system. Which is all very timely even today. The film was just ahead of itself. I try to say something different in every film, and this one is about that frustration. *Play Misty for Me* was a little statement on commitment and misinterpreting commitment in men and women. There is no 'Clint Eastwood message.' There are lots of different messages.

"I also try to find a look for each of my films. In *High Plains Drifter* the Mono Lake location, the mirage effect, the telephoto lens work, and especially the scorched,

almost flaming look, all contributed to what I was trying to say. The last was achieved with an Eastman color negative film, which gave me the really black blacks I wanted without pushing the film at all.

"For my latest picture, *Firefox*, we used the new Eastman color high-speed negative film 5293. We must have been among the first to use it in a feature. We were doing a lot of front-screen projection versus live action. We figured the new high-speed film would save time and lighting, and we were right. We used very little supplemental lighting and got great definition. The scenes also intercut very well with the rest of the footage. It was the right film for the problem."

If you would like to receive our bimonthly publication about filmmakers, KODAK Professional Forum, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, New York 14650.

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Eastman film.
It's looking better
all the time.

RADIO ONLY

Northwest Orient Airlines □

Advertising for passengers will begin on Dec. 12 for one week in approximately 30 markets. Commercials will be carried in morning, afternoon and early evening periods. Target: adults, 25-54. Agency: Grey Advertising, Minneapolis.

Allen Products □ Two-week flight for Tabby cat food will begin on Dec. 12 in Boston and Providence, R.I. Spots will run in morning periods on weekdays and weekends. Target: women, 25-54. Agency: Weightman Inc., Philadelphia.

Blistex Inc. □ Lip-care products will be advertised in six-week flight over eight weeks, starting in late January in 20 markets, including Atlanta, Chicago, Dallas, Denver, Indianapolis and San Francisco. Commercials will be scheduled in all dayparts during weekdays and weekends. Target: adults, 18-34. Agency: Benton & Bowles, Chicago.

Rudy's Farm □ Sausage products will be advertised in two-week flight to begin Jan. 12 in about 12 markets. Commercials will run in all dayparts. Target: women, 25-54. Agency: Bill Hudson & Associates, Nashville.

Union Electric Utility Co. □ Two-week flight beginning today (Dec. 5) will air in two Missouri markets promoting company's services. Spots will air in daytime. Target: women, 24-54. Agency: Batz Hodgson Neuwoehner Inc., St. Louis.

American Dairy Association □ Wisconsin-based branch will promote holiday cheese in four-week flight beginning today (Dec. 5) in Chicago, Milwaukee and Minneapolis. Commercials will run in all dayparts. Target: adults, 18-49. Agency: CreatiCom Advertising, Madison, Wis.

TV ONLY

J. Brannam □ Discount variety chain will

launch one-week flight Dec. 7 in about 20 markets. Commercials will be scheduled in day, early fringe and prime time. Target: women, 25-49. Agency: Sawdon & Bess, New York.

Kraft □ Macaroni and cheese dinner will be highlighted in three-week flight beginning today (Dec. 5) in 30 markets. Spots will air in prime time and late fringe. Target: women, 25-54. Agency: N W Ayer, New York.

Baskin Robbins □ Holiday dessert promotion, highlighting egg nog flavor ice cream, Christmas cakes and gift certificates will begin today (Dec. 5) in 45 markets, including St. Louis, Detroit, Los Angeles, Dallas and New York. Campaign will run until Dec. 22 in day, early news, early fringe, prime access and prime time. Target: women, 18-49. Agency: Ogilvy & Mather, Los Angeles.

Hills Brothers □ Four coffee products will be promoted in flight beginning Dec. 26 and continuing through first and second quarter 1984. Spots will air in 50 markets in day, prime and early and late fringe. Target: women, 25-54. Agency: RDR Timebuying Services, New York.

Dixie Northern □ Paper towels, napkins and toilet tissue will be spotlighted in 13-week flight in late January in about 90 markets. Commercials will be slotted in daytime, fringe, news and prime access. Target: women, 25-54. Agency:

TVP[®]

They say that imitation is the sincerest form of flattery...

Only a decade ago, Archer Daniels Midland introduced the idea of structured soy proteins. While there are now many textured vegetable proteins, there is still only **one TVP[®]** brand.

Please don't use our trademark as a generic term or abbreviation. Keep our brand name intact by imitating our letters down to the **®**.



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Rep Report

To Weiss & Powell: WSPK(FM) Poughkeepsie, N.Y., from Savalli & Schutz; WBUD(AM)-WKXW-FM Trenton, N.J. (no previous rep).

□

To Shelly Katz Radio Sales: WNA-AM-FM Florence, Ala., from David Carpenter; WWC-AM Waterbury, Conn. (no previous rep); WRWC-FM Rockford, Ill., from Market 4; WJRK-FM Williamsport, Pa. (no previous rep); WDMJ-AM Marquette, Mich. (no previous rep).

□

To Regional Reps Corp.: WHEZ-AM-WTCR-FM Huntington, W.Va. (no previous rep); WSAI-AM-WKXF-FM Cincinnati (no previous rep); WAFX-AM Fort Wayne (no previous rep); WMFL-AM Indianapolis (no previous rep) and WROI-FM Rochester (no previous rep), all Indiana.

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FACTS**



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Now - For
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153 Half Hours

the Facts of Life



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Advantage

TVB by bird. Television Bureau of Advertising is launching monthly series of half-hour "sales meetings," to be delivered to stations via satellite by World Communications. Series, called TVB Satellite Sales Meetings, will be distributed as part of World's "Seminars by Satellite" service, which offers half-hour programs each week to broadcasting and cable organizations as industry service. Series will be produced by TVB and will include reports on national spot and local business, sales ideas, research reports, samples of new TVB presentations and special-interest segments. "I believe stations will find this TVB program an important element in their sales meetings and a way to keep current with what TVB is doing," said TVB President Roger D. Rice. TVB officials say they aren't worried about possibility that nonTVB-member stations will get and use "sales meetings." "In fact," said spokesman, "that's a plus." The way TVB sees it, nonmembers can get and use information—and just maybe they'll want more, and will join. Station membership currently totals about 550. TVB Satellite Sales Meetings will be presented from noon to 12:30 p.m. (EST) on first Friday of each month, starting on Jan. 6, 1984 (on Westar IV, transponder 10D).

□

Candy on cable. Hershey Chocolate Co. has signed million-dollar agreement to advertise eight of its candy products on Black Entertainment Television (BET) for next four years. Commercials will begin in early 1984, primarily in music program, *Video Soul*, which delivers audience Hershey is seeking: young adults. "It's a great environment to sell candy in," said Bob Jeffrey of Doyle Dane Bernbach, New York, Hershey's advertising agency coordinating BET-Hershey contract. Jeffrey said campaign may only be beginning of relationship with BET.

□

Commercial fix. Twelve challenges to national advertising, including five on television, were resolved during October by National Advertising Division of Council of Better Business Bureaus. Substantiated were claims made on television for Block Drug Co. (Dentu-Gel denture toothpaste) and Hertz Corp. Three other advertisers—Carnation Co. (dog food), Multi Toys Corp. (Sergio Valente designer fashions for dolls) and M&M/Mars—modified or discontinued TV advertising under scrutiny. Case involving Multi Toys Corp. was handled by NAD's Children Advertising Review unit which said TV commercials appearing during children's cartoons showed many dolls wearing various outfits. Review unit questioned whether outfits were available as set or required special purchase and whether dolls must be purchased separately. Advertiser agreed commercial was confusing and has withdrawn advertising. In future, commercials will make clear that fashion outfits are available as separate purchases.

□

On ESPN. Forty advertisers have placed first-quarter orders with ESPN, including 11 first-time clients. Advertisers new to ESPN are Blistex, Cribari Wine, Kloss Video, JVC Home Video Products, Kentucky Fried Chicken, The Fishing Hole, Murdoch Productions Ltd., Professional Golf Association, Reid/Land Productions, Uniden Cordless Telephone and Visa.

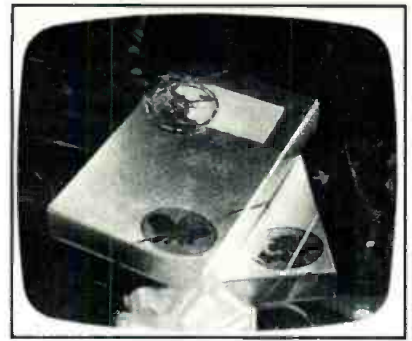
□

Meet you in... Batz Hodgson Neuwoehner Inc., St. Louis, announced acquisition of another local advertising firm, Hyland, Monahan & Groh, Inc. All HM&G clients, which include Wetterau Inc./IGA, grocery store chain; Roosevelt Federal Savings and Loan banks and Optical Outlets, will now be served by BHN. Clay Hyland, former president of HM&G, has joined BHN as account supervisor and vice president of board of directors.

Scali, McCabe, Sloves, New York.

Subaru of America □ Automobiles will be advertised in 13-week flight to begin

in late January in approximately 60 markets. Commercials will air in late fringe, news, sports and prime time. Target: men, 25-49. Agency: Devine,



"Wrapped and ready to give." That's the theme of Walt Disney Home Video's first broadcast TV campaign promoting seven of its classic movie videocassettes, including "Dumbo," "TRON" and "Mickey Mouse." The tapes come in silver boxes resembling wrapped holiday presents with a free Mickey Mouse Christmas tree ornament inside. Disney claims spot placements in 16 markets in ABC's *Dynasty*, NBC's *Hill Street Blues* and CBS's *Magnum P.I.* beginning Dec. 12. A network spot will air in the *Little House on the Prairie* Christmas special on NBC-TV. Target: VCR owners with children and classic movie collectors. Agency: Vista Advertising, Burbank, Calif.

Huntley, Schmidt & Beaver, New York.

Round Table Pizza Restaurant □

Promotion for eateries will begin Jan. 9 and continue through second quarter in 20 Western markets. Commercials will run in early fringe, prime access and in prime in selected markets. Target: adults, 18-49. Agency: RDR Timebuying Service, New York.

RADIO AND TV

Godfather Pizza □ Christmas promotion for free coupon booklets, redeemable for food, will be highlighted in two- and three-week campaigns in approximately 115 markets. Flights begin today (Dec. 5) and Dec. 12 in early and late fringe and prime time for television and in afternoon and evening drive time for radio. Target: adults, 18-49. Agency: varied according to franchisees.

Federal Order □ Fluid milk will be promoted in first-quarter flight beginning Jan. 2 in several Midwest markets. Radio and TV spots will air in varied dayparts. Target: women, 25-49. Agency: Batz Hodgson Neuwoehner Inc., St. Louis.

Orts Inc. □ Franchised bakeries start three-week flight on radio and television in mid-January in three markets. Commercials on radio will air in tap time (6 a.m.-7 p.m.) and on TV in daytime and early and late fringe. Target: women, 25-54. Agency: Kenrick Advertising, St. Louis.

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*The adult contemporary format is America's hottest format. Get it from America's hottest syndicator.**

Call Bob Morrison at
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Churchill Productions

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*Churchill Productions, documented by "American Radio by James Duncan, Jr." with the highest % of stations increasing their shares in Spring '83 Arbitron among the nation's top 10 syndicators.

WORLDVISION...#1



WCBS-TV

M-F 4-5 PM

6 RATING 17% SHARE

#1 RATING/SHARE

#1 WOMEN

#1 MEN

BARNABY JONES—NEW YORK'S #1 ADULT CHOICE!

OUR 10th YEAR



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**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Tait Company

This week

Dec. 5—Deadline for comments on *FCC* proposal to award women preferences in lotteries for mass media services. *FCC*, Washington.

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

Dec. 6—*National Press Club* luncheon. Speaker: Charles Brown, chairman, AT&T. NPC, Washington.

■ **Dec. 6**—*Advanced Television Systems Committee*, technical group on enhanced 525 television, second meeting. National Association of Broadcasters headquarters, Washington. Information: (202) 293-3546.

■ **Dec. 6**—*Women in Cable, southern California chapter*, dinner meeting. Speaker: Frank Biondi, president and chief executive officer of HBO. Marina Marriott, Los Angeles.

Dec. 6—*Southern California Cable Association* luncheon and annual meeting, with installation of new board. Airport Hilton, Los Angeles.

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

■ Indicates new or revised listing

■ **Dec. 6-8**—Second annual "Videotex and Teletext" conference, sponsored by *Institute for Graphic Communication*. Andover Inn, Andover, Mass. Information: (617) 267-9425.

Dec. 7—"The Future of New England Television," seminar sponsored by *National Academy of Television Arts and Sciences, New England chapter*, and *Boston University School of Public Communication*. Boston University campus, Boston. Information: (617) 353-3447.

Dec. 7—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Paul Klein, president, Playboy Channel. Copacabana, New York.

Dec. 7—*Women in Communications, New York chapter*, meeting. Essex House, New York.

Dec. 7—*Ohio Association of Broadcasters* sales workshop. Columbus Marriott North, Columbus, Ohio.

■ **Dec. 7**—*Women in Film and Video* open meeting, "The Making of the PBS Vietnam series." WBZ-TV Boston. Information: (617) 232-6276.

Dec. 8—*American Advertising Federation* seventh annual advertising law conference, "New Trends in Advertising Law and Public Affairs." Speakers include Senator Lowell Weicker (R-Conn.), member of Senate Appropriations Subcommittee; former FCC chairmen Richard Wiley, now with Wiley, Johnson and Rein, and

Dean Burch, now with Pierson, Ball and Dowd, and Lee Loevinger, partner, Hogan and Hartson, and former FCC commissioner. Loews L'Enfant Plaza hotel, Washington.

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

■ **Dec. 9**—"Responsibility in political advertising in 1984," seminar sponsored by *American Association of Advertising Agencies* in cooperation with Democratic National Committee, Republican National Committee and League of Women Voters. Senate Caucus Room of Russell Senate Building, Washington.

Dec. 9—*Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Robert Hosking, president, CBS Radio. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Also in December

Dec. 11-12—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

Dec. 13—Business/media luncheon sponsored by *The Media Institute*. Speaker: Dr. Richard L. Leshner, president, U.S. Chamber of Commerce. Mayflower hotel, Washington.

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

Dec. 13-15—*Washington Journalism Center's* Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel, Washington.

■ **Dec. 14**—*American Women in Radio and Television, Washington chapter*, general membership meeting. National Association of Broadcasters headquarters, Washington.

■ **Dec. 15**—Deadline for reply comments on *FCC* proposal to permit Class IV AM stations to increase nighttime power to 1,000 watts. *FCC*, Washington.

Dec. 19—Deadline for comments on *FCC* proposal to reexamine need for rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). *FCC*, Washington.

Dec. 27—Deadline for reply comments on *FCC* proposal to award women preference in lotteries for mass media services. *FCC*, Washington.

■ **Dec. 30**—*FCC* deadline for comments on proposed rulemaking on use of aural subcarrier in TV baseband. *FCC*, Washington.

Major Meetings

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

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

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

Jan. 15-20, 1984—*National Association of Broadcasters'* winter board meeting. Westin Walea 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 1-3, 1984—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

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

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

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

April 29-May 2, 1984—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

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

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

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

May 20-23, 1984—*Broadcast Financial Management Association* 24th annual conference. Grand

Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

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

June 2-6, 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; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

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

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

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

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

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

■ **Dec. 5-7, 1984**—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

WORLDVISION...#1



WGN-TV

Sat/Sun 5:30-6:30 PM

9 RATING 17% SHARE

#1 WOMEN

#1 WOMEN 18-49/25-54

#1 TOTAL VIEWERS

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**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Taft Company

Stay Tuned

A professional's guide to the intermedia week (Dec. 5-Dec. 11)

Network television □ PBS: (check local times) *Twenty-five Years in Space*, Tuesday 8-9 p.m.; NBC: *In December The Roses Will Bloom Again*, Monday 9-11 p.m.; *Columbia IX Landing*, Wednesday 11:07 a.m.; *White Paper: Journey to the Heart of China*, Wednesday 8-10 p.m.; CBS: *The Winter of Our Discontent* (J. Steinbeck), Tuesday 9-11 p.m.; *All-Star Party for Frank Sinatra*, Sunday 8-9 p.m.; ABC: *Barbara Walters Special: Cronkite, Carson, Cash*, Tuesday 10-11 p.m.; *Columbia IX Landing*, Wednesday 11-11:15 a.m.

Cable □ Showtime: *An Audience with Mel Brooks* (comedy), Tuesday 8-9 p.m.; *Randy Newman at the Odeon*, Thursday 8-9 p.m.; HBO: *Freddy the Freeloader's Christmas Dinner* (Red Skelton), Monday 8-9 p.m.; *Not Necessarily the News In Review*, Saturday 8-9 p.m.; CHN: *Heartline '83* (heart disease information), Tuesday 7-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Fred Astaire: The Television Years*, 25 hours of dance specials, Dec. 6-Jan. 28; *A Tribute to Burr Tillstrom* (Kukla, Fran & Ollie), now-Jan. 7, 1984; *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17.

*indicates a premiere episode



ciation radio sales seminar. Grand Hyatt hotel, New York.

Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 11—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Julius Barnathan, president, broadcast operations and engineering, ABC, on 1984 winter Olympics. Copacabana, New York.

Jan. 12-13—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

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

Jan. 15—Deadline for entries in *Champion Media Awards for Economic Understanding*, of *Amos Tuck School of Business Administration at Dartmouth College*, and sponsored by *Champion International Corp.* Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards. Information: AWRIT. (202) 296-0009.

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

Jan. 16-20—*National Association of Broadcasters* board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

Jan. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 17—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Sheraton Jetport hotel, Allentown, Pa.

■ **Jan. 17**—*Southern California Cable Association* meeting. Speaker: Ron Castell, Satellite Television Corp. Airport Hilton, Los Angeles.

Jan. 17-19—39th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Hilton hotel, Atlanta.

Jan. 18—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.

Jan. 18—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon.

Speaker: Robert Wussler, executive VP, Turner Broadcasting System. Copacabana, New York.

Jan. 18—Deadline for reply comments on *FCC* proposal to reexamine need for rule of sevens. FCC, Washington.

Jan. 18-20—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 19—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Howard Johnson Motor Lodge, Monroeville, Pa.

■ **Jan. 20-22**—*Colorado Broadcasters Association* 35th annual winter meeting and awards banquet. Sheraton Denver Tech Center, Denver.

Jan. 24-26—*Washington Journalism Center's* conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

Jan. 25—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Bruce Johnson, president, Hearst/ABC/Viacom Entertainment Services (H/A/ES). Copacabana, New York.

■ **Jan. 25**—*New Jersey Broadcasters Association* semiannual sales seminar. Holiday Inn, North Brunswick, N.J.

Jan. 27-29—*Florida Association of Broadcasters* annual midwinter conference. Ponce de Leon Lodge, St. Augustine, Fla.

Jan. 28-31—*Radio Advertising Bureau's* managing sales conference. Speakers include John Naisbitt, author of *Megatrends*; Dr. Norman Vincent Peale, author and lecturer, and Richard DeVos, co-chairman, Mutual Broadcasting System, and president, Amway Corp. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1—*National Religious Broadcasters* 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." Sheraton Washington, Washington.

■ **Jan. 30**—Deadline for reply comments on *FCC* proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

Jan. 31—Deadline for entries for 1984 *American Women in Radio and Television* Commendation awards.

■ **Jan. 31**—Deadline for entries in 16th annual Robert F. Kennedy Journalism Awards for outstanding cover-

age of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Caroline Croft. (202) 628-1300; 1031 31st Street, N.W., Washington 20007.

February 1984

Feb. 1—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: James Jimirro, president, Disney Channel. Copacabana, New York.

■ **Feb. 1**—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of American legal system.

Feb. 1-6—*International Radio and Television Society* annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2—*International Radio and Television Society* newsmaker luncheon, featuring three network entertainment division presidents: Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Erlicht, ABC. Waldorf-Astoria, New York.

Feb. 5-7—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

■ **Feb. 7**—*West Virginia Broadcasters Association* sales seminar. Sheraton-Lakeview Resort, Morgantown, W. Va.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 8—*Broadcast Pioneers* "Mike Award" dinner. Hotel Pierre, New York.

■ **Feb. 8**—*West Virginia Broadcasters Association* sales seminar. Charleston Marriott, Charleston, W. Va.

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

Feb. 14—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

■ **Feb. 15**—Deadline for entries in *Broadcasters Promotion Association's* International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

Feb. 16-19—"Communications and the New Technologies," 13th annual communications conference. *Howard University*, Washington.

Feb. 21-23—*Washington Journalism Center's* Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

■ **Feb. 23**—*National Association of Broadcasters* nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.

Feb. 28—*International Radio and Television Society* Gold Medal banquet. Waldorf-Astoria, New York.

March 1984

March 1-3—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcast-*

Errata

Limited partnership interests in purchase of **WXKS-AM-FM Boston** were raised by **Understein & Associates**, Bethesda, Md.-based CPA firm, and **not by Michael Gilburd**, as reported in **BROADCASTING**, Nov. 14. Gilburd served as accountant and financial adviser to limited partnership.

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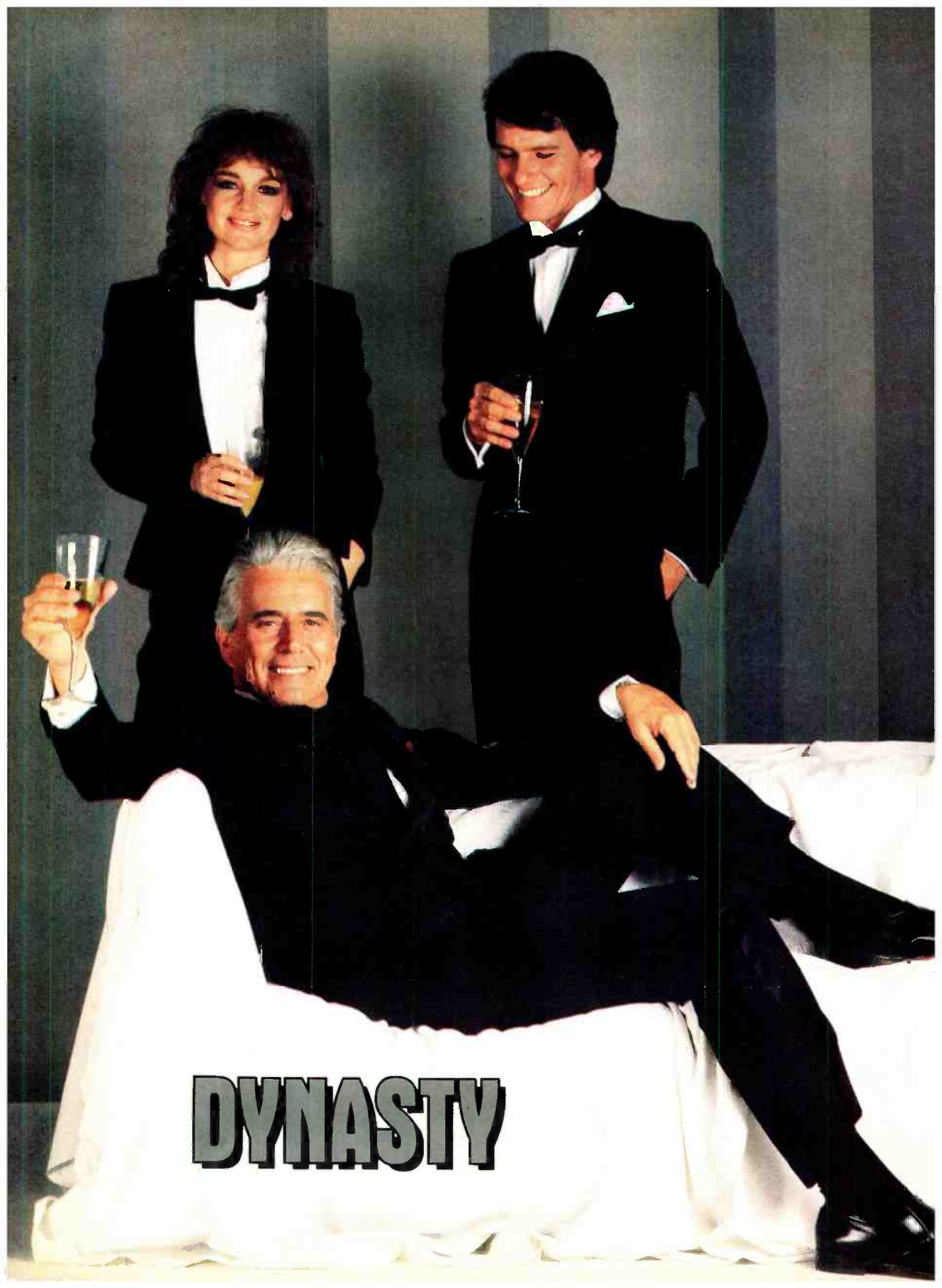
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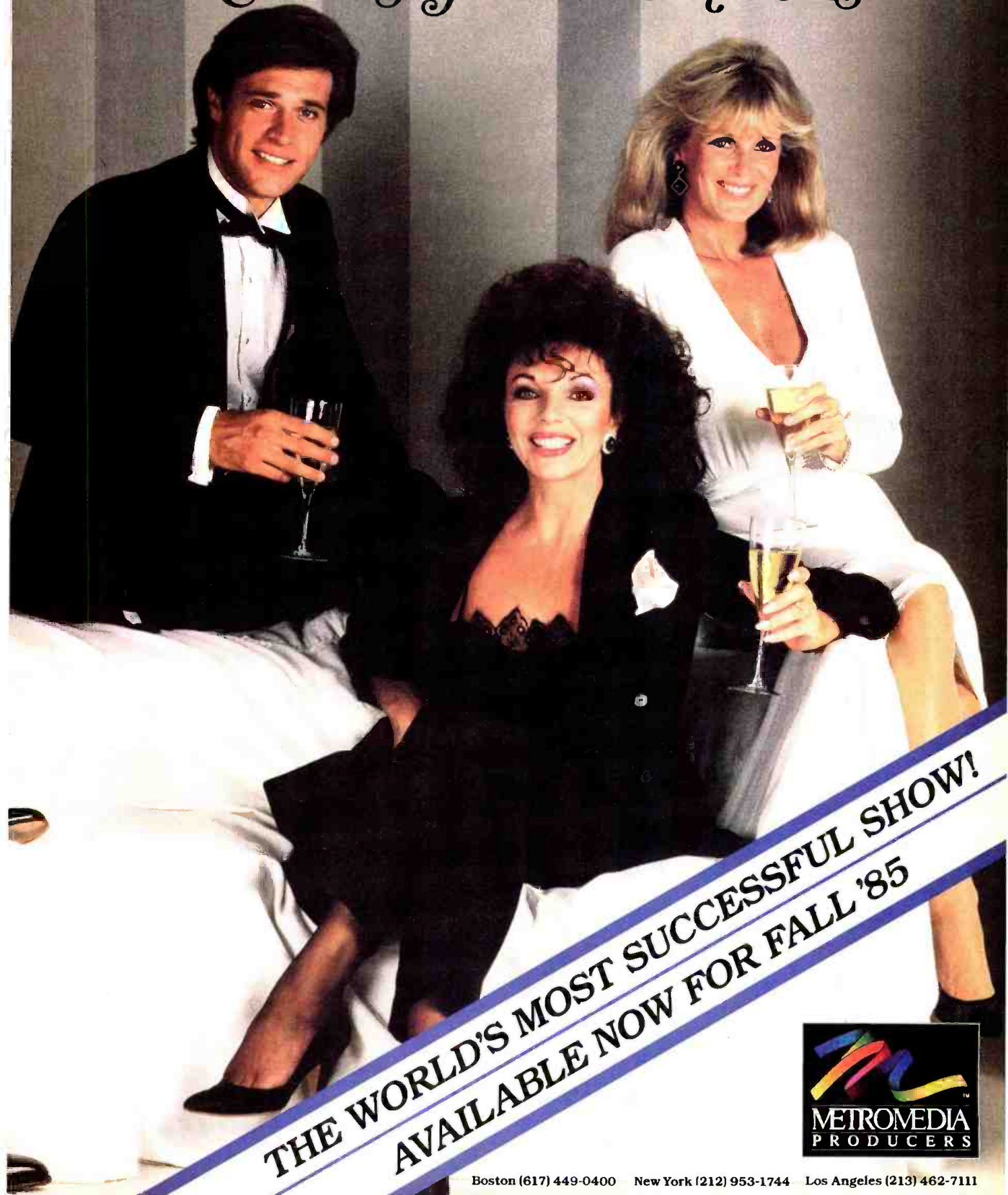
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Open Mike

Craft critique

EDITOR: I am writing in response to your Nov. 7 article: "Christine Craft Victory Turns Sour." The article, about the Craft trial, established three things: (1) that Kansas City Judge Joseph E. Stevens Jr. had ruled station KMBC-TV be found not guilty of sex discrimination, (2) that the \$500,000 award to Craft be thrown out, and (3) that a new trial be ordered.

I felt the article was by far the most complete and comprehensive piece I've seen to date about the Craft case. It was not unduly long nor was it incomplete. The subject matter was dealt with in an unbiased manner that allowed for expansion of thought and con-

structive criticism.—Tom Caldart, Hartford, Wis.

New SCRIPT

EDITOR: College screenwriting teachers and screenwriters are invited to join the Screenwriting Coalition for Industry Professionals and Teachers (SCRIPT), a newly formed constituency group of the University Film and Video Association (UFVA). Share our aim to develop the teaching and practice of screenwriting through more concerted interaction with ourselves and the industry. Contact William Miller, professor, School of Telecommunication, Ohio University, Athens, Ohio 45701; (614) 594-6265.—William Miller, professor, Ohio University, Athens.

ers. Opryland hotel, Nashville. Information: (615) 327-4488.

March 5—Society of Cable Television Engineers ninth annual spring engineering conference, "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

March 5-7—Society of Cable Television Engineers' "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.

March 6—Pennsylvania Association of Broadcasters Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

March 7-10—American Association of Advertising

Agencies annual meeting. Canyon, Palm Springs, Calif.

March 13—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

March 13-15—National Association of Broadcasters state association presidents and executive directors conference. Marriott hotel, Washington.

March 14—New York Market Radio Broadcasters Association ninth annual "Big Apple Radio Awards." Sheraton Center hotel, New York.

■ **March 14-16**—Arkansas Cable TV Association annual convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

March 22-23—Georgia Cable Television Association 16th annual convention. Ritz-Carlton Buckhead, Atlanta.

■ **March 27-28**—Cabletelevision Advertising Bureau annual conference. Sheraton Center, New York. Information: (212) 751-7770.

■ **March 27-28**—LPTV West '84, West Coast conference and exposition for low power TV, sponsored by National Institute for Low Power Television. Disneyland hotel, Anaheim, Calif. Information: John Reilly, (212) 966-7526, or Don DeKoker, (203) 852-0500.

March 28—International Radio and Television Society "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

March 30—Presentation of Commendation Awards, by American Women in Radio and Television. Waldorf Astoria hotel, New York.

April 1984

April 4-8—Alpha Epsilon Rho, National Broadcasting Society, 42d annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

■ **April 4-6**—Indiana Broadcasters Association spring conference. Clarksville Marriott Inn, Clarksville, Ind.

■ **April 8-10**—West Virginia Broadcasters Association spring meeting. Oglebay Park, Oglebay Lodge, Wheeling, W. Va.

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

April 8-15—International Public Television Screening Conference, INPUT '84, hosted by South Carolina Educational Television Network. Francis Marion hotel, Charleston, S.C.

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

April 19-20—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the

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Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

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

April 23-29—*Pennsylvania Association of Broadcasters* annual spring convention. Sheraton Mullet Bay Resort, St. Maartin, Netherlands Antilles.

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

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

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

May 1984

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

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

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

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

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

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

Monday Memo

An AM stereo commentary from Fred Walker, Broad Street Communications, New Haven, Conn.

AM's salvation: multi-system stereo receivers

We fell in love in San Francisco. It was a bright, sunny day... she was gorgeous... sleek and slim with beautiful contours and a warmth to her voice that made us pause and listen. Her name was Sony. She was the first AM stereo radio we actually heard. At that moment, we became believers.

We must confess until then we had our doubts about AM stereo... We had placed our "protective" orders just in case this fad did take off, but we really didn't have the conviction of "do or die for dear old AM."

We were content to have AM radio be the news/talk... multipurpose or nostalgia radio program product. After all, the FCC in its infinite wisdom chose not to select any one AM stereo system. To the world in general and to many broadcasters, this telegraphed the message that AM stereo wasn't really that great. Without the firm hand of the government taking the lead, the industry was ready and willing to let AM drag on its own lame way.

Then we heard Sony at the NAB Programming Conference in San Francisco. Not only did we hear it, but we touched it, held the receiver, moved the dials, listened, and learned that Sony and Sansui had developed a chip that allowed the consumer to hear any of the four stereo transmitting systems now being marketed to broadcasters.

Now we have an opportunity with AM radio to make the big splash—the big comeback. The opportunity is particularly great with the automobile. The love affair between the automobile and radio has been going on for almost five decades. The automobile is the place where radio is listened to with almost total concentration. We tell our advertisers that radio is the last word, the best opportunity to speak to a customer before he or she buys. The auto is the place and AM stereo can offer the opportunity.

FM historically has problems in the car with picket fencing—fading in and out. The AM radio station is still the winner in the American car. Now, with AM stereo, the automobile can have all the advantages of AM plus the advantage of stereo sound.

Then came the news that Delco had selected only one AM stereo system. Chrysler was soon to follow, and the word is expected



Fred E. Walker is president of Broad Street Communications Corp., a New Haven, Conn.-based group owner of five radio stations and the Oklahoma News Network. His broadcasting career began in 1948 and has included positions in public relations, sales, on air and in station management with Westinghouse and Avco Broadcasting. He was one of the founders of Broad Street in 1971.

soon from Ford. But wait! Ford could be the maverick (excuse the pun), the first automobile company to place a multisystem receiver in its car.

Certainly we, the broadcasting world, shouldn't be forcing the consumer to make "our" marketplace decision. With the multisystem receiver, the consumer can hear any station that transmits in AM stereo.

With the multisystem receiver, radio stations can work together on marketing the advantages of AM stereo to the retail trade and to the consumer. (In New Orleans, Broad Street's WGSO is working with WNOE, WTIW and WWIW on multisystem set marketing and promotion.)

Although GM and Buick led the way with publicity and promotion, we know of two Buick dealers who say they have no method by which to order AM stereo on any Buick car. So in our mind, there is still time for GM, Delco, Chrysler, Ford and American Motors to find religion. And the religion we'd like the automotive industry to accept is that of the multisystem AM stereo receiver.

For many years the AM receivers produced in this country and by our friends in Japan have tended to be cheaply made and

inexpensive. They sound light and tinny. Turn any quality hi-fi set to AM, tune in a station and you will find a high quality sound, which most of us have forgotten.

We, as broadcasters, allowed the manufacturers to cheapen our product. And when FM came along, the solution (a very temporary one) was to reduce the price of AM-only sets and sell as many as we could... and we did.

Now we have an opportunity to correct that situation... the automobile is crucial to this process. Most factory-installed AM/FM receivers in automobiles are quality products. They cost dearly, but that's part of the marketing procedure of the automobile.

The American public should not have to decide which system of AM stereo it wants to hear. With the multisystem receiver, the public doesn't have to make the decision. Stations can decide what type of transmission they want. The public decides only that it wants AM stereo. Eventually, all sets sold should simply be multisystem sets—AM stereo, FM stereo, AM and FM monaural.

The fact that the price of a multisystem set may be higher than that of a one-purpose set could be a great marketing plus for radio. After all, let's place a value on ourselves. People respect what they pay for and it's high time we acknowledge that people depend on radio, live with radio and will pay for the service. We don't need to be "cheap" or "less expensive" in anything we do.

There is one crucial factor that can sidetrack the rebirth of AM—if the multisystem receiver concept for AM stereo is allowed to be frustrated by those who would like to grab a monopoly, thus avoiding the free enterprise system. If the intent of the FCC decision on AM stereo is to be met, then the multisystem receiver will become the standard.

Anyone who owns an AM radio station has an opportunity now to move ahead. This is the time to modernize and rejuvenate the entire AM plant in many stations. In the process of buying and selling properties, AM stereo has set a floor on the pricing of AM stations.

AM stereo has been "saved" by the multisystem set. Thank you, Sony and Sansui. Now GM, Ford, Chrysler, American Motors—it's up to you.

The broadcasters are selecting one of the four systems. Receivers should be built to allow the general public to hear *all four* systems.

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No. 1 In Time Period October 1983 Arbitron



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BOSTON	367% MORE KIDS
DETROIT	411% MORE KIDS
WASHINGTON	164% MORE KIDS
DALLAS-FORT WORTH	150% MORE KIDS
CLEVELAND	200% MORE KIDS
PITTSBURGH	1333% MORE KIDS
SEATTLE	44% MORE KIDS
TAMPA-ST. PETERSBURG	254% MORE KIDS
ST. LOUIS	51% MORE KIDS
SACRAMENTO	210% MORE KIDS
BALTIMORE	322% MORE KIDS
HARTFORD-NEW HAVEN	800% MORE KIDS
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MILWAUKEE	1200% MORE KIDS
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Vol. 105 No. 23

The FCC comes to full strength

Taking advantage of the congressional recess, President Reagan last week appointed Dennis Roy Patrick to the FCC seat vacated by former Commissioner Anne Jones, bringing the commission up to its full complement of five. And last Friday afternoon at 5:30, in a special ceremony at Washington's Tayloe House (a block away from the White House), Patrick was sworn in by Secretary of the Interior William Clark, his political mentor. Patrick's wife, Melinda, held the Bible.

Patrick, former associate director of the White House's office of presidential personnel, was originally nominated to the post in October. As the story goes, Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, held out on a confirmation hearing to put pressure on the White House to speed up the clearance process for one of his friends who was up for an ambassadorial slot ("Closed Circuit," Nov. 7), and Patrick did not receive a hearing before Congress adjourned Nov. 18. Reagan, however, exercising his prerogative, gave Patrick a recess appointment to fill the slot.

Under the recess appointment, Patrick will be able to receive compensation as a commissioner at least until Congress reconvenes in January. As long as the White House resubmits his nomination, as expected, Patrick will be able to continue to serve with compensation—without a congressional hearing—at least until Congress adjourns at the end of 1984. If Congress holds a hearing and confirms Patrick, he then will be able to serve until Jones's term expires on June 30, 1985.

The prospect of Patrick, 32, receiving a confirmation hearing appears good. A congressional source last week said Goldwater's "prob-



lem is in the process of being resolved." If that is true, the source said, the Senate Commerce Committee shouldn't have "any problems" with a recess appointment. "I assume [the White House would then] resubmit the nomination in January, and we'd hold a hearing," the source said.

Patrick, a Republican, appears to be of a now-familiar cut. "My regulatory philosophy is that there should be a presumption in favor of market forces where possible," he said.

Patrick, who left the White House on Oct. 27, has been working as a "special assistant on an interim basis" to David Markey, head of the National Telecommunications and Information Administration, boning up on communications issues.

TOP OF THE WEEK

Ratings on the rebound for network TV

ABC, CBS and NBC are attracting more viewers this season than they have in the past two years while pay and basic cable services are down

Network television in the 1983-84 prime time season, now one-third over, is faring better than it was at the same time a year ago, when a slump of 3.6 rating and 6 share points from the fall of 1981 and a mysterious drop in the level of homes using television, had industry observers concerned about the effects an expanding array of media choices was having on the long-term viability of network TV. The combined three-network rating, as well as the level of homes using television (HUT), are up significantly this fall, while the performance of pay and basic cable, to the extent it can be measured, appears to be showing a corresponding slump.

The trend is not new. Since the beginning of the year, network ratings have been running as high or higher than those of the corresponding period the year before, primarily, according to industry observers, because of a more competitive three-network race and because the three networks have beefed up

their schedule with big and special-event programming, as well as more and better made-for-TV movies and mini-series that offer an alternative to fare on the still-new alternative media. The ratings upswing this fall, seen in context with the marked slump of last fall, signals a halt—probably temporary—in the erosion of network ratings as competition increases from independent TV and new media. Network shares continue to decline, a signal competing media continue to expand their influence, if less visibly than before.

As of Wednesday, Nov. 30, the three networks averaged a combined 51.2 rating, up from a 50.8 for the same period a year ago. HUT levels for the same periods are up from a 62.7 to a 63.2, while the combined share stayed even at 81.

Prime time ratings for HBO have been down for about a year from those the pay service garnered in 1981-82, with its average in September down to a 9.9 from an 11.1 for September 1982. Turner Broadcasting System's WTBS(TV) Atlanta was also down September to September in its prime time ratings, from a 4.7 to a 3.9, while Turner's

CNN remained the same—0.9. The slump in cable ratings is based on a weaker movie inventory on HBO and other pay services as well as increased competition among pay and basic services and the fact that the novelty of cable TV, for many subscribers, has worn off.

As the season enters its 11th week, advertising agency executives and other industry observers are reluctant to characterize the trends that have emerged so far as indicative of the outcome of the entire season. They continue to predict, however, that CBS-TV will emerge with the highest ratings at the end of the 27-week network season, followed by ABC-TV and then NBC-TV.

As of Wednesday, Nov. 30, season-to-date ratings show CBS with a five-tenths of a rating point lead over ABC-TV and a 2.9-point lead over NBC-TV. CBS is even with its performance for the same period a year ago (18.2/29), while ABC (17.7/28) is ahead of its average for last season to date (16.8/28). NBC's average (15.3/24) is down from last year's 15.8/25 for the comparable period.

In the just-ended November ratings

CBS takes November sweeps. CBS, withstanding the programming challenges of competitors ABC and NBC, won the November sweeps, although its margin of victory was smaller than last year's. Based on averages of Nielsen's National Television Index, CBS researchers reported that the network came in 7% ahead of ABC and 24% ahead of NBC for the Nielsen sweeps period, and 7% and 23% ahead, respectively, in the Arbitron sweeps period.

There was good news, however, for all three networks. Ratings for each were up as were levels of households using television (HUT), up significantly over a year ago, although the shares are marginally down. ABC researchers report it is the highest level in seven years. The three network HUT totals are 64.9 for the November 1983 sweep, compared to 63.1 for the same period last year. The three-network rating rose from 51 to 52 to deliver a total audience of 1.1 million more viewers. The three-network share declined from 80.8 last year to 80.1 this sweeps period.

The NTI average for CBS during the Nielsen sweep dates is 19 rating and a 29 share, compared to 17.8 rating/27 share for ABC, and a 15.3/24 for NBC. The NTI average during the Arbitron sweep dates is a 18.9/29 for CBS, 17.7/27 for ABC, and 15.4/24 for NBC. CBS had a 1% increase in its ratings for both the Nielsen and Arbitron sweep periods, while Nielsen put ABC and NBC both 3% ahead of themselves over last year, and Arbitron put NBC 4% ahead and ABC 2% ahead over '82.

In regularly scheduled programs—excluding specials but including movies—CBS had an 18.4 rating, 1% ahead of ABC's 18.2 rating, and 22% ahead of NBC's 15.1 rating. Excluding movies, regular series programs captured CBS a 19.3 rating, 14% ahead of ABC's 16.9 and 36% ahead of NBC's 14.3 rating. These tabulations are based on Nielsen's NTI, and not the Nielsen and Arbitron diaries in each of the

markets. Final published diary results may vary from the NTI figures.

One controversy this sweeps period has been ABC's positioning of *The Day After*, an ABC Theater presentation that was broadcast Sunday, Nov. 20, during the *ABC Sunday Night Movie*, which earned a 46/62. Before the broadcast, some broadcast executives charge that ABC was treating the made-for-television movie as a special event, and its ratings should not fall in the category of the *ABC Sunday Night Movie*, which are included in the averages for regularly scheduled programming. However, if other specials that were treated as regularly scheduled programs are broken out of the averages, than CBS had a rating of 18.1 (less parts I and II of "The Gambler"), ABC had a 17.3 (less *The Day After*) and NBC had a 15.0 (less *Kennedy*).

The number of nightly wins went three for CBS, three for ABC and one for NBC. CBS won Tuesday, Thursday and Friday; ABC won Wednesday, Saturday and Sunday. Monday was the most competitive night, with NBC winning largely because of the second episodes of *Kennedy* and *Princess Daisy*.

In the 10 and 11 p.m. late night news lead-in period, CBS won with 19/31, while ABC came in second with 17.8 and NBC third with 14.5/24. Last year CBS and ABC tied in that category. In the evening network news for the most recent four weeks, which is not coincidental with the sweeps period because it excludes Monday, Tuesday and Wednesday of last week, CBS had a 13.9 rating compared to ABC's and NBC's 11.4 tie. However, all three networks are down in their evening news ratings from last year, when CBS scored 14.1, ABC 12.3 and NBC 11.5.

In the Monday through Friday morning news period from 7 to 9 a.m., ABC came in first with a 5.2 rating, NBC second with 4.3 and CBS third with 3.8.

sweeps, CBS finished with an even more comfortable 7% lead over ABC. All three networks scored higher ratings than they did for last November's sweeps while measured cable networks showed declines (see story, page 36).

NBC's problems this fall include the failure of nearly all of the new programs it premiered this fall and a challenge to one of its most successful programs, *Hill Street Blues*, from an advancing CBS serial, *Knot's Landing*. Its successes include a stronger *Monday Night Movie*, a slot filled so far with made-for-TV entries with decidedly adult themes, and significant growth for three series introduced last season, *A Team*, *Remington Steele* and *Cheers*.

NBC Entertainment President Brandon Tartikoff said last week he would be "thrilled" if four of the 10 new series NBC premiered this fall could continue through January, when the network's "second season" begins. *Yellow Rose*, renewed last week, and *We Got It Made*, renewed previously, are the only two currently guaranteed to continue, he said, and *Yellow Rose*, which has suffered from a poor lead-in, may be moved from its current slot on Saturdays at 10, possibly to Tuesdays at 10.

Other changes due for NBC's lineup, which has already seen temporary changes on Friday, Saturday and Tuesday (BROADCASTING, Nov. 28), will include the insertion of *Buffalo Bill*, a half-hour comedy that enjoyed moderate success during a trial run last summer, on Thursdays at 9:30 where it will follow a rescheduled *Cheers*. *We Got It Made*, now airing at 9, will go on a three-week hiatus starting Dec. 15 to return on a new night in January. In its new 9 p.m. slot, *Cheers* will have a better chance of competing with CBS's highly successful entry, *Simon & Simon*, said Tartikoff and, combined

with *Buffalo Bill*, will provide a better lead-in for *Hill Street Blues*.

On Friday, NBC's biggest trouble spot, the network will experiment with a new variety series, *The New Show*, starting Jan. 6, at 10 p.m. To be produced by Lorne Michaels and taped in New York one week prior to each week's broadcast, the program is meant to showcase new comedians, and will feature a performance by Steve Martin its first night out.

NBC will decide this week or early next whether to cancel *Boone*, a one-hour series that has been dragging down NBC's average this fall, and it also may decide to move one of the half-hour comedies on Wednesday to a different night, said Tartikoff.

Despite the massive problems NBC has had with its new series this season, advertising agency executives maintain the network is not in as serious trouble as it may appear to be at first glance. "Advertisers looked for a bigger upside potential from NBC" this season, but generally, stopped short of betting on substantial gains, said Jack Otter, senior vice president, director of network programming, SSC&B New York, who concurred with other industry sources that the network "is not in trouble with guarantees made to advertisers."

According to Bob Igiel, senior vice president and director of programming and network negotiations for N W Ayer, New York, "NBC, unfortunately, is not building on the gains it made this year, but the season is not over yet." Irwin Gotlieb, senior vice president for national and broadcast programming at Benton & Bowles, New York, maintains NBC "is doing no worse than we expected it to."

For ABC, problems have centered on Tuesday and Thursday nights while successes have emerged Wednesday, as expect-

ed, and Sunday, where an early premiere for an 8 p.m. adventure, *Hardcastle and McCormick*, and a highly competitive movie package have made inroads into CBS's former dominance of that night.

ABC Entertainment President Lew Erlicht said he is planning changes for ABC's Tuesday night lineup, effective in early January, but would not discuss the specific changes. The night's biggest problem—disastrously low ratings for its 8-9 p.m. pair of comedies, *Happy Days* and *Just Our Luck*—stems more from the success of its competition, NBC's hit series, *A Team*, than weaknesses in the series, said Erlicht.

On Thursdays, two half-hour comedies, *9 to 5* and *It's Not Easy*, were cancelled from ABC's lineup five weeks ago, and another series, the hour-long *Trauma Center*, received its cancellation last week, to be replaced, effective Dec. 15, with a new series, *Automan*, a high-tech adventure starring Desi Arnaz Jr. Replacing the specials ABC has been running at 9 since it cancelled its pair of comedies, will be another adventure, *Masquerade*.

Erlicht last week renewed *Fantasy Island* through the end of the season, dispelling rumors the network would cancel the series because it has not performed as well this season as it has in previous years. Although it no longer averages the 30-plus shares it typically pulled a few years ago, *Fantasy Island* has averaged a 15.6 rating/27 share this season, compared with a 15.8/29 for the same period a year ago.

Agency executives seem as concerned, if not more so, about ABC's performance this fall than they are about NBC's. "ABC has probably had more disappointments this season than the other two networks have," said Otter, who noted that household delivery for *Happy Days* is down substantially from pre-

vious years' performance and that ABC's increases on Sundays have come largely from a movie package that will be spread thinner once football season is over.

Another agency executive, who declined to be identified, said ABC, "is beginning to look like NBC a few years back." The network has failed to replace aging series like *Happy Days*, *Fantasy Island*, *Love Boat* and *Three's Company*, he said.

CBS, still favored to win this season despite a stronger challenge from ABC, is moving to address problems in its Sunday night lineup and will also announce soon

that it will replace one of its major movie nights—either Tuesday or Wednesday—with series.

Harvey Shephard, senior vice president for programs, CBS Entertainment, said *Air Wolf*, an hour-long adventure series from Universal Television, and Mickey Spillane's *Mike Hammer*, another hour-long entry, will replace either the Tuesday or Wednesday movie some time in January. The network has not yet decided the future of both 8 p.m. entries on those nights, he said, nor has it decided on replacement programming for Saturdays at 8, where a new series, *Cutter to*

Houston, has already been canceled.

Despite its problems in the 8 p.m. time period on three nights and an impending problem on a fourth, Friday, where *Dukes of Hazzard* is providing a weaker lead-in for *Dallas* than it once did, CBS is generally considered in good shape this season. Its problems Sunday could lessen later in the season, according to agency executives, when the lineup is no longer delayed by football overruns and when NBC and ABC are no longer "front-loading" their movie nights in an effort to get the season off to a good start. □

Tough renewal standards in House dereg bill draft

NAB is confident it can defeat Wirth legislation that gives more power to petitions to deny

The latest draft of a broadcast deregulation bill circulating among members of the House Telecommunications Subcommittee and their staffs contains tougher regulatory proposals than have appeared in earlier drafts (BROADCASTING, Nov. 14). It would repeal the comparative renewal process, but only if stations meet certain renewal standards and programming requirements. The draft, the first to appear in legislative form, was released before Congress adjourned last month and is likely to serve as the framework for the final product.

For broadcasters who hoped for deregulation, the draft, written by aides to Subcommittee Chairman Tim Wirth (D-Colo.), is a disappointment. "There is little in it we could support," said National Association of Broadcasters President Eddie Fritts. "We are concerned about it, but we are not scared. We know we can stop it."

Fritts maintained the measure was being floated as a "trial balloon." The association, he added, didn't expect a "marvelous piece" of legislation from Wirth, who has been pushing the concept of quantified programming performance standards. Fritts pointed out that the draft is not final and asserted that NAB is sticking with its "game plan."

NAB believes it will be able to cut a better deal in the subcommittee's parent Energy and Commerce Committee, on the floor of the full House, or in the House-Senate conference where Senator Bob Packwood (R-Ore.), author of S.55, a comprehensive deregulation bill, is pledged to fight any programming standards contained in a House version.

The draft contains several provisions not present in previous and rougher versions. According to the bill, a broadcaster could escape comparative renewal challenges only by conforming to new definitions of programming in the public interest as prescribed by the FCC in accord with instructions in the bill. The commission would be empowered to revoke licenses or levy large fines for non-compliance with its programming standards. Petitioners to deny license renewals would be granted subpoena powers.

According to the bill:

■ Licensees would be required to maintain records "sufficient to indicate compliance

with the public interest standards." The FCC and the public would have unrestricted access to the records.

■ The FCC would be required to audit "annually on a random basis at least 15% of all licensees to determine whether any licensee has failed to comply with the public interest programming standards." Every licensee would be audited at least every five years. The commission could require any licensee who is being audited to submit information "in whatever form necessary to demonstrate compliance."

There are harsh penalties. "Any licensee who is determined by the commission to have engaged in two or more violations of the public interest programming standards shall have that person's broadcasting license revoked," the bill states.

The petition-to-deny process is strengthened in the measure. According to the bill:

■ "The commission, or any commissioner or employe designated for such purpose, shall, on the request of any person who has filed a petition [to deny renewal], promptly issue to such person subpoenas for the production of documentary evidence or replies to written interrogatories."

■ A licensee could petition the FCC to revoke the subpoena. "The commission shall revoke the subpoena if in its opinion

the evidence required to be produced does not relate to any matter in question in such proceedings, or if in its opinion such subpoena does not describe with sufficient particularity the evidence required to be produced."

Petitions to revoke licenses would also be accepted and the FCC required to take final action on any petition to revoke within 180 days after the date it is filed. Petitioners to revoke could be granted subpoena power.

The bill contains standards for television programming as contained in earlier drafts (BROADCASTING, Nov. 14). For radio broadcasters the bill holds surprises, including the provision of access time. Radio stations would be required to turn over "significant amounts of time for use by persons" outside the station. The amount of time would be determined by the FCC on a yearly basis. A key provision in the draft would require the commission to initiate a rulemaking two years after the bill went into effect to determine whether radio is providing "adequate amounts of informational programming."

If the FCC finds that stations are failing to provide adequate information programming, "the FCC shall adopt rules to insure that each licensee, or each licensee in any service area where the commission finds a deficiency exists, broadcasts an amount of program-

Moving on. Erwin G. Krasnow, senior vice president and general counsel of the National Association of Broadcasters, will leave that post next March to enter private practice as a partner in the Washington firm of Verner, Lipfert, Bernhard & McPherson. Although it did not come as a total surprise—Krasnow had notified NAB management that he was considering other career opportunities—the departure of so key an executive is of deep concern to the organization, which has been without a chief lobbyist for two months, will soon lose its interim government relations head, has open its radio vice presidency and may yet lose other senior staff personnel.

NAB President Eddie Fritts said that Krasnow "clearly established a level of excellence... that many consider the standard of the industry... The challenge to us is to maintain the standard which Erwin helped establish." William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., a former NAB radio director, sent an open letter to broadcasters expressing concern over the loss of "the singular most important NAB staff member" and expressing hope the NAB would press for a successor with similar qualities. In his own resignation letter Krasnow emphasized that he would remain for four months to assure a smooth transition. In the "larger sense," Krasnow said, he hopes never to leave the association. "The NAB and I became fast friends along the way," he said, and "that bond, I trust, will never be broken."



Krasnow

ing sufficient to assure that an adequate amount of such programing is provided."

The draft would also permit groups to petition the FCC against "multiple licensees," if radio stations as a group are failing to meet the needs. If the commission decided that a "significant problem, need, or interest of the residents of such area is not being met in a service area, it may issue a remedial order requiring any licensee or requiring multiple licensees to broadcast programing that meets the unserved problem, need, or interest."

A Wirth aide said that radio stations would be permitted to choose the users of access time and that public service announcements would fall under the access category. The aide said the draft reflects an "awful lot of compromise from the chairman." And the aide rejected criticism of the measure, which had been characterized as a "Wirth wish list." He said that the draft represents the "core of a bill."

Key players (Wirth, Tom Tauke [R-Iowa], Al Swift [D-Wash.], and Billy Tauzin [D-La.]) are planning a series of meetings to continue debating those issues.

Wirth's draft is starkly different than the deregulation bill sponsored by Tauke and Tauzin (H.R.2382), which would eliminate

the comparative renewal process, codify the FCC's radio deregulation and apply it to television. (H.R. 2382 is backed by NAB and has over 200 co-sponsors.)

"We are not happy with what is there," said a Swift aide of the Wirth draft. That does not mean, however, that Swift will find it all bad. The concept of quantified programing standards originated in Swift's own deregulation bill. Despite differences, the Swift aide said, having a draft in legislative language is a positive step. "It gives us something to refine."

The bill includes a number of more stringent renewal standards than are presently required. According to the bill, a license renewal would be granted only after the commission finds:

- "There has been no serious violation by the licensee of this act, the rules and regulations promulgated thereunder, or other applicable statutes.

- "The licensee has met the problems, needs, and interests of children, minority groups significantly present in the service area, and senior citizens.

- "The operation of the station has been free of minor violations of this act and the rules and regulations promulgated thereun-

der, which taken together would constitute a pattern of abuse by the licensee."

According to the draft, quantification for television would fall under two categories: local and informational programing. "The standards, and compliance with such standards, shall be determined on the basis of a licensee rating system," the bill states. Those standards, the measure says, must provide for an "overall meaningful increase in the amount of such programing." The bill also calls for yearly review of the standards.

Television stations would be divided into three categories, whether VHF or UHF, network affiliate or independent, and market size. The bill would also permit the FCC to establish additional categories of public interest programing.

The bill also would bar the FCC from establishing any ascertainment procedures, but would allow the FCC to require each licensee to determine the "needs and interests of its service area, and make available in its public file a document which indicates how it is meeting those needs and interests." The FCC could impose no one form for program logs, but stations, both radio and television, would be required to keep logs fully recording what is broadcast. □



Is too little too much?

Berlei U.S.A is out to break the lingerie barrier in broadcast television. The New York-based firm, a subsidiary of the Australian Dunlop-Olympic Ltd., is trying to place on independent television stations a commercial for its new Silkiss line of brassieres and panties featuring a subject heretofore taboo in underwear commercials—a woman wearing underwear.

According to Frank Darmante, president of Berlei, the taboo is long standing and unfair. "It's completely schizoid," he said. Broadcasters will air commercials featuring "scantily clad" women for products ranging from perfume to orange juice, he said, but they will not air commercials with models wearing lingerie in lingerie commercials. Lingerie manufacturers are limited to showing their products on mannequins or on women wearing leotards under the lingerie. The leotards make the models look "like . . . frogmen," he said.

The commercial, which shows a back view of actress/model Deborah Diehl slipping on the panties and bra then turning around to face the camera, may be more suggestive than it has to be, but Darmante makes no apologies. The commercial, Darmante said, is not unlike many commercials for other products or what can be seen on many TV shows. "I'm not trying to take standards one step lower than where they

are now," he said.

To test consumer reaction, Darmante has already placed the ads on two cable networks—USA Cable and Cable Health Network. After running the ads for two weeks, he said, the networks report no negative feedback. Darmante hopes the cable experience will go a long way in convincing broadcasters to air the spot. Ed Libov Associates is handling placement of the ad.

Broadcasters have a real interest in doing away with the lingerie taboo, Darmante said. Most lingerie firms put the bulk of their ad dollars into print because of it. If they felt they could present their products on television with living, moving models, he said, they would spend more money in the medium.

Even if it never airs, the commercial has been worth every penny Berlei, a company that is dwarfed by its competitors, has put into it. The publicity that it has generated for the company has been tremendous. This week Darmante and the commercial are scheduled to appear on *Donahue*, *Today*, *Entertainment Tonight* and a morning talk show on WABC-TV New York. And Darmante will be closely monitoring reaction to the appearances. "If there is a negative outcry, I'll back off," he said. "I'm not a \$500-million company."

Alberto-Culver wins dispute with ABC, NBC over split-30 spots

Networks agree to take commercials for unrelated products; group operators still holding out

ABC and NBC yielded last week to Alberto-Culver's demands that they accept 30-second commercials promoting two unrelated products without, in Alberto-Culver's words, "cumbersome integrating devices or restrictions."

ABC said it did so on an "experimental" basis, the "experiment" to run through 1984. NBC said it agreed to accept them for "a specific, substantial period of time" during which it would "assess their impact."

The actions were not unexpected; when Alberto filed suit to force CBS-TV to accept such commercials it explicitly omitted NBC and ABC because, it said, NBC had "agreed in principle" to carry the commercials and "substantial progress" was being made in negotiations with ABC (BROADCASTING, Nov. 21).

Yet the fact that both had finally agreed seemed to observers to increase pressure on the 10 station groups named as defendants along with CBS in Alberto's drive to compel acceptance of split 30's. Leonard Lavin, chairman and president of Alberto-Culver, also seemed to have that in mind when he said, in announcing the ABC and NBC agreements, "I'm hopeful that negotiations with other broadcasters will be equally fruitful."

A BROADCASTING sampling among the 10 group operators, however, turned up a variety of reactions—one of which was puzzlement, for some of the groups said they have not been served with papers by Alberto-Culver or its lawyers. Among others, reaction ranged from a firm vow not to change policies against split 30's (backed by the belief that Alberto-Culver had no case and would lose in court) to indications that their final decisions would be made by their lawyers. A high official of one group operator construed the ABC and NBC agreements as meaning that "the heat is off" the station groups. Two refused to comment.

An Alberto spokesman said that none of the 10 groups had yet said they would accept the controversial commercials but that negotiations were in progress. The 10 are: Cox Communications, Hearst, King Broadcasting, Knight-Ridder, Meredith, Metromedia, Post-Newsweek, Scripps-Howard, Storer and Westinghouse.

Alberto-Culver was also busy in court last week, seeking to get its suit, filed in the U.S. district court in Washington, tried before the one filed a day earlier in which CBS is suing Alberto in federal court in New York. CBS's suit seeks a declaratory ruling that a broadcaster can legally set its own guidelines on the kinds of commercials it will accept (BROADCASTING, Nov. 21).

Alberto claims that refusal to accept commercials is a perpetuation of the National Association of Broadcasters code provision that was struck down as illegal by the district

court in Washington. It also claims CBS filed in New York in an effort to avoid having the issues tried in the Washington court.

Consequently, Alberto asked the court in New York last week to dismiss CBS's suit or, alternatively, to stay its trial until after Alberto-Culver's suit against CBS is decided, or, as another alternative, to move CBS's suit to the Washington court. It also asked the Washington court to stay trial of CBS's suit.

Alberto argued that the Washington court, which struck down the NAB code restric-

tions, is not only the proper court to decide the issues but also is more conveniently situated for access to Justice Department files dealing with its suit against the code and for access to the FCC and to the NAB, which it called "the wheel of conspiracy."

Attorneys for CBS said they would oppose Alberto's motion in both courts and probably would file a countersuit asking that trial of Alberto's suit be delayed until CBS's has been decided. CBS contends that NAB's consent decree, finally voiding the entire NAB code, provided "that no NAB member was prohibited from individually and unilaterally adopting and adhering to standards with respect to the quantity, length, placement or number of products advertised in television commercials." □

Cities pull back support for H.R. 4103

NLC votes to withdraw backing for Wirth's cable dereg bill at annual meeting in New Orleans

By formal vote, city officials last week withdrew their support for a House cable deregulation bill (H.R. 4103). Members of the National League of Cities, gathered in New Orleans for their annual conference, adopted a resolution calling for significant revisions in the legislation. The bill is based on an earlier compromise reached by the NLC and the National Cable Television Association, but the NLC's move was not unexpected. City officials, led by big-city mayors, had lobbied vigorously against H.R. 4103 before its adoption by the House Telecommunications Subcommittee.

The vote last week was taken after the bill's author, Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, made a personal appeal for support. During a luncheon address at the NLC convention, Wirth defended his bill and scolded the cities for abandoning the compromise.

"Today, you may well vote to repudiate that agreement. I am disappointed, but not surprised," Wirth said.

Wirth came out swinging against the league: "It is my own belief that the repudiation of your leadership's compromise is a result of an enormous and often systematic lack of information about the bill, little awareness—if any—about the changes the subcommittee recently made, little if any response to requests for assistance in making further changes, and perhaps most disappointing, a failure to focus on the big picture, on what is really important in this legislation."

The municipalities' concerns should have been satisfied by amendments of H.R. 4103 during subcommittee markup of the measure, Wirth said. "For example," said the chairman, "we included clear municipal authority to order channel capacity upgrades at the time of franchise renewal. This was the central criticism of the NLC/NCTA compro-

mise and of S. 66 (the Senate version of the bill) which I heard over and over from city officials. Interestingly, I have heard no positive comments since we fixed the problem," said Wirth.

The changes made during markup, he added, "covered everything from PEG [public, educational and government] channels, to municipal ownership of cable systems, to commercial leased access, to franchise fees, to rate regulation."

Wirth criticized the city officials for failing to respond to requests from the subcommittee for "help in defining an enforcement package or for a definition of significantly changed circumstances" under which operators can seek to modify their franchise commitments.

"I have been asking city representatives since early this year to furnish the subcommittee with a specific legislative 'enforcement package.' After months of asking we received a small package of enforcement ideas from the league staff only the night before subcommittee markup," he said.

"But would the cities' representatives work with us to narrow this perceived disagreement?" he asked. "No. Again, we were told there was no interest in 'cleaning up' the bill."

In the long run the legislation is necessary, Wirth argued, to insure diversity, encourage the development of cable telecommunications and retain municipal authority over local cable systems.

The subcommittee chairman discussed the 5% cap on franchise fees in the bill. "It was one of the industry's biggest concessions to the cities during the negotiations. Five percent of the gross receipts is certainly far in excess of the reasonable costs of regulation, and it is my personal belief that unless those extra funds are used to create alternative public affairs, educational or cultural programming, five percent is excessive," he said.

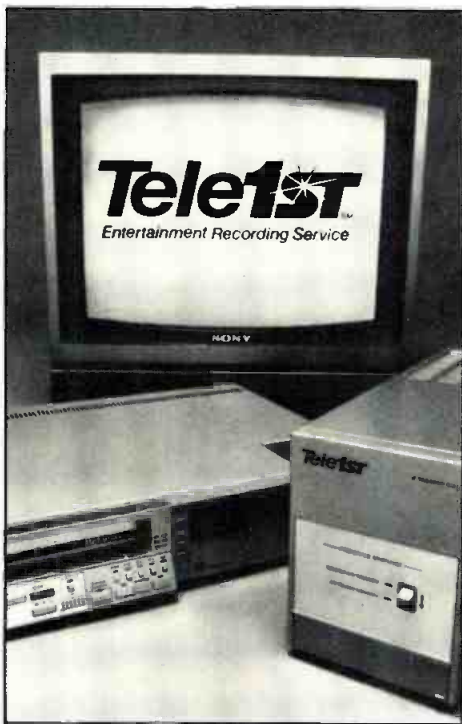
In addition he found the league's action puzzling in light of recent FCC decisions that would erode municipal authority over

ABC sets TeleFirst launch for Jan. 17

Chicago will be site of network's test of new pay-TV service combining over-the-air signals with home videocassette recording

ABC Video Enterprises' TeleFirst, the first pay television service capable of reaching virtually every television home in the country, will make its debut in Chicago on Jan. 17, 1984, it was announced last week. If after several months TeleFirst proves to be everything ABC Video hopes, the service will be rolled out market-by-market across the country.

Each month subscribers to TeleFirst will be able to watch several major motion pictures five-to-nine months after they appear in theaters, but three-to-seven months before they are seen on cable or the local MDS or STV service. In addition, they will be able to see an array of other motion pictures at the same time they appear over other pay TV



TeleFirst

outlets as well as a broad range of exclusive special-interest, informational and how-to programming.

Arthur I. Cohen, the former advertising executive who became president of TeleFirst in September 1982, also confirmed last week that TeleFirst has struck movie deals with MGM/UA, Paramount, Warner Bros., 20th Century-Fox, Orion, Embassy and a number of lesser program producers and distributors. What's more, Cohen hopes to complete deals with Columbia and Universal within the next few months and bring them into the TeleFirst fold.

For the start-up of the Chicago trial, which will be heralded by several weeks of print and television advertising, charter subscribers will be offered 50 films, including six films not yet released to pay cable or STV, over a six-week period. Thereafter,

they will receive four early-release and 16 to 20 simultaneous-release movies each month. The first six early-release films: "Octopussy" (MGM), "Porky's II" (Fox), "Risky Business" (Warner), "Staying Alive" (Paramount), "Superman III" (Warner) and "War Games" (MGM/UA). A program guide previews what's coming up each month.

TeleFirst is the first pay television medium to marry the extensive reach of broadcast network television with the convenience of videocassettes. The idea is to broadcast scrambled programming during the early morning hours that would be recorded on timer-controlled VHS or Beta videocassette recorders for viewing at the subscribers' convenience. To watch the service, a Sony-built addressable decoder must be hooked up between the videocassette recorder and the television set. Descrambling codes are broadcast to the decoders after the transmission of the programming. Subscribers will be able to watch the early-release movies up to 30 days after broadcast and all other programming whenever and as often as they wish.

TeleFirst hopes that ABC affiliates, which collectively reach almost all of the nation's 83 million television homes, will broadcast the service locally. ABC's owned-and-operated WLS-TV Chicago will handle the chore for the trial. According to TeleFirst, the programming will be broadcast six days a week (every day but Sunday) for between three and three-and-a-half hours beginning at 2 a.m. local time.

The big drawback to TeleFirst is the initial cost of subscribing. If a consumer doesn't have a videocassette recorder—and 90% of the television homes do not—he will have to buy one. VCR's cost between \$400 and \$1,000. In addition, the consumers will have to pay \$75 to have a technician come to their homes to wire up the box unless they wish to do it themselves. In that case, TeleFirst will mail the box to the consumer via the United Parcel Service and charge around \$40.

Because of the cost of the videocassette recorder, the core, or at least initial, market for TeleFirst, will be those homes that already have recorders. About 8.5 million homes now have recorders and, Cohen said, by 1990 about half the homes will be equipped with the units. Recorder penetration in Chicago is higher than the national average, Cohen said, at 17% or 500,000 homes. For those who don't have a recorder and want the service, TeleFirst plans to sell Sony Betamax recorders and VHS recorders made by several manufacturers at "highly competitive prices" starting around \$400. Household Finance Corp. has agreed to finance the purchases.

The monthly subscription fee is \$25.95. However, TeleFirst will credit subscribers \$2 for each early-release film they choose not to watch. The subscribers indicate their rejection of a film by promptly returning a postcard that will be attached to the program guide or by telephoning TeleFirst 24 hours before the film is broadcast. In a given month, a subscriber could pass on all four

cable and satellite-fed master antenna systems. The challenge to municipal authority has become more apparent, Wirth noted, "in the wake of a series of FCC decisions which pre-empt municipal regulation of SMATV systems, limit the rate regulation authority of cities far more strictly than H.R. 4103, and greatly limit the ability of municipalities to levy franchise fees in excess of 3%. As a result of one of these decisions, FCC rules now preclude municipal regulation of all services other than must carry and PEG channels."

And Wirth pointed out, state utility commissions are becoming increasingly interested in asserting authority over cable franchisees, a development that could lead to further erosion of municipal authority.

Reaction to Wirth's speech was described by an NLC source as "cool." And Hill sources agree the battle between the cities and cable is just beginning to heat up. The bill is expected to face a stiff challenge in the Energy and Commerce Committee, where the measure now rests. Although 23 committee members are co-sponsors, Energy and Commerce Committee Chairman John Dingell (D-Mich.) has some serious problems with the measure and will undoubtedly let his thoughts be known.

But a Wirth aide who attended the conference, felt the congressman had enlisted some support. "It was very clear that many people had not heard the other side. A number of mayors went up to Congressman Wirth later and said it was good to hear the other side of the story." The aide noted that much of the dissension in the NLC comes from the cities' cable officers and that many other city officials were not aware of what was really in the compromise.

According to the NLC resolution, cities want legislation that would:

- Not limit local and state governments' authority to negotiate the definition of basic services and to regulate the rates for basic service.

- Permit cities to obtain "reasonable upgrades of system hardware to state-of-art standards; be able to refuse renewal to an operator which has given poor service during the life of the franchise; be able to negotiate the purchase price of a cable franchise when a municipality buys back a cable system or the system is transferred to a third party through forced sale; and that any court review of renewal or nonrenewal decision be the same as that accorded other legislative decisions."

- Grandfather existing franchises and all franchise processes in which a RFP has been issued.

- Protect cities from antitrust liability.

- Distinguish franchise fees from other taxes.

- Not limit cities' authority to require public, educational, governmental and leased access to cable television.

- Not permit cable companies to renege on promises in franchise agreements based on their assertion of a "significant change in circumstances."

- Not restrict municipalities from owning and operating cable systems. □

early-release films and pay just \$17.95 for the month.

TeleFirst has apparently found the key to dealing with the motion picture studios, which are generally wary of pay television media. "The overall proposal," Cohen said, "is designed to provide ABC and the production companies a long-term reason for staying in bed together." TeleFirst has promised to always buy rights on a per-subscriber basis at a rate that is competitive "with what other people are paying," he said. In addition, TeleFirst is giving each of its movie suppliers an option to "own a meaningful piece of the company" and become a partner in the venture. Cohen said the licensing

agreements contain "no guarantees and no minimums." He declined to say when the initial agreements would lapse.

Among the nonmovie programming TeleFirst has lined up for the Chicago trial: concerts featuring jazz and popular artists; personal finance programs; fashion, health and exercise programs; professional sports highlights, and a weekly financial news roundup produced by the Financial News Network.

The Chicago service will be launched amid an extensive advertising campaign involving television, newspapers and "minor radio." The push to get consumers to subscribe, which will be preceded by a three-week "teaser campaign," will begin Jan. 4.

Grey Inc. is handling the advertising.

Apparently not wanting to put unnecessary pressure on the fledgling service, Cohen would not reveal the number of subscribers TeleFirst hopes to have on Jan. 17 or, for that matter, at any time.

In Chicago, TeleFirst will operate out of a \$2-million, 25,000-square-foot facility in Bensonville, Ill., northwest of the city. Cohen said the computer system for billing, installation and service scheduling, which was developed by Gill Management Services and ABC, was installed three weeks ago and the telephone system was installed two weeks ago. The entire system will be ready to go in early January, he said. □

FCC recalls call sign rules

Commission scraps its regulation of call letters; any disputes will now have to be settled in court; it also proposes to allow expanded use for AM carriers

Don't bother the FCC with call sign disputes any more.

From now on, the commission will still issue call signs, but it's not going to do much more. For example, it will no longer require call signs to be in "good taste." Nor will it require those requesting new calls, or call changes, to notify every station within 35 miles. And disputes over whether a new call too closely resembles another will have to be addressed in the courts.

"Basically we're getting out of the call sign business," explained Robert Hayne, an attorney for the FCC Mass Media Bureau.

The commission, at an open meeting last week, backed out of the business 3-1, with Chairman Mark Fowler concurring and Commissioner James Quello dissenting. The only issue appeared to be whether the commission should still—as the Mass Media Bureau had recommended—require calls to be in "good taste."

James McKinney, Mass Media Bureau chief, was all for retaining that remnant of control, contending "it wouldn't be proper" for an agency of the federal government to issue "clearly obscene" or "indecent" call signs. Quello said he would "feel safer" retaining that control. But Commissioner Mimi Dawson said she had "a real problem" with "being an arbiter of good taste" and managed enough votes to get the bureau to rewrite the item to her liking.

After the meeting, Hayne explained that contending with call sign disputes had become a "real burden" at the FCC. The only real control the FCC will keep is insuring that the same calls aren't being used by more than one broadcaster. (Group owners, however, will be allowed to use the same call three times, as long as the stations aren't in the same service, he added. A broadcaster can use the same call he uses for an AM for one FM and one TV, as long as the last two include the suffixes "-FM" and "-TV.") Also expunged from the books was the rule under which the commission had refused to reas-

sign a call that had been relinquished in a community for 180 days, Hayne said.

Hayne added that, under the new order, a broadcaster who wants to challenge a call sign can in local courts under "unfair competition" statutes. If a community objects to a call, considering it indecent or obscene, it can "make its displeasure known to the station or the advertiser," Hayne said.

In other action, the FCC proposed to expand the variety of nonbroadcast services that can be offered on an AM broadcaster's carrier frequencies.

Among the proposals the FCC wants com-

ment on is whether it should refrain from coming up with specific technical standards for the secondary use of AM carrier signals. It also proposed to require broadcasters to retain control of broadcast-related services using AM carrier signals, but proposed to exempt those offerings from statutory broadcast requirements.

Also according to the proposal, if a licensee determines the service he wants to offer is common carriage, he must seek authorization to provide that from the FCC Common Carrier Bureau and from state regulatory commissions. □

OECD booster. The United States, which is showing increased signs of impatience with the International Telecommunication Union, indicated last week it favors an enhanced role for the Organization of Economic Cooperation and Development in fashioning international communications and information policy. At the same time, it offered the suggestion its members in the organization—composed of Japan and West European countries whose telecommunications facilities are in most cases government owned—would do well to follow the U.S. examples of private enterprise and a free market.

The U.S.'s "deep commitment to nurturing a constructive climate in which technology can prosper for the benefit of all...has served our own country and has demonstrated similar benefits for others in the OECD," said Ambassador Diana Lady Dougan, in keynoting a meeting in London of OECD's Committee for Information, Computer and Communications Policy on transborder data flow. Then, Dougan, who is the State Department's coordinator for international communications and information policy, said: "Add to that the OECD member nations' common respect for individual rights, strong democratic traditions and history of friendship and cooperation, and it becomes doubly important and appropriate for the OECD to be a logical forum to provide leadership in international communications and information policy."

OECD, established in 1961 as a consultative assembly to stimulate economic progress and world trade, would seem from Dougan's description to be more congenial to the U.S. at the moment than the ITU. In recent years, Washington has found the ITU, with its 155 member nations, a majority of them from the Third World, increasingly political and an organization in which the U.S. has had increasing trouble in prevailing on important issues. However, a State Department official in Washington stressed that Dougan was not suggesting a stronger role for the OECD at the expense of the ITU. Rather, he said, the point was that OECD might provide a forum for the developed countries to fashion common policy to advance at ITU meetings—Third World countries have similar forums of their own—as well as to deal with matters that are not of ITU concern.

Dougan, who headed the U.S. delegation to the OECD meeting, made three points in discussing U.S. international telecommunications policy: The U.S. considers the area of "the utmost importance." It is "deeply concerned that human rights not be lost in the hum and whirl of the computer age." And, while it recognizes that "free flow of information" is subject to widely varying definitions, "it will also insist that 'the burden of proof is on those who claim a restriction is necessary.'" She said the OECD has demonstrated an ability to contribute to the goal of free flow.

As for the role of private enterprise, Dougan said the U.S. government sometimes says "no" to new technology. But, she added, "we should not deny the entrepreneur the freedom to take...risks, and we need not use already scarce public funds to do what private investors are willing and anxious to undertake."

Japan and U.S. talk television

Countries exchange information, ideas and problems they face in developing telecommunications systems at 'summit conference' in New York

Japanese and American broadcasters came together in New York last week for what was described as the first "summit conference" among television executives from the two countries. The occasion was the first Japan-U.S. Broadcast Leadership Conference, an event marked by a full regalia of diplomatic protocol. Like diplomatic and economic summit conferences, this gathering was a chance for high-level television executives from both countries to be introduced to one another, exchange ideas and discuss common problems and mutual goals.

Throughout the four panel sessions over two days, representatives from Japan and the U.S. explained their broadcast systems, their evolution and possible future course. Observed David O. Ives, chairman of the National Association of Public Television Stations, one of the co-sponsors of the conference, "There was a time when most people in the U.S. felt it had little to learn from Japan. Now things are moving in the other direction."

Indeed, mutual admiration was the order of the conference, as each country credited the other with advances in broadcasting. U.S. television executives learned their Japanese counterparts have the same problems: "Japan is seeing the same technological changes as the U.S.," explained Yoshiyuki Yamanishi, president of the National Association of Commercial Broadcasters in Japan. "The greatest issue facing Japanese broadcasters is how to cope with these changes."

Not all words were complimentary. Besides an occasional reference to U.S. trade restrictions on Japanese imports (and Japanese barriers to U.S. exports), the "provinciality" of U.S. broadcasting came in for criticism by the Japanese. In what he admitted may be more attributable to the character of Americans in general rather than the U.S. broadcasting system in particular, Yunosuko Ohkura, vice president of the Tokyo Broad-

casting System, asked that "all Japanese school children know the names of American leaders, but how many of you can tell us the name of our prime minister?"

But even for some American broadcasters, Ohkura's question is a familiar one. Lester Crystal, executive producer of the *MacNeil/Lehrer NewsHour* and former president of NBC News, said he is always asked when abroad: "How come there's so little about my country on your newscast and so much of your country on my newscast?"

Just how much the U.S. dominates a foreign newscast was outlined by Osamu Watanabe, director of international relations at Fuji Telesharing Co., which owns and operates a VHF station (channel 8) in Tokyo. As an example, Watanabe cited statistics from his own station. During the week of Aug. 28 to Sept. 3, he said, foreign stories accounted for 36.4% of the total stories generated by the station's six daily newscasts, and slightly over one-quarter of the foreign stories dealt with U.S. topics (26.4%). And during the week of Sept. 25 to Oct. 1, when foreign stories dipped to 19.6% of the newscast, U.S. topics took up 36.5% of that time.

Crystal, in part, answered the question himself. "To the American mind, it seems the whole world is dependent on us, while we believe we are self-sufficient. And that shapes the news."

All conference participants agreed that Japan and the U.S. are the two greatest "television societies" in the world today. And, noted Public Broadcasting Service President Larry Grossman, each got there by taking different roads. The Japanese began with NHK—the public broadcasting service supported by license fees from the sale of broadcasting receivers—while commercial broadcasting wasn't launched until 1950. But noncommercial broadcasting in the U.S., Grossman said, "was an afterthought, and left with second class citizenship on the spectrum."

The dual system of broadcasting in Japan has the same problems as the dual system in the U.S., the Japanese executives told the Americans. Representatives from both the

private and public sector of broadcasting in Japan argued the merits of their own system over the other, but both agreed that public broadcasting in Japan suffers the same problem of low ratings as it does in the U.S. Although NHK has been the dominant news force in Japan, representatives said, the commercial stations are now trying to compete. And since the commercial stations must pursue ratings, noted Fuji's Watanabe, entertainment is emphasized over news.

The question of the information explosion also was discussed and how each country was combining it with its broadcast and telecommunications technology. Although cable exists in Japan, it has nowhere reached the 40% penetration rate it has reached in the U.S. The thrust for cable in Japan is coming from the railroad companies which control most of the communications lines in Japan, reported Tokyo Broadcasting System's Yunosuko Ohkura. In addition, Ohkura said, the railroad companies view cable as a good way to strengthen their ties with the local communities. At present, Japan is experimenting with 30-channel systems, he said.

The first time Hiroyoshi Ishikawa, a professor at Japan's Seijo University, saw cable television was during his year as a visiting professor at Columbia University in New York. "As soon as I arrived I had cable installed," he remarked, "and watched it three hours a day for the first week." Ishikawa said that his cable viewing has since dropped to nearly zero, "except for some things on Showtime." Ishikawa explained that he found much of the programming repetitive. Ohkura said this repetition is one reason the Japanese are wary of cable television.

Cable's present unpopularity in Japan may also have something to do with NHK's early commitment to serve even remote areas of the country, Ohkura said. Relay stations were placed wherever a main broadcast signal could not reach, he explained, obviating the need for community antenna systems that sprang up in the U.S. to serve areas underserved by broadcast signals. And, he noted, Japan next year will launch its first DBS system. □



Left to right: Yoshiyuki Yamanishi, National Association of Commercial Broadcasters in Japan; Kinya Inoue, NHK; Av Westin, ABC News; Jiro Maeda, Maninichi Broadcasting System; Gene Mater, CBS News; Osami Watanabe, Fuji TV, and Lester Crystal, *MacNeil/Lehrer NewsHour*.

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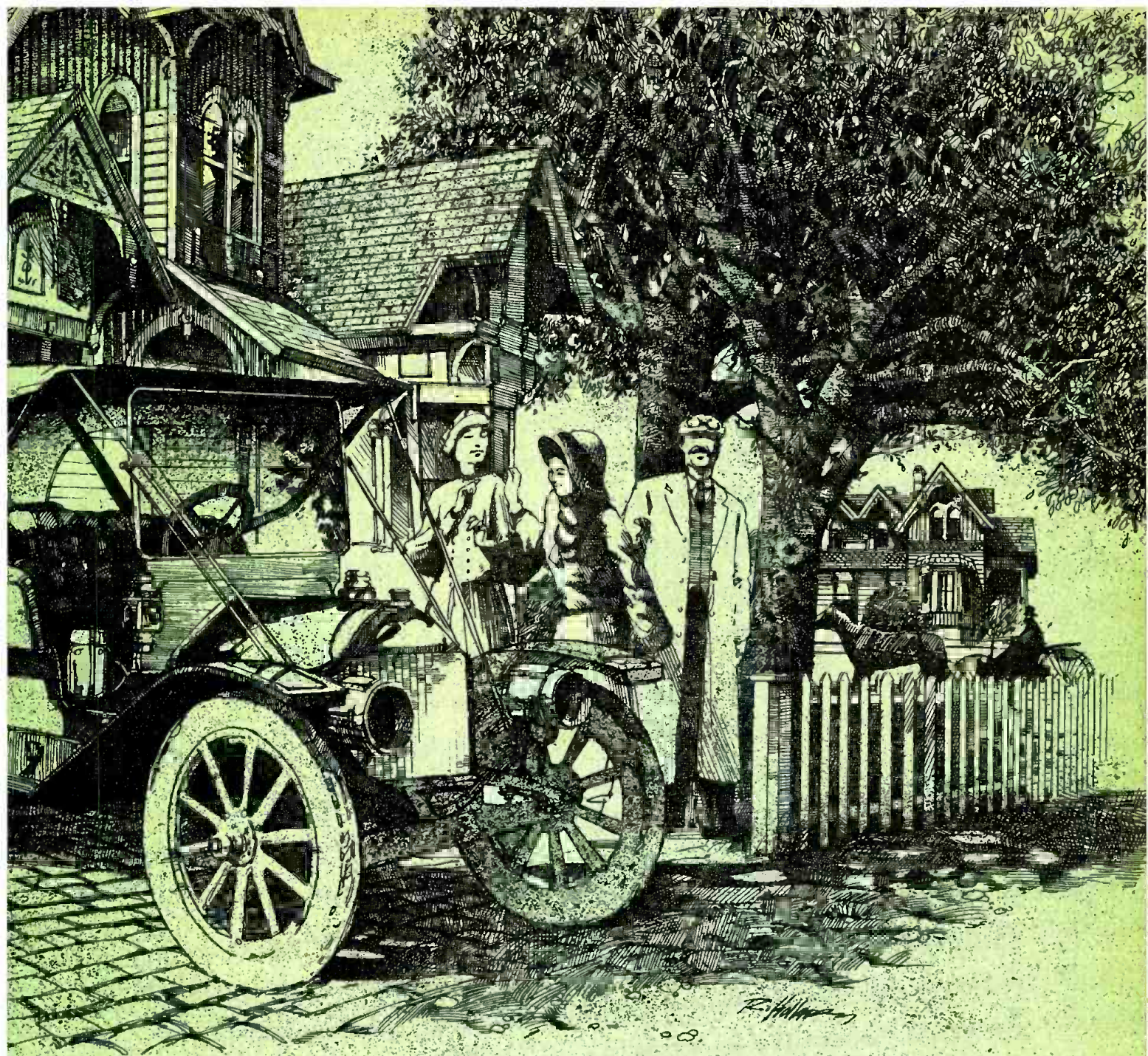
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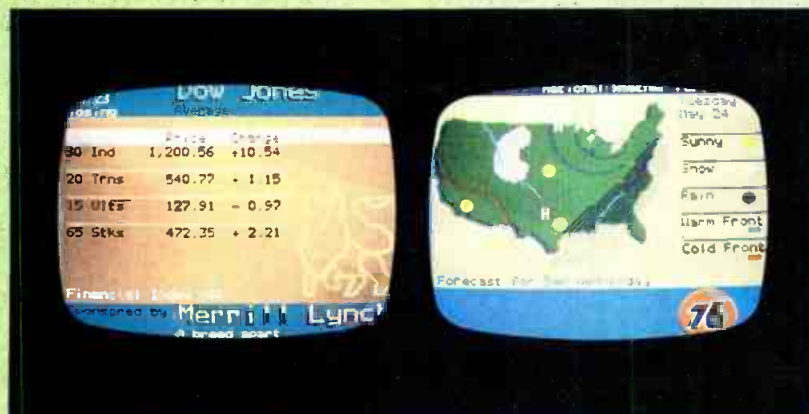
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NCTA's programming conference: aiming for excellence, on a smaller scale

The National Cable Television Association plans to keep refining its annual programming conference until it gets it right. The National Cable Programming Conference, which opens for a two-day run at the Biltmore hotel in Los Angeles next Sunday (Dec. 11), will be smaller than and different from its two antecedents—the Cable Software Symposium in New Orleans in 1982 and the first NCPC last year at the Biltmore.

Unlike the first two meetings, NCPC 1983 will not be a marketplace for the selling or buying of programming. This year's conference will have neither exhibit floor (as it did in New Orleans) nor hotel suites (as it did last year) for dealing in programming. What it will have is a handful of carefully structured panel sessions addressing some of the cable industry's more pressing concerns about programming.

But like last year's show, NCPC 1983 will serve as prelude to the nationally televised

(via superstation WTBS[TV] Atlanta) presentation of the Awards for Cablecasting Excellence and the Western Cable Show, which begins in nearby Anaheim on Dec. 13.

"We are planning a very different kind of conference," said Char Beales, vice president of programming and marketing, who is organizing the conference. "We have planned a smaller conference and one that emphasizes quality rather than quantity." Instead of 24 sessions, which turned last year's conference into a "three-ring circus," she said, there will be just seven general sessions "with key people."

NCTA decided to drop the suites this year, she said, because many of the cable networks that leased them last year said they would rather make their pitches to cable operators at the Western Cable Show. As for the companies that want to sell programming to the cable networks, she said, they can "do that more efficiently in other ways."

According to Beales, NCPC will continue to evolve along with the cable programming. "I want [the conference] to serve the programming business as the programming business continues to change," she said. "I want it to be flexible and adaptable. This isn't like [NCTA's annual] spring convention, which has been set for 30 years. I would be sorry if

it got set in stone in any format."

Because the organizers decided to drop the marketplace aspect of the conference and because the conference is on a weekend close to Christmas, Beales said, attendance will be much smaller than last year, when more than 1,600 turned out. According to Ed Dooley, NCTA's vice president of public affairs, pre-registration, as of last Thursday, stood at 800. However, on-site registration, he said, could push the attendance figure near 1,000.

Beales was pleased with the panel sessions NCPC's organizers were able to put together. They address developments in pay television, the "explosion" in sports programming, what viewers want, the video music phenomenon, the First Amendment, programming costs and what the future holds for cable programming.

"Sports is really hot with operators," said Beales. "In the last two years, there has been an explosion in sports—regional sports networks popping up everywhere and local cable systems making deals with professional teams," she said. The session, "Sports: The Programming Game," is "a real look at how much sports we can absorb and how it is shaking out in terms of distribution," she said. It includes Edward Bleier, executive vice president, Warner Bros., and chairman of the television committee of the North American Soccer League (moderator); Kay Koplovitz, president, USA Cable Network; Joe Smith, president and chief executive officer, Warner Amex Home Sports Entertainment; William Grimes, president, ESPN; Charles Fruit, vice president, corporate media, Anheuser-Busch, and Edward Bennett, executive vice president, Viacom Cablevision.

During the session "The Viewers' Voice," Beales said, Burton Staniar, president, Group W Cable, will present research "on what viewers think they want in terms of cable programming" and Robert Alter, president, Cabletelevision Advertising Bureau, will "talk about what they really watch." The panel also includes Paul Lenburg, senior vice president, ASI Market Research and Mel Harris, Paramount Video (moderator).

"The Challenge of the First Amendment" panel comprises Cable News Network's Sandi Freeman (moderator); Senate Commerce Committee Chairman Robert Packwood (R-Ore.); Ralph Baruch, chairman, Viacom International; Christie Hefner, president, Playboy Enterprises, and R. John Cooper, general counsel, video group, Time Inc. "Freeman does her homework," Beales said, "she'll ask some interesting questions."

The session, "Programming Costs—Who Bears the Burden?," will try to figure out how the costs of programming should be divided among cable operators, programmers and advertisers, Beales said. "People have tried various economic models over the years and we can learn a lot from them," she



Another children's hour. The controversy surrounding the status of children's TV resurfaced last week when representatives from the broadcasting industry, public interest groups and Congress debated the issue on the *Donahue* show. Host Phil Donahue (standing center) led off the discussion with (l to r): Peggy Charren, president, Action for Children's Television; Representative Gerry Sikorski (D-Minn.); Alvin Ferleger, senior vice president, Taft Entertainment, and Roy Danish, director, Television Information Office.

Danish and Ferleger defended children's television and the broadcasters' right to air programs without government interference. Charren and Sikorski criticized the industry for failing to present quality children's programming. And Charren charged that some Saturday morning cartoons are full-length commercials for toys, videogames and other products on which TV characters are based. (ACT filed a complaint with the FCC in October asking the commission to force commercial broadcasters to log the programs as commercial time.)

Sikorski spoke favorably of a congressional measure that would require broadcasters to devote one hour daily to educational programming for children. The bill was introduced by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who sits with Sikorski on the subcommittee's parent, the Energy and Commerce Committee. To Sikorski the real problem is that children are watching mostly adult programming during the week because "There [is] no regularly scheduled programming for children in the United States on television today."

Donahue questioned how such a measure would work. "How is Congress going to decide what programming should be broadcast? What's to stop broadcasters from putting on *Tom and Jerry*?" he asked. Sikorski, who failed to supply an answer, argued that broadcasters who use the public's airwaves have a responsibility to their youthful viewers.

Both Danish and Ferleger dismissed Charren's claim. "Programs don't stay on the air because of a product. They stay on the air because children like them," Danish said.

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USA Cable Network (moderator); John C. Malone, president, Tele-Communications Inc.; Alan Landsburg, chairman, Alan Landsburg Productions; Terry McGuirk, vice president, Turner Broadcasting System; Phil Guarascio, senior vice president, media management, Benton & Bowles, and Raymond Joslin, president, Hearst Cable Communications.

According to Dooley, HBO's plans to organize cable programmers and operators to offer a cooperative low-power DBS service is bound to be discussed at the conference's final session—"Future View—Who'll Call the Shots." The session features Gerald Levin, group vice president, video group, Time Inc., of which HBO is a part, and Ted Turn-

er, president, Turner Broadcasting System, who has said TBS may join the HBO-inspired venture. The panel also includes Cable News Network anchor Don Farmer (moderator) and Andre Blay, chairman, Embassy Home Video.

The panelists for the opening session, "Pay TV: What's New Versus What's Needed," are Cable News Network's Chris Curle (moderator); Frank Biondi, president, HBO (a last-minute replacement for Michael Fuchs, president, entertainment group, Home Box Office); Jim Jimirro, president, Walt Disney Telecommunications; Mike Weinblatt, president, Showtime/The Movie Channel; Paul Klein, The Playboy Channel; John Charlton, senior vice president, programming, marketing and sales, Warner

Amex Cable Communications, and John Gault, president, Manhattan Cable.

Like NCPC, the ACE awards ceremony has undergone some changes. It's been moved from the Beverly Theater in Beverly Hills to the Cocomanut Grove in the Ambassador hotel. Because NCTA is giving out more awards this year, the program will be expanded from a single two-hour affair to two consecutive events—an hour-and-a-half ceremony for presentation of programming and craft awards followed by a two-hour ceremony for presentation of the remaining programming and craft awards and the performance awards. Only the second ceremony will be televised. The events are being produced by Dick Clark Co. and hosted by comedian David Steinberg. □

CBS back on top in tight week

The week after *The Day After* featured special programming on all three networks plus the Thanksgiving holiday to continue the disruption of normal viewing patterns, but the order of finish in the prime time ratings race was as it has been for most of the new season—although unusually close, with NBC turning in its best performance yet. For the week (ended Nov. 27), CBS-TV led with a Nielsen rating/share of 17.1/27. ABC-TV was second with 16.8/27 and NBC-TV came in with a 16.4/26 as Nielsen tabulated the returns. Seven-tenths of a rating point separated first place from third.

NBC protested that its weekly rating average actually was 16.8—that Nielsen wrongly excluded NBC affiliates carrying a 37-minute Sunday football runover from a lineup of stations carrying *First Camera* at that time. Instead of breaking out football, Nielsen showed *First Camera* with a 4.4/7 for this portion, then with a 7.1/11 for its remaining 23 minutes, when the football stations joined *First Camera* in progress. NBC officials said they expected a correction from Nielsen. Even without it, the network's ratings for the week were its best this season, exceeding the previous high point of 16.3 reached the week of Nov. 7.

NBC's *Kennedy* mini-series, its premiere deflated to a humbling 12/17 by ABC's *The Day After* blockbuster (BROADCASTING, NOV. 28), came roaring back in parts 2 and 3, winning both Monday and Tuesday nights for NBC. Part 2 produced a 22.3/34, besting the New York Jets vs. New Orleans on ABC's *Monday Night Football* (17.5/29) and leaving CBS which led its regular lineup with a special, *Classic Creatures: Return of the Jedi* (15.9/23)—in third place for the evening. *Kennedy-part 3* did even better, scoring 24.3/37 after a lead-in of 27.1/41 from *A-Team* (the week's top-rated show) and overpowering the CBS movie, *The Hunter* (12.8/20), as well as ABC's lineup (15.4/24).

ABC's regular Wednesday schedule of *Fall Guy*, *Dynasty* and the

new *Hotel* won with ease, despite a Bob Hope special on NBC, *Professor Hope goes to College* (16.1/25), and "Tarzan the Ape Man" as CBS's Wednesday movie (14.7/23). For the night, ABC averaged 19.5/31, NBC 14.6/23 and CBS 13.5/21.

On Thursday night, NBC and ABC pitted specials against each other at 8-9 p.m., and both lost to *Magnum PI* (18.2/33), which led CBS's Thursday lineup to its normal win. ABC's special, *Hollywood's Private Home Movies*, came in at 12.1/22 while NBC's *Animals Are the Funniest People*, did a 13.5/24. ABC came in third that night.

NBC presented *Championship Boxing* from 9 to 11 p.m. Friday. The period averaged 17.5/28, but was perhaps more notable for the nose-dive the rating and share took following Larry Holmes's knockout of Marvis Frazier in the first round of the main bout: At 10-10:30, the numbers were 21.4/35; at 10:30-11, after the knockout, they were down to 13.0/22 (and ABC's *Matt Houston* had picked up five share points while CBS's *Falcon Crest* had added two). CBS won the night easily (21.7/36), with NBC second (14.7/24) by less than a rating point over ABC (14.0/23).

ABC's normal Saturday-night lineup was a winner again (17.6/29) while CBS came in second (16.1/27) and NBC third (11.3/18). ABC took Sunday night, which used to belong to CBS, with a strong performance by its Sunday movie, "Stripes" (24.0/36), which was the fifth-ranked show of the week, after *Hardcastle & McCormick's* 17.4/25. CBS's *60 Minutes* recorded a 26.4/39 to rank second for the week but a special movie presentation, *Memorial Day*, couldn't hold the lead-in and dropped to 16.4/24, giving CBS a 19.4/29 for the night against ABC's 20.0/29, while NBC had a 15.4/23.

It was the sixth weekly win of the season for CBS. ABC won the three other weeks. For the season to date, CBS is ahead with 18.1/28 to ABC's 17.7/28 and NBC's 15.2/24.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	A Team	NBC	27.1/41	23.	Heavyweight Champ. Boxing	NBC	17.5/28	45.	Emerald Point N.A.S.	CBS	13.7/22
2.	60 Minutes	CBS	26.4/39	24.	Hardcastle & McCormick	ABC	17.4/25	46.	Animals-Funniest People	NBC	13.5/24
3.	Dallas	CBS	25.3/40	25.	Oh Madeline	ABC	17.3/28	47.	Different Strokes	NBC	13.4/22
4.	Kennedy, Part 3	NBC	24.3/37	26.	Fall Guy	ABC	17.2/27	48.	Mississippi	CBS	13.1/20
5.	Stripes	ABC	24.0/36	27.	Hill Street Blues	NBC	17.1/31	49.	The Hunter	CBS	12.8/20
6.	Kennedy, Part 2	NBC	22.3/34	28.	T.J. Hooker	ABC	17.1/28	50.	Lottery	ABC	12.3/20
7.	Dynasty	ABC	21.3/33	29.	Hart to Hart	ABC	16.8/27	51.	Hollywood Home Movies	ABC	12.1/22
8.	NFL Football	CBS	21.2/36	30.	Memorial Day	CBS	16.4/24	52.	St. Elsewhere	NBC	11.7/19
9.	Falcon Crest	CBS	21.1/36	31.	Any Which Way You Can	CBS	16.3/27	53.	Happy Days	ABC	11.7/18
10.	Simon & Simon	CBS	20.0/36	32.	Bob Hope Special	NBC	16.1/25	54.	20/20	ABC	11.6/21
11.	Hotel	ABC	19.9/33	33.	Benson	ABC	16.0/27	55.	We Got It Made	NBC	11.1/20
12.	Love Boat	ABC	19.8/31	34.	Fantasy Island	ABC	16.0/27	56.	Whiz Kids	CBS	11.1/18
13.	AfterMASH	CBS	19.5/27	35.	Return of the Jedi	CBS	15.9/23	57.	Trauma Center	ABC	11.0/19
14.	Fort Apache, The Bronx	NBC	19.3/29	36.	Trapper John, M.D.	CBS	15.7/27	58.	Just Our Luck	ABC	11.0/17
15.	Three's Company	ABC	19.2/28	37.	Webster	ABC	15.5/25	59.	TV's Greatest Commercials	NBC	10.9/17
16.	Knots Landing	CBS	18.3/34	38.	Here Comes Garfield	CBS	15.1/25	60.	Jennifer Slept Here	NBC	9.5/16
17.	Dukes of Hazzard	CBS	18.7/31	39.	Silver Spoons	NBC	14.9/24	61.	Yellow Rose	NBC	8.9/15
18.	Newhart	CBS	18.6/27	40.	Tarzan, The Ape Man	CBS	14.7/23	62.	Mr. Smith	NBC	8.6/16
19.	Magnum, P.I.	CBS	18.2/33	41.	Rapley's Believe It Or Not	ABC	14.8/22	63.	First Camera (7-30-8 p.m.)	NBC	7.1/11
20.	That's Incredible	ABC	17.9/27	42.	Cheers	NBC	14.2/25	64.	First Camera (7-7:30 p.m.)	NBC	4.4/7
21.	Knight Rider	NBC	17.5/26	43.	Boone	NBC	14.2/21				
22.	NFL Monday Night Football	ABC	17.5/29	44.	Matt Houston	ABC	13.9/24				

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



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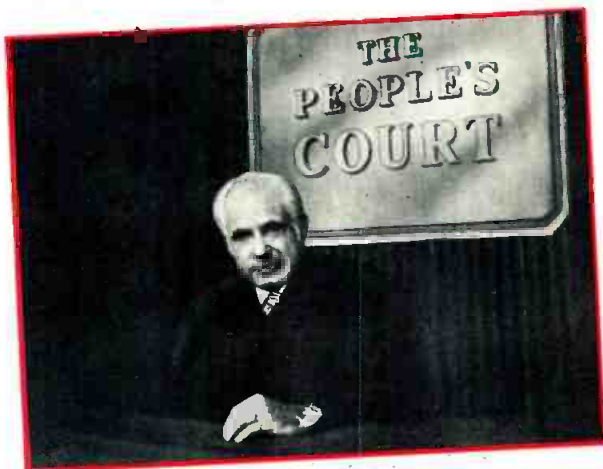
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New York
WNBC 4:30 PM*

Oct 83 THE PEOPLE'S COURT ^{SHARE} 17

Oct 82 MORE REAL PEOPLE 10

INCREASE +70%

Los Angeles
KCOP 7:30 PM

Oct 83 THE PEOPLE'S COURT

Oct 82 TIC TAC DOUGH

INCREASE



New York
WNBC 4:00 PM*

Oct 83 LOVE CONNECTION ^{SHARE} 16

Oct 82 ROMANCE THEATRE 10

INCREASE +60%

Detroit
WJBK 7:00 PM

Oct 83 LOVE CONNECTION

Oct 82 FAMILY FEUD

INCREASE



Atlanta
WXIA 5:30 PM**

Oct 83 NEWSCOPE ^{SHARE} 17

Oct 82 YOU ASKED FOR IT 10

INCREASE +70%

Chicago
WGN 12 NO

Oct 83 NEWS

Oct 82 NEWS

INCREASE

FIRST RATE! FIRST RUN

LEADS

Seattle-Tacoma KING 4:00 PM**

SHARE			SHARE
1	Oct 83	THE PEOPLE'S COURT	26
8	Oct 82	THE PEOPLE'S COURT	20
%	INCREASE		+30%

St. Louis KSDK 4:30 PM*

SHARE			SHARE
23	Oct 83	THE PEOPLE'S COURT	19
19	Oct 82	THE PEOPLE'S COURT	19
%	INCREASE		+21%

New Orleans WVUE 4:30 PM**

SHARE			SHARE
34	Oct 83	THE PEOPLE'S COURT	22
22	Oct 82	THREE'S COMPANY	22
%	INCREASE		+55%

Washington D.C. WJLA 4:00 PM**

SHARE			SHARE
17	Oct 83	LOVE CONNECTION	22
15	Oct 82	MOVIE	14
3%	INCREASE		+57%

Milwaukee WTMJ 11:30 AM**

SHARE			SHARE
15	Oct 83	LOVE CONNECTION	8
8	Oct 82	SEARCH FOR TOMORROW	8
%	INCREASE		+88%

Sacramento KXTV 7:30 PM**

SHARE			SHARE
14	Oct 83	LOVE CONNECTION	9
9	Oct 82	MERV GRIFFIN	9
%	INCREASE		+56%

Cincinnati WCPO 5:30 PM*

SHARE			SHARE
22	Oct 83	NEWSCOPE	21
15	Oct 82	NEWS	16
47%	INCREASE		+31%

Kansas City KCTV 5:00 PM*

SHARE			SHARE
16	Oct 83	NEWSCOPE	9
9	Oct 82	ALICE	9
%	INCREASE		+78%

Columbus, Ohio WCMH 5:30 PM**

SHARE			SHARE
16	Oct 83	NEWSCOPE	12
12	Oct 82	MORE REAL PEOPLE	12
%	INCREASE		+33%

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Unda-USA hands out Gabriels

The Catholic Association for Broadcasters and Allied Communicators (Unda-USA) have announced the winners of the 18th annual Gabriel awards. Helen Hayes won the personal achievement award while KDKA-TV Pittsburgh and WMAL(AM) Washington won the station awards in the television and radio categories, respectively.

Personal achievement award

Helen Hayes

Station awards

KDKA-TV Pittsburgh and WMAL(AM) Washington.

National TV programs

ABC Television □ *Who Will Love My Children?*

NBC Television □ *NBC Reports: Bataan, the Forgotten Hell.*

Swedenborg Foundation □ *Images of Knowing.*

U.S. Department of Education □ *Powerhouse: Celebration.*

Local TV programs

WSPA-TV Spartanburg, S.C. □ *Dreams Can Come True.*

WJZ-TV Baltimore □ *Child Molesters: Please Make Them Stop.*

University of Wisconsin □ *Out & About: Maintaining Friends.*

Families in Christ □ *On the Way: Handicapped? Cris's Story.*

Westinghouse Broadcasting and Cable □ *Punchline.*

KTVK-TV Phoenix □ *The Pioneer Home: Time is Overcome by Love.*

KGMB-TV Honolulu □ *Hawaii Special Olympians.*

TV PSAs

Church of Jesus Christ of Latter-Day Saints □ *Homefront 19: Turn It Around* (national).

King Broadcasting □ *Celebrate the Differences* (local).

National radio programs

Radio and RV Commission of the Southern Baptist Convention □ *On Track.*

National Public Radio □ *A Canticle for Leibowitz.*

WNYC-FM New York □ *Remembering Jewish Europe.*

Armed Forces Radio Network □ *Love on the Rock.*

American Lutheran Church □ *Scan: An Eye for an Eye, a Heart for a Heart.*

ABC Contemporary Radio □ *Father Harry: God Squad.*

Canadian Broadcasting Corp. □ *Stephan Hawking Profile.*

Local radio programs

Ethnic Communications Outlet □ *Heartbeats: Father's Day.*

KFRC(AM) San Francisco □ *Firebreaks.*

WDR(AM) New York □ *College: Getting In and Paying for It and America Today Vignettes.*

Radio PSAs

Mennonite Board of Missions □ *Stopping the Nuclear Clock* (national).

Radio 2SM □ *Thought Provokers* (local).

Advertising & Marketing

Blair downgrades barter yield; syndicators dispute study

Agency's examination says barter revenue to syndicated shows is about \$200 million less than commonly thought; syndicators say that's not so, that Blair methodology is faulty; rebuttal is planned

A new study by Blair Television claims that barter advertising dollars being siphoned off by syndicated programming are significantly fewer than industry representatives have estimated. The study also claims that syndicated programming costs-per-thousands (C-P-M's) at rate card are higher based on actual delivery than comparable network averages, and that the efficiencies swing dramatically on a program-by-program basis.

Not surprisingly, the Blair study has met with harsh criticism from syndicators, who retort that Blair based its study on fallacious assumptions and embarrassing naivete about how the barter business works.

According to Blair, the true share in barter revenues captured by syndicated programming for the 1983-84 season is about \$321 million, based on annualized fourth-quarter 1983 estimates—about one-third less than the commonly used figure of more than \$500 million.

"We are not here to pass judgment," explained Blair President Walter A. Schwartz in releasing the study. "There's been a lot of sizzle about barter lately," he said, "and we're trying to bring it into perspective." Schwartz related recent talk and reports about barter to "not unlike what people were saying about cable a few years ago."

Blair took several factors into account in arriving at its estimates, said John B. Poor Jr., senior vice president at Blair Television and the executive who headed the study. It began with a "gross potential" revenue of \$517,712,000, which was based principally on annualized fourth-quarter 1983 revenues

from 40 bartered programs whose spots were 100% sold out at asking prices. But Blair said it is a rule of thumb that spots are rarely sold for their asking price, and it is assumed that the spots are sold at rates below network efficiencies. Blair said it factored May 1983 audience delivery of barter programming by network C-P-M's to yield approximate "real" spot prices. Barter revenues then drop to \$389,016,000, according to Blair, assuming all spots are 100% sold on the discounted basis. However, since syndicators generally keep spots open in the programs they sell to reserve room for make-goods on guarantees, Barter never achieves a 100% sellout rate of 80% to 85% of all available spots. Blair concluded the "realized" barter revenue is actually \$320,940,000.

Furthermore, Blair claimed, when it comes to rate-card asking prices, barter programming is no bargain compared with the networks' C-P-M's. According to Blair's



Blair's Schwartz

figures, which are based on Arbitron books after the May sweeps, C-P-M's for barter programming at rate card are often several times greater than the networks'.

Although Blair couldn't estimate C-P-M's on several of the barter programs that premiered this season because they weren't on the air last May, it did provide estimates for many programs that are in their second season or more, as well as for some syndicated programs that have since been canceled.

For example, *Entertainment Tonight*, which sold two 30-second spots for a Blair estimate of \$40,000 each, has a rate card C-P-M of \$5.92, based on a total survey area (TSA) from Arbitron of 6,755,000 television households. That's above the \$3.50 network C-P-M Blair says is the average obtained by dividing network prime time C-P-M's by daytime C-P-M's to better reflect *ET*'s access period.

The Blair list has a few surprises, too. It estimates that the canceled *Lie Detector*, which sold 30-second spots for \$30,000, had a rate card C-P-M of \$19.72, based on an Arbitron TSA of 1,521,000 households. Blair estimated that *Donahue* is the best barter it has to offer—an \$18,000 spot gives a rate card C-P-M of \$3.03—although it is still above the network's \$2.33 C-P-M for a comparable daytime period. At the high end is *Wall Street Journal Report*, on which a 30-second \$15,000 spot generates a rate card C-P-M of \$25.77 based on an Arbitron total survey area (TSA) of 582,000 households. However, Blair said that rate card C-P-M's are not the true C-P-M's since advertisers commonly agree that syndicated programming C-P-M's are lower than the networks.

The problems do not stop there. Blair noted that although most barter spots are guaranteed, the make-goods are cumbersome. If a program falls short of its projected ratings, Blair said, the syndicator can offer bonus spots in the same program—a tactic which may in the end deliver the points the advertiser wants, but requires too many passes. Or the syndicator may strike a deal

that will keep the advertiser in the same period in case the show is canceled by a particular station, insuring continuity of schedule, but possibly putting the advertiser in the wrong vehicle. As an example, Blair cited WJLA-TV Washington's cancellation of *Breakaway*, which was replaced with *CHiPs*—a program that attracts a diametrically opposed audience. In that case, advertisers were guaranteed the period, but were at the mercy of whatever program the station decided to put there. And finally, although some syndicators will give cash refunds for spots on programs that don't make their projected ratings, "underspending is as off-strategy as overspending," Blair noted.

However, Robert Turner, president of Lexington Broadcast Services and the Advertiser Syndicated Television Association, called the report "absurd" and said that its authors have "major misconceptions about how we do business."

Turner said that Blair underestimated the fourth-quarter 1983 barter revenue from which it annualized to achieve its base figures. Turner cited six LBS programs missing from the list, including *Too Close For Comfort*, *Greatest American Hero*, *Health Field*, *Rock Palace*, *America's Top Ten* and *In Search Of...*, all programs LBS has syndicated on a cash and barter basis for the 1983-84 season.

Moreover, Turner said, Blair based its analysis on the wrong set of ratings. "Syndicated programming competes against the networks," he explained, "and therefore uses the Nielsen National Television Index for ratings, the same as the networks." Using Arbitron, Turner said, generates an apples-and-oranges comparison since Arbitron measures on a market-by-market basis, while Nielsen's NTI reflects a national measurement. Turner said Nielsen's NTI shows, on the average, significantly higher ratings for syndicated programs than does Arbitron, and therefore barter C-P-M's are in fact much lower than Blair's estimates. He also said Blair's method of dividing prime and daytime C-P-M averages is illogical. "Whoever heard of dividing your average prime time C-P-M by your average daytime C-P-M?" Turner asked.

Dick Robertson, senior vice president, sales and marketing at Telepictures, remarked that "syndication is an easy target because it is rapidly growing." He agrees with Turner's estimate that the 1983-84 season holds about \$500 million in barter programming revenues. Robertson volunteered that "the fourth quarter was lousy [in advertising revenues], and Blair is looking for a scapegoat."

Both Robertson and Turner claim that barter does not seriously threaten the national spot business, but instead affects the networks. "Anybody who knows anything about this business knows that barter takes away from the networks," said Turner. Blair executives agreed, but added that the networks then come after national spot advertisers to fill in for the defectors to barter.

Telepictures' Robertson said that the ASTA will draft a "formal rebuttal" to the Blair study. Blair Television said it will continue to actively monitor the barter marketplace. □

Northern troubles. U.S.-Canadian differences over telecommunications were subject matter for speech David J. Markey, assistant secretary of commerce for communications and information, delivered in Montreal, and they provided ample material. Markey said Canada's C-58 tax bill, enacted in 1976, which denies Canadian advertisers tax break for advertising placed on U.S. stations with Canadian audiences, is "discriminatory," and has "fed fires of reciprocity in the United States." He said there may be some "slackening of interest" in Congress in "broad-scale reciprocity legislation," but that risk of "narrower action" remains. He expressed U.S. concern over plans of private interests in Canada to take network signals from major market stations and distribute them in Canada as form of pay service—"with no planned compensation to the copyright owners" (BROADCASTING, Nov. 21). And he said U.S. is disturbed by Canada's apparent interest in regulating transborder data. U.S., he said, believes world will be better place "without such burdens on the flows of information." Markey was addressing conference sponsored by Center for Study of Regulated Industries, McGill University and Center of Telecommunications Studies, George Washington University. □

ACLU comments. In comments filed at FCC after deadline, American Civil Liberties Union has opposed FCC proposal to do away with personal attack and political editorializing rules. ACLU said rules "provide an effective method of protecting the public's right to receive diverse information and ideas by allowing private individuals, organizations and political candidates an opportunity to respond to statements made against them in broadcast programs." Other commenters saw things differently (BROADCASTING, Sept. 12). □

More on Canton. National Black Media Coalition is appealing FCC's order granting sale of WJAN(TV) Canton, Ohio, to David Livingstone Missionary Foundation Inc. NBMC contends licence renewal application of seller, PTL of Heritage Village Church and Missionary Fellowship, should be set for hearing and denied unless PTL elects to put station up for "distress sale" to minority group. Commission had conducted three-year investigation into charges PTL was guilty of fraudulent billing but turned matter over to Justice Department, which took no action on it ("Closed Circuit," March 7). □

Kvor grant. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of West Coast United Broadcasting Co. for KVOF-TV San Francisco (ch. 38), denying competing applications of Together Media Ministries and LDA Communications Inc. Kuhlmann said West Coast's integration proposal did trick. President and 8.3% owner of West Coast is Warren L. Chinn, Tacoma, Wash.-area businessman and restaurateur. Huntly Gordon, proposed general manager, owns 25%. He is also Tacoma-area businessman. Remainder of company is owned by 10 others. Faith Center Inc.'s renewal application for KVOF-TV was dismissed after licensee failed to answer question and appear for depositions during prehearing procedures. □

Local elections. Licensees that don't make any time available for state and local election races will be examined "in light of a licensee's public interest responsibilities under the Communications Act, including the goal of fostering an informed electorate," according to FCC Mass Media Bureau. In letter to WXLK(FM) Roanoke, Va., bureau said that while there is no statutory requirement that a broadcaster make its facilities available to specific candidates for state and local offices, FCC has held "the facilitation of an informed electorate to be an important public interest responsibility of its licensees." WXLK(FM) had asked whether it would be permissible for broadcast station to have policy of only accepting political advertising for federal candidates. □

WU appeal. Western Union Telegraph Co. has asked Court of Appeals in Washington to review FCC action authorizing nine companies to construct and launch satellites (BROADCASTING, May 2). Western Union is contending that FCC's 1982 freeze on applications had been improper. Western Union, which was granted authority to launch one C-band satellite, Westar VI, in FCC's order, had applied for more authorizations after freeze was imposed. FCC didn't consider those post-freeze applications with batch it approved. Nine other companies that received satellite authority are Advanced Business Communications Inc., AT&T, American Satellite Co., Hughes Communications Inc., Rainbow Satellite Inc., RCA Americom, Satellite Business Systems, Southern Pacific Communications Co. and United States Satellite Systems Inc. □

RF proposals. National Association of Broadcasters has urged FCC to launch rulemaking aimed at regulating RF lighting sources. In comments at FCC, NAB said failure to adopt technical standards to reduce harmful interference to AM reception would impair public interest in efficient use of frequency spectrum.

Computer-aided radio selling examined by panel session in Boston

The new electronic age of radio research will help speed station sales staffs into advertisers' offices, unencumbered with useless data, panelists predicted last week.

In a Boston session sponsored by the New England Broadcasting Association, Terri Drucker, head of research for CBS spot radio sales, predicted that radio's future lies in its ability to reach selective markets. "There's more specialization of selected buying trends each year," said Drucker, who heads the Radio Advertising Bureau's goals committee. She sees stations in the future getting data from microcomputers because "they're simple, easy to operate and cheap."

Drucker called the forthcoming Arbitrends' "rolling averages" the wave of the future, and Arbitron's Susan Dingenthal portrayed this system as a way to make sales out of chaos.

"Last year, there were 18 acres of radio and television reports produced—400 tons of information. There's been an explosion in the amount of research from all sources," Dingenthal said. Arbitrends, scheduled to debut in February, will produce monthly "rolling averages" to update its current quarterly measurements.

Stations with IBM personal computers will be able to get the "rolling averages" and any other specialized information—such as numbers of working women or car listeners reached—by accessing Arbitron's data base.

Instead of spending time analyzing data, Dingenthal said, station sales staffs can let the computer pinpoint their strong points and their competitors' weak points.

"This is a risk-lowering device," she said. "You can oversee programing and promotion changes" over every month. "You have more information for making decisions. In two hours, you can be in agencies' offices with an analysis of the marketplace. It's a station sales tool."

Dingenthal said Arbitron would have a live demonstration model of the Arbitrends system working in New York by the year's end, with the "rolling averages" beginning this winter.

Jim Christian, a partner in Tapscan, claimed even speedier numbers analysis than Arbitron. "You can put together a complete sales presentation within five to 10 minutes," he said, using Tapscan's rating analysis and report system.

Christian, who said Tapscan serves more than 100 radio stations in 60 markets, said that one customer increased sales \$25,000 in two weeks because of the system. "It catalogues what you have for sale," he said. "You'll be better armed than other media

Bottom Line

Outlet up. Outlet Co., Providence, R.I.-based group of six radio stations and five TV's in final stages of being acquired by Rockefeller Center Inc., reported third-quarter earnings of \$1,934,000, or 40 cents per share, on revenues of \$24,816,000. This compares to earnings of \$3,535,000, or 79 cents per share, on revenues of \$22,790,000, for same period last year. Last year's third-quarter earnings were inflated by \$1,333,000 tax-loss carry forward, company said.

STV fallout. Oak Industries' third-quarter loss of \$5.9 million, or 16 cents per share, compared with net earnings of \$1.9 million, or 11 cents per share, for period ending Sept. 30, 1982. Deficit gave San Diego-based firm cumulative loss of \$99.6 million for first nine months of 1983. According to Oak spokesman, firm's three remaining ON TV systems are operating at "marginal profitability" or "slight losses" at present.

Chris-Craft contribution. Chris-Craft Industries Inc. stake in United Television Inc. (UTV) has risen from 46% to 50.1% as result of UTV purchasing 1.01 million of its own shares, thus reducing its outstanding shares from 12.01 million to 11 million. Although certain management functions of UTV and Chris-Craft Television Division were previously merged, two companies have now begun cooperative purchasing and programing activities. Beginning with Chris-Craft's current quarter, which ended Nov. 30, UTV's financial statements will be consolidated with Chris-Craft's. Chris-Craft said its net income will not be affected since it previously accounted for its investment in UTV under equity method, but that operating revenue and income reported by Chris-Craft's Television Division will now include UTV's four TV's as well as Chris-Craft's two TV's.

A-R results. Adams-Russell Inc., Waltham, Mass.-based MSO and manufacturer of microwave and digital components and equipment, reported net income for fiscal year ended Sept. 30, 1983, rose 63% to \$9,780,000, or \$1.61 per share, on 28% higher revenues of \$91,883,000. Company said electronic products division posted 20% advance in revenue over year before, while cable TV division showed 59% revenue growth.

MGM/UA numbers. MGM/UA Entertainment Co. posted gain in net income for fiscal year ended Aug. 31, from \$27.5 million, or 55 cents per share, in 1982 to \$41.9 million, or 83 cents per share, this year. Revenue declined from \$806.2 million to \$723 million during period. For final quarter of fiscal 1983, net income declined from \$27 million, or 54 cents per share, to \$11 million, or 21 cents per share, on revenues of \$217.6 million, compared to \$252.7 million in 1982. Company's television operations reported mixed results for fourth quarter, with program revenues declining to \$14.4 million in 1983 compared to \$40.3 million last year, while distribution revenues increased from \$31.9 million to \$42.2 million.

salespersons."

With computers, Tapscan translates Arbitron numbers into station rates and cost-per-thousand ranges. Stations can select from 96 demographic categories in all nine dayparts, and illustrate their efficiency with bar graphs.

Tapscan is available for both Arbitron and Birch Radio, another rating service. Birch's Northeastern regional manager, Dave Kabakoff, claimed his company is successfully serving more than 225 American and Canadian markets because it offers both ratings books and "customized audience research."

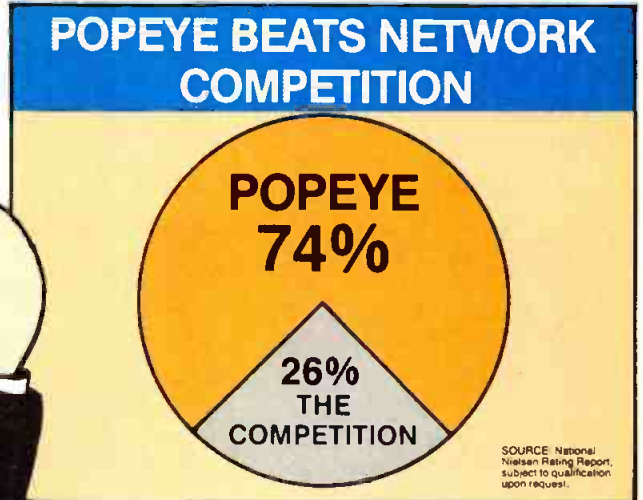
An investment in Birch can be a "profit center," Kabakoff said, because the service can break out ratings for such specialized listener groups as beer drinkers. "You can find your unique strength for management, selling and programing," he said.

To Katz Radio Vice President and Research Director Carol Mayberry, the key to advertising success is repetition. With media costs tripling by 1990, she said, successful advertisers will be those who use target media with effective reach and proper frequency.

Mayberry maintained that people need to hear an ad at least three times to react to it. "We're in a transition from traditional methods of evaluating media to effective frequency," she said. "We have to hammer it into the consumer to buy the product." So station ad sales people should convince advertisers not to waste their money on too few repetitions of their message, she said.

"Do you want to reach everyone and sell very few?" she asked, "or do you want to reach fewer people and sell as many of them as you possibly can?"

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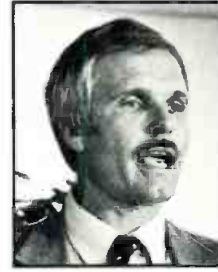
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Deep pockets of the Fifth Estate

Fifth Estaters are plentiful among the 400 richest Americans as identified this year by *Forbes* magazine. There were some fortunes built on broadcast or cable businesses; others derived elsewhere but used to acquire communications properties, and this year, in particular, a number of people whose net worth rode high with media issues in the stock market.

Forbes notes: "The dominant sources of wealth remain real estate, oil and media properties. . . ." and indeed the richest of them all, **Gordon Peter Getty**, with \$2.2 billion, is sole trustee of 31.8 million shares of Getty Oil, 85% owner of ESPN cable network. Following are others who are associated with the Fifth Estate:

Marvin Davis, 50% owner of 20th Century-Fox, is worth \$1 billion. Brothers **Samuel Irving Newhouse Jr.** and **Donald E. Newhouse**, who sold off broadcast properties in the last few years and own the ninth largest cable MSO, are worth \$700 million each. Sisters **Barbara Cox Anthony** and **Anne Cox Chambers**, who share 41% ownership of Cox Communications, have a joint net worth of \$1.2 billion.

Station group owner, newspaper publisher and producer **Edward L. Gaylord** of Oklahoma City is worth \$600 million. **O. Wayne Rollins**, who with family owns 44% of Rollins Inc. and its station group, has \$500 million. **Kirk Kerkorian's** \$400 million includes half ownership of MGM/UA Entertainment. **Robert W. Galvin** continued work of father, Paul, founder of Motorola. With his wife, he owns three million shares, worth \$400 million. The latest tally of **Robert Edward (Ted) Turner's** fortune rises and falls with the price of Turner Broadcasting stock, of which he owns 86.4%. The tally was \$355 million at the time the *Forbes* list was compiled. **Oveta Culp Hobby** holds the reins of family-owned group owner H&C Communications (*Houston Post*, in process of sale, Houston-based broadcast group), which is worth \$350 million. **Joe Lewis Allbritton** (Washington-based Allbritton Communications Corp.) has \$350 million. **A. C. Nielsen Jr.'s** stock in the company he took over in 1976 is worth \$300 million. The Metromedia chairman, **John Werner Kluge**, owns a quarter of the company stock, worth \$300 million. **Richard Marvin De Vos** and **Jay Van Andel** are founding and equal partners of Amway, parent company of Mutual Broadcasting System. Amway is worth at least \$600 million.

CBS patriarch **William S. Paley** has a minimum net worth of \$250 million, as does **Roy Hampton Park**, who began Park Broadcasting in 1962 and recently took the company public. *Forbes* says Park is: "noted for precision, determination; lifelong workaholic. For relaxation he raises pigeons and peacocks, collects rare watches." **Richard Allan Smith** is chairman of General Cinema Corp. and has 30% share (co-owned with immediate family, sister) worth \$211 million. **Donald Worthington Reynolds**, founder of Donrey Media Group and worth \$200 million, is quoted as saying: "I've been rich and I've been poor, and I sure as hell like rich better." Some others valued at \$200 million include: **Francesco Galesi**, one of the backers of the DBS operation, USC; **Marc Rich**, who owns the other half of 20th Century-Fox (see Marvin Davis) and is a fugitive under indictment for massive income-tax evasion; station owner **Leslie Townes (Bob) Hope**; **Chapman S. Root**, recent station purchaser, and **Helen Kinney Copley**, of Copley newspaper chain, who the magazine says is "getting into cable." **Roy Edward Disney** and family, who own Shamrock Broadcasting Co., a

production studio, and 3.5% of Disney stock—Walt Disney was his uncle—are worth \$180 million. At \$175 million are **Robert Staples Howard**, owner of 18 daily newspapers and wvbt-TV Buffalo, N.Y., who is reportedly "bullish on cable TV", and **Stanley E. Hubbard** of Minneapolis-St. Paul-based Hubbard Broadcasting. Stanley S. Hubbard, son of the founder, denied the estimate of his father's worth: "We don't make money. We're just public servants, struggling along. . . . I think it's a lot of hogwash, most of it. Because I don't think there's any way you can estimate what people's worth really is. But it sure makes for fun reading, doesn't it? . . . On television that's what we call 'good prime time programming.'"

James L. Knight, worth \$172 million, joined forces with the Ridder family in 1974. Some of those with fortunes of \$150 million include: **Ivan Boesky**, New York City-based investment banker, who is buying a majority interest in KGMC-TV Oklahoma City; **Tom E. Turner**, San Antonio, Tex.-based oil man and group owner, and **August Christopher (Augie) Meyer**, owner of Champaign, Ill.-based Midwest Television Inc. Meyer, who last added a property to his portfolio almost 20 years ago, reportedly commented: "I didn't think it had been that long."

Doris Jones Stein, with net worth of \$135 million, inherited half of the estate of late husband, Jules Stein, founder of MCA. **Frank Batten**, who took over Landmark Communications (newspapers, broadcasting, cable) at age 27 and is chairman of Associated Press, has a net worth of \$130 million. Others on the *Forbes* list at \$130 million are **Orvon Gene Autry**, who owns Golden West Broadcasters, **John H. Johnson**, publisher of *Ebony* and *Jet* and owner of two radio stations, and MCA Chairman **Lew R. Wasserman**, who owns 7.7% of that company's stock. **Paul Block Jr.** and **William Block**, who took over Blade Co., Toledo, Ohio-based publisher, group owner and MSO, from their father, have a joint worth of \$260 million.

Managing to make the cutoff point for the 400 richest, at \$125 million, were Washington Post Co.'s **Katharine Graham**; **Nelson Doubleday Jr.**, who has 51% interest in Doubleday Co., and **Malcolm Austin Borg**, who beneficially votes 60% of Bergen (N.J.) Evening Record Corp. (Gateway station group).

Some of the largest Fifth Estate fortunes are now distributed widely among descendants of founders. Some 50 descendants of the late Henry Chandler (*Los Angeles Times Mirror*) share trusts worth \$475 million. His three surviving children, including Norman Chandler, retired head of the company, are each among the 400 richest Americans. Seventy **Cowleses** (Cowles publishing and broadcast) share \$350 million. At least nine children and grandchildren of **William Randolph Hearst** share a \$1.25 billion family trust. Twenty members of the **McClatchy** family (Sacramento, Calif.-based McClatchy newspaper and broadcast group) share \$300 million, as does the **Sulzberger** family of the *New York Times*. Descendants of **John Rockefeller**, owners of Rockefeller Center Inc., which recently purchased the Outlet Co. station group, include at least 13 members in *Forbes's* top 400. Forty-plus members of the **E.W. Scripps** family own 66% of Scripps-Howard Broadcasting and related newspaper properties worth \$550 million. The half-brother of E.W., **J. E. Scripps**, has 50-plus descendants who share ownership of the Detroit Evening News Association and its broadcast properties, worth \$350 million.



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SDX draws up list of resolutions designed to protect freedom of press

Organization urges protection and change of FOIA act and opposes nondisclosure pledge; actions of administration in Grenada also receive mention in resolutions

The Society of Professional Journalists, Sigma Delta Chi, has found the work of the Reagan administration and the Congress rich in material for resolutions exhorting chapters and members to protest governmental actions it feels would tighten the flow of information to the public. Delegates to the society's 74th annual convention in San Francisco also found causes they felt chapters and members should advance, such as repeal of all content regulations broadcasters regard as impinging on their First Amendment rights. All told, seven of the 16 resolutions deal directly with freedom-of-the-press issues.

One resolution urges a campaign to persuade members of Congress to oppose pending proposals to reduce the information available under the Freedom of Information Act, and to support amendments that would encourage greater use of the act. Another protests Reagan administration policies "that discourage federal agencies from releasing information" under FOIA. The same resolution protests an executive order described as reversing a 30-year trend toward easing the classification system to make more information available to the public, as well as administration policies requiring federal employees with access to classified information to sign a nondisclosure pledge and submit to polygraph tests, if asked.

Yet another resolution calls on Congress to adopt legislation to countermand the ad-

ministration requirement of the nondisclosure pledge, a requirement that the resolution says "restricts the free press-free speech rights of present and former officials who may be in the best position to assess and critique the performance of the government and upon whom reporters frequently rely for important information and analysis both on the record and for background."

The government's action in barring reporters from Grenada during the first three days of the U.S. operation in the island country, in October, also inspired a resolution, which referred to the ban on first-hand reporting as "unprecedented censorship." The resolution placed SDX on record as protesting "the Reagan administration's censorship and manipulation of the news about the U.S. invasion of Grenada," and as calling on the Reagan administration to state it will not repeat those tactics. It also deplores "the fact that the first act of the newly installed temporary government of Grenada [was] to invoke a sweeping censorship decree."

Three of the resolutions deal with broadcast journalism. One, contending that FCC content-control regulations "abridge the First Amendment rights of broadcasters," urges their repeal. It refers specifically to the commission's fairness doctrine, the equal time law and the personal attack rule. Another urges chapters and members to press efforts to open all state and federal courts, including the Supreme Court, to television cameras and tape recorders. It notes that only 10 states still bar the tools of electronic journalism. It also cites as justification for broadcast entry to all courts the results of a national poll that indicates "a widespread ignorance of the judicial system—including the finding that fully 50% of the public erroneously thinks it is the responsibility of the person accused of a crime to prove his or her innocence."

The third resolution concerned with broadcast journalism is an outgrowth of the Christine Craft sex-discrimination case. It notes that Craft's suit against Metromedia (see page 68) "raises serious questions about

the importance of age, sex, appearance and other physical characteristics in the selection of television anchor people." Accordingly, it urges television employers "to hire and promote on the basis of ability, experience and professionalism," without regard to those other factors. □

League announces cities and dates for debates 3, 4

Democratic showdowns added to schedule include Pittsburgh, April 5; Dallas/Ft. Worth, May 2

The League of Women Voters has filled out its program of four debates among candidates for the Democratic presidential nomination. It announced that the sites for the third and fourth debates will be Pittsburgh, on April 5, and Dallas/Fort Worth, on May 2.

Earlier, the league announced that the first debate will be held on Feb. 23, in Manchester, N.H., and the second, on March 11, in Atlanta. All are scheduled to be held several days in advance of state primaries. In each case, local leagues will work with the national organization in sponsoring the debate.

League President Dorothy Ridings said the four sites were chosen "because of the importance of their states in the nominating process." She said, "They represent the nation's geographic, political, economic and cultural diversity, which we anticipate will be reflected in the contest for the nominations."

Thus far, seven announced candidates for the nominations have accepted invitations to participate in the debates—former Florida Governor Reuben Askew, Senators Alan Cranston (Calif.), John Glenn (Ohio), Gary Hart (Colo.) and Ernest Hollings (S.C.), former Senator George McGovern (S.D.) and former Vice President Walter Mondale. The newest declared candidate, Jesse Jackson, has not yet responded to an invitation.

The league-sponsored debate in Manchester will not be the first involving the Democratic candidates. The House Democratic Caucus will present a debate expected to feature the eight candidates on Jan. 15, at Dartmouth College, in Hanover, N.H. (BROADCASTING, Nov. 14). The Public Broadcasting Service will cover the Dartmouth College debate live. The league is inviting all media to cover its debates.

The league, which has sponsored presidential candidate debates—both during primary and general election campaigns—in 1976 and 1980—plans a series of up to four debates during the general campaign next year. However, it will probably be faced

Still no answer. UNESCO conference has concluded without confronting explosive issue regarding international code for journalists. Conference, held at UNESCO headquarters in Paris and attended by 161 nations, approved two-year study by UN to determine impact of news organizations and media companies on international relations and on developing countries. Third World delegates had urged panel to study international code for journalists. Third World countries, with Soviet bloc backing, contend that Western news organizations have monopoly on international news and usually stress negative news from developing countries—scandal, political unrest and natural disasters—rather than positive developments. However, U.S. and other Western countries said project Third World was proposing would lead to restrictions on news coverage. In another matter, conference adopted \$374.4 million budget for UNESCO for 1984-1985. U.S., which contributes 25% of funds for UNESCO, argued budget was too large, and it could figure in Reagan administration calculations as to whether to remain in international organization, decision expected to be announced by mid-December. New figure, 2.5% larger than last budget, was offered as compromise by Scandinavian countries, and was approved by vote of 110-1, with U.S. casting lone opposing ballot and eight nations, most of them West European, abstaining. UNESCO director Amadou Mahtar M'bow had proposed 6.1% increase.

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with competition from the major networks for sponsorship. The FCC last month modified its rules to permit broadcasters to sponsor as well as cover candidate debates without triggering the equal time law (BROADCASTING, Nov. 14), and all have expressed interest in sponsoring debates between the Republican and Democratic presidential candidates. The league is seeking court reversal of that action, which, it maintains, "is inconsistent with the equal opportunities provision" of the Communications Act. □

Executive search delayed by NBC News

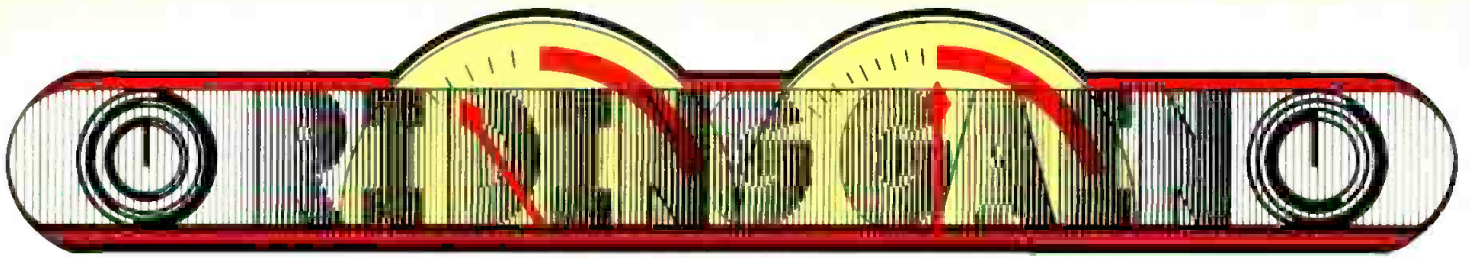
NBC and NBC News officials said last week that an NBC News search for "a third hand" to help President Reuven Frank and Executive Vice President Tom Pettit run the news division ("In Brief," Nov. 28) has been "put on hold," because word leaked out and was overplayed in garbled versions. Not that it will be on hold permanently, but long enough "to let all this [talk] die down," as Frank puts it, "because it interferes with the negotiating process."

An NBC spokesman said the search was initiated by Frank and Pettit several months ago when they decided a third executive was needed to help them in administration of the division. They concluded that no one currently in the division fit their specifications, according to the spokesman, and Frank, remembering that an executive recruiter had helped him find Richard Wald—subsequently an NBC News president, now senior vice president of ABC News—several years ago, decided to turn to an executive search specialist again. He picked Joe Sullivan & Associates, New York.

Frank will be 63 this week (Dec. 7), and has let it be known that sooner or later "I've got to stop doing this" and let a younger man take over. He's not talking specifically about retiring. "I feel I'm obligated to finish the political year [1984], and then I sure would like to do something else," he said last week—a wish that should surprise no one familiar with the reluctance with which he accepted his present tenure, his second.

The new executive would be among those considered for his replacement when the time comes, he said, but there were no other guarantees about succession. And although the person yet to be hired might report directly to Frank rather than to Pettit, Frank said, the person would "be number three" in the division, after Frank and Pettit. □

In, in Illinois. The Illinois Supreme Court agreed last Wednesday (Nov. 30) to permit TV and radio coverage of state appellate and Supreme Court proceedings during a one-year experiment beginning Jan. 1, 1984. With a 4-3 vote, the court also denied a petition by broadcasters to permit coverage of criminal trials and ruled that, during the experiment in the higher courts, presiding judges may deny, limit or terminate coverage by TV and radio reporters and that such decisions would not be subject to appeal.



Radio rising

While network television sales are experiencing a soft fourth quarter (BROADCASTING, Nov. 14), network radio appears to be enjoying healthy advertising revenues, posting a 23% gain for the month of October over the same period a year ago to \$26,813,000. The data was released last week by the Radio Networks Association, which relies on financial information collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney. Year-to-date, network radio is up 21.4% to \$217,518,000.

National spot radio dollars grew 9.3% in October to \$69,643,000, with year-to-date up 11.4% to \$580,589,000 ("In Brief," Nov. 28).

Sales helper

The New York Market Radio Broadcasters Association (NYMRAD) will launch a new sales seminar on Jan. 10 featuring sessions ranging from developing new business at

agencies to dealing with stress in selling radio. William Safire of the *New York Times* is slated to be the luncheon speaker. Registration fee for the day-long event, which will be held at the New York Grand Hyatt hotel, is \$95.

Activity at Mutual

Mutual Broadcasting has signed a five-year multimillion-dollar contract with Dick Clark Productions for renewal of the *Dick Clark National Music Survey* and for production of other long-form entertainment programming. The three-hour, weekly countdown program of the top 30 songs will celebrate its third anniversary next May. Additionally, Clark produced eight contemporary music specials for Mutual this year.

In other programming news, Mutual announced that network sportscasters Tony Roberts, John Hamilton and Pete Weber will be on location in Sarajevo, Yugoslavia, for live reports and actualities of events during the winter Olympics next February. Week-day coverage will consist of 13 five-minute

reports while with five-minute updates fed to affiliates on the weekends. Also, the network has decided to drop its broadcasts of the National Symphony Orchestra performances early next year due to inadequate sponsorship ("Closed Circuit," Nov. 7). Last airing of the 13-week fall MSO season will be on Tuesday, Dec. 20.

Learning about listeners

The more teen-agers listen to radio each week, the more they are likely to buy, according to a just-released study conducted by Teen-Age Research Unlimited (TRU) of Lake Forest, Ill. In the majority of product categories covered by the study, teen-agers who are considered "heavy" radio listeners (11 hours or more a week) outpurchased teens spending less time listening to the radio. For example, the study shows that 58.2% of male heavy listeners bought records in a year compared to 38.8 for "light" listeners. Among females, the ratio of record buyers was 46.6% for heavy listeners to 38.2% for light listeners. For sporting goods, 53% of male heavy listeners made purchases against 45.5% for light listeners, while 23.9% of heavy female listeners made investments in sports products as opposed 20.4% for light listeners. The syndicated report from TRU was based upon responses from more than 1,500 teen-agers nationwide.

Available to both media

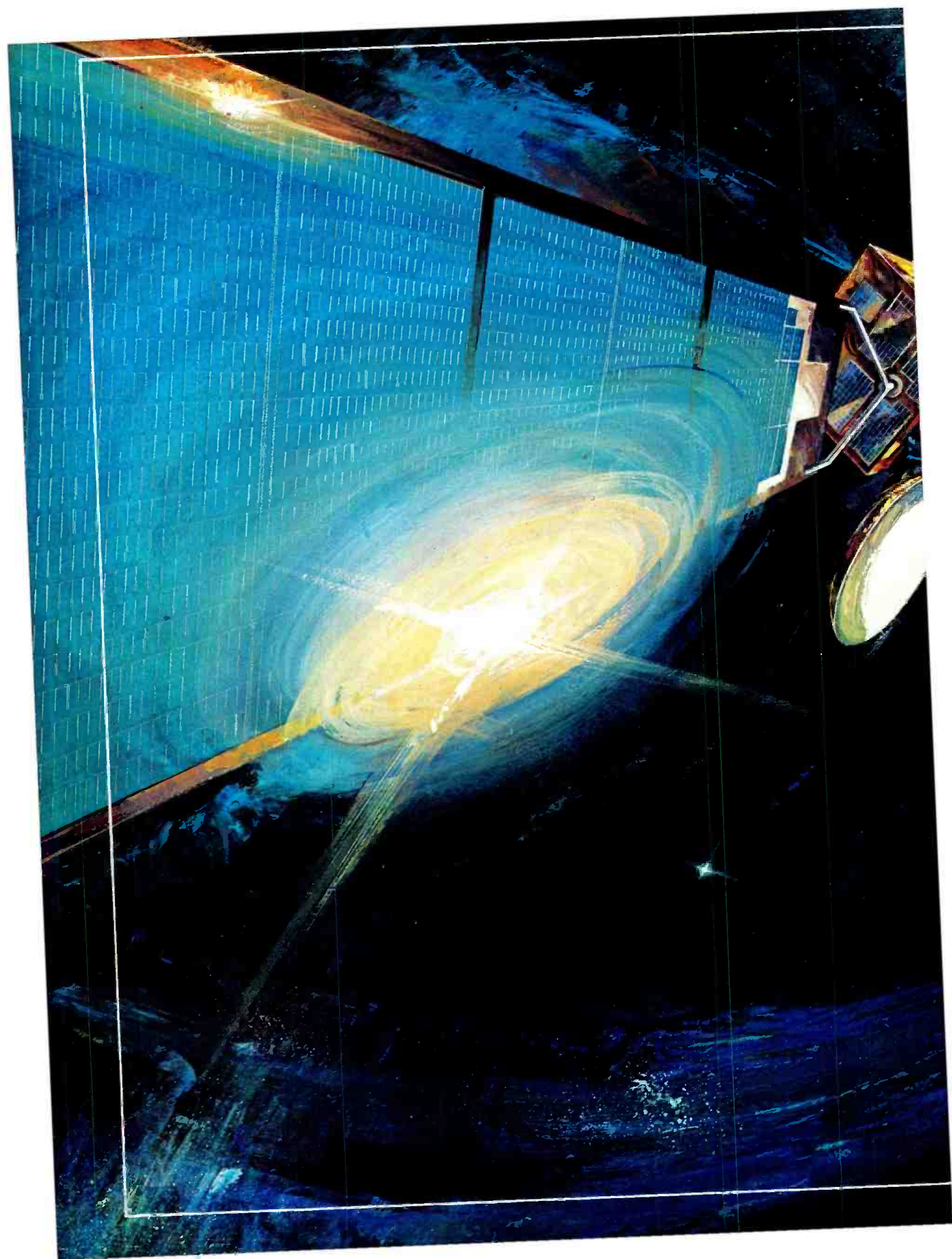
Beginning today (Dec. 5) public radio outlets KUSC(FM) Los Angeles and KCPB(FM) Thousand Oaks, Calif., both licensed to the University of Southern California, are scheduled to begin simulcasting PBS's *MacNeil/Lehrer NewsHour* at 6 p.m. PST, through a special agreement with noncommercial KCET-TV Los Angeles. "We have had comments from our viewers that they don't arrive home from work in time to see the entire program. This simulcast arrangement is a direct response to that problem," said William H. Kobin, president and chief executive officer, KCET-TV, who added it is made possible by a grant from the Roth Family Foundation.


Playback

A new production of Drake-Chenault Enterprises' *History of Rock & Roll*, last released as a long-form, 52-hour special in 1981, will be available after Feb. 20 on a barter basis as a daily strip. "Unlike the previous editions, the 1984 version is designed to air for one hour each day, Monday to Friday," said Drake-Chenault President James Kefford. "Each hour will be thematically and chronologically balanced," added the show's producer and former marketing director for Surrey Communications, Scott Kenyon.



Boston buy. NBC Radio last Monday (Nov. 28) finalized its agreement to purchase WJIB(FM) Boston from General Electric Broadcasting Co. for \$6.5 million (BROADCASTING, May 16). The closing, which took place at NBC headquarters in New York, occurred virtually 26 years to the day after NBC last purchased radio properties: WJAS-AM-FM Pittsburgh. Those stations were sold in 1972. Present for the signing of the final papers were (standing, l-r): Barbara Landes, vice president, finance and administration, NBC Radio; Robert S. Walsh, group executive vice president, NBC; Charles Pickering, general manager, WJIB, and Barry Dryer, treasurer and manager of finance, General Electric Broadcasting Co. Seated are Michael Eskridge, president, NBC Radio (l) and Larry Toole, vice president, employee relations, GEBC.



A satellite is shown in the upper left quadrant of the advertisement, set against a dark, starry space background. The satellite has a prominent circular dish antenna and various structural components. The overall color palette is dominated by deep blues and blacks, with some highlights from the satellite's metallic surfaces and the distant stars.

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Beginning in 1987, three new hybrid communication satellites built by Ford Aerospace will be launched for its new subsidiary, Ford Aerospace Satellite Services Corporation. This next generation of high power, long life communication satellites will service America's growing telecommunications market with the first and only interconnected C- and Ku-Band payloads providing unmatched operational flexibility at costs significantly lower than ever before.

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**Ford Aerospace &
Communications Corporation**

Stock Index

	Closing Tues. Nov. 30	Closing Wed. Nov 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	56	55 7/8	+	1/8 +	.22	11 1,642
N Capital Cities	144 1/2	146 5/8	-	2 1/8 -	1.44	17 1,936
N CBS	67 3/4	68 1/2	-	3/4 -	1.09	11 2,010
N Cox	43 7/8	42	+	1 7/8 +	4.46	17 1,243
A Gross Telecast	57 3/4	55 1/2	+	2 1/4 +	4.05	13 46
O LIN	20 5/8	21	-	3/8 -	1.78	21 430
N Metromedia	22 3/8	22 1/4	+	1/8 +	.56	19 626
N Outlet Co.	44	43 1/2	+	1/2 +	1.14	34 181
O Price Commun.	5	5 3/8	-	3/8 -	6.97	0 13
O Scripps-Howard	25 1/2	25 1/4	+	1/4 +	.99	14 263
N Storer	32 3/8	32 3/4	-	3/8 -	1.14	19 531
O SunGroup Inc.	6 1/4	6 3/4	-	1/2 -	7.40	3 4
N Taft	50 1/4	48 3/4	+	1 1/2 +	3.07	12 457
O United Television	12 7/8	13 1/8	-	1/4 -	1.90	17 151

	Closing Tues. Nov. 30	Closing Wed. Nov 22	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	23 7/8	+	1/8 +	.52	23 145
A Affiliated Pubs.	40 1/2	40 1/4	+	1/4 +	.62	16 327
N American Family	23	22 5/8	+	3/8 +	1.65	14 314
O Assoc. Commun.	13 1/4	13 3/4	-	1/2 -	3.63	0 63
N A.H. Belo	39 3/4	38 3/4	+	1 +	2.58	13 372
N John Blair	30 1/2	34 3/4	-	4 1/4 -	12.23	13 240
N Chris-Craft	24 3/8	24 3/8				49 151
N Cowles	21 5/8	21 3/4	-	1/8 -	1.57	21 86
N Gannett Co.	64 1/2	63 1/8	+	1 3/8 +	2.17	18 3,439
N General Tire	36 1/4	36	+	1/4 +	.69	13 763
O Gray Commun.	60	59 1/2	+	1/2 +	.84	13 30
N Gulf United	32 3/4	31 1/2	+	1 1/4 +	3.96	10 945
N Harte-Hanks	24 5/8	23 1/2	+	1 1/8 +	4.78	15 539
N Insilco Corp.	19	20 5/8	-	1 5/8 -	7.87	10 306
N Jefferson-Pilot	39 1/2	39 1/2				8 849
O Josephson Intl.	14 3/4	13 3/4	+	1 +	7.27	10 73
N Knight-Ridder	26 1/2	27 1/4	-	3/4 -	2.75	7 1,746
N Lee Enterprises	24 1/2	24 3/8	+	1/8 +	.51	15 329
N Liberty	24 7/8	24 3/8	+	1/2 +	2.05	14 249
N McGraw-Hill	44	44 1/4	-	1/4 -	.56	18 2,205
A Media General	55 1/4	55 1/4	-	1 -	1.77	11 384
N Meredith	34 7/8	38 3/4	-	3 7/8 -	10.00	10 328
O Multimedia	37 3/4	37 1/4	+	1/2 +	1.34	17 628
A New York Times	86 3/4	87 3/8	-	5/8 -	.71	17 1,125
O Park Commun.	23	21	+	2 +	9.52	19 212
A Post Corp.	59 3/8	59 1/2	-	1/8 -	.21	22 108
N Rollins	16 5/8	16 3/4	-	1/8 -	.74	20 431
N Schering-Plough	39 5/8	39 3/4	-	1/8 -	.31	11 2,113
T Selkirk	13 3/4	13 1/2	+	1/4 +	1.85	30 112
O Stauffer Commun.	48	48				12 48
A Tech Operations	37 7/8	38 5/8	-	3/4 -	1.94	7 35
N Times Mirror	81 7/8	81 3/4	+	1/8 +	.15	16 2,811
N Tribune	30 3/4	31 3/4	-	1 -	3.14	14 1,260
O Turner Bcstg.	26	25 1/2	+	1/2 +	1.96	173 530
A Washington Post	70	68 3/8	+	1 5/8 +	2.37	16 992
N Wometco	41 3/4	41 1/2	+	1/4 +	.60	21 729

	Closing Tues. Nov. 30	Closing Wed. Nov 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	39	39 3/4	-	3/4 -	1.88	14 227
O Compact Video	5 1/8	5	+	1/8 +	2.50	23 17
N Comsat	31 1/4	37 5/8	-	6 3/8 -	16.94	10 563
O Doyle Dane B.	20 1/2	20 3/4	-	1/4 -	1.20	17 124
N Foote Cone & B	48 1/4	49	-	3/4 -	1.53	12 140
O Grey Advertising	110	110				9 65
N Interpublic Group	50 1/8	52 3/4	-	2 5/8 -	4.97	11 249
N JWT Group	39 1/2	40	-	1/2 -	1.25	22 233
A MovieLab	7	6	+	1 +	16.66	6 11
O A.C. Nielsen	35 3/4	34 1/4	+	1 1/2 +	4.37	17 803
O Ogilvy & Mather	48	48 3/4	-	3/4 -	1.53	15 210
O Sat. Syn Syst.	8 1/4	8	+	1/4 +	3.12	18 47
O Telemation	7	7				7 8
O TPC Commun	1 1/8	1 1/2	-	3/8 -	25.00	1 2
A Unitel Video	8 5/8	8 3/4	-	1/8 -	1.42	12 17
N Western Union	37 3/8	35 1/8	+	2 1/4 +	6.40	11 898

	Closing Tues. Nov 30	Closing Wed. Nov 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	4 1/2	4 5/8	-	1/8 -	2.70	24 25
N Coca-Cola	55 1/4	55 1/4				13 7,516
N Disney	48 1/4	49	-	3/4 -	1.53	14 1,668
N Dow Jones & Co.	50 3/8	49 3/4	+	5/8 +	1.25	28 3,227
O Four Star	7 1/2	7	+	1/2 +	7.14	8 6
N Getty Oil Corp.	71 5/8	72 1/4	-	5/8 -	.86	13 5,668
N Gulf + Western	28 3/4	28	+	3/4 +	2.67	9 2,213
O Lorimar	20	19 3/4	+	1/4 +	1.26	11 101
N MCA	39	39 1/4	-	1/4 -	.63	12 1,880
N MGM/UA Ent.	14	13 1/2	+	1/2 +	3.70	10 697
N Orion	16 3/8	15 7/8	+	1/2 +	3.14	31 19
O Reeves Commun.	10 1/2	10 3/4	-	1/4 -	3.32	17 130
O Telepictures	15 5/8	17	-	1 3/8 -	8.08	20 94
O Video Corp.	11	11 1/4	-	1/4 -	2.22	20 18
N Warner	22 7/8	20 3/4	+	2 1/8 +	10.24	3 1,489
A Wrather	38 5/8	38	+	5/8 +	1.64	104 86

	Closing Tues. Nov 30	Closing Wed. Nov 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	7 3/8	6 3/4	+	5/8 +	9.25	39 41
O AEL	30 1/2	29	+	1 1/2 +	5.17	40 62
O AM Cable TV	5 5/8	6	-	3/8 -	6.25	33 20
N American Express	34 3/8	34 5/8	-	1/4 -	.72	7 6,859
N Anixter Brothers	24 5/8	22 1/8	+	1 1/2 +	6.48	34 441
O Burnup & Sims	6 3/4	6 1/4	+	1/2 +	8.00	7 60
O Comcast	21 1/2	20 1/2	+	1 +	4.87	21 176
N Gen. Instrument	33 3/8	32 5/8	+	3/4 +	2.29	22 1,048
N Heritage Commun.	14 1/4	14 1/8	+	1/8 +	.88	29 105
T Maclean Hunter X	18	16 3/8	+	1 5/8 +	9.92	25 663
A Pico Products	10 3/4	11 1/8	-	3/8 -	3.37	35 30
O Rogers	8 7/8	8 1/8	+	3/4 +	9.23	8 196
O TCA Cable TV	12 3/4	13	-	1/4 -	1.92	23 85
O Tele-Commun.	20 7/8	21 1/8	-	1/4 -	1.18	33 905
N Time Inc.	59 3/8	61 1/8	-	1 3/4 -	2.86	23 3,443
O Tocom	4 5/8	4 5/8				3 36
N United Cable TV	26 1/2	25 3/4	+	3/4 +	2.91	19 292
N Viacom	32 1/2	30 1/2	+	2 +	6.55	20 413

	Closing Tues. Nov 30	Closing Wed. Nov 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	28 1/2	28 1/2				12 212
O C-Cor Electronics	10 3/4	11	-	1/4 -	2.27	10 36
O Cable TV Indus.	4 3/4	5 1/2	-	3/4 -	13.63	22 14
A Cetec	10 1/4	10 1/2	-	1/4 -	2.38	24 22
O Chyron	21 3/4	22	-	1/4 -	1.13	21 89
A Cohu	8	8				18 14
N Conrac	16 1/2	17 3/8	-	7/8 -	5.03	12 100
N Eastman Kodak	73 1/4	73 1/4				18 12,128
O Elec Mls & Comm.	9 1/2	9	+	1/2 +	5.55	37 27
N General Electric	57 1/8	56	+	1 1/8 +	2.00	13 25,936
O Geotel-Telemet	1 3/4	1 7/8	-	1/8 -	6.66	22 5
N Harris Corp.	40 3/4	38 7/8	+	1 7/8 +	4.82	23 1,287
N M/A Com. Inc.	21 5/8	23 1/8	-	1 1/2 -	6.48	25 931
O Microdyne	9	9				29 42
N 3M	85 5/8	87 3/4	-	2 1/8 -	2.42	14 10,079
N Motorola	141	139 3/4	+	1 1/4 +	.89	24 5,529
N N.A. Phillips	77 1/2	76	+	1 1/2 +	1.97	13 1,112
N Oak Industries	6 5/8	5 7/8	+	3/4 +	12.76	2 108
A Orrox Corp.	3	3 3/8	-	3/8 -	11.11	3 7
N RCA	36 3/8	35 3/4	+	5/8 +	1.74	17 2,969
N Rockwell Intl.	31 5/8	32	-	3/8 -	1.17	13 4,881
A RSC Industries	5 1/8	5 1/8				64 17
N Sci-Atlanta	16 3/8	16 5/8	-	1/4 -	1.50	819 392
N Signal Co.s	34 5/8	32 3/8	+	2 1/4 +	6.94	23 3,705
N Sony Corp.	13 7/8	14 1/8	-	1/4 -	1.76	36 3,200
N Tektronix	77	80 1/8	-	3 1/8 -	3.90	30 1,478
A Talscan	19 1/2	18 5/8	+	7/8 +	4.69	22 120
N Varian Assoc.	55 7/8	55 1/4	+	5/8 +	1.13	26 1,195
N Westinghouse	54	52 5/8	+	1 3/8 +	2.61	10 4,728
N Zenith	34 3/4	33 1/2	+	1 1/4 +	3.73	15 751

Standard & Poor's 400 187.18 187.46 -.28 .15

Notes: A-ASE, N-NYSE, O-OTC and T-Toronto. Some bid prices by Shearson/American Express, Washington. Common A Stock unless otherwise noted. Price/Earnings ratios are based on either S&P's estimated new year earnings or figures for last 12 months. "0" in P/E ratio is for deficit. Footnote: * Two-for-one split effective Nov. 28.

** Company officials held one-on-one meetings with analysts and investors beginning early Tues., Nov. 29, at which they reportedly said projected earnings for 1983 and 1984 were too high. Stock closed that day at 33 1/2, down 2 1/4, on volume of 742,500 shares, compared with average daily volume for preceding two months of

65,688. Wednesday closing price was 31 1/4 on 724,300 shares; price closed Thursday, Dec. 1, at 30% on 260,700 shares. NYSE will conduct investigation of 503,000 block traded Tuesday, as part of routine procedure. Suggestion has been made however, that important information was not promptly and broadly distributed. Company issued statement, Thursday, saying "Comsat's Chairman, Joseph V. Charyk, has undertaken a review of the charges that appeared in the Washington Post today, and he has asked outside counsel to look into the matter." New reduced 1984 EPS estimates for company are between \$3 and \$3.25.

MMDS hopefuls give lotteries mixed notices

Majority of comments support wheels of chance but differ on how to spin them or fix odds

Multichannel multipoint distribution services may or may not end up adding diversity to television programming. But, in comments at the FCC, MMDS applicants are expressing a diversity of opinion about how and whether the commission should use lotteries to decide who will get MMDS licenses.

Most of the commenters said lotteries had to be used to break up the log jam of 16,499 applications that have been filed for the two, four-channel microwave systems theoretically available for the service in each market (BROADCASTING, Oct. 31). A group of applicants, including the Daniels MDS Co. and American Cablesystems of Florida Inc., for instance, said a preliminary review of the applications indicated that a "high percentage" were mutually exclusive. "Use of a lottery," the group said "will serve the public interest not only by speeding the commencement of service to the public, but by avoiding the expensive and wasteful process of conducting comparative hearings among applicants whose comparative qualifications are likely difficult to distinguish meaningfully."

But there were dissidents. Stella Pappas, who has proposed to offer high-definition television over MMDS, recommended "streamlined" paper hearings instead. "Use of such a process insures that applications proposing new and innovative technologies will be given due consideration by the commission while at the same time eliminating the administrative congestion which prompted Congress to pass the lottery legislation."

The National Black Media Coalition recommended that the commission first open the proceeding, for two months, to permit more minorities and others to apply, and then hold streamlined comparative hearings. "If, however, the commission erroneously decides to use a lottery, it should... provide a strong preference for minorities regardless of whether or not it is compelled to do so by statute," NBMC said.

Most of the commenters argued that no lottery preferences should be awarded. Hubbard Broadcasting Inc., which filed 160 applications, was dead-set against preferences. "Because MDS is a common carrier service with no control over the programming content, MDS is not among the 'media of mass communications,'" the group broadcaster said. "Therefore the [Communications] Act does not require that preferences be given. In addition, because MDS stations do not control the content of their programming, the whole

purpose behind preferences—increasing the diversity of viewpoints—is undermined. For this reason, preferences should not be given."

Cox Cable Communications Inc., Colony Productions Inc. and WCSC Inc. said much the same thing: "There is no statutory or public interest basis for the grant of preferences to applicants in the proposed multichannel MDS lottery."

Sunbelt Cable Corp. and Whitney Communications Corp. agreed. "The use of preferences runs contrary to the commission's public interest obligations since it would reduce the chances for success of a class of applicants—local cable television system operators—a grant of license to whom would benefit the public."

The MDS Industry Association agreed and contended that objections should not be accepted until a tentative winner had been selected. It also urged elimination of barriers to "trafficking" of construction permits "to insure expeditious implementation of service to the public by qualified carriers."

T/V Communications Associates, a joint venture of Via/Net Companies and Thompson Communications Corp.—which applied for about 130 markets—generally endorsed the rulemaking proposals but urged the adoption of a higher standard for determining whether MMDS applications are acceptable for filing: "The extraordinary number of multichannel MDS applications filed with the commission, and the skeletal nature of many of those applications, require the implementation of a vigorous pre-lottery screening process."

One applicant, Multipoint Television Distributors Inc., recommended that separate lotteries be held for each of the four-channel allotments in a market.

Microband Corp. of America, an MDS operator, had another idea. It recommended that only those "licensed and operating" MDS operators that applied to serve a particular area be permitted to compete for one of the four-channel allotments in that service area; everyone else would have to compete for the remaining four-channel system. "Under this system, the commission is virtually assured that at least one multiple channel MDS station in each area will be rapidly constructed and operated."

Broadcast Data Corp., a subsidiary of Graphic Scanning Corp., urged the FCC to grant applications first in those markets that are free of competitors. It recommended that the commission then move on to the largest markets. "In this way, Broadcast Data Corp. anticipates, economic success of large-market systems should encourage investment interest in smaller market systems."

The Microwave Communications Associ-

ation warned, however, that unless the commission insured that each applicant wasn't applying for the same markets more than once, the lottery process would be unfair and subject to legal challenge.

Satellite Signals of New England Inc., Southern Satellite Systems Inc. and several others urged the FCC to "clarify" its "50% rule," which, in essence, requires an MDS operator to abstain from providing the programming over its channel itself, but permits an "affiliate" of the carrier to offer up to 50% of the programming on that channel. "The commission should clarify that the 50% rule applies to the facilities offered as whole, i.e., all four channels and not on a channel-by-channel basis," they said. "This would result in a carrier being able to provide up to two channels to an affiliated entity and two channels to an unaffiliated entity, instead of 50% of each channel to each."

Western Tele-Communications Inc., another applicant, urged a different sort of loosening of the same rule. "WTCI is of the firm belief that no valid reason exists for the continuation of the requirement that the total hours of service to affiliated subscribers of MDS services shall not exceed the hours of service rendered to nonaffiliated subscribers."

Home Box Office Inc. urged the FCC to reaffirm that MDS is a common carrier. "The essence of common carrier regulation is a separation of the hardware from the software," it noted. "This separation is of vital importance to HBO and other networkers of programming. At present, MDS channel lessees have invested large sums in their businesses on the assumption that the facility owners cannot censor their programming. Because HBO and its affiliates do not own these facilities, they must continue to have other means to prevent facility owners from having the power to control the content of their programming."

Multi-Channel MDS Inc., yet another applicant, urged the adoption of preferences for lotteries. "MDS licensees do have the ability to control a substantial proportion of the programming over their facilities and therefore significant preferences for diversification of ownership and minority ownership, including female ownership, should be granted."

The National Black Satellite Network asked that four-channel systems be reserved exclusively for it "as part of our proposed innovative satellite-based system." It also urged that MDS be changed to a broadcast service "to allow us and other innovative companies the ability to be able to control and produce new techniques to serve our not just underserved but disrespected minorities and ethnic groups." □

Commenters blast proposed change in technical certification

FCC proposal to allow commercial FM's on air without commission's technical review strongly criticized

The FCC has come up with one of its more unpopular ideas: a proposal to permit broadcasters to certify the technical aspects of commercial FM applications—and then go on the air without commission review.

The idea, put out as a notice of inquiry, was panned in comments last week.

The National Association of Broadcasters urged "termination" of the proceeding. "NAB contends that technical certification is a bad idea. It contradicts logic and experience and would constitute a procedure which would result in uncalculable costs to the commission, the broadcast industry and the public."

The National Radio Broadcasters Association said it was particularly concerned that the proposal would lead to the construction of many FM facilities that would be likely to interfere with other stations. "The NRBA believes that the harm to both broadcasters and the public which would result from the construction of FM facilities which are not in full compliance with the commission's technical rules far outweighs any benefits

which might flow from the reduction in the amount of time it takes the commission to process FM applications."

The Society of Broadcast Engineers said the commission's engineering staff "is in the best position to verify how an engineering proposal, in connection with a facilities change application, or an application for a new FM station, will affect other applications on file."

Cosmos Broadcasting Corp., Cox Communications and Multimedia Inc. urged the FCC "to consider the importance of strict adherence to technical standards and to re-evaluate the costs associated with the interference which could be avoided if the commission continues to conduct a supervisory check on technical data submitted in FM applications."

Harte-Hanks Radio Inc. said the proposal "essentially withdraws the commission from its congressionally created purpose, with virtually no stated justification other than the conservation of four to six weeks in application processing time."

The Federal Communications Bar Association said "the commission would be abdicating its specific statutory duty under the Communications Act to determine 'whether the public interest, convenience and necessity will be served by the granting of [an] application.'"

The Association of Maximum Service Telecasters urged the FCC not to extend the concept to TV.

Said the National Radio Astronomy Ob-

servatory and the Naval Research Laboratory: "We respectfully observe that the commission's reliance upon FM applicants to read, understand and follow the rules is wishful thinking and ignores reality." □

WCGV-TV wins sexism suit

Betty Rabb alleged discrimination because she was paid less than male co-host on 'Tempo 24'

For the second time in a month, a woman charging a television station with unfair treatment because of her sex has lost in court. WCGV-TV Milwaukee, a new UHF outlet, emerged from a trial of a suit brought by B. J. (Betty Jane) Rabb, 57, virtually if not completely vindicated.

The jury recommended that U.S. Magistrate Aaron Goodstein, who presided, find that the station was not guilty of sex discrimination, as Rabb contended it was. (Under the law, only the court can make that determination.) The jury also ruled in the station's favor on a charge it had violated the equal pay law. And a breach of contract charge was dismissed.

However, the jury awarded Rabb—who had sued for \$250,000—\$4,000 in damages. The award was for "promissory estoppel," in



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connection with her charge that the station had made misrepresentations that induced her to give up two jobs to join WCGV-TV, which operates on channel 24. She had been a talk show host with WBCS(AM) Milwaukee and a booth announcer with WTMJ-TV in that city.

Rabb, who is now a consultant on public relations for the Milwaukee county government, last week expressed disbelief at the results of the trial. "I can't believe it happened," she said. "I had a better case than Christine Craft ever dreamed of. I'm fighting a big tradition—sexism in the media."

She said she would continue to press her charges, although she and her attorney, Walter Kelly, of Milwaukee, did not know precisely in what form. Briefs are due to be filed in December and January on the sex discrimination charge. When the magistrate rules on the issue, the parties will decide on whether to appeal and on what issues.

The decision in the Rabb case followed by several weeks a U.S. judge's decision that KMBC-TV Kansas City, when it was owned by Metromedia Inc., did not discriminate against former anchorwoman Craft on grounds of sex. The judge also threw out a jury award of \$500,000 on a fraud charge and affirmed the jury's holding that the station did not violate the equal pay law in paying Craft less than her male co-anchor. He set a new trial on the fraud charge (BROADCASTING, Nov. 7).

Rabb's suit involved her treatment as co-host of a daily, two-hour talk show, *Tempo 24*, which survived less than a year. It and Rabb's employment were terminated in November 1980. She was paid \$15,000 annually and her co-host, Joe Thompson, \$27,000. He was also given a \$2,000 wardrobe allowance, while Rabb was able to borrow outfits from a local department store that was given an on-air credit.

The station defended the different treatment on the ground that Thompson had what it considered more valuable television experience and had acquired a following among Milwaukee's viewers before joining the station. Rabb's experience was limited to a radio talk show with what WCGV-TV said was an audience that ranged between 3,800 and 6,800 listeners and the booth announcer job at WTMJ-TV (ch. 4). Thompson had spent six years at WITI-TV (ch. 6), reporting news and sports on what during his tour was a top-rated news program. The station also said Thompson's duties were not limited to *Tempo 24*. He remained with the station for several months following the cancellation of that program.

Meanwhile, in the Craft case, her attorneys are considering a possible appeal to the Eighth Circuit Court of Appeals of Judge Joseph E. Stevens's decision two weeks ago rejecting motions they had filed. The motions had sought a new trial on the discrimination and equal-pay-law violation charges, as well as a delay in the start of the new trial, now scheduled to begin on Jan. 4, in Joplin, Mo.

The Craft camp is also considering whether to seek the removal of Stevens as the presiding judge on ground of prejudice. Craft, herself, in appearances on talk shows, has denounced Stevens as a "Reagan-appointed doctrinaire conservative." □

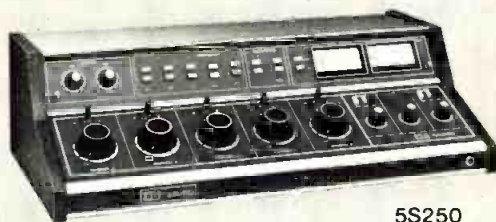
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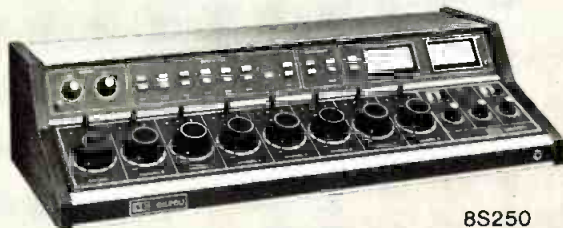
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The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on the chairmen, members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

TELEVISION INFORMATION COMMITTEE □ With a mission of keeping an industry image untarnished, this committee's theme song might well be "Accentuate the Positive, Eliminate the Negative." Its primary vehicle is the NAB's semi-autonomous Television Information Office, explains Kathryn F. Broman, president of Springfield Television Corp., Springfield, Mass., who has served as committee chairman since the late 1970's.

"As we have from the beginning, we will continue to present the positive side of television to the public and [counter] negative views," she said last Wednesday (Nov. 30). "While our goals have not changed, the overall aspects of TV have become much broader. So we do have to address the issues of today as well as those issues that have been with us



Broman

since the first days of broadcasting." In doing this, she stressed, the Television Information Committee does not overlap other committees' efforts such as activities on Capitol Hill.

The committee's current year promises to be less hectic than last year, when TIO's future was under a cloud; the NAB Futures Committee report had urged a reorganization that could have brought TIO from New York to Washington and integrated it into other association activities. However, the NAB joint board of directors, at its winter meeting, instead ac-

cepted a recommendation of an ad hoc committee that TIO be supported in its present form (BROADCASTING, Jan. 24).

"If we have any problem now," Broman said, "It is the same as that of any organization: money. Everything keeps costing more... and it's difficult to ask stations to pay more."

The Television Information Committee is composed of Broman, who entered broadcasting 31 years ago and was elected to the NAB TV board in 1974; William F. Baker, president, television group, Westinghouse Broadcasting & Cable, New York; Bill Bengtson, vice president/general manager, KOAM-TV, Mid-Continent Telecasting, Pittsburg, Kan.; Richard Connelly, vice president, public relations, ABC Television, New York; James C. Dowdle, president, Tribune Broadcasting Co., Chicago; Richard D. Dudley, chairman, Forward Communications Corp., Wausau, Wis.; David C. Fuchs, senior vice president, broadcast affairs, CBS/Broadcast Group, CBS Inc., New York; Betty Hudson, vice president, corporate relations, NBC, New York; Wallace J. Jorgenson, president, Jefferson-Pilot Broadcasting, Charlotte, N.C., and Peter Storer, president, Storer Communications, Miami.

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12/5/83

Divining broadcast transmission costs after the breakup

Consumers aren't alone in worrying whether the AT&T divestiture—and what the FCC has to do with it—will result in bigger telephone bills.

Broadcasters are worrying too, and in filings at the FCC are questioning whether the soon-to-be divested Bell operating companies, and others, are trying to take advantage of the rush to reconfigure the country's telecommunications network to stick them with vastly increased bills for TV and radio transmission services.

In one filing, ABC, CBS and NBC have asked the FCC to reject, or launch an investigation into, a series of access tariffs the Bell operating companies have filed. The tariffs appear to be responsible in large part for an AT&T proposal to increase rates for end-to-end TV transmission service by 43%.

The proposed access tariffs, the networks contend, also contain new proposals—related to service ordering intervals, cancellation charges and minimum service periods—that should be rejected. "No explanation is provided for many of these proposals; many are clearly not related to cost causation, and the intended application of some of these proposals is very confusing," the networks said. "Because these new service-related proposals would in many cases substantially change current practice—even though their

plementation is unrelated to the divestiture or access charge requirements—they should not be allowed to become effective until they have been examined thoroughly in a full investigation.”

In another filing, the Hughes Television Network objected to special access service tariffs by the BOC's, the GTE telephone operating companies and others, contending the tariffs are unlawful. “The tariffs establish unjust and unreasonable discrimination between full-time and occasional users, im-

pose unjust conditions [on] special video access and propose unjustifiable rate increases,” Hughes said.

“The tariffs are also so complex as to be incomprehensible.”

In yet another filing, Westinghouse Broadcasting & Cable Inc. urged the FCC to reject more of the same, noting that it was especially concerned because it owns Muzak, and franchisees largely depend on local telephone lines for distributing that service to subscribers. □

ests. **Buyer** is jointly owned by Digby A. Solomon and wife, Karen Lowe. They have no other broadcast interests. Digby Solomon is chief of UPI's San Juan, P.R., bureau. WJMA is on 1340 khz with 1 kw day and 250 w night. WJMA-FM is on 96.7 mhz with 2.7 kw and antenna 320 feet above average terrain. *Broker: Walker Media & Management Inc.*

WLBI(AM) Denham Springs, La. □ Sold by Livingston Broadcasting Corp. to Livingston Communications Inc. for \$235,000. **Seller** is equally owned by Dr. Edwin Walker, Dr. Milton Hughes, Dr. Arthur Mauterer and the Livingston Bank. None have other broadcast interests. **Buyer** is owned by Nancy E. David, who is consultant to Louisiana legislature on congressional reapportionment. She has no other broadcast interests. WLBI is 250 w daytimer on 1220 khz.

KTER(AM) Terrell, Tex. □ Sold by Floyd and Willis Broadcasting Inc. to Billy D. Pirtle for cancellation of \$218,000 note. **Seller** is owned by Gene D. Willis (75%) and Lynda J. Floyd (25%), who have no other broadcast interests. They bought station from Richard Zimmer this year for \$295,000 (“For the Record,” Jan. 3). **Buyer** is former owner of KTER, which he sold in 1979 to Richard Zimmer for \$300,000 (“Changing Hands,” April 12, 1979). He also owns KFBA(AM) Floydada, Tex., and is applicant for FM at Floydada. KTER is 250 w daytimer on 1570 khz.

□ Other proposed station sales include: KECZ-

Changing Hands

PROPOSED

WSNE-FM Taunton, Mass. □ Sold by Outlet Co. to 2100 Corp. for \$3.6 million. **Seller** is Providence, R.I.-based, publicly traded group owner, recently purchased by Rockefeller Center Inc. for \$332.1 million (BROADCASTING, May 9). Sale was approved last week by FCC (see “In Brief”). It is headed by Bruce Sundlun, president, and its broadcast group by David Henderson, president. WSNE is being sold to comply with “one-to-a-market” rule—Outlet also owns WJAR-TV Providence—now that purchase by Rockefeller Center invalidates its grandfathered status. **Buyer** is owned by Donald A. Lopes (51%) and Thomas L. DePetrillo (49%). Lopes is owner of greater Providence area Kentucky Fried Chicken franchises. DePetrillo is vice president of sales, Rooney, Pace Inc., New York securities firm. Neither has other broadcast interests. WSNE is on 93.3 mhz with 30 kw and antenna 620 feet above average terrain.

KNTF(FM) Ontario, Calif. □ Sold by Best Communications Inc. to California Radio Partners for \$1.1 million plus 20% of price above \$1,650,000 paid for station in any future sale. **Seller** is owned by Jack L. Siegal who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000 (“Changing Hands,” March 28). He also has sold KCKC(AM) San Bernardino, Calif., for \$2,421,075 million, subject to FCC approval (“Changing Hands,” Nov. 28), and will have no other broadcast interests. **Buyer** is owned by Pierce O'Donnell (60%), Channing P. Johnson and Paul M. Wolff (20% each). O'Donnell is Los Angeles trial lawyer; Wolff is Washington trial lawyer. Johnson has interest in cable system serving south central Los Angeles, and in Response Broadcasting, in applicant for 60 low-power television stations. KNTF is on 93.5 mhz with 3 kw and antenna 165 feet above average terrain.

KXOL(AM) Fort Worth □ Sold by Turner Broadcasting Corp. to Latin American Broadcasting Co. for \$875,000. **Seller** is principally owned by Tom E. Turner, San Antonio, Tex., oil man. It also owns KBUC-AM-FM San Antonio, KRYS(AM) Corpus Christi and KTON-AM-FM Belton, all Texas. **Buyer** is owned by Marcus Rodriguez and son, Mark. They also own co-located KESS-FM and KLAT(AM) Houston. KXOL is on 1360 khz with 5 kw day and 1 kw night. *Broker: Norman Fischer & Assoc.*

KAST(AM)-KBKN-FM Astoria, Ore. □ Sold by Kast Broadcasting Inc. to Youngs Bay Broadcasting for \$750,000. **Seller** is owned by Robert Chopping and wife, Margaret. They also own 60% of KOHU-AM-FM Hermiston, Ore. **Buyer** is headed by Earle M. Baker, chairman of Art Moore Inc., Bellevue, Wash.-based broadcast representative firm. Other owners also work for firm. None have other broadcast interests. KAST is on 1370 khz with 1 kw full time. KBKN is on 92.9 mhz with 99 kw and antenna 210 feet above average terrain.

WJMA-AM-FM Orange, Va. □ Sold by WJMA Inc. to Solomon and Lowe Communications Inc. for \$525,000. **Seller** is owned by Arch Harrison, who has no other broadcast inter-

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FM **Glendale, Ariz.**, and **KJJJ(AM) Phoenix** ("Changing Hands," Nov. 28); **KNNN(FM) Phoenix** ("Changing Hands," Nov. 28); **KCKC(AM) San Bernardino, Calif.** ("Changing Hands," Nov. 28); **WJAX-AM-FM Jacksonville, Fla.** ("Changing Hands," Nov. 28); **WPRC(AM)-WLRX(FM) Lincoln, Ill.** ("Changing Hands," Nov. 28); **KSTU(TV) Salt Lake City**, **WWLP(TV) Springfield, Mass.**, and **WKEF(TV) Dayton, Ohio** ("Changing Hands," Aug. 29); **WDOH(FM) Delphos, Ohio** ("Changing Hands," Nov. 28); **KISO(AM) El Paso** ("Changing Hands," Nov. 28), and **KERV-AM-FM Kerrville, Tex.** ("Changing Hands," Nov. 28).

APPROVED BY FCC

WXIX-TV Newport, Ky. (Cincinnati) □ Sold by Metromedia Inc. to Malrite Communications Group for \$45 million. Seller is publicly traded group owner of seven AM's, seven FM's and seven TV's. John Kluge is chairman and president. Sale of WXIX-TV permits purchase of **KNBN-TV Dallas** (see below). Buyer is owned by Milton Maltz, chairman, and Carl E. Hirsch, president. It also owns six AM's, six FM's and three TV's. WXIX-TV is independent on channel 19 with 1,900 kw visual, 285 kw aural and antenna 990 feet above average terrain.

KNBN-TV Dallas □ Sold by National Business Network Inc. to Metromedia for \$14.9 million ("Closed Circuit," April 4). Seller is principally owned by Sheldon K. Turner and Nolando Hill (40% each). They have no other broadcast interests. Buyer's acquisition of

KNBN-TV is made possible by just-approved sale of **WXIX-TV Newport, Ky.** (Cincinnati) (see above). **KNBN-TV** is independent on channel 33 with 2,187 kw visual, 218.7 kw aural and antenna 1,696 feet above average terrain.

WEEI(AM) Boston □ Sold by CBS/Broadcast Group to Helen Broadcasting Corp. for \$7.5 million, including radio rights to New England Patriots professional football team ("Closed Circuit," Sept. 26). Seller, division of CBS Inc., which holds full portfolio of AM's, spun off WEEI in anticipation of purchasing **KRLD(AM) Dallas** from Metromedia, which withdraw from deal (**BROADCASTING** Nov. 14). Buyer is newly formed corporation, 93% owned by Helen J. Valerio, chairman, of Framingham, Mass., who with her family owns Papa Gino's fast food chain (over 130 outlets in New England and upstate New York). Jack Baker, station vice president and general manager, will join buying group as president; he and other key employees will own up to 7%. The Gilburd Co. was financial and business adviser on deal. WEEI is on 590 khz with 5 kw full time.

WROW-AM-FM Albany, N.Y. □ Sold by Capital Cities Communications Inc. to Jag Communications Inc. for \$3.2 million. Seller is publicly traded, New York-based owner of six AM's, six FM's and six TV's, is MSO and publisher and is headed by Tom Murphy, chairman. Buyer is headed by John A. Gambling, chairman, who is on-air personality at **WOR(AM) New York**. It also owns **WLKW-AM-FM Providence, R.I.** WROW is on 590 khz

with 5 kw day and 1 kw night. **WROW-FM** is on 95.5 mhz with 9.4 kw and antenna 960 feet above average terrain.

WVOC-FM Columbus, Ga. □ Sold by Bluegrass Broadcasting Co. to Aylett B. Coleman for \$2 million. Seller is headed by H. Hart Hagan, president. It also owns **WHOO-AM-FM Orlando, Fla.**; **WWSA(AM)-WCHY(FM) Savannah, Ga.**; **WVOK-AM-FM** and **WKYT-TV** all Lexington, Ky. Buyer also owns **WXLK(FM) Roanoke Va.** **WVOC-FM** is on 102.9 mhz with 100 kw and antenna 1,521 feet above average terrain.

KRKY(FM) Castle Rock, Colo. □ Sold by Baker Broadcasting Co. to Gibson Broadcasting Co. for \$615,000. Seller, headed by James Baker, president, has no other broadcast interests. Buyer is owned by music promoter Richard D. Gibson, president, and wife, C. Madeleine (10% each), and 11 other Colorado investors, who have no other broadcast interests. KRKY is on 92.1 mhz with 3 kw and antenna 299 feet above average terrain.

WJOY(AM)-WQCR(FM) Burlington, Vt. □ Sold by Vermont Broadcasting Corp. to Hall Communications Inc. for \$2.2 million. Seller is principally owned by Frank A. Balch, who has no other broadcast interests. Buyer, Robert M. Hall, president, also owns **WICH(AM)-WCTY(FM) Norwich, Conn.**; **WONN(AM) Lakeland** and **WPCV(FM) Winter Haven**, both Florida; **WNBH(AM)-WMYS(FM) New Bedford, Mass.**; **WBVP(AM)-WWKS(FM) Beaver Falls** and **WLPA(AM)-WNCE(FM) Lancaster**, both Pennsylvania. WJOY is on 1230 khz with 1 kw day and 250 w night. WQCR is on 98.9 mhz with 50 kw and antenna 290 feet above average terrain.

□ Other station sales approved: **WIBB(AM) Macon, Ga.**; **WCCQ(FM) Crest Hill, Ill.**; **KXAX(FM)[CP] St. James, Minn.**; **WLVY(AM) Water Valley, Miss.**; **KBXM(AM) Kennett, Mo.**; **WWKO(AM) Fair Bluff, N.C.**; **WPCC(AM) Clinton, S.C.**; **WATO(AM)-WETQ(FM) Oak Ridge, Tenn.**; **WJPR(TV)[CP] Lynchburg, Va.**, and **WPUV(AM)-WPSK-FM Pulaski, Va.** (see "For the Record," page 77).

Cable

Cable systems serving Prince Georges County, Md.; Leesburg and Fort Belvoir, both Virginia □ Sold by Storer Communications to Winfield M. Kelly and other investors for between \$30 million and \$35 million ("Cablecastings," Nov. 28).

Cable system serving Orlando, Fla., suburbs in eastern Orange and Seminole counties □ Sold by Evans Cablevision to Orcable Ltd. for \$10 million. Seller is owned by Dick Thompson and Jim Evans. Thompson owns cable system in Mount Carmel, Ill.; Evans has no other cable or broadcast interests. Buyer is headed by Bill Bauce. Bauce owns Tidel Communications, Portland, Ore.-based MSO with systems in Pacific Northwest serving 18,000 subscribers. Orlando suburban system serves 9,000 basic and 9,600 pay subscribers. It passes 14,000 homes with 35 channels and 240 miles of plant. Broker for seller: *Communications Equity Associates*. Broker for buyer: *Cable Investments Inc.*

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<u>STATION</u>	<u>SOLD TO</u>	<u>AMOUNT</u>
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WCIX-TV Miami	Taft	120,000,000
KMBC-TV Kansas City	Hearst	79,000,000
WTCN-TV Minneapolis	Gannett	75,000,000
WKAQ-TV San Juan	John Blair	55,000,000
WDTN-TV Dayton	Hearst	50,000,000
KNBN-TV Dallas	Metromedia	14,900,000

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TELECASTINGS



Staying in touch

With an election year coming up, thoughts of Democratic and Republican National Committees turn to home. That's where most members of Congress are now, with Congress in recess, but whenever they're in Washington they—and other prominent party members—can reach hometown television stations through agreements the committees have made with Bonneville Satellite Communications.

The latest deal was cut with the Democratic National Committee. It created "DEMSAT," which stands for Democrats by Satellite, and it enables Washington-based Democratic politicians to reach their local constituencies with videotaped interviews and reports during a 10-minute satellite feed each weekday at 4:40 p.m. EST. The feed times may be expanded as needed; during the Beirut and Grenada crisis, before Congress recessed, 181 satellite feeds occurred within six days, according to Bonneville.

The Republican National Committee has a similar arrangement, called "Operation Uplink," started a year ago with monthly feeds, stepped up to weekly feeds last spring, and available daily since October.

A spokesman for Bonneville Satellite, a subsidiary of Bonneville International Corp., major group station owner, said the cost to the user varies according to several factors, including the amount of satellite time involved, but typically ranges from \$50 to \$150.

News swap

As it promised it would, the New England News Exchange has expanded its reach by signing formal agreements with two southern New England television stations—WFSB(TV) Hartford, Conn., and WLNE(TV) Providence, R.I. The New England News Exchange was established last month among WNEV-TV Boston and five regional

Massachusetts newspapers to exchange news stories and share editorial resources for the coverage of news in the New England area. As part of that agreement, WNEV-TV established bureaus at the regional newspapers in exchange for the newspapers tapping some of WNEV-TV's newsgathering sources. Now the New England News Exchange has taken two regional television stations into the fold.

According to a spokesman for the association, the new agreements call for WNEV-TV, WFSB(TV) and WLNE(TV) to exchange news stories when events warrant it, although it does not include permanent assignment of reporters to other stations as in the agreements with newspapers. The new agreement also gives each station the capability to broadcast live from the other's market, either by sharing reporters or by utilizing microwave links.

Making deals

The Taft Entertainment Co. and Children's Television Workshop have agreed to develop and create original children's and family programming, including specials, network series, syndicated programs and pay television material. The agreement does not cover educational programming for public television.

CTW produces *Sesame Street*, *The Electric Company* and *3-2-1 Contact* for public television, while Taft's two animation divisions produce programming for the commercial television networks. Terms of the agreement were not disclosed.

In a separate development, Columbia Pictures Television expanded its commitment to daytime programming by signing producers Gary Bernstein and Larry Hovis to an exclusive contract to create daytime projects for the Burbank studio. The pair have already produced a daytime pilot for CPT entitled *Show Me* in association with Ralph Andrews Productions. CPT currently pro-

duces one daytime serial for CBS-TV and another for NBC-TV. According to CPT President Herman Rush, the studio will continue to emphasize long-form programming, with 28 hours of movies and mini-series already committed for the 1983-84 season.

CBS to Canada

The FCC has OK'd a plan permitting CBS to deliver programming to Canadian broadcast stations. Buffalo Broadcasting Co., the licensee of WIVB-TV Buffalo, had objected, contending the CBS plan would result in a loss of ad revenues for U.S. border stations. The FCC said it agreed with Buffalo Broadcasting that the Canadian tax law prohibiting Canadians from claiming as a business expense ads bought on U.S. stations—where those ads are intended for Canadian audiences—was a trade barrier. But the commission said it could not justify barring CBS from delivering its programming to Canadian stations—or from engaging in any other legal activity—merely because of Canadian tax law.

FNN in D.C.

WCOR(TV) Washington (ch. 50) has joined the Financial News Network as an affiliate, becoming the 14th UHF television station to align itself with FNN. WCOR tested FNN programming for 60 days before deciding to sign with FNN. The station began to carry FNN programming on a regular basis on Nov. 1, scheduling the business and financial news service for nine hours a day, starting at 10 a.m. FNN says it has 800 cable television systems on line and will have a total of 12.5 million viewers as of Jan. 1, 1984.

Kangaroo goes public

The Corporation for Public Broadcasting has awarded \$10,000 to noncommercial WGBY-TV Springfield, Mass., to develop a proposal for a children's series hosted by Bob Keeshan (Captain Kangaroo). With additional funding provided by the Public Broadcasting Service, the proposed program will introduce children to "the fine and performing arts," including architecture, photography, ballet, art and museums.

Computer user profile

Television viewing decreased in 40% of homes with personal computers surveyed recently by Cognos Associates, a Los Altos, Calif., consulting firm. The survey of about 250 electronics engineers living in the San Francisco Bay area also found television viewing increased in about 3% of households with a computer. In a report prepared for the National Computer Conference in

Embassy results. Ratings performance of *Embassy Night at the Movies*, which premiered Nov. 20 on an ad hoc network of more than 100 stations, "vastly exceeded expectations" in the eyes of Embassy Telecommunications President Gary Lieberthal, who said ratings in some of the top five markets were double what the company expected.

Initial overnight ratings for "Escape from New York," an Embassy theatrical not previously released to commercial television, were compared by Embassy researchers to rankings for the same time period for the four previous weeks. In each case, movies were shown during the same time slot. The top six markets reported the following results for the film: WPIX-TV New York, 6.2 rating, 11 share, up 27% over previous four weeks; KTLA Los Angeles, 12.3/20, up 132% (second run of movie garnered 7.6/13); WGN-TV Chicago, 16.3/23, up 133%; WTAF-TV Philadelphia, 8.4/13 up 100%; KRON-TV San Francisco, 5.7/18, up 148%; and WKBD-TV Detroit, 12.7/17, up 92%. According to Lieberthal, Embassy sold out the nine-and-one-half minutes of national advertising time it held for the bartered program.

The next offering by *Embassy Night at the Movies* will be "The Howling," scheduled during the February sweep period.

Anaheim, Calif., held earlier this year, Cognos said home computers are used an average of 17 hours per week, mostly for entertainment, work-related projects and word processing. The person most likely to buy a home computer, the study concluded, is a 36-year-old college-educated male with an annual income of \$38,000.

Satellite connection

Educational institutions that are not members of the Public Broadcasting Service may soon be able to receive television programming for nonbroadcast use via the PBS satellite network.

The Public Broadcasting Service interconnection committee has discussed the possibility of allowing schools, universities and colleges to receive feeds, for "an appropriate fee." These groups, according to PBS, typically "have already obtained nonbroadcast rights (usually audio-visual) directly from the program producers. When those programs happen to be fed to public television stations for stations' broadcast, use of the satellite signal (rather than relying on shipped tapes) is clearly preferable for the schools." Still to be resolved are the impact of permitting direct access and establishing a framework for such a policy. Currently, any unauthorized reception is an "unlawful expropriation—that is, piracy—of the feed," PBS said.

Believers in TV

Austin, Tex., residents say they trust television more than newspapers for a "fair report of news," according to a survey by a graduate journalism class at the University of Texas there. A telephone poll of 309 randomly selected Austin-area residents was conducted Oct. 26-30 to ascertain their media habits. About half of those polled said they trusted TV the most for a fair report, 26% chose newspapers, 9% leaned to radio and 16% named news magazines. Among the other findings: Almost half of the respondents felt media reporters "give too much opinion in the news," and more than 90% said the news media provide them with more information than they need to know."

Household financing

TeleFirst, ABC Video Enterprises's overnight home video recording service set for test launch early next year, entered into an agreement with Household Finance Corp., to finance the purchase of videocassette recorders by subscribers who purchase VCR's through TeleFirst. The agreement calls for TeleFirst to offer subscribers the option of installment payments covering VCR purchases. TeleFirst will then sell that paper to HFC, which will take over the financing of purchases and issue monthly statements. TeleFirst said it expects typical installment agreements to run 24 months, and will offer a variety of VCR models for sale at prices starting in the vicinity of \$400.

In the marketplace

Forty-eight television stations have signed to carry *New Year's Eve with Bill Lombardo: An American Tradition Remembered*, a live, 90-minute special from the Waldorf Astoria hotel and Times Square in New York. The telecast is being offered to stations on a bar-



Birthday bash. On the evening of Nov. 25, KING-TV Seattle marked its 35th anniversary with a 30-minute special tracing the beginnings of its licensee, King Broadcasting Co., back to the purchase of KING(AM) by company founder Dorothy Bullitt. The television station, the first in Seattle, made its debut on Thanksgiving Day in 1948 when it signed on the air as KRSC, broadcasting the high school football championship between West Seattle and Wenatchee. Among the innovations celebrated by the station was the development of the nation's first 100-inch television camera lens in 1951, pictured above.

ter basis. National advertisers are being sought. Lombardo Productions, San Francisco, is handling syndication and Lombardo Associates is producing the telecast.

The Lombardo family has a long tradition with New Year's Eve broadcasts. Bill Lombardo's uncle, the late Guy Lombardo, conducted the orchestra, the Royal Canadians, on New Year's Eve from 1929 through 1976 (he died in 1977). The special also will star singer Bobby Vinton and comedian Steve Allen.

□

Televancers Inc., a Chicago-based television production firm, announced its first project: a two-hour special, *A Celebration of*

Life: A Tribute to Martin Luther King Jr. The program will be offered on a barter syndication basis for airing on Jan. 15, 1984.

The special will combine elements of a documentary tracing Dr. King's life as well as entertainment from Lou Gossett, Cicely Tyson, Roberta Flack and Peabo Bryson. The program will be taped Jan. 8 during a black-tie benefit and reception at Washington's Kennedy Center with proceeds going to the Dr. Martin Luther King Center for Nonviolent Social Change, in Atlanta.

The Bentley Entertainment Group, New York, has cleared about 20 stations, according to Televancers. Several national advertisers are sought and one is reported to be signing shortly.

Ohlmeyer outlook. In the near future, there will be more television programming concepts prepackaged specifically for an advertiser, predicted Don Ohlmeyer, chairman and chief executive officer of Ohlmeyer Communications, who addressed that subject last Wednesday (Nov. 30) in New York at a luncheon sponsored by the National Academy of Television Arts and Sciences (NATAS).

Ad agencies need to get out of the cost-per-thousand frame of mind, and explore other forms of television sponsorships to "effectively" move the product for their clients, Ohlmeyer added. One way: more "subliminal" forms of delivering the advertising message over television rather than reinforcing the same theme several times during a 30-second spot.

Ohlmeyer, who built a reputation for innovative programming concepts during his tenure as an executive at ABC and NBC, described his 14-month-old company as four-fold: an ad agency (its major client is Nabisco); a program production company dealing with the development of TV specials and series; a sports programming division, and a marketing department. He explained the unusual way his last production, *The Skins Game*, broadcast over NBC Television on Saturday and Sunday afternoons (Nov. 26-27), became a reality. The two-hour special, which featured golfers Arnold Palmer, Jack Nicklaus, Tom Watson and Gary Player, vying for \$360,000 in prize money with the winner of each of the 18 holes receiving no less than \$10,000 per hole, did not arouse the interest of any network other than NBC, said Ohlmeyer. The hitch, according to Ohlmeyer: his company, along with Trans World International, had to buy the time from NBC and resell it to national advertisers such as Chrysler and American Airlines. Ohlmeyer sees this procedure as a trend that producers will develop further in the industry.

Upcoming productions from Ohlmeyer Communications include a 30-minute special on New Year's Eve (Dec. 31) entitled *The Orange Bowl: A Fifty Year Celebration*, scheduled to air on NBC-owned stations. Ohlmeyer also noted that his company has series in development for two of the networks as well as a special in the works for PBS.

As compiled by BROADCASTING, Nov. 18 through Nov. 25, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

FM's

Anchorage, Alaska—Anchorage Educational Broadcasting Foundation seeks 91.9 mhz, 383 w, HAAT: minus 848 ft. Address: 1205 West 46th St., Anchorage, Alaska 99503. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust, headed by trustees: Dennis J. Horning, pastor; Louis Edwards, retired, and Gary Beyer, construction contractor. Filed Nov. 16.

Anchorage, Alaska—David A. Rawley Jr. seeks 98.1 mhz, 100 kw, HAAT: 883 ft. Address: Box 1009, High Point, N.C. 27261. Lawyer: Gary S. Smithwick. Principal has interest in High Point, N.C., daily newspaper and has one-third interest in WJYR(FM) Myrtle Beach, S.C., and WJYW(FM) Southport, N.C. He is also half owner of applicant for two LPTV's and is applicant for new FM at Charlotte Amalie, v.I. Filed Nov. 16.

Sierra Vista, Ariz.—Shiloh Educational Broadcasting Foundation seeks 89.9 mhz, 300 w, HAAT: minus 215 ft. Address: 200 North Ave., Sierra Vista, Ariz. 85635. Lawyer: F. Joseph Brinig. Principal is incorporated nonprofit educational organization. Headed by Sierra Vista trustees: Donald R. Snyder, accountant; Joseph L. Tumpkin, pastor, and Thomas M. Askew, school administrator. Filed Nov. 2.

Palm Springs, Calif.—Palm Springs Educational Radio Media seeks 89.3 mhz, 405 w, HAAT: 550 ft. Address: 68550 34th Ave., Palm Springs, Calif. 92264. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees: J. Wesley Smith, pastor; Ernest H. Meredith, and Peter B. Hernandez, heavy equipment operator. Filed Nov. 10.

San Diego—Catherine Juanita Henry seeks 98.1 mhz, 29 kw, HAAT: 623 ft. Address: 14 Donald Dr., Orinda, Calif. 94563. Principal was sales manager/asst. manager at KJAZ(FM) Alameda, Calif., until November 1980. App. is for channel previously held by West Coast Media, licensee of KIFM(FM). Commission has said it will not accept app.'s for this channel while it is considering West Coast petition for distress sale. Henry has no other broadcast interests. Filed Nov. 18.

Willows, Calif.—Willows Educational Broadcasting Foundation seeks 91.7 mhz, 387 w, HAAT: 90 ft. Address: 649 S. Butte St., Willows, Calif. 95988. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Willows trustees: Tyler "T" Hartman, pastor; Michael Stevenson, deacon, and John D. Knowles, principal. Filed Nov. 8.

Fernandina Beach, Fla.—Fernandina Educational Broadcasting Foundation seeks 90.7 mhz, 378 w, HAAT: 126 ft. Address: 1770 South 14th St., Fernandina Beach 32034. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Fernandina trustees: Daniel Davis, pastor; K.D. Manning Jr., mechanic, and Paul Carter, police officer. Filed Nov. 10.

Ft. Myers, Fla.—Ft. Myers Educational Broadcasting Foundation seeks 90.9 mhz, 383 w, HAAT: 117 ft. Address: 881 Nuna Ave., Ft. Myers, Fla. 33905. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed

by trustees: Robert L. Calvert, pastor; Otto Strickland, realtor, and Oneal Hutson, farmer. Filed Nov. 15.

Fort Walton Beach, Fla.—Fort Walton Beach Educational Broadcasting Foundation seeks 91.1 mhz, 383 w, HAAT: 80 ft. Address: Box 1474, N.E. Corner of Kelley Ave. and Luverne St., Ft. Walton Beach, Fla. 32549. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Fort Walton Beach trustees: L.M. Thorne, pastor; Steve Powell, owner, auto supply store, and Frank Griffith Jr., manager, mortgage co. Filed Nov. 16.

Key Largo, Fla.—Key Largo Broadcasters seeks 103.9 mhz, 3 kw, HAAT: 203.62 ft. Address: 4700 S.W. 75th Avenue, Miami 33155. Principal is resubmitting app. which had been returned. Principal is headed by John Raymond Meyers, who is staff engineer at noncommercial WLRN-FM-TV Miami. Filed Nov. 16.

Milton, Fla.—Florida Public Radio Inc. seeks 91.7 mhz, 2 kw, HAAT: 300 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is nonprofit corp. headed by Randy Henry, president. It also owns noncommercial WPIO(FM) Titusville and is applicant for new FM's at New Hartford, Iowa, and Winter Garden, Fla. Henry is applicant for new FM at Brooklyn, Iowa. Filed Nov. 14.

New Smyrna Beach, Fla.—Cornerstone Community Radio Inc. seeks 89.7 mhz, 10 kw, HAAT: 190 ft. Address: 2929 W. Canal St., New Smyrna Beach, Fla. 32069. Principal is nonprofit corporation headed by Richard L. Van Zandt, president, who is mobile home and recreation vehicle salesman. Filed Nov. 14.

Joliet, Ill.—Family Stations seeks 91.9 mhz, 50 kw, HAAT: 500 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corporation promoting religious programming. It is licensee of eight FM's and two AM's, assignee of FM, and applicant for two TV's and 11 FM's. Filed Nov. 10.

Keokuk, Iowa—Keokuk Educational Broadcasting Foundation seeks 90.9 mhz, 383 w, HAAT: 135 ft. Address: 1028 Exchange Keokuk, Iowa 52632. Principal is charitable trust headed by Keokuk trustees: M. Wayne Denton, pastor; David L. Smith, asst. pastor, and Harold Evans, newspaper press operator. Filed Nov. 16.

Lake Charles, La.—Lake Charles Educational Broadcasting Foundation seeks 91.7 mhz, 324 w, HAAT: 284 ft. Address: Rt. 8, Box 2000, Lake Charles, La. 70605. Lawyer: Stuart B. Mitchell & Associates. Principal is nonprofit charitable trust headed by Lake Charles trustees: Dale Naeroth, pastor; Drew Hofffeaur, technician, and Mrs. M. Kent, teacher. Filed Nov. 10.

Maurice, La.—Contemporary Communications Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 457, Maurice, La. 70555. Lawyer: Harry G. Sells. Principal is equally owned by Helen J. Bellamy and Elena S. Bostick, both of Lafayette, La. Bellamy owns travel agency; Bostick is ad manager for weekly newspaper. Filed Nov. 14.

Watervliet, Mich.—Watervliet Educational Broadcasting Foundation seeks 89.9 mhz, 300 w, HAAT: 157 ft. Address: Box 39, Watervliet, Mich. 49098. Lawyer: F. Joseph Brinig. Principal is incorporated nonprofit educational asso-

ciation headed by nine Michigan trustees. Filed Nov. 21.

Mexico, Mo.—Mexico Educational Broadcasting Foundation seeks 90.1 mhz, 378 w, HAAT: 128 ft. Address: 310 N. Wade, Mexico, Mo. 65265. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Mexico trustees: C.F. Skelton, pastor; Joseph McHatton, welder, and Clifford Worley. Filed Nov. 14.

Neosho, Mo.—Abundant Life Educational Broadcasting Corp. seeks 91.5 mhz, 383 w, HAAT: 118 ft. Address: 700 Spencer Drive, Neosho, Mo. 64850. Lawyer: Stuart B. Mitchell & Associates. Principal is headed by Kim Mailes, Neosho pastor. Filed Nov. 10.

Piedmont, Mo.—Clearwater Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Canyon Road, Piedmont, Mo. 63957. Principal is owned by Gloria Bumpus, who is majority owner of KPWB(AA) Piedmont. Principal says KPWB will be disposed of prior to program test authority for new FM. Filed Nov. 10.

Las Vegas, Nev.—Las Vegas Educational Broadcasting Foundation seeks 90.7 mhz, 432 w, HAAT: minus 3 ft. Address: 2929 Cedar Ave., Las Vegas 89101. Lawyer: Stuart B. Mitchell & Associates. Principal is headed by Las Vegas trustees: Fred H. Dawson, pastor; Dale D. Schmie, administrator, Calvary Church, and Robert E. Mabry, printer. Filed Nov. 15.

Clyde, Ore.—Clyde Educational Broadcasting Foundation seeks 90.5 mhz, 369 w, HAAT: 170 ft. Address: 144 Lemon St., Clyde, Ohio 43410. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Clyde trustees: James Lewis, pastor, Randy Start, asst. pastor, and Delbert Nycum, laborer. Filed Nov. 10.

Pendleton, Ore.—Temple Educational Broadcasting Foundation seeks 89.9 mhz, 400 w, HAAT: 1122 ft. Address: Box 521, Pendleton, Ore. 97801. Lawyer: F. Joseph Brinig. Principal is charitable trust headed by Pendleton trustees: William E. Oleen Sr., Clifton J. Cooley and Fred Bradbury. Filed Nov. 21.

Springfield, Ore.—Springfield Educational Broadcasting Foundation seeks 88.9 mhz, 410 kw, HAAT: 375 ft. Address: 1025 West North St., Box 918, Springfield, Ore. 97477. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees: Craig Brooks, pastor; Richard Pedersen, welder, and David Uhle, manager, electrical supply co. Filed Nov. 17.

Benton, Pa.—Deppen & Michael Communications seeks 95.9 mhz, 740 w, HAAT: 550 ft. Address: R.D.I. Box 80, Muncy, Pa. 17756. Principal is owned by Lynn Deppenn (50%), Victor A. Michael Jr. (26%) and wife, Lori L. (24%). Deppen is chief engineer at WZNE(FM) Clearwater, Fla. Victor A. Michael Jr. is chief engineer at WPRO-AM-FM Providence, R.I. Filed Nov. 15.

Eric, Pa.—Bayfront NATO Inc. seeks 88.5 mhz, 350 w, HAAT: 11 ft. Address: Martin Luther King Center, 312 Chestnut St., Erie, Pa. 16507. Principal is nonprofit corporation headed by Thomas Shabazz, president, who is president of bonded delivery service. Filed Nov. 14.

Charleston, S.C.—Family Stations Inc. seeks 88.5 mhz,

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31.6 kw. HAAT: 581 ft. Address: 290 Hegeberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programming. It is licensee of eight FM's and two AM's, assignee of FM, and applicant for two TV's and 11 FM's. Filed Nov. 14.

■ Erskine, S.C.—Erskine College seeks 88.5 mhz, 40 kw, HAAT: 518 ft. Address: 101 Washington St., Box 205, Due West, S.C. 29639. Principal is nonprofit, nonstock corporation governed by board of trustees elected by Synod of Associate Reformed Presbyterian Church. Filed Nov. 10.

■ Athens, Tex.—Athens Educational Broadcasting Foundation seeks 88.7 mhz, 383 w, HAAT: 171 ft. Address: 101 McArthur St., Athens, Tex. 75751. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees: Evell Davis, pastor; Joyce Lankford, secretary, and Olden Weatherhead, exterminator. Filed Nov. 17.

■ Bridgeport, Tex.—Family Stations Inc. seeks 90.5 mhz, 40 kw, HAAT: 362 ft. Address: 290 Hegeberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programming. It is licensee of eight FM's and two AM's, assignee of FM, and applicant for two TV's and 11 FM's. Filed Nov. 15.

■ Lubbock, Tex.—High Plains Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 254 ft. Address: 5506 71st St., Lubbock, Tex. 79424. Lawyer: Harold Seligman. Principal is petitioning for acceptance of app., which is late. It is equally owned by three Lubbock investors: Jerry Hudson, Magdaleno Abner Euresii and Fulton Berry. Filed Nov. 14.

■ Odessa, Tex.—Odessa Educational Broadcasting Foundation seeks 90.5 mhz, 383 w, HAAT: 156 ft. Address: 505 East 42nd St., Odessa, Tex. 79762. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Odessa trustees: Lenard A. Hartley, pastor; Dale Burney, teacher, and F.E. Bryant. Filed Nov. 14.

■ Plainview, Tex.—Cornett-Carr Broadcasting seeks 103.9 mhz, 3 kw, HAAT: 235 ft. Address: 4703 Silver Ridge Dr., Jacksonville, Fla. 32207. Principal is equally owned by Duane Cornett and Fritz W. Carr. Both are 27% owners of KOSG(FM) Iowa. Cornett is also applicant for new FM at Panama City, Fla., and is engineer at WOKV(AM)-WAIV-FM. Filed Nov. 9.

■ Waco, Tex.—Waco Educational Broadcasting Foundation seeks 90.7 mhz, 300 kw, HAAT: 75 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Lawyer: F. Joseph Brinig. Principal is charitable trust headed by R.L. Whitworth, Waco minister. Filed Nov. 18.

■ Rhinelander, Wis.—Wiscom seeks 97.5 mhz, 100 kw, HAAT: 487.36 ft. Address is 500 W. Pioneer St., Crandon, Wis. 54520. Principal is owned by John D. Kronschnabl (41%) and wife, Paige A. (39%), and Timothy Roberts (10%) and his wife, Lori Johnson (10%). None have other broadcast interests. Filed Nov. 10.

Actions

FM's

■ Evergreen, Colo.—Evergreen Radio Inc. app. dismissed for 96.5 mhz, 100 kw, HAAT: 4,787 ft. Action Nov. 4, 1983.

■ Columbus, Ga.—Family Stations Inc. granted noncommercial educational 90.5 mhz, ERP: 8.5 kw, HAAT: 248 ft. Address: 290 Hegeberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programming. It is licensee of eight FM's and two AM's, assignee of an FM, and applicant for two TV's and 11 FM's.

■ Valdosta, Va.—Cherry Lynn Rogers app. returned for 96.7 mhz, 3 kw, HAAT: 300 ft. Action Oct. 25.

■ Agana, Guam—Guam Radio Services Inc. app. dismissed for 100.3 mhz, 2.08 kw, HAAT: 941 ft. Action Oct. 31.

■ Agana, Guam—Radio K-57 app. dismissed for 100.3 mhz, 50 kw, HAAT: 1,028 ft. Action Nov. 10.

■ Kahului, Hawaii—Ke-Nui Corp. granted 99.9 mhz, 100 kw, HAAT: 540 ft. Address: Box 35, Kahului, Hawaii 96732. Principals: Thomas R. Elkins (61.5%) and Norma Phegley (38.5%), who own KNUI(AM) Kahului, Hawaii. Action Nov. 4.

■ Frankfort, Ky.—Black American Communications Inc. granted 89.9 mhz, 5 kw, HAAT: 886 ft. Address: 315 West Lexington St., Harrodsburg, Ky. 40330. Principal: Noncommercial corporation headed by Al F. Williams, chairman, and William Taylor, president. It has no other broadcast interests. Action Nov. 14.

■ Mooreland, Okla.—Lee Optical & Associated Companies Retirement & Pension Fund Trust app. dismissed for 101.1 mhz, 100 kw, HAAT: 706 ft. Action Sept. 15.

■ Woodward, Okla.—Omni Communications Inc. granted 101.1 mhz, 100 kw, HAAT: 1,005 ft. Address: 1418 Main St., Box 1360, Woodward 73801. Principals: J. Douglas Williams and Karen Laubhan (50% each). Williams is

Woodward attorney. Laubhan is receptionist. Action Sept. 15.

■ Anson, Tex.—Lilly Amador granted 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 8336 South Fifth St., San Joaquin, Calif. 93660. Principal is applicant for CP for new FM at Floydada, Tex. Action Nov. 16, 1983.

■ Del Rio—DR Broadcasting Inc. app. dismissed for 96.3 mhz, 25 kw, HAAT: 167.9 ft. Action Nov. 14.

TV's

■ Waterloo, Iowa—Waterloo Family TV app. dismissed for ch. 22; ERP: 1,227 kw vis., 122.7 kw aur., HAAT: 1,095 ft.; ant. height above ground 1,036 ft. Action Nov. 17.

■ Topeka, Kan.—Arapahoe Silent Majority Inc. app. dismissed for ch. 43; ERP: 1,995 kw vis., 19.95 kw aur., HAAT: 288 ft.; ant. height above ground: 286 ft. Action Nov. 16.

■ Wichita, Kan.—Wichita 33 Ltd. seeks ch. 33; ERP: 1,383 kw vis., 138.36 kw aur., HAAT: 1,007 ft.; ant. height above ground: 1,010 ft. Address: Suite 200, 500 Northridge Road, Atlanta 30338. Principals: Ronald E. Hayes (90%) and Juanita F. Peay (10%), who have no other broadcast interests. Action Nov. 16.

■ Salt Lake City—American Television of Utah Inc. app. dismissed for ch. 13; ERP: 56.2 kw vis., 11.24 kw aur., HAAT: 3,853 ft.; ant. height above ground: 256.8 ft. Action Nov. 16.

Ownership changes

Applications

■ KECK-FM Glendale, Ariz., and KJII(AM) Phoenix (910 khz, 5 kw-U; FM: 92.3 mhz, 100 kw, HAAT: 880 ft.)—Seeks transfer of control from A. Alfred Taubman (50% before; none after) to The Wolpin Co. (50% before; 100% after) for approximately \$2 million. Stations were bought two years ago for \$6,250,000 ("Changing Hands," Oct. 5, 1981). Seller is Bloomfield Hills, Mich., shopping center developer. He has no other broadcast interests. Buyer, which already owns other half of stations, is owned by Walter Wolpin (85%) and Fredric G. Weber (15%). Both are Detroit beer distributors and real estate investors who also own WCAR(AM) Livonia, Mich. Filed Nov. 14.

■ KNNN(FM) Phoenix (99.9 mhz, 100 kw, HAAT: 1,670 ft.)—Seeks assignment of license from American Interna-

tional Development Inc. to TransCom Communications for \$3,980,000. Seller is owned by Julia Zozaya, who also has 1% interest in KTVW-TV Phoenix. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. Herpe, former board chairman of National Radio Broadcasters Association, recently sold WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla., for \$7.3 million ("Changing Hands," Feb. 21). Hauenstein is former vice president and general manager of Sandusky Newspaper Stations and former co-owner of KDKB(FM) Mesa-Phoenix, Ariz. Filed Nov. 14.

■ KCKC(AM) San Bernardino, Calif. (1350 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from 1350 KC Inc. to KINL Inc. for assumption of liabilities worth \$2,221,075 and \$200,000 cash. Seller is majority owned by Jack L. Siegal, who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000 ("Changing Hands," March 28). He also owns KNTF(FM) Ontario, Calif. Buyer is owned by Jerome P. Maltz, Woodland Hills, Calif., businessman who has no other broadcast interests. Filed Nov. 14.

■ WJAX-AM-FM Jacksonville, Fla. (930 khz, 5 kw-U; FM: 95.1 mhz, 100 kw, HAAT: 460 ft.)—Seeks assignment of license from City of Jacksonville to Silver Star Communications for \$3.1 million at auction. Seller has owned AM since 1925 and FM since 1948. It has no other broadcast interests. Buyer is headed and majority owned by Dr. John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison). Buyer also owns WOKS(AM)-WFXE-FM Columbus, Ga., and recently bought WJLZ(FM) Albany, WTJH(AM) East Point and WMJM(AM)-WFAV(AM) Cordele, all Georgia, in distress sale, subject to FCC approval ("For the Record," Nov. 7). Lee also has interest in KLBK-TV Lubbock, Tex. Filed Nov. 16.

■ WPRC(AM)-WLRX(FM) Lincoln, Ill. (1370 khz, 1 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 200 ft.)—Seeks assignment of license from Virginia Broadcasting Corp. to Capital Broadcasting Inc. for \$475,000. Seller is owned by Richard E. Fister (82%) and T. Daniel Parker (18%). It also owns WCMY(AM)-WRKX(FM) Ottawa, Ill. Buyer is headed by Harold J. Hoskins, president, Lake of the Ozarks, Mo., store owner, who previously had interest in WFMB(FM) Springfield, Ill., which was sold in 1979. Filed Nov. 10.

■ WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City (ch. 22; ERP: 4,170 kw vis., 417 kw aur.; HAAT: 877 ft.; ch. 22, 2,340 kw vis., 234 kw aur., HAAT: 1,152 ft., and ch. 20, 1,290 kw vis., 129 kw aur., HAAT: 3,060.9 ft.)—Seeks assignment of license from Springfield Television Corp. to Adams Communications Corp. of Minneapolis for \$47.3 million. Seller is headed by William L. Putnam, and also is applicant for 10 LPTV's. Buyer is owned by Stephen Adams, Minneapolis-based banker who is also part owner of bottling company in Longview, Tex. It owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis; WTWN(AM)-WLAV-FM Grand Rapids, WGTU(TV) Taverse City, and its satellite, WGTQ(TV) Sault St. Marie, and WILX-TV Onondaga (Lansing), all Michigan. It recently sold KIVA-TV Farmington, N.M., to Hubbard Broadcasting Inc. for \$2.35 million (Broadcasting, July 4) and bought KAUZ-TV Wichita Falls, Tex., for \$10,925,000 ("Changing Hands," Aug. 1), subject to FCC approval. Filed Nov. 18.

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

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

■ WDOH(FM) Delphos, Ohio (107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control from William R. Vogel and other shareholders (75% before; none after) to David P. Roach and William J. Lyons (25% before; 100% after) for \$242,092. Seller is headed by Vogel, who has 52% ownership of station. He also owns WMPI(FM) Scottsburg, Ind., and WNOI(FM) Flora, Ill. Buyer Roach is general manager of station, and will own 72% after sale. Lyons is station's sales manager and will own 28%. Filed Nov. 9.

■ KISO(AM) El Paso (1150 khz, 1 kw-D)—Seeks assignment of license from Jalapeno Broadcasting Inc. to Paso Del Norte Communications Inc. for \$350,000. Seller is owned by E. Edward Henson Jr. (80%) and Jarl Mohn (20%). They also own co-located KLOZ-FM and WAVG(AM)-WLR(SM) Louisville, Ky. Buyer is owned by Jack Rich, El Paso businessman who recently bought co-located

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote Pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

KEZB(FM) for \$1.2 million ("Changing Hands," March 7). Filed Nov. 15.

■ **KERV-AM-FM** Kerrville, Tex. (1230 khz., 1 kw-D, 250 w-N; FM: 94.3 mhz., 3 kw, HAAT: 105 ft.)—Seeks assignment of license from Chess Enterprises Inc. to Kerrcom Enterprises for \$1,375,000. Seller is headed by Robert D. Hanna, who is also majority owner of KCLW(AM) Hamilton, Tex., and WBSR(AM) Pensacola, Fla., and has interests in three AM's, two FM's and buyer of WVSI-AM-FM Jupiter, Fla., subject to FCC approval. Buyer is equally owned by Marquis Everett Whittington and Charles L. Peeler Jr. Neither has other broadcast interests. Whittington is San Antonio, Tex., lawyer; Peeler is Dallas securities broker. Filed Nov. 17.

■ **KTER(AM)** Terrell, Tex. (1570 khz., 250 w)—Seeks assignment of license from Floyd and Willis Broadcasting Inc. to Billy D. Pirtle for cancellation of \$218,000 note. Seller is owned by Gene D. Willis (75%) and Lynda J. Floyd (25%), who have no other broadcast interests. They bought the station this year for \$295,000 ("For the Record," Jan. 3). Buyer is former owner of KTER, which he sold in 1979 for \$300,000 ("Changing Hands," April 12, 1979). He also owns KFBA(AM) Floydada, Tex., and is applicant for FM at Floydada.

Actions

■ **KRKY(FM)** Castle Rock, Colo. (92.1 mhz., 3 kw, HAAT: 299 ft.)—Granted assignment of license from Baker Broadcasting Co. to Gibson Broadcasting Co. for \$615,000. Seller is headed by James Baker, president, who has no other broadcast interests. Buyer is owned by Richard D. Gibson, president, and wife, C. Madeleine (10% each), and 11 other Colorado investors, who have no other broadcast interests. Action Nov. 16.

■ **WVOC-FM** Columbus, Ga. (102.9 mhz., 100 kw, HAAT: 1,521)—Granted assignment of license from Bluegrass Broadcasting Co. to Aylett B. Coleman for \$2 million, including noncompete agreement (BROADCASTING, Oct. 3). Seller is headed by H. Hart Hagan, president. It also owns WHOO-AM-FM Orlando, Fla.; WWSA(AM)-WCHY(FM) Savannah, Ga., and WVOK-AM-FM and WKYT-TV, all Lexington, Ky. Buyer also owns WXLK(FM) Roanoke Va. Action Nov. 14.

■ **WIBB(AM)** Macon, Ga. (1280 khz., 5 kw-D)—Granted assignment of license from 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. Action Oct. 3

■ **WCCQ(FM)** Crest Hill, Ill. (98.3 mhz., 3 kw, HAAT: 300 ft.)—Granted assignment of license from Nelson Broadcasting Co. Inc. to CHB Venture for \$360,000. Seller also owns WPOK-AM-FM Pontiac, Ill.; Larry Nelson has interest in new AM at Sandwich, Ill. Pamela Nelson has interest in new FM at Paxton, Ill. Dallas Ingemunson also has interest in WSPY(FM) Plano, Ill. Buyer is principally owned by Herbert Channick, president, who also owns WLEA(AM)-WCKR(FM) Hornell, N.Y. Action Nov. 14.

■ **WXIX-TV** Newport, Ky. (Cincinnati) (ch. 19, 1,900 kw vis., 285 kw aur., HAAT: 990 ft.)—Granted assignment of license from Metromedia Inc. to Malrite Communications Group Inc. for \$45 million. Seller is publicly traded group owner of seven AM's, seven FM's and seven TV's. John Kluge is chairman and president. Sale of station permits its just-approved purchase of KNBN-TV Dallas (see below). Buyer is owned by Milton Maltz, chairman, and Carl E. Hirsch, president. It also owns six AM's, six FM's and four TV's. Action Nov. 8.

■ **[CP]KXAX(FM)** St. James, Minn. (104.9 mhz., 3 kw, HAAT: 279 ft.)—Granted transfer of control of Starship III Broadcasting Inc. from Darryl W. Hensley and Robert Ellefson (73% before; none after) to Ellsworth R. King and Richard Rogers (27% before; 100% after). Consideration: \$20,000. Sellers: Hensley has interest in KDWD(FM) and KZEV(FM) Clear Lake, both Iowa. Ellefson has interest in KDWD. Buyers have no other broadcast interests. Action Nov. 14.

■ **WVLY(AM)** Water Valley, Miss. (1320 khz., 500 kw-D)—App. dismissed for assignment of license from Tri Lakes Broadcasting Co. Inc. to Joseph D. Lowe for \$125,000. Action, Nov. 8, taken "for failure to prosecute pursuant to section 73.3568(B) of commission's rules."

■ **KBXM(AM)** Kennett, Mo. (1540 khz., 1 kw-D, 500 w-CH)—Granted 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. Action Nov. 10.

■ **WROW-AM-FM** Albany, N.Y. (590 khz., 5 kw-D, 1 kw-N, DA-2; FM: 95.5 mhz., 9.4 kw, HAAT: 960 ft.)—Granted assignment of license from Capital Cities Communications

Inc. to Jag Communications Inc. for \$3.2 million. Seller is headed by Thomas S. Murphy, chairman. It also owns six AM's, six FM's and six TV's, and is MSO and publisher. Buyer is headed by John A. Gambling, chairman. It also owns WLKW-AM-FM Providence, R.I. Action Nov. 16.

■ **WWKO(AM)** Fair Bluff, N.C. (1480 khz., 1 kw-D)—Granted assignment of license from Marshall Media Inc. to WWKO for \$196,250. Seller is owned by Joseph L. Cussac. He also owns WBER(AM) 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. Action Nov. 10.

■ **WPCC(AM)** Clinton, S.C. (1410 khz., 1 kw-D)—Granted assignment of license from Laurens County Radio Inc. to Laurens County Communications Inc. for \$90,000 including \$15,000 cash. Seller is Dan Lynch (40%), Ray Whiteford and Lynn Cooper (30% each). It has no other broadcast interests. Buyer is owned by Donny Wilder, president (34%); his wife, Gene M., and son, Robert P. Wilder II (33% each). Donny Wilder is editor and publisher of weekly newspaper, *Clinton Chronicle*. It has no other broadcast interests. Action Nov. 14.

■ **WATO(AM)-WETQ(FM)** Oak Ridge, Tenn. (1290 khz., 5 kw-D, 500 w-N; FM: 94.3 mhz., 1.82 kw; HAAT: 395 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Oak Ridge Radio for \$225,000 (BROADCASTING, Sept. 19, 1983). Seller is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It recently sold, subject to FCC approval. WBBB(AM)-WPCM(FM) Burlington, N.C. (BROADCASTING, Aug. 15), and WPDX-AM-FM Clarksburg, W.Va. It has sold WDOV(AM)-WDSJ(FM) Dover, Del. (BROADCASTING, Sept. 5). Buyer owns WJER-AM-FM Dover-New Philadelphia, Ohio. Action Nov. 10.

■ **KNBN-TV** Dallas (ch. 33, 2,187 kw vis. max., 218.7 kw aur. max., and HAAT: 1,696 ft.)—Granted assignment of license from National Business Network Inc. to Metromedia for \$14.9 million. Seller is principally owned by Sheldon K. Turner and Nolando Hill (40% each). They have no other broadcast interests. Buyer is group owner of seven AM's, seven FM's and seven TV's. Purchase of KNBN-TV is permitted by just-approved sale of WXIX-TV Newport, Ky. (Cincinnati). Action Nov. 8.

■ **WJOY(AM)-WQCR(FM)** Burlington, Vt. (1230 khz., 1 kw-D, 250 w-N; FM: 98.9 mhz., 50 kw, HAAT: 290 ft.)—Granted 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; WLP(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. Action Nov. 14.

■ **[CP]WJPR(TV)** Lynchburg, Va. (ch. 21, 1,148 kw vis., 115 kw aur.; HAAT: 1,973 ft.)—Granted assignment of license from Lynchburg Television Associates Ltd. to TV Development Corp. for \$12,520. Seller is owned by Cheryl A. Price and James E. Price. Cheryl Price has no other broadcast interests. James Price will retain 25% interest in station. Buyer is owned by Ferrell B. Jones, president (50%); A.G. Thiessen, and James E. Price (25% each). Jones is applicant for new TV at Shreveport, La., and KSPR(TV) Springfield, Mo. Thiessen and Price are applicants for new FM at Hilton Head, S.C.; new TV's at Waterloo, Iowa, and Anacortes, Wash., and permittees for new TV's at Boise, Idaho and Gadsden, Ala. Action Nov. 8.


■ **WPUV(AM)-WPSK-FM** Pulaski, Va. (1580 khz., 5 kw-D; FM: 107.1 mhz., 2.85 kw, HAAT: minus 58 ft.)—Granted assignment of license from Claytor Lake Broadcasting Corp. to Radioc Inc. for \$415,000. Seller is owned by Jimmy R. Lester, who has no other broadcast interests. Buyer is owned by Randal J. Kirk, president, who has interest in CP for new TV at Bluefield, Va. He is attorney in Bland, Va. Action Nov. 16.

■ **WIVI-FM** Christianstead, Virgin Islands (99.5 mhz., 10.5 kw, HAAT: 1,080 ft.)—Granted assignment of license from CDI Communications to Leisure Market Radio Inc. for \$800,000 (BROADCASTING, Sept. 19, 1983). Seller is principally owned by Gerald P. Mikiitka. It also owns WKZN-AM-FM Zion, Ill. (Kenosha, Wis.); WADC(AM)-WIBZ(FM) Parkersburg, W.Va., and KQSA(AM)-KIXY-FM San Angelo, Tex. Buyer is majority owned by Stephen A. Bank, vice president of Baltimore-based Joseph Bank clothiers, and headed by Robert E. Richer, former vice president and general manager of Group W Radio Sales. It also has bought

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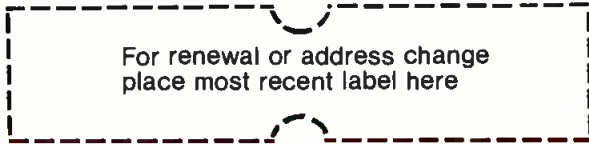
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Facilities changes

AM applications

Tendered

- WHRT (860 khz) Hartselle, Ala.—Seeks CP to change frequency to 730 khz and change power to 500 w. Ann. Nov. 16.
- WKXY (930 khz) Sarasota, Fla.—Seeks CP to increase power to 5 kw DA-N; change TL. and make changes in ant. sys. MEA action under section 1.1305. Ann. Nov. 17.
- WSJP (1130 khz) Murray, Ky.—Seeks CP to change day power to 2.5 kw/1 kw (CH); change to DA-2, and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 16.
- WLUX (1550 khz) Baton Rouge—Seeks CP to change city of license; change hours of operation to unlimited by adding night service with 5 kw; install DA-N; change TL. and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 16.
- WQIS (1260 khz) Laurel Miss.—Seeks CP to change frequency to 890 khz; increase power to 10 kw; change TL. and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 16.
- WKSN (1340 khz) Jamestown, N.Y.—Seeks CP to increase power to 500 w-D. Ann. Nov. 23.
- KRKX (1010 khz) Milwaukee, Ore.—Seeks CP to increase power to 5 kw/0.25 kw (CH). Ann. Nov. 23.

Accepted

- WKRK (710 khz) Mobile, Ala.—Seeks mod. of license to change SL and operate trans. by RC from proposed SL. Ann. Nov. 17.
- KKMC (880 khz) Gonzales, Calif.—Seeks MP (BP-810309AL, as mod.) to change TL and make changes in ant. sys. Ann. Nov. 18.

- WDJZ (1530 khz) Bridgeport, Conn.—Seeks mod. of license to change SL. Ann. Nov. 18.
- WHBC (1480 khz) Canton, Ohio—Seeks mod. of license to change SL and operate trans. by RC from proposed SL. Ann. Nov. 17.
- WRID (1520 khz) Homer City, Pa.—Seeks mod. of license to change SL and operate trans. from proposed SL. Ann. Nov. 17.
- WKVA (920 khz) Lewistown, Pa.—Seeks mod. of license to change SL and operate trans. by RC from proposed SL. Ann. Nov. 17.
- WRPX (740 khz) Hudson, Wis.—Seeks mod. of license to change SL. Ann. Nov. 10.

FM applications

Tendered

- KOJY (98.9 mhz) Dinuba, Calif.—Seeks CP to make changes in ant. sys.; change TL; change ERP to 19.0 kw; change HAAT to 815 ft., and change transmitter. Ann. Nov. 17.
- WIQI (100.7 mhz) Tampa, Fla.—Seeks mod. of CP (BPH-810218AT) to change TL; change HAAT to 1,423 ft., and make changes in ant. sys. Ann. Nov. 23.
- WNIZ-FM (96.9 mhz) Zion, Ill.—Seeks CP to change ERP to 50 kw horiz., 48 kw vert., and make changes in ant. sys. Ann. Nov. 18.
- WXYX (106.3 mhz) Maurice, La.—Seeks CP for new FM on 106.3 mhz; change ERP to 3 kw; change HAAT to 300 ft., and change TL. MEA under section 1.1305. Ann. Nov. 23.
- KDEA (99.1 mhz) New Iberia, La.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 984 ft., and make changes in ant. sys. Ann. Nov. 23.
- KNXR (97.5 mhz) Rochester, Minn.—Seeks CP to change ERP to 100 kw; change HAAT to 1,236 ft., and construct second tower. Ann. Nov. 22.
- WTYX (94.7 mhz) Jackson, Miss.—Seeks CP to change TL; change HAAT to 1135 ft., and make changes in ant. sys. Ann. Nov. 17.
- WBAG (93.9 mhz) Burlington-Graham, N.C.—Seeks CP to change TL; change ERP to 10 kw; change HAAT to 1,880 ft., and make changes in ant. sys. Ann. Nov. 23.

- WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL; change ERP to 94.2 kw; change HAAT to 1,830 ft., and make changes in ant. sys. Ann. Nov. 18.
- WHKY-FM (102.9 mhz) Hickory, N.C.—Seeks CP to change TL; change ERP to 100 kw, and make changes in ant. sys. MEA under section 1.305. Ann. Nov. 18.
- WIXL-FM (103.7 mhz) Newton, N.J.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 500 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 23.
- WPRB (103.3 mhz) Princeton, N.J.—Seeks CP to change TL; change ERP to 6 kw; change HAAT to 823 ft., and make changes in ant. sys. Ann. Nov. 23.
- WKFM (104.7 mhz) Fulton, N.Y.—Seeks CP to change TL; change HAAT to 500 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 22.
- *New (88.5 mhz) Middle Island, N.Y.—Seeks mod. of CP (BPED-83025AK) to change frequency to 88.9 mhz. Ann. Nov. 23.
- WBEA (107.3 mhz) Elyria, Ohio—Seeks CP to change HAAT to 566 ft. MEA under section 1.1305. Ann. Nov. 23.
- KATT-FM (100.5 mhz) Oklahoma City—Seeks CP to change TL; change HAAT to 550 ft., and make changes in ant. sys. Ann. Nov. 23.
- WIDD-FM (99.3 mhz) Elizabethton, Tenn.—Seeks CP to change TL; change ERP to 2.47 kw; change HAAT to 328 ft., and make changes in ant. sys. Ann. Nov. 23.
- WKBJ-FM (92.3 mhz) Milan, Tenn.—Seeks CP to change HAAT to 589 ft. MEA under section 1.1305. Ann. Nov. 15.
- *KGNZ (88.1 mhz) Abilene, Tex.—Seeks CP to change TL; increase ERP to 75 kw; change HAAT to 710 ft., and make changes in ant. sys. Ann. Nov. 22.
- WCWM (89.1 mhz) Williamsburg, Va.—Seeks change in frequency to 90.7 mhz. Ann. Nov. 23.
- KRPM (106.1 mhz) Tacoma, Wash.—Seeks CP to change TL; change HAAT to 1480 ft., and make changes in ant. sys. Ann. Nov. 15.

Accepted

- KECR (93.3 mhz) El Cajon-San Diego, Calif.—Seeks CP to decrease ERP to 1.8 kw; increase HAAT to 1,885 ft., and install new antenna and trans. Ann. Nov. 23.
- KKUS (98.1 mhz) San Luis Obispo, Calif.—Seeks mod. of CP to change SL; requests waiver of section 73.1125 (B)(2) of rules. Ann. Nov. 22.
- KYGO (98.5 mhz) Denver—Seeks CP to change TL and change HAAT to 1,302 ft. Ann. Nov. 23.
- WIMV (104.9 mhz) Madison, Fla.—Seeks mod. of CP (BPH-800815AA) to change TL. Ann. Nov. 23.
- WOJC (93.3 mhz) Tampa, Fla.—Seeks mod. of CP (BPH-830524AG) to change ERP to 95 kw; change HAAT to 1,429 ft., and change TL. Ann. Nov. 18.
- WPIO (89.1 mhz) Titusville, Fla.—Seeks change in frequency to 88.9 mhz. Ann. Nov. 23.
- WNGC-FM (95.5 mhz) Athens, Ga.—Seeks CP to make changes in ant. sys. Ann. Nov. 22.
- WJAD (97.3 mhz) Bainbridge, Ga.—Seeks CP to change ERP to 100 kw and HAAT to 1,012.8 ft. Ann. Nov. 17.
- WWLT (106.7 mhz) Gainesville, Ga.—Seeks CP to change HAAT to 1,525 ft.; change ERP to 100 kw, and change TL. Ann. Nov. 22.
- WAEV (97.3 mhz) Savannah, Ga.—Seeks CP to change HAAT to 1,000 ft. and change TL. Ann. Nov. 23.
- WNIB (97.1 mhz) Chicago—Seeks CP to change ERP to 8.4 kw and HAAT to 1,190 ft. Ann. Nov. 18.
- WXXQ (98.5 mhz) Freeport, Ill.—Seeks CP to change ERP to 50 kw and HAAT to 401 ft. Ann. Nov. 18.
- WWVR (105.5 mhz) West Terre Haute, Ind.—Requests waiver of section 73.1201(B)(2) of rules to identify as "WWVR-West Terre Haute, Ind." Ann. Nov. 23.
- KFDI-FM (101.3 mhz) Wichita, Kan.—Seeks mod. of CP (BPH-800822AE, as mod.) to change ERP to 100 kw; change HAAT to 1,139 ft., and change TL. Ann. Nov. 18.
- WMGX (93.1 mhz) Portland, Me.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 467 ft. Ann. Nov. 15.
- WTRR-FM (100.7 mhz) Westminster, Md.—Seeks mod. of CP (BPH-810416AG) to change TL; change ERP to 27.5 kw, and change HAAT to 700 ft. Ann. Nov. 17.
- WKHQ (105.9 mhz) Charlevoix, Mich.—Seeks mod. of CP (BPH-820217AR) to change HAAT to 903 ft. Ann. Nov. 23.
- WHYT (96.3 mhz) Detroit—Seeks CP to change TL;

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change ERP to 20 kw, and change HAAT to 786 ft. Ann. Nov. 23.

■ WLBS (102.7 mhz) Mt. Clemens, Mich.—Seeks CP to change ERP to 50 kw and HAAT to 500 ft. Ann. Nov. 23.

■ WDMS (100.7 mhz) Greenville, Miss.—Seeks CP to change HAAT to 450 ft. Ann. Nov. 23.

■ KFUD-FM (99.1 mhz) Clayton, Mo.—Seeks CP to change aux. ant. and ERP to circular polarization, and change ERP to 11 kw. Ann. Nov. 23.

■ KRXL (94.5 mhz) Kirksville, Mo.—Seeks CP to change ERP to 100 kw and HAAT to 405 ft. Ann. Nov. 15.

■ *WEEE (89.5 mhz) Cherry Hill, N.J.—Seeks mod. of CP to change ERP to 1.95 kw and change to directional ant. sys. Ann. Nov. 22.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks mod. of CP (BPH-811027AM) to change SL. Requests waiver of section 73.1125(B)(2) of rules. Ann. Nov. 22.

■ WBAZ (101.7 mhz) Southold, N.Y.—Seeks mod. of CP (BPH-10070, as mod.) to change TL: change ERP to 2.5 kw, and change HAAT to 333 ft. Ann. Nov. 22.

■ WDBS (107.1 mhz) Durham, N.C.—Seeks CP to change TL: change ERP to 1.35 kw, and change HAAT to 440 ft. Ann. Nov. 23.

■ WGLD-FM (100.3 mhz) High Point, N.C.—Seeks CP to change TL: change HAAT to 1,035 ft., and install directional ant. Ann. Nov. 23.

■ *WVXU-FM (91.7 mhz) Cincinnati—Seeks CP to increase ERP to 22.9 kw. Ann. Nov. 22.

■ KZBS (98.9 mhz) Oklahoma City—Seeks CP to change ERP to 100 kw. Ann. Nov. 23.

■ KZAM (95.3 mhz) Creswell, Ore.—Seeks mod. of CP to change SL. Requests waiver of section 73.1125(B)(2) of rules. Ann. Nov. 23.

■ WJSM-FM (92.7 mhz) Martinsburg, Pa.—Seeks CP to change ERP to 582 kw and HAAT to 606 ft. Ann. Nov. 23.

■ WXTU (92.5 mhz) Philadelphia—Seeks CP to change TL: change ERP to 16.0 kw, and change HAAT to 900 ft. Ann. Nov. 17.

■ New (102.3 mhz) St. Andrews, S.C.—Seeks mod. of CP (BPH-820125AG) to change ERP to 2.58 kw; change HAAT to 322 ft., and change TL. Ann. Nov. 23.

■ KSLT (101.1 mhz) Spearfish, S.D.—Seeks CP to

change TL: change ERP to 100 kw, and change HAAT to 1702 ft. Ann. Nov. 15.

■ WQLA (104.9 mhz) LaFollette, Tenn.—Seeks CP to change ERP to .900 kw; change HAAT to 563 ft., and change TL. Ann. Nov. 23.

■ KWJS (94.9 mhz) Arlington-Ft. Worth, Tex.—Seeks CP to change ERP to 100 kw and HAAT to 1,140 ft. Ann. Nov. 23.

■ KEZB (93.9 mhz) El Paso—Seeks CP to install aux. ant. sys.; change HAAT to 1140 HAAT, and change ERP to 9.64 kw. Ann. Nov. 17.

■ New (106.3 mhz) Lubbock, Tex.—Seeks change in TL; change HAAT to 286.98, and make changes in ant. sys. MEA under section 1.1305. Ann. Nov. 16.

■ KRSP-FM (103.5 mhz) Salt Lake City—Seeks CP to change ERP to 27.5 kw and HAAT to 1,106.4 ft. Ann. Nov. 22.

■ WJSY (104.3 mhz) Harrisonburg, Va.—Seeks CP to change ERP to 50 kw and HAAT to 133 ft. Ann. Nov. 15.

■ WWLH (102.3 mhz) Pound, Va.—Seeks CP to change TL: change ERP to 0.28 kw, and change HAAT to 992 ft. Ann. Nov. 15.

TV applications

Tendered

■ New (ch. 3) Charlotte, V.I.—Seeks CP to change ERP to 100 kw vis., 20 kw aur.; change HAAT to 1,710 ft., and change ant. Amended May 9, 1983, to change HAAT to 1,549 ft. Ann. Nov. 18.

Accepted

■ WBSP-TV (ch. 51) Ocala, Fla.—Requests dual authority to identify as "Ocala-Gainesville," Fla. Ann. Nov. 17.

■ WBBS-TV (ch. 60) Chicago—Seeks MP (BPCT-78090KM) to install aux. sys.; change ERP to 161.4 kw vis., 16.14 kw aur., and change HAAT to 1,581 ft. Ann. Nov. 17.

■ WTHR (ch. 13) Indianapolis—Seeks MP to change antenna and change HAAT to 970 ft. Ann. Nov. 15.

■ WDKY-TV (ch. 56) Danville, Ky.—Seeks MP to change ERP to 3,000 kw vis., 300 kw aur., and HAAT to 1,993.5 ft. Ann. Nov. 23.

■ WRDG (ch. 16) Burlington, N.C.—Seeks MP (BPCT801208K1) to change ERP to 2,525 kw vis., 252 kw aur.; change HAAT to 837 ft.; change ant., and change TL. Ann. Nov. 17.

■ KDOR (ch. 17) Bartlesville, Okla.—Seeks MP to change ERP to 85 kw vis., 8.5 kw aur.; change HAAT to 490 ft.; change ant., and change TL. Ann. Nov. 17.

■ KOTI (ch. 2) Klamath Falls, Ore.—Seeks MP to change HAAT to 2201 ft. and change overall height above ground to 186 ft. Ann. Nov. 10.

■ KHTV (ch. 39) Houston—Seeks MP to change ant. and TL. Ann. Nov. 10.

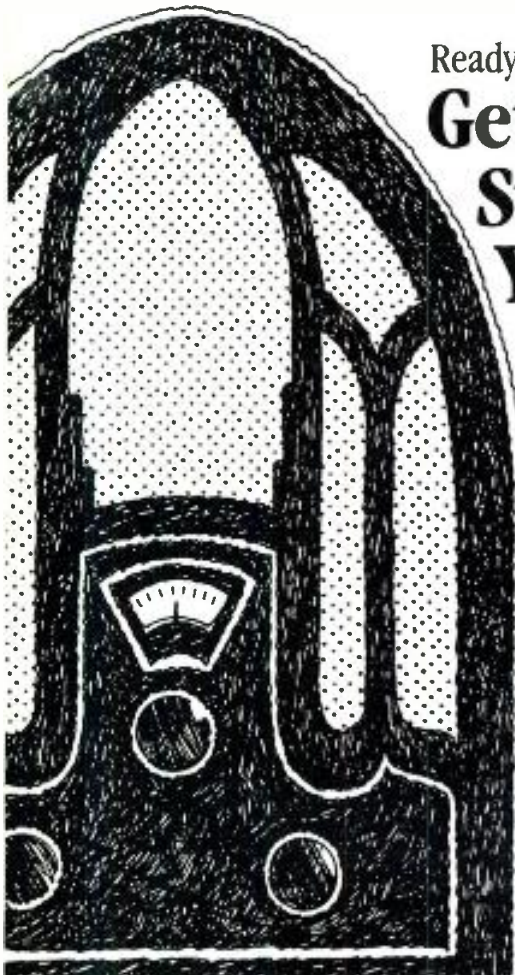
Call letters

Applications

Call	Sought by
New AM's	
WCXN	Claremont Radio, Claremont, N.C.
New FM's	
*WWFR	Family Stations Inc., Okeechobee, Fla.
KREP	First Republic Broadcasting Corp., Belleville, Kan.
*WIRR	Minnesota Public Radio Inc., Virginia/Hibbing, Minn.
*WNYW	The Public Broadcasting Council of Central New York Inc., Watertown, N.Y.
New TV	
WXIV-TV	ACTS of Eastern North Carolina Inc., Greenville, N.C.
Existing AM's	
KREL	KVOV Henderson, Nev.
WEEO	WBZT Waynesboro, Pa.
WNQM	WLUY Nashville
Existing FM's	
KIIM	KNDE Tucson, Ariz.
WSTQ	WLAX Streator, Ill.

Grants

Call	Assigned to
New AM	
WMMI	G.R.G. Associates Inc., Marshall, Mich.
New FM's	
*KSBC	Central Arkansas Christian Broadcasting Inc., Hot Springs, Ark.
*KPRN	Western Colorado Public Radio Inc., Grand Junction, Colo.
*WLPJ	Showem Inc., New Port Richey, Fla.
WGCY	John R. Noble, Gibson City, Illinois
KRRZ	Red River Broadcasting Corp., Fargo, N.D.
*WFBB	University of Pittsburgh, Pittsburgh
New TV	
KMJD-TV	Pine Bluff Broadcasting Inc., Pine Bluff, Ark.
Existing AM's	
WVX	WSWL Milton, Fla.
WQXM	WIZY Gordon, Ga.
WKKD	WFVR Aurora, Ill.
KDLP	KQKI Bayou Vista, La.
WQUE	WGSO New Orleans
KTLK	KWAZ Lubbock, Tex.
Existing FM's	
WTNT-FM	WCSN Tallahassee, Fla.
WQXM-FM	WIZY-FM Gordon, Ga.
WKKD-FM	WKKD Aurora, Ill.
KQKI	KQKI-FM Bayou Vista, La.
WQUE-FM	WQUE New Orleans
KTXF	KDUV Brownsville, Tex.



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General manager. Today one station, tomorrow two, three the next year, and we are looking for a selling general manager for Washington DC gospel AM. Opportunity for executive broadcast responsibility as corporation acquires additional broadcast properties. Minimum 5-7 years in radio sales; 3-5 years management responsibilities. Resume and salary requirements to James T. McQueen, 3262 Chestnut Street, NW, Washington, DC 20015.

Seeking general manager. Must have proven leadership abilities and experience in all areas of AM & FM station management. We offer top challenge: high growth potential; competitive compensation plan and excellent benefits. Southeastern location. Send resume to Box G-82. EOE.

Killer GM needed for contemporary class C, prosperous top 100 Sunbelt mkt. Write Box G-87.

Sales manager. Growing FM seeks goal-oriented leader for highly rated A/C in Lima, Ohio market. Earning potential to \$20K first year. Send resume and salary history to Chris Caggiano, President, WKKI, Celina, OH 45822. EOE/MF.

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

SW fulltime small market AM has opportunity for successful manager. Sales managers with good track record invited to apply. Excellent compensation plan and benefits. Equity opportunity. Send resume and full details to: Richard Schiro, 3731 Canyon Drive, Dallas, TX 75209. EOE.

Growing group needs salesmanager immediately in sunny southern California. Sales, promotions, training, a desire to make money and move up, and a proven track record are needed. Send resume: M. Morgan, PO Box 908, 29 Palms, CA 92277, or call 619-362-4264. EOE.

General manager: CHR FM, medium TN market. Desire management caliber, sales and bottom line oriented. Modern new facility with top programming/engineering. Competitive radio and single "newspaper" market of 200,000 pop. Experience, record and references a must. Negotiable salary/incentives. Write Box H-1.

Director of radio stations (general manager) wanted for university-operated public station WFSU-FM in Tallahassee, Florida. Supervises staff of 16 full-time and 12 part-time employees and oversees programming, production, development and administrative aspects of radio station. The WFSU-FM format emphasizes news, classical music, public affairs and jazz. The station boasts one of the largest radio news operations in Tallahassee as well as contractual responsibility for state-wide public affairs programming. WFSU-FM has earned an audience rating assigning it the highest market share among NPR stations. Minimum requirements: graduation from college and 6 years of managerial experience in radio field. Public radio experience preferred, as well as excellent public relations, development and managerial skills (with specific emphasis in the areas of fiscal and grants management.) Beginning salary range from \$22,000 to \$29,500. Send letter of application and resume to: Florida State University, Personnel Relations Department, 216 Suwannee Arcade, Tallahassee, FL 32306. Must be postmarked by December 30, 1983.

General manager for medium market Indiana AM/FM full-time combo. Must be energetic, goal oriented, willing to make personal sales, and be a staff leader. Applicants must show record of community involvement and sales track record. Facilities can be top biller in market. Send resume and salary history to Box H-5.

Experienced manager needed for award-winning AM/FM in western Wisconsin. Must be highly motivated with proven success in sales and administration. In return for your ability and hard work, this 23-year old company offers an excellent salary and benefits package plus a dedicated staff and a first-class facility. Send complete resume to Nelson Lent, WIXX Radio, New Richmond, WI 54017. EOE.

New FM in Texas medium sized city is in need of complete staff: general manager, program director, sales manager, salespeople, and announcers. Only those with prior experience and proven background, please. Apply only if you desire to be a fulltime team member of a growing organization. EOE/MF. Write Box H-23.

Membership manager. Public radio station. On-air membership campaigns, budgets, planning, marketing, and special events. Resume/salary history/audio tape to: Personnel, WMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. EOE.

Experienced manager for 5,000 watt fulltime AM radio station. Medium market, upper Midwest. Must be strong sales-oriented. Tremendous potential for the right person. Send resume. Position available immediately. Write Box H-30.

HELP WANTED SALES

South Florida. Want successful radio sales professional, preferably satisfied in present radio sales position except for insufficient yearly income due to small market size, depressed area, or both. Our metro (250,000 & fast growing) could solve your financial problem. Strong AM/FM, same formats for years (AM contemporary for 25; FM country for 14.) High ratings 25-54 demo. Only those in fulltime radio sales for at least 3 years need apply. Inquiries strictly confidential. Resume to Box 278, Ft. Myers, FL 33902. EOE.

Suburban top 50 upstate NY contemporary country seeks aggressive salespersons to join expanding, aggressive station. This opportunity has unbelievable potential! Resume & references to PO Box 374, Planetarium Station, NY, NY 10024.

Burns Media's Management Access Network is looking for sales managers: AM & FM facility in growing Rocky Mountain community; FM sales manager for far West Megatrend city. Send resume to Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604. EOE, M/F.

Growing group needs salespeople immediately in sunny southern California. If you're aggressive, desire money, willing to do whatever it takes to move up, the opportunity is here. Send resume to: M. Morgan, PO Box 908, 29 Palms, CA 92277, or call 619-362-4264. EOE.

KPOW, Powell, Wyoming, has opening for experienced salesperson. Excellent commission plan with an honest growth situation. Call Bill Mack, 307-754-2251.

WCII, Louisville's top AM country station, is seeking two aggressive, hard-working, experienced broadcast sales professionals. Minimum one year broadcast sales experience. RAB training a plus. Excellent benefits and growth potential. Our employees know of this ad. Send resume and references to Edward T. Hardy, Station Manager, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. An EOE.

Sales account executives needed for Panama City, Florida AM/FM broadcast facility. Both stations top rated. Excellent compensation package with strong incentive programs. Market ranked 175 in the nation and moving up extremely fast. Several key sales positions must be filled immediately. Previous print or broadcast sales experience required. Resume with your success stories should be forwarded to Jim Broadus, Cuipepper Communications, Inc., WPFM/3WQ, P.O. Box 1430, Panama City, FL 32402.

The pony seeks an aggressive, professional, adult rock salesperson. EOE. Resume to Dan Robbins, KPNY FM, Box 245, Alliance, NE 69301.

Suburban Springfield, Illinois station willing to pay big \$\$\$ to go-getter that can crack the Springfield market. We're just 20 miles away, and lots of our area \$\$\$ go there. Experience in Springfield market preferred. Immediate opening. Make yourself and us some \$\$\$! Resume to Randal J. Miller, WRVI, Box 215, Virden, IL 62690. EOE.

#1 station in top radio \$ market needs dynamic, ambitious sales manager who will settle for no less than #1 billing! Send resume to Fred Hildebrand, KVOC Radio, P.O. Box 2090, Casper, WY 82602. AA/EOE.

Self-starter, professional to work for adult-contemporary FM in central California. Garry Brill, KIQO, P.O. Drawer "O", Atascadero, CA 93423.

Account executive. An opportunity exists for a talented sales professional to join Group W's KOAX-FM in Dallas, Texas. We will be adding a person to our agency sales unit in early 1984. This person must have skills in the use of Arbitron, be aggressive, and demonstrate a desire to win. Send a letter telling about yourself and why you think you're ready for this challenge, along with a resume, to: Jack Sabella, GSM, KOAX-FM, 400 S. Houston St., Dallas, TX. 75202.

Major market opportunity! Milwaukee's no. 1 FM, WEZW, has an immediate opening for an experienced, successful salesperson. Send your detailed resume, highlighting your broadcast sales accomplishments, to: Sales Manager, WEZW, 735 W. Wisconsin Avenue, Milwaukee, WI 53233.

WCAS-AM is seeking a sales manager to sell radio advertising, develop radio marketing campaigns and recruit, train and supervise a sales staff. Interested individuals should respond with a cover letter and resume to Reverend Earl Jackson, GM, WCAS-AM Radio, 1972 Massachusetts Avenue, Cambridge, MA 02140. EOE.

Can you believe this? Cape 104 is now the only CHR on beautiful Cape Cod. We need energetic, professional salespersons immediately. Send resume to WKPE, Radio Center, Orleans, MA 02653.

Mid-South giant is seeking successful radio sales professional. Must be aggressive and promotion minded. Three years minimum broadcast sales and proven track record are desired. Good compensation, benefits, and room for advancement. Minority candidates encouraged. EEO. Write Box H-29.

Experienced, stable salesperson to assume sales manager's position for new acquisition of small group. The right person could later become GM. Upper Midwest. Box H-31.

General sales manager. East Coast suburban 50,000 watt FM is searching for a leader (not a pusher) to direct the marketing of this super potential facility. The perfect candidate will be highly energetic, organized, an excellent trainer and possess the leadership necessary to bring this facility to its rightful position in a top ten market. The uniqueness of this market demands excellent direct sales skills plus large market agency skills. The job demands a take-charge-immediately person that must build the other 50% of the sales staff quickly. The right candidate can negotiate a top caliber executive compensation plan. We believe only in winners and believe they should be compensated appropriately. Write Box H-52. EOE.

Sales/station manager—Los Angeles area FM: professional and experienced sales executive needed to initiate a turnaround at station (country-western format) in area adjacent to #2 U.S. market; outstanding local sales record required; top training and motivational skills are also a must. January availability. Very attractive salary plus incentives plus fringe compensation package. An exceptional long-term opportunity with this acquisition-oriented new owner. Please send resume and salary history, in confidence, to: Ms. Anne B. Roberts, California Radio Partners, 619 South Olive Street, Suite 300, Los Angeles, CA 90014.

HELP WANTED ANNOUNCERS

Morning personality - automated country FM live-assist. Experienced - strong production. T & R: Randy Bush, WCHY/WWSA, P.O. Box 1247, Savannah, GA 31402. M/F EOE

WCVS/WFMB, Springfield, IL, needs air personality/production pro. AC and country applicants considered. T & R: Greg Thomas, PO Box 2989, 62708. EOE/MF

Announcer needed for beautiful/easy listening. Midnight shift. Mature voice and delivery essential. Will consider minimum experience of exceptional beginner. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. Equal opportunity employer.

WNIS, Virginia's only newstalk radio station is seeking an announcer/producer. Prior experience important, but not necessary. Sports knowledge essential. Send tape and resume to Doug Boynton, Operations Mgr., 1302 Engleside Road, Norfolk, VA 23502. No phone calls. EOE.

Morning drive announcer. SMN Stardust format. Daytimer. 5000 watts. Production. Remotes. Central Pennsylvania. Resume only to Box H-38.

HELP WANTED TECHNICAL

Chief engineer for Boston 50 kw FM. Must have hands on experience and good references. Excellent working conditions. Box H-42.

One of America's finest radio groups is looking for a hands-on engineer to assist rebuilding state of the art AM/FM facility. Total professionals who want to be an important part of our success story send resume immediately to Bill Elliott, Chief Engineer, WAJZ/WKCI, 59 Quinpiac Avenue, North Haven, CT 06473.

Chief engineer—Sunbelt market. If you're tired of snow and cold and quality you can earn \$25,000 per year + and enjoy a super lifestyle in the Southwest. AM/FM combo seeking state-of-the-art engineer, expert in studio maintenance, repair and quality control. Minimum 5 years experience as chief engineer and desire to produce the best on air product possible. New studios on the horizon, so apply now and help build the future. Both stations are successful, old line properties with a history of innovative successful operation. We check all references and require complete work history and references. This is a once in a lifetime opportunity for the right individual. Equal opportunity employer. Write Box G-97.

HELP WANTED NEWS

News person. Min. 1 yr. exp. Mature. West Coast medium market. Resume to Box G-83.

Anchor/editor position available with WHO Radio, requiring knowledgeable, experienced newscaster. Salary negotiable. No phone calls. Send resume and demo tape to Bob Wilbanks, News Director, WHO Radio, 1801 Grand Ave., Des Moines, IA 50308. An EOE.

News director wanted for hottest market in New Jersey to organize large news department, assign stories, gather, write & air own news. Resume/letter only to Box H-40.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

WGBH Radio seeking a radio producer to handle on air promotion. Strong writing skills, an on-air presence with style, and well-developed sense of on air promotion that works a must. Three years experience in radio production and presentation required. Familiarity with classical and jazz formats helpful. Send recent air check and writing samples to: Ellen Kraft, WGBH Radio, 125 Western Ave., Boston, MA 02134.

Midwest radio group looking for program director. Kassebaum Radio Group is looking for a program director for its Topeka, Kansas station, WREN. The market is 180,000, the station is an oldies format, the person we seek should have experience, aggressiveness, and drive. If he/she is looking for a challenge and wants to be associated with a growing group, please send resume and air check of your work to: Gary Dick, WREN, 1001 Fillmore, Topeka, KS 66604. EOE, M/F.

Ski the slopes of the Northwest, and work with a great small market station. Benefits, great plant. Need production/personality. Need by January 1. Evening work. Dennis, 208—423-4662. T & R: KLIX., Box 1259, Twin Falls, ID 83303

Motorsports expert with strong broadcasting experience. Get involved with all phases of fast-growing network operation. Send tape, resume, and salary requirements now to: Motor-Vation Radio Network, P.O. Box 69, Farmingdale, NJ 07727-0069.

WEMU-FM seeks music producer-director for arts/music programming. Responsible for seeking, planning the recording and scheduling of local concerts and radio features. Host daily 3-hour program. Minimum qualifications: Bachelor's degree in related area of radio, music or mass comm or equivalent experience; FCC permit; full-time experience in public radio; strong background in production of short audio features. Salary range \$15,975 plus. Send resume and 10-minute audio cassette of news, classical music commentary to: Personnel Office, Northern Michigan University, Marquette, MI 49855. Must be postmarked by Dec. 22, 1983. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Experienced, versatile, stable! Current "do-all" general manager wants solid, small market. Florida, Southeast, others considered. Outstanding credentials. Write Box G-72.

Experienced 19 year veteran with VP-GM and GSM experience in small, med. and lge. markets interested in a move in the Rocky Mts. or West. Successful turn-arounds, strong collections, good knowledge of FCC, ability to rebuild from scratch. Strong sales background with RAB, Welsh, Jennings, Lontos and International Newspaper Institute. Currently employed. Available for on site interview. Call 303—241-4447.

GM/OM/national PD - former practicing attorney and programmer has unique combination of management skills; legal and business training and experience; track record of success programming major market AC and AOR; top-rated announcer CHR and AOR plus experience in talk and country; some sales. Excellent references. Call Ken Rundel, 713—266-1111; 713—342-0590.

Two-man general manager/programmer team. 30 years combined experience. Proven track records and excellent references. Programmer specializing in A/C, CHR formats. Our concepts work in turn-arounds and improving established successful operations. Top numbers delivered: dollars/ratings. Only no nonsense, growth oriented companies in top 100 markets. Box H-4.

General manager's position wanted. Presently employed, but station is up for sale. Not interested in top 50 markets. Box H-12.

Eight year pro, ready for your small market GM position or medium market middle management position. Looking for security and stability. Call Ron, 419—238-2245.

Unique background. 15 years of successful newspaper and radio top management experience. Excellent references. Box H-20.

Spending too much? Making too little? Lethargic management? Programing blah? No direction, motivation? Give me your challenge—I'll make you a satisfied owner! 12 yrs. successful sales-oriented management. Credentials, references. Please SE, sm/med. Box H-36.

SITUATIONS WANTED SALES

Mature, experienced 1st phone combo with radio/TV sales. Prefer West or Southwest location. 701—839-6362.

SITUATIONS WANTED ANNOUNCERS

Broadcast school grad. Entry level, excellent DJ, commercial writing, production. Interested sales, go anywhere. Hear audition tape. Keith, 319—355-4212 days; or 319—323-8128.

Play-by-play announcing job for college or minor league baseball. Knowledgeable, personable, with exciting delivery. Also experienced in basketball, football, TV and radio, news and sports. BA in broadcasting. Mr. Parsons, 213—273-4202 ext. 405; 213—980-5876.

Ready, willing, available. Announcer prefers nights with C/W-rock oldies formats. Ohio, nearby state. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

Wanted: good place for experienced female announcer to relocate. Please call Carrie, 516—957-0892.

Versatile broadcaster with variety of experience. Knows medium extremely well. One to one communicator. Excellent interviewer. Strong background in music, sports, politics. Seeking quality station wanting multi-dimensional, personable announcer. Northwest, Midwest preferred. Call 312—864-1226.

Desire return to broadcasting. 15 yrs. announcing experience. Robert Paul, 211 S. Lincoln, Monterey Park, CA 91754. 213—925-6790; 213—288-0511.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime. 201—777-0749.

Wonder Woman wants you to be her boss. DJ, writer, news, interviews, talk. Adrian, 201—773-3492.

Announcer/salesman with 1st. Good production, copywriting. Will relocate. Box H-37.

Attention Fla. owners-St. Petersburg-West Palm Beach-Sarasota-Melbourne, Jacksonville. I have the proven knowledge and talents to bring your station ratings and profits in A/C-CHR formats through promotions and personality. Call Gary Padfield after 5 pm CST, 715—839-7902.

SITUATIONS WANTED TECHNICAL

AM/FM broadcast engineer with 25 years continuing education in audio changing times, RF innovations, management and "character" relations—not to mention FCC gyrations! Up to the minute and down to earth. Now employed as chief in West major market, but will consider mediums. Box H-6.

Licensed broadcast engineer looking for entry level position. Willing to relocate to Oregon or Washington. Call Cindi, 415—487-5249.

SITUATIONS WANTED NEWS

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312—652-2452.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904—769-5350.

Talented sportscaster/news reporter seeks challenging news or sports position. 5 years experience. B.A., journalism. Kevin, 913—827-2383.

San Francisco Bay newsmen with seven years experience; aggressive self-starter committed to quality. Excellent writing, production, ad-lib skills. 415—858-0745, evenings.

News director for award-winning news department, medium market, wants move up. Excellent voice, conversational style. Exceptional management skills. Will relocate. Only serious career inquiries considered. Write Box H-17.

Veteran play by play. All sports, college prep. 28 years same station. Changing format. Danny Olson, 2613 W. 26th, Sioux Falls, SD 57105.

10 years' experience. Reporter, anchor. Los Angeles, San Francisco, Rome, Italy. Great radio voice. Christopher, 213—897-5460; 889-7989.

I'm an 18-year veteran of the radio news business, ready to take on a news director's or editor's job in the major markets. If you're committed to news, let's talk! Please tell all (format, salary schedule, current situation), first letter. I'll offer the best references and resume to all interested parties. Currently living in the Midwest, but willing to relocate. Fully schooled in all areas of radio news, but not interested in air work. Write Box H-43.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Operations/program manager. I've programmed leading/profitable stations in LA, San Francisco, San Jose, and Phoenix. AOR, CHR, country, A/C background. Experience in all station operations. Looking to join a management team where my experience, diligence, and energy can be put to good use. Mikel Hunter, 408—973-8199.

Need an assistant? Reliable, experienced announcer with good attitude desires to work with a professional OM or PD and learn the fine points of good programming. Sunbelt preferred, but will relocate in an any market size, anywhere, for the right situation. Write Box H-39.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Experienced major market female programmer seeks small or medium market programming position in southern Washington state. Oldies track record, extensive musicology in fields of AOR, AC, MOR, CHR, and '50s-'60s rock. I am interested in a stable, growth-oriented situation. References available. 415-222-6283, evenings only.

Dallas guy so old he has to use Roman numerals to add up his age seeks entry radio field. Seeks to start up and host talk-show entitled *Reminiscence*—a call-in, on-the-air exchange of true-life stories like *The Most Frightening Moment of My Life*, *My Funniest Moment*, *Mistakes I Regret*, *My Greatest Challenge*, *Premonitions*. Topics would cover human lifetime. Dave Brady, 214-223-7455. Evenings.

TELEVISION

HELP WANTED MANAGEMENT

General manager: The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital, Juneau, home of 24,000 people. Overall responsibility for budget of \$1.5+ million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CCBI Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCBI is an EEO/AA employer.

General sales mgr. hands-on manager in 150-200th market in SW. If you can demonstrate success in this market, will have opportunity to move up within mkt. or move to top 50 mkts. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

Gen. Mgr. Administration, programming, and good rep. relationship for turnaround of indy UHF in 67th market. On air eight months. KCBR, 5160 Park Ave., Des Moines, IA 50321. Attn: Wm. J. Trout.

Video TV consultant. Company now producing programming for national cable network. Needs guidance on further expansion. Consultant must know program marketing with networks and syndication and have broad experience with wide contacts in the industry. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 10389B, Beverly Hills, CA 90213-3389.

General manager: seeking a challenging opportunity? We are a growing station in the South. If you are a GM (min. 2 yrs. experience) or GSM (min. 4 yrs. experience) with strong organizational, budgeting and sales ability, send resume to Box H-24. EOE.

General manager. Top group owned CBS affiliate in southeast. Prefer three to five years experience. Must be experienced in budgeting, cost-control with strength in sales, news and programming. EOE-M/F. Send resume to Box H-49.

HELP WANTED SALES

Account executive: number 1 VHF station in coastal market is looking for a career oriented achiever with a successful sales track record. Group ownership, benefits and 27K+. Bob Peretic, GSM, c/o WNCT-TV, Box 898, Greenville, NC 27834. EOE.

Account executive. Small market, group owned network V. Position involves direct, agency and developmental work. Requires aggressive, disciplined salesperson. Media experience preferred. Equal opportunity employer. Write Box H-21.

HELP WANTED TECHNICAL

Transmitter/microwave supervisor or studio maintenance engineer. 3-5 years experience with general license for San Antonio. New Harris VHF transmitter and microwave. Call E. Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7128, Austin, TX 78731. EOE.

Assistant chief engineer with growth potential and good technical training for south Texas VHF. EOE. Box G-84.

VHF CBS affiliate seeks assistant chief engineer. Must possess general class FCC license. Resume: Don King, CE, KLBK-TV, Box 1559, Lubbock, TX 79408

Consulting engineer with extensive national practice seeks one or two experienced, qualified engineers. Must be a self-starter and willing to work. Degree required in EE. Must be willing to pursue registration. Career position with unlimited opportunity for growth. No clock-watchers or drifters. References will be required. Salary based on qualifications and performance. Resume to Box G-36.

Production minded engineer with sound technical qualifications and ability to train and supervise operating staff. Texas Gulf Coast VHF. EOE. Box G-86.

Assistant chief engineer. 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to Chief Engineer, KCSO-TV, P.O. Box 3689, Modesto, CA 95352.

Chief engineer. KWTW, Channel 9, CBS affiliate, is seeking a chief engineer with strong background in personnel and budget management. Plans/coordinates equipment and capital needs and responsible for technical operations. Responsible for FCC compliance. Requires B.S. degree or equivalent in related field, plus minimum 5 years TV broadcast maintenance experience. Send resume immediately to: Duane Harm, President, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Washington, D.C. communications consulting firm has an immediate opening for two experienced engineers with radio, television, or cable backgrounds. Minimum of 3 years technical experience and college degree are required. At least two years of television technical experience is preferred. Good writing skills and attention to detail are essential for this position. Extensive travel is required. Excellent compensation and benefits. Opportunity for advancement. Send resume and salary requirement to Box H-28.

HELP WANTED NEWS

News producer. Experienced, innovative producer for dynamic 50's market. This is a position of responsibility. If you stand out from the rest, then send resume today to Box G-46. Equal opportunity employer.

News director: Southeastern network affiliated station. Ability to motivate and direct news staff, plus interact departmentally in a professional manner of primary importance. Inquiries confidential. EOE. Send letter and resume only to Box G-71.

News producer. Top-notch news producer needed in major market. Applicant should have a minimum of two years news production experience with strong news judgement and state-of-the-art production skills. Please send tape and resume to Doug Cray, Executive Producer, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. An equal opportunity employer.

Weeknight anchor for SE medium market VHF. We are the dominant news team in our city and are looking for a dominant partner to join our current strong female anchor. Minimum two years on-air experience required. Resume only to Box G-88.

Weatherperson. Number one station in well known Sunbelt Market is accepting resumes for prime weatherperson. Requirements: Experienced weatherperson, knowledge of Colorgraphic weather system, and personable. Salary - \$25,000. Send resume to Box G-101.

Seeking feature news reporter who specializes in wacky news items. Send resume and tape to Boggs/Baker Productions, 240 Central Park South, New York, NY 10019.

News Director—for dominant VHF CBS affiliate and 50,000 watt clear channel AM Station in Fairbanks, Alaska. Some on-air work. Staff of five. Send tape and resume ASAP to News Director, Northern Television, Inc., P.O. Box 950, Fairbanks, AK 99707.

Central Florida's dominant news station has two career opportunities. We need a photographer and tape editor. Experience a must. Send tape and resume to Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No phone calls. Equal opportunity employer.

Bureau director: Experienced TV reporter needed to head established satellite bureau for dominant middle market station. Resume to Box H-2. EOE.

Looking for the best newspeople? Contact Steve Porricelli, Primo People, Inc. 203-637-0044. Box 116, Old Greenwich, CT 06870.

Weekend anchor. Group owned station is looking for a weekend anchor/reporter. Must have previous anchor experience, strong on-air ability and good writing/reporting skills. Tape and resume to Terry Kurtright, News Director, KTTT-TV, 601 1st Ave. NW, Rochester, MN 55901. EOE.

Reporter/anchor - Southeast. Network affiliated. Top 100 market. Group-owned. Resume only to Box H-3. EOE.

News director/anchor. ABC affiliate seeks individual strong in writing and administrative skills who can lead young, aggressive news team and co-anchor. Send tape and resume or call to discuss. Frank Pilgrim, GM, WMDT-TV, PO Box 321, Salisbury, MD 21801. 301-742-4747. EOE.

News producer to package both early and late news at a Midwest medium market ABC affiliate. You will work with an enthusiastic news operation as a part of the news management team. No beginners, please. Resume, tape and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, IL 62521. An equal opportunity employer.

News producer for major newscasts at medium market network affiliate in Midwest. Must be experienced line producer with proven management & leadership qualities. Strong writing & visual talents essential. Resumes & writing samples to Box H-22.

News photographer. 3-5 years experience news and sports. Creative, innovative, aggressive individual needed. Must have solid editing skills. Complete ENG, microwave. If you can make video sing, we want to talk with you. Southeast net affil expanding. M/F, EOE. Send resume to Box H-45.

Producer — One year experience in producing newscasts. Strong writing skills and proven news and production judgement required. Send tape and resume to News Director, P.O. Box 5068, Phoenix, AZ 85010.

Assistant news director for KRWG-TV, the PBS station at New Mexico State University. Requires Master's degree in broadcasting, journalism or related field; minimum two years full-time television broadcast news experience, including experience as assignment editor. Proficiency in ENG techniques essential. Will supervise newsroom operation with student reporters, act as assignment editor, teach ENG techniques. Salary \$17,000/twelve months. Send resume and names of three professional references by December 23, 1983, to: Jim Dryden, KRWG-TV, TV22/NMSU, Las Cruces, NM 88003. New Mexico State University is an equal opportunity/affirmative action employer.

Producer. Aggressive, creative person with 2-3 years news production experience. Able to work with graphics, frame storer, live shots and satellites. Must have solid writing and leadership skills. M/F. EOE. Send resume to Box H-46.

News anchor, M/F. Minimum 3 years on-camera news experience. Co-anchor or solo. Strong reporting background. Live field anchoring, production and editing experience desired. All ENG station, microwave, satellite. Located sunny Southeast. EOE. Send resume to Box H-44.

TV news reporter/producer. University of Florida. Requires a Bachelors degree and five years experience. Must include at least one year with ENG equipment, on-camera performances, broadcast writing, reporting and producing. Salary \$15,000-\$20,000, negotiable. Preference given candidates with demonstrated leadership qualities and desire to develop marketing skills required in public relations. Send complete resume by December 8, 1983, to: Mr. George P. Bradley, Employment Manager, 445 Stadium, University of Florida, Gainesville, FL 32611. An AA/EOE.

News reporter. Solid, aggressive person who can do more than features. Net affil. Southeast, seeks committed reporter with minimum 3 years news background. If you can write, produce and edit with class, please send resume to Box H-47. M/F, EOE.

Assignment editor, M/F. 2-3 years commercial news experience. Capable of assigning field crews, cultivating sources. Strong producer coordination. All ENG, microwave, satellite. Florida net affil. EOE. Send resume to Box H-48.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Clearwater, FL. - The Home Shopping Channel, America's original 24 hour a day shop at home cable TV service, needs show hosts. On air salesmanship and charisma important. Call Richard Speer, 813-461-9495, for details on how to prepare a ¾ VTR to submit with resume. An equal opportunity employer.

Program director. Independent needs program director. Extensive experience in programming, promotions, and operations necessary. EOE. Resume to Box G-79.

Florida Suncoast. Join our growing team in the sun. We are a state-of-the-art production/post-production facility servicing major corporate clients. Strong local base. Our current expansion has created the following openings: General manager: Must be sales-oriented and familiar with the daily operation of a videotape facility. Should be able to bring new approaches to the marketing of our services to industrial and commercial clients. Creative production experience preferred. Editor: Experienced in computer-assisted editing, type C 1" and digital effects. Good rapport with clients and a solid understanding of the post-production process for corporate shows a must. Engineer: Experienced in trouble-shooting and maintenance at the component level. Familiar with digital circuitry and software. If you are a self-starter who enjoys producing quality work in a pleasant environment, apply today! Send resume and salary history in confidence to Box G-102.

Producer/writer needed in promotions dept. at SW major market independent TV station. Two years independent TV promotion/production experience needed; creativity a must. Send resume and demo reel of recent work to: Dept. P, KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. No phone calls, please. EOE.

News promotion director responsible for creating and producing daily and series news promotion for large market Florida VHF. Hands-on off-line editing and strong writing skills a must. On-air, print and radio promotion experience necessary. Send resume to Box H-9. Equal opportunity employer.

Video engineer. Rapidly expanding video production and post production facility has immediate openings for the following: video tape editors (2 - jr. & sr.); studio maintenance engineer; remote vehicle maintenance engineer. Send resume and salary requirements to Frank J. Ayd, Flite Three Recordings, Ltd., 1130 E. Cold Spring Lane, Baltimore, MD 21239.

Art director position. Top 10 market. Experience with Still Store System, electronic graphics; need creative individual to work for promotion department, as well as to service programming, public affairs, and sales. Budget supervision mandatory. Send resume, written samples, and salary history to Box H-41. EOE. Totally confidential.

Promotion manager. Challenging career opportunity for experienced advertising/promotion specialist. Requires ability to plan/administer all station advertising and promotion campaigns and budget. Some creative input on commercial accounts. Strong creative, writing, production skills essential. Ad agency experience helpful. Resume/tapes/salary requirements to Margaret Shadburne, WAVE-TV, P.O. Box 32970, Louisville, KY 40232. No phone calls. EEO employer.

Photographer/editor: Top 10 network affiliate needs aggressive, creative go-getter for creative services & special projects. No beginners. EOE. Resume/salary requirements to Box H-25.

Producer/director to oversee historical documentaries, cultural and performance programs. Minimum three years experience required. Strong visual and writing skills preferred. Salary: \$16-20 K. Resume and ¾" cassette to: Dick Hoffman, Senior Producer, WPBY-TV, Third Avenue, Huntington, WV 25701. Deadline: January 2, 1984. EOE.

SITUATIONS WANTED MANAGEMENT

You need our general manager, Bill Mc Donald. We, his staff, have paid for this ad. He is a great general manager. Skills include: budgeting, personnel management, training. He has been an anchor, news director, production manager, local/regional sales manager, program manager, handled FCC matters, and does projections. Station sale makes him available to you. Call him: 512-727-7799; 512-727-8888.

High-powered broadcasting pro seeking top flight management challenge with major media company. 16-year background includes eminent credits in management, sales, performing & news/public affairs. Extremely intelligent, imaginative & attuned to people. An achiever! 35, stable, refined. Exceptional instinct for what will move an audience. Ready for a challenge. Write Box H-14.

SITUATIONS WANTED TECHNICAL

FCC general license with radar endorsement technician. One year administrative (also some technical) experience at 3 New York City stations. Entry level budget, willing to relocate. Phone 212-837-1616, or write Joe Caruso, 1366 72nd St., B'klyn., NY 11228.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 804-266-1715.

Female cable reporter, producer, editor, all in one. Now looking to relocate to larger market. Box G-43.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

Entry level sports position, anywhere. Experienced radio play by play man with good interview skills seeks reporter/anchor position with small market TV station. Tape and resume available. Call Kerry, 404-284-8490.

Veteran sportscaster eager to join operation which justly rewards credibility, leadership, and versatility based on college degree in communications, 11 years professional experience, and overall solid background. Available immediately. 203-673-2231.

Anchor/reporter. Experienced, attractive newsman in the 007 tradition. Radio announcer-reporter with on-camera TV background, newspaperman, former U.S. government advisor, former Newsweek writer. French/Spanish speaker exploring good, long-term possibilities. All market inquiries welcome. Clayton Willis, 3251 Prospect St. NW, Washington, DC 20007. 202-338-3900.

Sportscaster. Experience with ACC basketball and USTA tennis. Worked in 2 major markets. VTR. Steve Kassel, 301-655-5014.

Weatherman. Experienced, mature, personable, seeks spot in small to medium market. Strong meteorological knowledge, feature, and environmental reporting skills. Salary and location flexible. 319-391-4077.

Will you be ready for February's rating period? This anchor/producer would have to give present small market employer ample notice. Let's do this before Christmas. Box H-13.

TV sportscaster - 2 yrs. experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213-932-1510.

Top rated anchor/producer testing free agency. 14 yrs. TV/radio, 5 with present firm. The competition would be glad to see me go. Nothing now? Put me on file, you never know. Box H-35.

Experienced Los Angeles journalist with communications degree and 15 years journalism and on-camera experience seeks anchor position in small to medium market. For tape and references, call Bruce, 612-839-2600.

Award-winning Canadian TV reporter/anchor seeks job in Sunbelt, Calif. to Fla. 6 years exp. news & sports. communications degree, good looks/personality. Write Box H-32.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer-editor-videotape operator seeks full-time position. 7 years TV-radio experience. Call Charles Rakestraw, 615-272-4625.

Mass media communication college graduate with 4½ years experience as supervisor of closed-circuit instructional media facility seeking television production position. Write Box H-7.

Entry-level position sought by college graduate. Interned with talk, network, etc. Will relocate. Position should be challenging and have growth potential. Write Box H-8 or call 201-379-9582. Advice, career suggestions welcome.

Experienced promotions producer seeks challenging new position. Strong background in sports, production, and marketing. Box H-10.

Designer/art director. 28-years television experience in one and two-man shops. Sales promotion to news graphics and everything in between including some computer graphics. Excellent in-house production type. Strong print background. Top references. Reply Box H-15.

Position wanted. 32 yr. old, BA in English, 7 years television experience seeks producer/editor position in commercial production, magazine format and/or special projects work. Have extensive EFP and ENG experience including lighting, videography, and computer assisted 1" editing. Experienced in both 1" and 3/4" formats. FCC license. Box H-16.

CABLE

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Recent graduate seeks entry level position with growth potential in Cable production. Will relocate, strong background in talk. Call V. J., 201-379-9582.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Experienced professional to direct Broadcast News Services unit for the University of Iowa Office of Public Information. Duties include producing radio/television reports, developing and maintaining media contacts, monitoring budget, supervising professional staff and developing long range plans. Must be proficient in all areas of audiovisual and broadcast journalism. Minimum requirements include a B.A. degree in broadcast journalism or related field, or equivalent; three to five years hard news experience; one to three years public relations experience, preferably in university setting. Starting salary ranges from \$19,410 to \$22,500, depending on experience. Send letter and resume to Ross Hagen, Associate Director, Public Information and University Relations, The University of Iowa, 5 Old Capitol, Iowa City, IA 52242. The University of Iowa is an equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

Fellowships at MIT for science journalists: the Vannevar Bush Fellowship Program is offering eight fellowships with a stipend of \$16,000 each for the academic year 1984-85 in the program in science, technology, and society at MIT. Fellowships are open to science technology freelance writers and employees of news-gathering organizations. Three years experience preferred. Deadline: January 15, 1984. For more information and application, please write: Vannevar Bush Fellowship Program, E51-128, MIT, Cambridge, MA 02139. MIT is an equal opportunity/affirmative action employer.

Mass communication. Assistant professor position (tenure-track) available September, 1984. Salary to \$26,000, depending on qualifications and experience. Possibility of evening and summer teaching for additional remuneration. Ph. D. and professional experience required. Areas of primary instruction: TV production; TV writing; media criticism; cable TV management; introduction to broadcasting; and radio production. Minorities and women are encouraged to apply. Send curriculum vitae and letters of recommendation by January 13, 1984, to Dr. Irene K. Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An equal opportunity/affirmative action employer.

Telecommunication faculty member. Desired areas of interest: comparative (international) systems, TV production and/or broadcast journalism. Other areas of broadcast/cable specializations will also be considered. Qualifications: Ph. D. degree (ABD considered), professional experience, and teaching experience. Position begins in mid August, 1984. Letter of application, vita, letters of recommendation, and other materials should be submitted to Dr. Mitchell E. Shapiro, Chair, Telecommunication Faculty Search Committee, P.O. Box 248127, Department of Communication, University of Miami, Coral Gables, FL 33124. Application deadline is January 20, 1984. AA/EOE.

HELP WANTED INSTRUCTION CONTINUED

Two broadcasting faculty positions (both tenure track). One to head sequence and teach television production, programming, and directing. Ph. D. preferred. College teaching and professional experience essential. Some college administration needed. Second position to teach announcing, television production, and be in charge of TV studios. Ph. D. preferred. College teaching and professional experience essential. Rank, salary commensurate with qualifications. Positions open beginning Fall, 1984 (Aug. 17, 1984). Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 graduate students, 11 faculty/staff members, 100,000 watt FM stereo radio station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cablevision system. An equal opportunity/affirmative action employer.

University of Florida is seeking an instructor/assistant professor for Fall, 1984, on nine month, tenure track position to teach television production and other courses of interest. Summer teaching possible. Salary range \$18,500 - \$23,000. Ph.D. with teaching and professional experience preferred, MA required. Salary and rank dependent on qualifications. Send application letter, resume, and three letters of reference before January 31, 1984, to Dr. John Wright, Department of Broadcasting, University of Florida, Gainesville, FL 32601. The University of Florida is an equal opportunity/affirmative action employer.

Broadcasting - East Tennessee State University is seeking an assistant or associate professor for a tenure track position beginning August 15, 1984. Candidate will teach undergraduate courses in radio production and broadcast news and assist in advising campus radio station. Minimum of two years of professional experience in responsible position and Master's degree required, Ph.D. preferred. Salary will be competitive. Program, administered in department of communication, enrolls 125 majors. Contact Personnel Office, ETSU, Box 24070A, Johnson City, TN 37614. ETSU is an equal opportunity/affirmative action employer.

Graduate assistantships available. Graduate assistantships are available in communication for students interested in working on a Master's degree. Candidates must be college graduates with academic or professional experience in one of the following: television, radio, film, speech, journalism, photography, advertising, public relations, intercultural communication, or debate. Experience may be gained through major course work or from professional activities during or since college. There are also opportunities to work or teach in those areas. The stipend is \$4000 minimum for nine months plus waiver of tuition and fees. Single students may take advantage of an inexpensive room/board package offered. Some openings in January, most for September. Minority applications are encouraged. Interested parties should send detailed resume, with grade point average and G.R.E. score and/or test date to: Dr. Gerald V. Flannery, University of Southwest Louisiana, Communication USL, Box 43650, Lafayette, LA 70504.

Tenure track position in broadcast production and direction, Ph.D. preferred, M.A. required. Experience in television production. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application is Jan. 13, 1984. Send letter of application and curriculum vita to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Boston University's School of Public Communication is seeking candidates for chairperson of the broadcasting/film department. Ph.D. and/or substantial professional experience is required, with demonstrated abilities in teaching, research and administration. Should have academic or professional expertise in one or more areas of broadcasting/film with strong interest in and knowledge of new technologies in both of these areas. Candidates should send letter of application and two resumes to Joyce Greenwood Rogers, Administrative Assistant, Boston University School of Public Communication, 640 Commonwealth Ave., Boston, MA 02215. Deadline for application: January 6, 1984. An affirmative action/equal opportunity employer.

Target level: Instructor/assistant professor for Fall, '84. Teach basic and advanced television production/directing and advise student television production organization. Tenure-track. Master's required, Ph. D. preferred. A background in studio and remote television production is desirable. Send resume, transcripts, and three references by January 15, 1984, to Dr. Robert Craig, 342 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Central Michigan University is an affirmative action and equal opportunity institution.

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.

Looking to purchase studio with or without equipment and/or 1" editing suite. Move-in condition. NYC area. Write Box G-70.

Wanted: Old Western Electric, RCA, tubes, amps, speakers, mics, McIntosh, Marantz amplifiers. 713-728-4343. Maury Corb, 11122 Atwell, Houston, TX 77096.

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.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—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.

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.

Six inch 70 ohm rigid coax in 19.5 lengths. Thirty eight full lengths plus several short pieces and gas barriers are available. Removed from service July this year. 404-964-3764.

Speck SP800C 16 track console: 16 X 8, with patch bay & cabinetry. Used in production of many national syndicated features. Excellent condition. \$4,500. Call Marshall, 800-527-5335.

Automation & satellite insert systems. All formats & all commercial cart handling needs. Cetec/Schaffer automation. Special Fall prices. Mark O'Brien, Holt Technical Services, 215-865-3775.

Complete jig set up to build towers, 12" - 66" face. Revolving jig for final welding. Leg jig for flanges. \$20,000 value-bids welcome. 918-540-2435 bus.; 918-542-5770 res.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Ampex ATR 800-2 audio recorders in stock-your Ampex AG440-351 trade wanted. We stock Ampex, Capitol, 3M tape and carts. Call us for your best price. NorthWestern, Inc., 800-547-2252.

Andrew emergency cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850. 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-6500. Box 590, Leesburg, VA 22075.

LPTV equipment for rent. 100 watt UHF minimum package installed. 713-479-1614.

Top thirty Northeast TV station has three year old news set for sale. Designed by Graphic Express. Photos available. Call Gary Legters, 716-856-1414.

Ampex VPR 2-B one inch slo motion controller Model SMC - \$100. Television Graphics, 201-444-2911.

RCA TCR-100 cartridge tape machine, good condition. Contact Bill Orr, 614-460-3700.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

DJ's only: Call 213-434-0203 24-hours for weird new thrill!!! No GM's, consultants, etc.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

The Wine Cellar: put world renowned wine critic, Bob Schoolsky, to work for your station. Tap into more of the restaurant advertising dollar in your market with this syndicated feature. Call or send for a demo: GSRN Inc., Box 1326, Newark, NJ 07101; 201-428-8775.

MISCELLANEOUS

Demo videotapes critiqued. Experienced broadcasters evaluate and advise. News; production. Maximize job chances now! For information, write: Television Research Associates, Box 64642, Dallas, TX 75206.

INSTRUCTION

San Francisco, FCC license, 6 weeks, 1-23-84. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

RADIO

Help Wanted Sales

SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

Help Wanted Management

RADIO SALES MANAGER

Hands-on, RAB-trained sales manager needed for top 40 full powered class B FM in top 30 market. Must be experienced in leading a 10 person sales staff, capable of training and upgrading. This \$40K plus package will be available Jan. 1, 1984. If you're interested in proving how good you really are, send your resume and references to Box H-26. All inquiries strictly confidential.

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A Rare Opportunity...

...with Arbitron in our Chicago Office, as Central Division Manager. As one of the three Division Managers, you will be reporting to the V.P. of National Radio Sales. You will be working in an exciting environment, calling on major market broadcasters and group heads, handling the day-to-day challenge of your regional sales staff, while maintaining contact with your Southeast regional sales manager in Dallas.

The person we are seeking should have at least 3+ years experience as a regional sales manager and/or general manager. You should be a self starter, possess good management skills, be ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent salary plus incentive plan, generous & comprehensive fringe benefits, and an atmosphere conducive to professional advancement. To explore this rare opportunity, send your resume to:

Richard Lamb
**The Arbitron
Ratings Company**
A Control Data Company
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New York, NY 10019

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There's no
challenge like it
in the world.

The Voice of America is offering you the challenge and the opportunity to put your engineering skills to practical use while updating and operating the VOA worldwide broadcast communications network. We need you to help us manage and operate our existing stations and new stations, both in the U.S. and overseas. There are opportunities to grow with a growing system.

Relay Station Directors

Experience required in the management and operation of radio transmitting stations either in the U.S. or overseas. VOA stations consist of high power shortwave and medium wave transmitting facilities, power plants and related telecommunications systems. Station Directors supervise large staffs of both American and foreign nationals; plan and administer financial resources; maintain public relations with the local community and with foreign governments.

Field Engineers

Positions open for all levels of field engineers at U.S. and overseas locations. It's the Field Engineer who is responsible for keeping the VOA transmitters on the air seven days a week, twenty-four hours a day! Responsibilities cover all phases of operation and maintenance of high power (up to 1,000,000 watts) medium and shortwave transmitters and telecommunications subsystems. Duties include daily operations, routine and emergency maintenance and repair; testing and evaluating new electronic equipment and modification of existing equipment. Entry-level positions include "on the job" training.

Relay Station Plant Managers

Responsible for the supervision of all activities at either a transmitting plant, a receiving plant or a power plant at stations both in the U.S. and overseas. Responsibilities include supervising

station personnel in the operation and maintenance of plant facilities, equipment and property. Additional duties will be to direct operations and maintenance, direct special project activities, develop budget estimates and financial plans, coordinate work effort of the plant, and serve as advisor and consultant to the station director.

The wide ranging benefits of Federal employment are enjoyed by all Voice of America personnel. They include salaries commensurate with experience, liberal vacation and sick leave program, health and life insurance for you and your family, and a generous retirement plan.

We would like to hear from you. We invite qualified professionals to submit applications for these uniquely challenging and rewarding positions. Write to us. You can expect an early response.

For more information, please send your resume in confidence to:

Voice of America
Director of Engineering
Suite X
Post Office Box 1625
Washington, D.C. 20013

U.S. Citizenship required. A thorough background inquiry may be necessary. Voice of America is an equal opportunity employer.



The Voice of America is part of the U.S. Information Agency.

Help Wanted Technical

CHIEF ENGINEER

Major group broadcaster is now accepting applications for the position of chief engineer for AM/FM combo. Excellent salary and benefits, plus full technical support. Only experienced chief engineers with strong technical as well as administrative skills should apply. Resume to Box G-93. EOE.

TELEVISION

Help Wanted Management

PROMOTION MANAGER

Major market, East Coast CBS affiliate has an opening for a promotion manager. If you have a minimum of three years experience in all phases of station promotion, and wish to work for an organization that not only places heavy emphasis on promotion, but provides the budget and other resources to do the job right, then send your resume immediately to Box H-18. College degree preferred. An EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

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**Help Wanted Management
Continued**

**TELEVISION
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OPPORTUNITIES**

Get in on the ground floor!

An exciting new TV station in Ontario, CA, will air Jan. 1, 1984, to service the Los Angeles area.

IMMEDIATE OPENINGS

for experienced, qualified professionals in all staff positions, including:

- General Manager
- Broadcast Engineers
- Production Manager
- Operations Manager
- Program Director
- Sales Representatives
- Clerical

Excellent salaries & Comprehensive benefit package. We are an equal opportunity employer. Qualified applicants should send resumes to:

**HBI ACQUISITION
CORPORATION
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IRVINE, CA 92714**

**NEW INDEPENDENT TV STATION
NEW ORLEANS, LA**

Growth opportunity. New station, signing on in February, 1984, now interviewing applicants for positions in all departments. Candidates sought for management, as well as technical and clerical support levels. Prefer background in television and/or related communications fields. Should be able to thrive under stress, adversity, fluctuating hours, and a hard-hat construction environment. Send resume and references to:

P.O. Box 50069
New Orleans, LA 70150-0069
EOE,M/F

Help Wanted News

CO-ANCHOR

to complement male anchor for number one-rated, 60-minute newscast, Monday-Friday, and to produce and report news series as part of Peabody award winning newsroom. Send resume and tape to: News Director, WSMV, P.O. Box 4, Nashville, TN 37202.

**Help Wanted News
Continued**

**NEWS
PRODUCER**

Aggressive, creative producer for East Coast top 10 market network affiliate. Must be a leader & a motivator, with knowledge of (& enthusiasm for) latest technology. Minimum of 2 years' TV news production experience required. Send resume and writing sample to:

BOX H-53

An equal opportunity employer, we encourage minority & female candidates to apply.

**Help Wanted Progaming,
Production, Others**

**PRODUCER FOR NEW
DONAHUE-TYPE SHOW**

We're looking for that creative producer who can choose just the right guest for a daily, one-personality/one-topic program. The show will be live with a studio audience and the Donahue dynamic. Hosts are already successful in the market. The ideal candidate already has experience producing a similar show and has national booking contacts and immediate availability. Guests will be flown in from all over the country. Please send letter and resume (no tapes) to Steve Edelman, E.P., KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

SFC

Santa Fe Communications is now hiring television professionals to produce portions of a national, daily Catholic television program. We have immediate need for:

- STAFF PRODUCERS**
- TELEVISION SCRIPTWRITERS**
- DIRECTOR/CAMERAPERSON**
- VIDEOTAPE EDITORS**
- PRODUCTION ASSISTANTS**

Salary and benefits compare favorably with industry standards. Send resumes, demo tapes, and/or script samples to: Santa Fe Communications, Personnel Department, P.O. Box 8034, Ann Arbor, MI 48107. Phone inquiries welcome at 313-665-9354 only **After** a resume has been received.

**Help Wanted Progaming,
Production, Others
Continued**

**PROMOTION PRODUCER/
WRITER**

We are a top 25 CBS affiliate with an immediate opening for a producer/writer in our promotion department. Responsibilities include all phases of on-air promotion, with special emphasis on news. Candidate must have a minimum of three years' television experience, with proven experience in promotion. Directing experience a plus, college degree preferred. Send resume to Box H-19. An EOE.

Situations Wanted Management

**VERY SUCCESSFUL GM
AM/FM/UHF-TV**

Turn around success, start up success, UHF a specialty. Impeccable credentials, excellent programmer, recruiter, sales leader. Budget trained, bottom line oriented. Consider any combo AM/FM/TV with good company. Prefer Southeast. Call 813-482-4338, or write Bob Ratcliff, 7728 Bass Rd. RR20, Ft. Myers, FL 33908 for resume.

Employment Service

RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJ's, news, PD's, eng., sales. In Australia, Canada, U.S., all markets, for beginners to experienced. Introductory offer: One wk. computer list \$8.00, or save \$38.05, 7 consecutive wks. for \$17.95. A.C.A. Job Market has thousands of jobs yearly in 3 countries. A.C.A. Job Market, 452 W. Dearborn St., Dept. B., Box 945, Englewood, FL 33533.

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.**

RADIO PERSONNEL NEEDED

Many radio stations are now planning personnel changes for the first of the year. We are preparing for the annual upswing in job openings. You too should be planning ahead. If you are seriously considering a move, chances are NATIONAL can help. NATIONAL places radio personnel from coast to coast. For complete details, including brochure and registration form, enclose \$2.00 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
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ACT NOW: 205-822-9144**

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Fellowships for the 1984-85 academic year: Grants of \$18,000 plus tuition for nine months of study in a non-degree, non-credit program anchored in, but not confined to, the humanities and liberal arts. Applications due March 1, 1984. For brochure and forms, contact:

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The University of Michigan

2072 Frieze Building
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Phone: (313) 763-2400

(Program formerly called: N.E.H. Fellowships for Journalists)

Help Wanted Management



The General Commission on Communication of the United Methodist Church

is now accepting applications
for the executive position of

General Secretary

Candidates must have working knowledge of the structure and policies of the United Methodist Church, be experienced in communications media and its new technologies, possess strong executive abilities to build and manage budgets and provide creative leadership. For complete details and job description, write to **Mr. George Koehler, UMC Search Committee, c/o Gateway Communications, Inc., Suite 612, Executive Building, Cherry Hill, New Jersey 08002.**

Help Wanted Sales

MARKETING SALES MANAGER

Growing, 3 yr. old company with excellent reputation in TV broadcast industry seeks a marketing/sales manager to balance its management team. Position requires experience in TV equipment manufacturing, with emphasis on market research, development & managing of product distribution channels, pricing policies, & management of nationwide sales programs, including advertising, trade shows, literature, etc. Salary, incentives, & equity position negotiable. Send resume to:

GRAHAM-PATTEN SYSTEMS, INC.
PO BOX 1960
GRASS VALLEY, CA 95945

Help Wanted Technical

LOOKING AT SATELLITES?

Dynamic new communications firm based in Rutherford, NJ, seeking experienced audio/video network controllers. If you're knowledgeable in audio/video traffic, have worked with a broadcaster and/or a common carrier and are familiar with tariffs and Telco services, there could be an exciting opportunity for you. Computer programming essential. Bachelors degree or equivalent preferred. Qualified individuals should forward resume and salary requirements to Box H-34. Equal opportunity employer.

Public Notice

THE TOWN OF LEWISBORO

in Westchester County, New York, invites applications for a cable television franchise. Applications should be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until May 31, 1984, and all applications received will be available for public inspection during normal business hours at the Town House, South Salem, NY 10590.

Miscellaneous

THE BEATLES ARE BACK!!

The "Beatle Hideaway" is a custom-built mobile home, built and decorated to the Beatles specifications, and used as their living quarters and stage home during part of their 1964 American tour. All decorations and fixtures, even towels, dishes and accessories, are original. This vehicle has been featured worldwide on radio and TV, in newspapers and magazines. It would be ideal for a radio station remote studio, or travelling promotional exhibit, attracting big crowds everywhere. For information, please contact.

FLAGSHIP COMMUNICATIONS, INC.
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Cleveland, OH 44141
216-526-6017

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 Wilcoxon Drive, Fairfax, VA 22031 703-425-7376.

Wanted To Buy Stations

WANT AM, FM, OR COMBO

Southern half of California, Nevada, Arizona. Qualified buyer. FULL PRICE - will pay full price for your property if you're willing to sell on flexible terms (little or no money down). Write Box G-99.

For Sale Stations

RETIREMENT FORCES

immediate sale of very profitable AM/fulltime and class C FM in western Kentucky growth and resort area. Suitable for absentee group or individual. Valuable real estate included. Price \$1,750,000, which is about 8 times annual cash flow. Liberal terms to qualified buyer. Send inquiries to Box G-77.

Help Wanted Technical

LOOKING AT SATELLITES?

Dynamic new communications firm based in Rutherford, NJ, seeking experienced audio/video network controllers. If you're knowledgeable in audio/video traffic, have worked with a broadcaster and/or a common carrier and are familiar with tariffs and Telco services, there could be an exciting opportunity for you. Computer programming essential. Bachelors degree or equivalent preferred. Qualified individuals should forward resume and salary requirements to Box H-34. Equal opportunity employer.

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BOB KIMEL'S NEW ENGLAND MEDIA, INC.

GREAT MULTIPLES

This AM daytimer located in a large market has owned transmitter site and excellent leased studio facilities. \$440,000 firm with \$140,000 down means you'll be buying at 1 1/2 times 1982 sales and 4 1/2 times 1982 cash flow.

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STATION				CONTACT	
CA	MED/Met	AM/FM	\$2,200K \$500K	Corky Cartwright	(303) 740-2224
NB	Metro	AM/FM	\$1,750K Cash	Bill Lochman	(816) 254-6899
Mt	Metro	AM/FM	\$1,400K \$400K	Greg Merrill	(801) 753-8090
OR	Small	AM/FM	\$900K \$250K	Elliot Evers	(213) 366-2554
AR	Small	AM/FM	\$900K \$175K	Bill Whitley	(214) 680-2807
NC	Small	AM/FM	\$627K \$40K	Mitt Younts	(804) 355-8702
TN	Metro	AM	\$600K \$240K	Bob Thorburn	(404) 458-9226
CO	Metro	AM	\$450K \$12K	Brian Cobb	(404) 458-9226
FL	Medium	AM	\$450K Terms	Randy Jeffery	(813) 294-1843
OH	Small	AM/FM	\$440K Terms	Ernie Pearce	(615) 373-8315
TN	Small	AM/FM	\$300K \$87K	Ernie Pearce	(615) 373-8315
Co	Small	AM	\$285K \$85K	David La France	(303) 534-3040

To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226

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One of the highest AM revenue producing stations in the Carolinas. Little FM competition, very valuable real estate. Excellent growth market. \$1,475,000, terms.

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Area Code 213 986-3201

CLASS C FM/FULLTIME AM

Midwest market combo returning to profitability. Combined 1983 revenue is \$1,000,000. Asking price of \$2,000,000 leaves significant growth for new owner. Qualified principals, please. Write Box H-51

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers
Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
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CENTRAL PA AM FOR SALE

1KW AM, single station market. Best equipment, great bottom line & staff! Super opportunity for owner/operator. \$675,000, 30% down, plus good terms; or \$575,000, cash. You have to see this one to believe it!!! Write Box E-157

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AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

WALKER MEDIA & MANAGEMENT, INC.

Brokers — Consultants — Appraisers

- William L. Walker, Pres., PO Box 2264, Arlington, VA 22202. 703-521-4777.
- John F. Hurlbut, VP, PO Box 1845, Holmes Beach, FL 33509. 813-778-3617.
- David E. Hurlbut, Midwest rep., PO Box 553, Mt. Carmel, IL 62863. 618-263-3380.

FOR SALE BY OWNER

AM/FM stations in second fastest growing area in California. Looking for investor(s) or owner/operator so state of the art equipment can be added. If you're looking for your first station investment, this is it. Write Box H-11.

FOR SALE

Television construction permit for sale in top 25 market. All replies held in strict confidence. Write Box H-27.

BARGAIN PRICED

North Carolina small AM daytimer, including valuable building and land with house on property. Station is being taken back by former owner, who wants to sell station for assumption of outstanding notes of \$150,000. Notes have good terms and interest rates. Reply to P.O. Box 260, Allavista, VA 24517.

CENTRAL FLORIDA RADIO STATION

5 kw daytime, 1310 KHz situated on approximately 4 acres. Marketing coverage area approximately 375,000. Sale price \$350,000. \$30,000 down. Call 813-324-2002.

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RADIO TV CTV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750
East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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UHF network television station for sale in Texas. Price includes real estate - \$4,000,000, terms. Write Box H-33.

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**SPECIAL NOTICE:
ALTERED DEADLINE SCHEDULE**

The following dates will serve as classified advertising deadlines for the issues specified. **Reminder:** there will be no issue published Mon., Dec. 26, 1983.

- MON., DEC. 12, 1983** will be the deadline for the Dec. 19 issue.
- WED., DEC. 21, 1983** will be the deadline for the Jan. 2, 1984 issue.
- FRI., DEC. 30, 1983** will be the deadline for the Jan. 9, 1984 issue.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—**all** copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

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Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Allan Wilson, VP and general manager, Century Broadcasting's WABX(FM) Detroit, joins co-owned WAIT(AM) Chicago in same capacity.

Jim Meltzer, VP and general manager, WTRX(AM) Flint, Mich., named director, AM stations, for parent, Mid America Media.

Dana Horner, general manager, KJZZ(AM)-KLSY(FM) Bellevue, Wash., named VP.

Richard Paye, general manager, KAIR(AM)-KJYK(FM) Tucson, Ariz., named VP.

Barbara Cyr, station manager, WVII-TV Bangor, Me., named general manager.



McAley

David McAley, VP and station manager, WMRO(AM)-WAUR(FM) Aurora, Ill., joins WMBD(AM)-WKZW(FM) Peoria, Ill., as station manager.

Richard Tomlinson, president, Craftsmen Printing, Charlotte, N.C., joins WGSP(AM) Charlotte as president.

Edward Koplár, director of operations, KPLR-TV St. Louis, named VP, operations, for parent, Koplár Communications there. **Larry Marcus**, VP, administration and planning, KPLR-TV, named VP, business affairs, Koplár Communications.

Philip Lewis, general manager, WCCO(AM) Minneapolis-St. Paul, retires, but remains consultant with station.

Bob Nell, program director, WYYY(FM) Syracuse, N.Y., named operations director, WSYR(AM)-WYYY(FM) Syracuse.

Michael Richardson, assistant treasurer, Cablevision, New York, joins NBC, Los Angeles, as director, advertising finance and administration, West Coast.

Raymond Champin, account executive, Colony Communications' Whaling City Cable TV, New Bedford, Mass., and Greater Fall River (Mass.) Cable TV, named broadcast sales manager for Colony's Westerly (R.I.) Cable TV.

Marketing

Michael Donahue, senior VP, management director and member of board of directors, Dancer Fitzgerald Sample, New York, named executive VP.

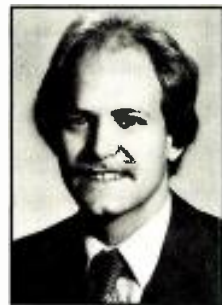
Michael Popernik, senior VP, international treasurer, Compton Communications, New York, joins Marsteller Inc. there as senior VP, chief financial officer.

Appointments, Foote, Cone & Belding, New York: **Patty Otis Abel**, copywriter, New York,

to VP, executive copy director; **Jane Austin**, VP, account supervisor, Cunningham & Walsh, New York, to VP, account director; **Joel Kaufman**, from Heublein Corp., New York, to manager of local broadcast, and **Mary Ayres**, recent doctoral graduate, University of Chicago, to research analyst.

Scott Rossborough, senior VP, Dancer Fitzgerald Sample, New York, named general manager, NDC/DFS International, based in Tokyo. NDC/DFS International, jointly operated by DFS and Nippon Design Center, provides worldwide marketing services for Japanese companies, primarily Toyota.

Daniel Leinweber, VP, corporate affairs, and general manager, New York office, Lippin & Grant, joins Creamer Dickson Basford, Providence, R.I., as VP, group manager.



Harder

Jim Harder, manager, Philadelphia office, Eastman Radio, named VP, manager, Chicago office. **Lindsay Paz**, account executive, WCAU(AM) Philadelphia, joins Eastman Radio there as office manager.

Carl Trautmann, media planner, William Esty Co., New York, joins

Cunningham & Walsh there in same capacity. **Mary Gallatin**, from Dancer Fitzgerald Sample, New York, and **Barbara Shapiro**, from N W Ayer, New York, join C&W as assistant account executives.

David Brown, freelance artist, N W Ayer, New York, named art director.

George Goldman, national sales manager, KFAC(AM) Los Angeles, joins Concert Music Broadcast Sales as West Coast manager of newly opened Los Angeles office. Concert Music is radio representative firm specializing in classical formats.

Appointments, Katz Communications: **John Mathias**, sales manager, Katz American Television, Minneapolis, to divisional VP; **Thomas Koon**, sales manager, Katz American, St. Louis, to divisional VP; **T. J. Watson**, junior research analyst, MMT Sales, New York, and **Michael Dominick**, account executive, Herman/Haas Associates, New York, to research analysts, Katz Independent Television there.

Jim Peacock, national-regional sales manager, WSPA-AM-FM Spartanburg, S.C., joins McGavren Guild Radio as sales manager of newly opened Charlotte, N.C., office.

David Ketchum, from International Center of Photography, New York, joins Cunningham & Walsh there as junior account executive.

Willard Poppell, membership director, Southern Apparel Contractors Association, Atlanta, joins N W Ayer there as account executive.

Ernest Martin, from World Events Productions, Koplár Communications, St. Louis,

Mo., joins Koplár's KPLR-TV there as director of research and marketing.

Gene Frankel, account executive, Chicago Sting professional hockey team, joins WNIB(FM) Chicago and co-owned WNIZ(FM) Zion, Ill., as local sales manager.

Warren Anderson, account executive, Blair Television, New York, joins WDIV(TV) Detroit as national sales manager.

Debra Tsingis, production assistant, Louis Benito Advertising, New York, joins Johannesson, Reeser & Associates, St. Petersburg, Fla., as traffic manager.

John Goetzinger, manager, Creative Displays, Lexington, Ky., joins WTVQ-TV there as account executive.

Programing

Sidney Pike, president, Turner Program Services, Atlanta, assumes additional duties as head of international division.

James Theroux, from Warner-Amex's Qube system in Columbus and Cincinnati, both Ohio, joins Metropolitan Satellite Corp., Cleveland, as president and chief executive



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officer of satellite master antenna television service.

Ken Draper and **Jim Hampton**, principals in The Creative Factor, Los Angeles, have left to form Draper & Hampton Inc., broadcast production firm there. Clients already signed include Maxell, Activision and Mitsubishi.



McGrath

Brian McGrath, senior VP, international television, Columbia Pictures International, New York, named executive VP, assuming additional responsibilities in international cable, satellite and pay television.

Lee deBoer, VP, programming, Cinemax, New York, named VP, Cinemax, responsible for all programming.

Jim Kearney, independent program development consultant, joins Columbia Pictures Television, Los Angeles, as director of comedy development.

Phillip Stout, VP, creative director, Schulze Radio Productions, Plainfield, N.J., joins Leisure Market Radio, New York, in same capacity, responsible for programming on Leisure's owned stations.

Robert Pshena, director of sales and marketing, ON TV, Los Angeles, named VP, marketing.

Leslie Savage, program associate, sales strategy division, Blair Television, New York, joins Metromedia Producers Corp., Boston, as director of syndication research.

Jim Mervis, VP, programming, MGM/UA Home Video, New York, named to newly created position of VP, programs and planning.

Ted Baker, account executive, Metromedia Producers Corp., Los Angeles, joins 20th Century-Fox Television, Dallas, in same capacity.

Janet Foley, attorney, Los Angeles, joins Hanna-Barbera Productions there as associate director, business affairs.

Ann Kalman, director, media planning, CBS Entertainment, Los Angeles, named VP, media services.

Marcia Skolnick, from Peters Griffin Woodward, New York, joins WW Entertainment there as manager of research. **Vicki Jo Hoffman**, from Telepictures, New York, joins WW Entertainment as account executive.

Norman Hayes, VP and office manager, MMT Sales, Atlanta, joins Multimedia Entertainment, Cincinnati, as sales manager, central division, responsible for syndicated sales of programming including *Donahue*, *Country Comes Alive*, *Music City U.S.A.* and *Pop Goes the Country*.

Harriet Beck, director of business affairs, Ruby-Spears Enterprises, Hollywood-based subsidiary of Taft Entertainment, named VP, business affairs.

Named directors of newly formed national accounts group, Warner Amex Satellite Entertainment Co., New York: **Mark Booth**, director, affiliate sales and marketing; **Mark Rosenthal**, director, national accounts, and **John**

Double duty. Judy Woodruff, chief Washington correspondent for the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*, will anchor 18 programs of the PBS documentary series, *Frontline*, for the upcoming season (January through May). Woodruff replaces the late Jessica Savitch as anchor of the program, and will continue as correspondent on *MacNeil/Lehrer*, commuting periodically to Boston to tape the *Frontline* programs.

Shaker, director, sales, Eastern region.

Michael Presbrey, senior VP, advertising sales, Entertainment and Sports Programming Network, Bristol, Conn., joins TVS Inc., parent of TVS Television Network, New York-based independent sports network, as senior VP, marketing, and director.

Vanessa Drucker, director of programing, Focus Communications, Nashville-based diversified media company with interests in cable, broadcast and satellite communications, named VP and director of programing.

Norman Klein, VP, executive producer, First West Films, Salt Lake City, joins Twin Arts Productions, Santa Monica, Calif., as VP, director of operation.

Gayle Gardner, sports anchor-reporter, WJZ-TV Baltimore, joins Entertainment and Sports Programing Network, Bristol, Conn., as producer-reporter.

Kenneth Werner, assistant executive director, The Dramatist Guild, New York, joins Viacom Enterprises there as associate director of business affairs.

John Gabriel, from ABC's daytime serial, *Ryan's Hope*, joins RKO Radio Networks, New York, as host, *Soap Opera Update*.

Chris Lane, from station relations department, Weedeck Radio Network, Hollywood radio programing producer and distributor, named marketing director.

Tim Fox, program director, WZOK(FM) Rockford, Ill., joins KPKE(FM) Denver in same capacity.

Steven Kostant, independent documentary and industrial film producer, joins Colony Communications as program manager of its Greater Boston Cable Corp., Colony's cable system serving Woburn, Mass.

C. Vincent Shortt, president of own marketing firm, Shortt Answers, and executive producer, E.O. Films, Grover, N.C., joins WDSU-TV New Orleans, as executive director, telecommunications center at 1984 World's Fair there.

Jeff Pylant, weather anchor, defunct Satellite News Channel, Stamford, Conn., joins Group W's WJZ-TV Baltimore as co-host, *Evening Magazine*.

News and Public Affairs

Louis Boccardi, executive editor and VP, Associated Press, New York, named to newly created position of executive VP and will function as chief operating officer.

Jan McKay, music director and morning air personality, WRQC(FM) Cleveland Heights,

Ohio, named news and public affairs director.

Normand Deragon, news director, WSAR(AM) Fall River, Mass., joins WTPP(AM) Natick, Mass., in same capacity.



Kuelbs

Thomas Kuelbs, news director, WLS-TV Chicago, joins KHOU-TV Houston in same capacity.

Jim Hefner, news director, WRAL-TV Raleigh-Durham, N.C., joins KDKA-TV Pittsburgh in same capacity.

Arta Boley, executive news producer, KMGH-TV Denver, named news director.

John Martin, general assignment correspondent, ABC News, New York, named principal reporter, *This Week with David Brinkley*, Washington, succeeding **James Wooten**, who assumes "special assignment" responsibilities on *World News Tonight*, in addition to reporting on political trends for number of ABC News programs.

Sheila Detrick, weekend anchor-producer and reporter, KREM-TV Spokane, Wash., joins noncommercial KAMU-TV College Station, Tex., as news director.

Walter Carlson, news director, WMBI-AM-FM Chicago, retires after 41 years with station.

Appointments, KRON-TV San Francisco: **Darryl Compton**, news operations manager, to associate news director, operations; **Paul Colardo**, coordinating producer, Disney Channel, Los Angeles, and **Diane Keaton**, freelance producer, KRON-TV, to coordinating producers, and **Todd Hanks**, news photographer, to ENG supervisor.

Appointments, WGHP-TV High Point, N.C.: **Larry Stirewalt**, acting executive news director and assignment editor, to executive news director; **Ralph Shaw**, assistant news director, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., to assignment editor; **Carol Wilkinson**, reporter-anchor, WKFT(TV) Fayetteville, N.C., to reporter-weekend anchor; **Neill McNeill**, reporter, WKFT, to reporter, and **Chuck Hemrick**, photographer, WBTV(TV) Charlotte, N.C., to nightside photographer.

Appointments, WSMW-TV Worcester, Mass.: **Kathy Moschella**, reporter-anchor, WFTQ(AM) Worcester, to producer-reporter; **Chris Rose**, from WESO(AM)-WQVR(FM) Southbridge, Mass., to reporter; **Bob Valinski**, news photographer, to chief news photographer, and **Scott Hess**, freelance photographer, to news photographer.

Al Bilnke, from WJBK-TV Detroit, joins WTNH-TV New Haven, Conn., as assignment editor.

Paula Shaw, news producer, KTHV(TV) Little Rock, Ark., joins WJXT(TV) Jacksonville, Fla., in same capacity.

Adrienne Kaplan, assignment editor and correspondent, WCLR(FM) Skokie, Ill., named community affairs director.

Liz Tredennick, assignment editor, KRDO(TV) Colorado Springs, named 5 p.m. producer.

R. D. Sahl, anchor, defunct Satellite News Channel, Stamford, Conn., joins WNEV-TV

Boston as noon co-anchor.

David Berner, news and information director, WTKN(AM)-WWSN-FM Pittsburgh, named senior editor, morning news anchor.

Vernon Jarrett, columnist, *Chicago Sun-Times*, joins WLS-TV Chicago as commentator. **Mike Jackson**, reporter-weekend anchor, WMAQ-TV Chicago, joins WLS-TV as reporter and substitute anchor.

Lisa Fantino, freelance reporter, joins WFAS-AM-FM White Plains, N.Y., as weekend anchor-editor.

Erin Hayes, reporter, KYTV(TV) Springfield, Mo., named weekend anchor.

James Newman, from ABC-Group W's defunct Satellite News Channel, Stamford, Conn., joins Group W's KFVB(AM) Los Angeles, as financial reporter.

Lloyd Lindsay Young, weather anchor, KFRC(AM) San Francisco, joins WOR-TV New York in same capacity.

Technology

Neal Freeman, president, Jefferson Communications, Reston, Va.-based television production firm, nominated by President Reagan and confirmed by Senate to board of directors of Comsat, Washington.

Joseph Clayton, VP and general manager, RCA Distribution Corp., Chicago, named to newly created position of VP, consumer sales, RCA videodisk division.

Appointments, Wavetek, San Diego-based

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recognizing special
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manufacturer of video test equipment: **John Thornton**, president and chief executive officer, to chairman of board and CEO, succeeding **David Goodman**, who moves to newly created position of vice chairman; **Louis Abbott**, executive VP and chief operating officer, to president and chief operating officer; **John Schweikart Jr.**, VP and chief financial officer, to VP, finance and administration; **Henry Reinecke Jr.**, VP and general manager, Wavetek, San Diego, to group VP, general purpose products; **Thomas Kurtz**, assistant general manager, San Diego, succeeds Reinecke; **Edward McDonald**, VP and general manager, Wavetek, Indiana, to group VP, special purpose products, and **Lawrence Dolan**, manager of test and measurement, cable television business units, Wavetek, Indiana, succeeds McDonald.

John Evans, VP and director of research, Comsat Laboratories, Comsat world systems division, Washington, named VP, research and development, and director of Comsat laboratories. **Arthur Hill**, Washington bureau chief, Cardiff Publishing Co., Denver, joins Comsat General there to market business communications services involving NBC-Comsat General satellite network.

Douglas Morais, VP, microwave operations, Farinon division, Harris Corp., San Carlos, Calif., named VP, general manager of division.

Randy Graves, manager, new-build operations, Cleveland and Toledo, Ohio, suburbs, and temporary manager, Wilmette, Ill., cable system, Matrix Enterprises, named regional manager, central Tennessee and Kentucky, Franklin, Tenn.

William Ulewicz, division sales manager, Northeast division, North American Philips Consumer Electronics Co., New York, joins Satellite Television Corp., Washington, as VP, sales.

Charles Godwin, from Martin Marietta Data Systems, West Point, N.Y., joins Bertman Corp., Vienna, Va., communications firm providing engineering, marketing, implementation and financial services to broadcast and cable industries, as manager, local area network operations. **Kevin McGreevy**, technician, MITRE Corp., McLean, Va., joins Bertman as staff engineer.

John Webb Jr., Northeast regional sales manager, Fernseh division, Robert Bosch Corp., Salt Lake City, joins Ikegami Electronics, Maywood, N.J., as sales manager, networks, special accounts and sales to Canada.

Brian Lietz, engineering manager, WUFT(TV) Gainesville, Fla., named director of engineering.

Promotion and PR

Jane Ayer, from own public relations agency, Los Angeles, joins MCA Home Video and Universal Pay Television there as director of public relations.

Catherine Woods, research and production assistant, Mayor's Office of Cable Communications, Boston, joins WFTQ(FM) Worcester, Mass., as promotion director.

Cyndie Reynolds, acting promotion manager, WTSP-TV Tampa-St. Petersburg, Fla., named



Stephens



Dyer



Roach



Monette



Hopper



Shull

Six employees of KOSA-TV Odessa, Tex., were killed Nov. 26 when the private plane in which they were flying crashed on approach at Midland (Tex.) regional airport. The crew was returning from Fort Worth and Wichita Falls, both Texas, where they had been covering local high school playoff games. Those killed in the crash: Gary Hopper, 32, 6 p.m. anchor, assistant news director and producer; Jeff Shull, 25, sports director; Bob Stephens, chief engineer; Ed Monette, 28, assistant chief engineer; Bruce Dyer, 26, production director, and Brent Roach, 24, commercial production director. In addition Keith Elkins, pilot, and Jay Price, Hopper's brother-in-law who was helping out on the remote, were also killed.

promotion manager.

Allied Fields

Aaron Spelling, president, Aaron Spelling Productions, Los Angeles, has been named recipient of 1983 Humanitarian award from National Association for the Advancement of Colored People for his "many philanthropic activities, his contribution to civil rights and his established record in giving opportunities to creative talent from minority groups."

Les Reingold, news director, office of public affairs, Federal Trade Commission, Washington, resigns.

Linda Kridel Smith, communications attorney with law firm of Crowell & Moring, Washington, named partner.

Elected to American Advertising Federation's Hall of Fame: late **Clarence Eldridge**, former executive VP, Campbell Soup, and VP, marketing, General Foods; **John Elliott Jr.**, former chairman, Ogilvy & Mather International; **Howard Morgens**, former chief executive and chairman of executive committee, Procter & Gamble, and late **Owen Burch Winters**, former executive VP, Erwin, Wasey.

Deaths

Kenneth J. Scott, 50, director of Washington news coverage, ABC News, since 1982, died of cancer Nov. 29 at his home in Washington. From 1966 to 1982, Scott was manager of radio news, Washington bureau. Scott began his broadcast career as announcer for WORK(AM) (now WOYK) York, Pa., in 1955 and joined ABC in 1963 as editor and producer, based in New York. In his Washington post, Scott's responsibilities included coverage of White House, and he received Ohio State University award for series of special reports on Watergate. Said ABC News president **Roone Arledge** of Scott: "He was a dedicated broadcast journalist and talented broadcaster who demanded the best of himself and those who worked for him. He will be greatly missed." Scott is survived by his wife, Deborah, two sons and daughter.



Scott



Salter

Russell G. Salter, 70, president and chairman of board, Salter Broadcasting Co., Aurora, Ill., died Nov. 27 of cancer at Hinsdale hospital, Hinsdale, Ill. Salter Broadcasting owns WBEL(AM) Beloit, Wis.; WFVR(AM)-WKKD(FM) Aurora, Ill.; WRWC(FM) Rockton, Ill., and WIPC(AM) Lake Wales, Fla. Salter graduated as an electrical engineer from Radio and Electrical Institute of Los Angeles in 1933, and began his broadcasting career as an announcer over WIBU(AM) Poyette, Wis. He is survived by his wife, Arlene, and three daughters.

Howard Coleman, 61, associate professor of broadcast communications, Arkansas State University, State University, Ark., and founding member, Broadcast Promotion Association, died of cardiac arrest Nov. 27 at Baptist Memorial hospital, Memphis. Coleman's former positions included director of public relations, A.C. Nielsen Co.; promotion manager, NBC, Chicago, and public relations director, WTCN-TV Minneapolis-St. Paul. He is survived by daughter and three sons.

Christopher George, 52, veteran television actor featured in *Rat Patrol* and *The Immortal* series, died of heart attack Nov. 28 at Westside hospital, Los Angeles. He is survived by his wife, actress Lynda Day George, daughter and son.

Don Fisher, 50, ABC News radio correspondent and anchor, ABC Information Network, since 1974, died of heart attack Nov. 30 in New York. He served in various news capacities at WCAU(AM) Philadelphia from 1965 to 1974. He is survived by his wife, Louise, and three daughters.

Experience is the best teacher

Last summer when representatives of major television groups decided to form their own Washington-based trade association, the Television Operators Caucus, they also agreed that David Henderson should take charge as president and chairman. Henderson, president of the broadcasting division of Outlet Co., was a logical choice. He is firmly ensconced in the television management establishment, a status he attained by unconventional means. Not many broadcast executives can say they broke into the business as host of a television show for tots.

At the age of 18, Henderson defied his parents, quit school and enlisted in the Marines.

"I was disappointed I missed out on the big one [World War II] and was determined to go into the Marines," he says of his decision. Looking back, he notes, "I was a maverick at an early age. At one point I was both an Eagle Scout and a high-school dropout."

The military training and discipline "straightened" him up, Henderson says.

He was assigned to public information and started off as a file clerk. "I really didn't have much of a capacity as file clerk. So one day they asked me: 'What would you really like to do around here?' By that time I had become enamored with what they called the radio section, where they recorded announcements and programs. So they let me work down there."

When he left the Marines two years later, in 1948, Henderson set his sights on recouping some of the education he had left behind in joining the service. He returned to Baltimore where he had been raised and went to work as a publicist for the Marine reserves, while earning his high-school diploma by attending classes part-time. Later he took night courses at a local junior college. It was in Baltimore, he says, that "I met some of the people at the TV stations and was befriended."

He joined WBAL-TV as the host of a children's program. At that time, the station was on the air only 30 hours a week. "It was a great age of experimentation," says the 55-year old broadcaster. "You knew you were on the leading edge of a new industry. It was just pure fun. In those days broadcasting was kind of an art form, and we were preoccupied with that and not as concerned with the business aspects of it."

Henderson and television matured together.

After two years at WBAL-TV, he moved to WFIL-TV (now WPVI) Philadelphia, where he served as a director and producer. Henderson's tenure at that station was interrupted when he was recalled to active duty in Korea.

In 1951, he returned to civilian life eager



David Ellis Henderson—president, broadcasting division and executive vice president, Outlet Co., Providence, R.I.; b. March 31, 1928, Florence, S.C.; Baltimore Junior College, Baltimore, 1948-50; public information specialist, Marine Corps, 1946-48; announcer-director, WBAL-TV Baltimore, 1948-50; director-producer, WFIL-TV Philadelphia, 1950-51; television producer, Al Paul Lefton Co., late 1951-55; broadcast account supervisor, Gray & Rogers Advertising, Philadelphia, 1955-59; account executive, Television Advertising Representatives, New York, 1959-63; assistant sales manager and later general sales manager, WBZ-TV Boston, 1963-65; general sales manager, KYW-TV Philadelphia, 1965-67; general manager, WJZ-TV Baltimore, 1967-69; president and chief executive officer, Group W Productions, 1969-72, present position since 1972; m. Joan A. Coale, 1950; children—David E. Jr., 27; Jonathan, 25; Susan, 23, and Jeffrey, 17.

to try his hand at something new. He joined the Philadelphia advertising agency of Al Paul Lefton Co. as a television producer. In 1955 he moved to another Philadelphia agency, Gray & Rogers. "There I met a delightful gentleman, Ned Rogers. I would have to say that as much as anybody he was my mentor." Rogers's advice to Henderson: "Always negotiate hard and fair. Stop when you are beginning to take the man's appropriate profit. If you gouge in the negotiations, the quality of the services you receive will be curtailed."

After he left Gray & Rogers, in 1959, Henderson began a 13-year association with Westinghouse Broadcasting. He worked for Westinghouse's sales group, Television Advertising Representatives, as an account executive. As the business grew, so did Henderson's responsibilities. And he returned to the station level. He worked at a number of

Westinghouse stations: WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, in ascending positions ranging from assistant sales manager to general manager. In 1969 Henderson was named president and chief executive officer, Group W Productions. Programs produced during his tenure included the Mike Douglas, David Frost, and Merv Griffin shows.

Henderson describes his experiences during those years as "attending Westinghouse University, which had a cadre of ambitious, interesting and talented people."

When he joined Outlet in 1972, it was primarily in the retail business, with a broadcast subsidiary (three TV's, two AM's and one FM). The broadcast sales volume then, he says, was \$13 million; it is \$96 million now, and the company owns six radio stations (including WSNE[FM] Taunton, Mass., which has been sold [see page 70]) and five TV's.

Outlet's approaching purchase by Rockefeller Center (last week the FCC cleared the \$244.8-million transaction), a real estate concern owned by the Rockefeller family, poses no threat to Henderson. "There is all good for me in this," he says. According to the terms of a seven-year contract, he'll retain his title of president of the broadcasting division and become chief operating officer and a member of the board.

The Rockefeller people are not alone in recognizing Henderson's value to the industry.

"He's a hard working professional who has devoted his life to broadcasting. His batting average is good, and people respect and trust him," says Joel Chaseman, president of Post-Newsweek Stations and secretary-treasurer of the caucus.

Henderson has a reputation for industriousness. "If he could, he would go 24 hours a day seven days a week. He just loves the business," said Charles Kennedy, president and general manager of Outlet's KOVR(TV) Sacramento-Stockton, Calif. "Dave has done almost everything in the business," Kennedy added. "There isn't much that he hasn't done."

He is a three-term board member of the Television Advertising Bureau and its immediate past chairman. According to TVB President Roger Rice, Henderson left his mark. Rice credits him as the guiding force on the organization's steering committee and with being an active member on the TVB five-year strategic planning committee.

Says Rice: "He has the capacity to take on many projects and see them through completion. He is not a one-trick pony."

Henderson is settled now, but it wasn't that way en route to Providence. He estimates his family has moved 26 times. "We've built seven houses that are alleged all to be the same house. That's folklore, we made improvements and changes as we went along."

Sales of Outlet and Corinthian station groups were approved, with conditions, by FCC. Approval of Outlet purchase by Rockefeller Center Inc. for \$332 million (BROADCASTING, May 9) is contingent on sale of WSNE-FM Taunton, Mass. (Providence, R.I.) (see "Changing Hands," page 71). Other stations in Outlet group are WJAR-TV Providence, R.I.; WCPX-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; KSAT-TV San Antonio, Tex.; KOVR-TV Stockton-Sacramento, Calif.; WTKS-FM Bethesda, Md. (Washington); WTOP(AM) Washington; WIOQ(FM) Philadelphia; WORS-FM Detroit, and KIQQ(FM) Los Angeles. Dun & Bradstreet's Corinthian group was purchased by A.H. Belo, Dallas-based publisher and broadcast group owner, for \$606 million (BROADCASTING, June 27). Stations being sold are KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind.; WISH-TV Indianapolis; KOTV(TV) Tulsa, Okla.; KHOU-TV Houston, and WVEC-TV Hampton, Va. WISH-TV and WANE-TV are being spun off to LIN Broadcasting for, respectively, \$97 million and \$7.9 million, prices paid by Belo to Corinthian for them ("In Brief," Oct. 17). Approval of two other station sales is contingency. KHOU-TV's purchase is contingent on Belo's sale of nearby KDFM-TV Beaumont-Port Arthur, Tex., to Freedom Newspapers Inc. ("In Brief," Oct. 10). Approval of WVEC-TV purchase awaits sale of WTVC-TV Chattanooga, included in sale to Freedom.

FCC late Friday (Dec. 2) announced that AM daytimers can start using their post-sunset authorizations immediately. James McKinney, FCC Mass Media Bureau chief, said Canada had agreed to go-ahead, even though it isn't expected to sign agreement permitting those expanded operations until sometime this week.

Recount of vote for municipal ownership option for City of Cambridge, Mass., has reversed initial verdict ("Cablecastings," Nov. 28). City had voted for municipal option but New England Cable Television Association asked for recount of close vote. New totals differed by 38: anti-option, 14,104; pro-option, 14,066. Decision now eliminates municipal ownership as cable option.

Group of **press organizations** has agreed on coordinated effort to **negotiate with Pentagon and White House over procedures to be followed in permitting press access to combat zones.** Group will also attempt to explain to public why press regards such access as essential. Group's activities were spurred by government-imposed restrictions on news coverage of U.S. invasion of Grenada, including denial of access to island for first three days of operation. Groups involved are Dow Jones & Co., Associated Press, United Press International, American Newspaper Publishers Association, the Associated Press Managing Editors, the Society of Professional Journalists/Sigma Delta Chi and Reporters Committee for Freedom of the Press. President of UPI, William Small, said in speech on Friday that restrictions imposed on coverage of Grenada operation raise unprecedented questions of journalistic access. "It is a question of access in a way we've never seen it before," Small said, in speech to Milwaukee Press Club Hall of Fame dinner.

Declining to grant exception to multiple ownership rules, FCC last week refused to permit **Blac Inc.** to sell construction permit for unbuilt KVGO(AM) Pinehurst, La., to **EBCO Broadcasting Inc.** Ben D. Johnson, 60% owner of EBCO, also owns 12.5% of co-located UHF station KLAX-TV Alexandria, La., and is president and owner of WXOK(AM) in nearby Baton Rouge. FCC noted that exceptions to its multiple ownership rules which permit consideration of acquisitions that would result in co-located UHF-aural combinations are designed to promote development of UHF TV service by allowing for co-owned operation with radio. FCC said it "was not persuaded" to extend UHF exception to cover acquisition of AM, even though that radio station may be financially troubled. FCC also said EBCO had not demonstrated that UHF station would benefit from proposed combination.

FCC has joined fight in Supreme Court to overturn Oklahoma law banning liquor advertising from cable television systems. Commission, in friend of court brief, says commission has pre-empted kind of state regulation involved. It says since copyright law and technical factors, as well as commission rules, prohibit cable systems

from deleting commercials from broadcast signal, Oklahoma's law would "effectively prevent" state's systems from retransmitting out-of-state programs. Thus, commission adds, law would interfere with commission's regulatory authority, disrupt nationwide cable television communications system, and diminish diversity of broadcast voices available in Oklahoma, "in direct contravention of federal statutory and regulatory authority." Fight has been taken to Supreme Court by four Oklahoma cable systems. Earlier number of broadcast and cable television interests filed friend-of-court briefs in behalf of cable systems (BROADCASTING, Nov. 21).

Responding to petitions to deny by National Black Media Coalition and others, **FCC has granted 16 Indiana, Kentucky and Tennessee stations renewals.** Nonetheless, finding "some doubt" about whether some of those stations had complied with equal employment opportunity requirements, commission saddled WFMS(FM) and WHMB-TV, both Indianapolis; WLAP-AM-FM and WVLK-AM-FM, Lexington, Ky.; WLRS(FM) Louisville, Ky.; WHIN(AM) and WWKX(AM) Gallatin, Tenn., with reporting conditions.

Criminal charges filed during fall 1981 by Connecticut's chief state attorney's office **against Scott Rasmussen**, president of defunct Avon, Conn.-based Enterprise Radio Inc.—24-hour satellite delivered sports programming service—for failure to pay 79 employees wages during final weeks of company operation, **have been dropped.** Reason, according to Ernest J. Diette Jr., assistant state attorney for Connecticut, is **out-of-court settlement** last Monday (Nov. 28) of \$130,000 on separate civil action brought by U.S. Department of Labor regarding overtime pay, minimum wage and other liquidating damages. Amount agreed upon turned out to be nearly half of \$269,000 that 79 former staffers who filed charges in Connecticut said they were owed. "Enterprise Radio... The Sports Network" ceased operation on Sept. 24, 1981.

Council for Cable Information has picked McCann Erickson to develop and execute multimillion dollar media campaign to **improve cable's public image**, subject to approval by CCI's executive committee this Thursday in Denver. Selection was made last week after CCI listened to final presentations of McCann Erickson, Walter Thompson and Della Femina. Each of firms were given up to \$20,000 to make presentation. Account will not be a large one. CCI will launch campaign next spring, **spending between \$5 million and \$6 million on it in first year.**

Consumer group has charged Campbell Soup Co. with "false, deceptive and unsubstantiated advertising" in petition to Federal Trade Commission last week. Center for Science in the Public Interest said company is misleading consumers "into believing that its soups are healthy and highly nutritious." Specifically, group cites "excessive sodium content" of soups and says "Campbell has falsely advertised" that its soups contain more of specific vitamins than other foods. Campbell representative, Scott Rombach, says charges are "outright lies," that facts in campaigns are based on government research. FTC Commissioner Michael Pertschuk earlier voiced concerns about Campbell ad campaign in Aug. 3 memo to FTC, citing campaign as example of advertising practices FTC should review.

Ranking as top item during this week's **Arbitron Radio Advisory Council meeting** on Captiva Island, Fla. (Dec. 5-8), is discussion over Arbitron's new computer-delivered ratings service, **Arbitron trends**, methodology of which is causing major stir in radio industry. New system, which commences with winter 1984 rating period in 22 markets, will offer regular quarterly reports and monthly ratings. Latter will be three-month rolling average of six basic dayparts and four demographics categories: persons, 12-plus; men, 18-plus; women, 18-plus, and teen-agers. Issue to be debated this morning (Dec. 5) is whether Arbitron should broaden those demographic break-outs for monthly reports. Attendees also will hear report from advisory council chairman Ted Dorf, vice president and general manager, WGAY-AM-FM Washington, citing little hope that proposed industrywide four-week cumulative

New York news competition. In the New York local news race, major turnarounds occurred in the just-ended November sweeps (see page 36) by A.C. Nielsen and Arbitron Co. In the Nielsens, WCBS-TV moved from third place a year ago to first place at 6 p.m. (with a rating/share of 8.8/17) and from second to first at 11 (with an 11.1/22). WNBC-TV dropped from first to second at 6 p.m. (8.4/16) and WABC-TV from second to third (7.5/14), while at 11 p.m. WABC-TV went from first to second (10.6/21) and WNBC-TV remained in third (10.3/20). It was the first sweep period since May 1977 that WCBS-TV placed first at 6, the first since February 1981 that it was first at 11 and the first sweep ever that it was first at 6 and 11. At 5 p.m., WNBC-TV held onto first place (7.5/16), WCBS-TV moved from third to second (6.1/13) and WABC-TV dropped from second to third (5.7/12).

In the Arbitrons, WNBC-TV was the news winner all the way, going from third to first at 6 o'clock (7.5/14) and from second to first at both 11 (11.1/23) and 5 o'clock (7.3/16). WABC-TV, which led all three news periods a year ago, dropped to third at 6 and second at 11 and five.

BROADCASTING, Sept. 5) will get off ground. Problem: raising \$500,000 from group operators and trade associations to cover partial cost of project. Rounding out four-day event will be election of new advisory council chairperson.

On common carrier front, **FCC last week gave approval to facilities transfers necessary to implement AT&T divestitures.** Nonetheless, commission said telco couldn't make ratepayers pick up about \$100 million for creation of new stock certificates, changing Bell logo and other administrative costs. Commission also asked AT&T to demonstrate why about \$280 million in costs for reconfiguring network should be passed on to ratepayers. According to telco, cost of separating network into local and long-distance networks will amount to \$279 million through 1988; cost of providing equal access for all carriers will amount to \$2.7 billion through 1988. In other action, FCC adopted most changes recommended by Federal-State Joint Board concerning procedures telephone companies will use for allocating nontraffic-sensitive and traffic-sensitive local exchange costs between interstate and intrastate jurisdictions. It also adopted report concluding that its decisions would not cause "sharply higher minimum charges" for obtaining residential telephone service and that "there is no evidence that federal decisions will cause residential subscribers to discontinue service, and thus threaten universal telephone service." In still other action, it denied AT&T reconsideration of its decision to postpone effectiveness of access charge and long-distance carrier tariffs from Jan. 1 until April 3.

L Hughes Communications announced last week that **Equatorial Communications has purchased up to four transponders on Galaxy II**, set to be launched in June of 1984. Equatorial will use transponders to expand for its low-speed data communications business, which features small (two-to-four foot) earth stations. Its customers currently include Reuters, UPI, Commodity News Services Inc. and Market Information Inc. Equatorial will not be alone in Galaxy II. It joins MCI Communications, which earlier purchased 12 transponders on Galaxy II, already in orbit, and Galaxy I.

Duffy Broadcasting, Dallas-based radio group operator, signed letter of intent last Thursday (Dec. 1) for **purchase of KIXI-FM Seattle** from station president Walter Nelskog for approximately \$6 million. Nelskog will retain KIXI(AM) there. Latest acquisition by Duffy Broadcasting will bring number of properties owned by company to four.

CC Review Board has granted application of Dayton Telecasting Inc. for new television station (ch. 45) in Dayton, Ohio, dismissing competing applications of Sinder Broadcasting of Ohio Inc. and Channel 45 Co. In initial decision, administrative law judge had granted application of Sinder (BROADCASTING, April 25). But Re-

view Board approved settlement agreement providing for grant of application of Dayton Telecasting (on condition that parties get rid of clause forbidding principals of Sinder and Channel 45 from getting involved with area competitor). Harry Posner Jr. is chairman and 37.5% owner of Dayton Telecasting. Albert M. Holtz is president and 21% owner. Posner and Holtz also have interests in West Virginia Telecasting Inc., licensee of WVAH-TV Charleston, W. Va., and in applications for TV stations in Akron, Ohio; Maryville, Tenn.; Portland, Me., and Wichita, Kan.

Motorola urged FCC not to grant waiver of AM stereo monophonic distortion rules that would allow Harris, one of its competitors in AM stereo standards battle, to win type acceptance of its **AM stereo exciter** (STX-1A) and resume marketing it. FCC recommended waiver based on series of tests it conducted. But in comments on that recommendation filed last week, Motorola said tests were not conducted under actual broadcast conditions. It said exciter may not be capable of high single-channel modulation levels or high monaural levels in stereo mode. Further comment period or rule-making is warranted, it said. Another competitor, Kahn Communications, took different tack. It asked FCC to waive rules. "We urge the commission not to interfere with the workings of the free marketplace." NAB also took pro-Harris position. It said waiver is justified for number of reasons, including fact that "the extent and nature of observable distortion is questionable, and apparently not objectionable."

Last Thursday (Dec. 1) marked **debut of Hospital Satellite Network**, 20-hour-per-day program service offering patient entertainment and medical programming to hospitals nationwide. According to programming VP Paul Coss, HSN expects to reach about 50 hospitals by end of December and 300 by February. Los Angeles-based service is distributed via satellite, with hospitals receiving dishes as part of their subscription to HSN. Programs contain no advertising. However, Coss said underwritten educational programming may be accepted in future.

CBS-TV has announced start-up production on series of CBS School-break Specials, series of original programs "involving adolescent conflicts and issues" for unspecified daytime broadcast on network. First special, to air in January, is "Dead Wrong," drama about convicted murderer who left videotaped messages arguing against life of crime.

Appointment of **Alfred R. Schneider** to newly-created position of VP, policy and standards, ABC Inc., was confirmed last week by ABC board of directors. Schneider, who had been ABC vice president heading broadcast standards and practices department since 1962, "will be responsible for the development, establishment and implementation of corporate policy and standards as they relate to various operating divisions and corporate staff." Schneider, based in New York, will continue to oversee broadcast standards and practices, quality control and corporate contributions within broadcast division.

Marvin L. Shapiro, former chief operating officer, station group president and director of Westinghouse Broadcasting Co., **has been retained** by communications investment banking firm, **Vernon, Suhler & Associates**, New York. He will help expand "existing merger and acquisition activities in broadcasting and broadcast-related fields," said John Suhler, VS&A president. Shapiro, who had been with Group W since 1961, left in August, 1983, to form Foxwood Communications (BROADCASTING, Aug. 15). Under his agreement with VS&A, he will continue to head Foxwood and consult to Group W.

National Association of Broadcasters' executive committee last week approved resolution **urging radio manufacturers** to consider developing and marketing radio receivers, "particularly for use in automobiles, capable of receiving all **AM stereo** radio transmissions."

Editorials

Four-letter words

To the distress of some who worry about taste, good and bad, the FCC last week decided to quit making judgments about the meaning of call letters. From now on broadcasters can choose any call they want, provided it is not in use by another broadcaster. Nobody should be surprised by the FCC's latest deregulatory move.

Last January, the FCC's Mass Media Bureau reversed an earlier decision and granted an Arlington, Ill., FM the call sign WSEX. Larry Harris, then the bureau chief, said the FCC had no business deciding whether a call was in good or bad taste. Presumably if a call is in bad enough taste to qualify as an obscenity, it could be attacked in federal courts as a violation of the law that prohibits obscene broadcasts. Thinking up a call that would meet that criterion has been unsuccessful here.

Well, of course, Larry Harris then and the three-member FCC majority now were right. If a station chooses a call sign that is in bad taste, according to the standards of its audience, it risks the defection of listeners, a heavy penalty for a poor choice. As a matter of principle, Commissioner Mimi Dawson correctly argued last week, taste is better left to the test of the marketplace than of a governmental agency.

Especially if the governmental agency seems out of touch with current idiom. As an applicant for WSEX pointed out, the commission already has approved such calls as KDIC, KOKE, WLAY and WSUX, which have all been on the air without bringing on a national crisis. About time the FCC quit.

Freak shows

If Larry Flynt, the publisher of *Hustler*, uses dirty pictures in commercials for his presidential candidacy, does the Communications Act require broadcasters to put them on the air even though they may violate the law against the broadcast of obscenity? Such is the silly kind of question that the Communications Act will require the FCC to decide as long as the act contains Section 312(a)(7), requiring broadcasters to give federal candidates reasonable access to the air, and Section 315, which, among other insults to editorial freedom, prohibits broadcasters from censoring candidates' remarks.

In 1958, a literal reading of Section 315 gave a political eccentric in an Uncle Sam suit, Lar Daly, equal time on Chicago television stations that covered the incumbent mayor in news and led to the 1959 exemption of news programming from the equal-time law. Perhaps a literal reading of the law for Larry Flynt could perform another legislative service.

Unheeded warning

It was a gutsy Tim Wirth who went into the cage with the National League of Cities last week, armed only with logic, to seek support for his cable regulation bill. He escaped with his life, for which the cable industry may be thankful, but without an endorsement. Along with logic, perhaps he should have carried a chair and a whip. Logic has been ignored by the cities since they first began to repudiate their compromise with the National Cable Television Association on a cable bill.

True to recent form, the National League of Cities made the repudiation official in a vote taken last week after Wirth addressed the league's annual convention. According to the view from here, Wirth had made a persuasive case for a restoration of

the compromise. As reported elsewhere in this issue, he explained how his H.R. 4103 had been altered to conform to what were understood to be the cities' aspirations. He wondered aloud whether senior city officials understood H.R. 4103 or whether they were being manipulated by the municipal bureaucracies that have grown up to regulate cable. That question was still pertinent after the voting.

Whatever the cities' real objectives, cable interests cannot be asked to give any more than they have already given. Maybe high NCTA officials have a point in saying, as Tom Wheeler and Jim Mooney said last month, that the ultimate hope for regulatory order may lie with the FCC if legislative action fails (BROADCASTING, Nov. 21). Indeed, as Wirth reminded the cities last week, the FCC has already pre-empted many of the functions that H.R. 4103 would give to the municipalities.

Cities that persist in wanting it all may wind up with no more authority over cable than they can exert over other media now. Wirth as much as told them that last week. Too bad they didn't listen.

Too far

The FCC's proposal to abdicate review of the engineering in applications for new stations or facility changes in the FM service has drawn the criticism it deserves. Broadcasters are unanimous in their belief that the commission is becoming excessively deregulatory in technical matters.

Under the FCC's proposal, applicants could go on the air with whatever technical standards they had chosen, subject to later modification if the standards later turned out to cause unwanted interference or otherwise proved faulty. As the National Association of Broadcasters noted in its comments filed last week, that is a "high risk" for applicants to run. Not only that, the procedure would give the victims of interference the obligation of initiating corrective action that would undoubtedly take longer at the FCC than the review of original engineering would take.

If the FCC has any legitimate mission, it is the policing of the air to make sure frequencies are put to their assigned use and that interference is kept to tolerable levels. When it quits worrying about the technical details of that job, it is ignoring its statutory reason for existence. How about putting those staff engineers to work?



Drawn for BROADCASTING by Jack Schmidt

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Worked up over productivity

In response to the growing local concern over the decline in American productivity and to support the National Association of Broadcasters' "Let's get together, America!" campaign, WJFM Radio in Grand Rapids developed a special ten-part series.

Hosted by the station's news and public affairs director, the series featured discussions with government and union leaders, economics experts and executives from major corporations. As a follow-up, WJFM also aired an exclusive interview with the U.S. Secretary of Labor. Among the responses to this ambitious local effort were several requests from companies for dubs to play for their employees.

Working to improve American productivity by helping listeners understand the problem is all part of the Fetzer tradition of total community involvement.



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